HISTORY OF THE HEALTH FOODS

MOVEMENT WORLDWIDE (1875-2021):

EXTENSIVELY ANNOTATED

BIBLIOGRAPHY AND SOURCEBOOK

Featuring: Bill Baker, Anthony Berhalter, Paul Bragg, California Health News, Otto Carque, Sophie Cubbison, Adelle Davis, El Molino Mills, Pitman Health Food Co., Health Food Company of New York, Gayelord Hauser, Clarke Irvine, John Harvey Kellogg, NNFA/NPA, Ralston Health Food Co.

Compiled

by

William Shurtleff & Akiko Aoyagi



2021

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DEDICATION AND ACKNOWLEDGMENTS

This book is dedicated to Otto Carque, Chef Akasha, and Wayne Dawson.

Part of the enjoyment of writing a book lies in meeting people from around the world who share a common interest, and in learning from them what is often the knowledge or skills acquired during a lifetime of devoted research or practice. We wish to give deepest thanks...

Of the many libraries and librarians who have been of great help to our research over the years, several stand out:

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■ Finally our deepest thanks to Tony Cooper of San Ramon, California, who has kept our computers up and running since Sept. 1983. Without Tony, this series of books on the Web would not have been possible.

This book, no doubt and alas, has its share of errors. These, of course, are solely the responsibility of William Shurtleff.

■ This bibliography and sourcebook was written with the hope that someone will write a detailed and well-documented history of this subject.

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INTRODUCTION

This is a brief biography of Otto Carque, a sample of one of the health food pioneers, most of whom lived and worked in California. The source of each piece of information is in this book.

1866 July 11 – Otto Heinrich Carque is born in Wiesloch, Mannheim, Baden [Germany], the first child and Eldest son of Louis Carque (born 6 July 1836). Anna Zentner Carque (born about 1839), both born in France, perhaps in Alsace-Lorraine. Otto's first language was French.

Note: Alsace-Lorraine was part of Germany from 1871 to 1918, after which it was returned to France by the Treaty of Versailles.

1870 June 11 – When Otto was about age 4, his mother, Anna dies at age 31 in Wiesloch, Baden, leaving her husband with 3 young children: Otto, Anna and Elise. Otto later claimed his mother died 'because of the doctors,' causing him to reflect upon health, disease and death,..."

1873 – Otto's father, Louis/Ludwig, remarries to Elise Bopp; and they have two more children, Hermine (born 26 Dec. 1874; died 6 Dec. 1885) and Ludwig Eduard (born 20 April 1877). Thus Otto was the eldest of 5 brothers and sisters.

Clarke Irvine (Otto's long-time close friend and admirer) recalled in Jan. 1935: "Handicapped with a weak physique, he early took up physical culture. It restored him, along with right living and natural foods, which he found remedied his acute constipation.

1887 – He arrives in New York City from Mannheim. There, recalls Benedict Lust, he was associated with Dr. Henry Lane, father of iridiagnosis in this country. Carque worked hard, and overcame many struggles.

1889 April 13 – Otto arrives in the USA at Ellis Island, Port of New York. Later in 1889 he traveled to California for the first time. For the next seven years he stayed mostly in the United States, on a path to citizenship. But he returned to Germany once, we don't know for how long.

1892 Nov. 19 – Otto returns to the USA for the third time, traveling with his youngest brother Louis/Ludwig. On the passenger list, Otto gives his age as 26 and Louis gives his age as 24. Both say they are wine merchants. They had come to see the Chicago World's Fair (1 May 1893 to 30 Oct. 1893; officially named World's Columbian Exposition) in Chicago, Illinois. After that Otto lived in New York for some years.

1895 – By age 28 he had become a vegetarian. "He lived 15 years on raw foods, then fresh fruits and vegetables, varied occasionally with eggs, cheese and nut butters, unroasted..."

1896 July 27 – Otto is naturalized (becomes a citizen of the U.S.) in New York City. At the time he lived at 65 2nd Ave. He gave his occupation as "confectioner." The witness to his naturalization was William Ulrich, a barber by profession.

1889 April 21 – Louis Eduard Carque, Otto's youngest brother, becomes a U.S. citizen, with Otto as his witness.

1904 – Otto's first two books are published by Kosmos Publishing Co. in Chicago: (1) *The Foundation of All Reform: A Guide to Health, Wealth and Freedom* (66 + vi p.). (2) *An Appeal to Common Sense* (15 + iv p.). Each is outstanding, advocating vegetarianism and natural foods. In the 2nd book Otto becomes the first American to use the term "natural foods" (plural).

Otto Carque continued to use the terms "natural foods" and "natural food" throughout his life, even though his colleagues preferred the terms "health foods" and "health food." Starting in 1922, in advertisements in the *Los Angeles Times*, he referred to his line of products (mostly dried fruits and nuts) as "Natural Foods of California." In 1925 he wrote and published a 359-page book titled *Natural Foods: The Safe Way to Health*. By 1931 he had renamed his company "Carque Natural Foods" and by 1935 a huge sign across the top of his food factory spelled out the company name.

1905 – Carque arrives in California from the East and settles in Los Angeles. In the fall, he begins his work with food or beverages by putting up 25,000 gallons of unfermented grape juice using a new method he invented (*Los Angeles Times*. 1906. Aug. 19, p. VI15).

1906 – Carque now has a little store in Los Angeles which, it is later said, "sowed the seed of Natural Foods in Los Angeles" (*Los Angeles Times*. 1926. Oct. 31).

1912 Jan. 18 – Carque runs his first ad in a California newspaper (*Los Angeles Times*): "Wanted – Boy with wheel to assist in manufacturing of health foods. Vegetarian

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preferred." Clearly, he wants to start a business.

1912 Aug. 15 – Announcement that "Carque Pure Food Company" has been incorporated. "Incorporators: Otto Carque, Edward Zeller, Harold D. Smith, Madeline Ronstand, Albert Maas; capital stock, $25,000; subscribed, $50."

1912 Nov. 13 – An ad announces that Carque is now selling his unsulphured Mission Figs at a Los Angeles grocery store (Walter E. Smith Co.). By March 1913 he is advertising his Black Mission Figs in a New York magazine.

1917 – Carque's Pure Food Co. first appears at 1605-1607 South Magnolia Ave., Los Angeles, California. They specialize in sun-dried black mission figs, and have a complete line of selected California dried fruits, nuts, nut butters, etc. He advertises that he sells "pure natural food products."

1920 June – An ad by Carque mentions that he now grinds flour using his own mill, and that he has a line of products, described in a circular with price list.

1921 May 1 – He now has a store at 2618 West Seventh Street in Los Angeles.

1922 March – *Natural Foods of California*, by Otto Carqué is published by Carqué Pure Food Co. in Los Angeles (21 p. 22 cm tall).

1922 June 11 – First mention of "The Carque Shop" and of "Natural Foods of California," a Carque registered trademark.

1925 Sept. – *Natural Foods: The Safe Way to Health*, by Otto Carqué, is published by Carqué Pure Food Co., Inc., Los Angeles, California (359 pages, 20 cm tall).

1925 Oct. 1 – Carque is now located in The Natural Foods Building, 729 Seward St., Los Angeles.

1925 Nov. 22 – Carque's California fruits and nuts, are now sold in metal holiday gift canisters at the Ville de Paris in Los Angeles. They are "packed in Los Angeles at the unique Carque factory..."

1926 July 4 – Carque now has a food shop at 831 South Flower St. in downtown Los Angeles.

1926 Oct. 31 – Carque now has a shop at 6411½ Hollywood Blvd. in downtown Los Angeles. He now has three shops. Hollywood Boulevard, which includes the famous Hollywood theater district, is a fashionable address.

1927 Nov. 6 – While on a lecture tour in New York City, Otto Carque (age 59 and still a bachelor) meets his bride to be, Lillian Reicher. She moves to California, where he employs her to assists him in the reorganization of his business, Carque Pure Food Company. They are married on Nov. 6, 1927 in Los Angeles. She becomes ever more actively involved with his work and business.

1928 March – *Mrs. Carqué's Recipe Book*, by Lillian R. Carque, is published in Los Angeles by Otto Carque (32 pages, 15 cm tall). It advocates a "fruitarian as well as a vegetarian dietary." The recipes call for many Carque brand products by name – such as: Carque's Almond Butter, Carque's Black Mission Figs, Carque's California Dates, Carque's California Honey, Carque's California Olive Oil, Carque's Celery Salt, Carque's Cracked Wheat, Carque's Deglet Noor Dates, Carque's Dried Apricots, Carque's Fig Paste, Carque's French Dressing, Carque's Gem Peanut Butter, Carque's Granulated Agar, Carque's Lentil Flour, Carque's Natural Whole Rice [brown rice], Carque's Nut Cream Butter, Carque's Nut Fruto, Carque's Nuts, Carque's Onion Salt, Carque's Orange Blossom Honey, Carque's Peanut Butter Dressing, Carque's Peanut Meal, Carque's Pecan Meal, Carque's Pitted Dates, Carque Powdered C-Leaves, Carque's Prunola Dressing, Carque's Raw Hawaiian Sugar, Carque's Ripe Olives, Carque's Savory Nut Loaf, Carque's Seeded Muscat Raisins, Carque's Seedless Raisins, Carque's Shredded Cocoanut, Carque's Soya Bean Flour, Carque's Thompson Seedless Raisins, Carque's Unsulphured Dried Peaches, Carque's Unsulphured Dried Pears, Carque's Whole Wheat Macaroni.

Lillian R. Carqué was born in 1899.

1929 Oct 29 – Stock market crash heralds the Great Depression.

1930 – *The Key to Rational Dietetics: Fundamental Facts about the Prevention of Disease, the Preservation of Health, the Prolongation of Life*. New, revised and enlarged ed., by Otto Carqué is published by the author in Los Angeles (151 p., 24 cm. tall).

1933 May 30 – Carque announces that he is closing his retail shop on Hill Street and moving to 1315 South Maple Ave., in Glendale, where he will do **wholesale** business only. This small announcement marks the first appearance of Carque in *California Health News*, published in Hollywood by his friend and admirer, Clarke Irvine.

1933 – *Vital Facts about Foods: A Guide to Health and Longevity with 200 Wholesome Recipes and Menus and 250 Complete Analyses of Foods*, by Otto Carqué is published by the author in Los Angeles (208 pages; 24 cm tall) . Several

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subsequent editions were published.

1935 Jan. 9 - Carque dies at age 69 of traffic accident injuries. He was walking across a street in a so-called "safety zone" when he was struck by distracted woman motorist. Final rites are conducted on Jan. 12 at the Hollywood Cemetery chapel. He leaves his widow at the family residence, 1315 Maple avenue.

There is a huge outpouring of love for Otto Carque both here and in the pages of *California Health News* and in an obituary by Philip M. Lovell in the *Los Angeles Times* (Feb. 10) who called him the "the first pioneer in the California pure food movement" and "great scientist, a thinker, an idealist, a lover of mankind.

"Otto Carque's name on food was virtually a warranty of its purity. He was the first to storm against the chemical pollution of foods – their adulteration with various vicious preservatives.

"He was a co-worker with great men, carrying on an active correspondence and joint endeavor with men of the stamp of the late the head [Harvey W. Wiley] of the Bureau of Chemistry of the nation [1901-1912], a man who has done perhaps as much as anyone in the world to better the food conditions of America.

"He had a keener knowledge of soils, of foods and their values, of ways and methods of maintaining good health through diet, than perhaps any other man in this country.

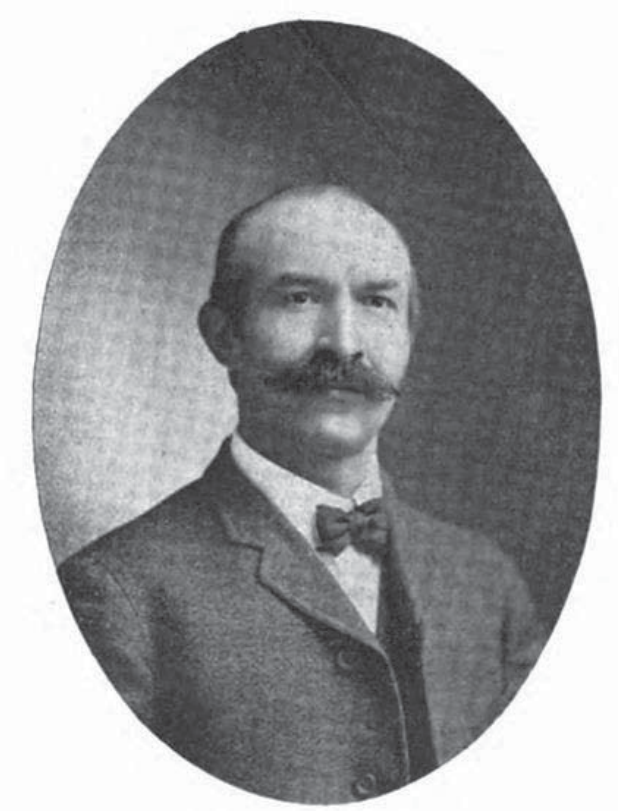
"In spite of his being nearly 70 years of age, one could find him doing his fourteen to sixteen hours' work each day, supervising, directing, and doing the manual labor incident to distribution of his foods which have reached nationwide circulation.

"He was the author of several extraordinarily fine books which have been read by scores of thousands..."

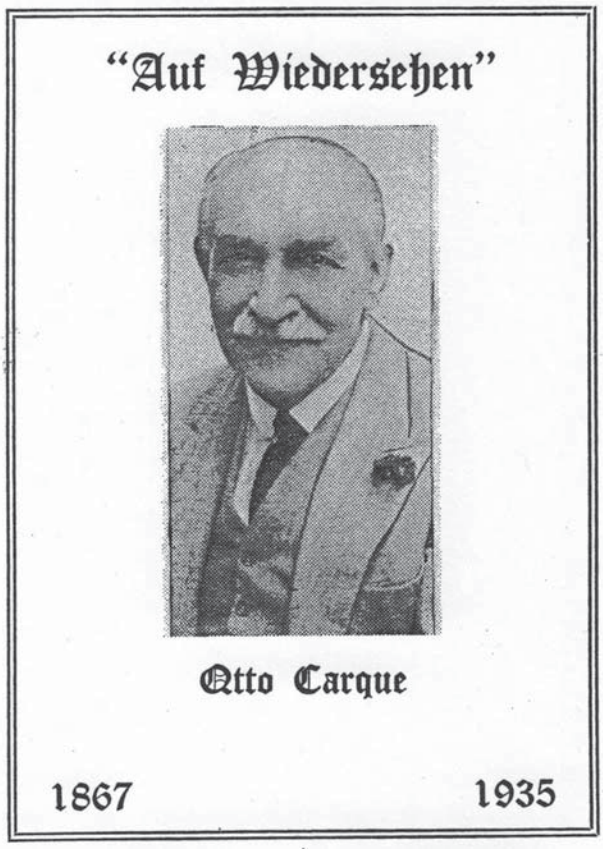
Clark Irvine invites anyone who has recollections of Otto Carque to send them to *California Health News*. He will publish them, and they will gradually constitute a biography.

1935 Jan. – Mrs. Carque carries on the work of her late husband, which is extremely complex and demanding. Often working late into the night, and very early in the mornings, he "did research work, financial matters, was main buyer, and supervised the production, while she attended to the business end."

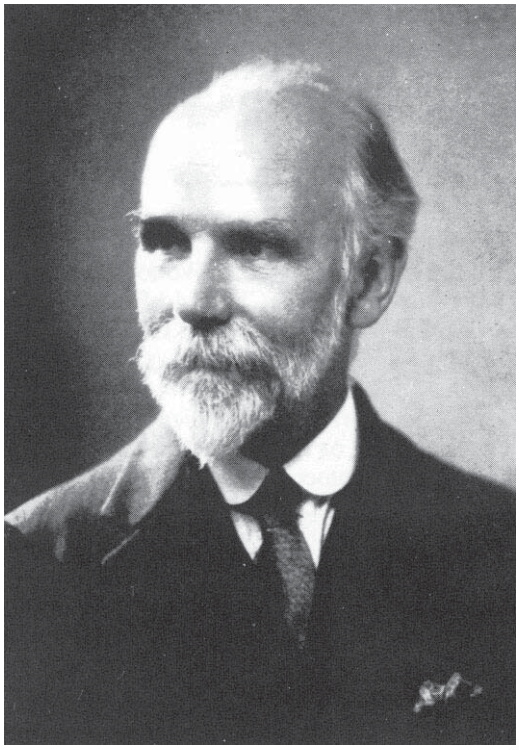
1937 July – After trying for more than two years to do the work of two people, Carque's food manufacturing company, for some time poised near bankruptcy, is sold by his wife to the Confection Co. of California. Mrs. Lillian Carque will act as publicity director.



OTTO CARQUE.



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Sir Isaac Pittman



Anthony A. Berhalter



Dr. John Harvey Kellogg



Clark Irvine

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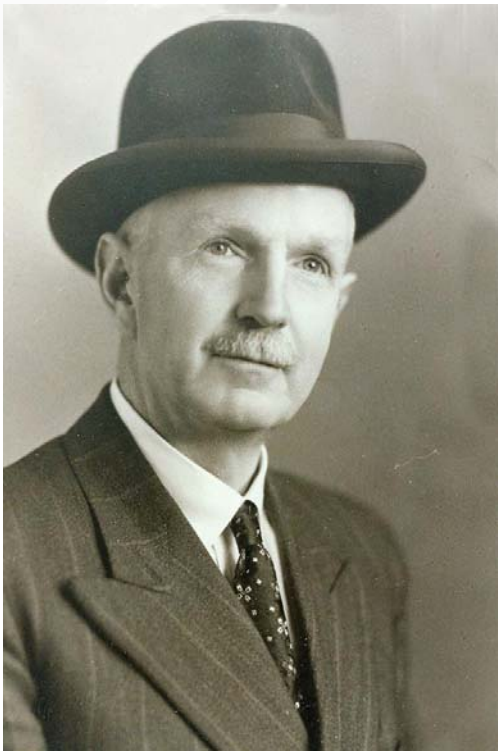
Bill Baker of Ojai



Paul C. Bragg



Mildred Lager



F.G. Roberts

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Mildred Lager



Sophie Cubbison

ABOUT THIS BOOK

This is the most comprehensive book ever published about the history of the health foods movement. It has been compiled, one record at a time over a period of 42 years, in an attempt to document the history of this interesting subject. It is also the single most current and useful source of information on this subject.

This is one of more than 100 books compiled by William Shurtleff and Akiko Aoyagi, and published by the Soyinfo Center. It is based on historical principles, listing all known documents and commercial products in chronological order. It features detailed information on:

- 68 different document types, both published and unpublished.
- 2302 published documents - extensively annotated bibliography. Every known publication on the subject in every language.
- 266 unpublished archival documents.
- 155 original Soyinfo Center interviews and overviews never before published, except perhaps in our books.
- 206 commercial soy products.

Thus, it is a powerful tool for understanding the development of this subject from its earliest beginnings to the present.

Each bibliographic record in this book contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English language publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given). For most books, we state if it is illustrated, whether or not it has an index, and the height in centimeters.

All of the graphics (labels, ads, leaflets, etc) displayed in this book are on file, organized by subject, chronologically, in the Soyinfo Center's Graphics Collection.

For commercial soy products (CSP), each record includes (if possible) the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as advertisements, articles, patents, etc.) are also given.

A complete subject/geographical index is also included.

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ABBREVIATIONS USED IN THIS BOOK

A&M = Agricultural and Mechanical
Agric. = Agricultural or Agriculture
Agric. Exp. Station = Agricultural Experiment Station
ARS = Agricultural Research Service
ASA = American Soybean Association
Assoc. = Association, Associate
Asst. = Assistant
Aug. = August
Ave. = Avenue
Blvd. = Boulevard
bu = bushel(s)
ca. = about (circa)
cc = cubic centimeter(s)
Chap. = Chapter
cm = centimeter(s)
Co. = company
Corp. = Corporation
Dec. = December
Dep. or Dept. = Department
Depts. = Departments
Div. = Division
Dr. = Drive
E. = East
ed. = edition or editor
e.g. = for example
Exp. = Experiment
Feb. = February
fl oz = fluid ounce(s)
ft = foot or feet
gm = gram(s)
ha = hectare(s)
i.e. = in other words
Inc. = Incorporated
incl. = including
Illust. = Illustrated or Illustration(s)
Inst. = Institute
J. = Journal
J. of the American Oil Chemists' Soc. = Journal of the American Oil Chemists' Society
Jan. = January
kg = kilogram(s)
km = kilometer(s)
Lab. = Laboratory
Labs. = Laboratories
lb = pound(s)
Ltd. = Limited
mcg = microgram(s)
mg = milligram(s)
ml = milliliter(s)
mm = millimeter(s)
N. = North
No. = number or North
Nov. = November
Oct. = October
oz = ounce(s)
p. = page(s)
photo(s) = photograph(s)
P.O. Box = Post Office Box
Prof. = Professor
psi = pounds per square inch
R&D = Research and Development
Rd. = Road
Rev. = Revised
RPM = revolutions per minute
S. = South
SANA = Soyfoods Association of North America
Sept. = September
St. = Street
tonnes = metric tons
trans. = translator(s)
Univ. = University
USB = United Soybean Board
USDA = United States Department of Agriculture
Vol. = volume
V.P. = Vice President
vs. = versus
W. = West
°C = degrees Celsius (Centigrade)
°F = degrees Fahrenheit
> = greater than, more than
< = less than

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HOW TO MAKE THE BEST USE OF THIS DIGITAL BOOK - THREE KEYS

1. Read the Introduction and Chronology/Timeline located near the beginning of the book; it contains highlights and a summary of the book.

2. Search the book. The **KEY** to using this digital book, which is in PDF format, is to **SEARCH IT** using Adobe Acrobat Reader: For those few who do not have it, Google: **Acrobat Reader** - then select the **free** download for your type of computer.

Click on the link to this book and wait for the book to load completely and the hourglass by the cursor to disappear (4-6 minutes).

Type [Ctrl+F] to "Find." A white search box will appear near the top right of your screen.
Type in your search term, such as Irvine or Clark Irvine.
You will be told how many times this term appears, then the first one will be highlighted.
To go to the next occurrence, click the down arrow, etc.

3. Use the indexes, located at the end of the book. Suppose you are looking for all records about tofu. These can appear in the text under a variety of different names: bean curd, tahu, doufu, to-fu, etc. Yet all of these will appear (by record number) under the word "Tofu" in the index. See "**How to Use the Index**," below. Also:

Chronological Order: The publications and products in this book are listed with the earliest first and the most recent last. Within each year, references are sorted alphabetically by author. If you are interested in only current information, start reading at the back, just before the indexes.

A Reference Book: Like an encyclopedia or any other reference book, this work is meant to be searched first - to find exactly the information you are looking for - and then to be read.

How to Use the Index: A subject and country index is located at the back of this book. It will help you to go directly to the specific information that interests you. Browse through it briefly to familiarize yourself with its contents and format.

Each record in the book has been assigned a sequential number, starting with 1 for the first/earliest reference. It is this number, not the page number, to which the indexes refer. A publication will typically be listed in each index in more than one place, and major documents may have 30-40 subject index entries. Thus a publication about the nutritional value of tofu and soymilk in India would be indexed under at least four headings in the subject and country index: Nutrition, Tofu, Soymilk, and Asia, South: India.

Note the extensive use of cross references to help you: e.g. "Bean curd. See Tofu."

Countries and States/Provinces: Every record contains a country keyword. Most USA and Canadian records also contain a state or province keyword, indexed at "U.S. States" or "Canadian Provinces and Territories" respectively. All countries are indexed under their region or continent. Thus for Egypt, look under Africa: Egypt, and not under Egypt. For Brazil, see the entry at Latin America, South America: Brazil. For India, see Asia, South: India. For Australia see Oceania: Australia.

Most Important Documents: Look in the Index under "Important Documents -."

Organizations: Many of the larger, more innovative, or pioneering soy-related companies appear in the subject index – companies like ADM / Archer Daniels Midland Co., AGP, Cargill, DuPont, Kikkoman, Monsanto, Tofutti, etc. Worldwide, we index many major soybean crushers, tofu makers, soymilk and soymilk equipment manufacturers, soyfoods companies with various products, Seventh-day Adventist food companies, soy protein makers (including pioneers), soy sauce manufacturers, soy ice cream, tempeh, soynut, soy flour companies, etc.

Other key organizations include Society for Acclimatization (from 1855 in France), American Soybean Association, National Oilseed/Soybean Processors Association, Research & Development Centers (Peoria, Cornell), Meals for Millions Foundation, and International Soybean Programs (INTSOY, AVRDC, IITA, International Inst. of Agriculture, and United Nations). Pioneer soy protein companies include Borden, Drackett, Glidden, Griffith Labs., Gunther, Laucks, Protein Technologies International, and Rich Products.

Soyfoods: Look under the most common name: Tofu, Miso, Soymilk, Soy Ice Cream, Soy Cheese, Soy Yogurt, Soy Flour, Green Vegetable Soybeans, or Whole Dry Soybeans. But note: Soy Proteins: Isolates, Soy Proteins: Textured Products, etc.

Industrial (Non-Food) Uses of Soybeans: Look under "Industrial Uses ..." for more than 17 subject headings.

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Pioneers - Individuals: Laszlo Berczeller, Henry Ford, Friedrich Haberlandt, Artemy A. Horvath, Englebert Kaempfer, Mildred Lager, William J. Morse, etc. Soy-Related Movements: Soyfoods Movement, Vegetarianism, Health and Dietary Reform Movements (esp. 1830-1930s), Health Foods Movement (1920s-1960s), Animal Welfare/ Rights. These are indexed under the person's last name or movement name.

Nutrition: All subjects related to soybean nutrition (protein quality, minerals, antinutritional factors, etc.) are indexed under Nutrition, in one of more than 70 subcategories.

Soybean Production: All subjects related to growing, marketing, and trading soybeans are indexed under Soybean Production, e.g., Soybean Production: Nitrogen Fixation, or Soybean Production: Plant Protection, or Soybean Production: Variety Development.

Other Special Index Headings: Browsing through the subject index will show you many more interesting subject headings, such as Industry and Market Statistics, Information (incl. computers, databases, libraries), Standards, Bibliographies (works containing more than 50 references), and History (soy-related).

Commercial Soy Products (CSP): See "About This Book."

SoyaScan Notes: This is a term we have created exclusively for use with this database. A SoyaScan Notes Interview contains all the important material in short interviews conducted and transcribed by William Shurtleff. This material has not been published in any other source. Longer interviews are designated as such, and listed as unpublished manuscripts. A transcript of each can be ordered from Soyinfo Center Library. A SoyaScan Notes Summary is a summary by William Shurtleff of existing information on one subject.

"**Note**:" When this term is used in a record's summary, it indicates that the information which follows it has been added by the producer of this database.

Asterisks at End of Individual References:

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2. An asterisk after eng (eng*) means that Soyinfo Center has done a partial or complete translation into English of that document.

3. An asterisk in a listing of the number of references [23* ref] means that most of these references are **not** about soybeans or soyfoods.

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About the Soyinfo Center: An overview of our publications, computerized databases, services, and history is given on our website.

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SOYINFO CENTER

World's Most Complete Collection of Soy Information

Founded 1976 SoyaScan Databases Publishing Consulting Research Library

INTRODUCING SOYINFO CENTER

Mission: To be the world's leading source of information about soyfoods and utilization of soybeans in both printed and electronic formats. Much of our information is **free**!

Founding: In October 1972 William Shurtleff and Akiko Aoyagi began full-time research on soyfoods in Japan while writing *The Book of Tofu*. In August 1976 they founded Soyinfo Center (named Soyfoods Center until 2006) in California.

Books in Print: 100+ books on soyfoods and soybeans by Shurtleff and Aoyagi are presently in print. These include three popular books, market studies, and 70 comprehensive histories & bibliographies.

Book Sales: These books have presently sold more than 830,000 copies. Our best-selling book is *The Book of Tofu*.

SoyaScan Database: SoyaScan is the world's most comprehensive computerized database on soybeans and soyfoods. It presently contains 110,500+ records from 1100 B.C. to the present. These include four basic types of records providing detailed information on: 94,600+ published documents, 16,700+ commercial soy products, 6,300+ original interviews and overviews, and 8,400+ unpublished archival documents. These records are unique, and have been added one at a time over many years; none have been downloaded from other databases. A *Thesaurus* of our database is available.

Free Books on Google Books: At least 80+ of our history books and biographies are available free in digital PDF format on Google Books. The same books are also available on our website (see dropdown upper right).

Focus of SoyaScan Database: In descending order of importance: Soybean utilization (for both food and industrial uses), history, market statistics, processing, nutrition, technology, marketing, and soybean production (agriculture).

How to Use the SoyaScan Database: This database is very easy to use. You do not need a computer or any special skills. Simply call the Soyinfo Center and discuss the information you need with our specialists.

Website: At www.soyinfocenter.com you will find basic information about us, entire free online reference books, a photo gallery, 1,500 pages of our manuscript history of soybeans and soyfoods (free), a thesaurus to subject headings in our database, information on ordering of all our popular printed books, etc.

Research Library: The Soyinfo Center Library owns about 99,500 documents, almost all of which have a record in the SoyaScan database. Available for use by researchers with an appointment.

Consulting Services: William Shurtleff has been serving as a consultant to the soyfoods industry for more than 27 years. He probably has more personal contacts in this field, worldwide, than anyone else in the world. He has helped to start more than 450 new companies.

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HISTORY OF THE HEALTH FOODS MOVEMENT WORLDWIDE (1875-2021)

1. Death and burial record for Anna Zentner, mother of Otto Carque of California health food fame. 1870. Germany
• ***Summary:*** "Name: Anna Zentner
"Sex: Female
"Age 31
"Death or Burial Place: Wiesloch, Baden, Deutschland
"Death or Burial Place (Original): Sankt Laurentius Wiesloch, Baden, Deutschland
"Death Date: 11 Jun 1870
"Birth Year (Estimated) 1839
"Spouse's Name: Ludwig Carque
"Certificate Number: 2." Source: Familysearch.org.
Note: Deepest thanks to Wayne Dawson, genealogist, Tucson, Arizona, for finding this record on Ancestry.com and sending it to Soyinfo Center. Address: Germany.

2. Birth record for Hermine Louise Carque. 1874. Mannheim, Germany. 1 p. [Ger]
• ***Summary:*** "Name: Hermine Louise Carqué.
Gender: Female.
"Birth date: 26 Dec. 1874.
"Birth place: Mannheim, Baden, Germany.
Name of mother: Elise Carqué, maiden name Bopp. Mother's place of residence: Mannheim
Given names: Hermine Louise
"Certificate number: 1989.
Source: Ancestry.com: Mannheim, Germany, Births, 1870-1900. Sent by Wayne Dawson, Genealogist, Tucson, Arizona.

3. Birth record for Ludwig Eduard Carque. 1877. Mannheim, Germany. 1 p. [Ger]
• ***Summary:*** "Name: Ludwig Eduard Carque.
Gender: Male.
"Birth date: 20 April 1877.
"Birth place: Mannheim, Germany.
Name of mother: Elise Carqué, maiden name Bopp. Mother's place of residence: Mannheim
Given names: Ludwig Eduard
"Father: Louis Carqué.
"Certificate number: 604.
Source: Ancestry.com: Mannheim, Germany, Births, 1870-1900. Sent by Wayne Dawson, Genealogist, Tucson, Arizona.
Note 1. This is the Louis Carqué who traveled by ship to the USA in 1892 with Otto Carque. He was Otto Carque's younger brother. Sorry this sorted out of chron. order.
Note 2. The LDS transcriber of this record said Ludwig's birthday was 13 April 1877, one week earlier than the birth certificate states.

4. Warshaw, Isadore. 1874. Warshaw collection of business Americana: Food category (Archival collection). Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC 20560. *
• ***Summary:*** Talk with David Haberstick at this Archives Center. 2006. May 22. This archives center has a large collection of food company catalogs, which are easy for any researcher to locate. They are part of the Isadore Warshaw Collection, in the "Food" category. They occupy 20 document boxes and are filed in alphabetical order by company name. Unfortunately, this archival collection has not yet been processed so there is no finding aid or index. Researchers there will check for up to 10 companies free of charge. Soyfoods Center asks for: (1) Balanced Foods, Inc. (New York and New Jersey). (2) Bragg, Paul (California). (3) Hauser, Gayelord (California). (4) Health Foods, Inc. (Des Plaines, Illinois). (5) Kahan & Lessin (Southern California). (6) Landstrom Co. (San Francisco). (7) Sherman Foods Inc. (Bronx, New York).
Letter from Marcia Rodwin, Volunteer Reference Asst., Archives Center, MRC 601. She found no mention of any of the 7 companies listed above in the Warshaw Collection of Business Americana or the Ayers Advertising Collection. Address: Washington, DC.

5. Health Food Company. 1875. Display ad: Granulated Wheat Biscuit. *New-York Tribune.* Sept. 22. p. 10.
• ***Summary:*** "Granulated Wheat Biscuit–Machine made from choice pounded grain; baked in soapstone ovens. Declared by *Hall's Journal of Health* 'the best food in the market.'
Note 1. This is the earliest English-language document seen (July 2021) that contains the term "Health Food" (or "Health Foods" or "Health-Food," regardless of capitalization or hyphenation).
Note 2. This is the earliest English-language document seen (July 2021) that contains the term "Health Food Company" (or "Health Food Co." or "Health-Food Company" or "Health Food Companies, regardless of capitalization or hyphenation).
Note 3. This is the earliest English-language document seen (July. 2021) that mentions the "Health Food Company" of New York, which would soon be best known as "The Health Foods Company of New York."

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Note 4. This is the earliest document seen (July 2021) that mentions a company that manufactures foods specifically designated as "health foods." This company is the earliest known manufacturer of health foods in the United States or the world.

Note 5. This is the earliest document seen (July 2021) that mentions a company with the words "Health Food" (or "Health Foods" or "Health-Food") in its name, or that mentions one or more "health food" products–whole-wheat biscuits. As of July 2021, this type of product is still widely sold in natural / health food stores. Address: 137 Eighth-st., near Broadway [New York City].

6. Health Food Company. 1875. Classified ad: Granulated Wheat Biscuit. Pomarius. *New York Times.* Oct. 31. p. 7.
• ***Summary:*** In the section of ads titled "Special notices:" "Granulated Wheat Biscuit–Machine made from choice pounded grain; baked in soapstone ovens. Declared by *Hall's Journal of Health* 'the best food in the market.'

"Pomarius–A rich jelly formed by the concentration of fruit juice. Contains no sugar or gelatine. Very grateful to delicate stomachs and delicious to all."

Note 1. Fruit juice concentrates with no cane sugar added are still widely sold in natural / health food stores.

Note 2. In her book *Health in the Household* (1886), Susanna W. Dodds, M.D., has a section titled "Pomarius" which states (p. 224): "'This is a very delicate jelly, formed from the expressed juice of tart apples, sound and ripe, with no admixture of sugar or gelatine. The fresh juice is filtered through a thick flannel cloth, and quickly evaporated, by gently heating it in porcelain pans to the consistency of a heavy jelly. From ten gallons of juice, one gallon of Pomarius is produced... This recipe is taken from Dr. Trall's 'Hygeian Home Cook-Book.'" Address: No. 137 8th St. [New York City].

7. Health Food Company (The). 1876. Choice new foods! (Ad). *New York Medical Eclectic* 3(2):Inside front cover. March 15.
• ***Summary:*** "Desire to call the attention of Physicians and the public to several New and Perfect Foods, they have prepared for invalids as well as for those who are in good health and desire to remain in that condition.

Cold-Blast Whole-Wheat Flour. Granulated Wheat. White Wheat Gluten. Attrition Pearled Wheat. Granulated Wheat Biscuit. Pomarius. Attrition Wafers.

"Besides the above we have nearly ready Granulated Oats, prepared, as all our cereals, without the use of Mill-Stones.

"Cereal Coffee, designed to supersede coffee and tea, for the use of those with whom these substances disagree, and who yet require a warm beverage. This Cereal Coffee contains all the nutritive matter of the grain, with an additional percentage of *Diastase*, which is developed by the processes of manufacture."

Note 1. This is the earliest English-language document seen (Feb. 2020) that contains the term "Cereal Coffee" (regardless of hyphenation or capitalization), which it uses to refer to a caffeine-free alternative to coffee. This cereal coffee is not yet sold commercially.

Note 2. This is the earliest article seen (July 2021) in an American periodical that mentions "Whole-Wheat Flour" (or "Whole Wheat Flour") regardless of capitalization.

Note 3. It is also the earliest advertisement seen (July 2021) by a store stating that it sells whole-wheat flour. Address: 137 East Eighth St. (between Broadway and Fourth Ave.), New York City.

8. *Hartford Daily Courant* (*Connecticut*). 1877. Agricultural matters: The farm–The garden–The household. Nov. 2. p. 1.
• ***Summary:*** "We must touch our hats to the Health Food Company of New York. It makes as many elegant cuts out of the carcass of a kernel of wheat, rye, or barley, as a fancy butcher can out of a carcass of beef, pork or mutton. Do send for their pamphlet circular, if for nothing more than to increase confidence in the nice cereals that you grow and cook at home. For my own part I do not like to accustom myself to tender-loin or sweet bread altogether..."

9. Schlickeysen, Gustav. 1877. Fruit and bread: A scientific diet. Translated from the German by M.L. Holbrook, M.D. Dansville, New York: Austin, Jackson & Co. vi + 227 p. Illust. Index. 19 cm. [16 ref]
• ***Summary:*** A very influential book about vegetarian [actually vegan] diets. The bibliography shows that the views of the author have been strongly influenced by the theory of evolution, and writers such as Charles Darwin, Thomas Huxley, Ernst Häckel, Carl Vogt, Leonhard Baltzer, Theodor Hahn, etc.

Translated from the German *Obst und Brod.* The translator, Martin Luther Holbrook, lived 1831-1902. In 1877 Holbrook lived in New York.

Contents: 1. The anthropological argument: The first principle: "The proper food of every individual is indicated by his physical organization." The two chief divisions are plant-eaters and flesh-eaters. Teeth and jaws, digestive tract, man's place in nature, man's past history on the globe, placental forms, dietetic conclusions (man's natural diet is that of the anthropoid apes), stages of embryonic life, man's highest culture, man's nature has not changed, scientific principles of diet, origin of flesh-eating by man, origin of agriculture, man is by nature frugivorous, personal experience.

2. The physiological argument: The saliva, the gastric juice, excretory products, nature's provision for man, order of maturity of fruits, necessity of variety in food, origin of cookery, value of foods, bulk [dietary fiber] necessary in food, the electrical vitality of food, essential qualities of

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food, injurious effects of cooking, salt and other condiments, milk, butter, cheese and eggs, honey and sugar, pastry, tea and coffee, intoxicating drinks, flesh foods, diseases caused by flesh-eating, quantity of food, the real nature of disease [elimination], good foods, nature's true beverage (water), fresh air at night, how to breathe, summary of dietetic laws.

3. The dietetic argument: Best season for change to a natural diet (warm season), advantages of fruit and bread diet, cost of this diet, emancipation of women, hints concerning eating, position in eating, sleep, adaptation to the fruit and bread diet, quantity of food, change of diet, unripe fruit, mastication (chewing well), hints on drinking, changes must be gradual, the excrement, evidence from photography, complete reform.

German and English works quoted by the author (bibliography). Appendixes. 1. A letter from Dr. James C. Jackson (of Dansville, New York; tells the story of his life and conversion to a natural diet). 2. A cure for intemperance: A paper read by Mr. Charles O. Groom Napier (F.G.S., Member of the Anthropological Institute) before the section on Physiology of the British Association in Bristol, England.

The section titled "Right culture of wheat" states in a footnote (p. 165): "A process of removing the outside cuticle from wheat without removing the gluten is now coming into use in this country, apparently improving the flour. The Health Food Company, of New York, has given especial attention to this subject.–Translator."

Words and terms used frequently in this book: flesh diet, frugivorous, natural diet, vegetable diet, vegetarian, vegetarians.

Illustrations: Teeth of the horse, gorilla, hare, wolf, shrew-mouse, swine, and man (front and side views). Eye-teeth (canine teeth of the upper jaw, natural size) of an old gorilla, young gorilla, man, and tiger. Stomach of a hyena, lion, sheep, and man. Ideal section of the following: non-deciduate placenta of the herbivora, zonary deciduate placenta of the carnivora, deciduate placenta of the frugivora.

Note: Schickleysen advocated a raw-food, diet that contained no animal products. As of 2008 this would be called a raw food vegan diet.

10. *Hartford Daily Courant* (*Connecticut*). 1878. Agricultural matters: The farm–The garden–The household. Jan. 4. p. 1.

• ***Summary:*** "We lack taste in the preparation of grains, as of other food. The Health Food Co. of New York, is run at present by fellows with a keen taste in cereal goods. Five dollars invested in samples of their merchandise would educate the family palate and judgement [judgment] at a very cheap rate. They do by the wholesale what the neatest and cleanest old farm stamp-mortar that ever was could only do by the retail. Our grocers and millers ought to see what that Health Food Company is doing to the end of bringing a knowledge of it home... I should like to pack my whole family down to New York to learn their art."

11. Trow's New York City directory. 1878. New York, NY. See p. 607. Vol. XCI. May 1.

• ***Summary:*** This is the 1877/1878 city directory for New York City, "For the year ending May 1, 1878." On page 607 we read: "Health Food Co., 74 Fourth av. sole manufacturers of white wheat glutens; provide foods for all disease; explanatory circulars mailed free to all."

Note: This is the earliest city directory seen (April 2007) that mentions the Health Food Co.–America's earliest known maker of foods specifically designated as "health foods." Address: New York, New York.

12. Hay, Mary Cecil. 1878. The Arundel motto. New York, NY: George Munro, Publisher. 383 p.

• ***Summary:*** An ad on an unnumbered page near the rear of the book (just after p. 383) states: "Abandon physic! Gluten Suppositories, cure constipation and piles. 50 cents by mail. Circulars free. Health Food Co., 4th Avenue and 10th St., N.Y."

Note: These were advertised as early as 1877 in the book *The Prince of Argolis*, by J. Moyr Smith (p. 139). "The use of Gluten Suppositories, made by the Health Food Co., 74 Fourth Avenue, New York, has relieved the constipated habit,..." Address: Author.

13. *Good Health* (*Battle Creek, Michigan*). 1879-1953. Serial/periodical. Battle Creek, Michigan. John Harvey Kellogg, editor and publisher.

• ***Summary:*** Continues: Health Reformer: 1(1867)-13(1878). Dr. Kellogg, a Seventh-day Adventist and head of the Battle Creek Sanitarium, was one of America's most prominent and respected doctors. This was his most important serial publication. On the title page of the Jan. 1879 edition is written: "Pure air, water, food. Health is wealth. A sound mind in a sound body. Proper clothing, ample exercise, adequate rest. A journal of hygiene devoted to physical, mental and moral culture. Cleanliness next to godliness. Temperance in all things." The magazine at this time is strongly opposes to the use of alcoholic beverages and tobacco. It supports vegetarianism, temperance, bread made from unbolted flour, and a healthful lifestyle. In 1879 there are many more articles about the dangers of alcohol and tobacco than about the benefits of a vegetarian diet, but by 1904 vegetarian articles predominated. In 1904 pneumonia was the most deadly disease in America. By the 1900s the cover of many issues stated that *Good Health* was established in 1866.

Richard Schwarz in his excellent book *John Harvey Kellogg, M.D.* writes of *Good Health:* By 1916 Dr. Kellogg estimated that more than 5 million copies of the magazine had been printed (p. 87). "Several years after he assumed the editorship of the *Health Reformer,* Dr. Kellogg decided that

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it needed a new name if the magazine and its teachings were to gain wider acceptance. He reasoned that public reaction to the word *reform* had changed. No longer did it call up visions of progress, advancement, and the substitution of truth for error. Rather, Kellogg felt, the average person associated reform with revolution, controversy, discord, and radicalism. A more positive name was essential. He decided to rechristen the periodical *Good Health* and make it into a journal which would tell its readers how to find and maintain their health. A year after the name change [it changed in Jan. 1879], the Battle Creek Sanitarium officially acquired *Good Health* from the Seventh-day Adventist Publishing Association. Thus what had begun as a Seventh-day Adventist publication remained under Dr. Kellogg's control even after his separation from the church. Within a few months after he began his program of rejuvenating *Good Health*, he had succeeded in increasing its circulation to 20,000 copies a month... apparently the subscription list never grew much beyond 25,000, and it probably stayed considerably below that number most of the time" (p. 90-92). *Good Health* was always plagued by chronic deficits. Eventually the American Medical Missionary Board contributed more than $100,000 to keep the Kellogg journal alive (p. 220). After Dr. Kellogg's death, the Race Betterment Foundation published *Good Health.*

Excellent sets of this periodical are owned by both the National Library of Medicine and the Loma Linda Univ. Library Heritage Room (Loma Linda, California). The magazine ceased publication in Aug. 1953.

Note: This is the earliest periodical seen (July 2021) that is part of the health foods movement or industry in the United States (after about 1890).

14. Fox & Co. 1879. We are agents for the Health Food Company of New York... (Ad). *Hartford Daily Courant* (*Connecticut*). March 21. p. 2.
• ***Summary:*** "... The sale of whose goods has rapidly increased since we first took hold of them, owing to their undoubted merit. To any one troubled with dyspepsia or weak stomach they are indispensable... Circulars furnished upon application."

Note: Fox & Co. is an early store that carries health food products. Address: 17 Central Row.

15. Williams (J.A.) & Co. 1879. Wholesale and retail grocers are selling;... (Ad). *Detroit Free Press.* Oct. 5. p. 1.
• ***Summary:*** "Tomato catsup, Per bottle, 10¢.

"We are agents for the Health Food Co.'s goods of New York.

"We sell all goods at wholesale... We deliver goods promptly."

Note: This is the earliest document seen (July 2021) that mentions a health food distributor. Address: 369 Woodward Ave. [Detroit, Michigan].

16. Flint, Austin. 1879. Clinical medicine: A systematic treatise on the diagnosis and treatment of diseases... Philadelphia: Henry C. Lea. xix + 17-795 p. See p. 462.
• ***Summary:*** The section on "Diabetes mellitus" states (p. 452): "A gluten flour is prepared especially for the use of diabetic patients by the New York Health Food Company, containing only a very small quantity of starch, and making a very palatable bread. It has been used in a number of cases under the author's observation, and has proved extremely satisfactory. This article seems to meet the great desideratum, namely, a bread allowable, and satisfying that craving which often becomes imperative under the use of bran flour prepared after Camplin's method. It is more nutritious than the latter, and differs from the French flour in the retention of the cellulose. Bread made of it is eaten with relish by persons in health."

Note: This is the earliest English-language document seen (July 2021) that contains the term "gluten flour." Address: M.D., Prof. of the Principles and Practice of Medicine in the Bellevue Hospital Medical College; Fellow of the New York Academy of Medicine;... New York.

17. Fox & Co. 1880. Fresh arrival of goods from the Deerfoot farm (Ad). *Hartford Daily Courant* (*Connecticut*). Jan. 14. p. 2.
• ***Summary:*** "We are sole agents in this city for the above, also for the goods produced by the Health Food Co. of New York, the sale of which is rapidly increasing. For dyspeptics these goods are without an equal. Information furnished and circulars given upon application."

Note: This ad also appeared in the Jan. 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 28, 30, 31, and Feb. 4 issues of this newspaper. Address: 17 Central Row.

18. Health Food Company. 1880. Gluten bread for the aged (Ad). *New York Times.* Feb. 4. p. 5.
• ***Summary:*** "For the Nervous, Universal Food." Address: 74 4th-av [New York City].

19. Health Food Company. 1880. Best breads for the best bred (Ad). *New York Times.* March 10. p. 5.
• ***Summary:*** "Try them. Circulars free."

Note: This ad also appeared in the March 12 (p. 5) and March 13 (p. 5) issues of this newspaper. Address: 74 4th-av [New York City].

20. Clark. 1880. Imports brain food, cereal coffee, &c... (Ad). *Scotsman* (*Edinburgh*). July 10. p. 5.
• ***Summary:*** "... from Health Food Co., New York." Address: 30 Greenside St. [Edinburgh].

21. *Scotsman* (*Edinburgh*). 1880. Specific articles for sale: Cereal coffee, brain food, granulated barley and rye (Ad).

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Aug. 11. p. 4.
• ***Summary:*** "To hand from Health Food Co., New York." Address: 30 Greenside St. [Edinburgh].

22. Fox & Co. 1881. Fox & Co. are agents for the Health Food Co. of New York... (Ad). *Hartford Daily Courant* (*Connecticut*). April 23. p. 2.
• ***Summary:*** "... and offer a full list of their preparations for invalids."

Note: This ad also appeared in the April 23, 26, 27, and 28 issues of this newspaper. Address: [17 Central Row].

23. *Good Health* (*Battle Creek, Michigan*). 1881. Publisher's page: The Sanitarium foods are meeting with much favor everywhere... 16(7):224. July.
• ***Summary:*** "... Those who have employed the various kinds of invalid food, are highly pleased with them. The praise which they have received from those who have given them a fair trial, is unstinted. We have no hesitation in recommending them to be exactly what they claim to be, which cannot be said of the various foods prepared by some firms, which make a business of supplying so-called 'health foods.' An examination of the article sold as gluten by a firm in New York, was recently made by an eminent Boston [Massachusetts] gentleman, with the result of showing that it was composed almost wholly of starch, and actually contains less gluten than some brands of wheat flour. The Sanitarium foods were first prepared for use at the sanitarium, in the treatment of the sick. The present great demand for them, has been occasioned by the success which has attended their use as invalid foods at the Sanitarium. The manufacturers guarantee their goods to be exactly as represented, and to give satisfaction." Address: Battle Creek, Michigan.

24. *Good Health* (*Battle Creek, Michigan*). 1881. Publisher's page: Invalids who have tried the "Sanitarium Foods" find they are indispensible... everywhere... 16(8):256. Aug.
• ***Summary:*** "... We have been sending out a large number of packages, and notice that when a sample package goes away we receive in a short time an order for a large supply. Our food products are unexcelled in quality, being prepared with the greatest nicety from a formula obtained by many pains-taking experiments. The Wheatena, Maizena, Avena, and Granula, are foods which will be universally used when their qualities have become sufficiently well known to give them a fair introduction. We would also call special attention to our 'Infant Food' as an article which is especially opportune at this season of the year."

Note: This is the earliest document seen (Sept. 2012) in the Seventh-day Adventist archives (www.adventistarchives.org) that contains the word "Granula." Address: Battle Creek, Michigan.

25. Health Food Company. 1881. Perfect bread and milk (Ad). *New York Times.* Sept. 1. p. 5.
• ***Summary:*** "Delivered daily at residences." Address: No. 74 4th-av., corner 10th-st [New York City].

26. *Canada Medical Record* (*The*) (*Montreal*). 1881. Treatment of diabetes mellitus (Letter to the editor). 9(12):297-98. Sept.
• ***Summary:*** Letter from an "American Practitioner." "Prof. [Austin] Flint, in a recent clinical lecture on this subject, said: 'The treatment is emphatically dietetic... For the past two years the patients that I have seen have been in the habit of using a bread which so far seems to be very satisfactory, but it is not entirely divested of starch. It is what is called gluten bread, prepared by the Health Food Company, corner of Tenth Street and Fourth Avenue, of this city [New York]. Analysis shows that it is not entirely divested of starch, but it is so prepared that it is not deprived of the agreeable qualities of ordinary bread. Last winter I brought a loaf of that bread before the class and distributed it. I like it to eat myself, finding it by no means disagreeable; and patients take this bread and it meets their wants, thus removing a great obstacle to the successful dietetic treatment of this disease.'"

Note: This may be a letter by The Health Food Company promoting its own product. However the statement attributed to Prof. Flint is probably what he said. See Flint (1979, p. 452).

27. *Good Health* (*Battle Creek, Michigan*). 1881. Publisher's page: The "Sanitarium Foods" are meeting with great sales... 16(8):256. Aug.
• ***Summary:*** "... The food department is a busy place now-a-days. To a visitor the many novel processes by which all kinds of grain products are converted into palatable, wholesome foods, and when necessary into dietetic remedies for disease, are an interesting study. The 'Infant Food,' prepared from the formula devised by Dr. Kellogg, is one of the most serviceable of all the numerous excellent preparations. Most of the various 'foods' for infants sold at the stores are really of little or no value, consisting as they do almost wholly of sugar or dextrine, a substance almost identical with sugar. These patent foods will not sustain life if eaten alone."

"Persons residing in Canada can obtain the Sanitarium Foods of Geo. Detweiler, Berlin, Ontario." Address: Battle Creek, Michigan.

28. Fox & Co. 1881. Classified ad: Farinaceous goods. *Hartford Daily Courant* (*Connecticut*). Dec. 13. p. 3.
• ***Summary:*** Includes: "Wheaten grits, Hecker's. Pearl wheat, Health Food Company. Pearl oats, Health Food Company... Wholesale and retail." Address: 17 Central Row.

29. De Puy, Henry Walter. 1881. History of Napoleon Bonaparte: Including lives of Napoleon the Great, of Louis

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Napoleon, and of the Prince Imperial. New York, NY: Hurst & Co. [v]-xii + [13]-459 p. See p. 461. 20 cm. *
• ***Summary:*** An ad (p. 461) states: "Send for all our Health Food Literature. Health Food Company. 4th Ave. & 10th St., adjoining Stewart's, New York."

30. Tyson, James. 1881. A treatise on Bright's disease and diabetes with especial reference to pathology and therapeutics. Philadelphia: Lindsay & Blakiston. xvi + 17-312 p. See p. 461. Illust.
• ***Summary:*** The section on "Diabetes mellitus" states (p. 281): "Perhaps the best substitute for ordinary wheat-flour is the gluten-flour. It was suggested in 1841 by Bouchardat, and is made by washing the ordinary wheat-flour to free it from starch."

Footnote: "The Health Food Company, of 74 Fourth Avenue, New York, make a gluten of this kind by first removing the five bran coats, pulverizing the cleaned berry by the 'cold-blast process,' stirring the powder into ice water, precipitating the gluten, cellulose, and mineral matters, siphoning off the water, holding in suspension the starch, and drying out the precipitate." Address: A.M., M.D., Prof. of General Pathology and Morbid Anatomy in the Univ. of Pennsylvania... Philadelphia.

31. Health Food Company. 1882. Food which nourishes (Ad). *New York Times.* Oct. 16. p. 9.
• ***Summary:*** In the section titled "Special notices: We claim to prepare the most nourishing bread-making flours in the market, and chemical analysis sustains our claim. Our pearled and granulated cereals are deemed perfect. We deliver The Best Bread daily from our wagons, comprising loaves from gluten flour, white wheat flour, whole wheat flour, barley flour, oat flour, and rye flour. We have supplied Pure Alderney Milk in bottles for the past seven years [i.e., since about 1875]. We ask attention to our descriptive pamphlets, which are mailed free." Address: No. 74 4th-av., corner 10th-st [New York City].

32. Sanitarium, Food Department. 1882. Sanitarium Foods (Ad). *Good Health* (*Battle Creek, Michigan*) 17(12):Unpaginated at end of volume.
• ***Summary:*** Describes products made by this company, directed by John Harvey Kellogg, including: Graham Crackers (No. 1 [with the best with granulated sugar plus butter], and No. 2 [unsweetened]). Plain Graham or dyspeptic crackers. Fruit crackers. Gluten wafers. Wheatena. Maizena [made from corn/maize]. Avena [made from oats]. Granola [combines all the qualities of Avena. "It is greatly superior to 'steam-cooked' preparations which are offered at a much higher price..."]. Beef and bread combination biscuit (Based on a "recent remarkable discovery by an eminent German professor..." Contains easily digested lean beef). Beef and bread granola. Diabetic food (probably made of wheat gluten). Gluten food (A "perfect substitute for animal food in cases in which the latter is thought to be indicated"). Infant's food.

Concerning Gluten wafers: "A person who suffers from acid or flatulent dyspepsia, or who is in a condition of nervous exhaustion, needing a restoration of nerve power as speedily as possible, will accept this article of food as a real godsend. Those who are obliged to live on a meat diet on account of their inability to digest vegetable food will find in these wafers a grateful substitute. We say this after using them in hundreds of cases successfully."

Products sell for 12 to 25 cents/pound. Note 1. Dr. Kellogg sold non-vegetarian products at this time. Note 2. This is the earliest original publication seen (Dec. 2013) for wheat gluten in the United States and the earliest document seen that mentions Seventh-day Adventist work with wheat gluten.

Note 3. This is the earliest document seen (Dec. 2013) that contains the word "Sanitarium" (spelled in that way), or mentions the Sanitarium (Battle Creek) as a maker and seller of foods. A related word, "Sanatorium," first used in 1839, refers to a "an establishment that provides therapy combined with a regimen (as of diet and exercise) for treatment or rehabilitation." This word was often used in connection with treatment of tuberculosis.

Note 4. This is the earliest document seen (June 2002) concerning vegetarian foods and diabetes.

Note 5. This is the earliest document seen (Aug. 2010) that mentions "Granola." Address: Battle Creek, Michigan.

33. Health Food Company. 1883. Dr. Newell, Des Moines, Iowa, writes:... (Ad). *New York Times.* Feb. 10. p. 5.
• ***Summary:*** "...'Health Food Company's Cereal Coffee is splendid, being palatable, nourishing, soothing.'"

34. Fox & Co. 1883. Classified ad: Food for invalids. *Hartford Daily Courant* (*Connecticut*). Aug. 21. p. 3.
• ***Summary:*** "Pomarius, Oat flour, Pea flour, Bean flour, Brain Food, Cereal Coffee, Crushed barley, Pearl oats, Pearl wheat, Pearl corn meal, Gluten wafers, Cold Blast Wafers, Attrition Wafers, Brain Food Wafers, Universal Food (cooked); Extract gluten and barley; Cold-Blast whole wheat flour.

"These foods are manufactured by the Health Food Co. of New York, by new processes, freed from all objectionable admixtures, and containing all those essential food constituents demanded for the relief of disorders of the Digestive, Nervous, Biliary, Urinary, and Circulatory Systems which are now so prevalent and fatal in this country, the natural results of excessive mental and physical labor, accompanied by an unpardonable ignorance or carelessness in reference to all Hygienic principles.

"Wholesale and retail grocers. Geo R. Clark. Jas. H. Parker."

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Note: This is the earliest document seen (March 2007) concerning a health food department in a major retail store. Address: 17 Central Row.

35. Lincoln, Mary Johnson. 1884. Mrs. Lincoln's Boston cook book: What to do and what not to do in cooking. Boston, Massachusetts: Roberts Brothers. xiv + 536 p. Illust. Index. 20 cm.

• ***Summary:*** Worcestershire sauce is used as an ingredient (often optional) in 8 recipes in this book: Mock turtle soup (p. 137-38). Fish chowder (p. 155-56). Remnants of cooked fish (p. 169-70). Scalloped oysters (p. 177). Devilled lobster (p. 183). Tartar sauce (Hot for broiled fish, p. 194). Veal cutlets (p. 240-41). Salamis of game (p. 270).

In the section titled "Explanation of terms used in cookery" is the earliest definition of soy [sauce] found in a U.S. cookbook (p. 506): "Soy. A Japanese sauce prepared from the seeds of *Dolichos Soja.* It has an agreeable flavor and a clear brown color. Used to color soups and sauces."

In the section on "Bread and bread making" we read (p. 42): "*Health-Food Flour.*–A still better method of converting wheat into flour, and one which is indorsed by leading scientists and physicians, has been recently introduced by the Health Food Company of New York. Only the choicest kinds of wheat are used. The outer husk is first removed by moistening the grain, and subjecting it to a gentle rubbing by what is termed the 'attrition process.' This softens the woody fibre of the outer bran, which is easily removed by sifting, but does not affect the hard gluten coats. The grains are dried, then pulverized into various grades by a compressed cold-air blast, which dashes the grains into atoms with tremendous force. This is called *whole-wheat flour,* the name indicating that the whole of the gluten, or nutritive part of the flour, is retained. It is not sifted like other flours, but pulverized into all the varieties of *crushed wheat, coarse granulated and fine granulated wheat;* each variety, even the finest flour, containing all that is valuable as food. Bread made with this flour has been found, after repeated trial, to be sweet and agreeable to the taste, light and spongy in texture, with none of the objectionable features of Graham bread, and answering fully all the demands of perfect nutrition.

"Cheap inferior Graham flour, made of poor flour mixed with bran, is worse than no food at all." "The Arlington, the Franklin, and some other brands of whole-wheat flour, are highly indorsed by those familiar with them."

Note: Perhaps the most influential cookbook published in America before 1900, and "one of the most innovative, original cookbooks of all time, and precursor and predecessor of the most-enduring American cookbook, Fannie Farmer's *Boston Cooking School Cook Book* (1896)." "One reviewer at the time wrote: 'It is the trimmest, best arranged, best illustrated, most intelligible, manual of cookery as a high art, and as an economic art, that has appeared.'" "Lincoln's methods, often referred to as 'scientific cookery,' required cooks to understand systematic measurements, nutrition, digestion, and the chemistry of cooking, as well as the basics of keeping an orderly kitchen and serving as a gracious hostess."

Mary Johnson Lincoln lived 1844-1921. In the late 1870s, when her husband suffered from failing health, she "worked as a domestic to maintain an income... It was at this time that the Woman's Education Association (WEA) of Boston decided to establish a cooking school–the Boston Cooking School–which would become the most famous of the first American cooking schools." Lincoln wrote that the determining influence in its organization "'was the return of Mrs. Sarah T. Hooper... who had seen the work at the South Kensington School on her way through London, and came home filled with enthusiasm to have similar work in Boston, especially for the benefit of the poor and those who would work out as cooks.' Hooper, an active member of the WEA, became the first president, and hired Joanna Sweeney and Maria Parloa to teach classes." Lincoln soon became a teacher as well (MSU biography). Address: Boston Cooking School, Boston, Massachusetts.

36. Death record for Hermine Luise Carque. 1885. Mannheim, Germany. 1 p. [Ger; eng]

• ***Summary:*** "Name: Hermine Luise Carque.
"Birth date: 1875 [sic, 26 Sept. 1874].
"Age: 10. Death date: 6 Dec. 1885.
"Death place: Mannheim, Mannheim, Germany.
"Certificate number: 1292." Source: Ancestry.com: Mannheim, Germany, Death Records, 1870-1950.

37. Henderson, Mary Foote (Mrs.). 1885. Diet for the sick: A treatise on the values of foods, their application to special conditions of health and disease, and on the best methods of their preparation. New York, NY: Harper & Brothers. ix + 234 p. See p. 25-30. Illust.

• ***Summary:*** In the section on tea (p. 4): "Several substitutes for coffee have been tried, such as chicory, roasted beans, pease, etc. Probably the best substitute is the cereal coffee prepared by the Health Food Company [of New York]. It is made of the entire barley grain and the gluten of wheat. It is of nutritive value, and has a pleasant flavor resembling coffee. One tires of it, however, after a short time."

The chapter titled "The new health-foods and other grain preparations" begins (p. 26-30): "The new methods of preparing cereals by the Health Food Company of New York have produced the most gratifying results. These foods are of inestimable value to the invalid. Indeed, they constitute a pleasant and wholesome diet for any one. Their use tends to preserve health, and preservation is far pleasanter than restoration." The author then lists the various products made by the Health Food Company, with a brief description of each: (1) The cold-blast whole wheat flour. Pearled wheat. Granulated wheat (coarse). Granulated wheat (fine)–"takes

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the place of Graham flour." White wheat gluten. Granulated barley (dissolves easily). Pearled oats. Granulated oats. "'Cereal coffee'–made of barley and wheat gluten parched. Crackers made of cold-blast flour, gluten, oats, granulated wheat, etc.

"The concentrated foods so industriously advertised are not recommended by the authorities. A certain amount of bulk is necessary, and the less nutritive portions of food perform a very necessary function in the process of digestion." Note the early emphasis on the importance of dietary fiber. Address: Author, St. Louis, Missouri.

38. Health Food Co. 1886. Dr. Jackson's Granula,... (Ad). *New York Times.* Sept. 25. p. 5.
• ***Summary:*** "... an admirable cooked food. Health Food Co., Agts. [Agents],"

Note: This ad also appeared in the Sept. 26 and Oct. 16 issues of this newspaper. Address: No. 74 4th-av., corner 10th-st [New York City].

39. Parloa, Maria. 1887. Miss Parloa's kitchen companion: A guide for all who would be good housekeepers. Boston, Massachusetts: Published by Estes and Lauriat, for The Clover Publishing Co. 966 + [10] p. Illust. 22 cm. 19th ed.
• ***Summary:*** The section on "Relishes" states (p. 91): "Soy is a sauce made in China and Japan, it is a thick reddish-brown liquid, and is used in many fish sauces."

In the section on "Cereals." the subsection titled "Graham" (p. 93-94) says: "Graham is one of the most uncertain of the bread materials with which we have to deal. A large part of it is made by mixing a poor quality of flour with coarse bran. In buying graham, select that containing a rather fine bran, which does not separate readily from the flour when shaken in the hand. The Health Food Company [of Battle Creek, Michigan] makes an excellent graham; and when there is any doubt as to the quality of the ordinary graham, it would be wise to purchase that sold by this company."

Note: This company was founded and run by Dr. John Harvey Kellogg. This is the earliest document seen (July 2021) concerning the pioneering work of Dr. J.H. Kellogg with health foods.

Under "Olive Oil" (p. 96): "Unless you have a good cool cellar, it will be best to buy oil in small quantities... oil loses its fine flavor if the bottle be opened often. Rae's Lucca oil is very reliable;..."

The chapter on "Soups" states (p. 109): Maigre soups are those made without meat, and are especially appropriate for fast days. Some of them are good enough for any season, and make a pleasant change from meat soups.

Under the recipe for "Pearled wheat mush" (p. 581): "The Health Food Company sells a nice quality of pearled wheat."

Under the recipe for "Granulated-wheat muffins" (p. 809): "Mix together in a sieve, and rub through it, three cupfuls of fine-granulated wheat meal, such as is made by the Health Food Company, four table-spoonfuls of sugar,..."

The recipe for "Green tomato soy," which is a type of homemade ketchup, does not call for "soy" [sauce] as an ingredient. It is followed by two recipes for "Tomato ketchup"–which also use no soy. Address: Founder of the original cooking-school in Boston; Principal of the School of Cookery in New York; and author.

40. Harrington, Charles. 1888. The value of so-called diabetic foods. *Boston Medical and Surgical Journal* 118:286-88. March 22. [1 ref]
• ***Summary:*** A paper presented before the Boston Society for Medical Improvement, Feb. 27, 1888. "It is, I believe, undisputed, that a most important point in the treatment of this disease, is the more or less complete elimination of sugar and starch from the diet, and it is a natural corollary that the ingestion of these substance, except in very small amounts, is often equivalent to the administration of a poison."

4. Gluten Flour (New York Health Food Co.) contains 66.18 % of starch (=73.53% sugar.) Its bread contains about 35% starch (= 38.5% sugar.)

5. Gluten wafers, plain, (same company) contains 66.96% of starch (=74.4% sugar.)

6. Gluten wafers, butter, (same company) contains 51.14% starch (= 56.82% sugar.)

7. Dr. Johnson's Educators contain 71.43% starch (=79.37% sugar.)

8. Boston Health Food Company's Diabetic Flour No. 1, contains 62.94% starch (=69.93% sugar.) Its bread would contain 30% starch (=33.33% sugar.)

9. Diabetic Flour, No. 2, (same company) contains 54.88% starch (= 60.98% sugar.) Its bread would contain about 23% starch (= 25.55% sugar.)

Note 1. This is the earliest document seen (July 2021) that mentions the Boston Health Food Company. It is not clear whether they are an independent manufacturer of health foods or (as the text above suggests) a branch of the New York Health Food Company, which did have a branch in Boston at this time.

Note 2. This periodical was continued by the *New England Journal of Medicine.* Address: M.D., Instructor in Hygiene and Asst. in Chemistry, Harvard Medical School.

41. *Brisbane Courier* (*Queensland, Australia*). 1888. Classified ad: Miscellaneous. April 27. p. 8.
• ***Summary:*** "Drink Caramel-Cereal! Elegant, fragrant, harmless, and perfect substitute for coffee. Sanitarium Health Food and Supply Agency, Matthewson's Photographic Lobby, Queen-street."

"Eat Nut Butter, delicious, germ-free, non-bilious preparation, a necessity where meat is prohibited. Sanitarium Health Food and Supply Agency, Matthewson's

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Photographic Lobby, Queen-street."

Note 1. These foods and beverages are probably made in Battle Creek, Michigan, USA, by a company associated with the Battle Creek Sanitarium, then imported to Australia by the Sanitarium Health Food and Supply Agency.

Note 2. This is the earliest document seen (Aug. 2019) that mentions a "Sanitarium Health Food" company in Australia. They do not yet manufacture health foods.

Note 3. This is the earliest document seen (Feb. 2020) that mentions "Caramel-Cereal" (regardless of hyphenation or capitalization) an early caffeine-free alternative to coffee.

Note 4. This is the earliest document seen that mentions "Nut Butter" (regardless of capitalization or hyphenation); however it is not clear what kind of nuts this "Nut Butter" is made from.

Note 5. This is the earliest document seen (July 2021) that mentions work with health foods in Australia or New Zealand.

42. *St. Louis Courier of Medicine.* 1888. Reports on progress: The value of so-called diabetic foods. 20(2):137-38. Aug. [1 ref]

• ***Summary:*** From Boston Medical and Surgical Journal, March 22, 1888, p. 286. "Dr. C. Harrington, of Boston, presents the results of his quantitative analysis of all the varieties of diabetic food that he could obtain, all of which claim to be substantially free from starch."

"4. Gluten Flour (New York Health Food Co.) contains 66.1 8 % of starch (=73.53% sugar.) Its bread contains about 35% starch (= 38.5% sugar.)

"5. Gluten wafers, plain, (same company) contains 66.96% of starch (=74.4% sugar.)

"6. Gluten wafers, butter, (same company) contains 51.14% starch (= 56.82% sugar.)

"7. Dr. Johnson's Educators contain 71.43% starch (=79.37% sugar.)

"8. Boston Health Food Company's Diabetic Flour No. 1, contains 62.94% starch (=69.93% sugar.) Its bread would contain 30% starch (=33.33% sugar.)

"9. Diabetic Flour, No. 2, (same company) contains 54.88% starch (= 60.98% sugar.) Its bread would contain about 23% starch (= 25.55% sugar.)"

43. Shaftesbury (Edmund). 1888. Display ad: "Personal Magnetism." *Washington Post.* Nov. 16. p. 5.

• ***Summary:*** "Edmund Shaftesbury's great work. Just published in book form. 'Every person should live for 200 years.' Circular mailed free. Address P.O. Box 291, Washington, DC."

Note: This is the earliest document seen (June 2021) that mentions Edmund Shaftesbury.

44. Clymer, J.F. 1888. Food and morals: A sermon... 6th ed., 110th thousand. New York, NY: Fowler & Wells. 34 + [19] p. See Appendix.

• ***Summary:*** This sermon was preached 8 years ago in Auburn on Sunday, June 20th, 1880. The Appendix (p. 30-34) is basically an "advertorial" for The Health Food Company of New York, and its products, by Rev. Clymer. He concludes (p. 33-34): "The Company's great work for the multitude, however, is in the preparation of wheat, oats, barley, rye, corn, peas beans, and other seeds. These are perfectly cleansed from all impurities, the outer bran-coats, husks, and pellicles are removed, and the interior, soluble, digestible food-portion is admirably prepared for ready cooking. Persons who have a distaste for Graham and crushed wheat, and oat-meal and other cereals, find in the Fine Granulated Wheat, the Coarse Granulated Wheat, the Pearled Wheat, Pearled Oats, Granulated Oats, Granulated Barley, Rye, Corn, etc., manufactured by this Company, delicious foods, which, once adopted, are continued from choice.

"I leave this important subject with my readers, again urging them to seek to learn more concerning it. To be placed in possession of information which I do not assume to be competent to impart, it is only necessary that you address a postal card to the Health Food Company, No. 74 Fourth Ave., cor. [corner] 10th street [next door to Stewart's], New York, N.Y., asking for all its Health Food literature, and appending your address, and you will be quite certain to receive the entertaining pamphlets by due course of mail. The agents of the company, also, cordially respond to calls for circulars and orders for the Health Foods."

There follow three unnumbered pages of advertisements by The Health Foods company, as follows: (1) A list (table) of the addresses of the company's agents in Brooklyn, New York (2 agents); Boston, Massachusetts; Philadelphia, Pennsylvania; St. Louis, Missouri; Germantown, Pennsylvania; New Haven, Connecticut; Hartford, Ct.; Utica, New York; Chicago, Illinois; Washington, DC; Elizabeth, New Jersey; Rochester, New York; San Francisco, California (2); Oakland, California; Baltimore, Maryland; Minneapolis, Minnesota; St. Paul, Minn.; and Edinburgh, Scotland.

(2) "An unsolicited letter from a prominent physician of New York," J. Montfort Schley, M.D., Prof. of Physical Diagnosis, Women's Medical College; Attending Physician at Hahnemann Hospital, &c.

(3) A two-page statement by the company (now in its 12th year of existence), praising its products and criticizing those of its competitors.

Note: It seems likely that the company paid all or part of the costs of publishing and disseminating this sermon in exchange for the publicity.

After that are 4 pages of advertisements of "Health Books" (works on hygiene, etc.) published by Fowler & Wells, including a full page of "Works on hygiene by R.T. Trall, M.D." Address: Rev., The First Methodist Episcopal Church at Auburn, New York.

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45. Holbrook, Martin L. 1888. Eating for strength: or, Food and diet in their relation to health and work, together with several hundred recipes for wholesome foods and drinks. New York: M.L. Holbrook & Co. 236 p. No index. 20 cm.
• ***Summary:*** The author, a health reformer, advocates a vegetarian diet. Chapter 9, titled "Alimentary products of the vegetable kingdom," has a section on "Peas, beans and lentils" which states (p. 117): "The special characteristic of the bean, as compared with cereals, is a less amount of starch and a larger amount of nitrogenous matter. This renders it an excellent substitute for flesh meat. All experience goes to show that it is a more satisfying vegetable product for hard-working men than almost any other. In Catholic countries, especially France, where flesh food is less used, and where during Lent and on Fridays it is proscribed, leguminous products are more extensively used than elsewhere. They are much used by the vegetarians of India and China..."

"In Japan the bean is made into a curd [tofu], a most nutritious article of diet, and the nearest approach in its chemical constituents to animal food of any of the vegetable foods. A very full account of the mode of preparing and using it was published by the United States Government in the consular reports for 1886. This curd is used in soup, croquetts [croquettes] and a hundred other ways, and is said to be well liked. It might to our advantage be introduced into our country, and so might the soy bean generally used in Japan and China, which is richer in fat than our own beans are." A table (p. 118, based on Kinch 1880) gives the composition of the soy bean.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term "substitute for flesh" or the term "substitute for flesh meat" used to refer to a meat alternative.

Note 2. This is also earliest document seen (March 2001) concerning the etymology of meat alternatives.

The chapter on "Food in various diseases" recommends remedies for constipation (brown bread, fruit, and fresh vegetables), chronic rheumatism (a vegetarian diet), diabetes (gluten bread, "made now by many health food companies"), food for orphan asylums, prisons, etc. ("a rightly constituted vegetable diet," 'non-flesh' diet, or 'Vegetarian' dietary).

Note 3. This is the earliest English-language document seen (Sept. 2006) that contains the term "health food" (or "health-food" or "health foods"). Address: M.D., Prof. of Hygiene in the New York Medical College and Hospital for Women, Editor of the *Herald of Health*, etc.

46. White, Sallie Joy. 1888. Housekeepers and home-makers. Boston: Jordan, Marsh & Co. vii + 260 p. No index.
• ***Summary:*** The Preface states: The 26 chapters in this book have all appeared previously in *The Boston Herald.* The author gives special thanks "to my devoted teacher and friend, Mrs. Mary A. Lincoln, under whose training I learned so much that has been of inestimable value to me in my housekeeping experience."

In the chapter "About breads" (p. 10-22) we read (p. 19-20): "For those who like hygienic food, I will give here the rule for 'Dr. Trall's Perfect Bread.' Some of you may not know that Dr. Trall was, for a long time, the apostle of 'plain living;' and that although he did carry his notions to the extreme, as any early advocates of a movement are pretty sure to do, yet he did have a very good influence on the American people in regard to better and more careful preparation of food. This 'perfect bread' is nothing more nor less than the hard Graham rolls which are used by hygienists. It is perfectly healthful, and is highly relished by those who have become accustomed to it, whose appetites are healthful and natural, and who require or crave 'no spice but hunger.' It is made by simply mixing cold water, the colder the better, with good Graham or whole-wheat flour,..." Another recipe for a "fine Graham Bread follows (p. 20-21).

Chapter 4, titled "Cereals and health foods" (p. 28-45) indicates that many of America's early health food products and recipes were based on cereal grains, and special ways of processing them. "Health foods" are mentioned on pages 28, 31-32, 34-36. Products made by "The Health Food Company" of New York are highly praised and mentioned on pages 30 ("The best grain preparations are without much question those prepared by the Health Food Company"), 31 ("The Health Foods, as they have come to be understood, are the new methods of preparing cereals used by the Health Food Company of New York, and introduced by them"), 69 ("The whole wheat that is prepared by the Health Food Company of New York makes very nice gems..."), and 208 ("These [whole wheat crisps] are made from the fine granulated wheat flour that is prepared by the Health Food Company, and are at once healthful and palatable").

Whole-wheat flour is mentioned on pages 20, 31-32, 34, 41, 69, and 208.

In chapter 10, "Made-over dishes" [how to use leftovers] (p. 94-106) the author states that seasoning is the key to success. Worcestershire sauce is mentioned on pages 96-98, 101, and 103. Chapter 19 is titled "Pickles and catsups" (p. 179-99). Catsup is mentioned on pages 100 (walnut catsup), 103, 190, 194 (tomato catsup; "Lemon, oyster, and mushroom catsups are delicious:..."), 195 (mushroom catsup), 196 (grape catsup), and 197.

On pages 191-92 is a recipe for "Tomato soy" which (despite the name) uses no soy sauce or other soy ingredients, and which "is not unlike piccalilli" ("Green-tomato sauce").

47. Naturalization petition #2: Otto Carque. 1889. New York City, New York. 1 p.
• ***Summary:*** This is a form that has been filled out in ink by hand by Carque

"Supreme Court of the State of New York.

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"First Judicial District
"In the matter of
"The application of *Otto Carque*
"By occupation a *Confectioner*
"to be admitted as a citizen of the United States of America.
"To the Supreme Court of the State of New York:
"The petition of Otto Carque respectfully shows to the court:
"That your petitioner was born at *Mannheim* in *Germany:* arrived in the United States on the *13 day* of *April* 1*889.*
"At N.Y.: that he claims the right to be naturalized because of the fact that he has resided continuously in the United States for *over 7* last past, and in the State of New York *over 7 years*
"that his full name is *Otto Carque;*
"be *30* years of age, and is a *Confectioner* by
"occupation; that he resides at No. *65–2nd Ave.* in the City
"of New York; that he intends to summon *William Ulrich*
"who resides at *215 5th* Street in the City of New York,
"as a witness as to his qualifications for citizenship.
"Respectfully submitted *Otto Carque* Petitioner
City and County of New York
"*Otto Carque* being duly sworn, says, that he
"is the petitioner above named; that he has read for foregoing petition and knows the contents thereof; that the same is true to his own knowledge except as to the matters therein stated to be alleged on information and belief, and as to the matters he believes it to be true.
"Sworn to before me this *10* day of July 189*6*
"John W. Guntzer
"Court of Deeds."

48. Naturalization petition witness: Otto Carque. 1889. New York City, New York. 1 p.
• ***Summary:*** This is a form that has been filled out in ink by hand by Carque
"Court of Common Pleas
"For the City and County of New York.
In the Matter of the Application of
"Otto Carque
"By occupation *Confectioner*
"To be Admitted a Citizen of the United States of America
"Applicant arrived in U.S.
April 13 1*889*
"Witness became acquainted with applicant *April 13* 1*889*
"State of New York, City and County of New York.
"Signed *William Ulrich*
"being duly sworn, says he resides in No. *215–5th* Street in the City of New York, and that he is well acquainted with the above-named applicant, and that the said applicant has
"resided within the United States for the continued term of five years at least next preceding the present time, and within the State of New York on year at least preceding this application; and that, during that time, he has behaved as a man of good moral character, attached to the principles of the Constitution of the United States, and well disposed to the good order and happiness of the same.
"Sworn in open Court this *27* day July 1896.
Signed: *William Ulrich*
"Henry D. Purroy Clerk."

49. Naturalization petition: Louis Carque. 1889. New York City, New York. 1 p.
• ***Summary:*** This is a form that has been filled out in ink by hand mainly by Louis Carque
Page 217: "District Court of the United States for the Southern District of New York.
"In the matter of
"The application of *Louis Carque*
"By occupation *Cook.*
"Petition to be admitted as a citizen of the United States of America.
"The above-named applicant, being over twenty-one years of age, hereby petitions to be admitted to become a citizen of the United States of America, and avers that he arrived in the United States before he became eighteen years of age, and has ever since resided therein.
"Subscribed and sworn to before me this *20* day of *April* 188*9*
"Louis Carque, applicant
Commissioner: *J.H. Lyman*
"I, *Louis Carque*
"the above-named applicant, do declare on oath that it is *bona fide* my intention and has been for two years next preceding this application, to become a citizen of the United States, and to renounce forever all allegiance and fidelity to every foreign Prince, Potentate, State or Sovereignty whatever, particularly the *Emperor of Germany* of whom I am now a subject. So help me God. *Louis Carque,* applicant.
"Sworn to before me this *21st* day of *April* 1899. *J.H. Lyman, clerk*
In the next long paragraph, Otto Carque, who resides at 184 Aleechser St, City of New York, who is by occupation a confectioner and a citizen of the United States, and personally acquainted with the above-named applicant, and has known him for the past 22 years, that his occupation is that of cook, and that he resides at No. 243 E. 34 Street, City of New York, that he personally knows that the said applicant has resided continuously within the United States, including the three years of his minority, since *Nov. 18, 1892* and has continue to reside therein to the present time, and

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continuously in the State if New York since *Nov. 18, 1892* and that during that time he has behaved as a man of good moral character, attached to the principles of the Constitution of the United States and well disposed to the good order and happiness of the same; and he believes, that for two years next preceding this application it has been *bona fide* the intention of the said applicant to become a Citizen of the United States.

"Sworn to before me this 20 day of April 1889 *Otto Carque* witness.

Followed by some more bureaucratic language.

Page 218: "I, *Louis Carque* the above-named applicant do solemnly swear that I will support the Constitution of the United States; and that I do absolutely and entirely renounce and abjure all allegiance and fidelity to every foreign Prince, Potentate, State or Sovereignty whatever, and particularly the *Emperor of Germany* of whom I have been heretofore a subject. So help me God.

Sworn in open Court, this *21st day of April 1899, Louis Carqué* applicant. James H. Lyman, Clerk.

50. Naturalization petition: Louis Carque. 1889. New York City, New York. 1 p.

• ***Summary:*** This is a form that has been filled out in ink by hand mainly by Louis Carque

Page 217: "District Court of the United States for the Southern District of New York.

"In the matter of

"The application of *Louis Carque*

"By occupation *Cook.*

"Petition to be admitted as a citizen of the United States of America.

"The above-named applicant, being over twenty-one years of age, hereby petitions to be admitted to become a citizen of the United States of America, and avers that he arrived in the United States before he became eighteen years of age, and has ever since resided therein.

"Subscribed and sworn to before me this *20* day of *April* 1889

"*Louis Carque,* applicant

Commissioner: *J.H. Lyman*

"I, *Louis Carque*

"the above-named applicant, do declare on oath that it is *bona fide* my intention and has been for two years next preceding this application, to become a citizen of the United States, and to renounce forever all allegiance and fidelity to every foreign Prince, Potentate, State or Sovereignty whatever, particularly the *Emperor of Germany* of whom I am now a subject. So help me God. *Louis Carque,* applicant.

"Sworn to before me this *21st* day of *April* 1899. *J.H. Lyman, clerk*

In the next long paragraph, Otto Carque, who resides at 184 Aleechser St, City of New York, who is by occupation a confectioner and a citizen of the United States, and personally acquainted with the above-named applicant, and has known him for the past 22 years, that his occupation is that of cook, and that he resides at No. 243 E. 34 Street, City of New York, that he personally knows that the said applicant has resided continuously within the United States, including the three years of his minority, since *Nov. 18, 1892* and has continue to reside therein to the present time, and continuously in the State if New York since *Nov. 18, 1892* and that during that time he has behaved as a man of good moral character, attached to the principles of the Constitution of the United States and well disposed to the good order and happiness of the same; and he believes, that for two years next preceding this application it has been *bona fide* the intention of the said applicant to become a Citizen of the United States.

"Sworn to before me this 20 day of April 1889 *Otto Carque* witness.

Followed by some more bureaucratic language.

Page 218: "I, *Louis Carque* the above-named applicant do solemnly swear that I will support the Constitution of the United States; and that I do absolutely and entirely renounce and abjure all allegiance and fidelity to every foreign Prince, Potentate, State or Sovereignty whatever, and particularly the *Emperor of Germany* of whom I have been heretofore a subject. So help me God.

Sworn in open Court, this *21st day of April 1899, Louis Carqué* applicant. James H. Lyman, Clerk.

51. Tyson, James. 1889. Diabetes mellitus. *Annual of the Universal Medical Sciences* 1:L1-L22.

• ***Summary:*** Page L-22 states: The New York Health Food Company makes gluten flour and gluten wafers; their composition is given.

"The Boston Health Food Company's diabetic flour No. 1, sold as absolutely non-starchy, contained 62.94 per cent. of starch, yielding of sugar 69.92 per cent.; moisture, 8.13 per cent. Bread made of it would contain of starch 30 per cent., equivalent to 33.30 per cent. of sugar. Diabetic flour No. 2 contained of starch 54.88 per cent., furnishing of sugar 68.98 per cent., moisture, 7.66 per cent. Bread made of it would contain about 23 per cent. of starch, equivalent to 25.55 per cent. of sugar. Flour of bran, sold as pure bran, devoid of starch, was found to contain a mere-trace of starch, and seemed to be finely washed bran." Address: M.D., Philadelphia [Pennsylvania].

52. *Boston Daily Globe.* 1890. Little city within doors: What one sees in the big Mechanics' Fair Building. Nov. 14. p. 4.

• ***Summary:*** In this bustling miniature city, there are many factories and machines under one roof. "There are soda fountains, lunch counters, a restaurant, free soup counters, a mince pie booth and health food counters."

53. Purdy, Charles W. 1890. Diabetes: its causes, symptoms,

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and treatment. Philadelphia and London: F.A. Davis. viii + 184 p. See p. 87. Index. Physicians' and students' ready reference series, No. 8. [2 soy ref]

• ***Summary:*** In Section VI, "Treatment of diabetes mellitus," the soya bean is mentioned (p. 87): *Soja*, or Japanese bean, owing to its high nutritive properties and its low percentage of starch, is likely to enter largely into the diabetic diet of the future. It has recently been much cultivated in some parts of Europe, especially in Hungary. Its composition is as follows: Nitrogen, 36.6 per cent.; fatty matter, 17 per cent.; starchy matter, 6.4 per cent.

"A sauce is made from *soja* which bears the name of *miso* and *soju* [shoyu]. A kind of cheese [tofu] is made from it, and very much prized in Japan as a table-luxury. (Footnote: See Egasse 1888, p. 433-38).

"In Europe the soja has already been utilized for food of men and animals, and recently the attempt has been made to make bread of it. This is very difficult because of the large proportion of oil which it contains. This oil is very purgative [sic], and hence it becomes necessary to rid the meal of it in order to render it fit for domestic usages. Lecerf in Paris and Bourdin in Rheims have succeeded in rendering the bread made from this meal very well supported by the stomach.

"This bean, which, as the analysis shows, is more nutritive than meat, serves for nourishment to a great country like Japan, under the forms of sauce, of cheese, of farina, and even of *real* artificial milk" (Footnote: Therapeutic Gazette, March 15, 1890, p. 150).

Note: This is the earliest English-language document seen (Aug. 2013) that uses the term "artificial milk" or "real artificial milk" to refer to soymilk.

Gluten is also mentioned several times (p. 84-85): "First in importance ranks the question of bread in the construction of any diabetic diet-list. The withdrawal of this article from the list is usually the most serious deprivation the patient has to encounter. In consequence of this fact, an almost endless number of breads have been placed upon the market, which are *claimed* to be free, or nearly free, from starch, and are hence named diabetic breads. Now, I do not hesitate to say that most breads which have been put upon the market with such claims are 'a snare and a delusion,' and have unquestionably shortened the lives of hundreds of diabetic patients. Most samples of so-called 'diabetic flour,' from which the starch is claimed to have been eliminated, 'or nearly so,' contain from 30 to 70 per cent. of that article... But Dr. Chas. Harrington, of Boston, has rendered us under perpetual obligations to him for fearlessly exposing the most of these deceptions, by publishing a careful analysis of most of them in detail. It may first be noted that his analysis of home-made bread gives the proportion of contained starch as 44.99 per cent. The Graham wafer, made of Graham flour, contains 58.45 per cent. of starch. The gluten flour, of Farwell & Rhines, of Watertown, N.Y., contains 67.17 per cent. of starch... The gluten flour of the New York Health Food Company contains 66.18 per cent. of starch. Bread made of this flour would contain 35 per cent. of starch... The Boston Health Food Company's diabetic flour, No. 1, sold as absolutely non-starchy, contains 62.94 per cent. of starch. Bread made of this flour would contain 30 per cent. of starch." Address: M.D., Queen's Univ. [Kingston, Ontario, Canada].

54. Bentley Historical Library, University of Michigan. 1891. Index to John Harvey Kellogg speeches and lectures (1891-1943) (Archival collection). Ann Arbor, Michigan. 10 p. Undated. 28 cm. [409 ref]

• ***Summary:*** This typewritten list gives the titles of the 409 speeches and lectures Dr. Kellogg (lived 1852-1943) presented from 1891 to 1943. They are listed alphabetically under each year. On average, he presented 8.2 per year, but in 1898 he presented 33, in 1901 he presented 22. His most oratorically productive decade was from 1900 to 1909, when he presented 148. Amazingly in 1940, at age 88, he presented 12 (including one titled "Soy Acidophilus"), in 1942 (at age 90) he presented 8, and in 1943 he presented 3.

Some interesting lecture titles: 1891–Nature's method of defending the body against disease. A twentieth century doctor.

1893–Relations of the muscles to religion. What is the medical profession?

1896–Religion of the body.

1897–Common errors in diet. Twenty years experience in the non-alcoholic treatment of diseases.

1898–How to get well quick. God's design in establishing Sanitariums. St. Helena Sanitarium [California].

1900–Dress reform talk. How nature fights diseases. What is the natural food of man? 1901–Exercise. Health food fakirs.

1903–Flesh food. 1905–How Christians should eat.

1906–How incurable are cured. The natural diet of man. 1907–The anti-toxic diet. How to live well one hundred years. Oatmeal. The scientific basis of vegetarianism.

1908–Constipation. 1909–Evils of civilization. The magical curative power of water. Sugar.

1910–The Battle Creek Idea. Is the human race degenerating? The physiological necessity of hard work. The possibilities of preventative medicine. Why flesh eating is wrong.

1911–Tendencies toward race degeneration. The beginning of the Battle Creek idea. Tobacco. Yogurt ferments in the treatment of intestinal disorders. 1913–Meat germs. 1914–Why laughing is an aid to digestion. 1916–The case against sugar.

1930–Soybeans as human food. 1932–The Eskimos not exclusive meat eaters. 1933–Orange juice versus flu. 1935–The aristocracy of health. Improved apparatus for irrigating and flushing the colon. 1937–Soy acidophilus milk. Special health value of the soybean. 1938–The case against meat

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eating. 1940–Soy acidophilus. 1942–Nature a false god. The new sugar. My search for health. 1943–Drink more water. Address: Michigan Historical Collections, Bentley Historical Library, Univ. of Michigan, Ann Arbor, Michigan 48109-2113. Phone: 313-764-3482.

55. Ralston, Everett [pseudonym of Webster Edgerly]. 1891. The Ralston brain regime: Presenting a course of conduct, exercises and study, designed to develop perfect health in the physical brain, strengthen the mind, and increase the power of thought. A book of practice more than theory. Washington, DC: The Martyn College Press. 137 p.

• ***Summary:*** Chapter 8, titled "The Best Brain Foods," states (p. 40-42) that cold fat (such as thoroughly heated butter or the fat of cold meats) is the finest brain food. "Fresh salmon stands among the very first of the brain foods. Lean meat, and meat not well cooked is an injury rather than a benefit to the health of the brain. No child under ten years of age should be permitted to taste lean meat. The feeding of meat to children in their infancy, often results in convulsions and death, and a tendency to fits."

"There are certain vices, including intemperance and morbid appetites, that are a curse upon the name of man, that have been completely cured by a resort to an entirely vegetable diet. We have in mind several persons who have been slaves to desires, over which they seem to have no control, and habits that are beastly, who struggled in vain, to throw off the fetters, and who never succeeded until they discarded the use of meat. Probably the noblest animal that treads the earth is the horse, being the strongest and swiftest, having the finest brain; and yet meat forms no part of his diet. We do not make these remarks for the purpose of advising people to discard the use of meat, but we simply say that when used it should be thoroughly cooked, should never be given to a person under ten years, and if possible not until the age of twenty. The best brain food is oxygen."

Page 122: "No one person to day has so many followers as Everett Ralston. He advocated, a few years ago, the perfect health of the body, and demonstrated that it was possible to live for two hundred years. His whole theory was fully explained in a book, entitled 'The Two Hundred Year Club;' which, though its title seemed extravagant, contained the method whereby the body could be made perfect in health; diseases could be cured by natural treatment; and a sound body could be maintained for a long term of years beyond the ordinary duration of human life; and all this without cost, or medicine."

"We invite your attention to the Ralston Health Club, (sometimes called the Two Hundred Year Club), as a book containing the secret of natural restoration of health by natural treatment. Although this book costs a dollar (and is worth many thousands), we propose to give you an opportunity of procuring it free, and at the same time, proving your interest in a general reform movement, by aiding in extending the influence of the Ralston doctrines of perfect health." Address: Author of "The Ralston Health Club".

56. Ralston, Everett [pseudonym of Webster Edgerly]. 1891. The Ralston health club. 3rd ed. Washington, DC: Martyn College Press. 96 p. 24 cm. *

57. Battle Creek Bakery Co. 1892. Health foods (Ad). *Food, Home and Garden* (*Philadelphia*) 4(37):Inside front cover. Jan.

• ***Summary:*** A half page ad. "Pure crackers and biscuits manufactured." This bakery company was "Established in 1881. "We manufacture a choice line of these goods, entirely free from lard and all adulterations at the following prices:..." Products include: Fruit biscuits (white flour or whole wheat flour). Graham biscuits (sweetened). Graham crackers (sweetened or unsweetened). Whole wheat crackers, Gluten crackers, Carbon crackers (leavened or unleavened). Cereola, a prepared grain food in bulk. Pure gluten, or Wheat gluten (in packages). Cereal coffee, prepared from grains only, a very choice and healthful drink. Many of these products are also sold in 13 lb or 30 lb boxes.

At the end of the ad, we read: "References. To whom it may concern. We the undersigned residents of Battle Creek, Michigan, take pleasure in stating that Mr. Joseph Smith, manager of the Health Food Department of the Battle Creek Bakery Co., has resided in Battle Creek for nearly 20 years, and is a competent and responsible man, and of long experience in this line of business, and one whose goods we can heartily recommend to the public." There follow 11 names, each with a title. The latter include two ex-mayors, three physicians (M.D.s), the postmaster, the vice-president of the city bank, and the editor of the *Review and Herald* magazine.

Note 1. This is the earliest English-language document seen (Sept. 2006) with the term "health foods" (or "health-foods" or "health food") in the title.

Note 2. This is the earliest document seen (Sept. 2006) that mentions "Cereal Coffee," the earliest known commercial alternative to coffee, made in Battle Creek. Address: Battle Creek, Michigan.

58. Mannheim, Germany, family register: Otto Carque. 1892. April 8.

• ***Summary:*** "Name: Otto Carque

"Relation to head of household: Head.

"Birth date: 11 July 1866

"Birth place: Wiesloch

"Residence date [date this information was gathered]: 8 April 1892

"Residence: Mannheim, Baden-Wuerttemberg [Germany]

"Household members: 1 [he is living alone].

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Source: Ancestry.com. Mannheim, Germany, Family Registers, 1760-1900 [database on-line]. Provo, Utah.

59. *Chicago Daily Tribune.* 1892. Third Congressional District: List of delegates to the district convention chosen. April 29. p. 2.
• ***Summary:*** "Thirteenth Ward–First District, Otto Carqueville, Andrew Parks,..."

Note: Otto Carque, the health food pioneer in Los Angeles [California], lived in Chicago at about this time. His native language was German. In later life he said that in 1893 he returned to America from Germany to see the World's Fair (Chicago Columbia Exposition / World Columbian Exposition) in Chicago, Illinois. After that he lived in New York for a few years. In 1904 he wrote two important books, *The Foundation of All Reform,* and *The Regeneration of Man,* both of which were published that year in Chicago by Kosmos Publishing Co. It is not clear whether or not the Carque who was chosen to be a delegate to the district political convention (cited above) and the Los Angeles health food pioneer are one and the same person.

60. *Chicago Daily Tribune.* 1892. Calm after riot... Speeches conservative, incendiarism being condemned. For a socialist party. Leaders plead for determined action at the polls. Aug. 28. p. 1.
• ***Summary:*** "Otto Carque made a speech in German and M. Britzrus followed in a harangue in English."

61. Passengers arriving at the Ellis Island, Port of New York. 1892. 1 p.
• ***Summary:*** This ship, carrying Otto Carque, arrived on 19 Nov. 1892 at Ellis Island The name of the ship is the S.S. Belgenland. There are two classes: Saloon and 2nd Cabin.

In 2nd Cabin, passengers #15 is Mr. Otto Carqué. Age 24. Sex: Male. Calling or occupation: Wine Merchant. The country of which they are citizens: U.S.A. Native country: Germany. Last residence: Mannheim. Intended destination, state or territory: Chicago, Illinois. Transient, in transit or intending protracted sojurn: ?. No. of pieces of baggage: 4.

Right below Otto Carqué, passenger #16 is Mr. Louis Carqué. Age 24. He may well be the younger brother of Otto since his answer to every question is exactly the same as Otto's. He is a Wine Merchant. Citizen of USA [probably not true]. Native country: Germany. Last residence: Mannheim. Chicago, Illinois, etc. However he has no baggage.

Note 1. This is Otto Carque's 2nd arrival in the USA. His first was on 13 April 1889, also in New York Harbor. He is not yet a citizen of the USA; in fact he didn't apply for citizenship until 10 July 1896.

Found by Wayne Dawson, genealogist on Ancestry.com.

Source: Ancestry.com Ship Passenger List from "New York, U.S., Arriving Passenger and Crew Lists (Including Garden and Ellis Island), 1820-1957"

62. Shaftesbury, Edmund [pseudonym of Webster Edgerly]. 1892. Lessons in the art of extemporaneous speaking, in book form: Containing full instruction and practical lessons... Washington, DC: Martyn College Press. 170 p. 22 cm. *
• ***Summary:*** Note: His full name may have been Albert Webster Edgerly. Apparently no biography of him has never been written. This is the same man who wrote books on "The cultivation of personal magnetism" [charisma] and who founded The Ralston Health Club.

As a young lawyer he seems to have lived in Lynn, Massachusetts. In 1881 he was apparently embroiled in a rather famous infidelity suit against his first wife, which was the subject of articles in the Boston Globe–and of much gossip. This may have prompted him to publish most of his subsequent books under pseudonyms–Edmund Shaftesbury or Everett Ralston. Edmund Shaftesbury lived 1852-1926. In 1891 or 1892 he married again–to a former student. He seems to have been a teacher of elocution at Martyn College of Elocution and Oratory in Washington, DC. Martyn College Press published many of his books.

63. Battle Creek Sanitarium. 1893. Sanitarium health foods. Battle Creek, Michigan. 32 p. Illust. 21 cm.
• ***Summary:*** The foods in this catalog are manufactured by the Sanitarium Health Food Co., Battle Creek, Michigan. An illustration on the front cover shows two views of a large building, probably the one housing that company. Contents: Introduction: Wheat flour, the modern miller, the ancient miller. The question of food. Granola. Wheat Granola. Avenola. Gluten. Water biscuit. Whole wheat wafers. Rye wafers. Zwieback. Gofio. Wheat-germ grits. Whole-wheat flour. No. 1 Graham crackers. No. 2. Graham crackers. Plain Graham crackers or dyspeptic crackers. Oatmeal biscuit. Medium oatmeal crackers. Plain oatmeal crackers. White crackers. Fruit crackers. Carbon wafers. Infant food: What an infant needs, twenty per cent of gluten, for nursing mothers. Wheat charcoal. Recipes: Granola, Wheat Granola, pure Gluten Meal, nos. 2 and 3 Gluten Meal. Testimonials.

"The growing demands of the great army of dyspeptics in this and other civilized countries, and the remarkable advances recently made in the science of dietetics, have given rise to the term 'Health Foods.' There is a general recognition of the fact that some foods are less wholesome than others."

The testimonials (p. 28-31), written from Jan. 1890 to March 1893, to the Sanitarium Foods Co. (Battle Creek, Michigan), by both merchants and individuals, praise foods made by the company. The first and earliest, dated 18 Jan. 1890 and written from Williamsport, Pennsylvania, is of interest because it mentions the term "Health Foods." It reads: "Gentlemen:–Eighteen months ago I was a complete wreck from nervous dyspepsia. My case was considered beyond the reach of the remedies usually prescribed by

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physicians for this malady. I was induced to throw medicine to the dogs, and try diet and exercise. I inquired into the merits of the various 'Health Foods.' Among others I tried your Granola, and it affords me much pleasure to say that I regard it as a valuable, nutritious, and palatable food. I use it twice every day, and would not be without it. I have lived principally on the foods prepared by your company for many months, and have made great gain in health and strength, but more especially in weight; as one year ago I weighed 130 pounds, now I tip the beam at 172 pounds.

"Wishing you continued success in your grand work, I am, Very respectfully, W.H. Miller, Principal Washington Building School." Address: Battle Creek, Michigan.

64. Fairbank (N.K.) & Co. 1893. Display ad: A new health food... *San Francisco Chronicle.* June 22. p. 7.
• ***Summary:*** "... has made its appearance. It is not only a health food but a healthy foods–a health food that makes other food healthy. Its name is Cottolene.

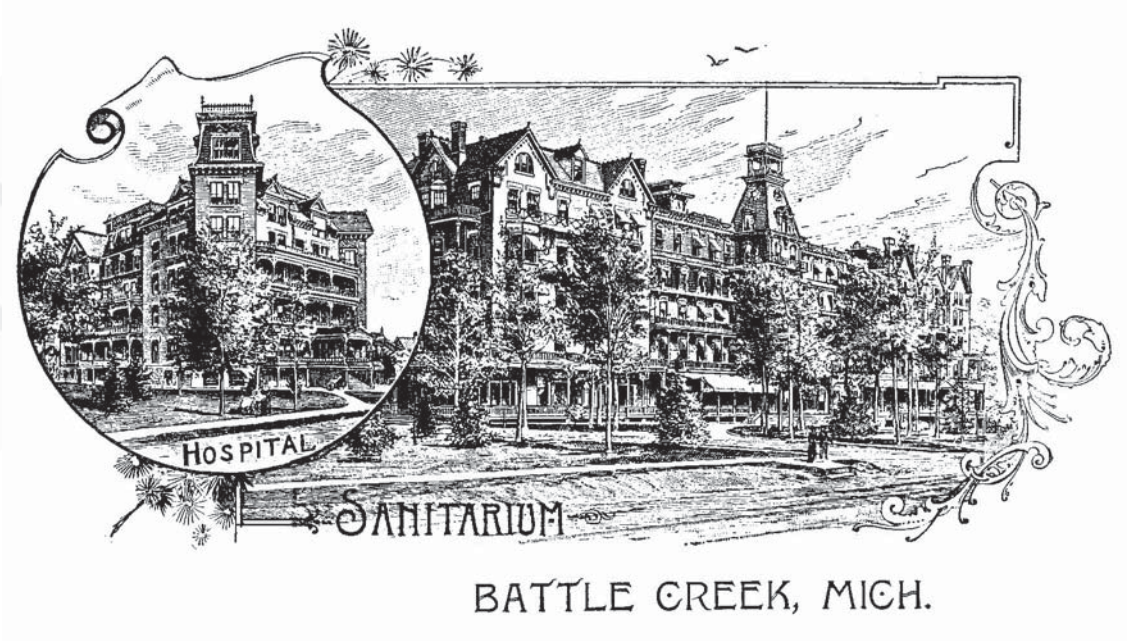
"It takes the place of hog's Lard which is a notoriously unhealthy food. A purely vegetable product–delicate, digestible, and economical–one trial gives Cottolene a permanent home in every kitchen, where it increases the health and enjoyment of every member of the family. Try it for yourself. At all grocers.

"Refuse all substitutes."

Note: This ad also appeared in the 3 March 1894 (p. 6) and 3 May 1894 (p. 6) issues of this newspaper. Address: St. Louis [Missouri] and Chicago, New York, Boston.

65. Ghirardelli Chocolate Co. 1893. Display ad: Beauty food–Health food. *San Francisco Chronicle.* Oct. 30. p. 10.
• ***Summary:*** "Health is the basis of all beauty... Chocolate is health food. It is liquid nourishment. It makes flesh and blood and health and beauty–if it is pure and fresh. Ghirardelli's Ground Chocolate is absolutely pure and free from drugs and must be fresher than any other for it is made right here, not thousands of miles away."

Note: This ad also appeared in Nov. 6 (p. 10) issue of this newspaper. Address: [San Francisco, California].



66. Kellogg, Ella Ervilla Eaton. 1893. Science in the kitchen: A scientific treatise on food substances and their dietetic properties, together with a practical explanation of the principles of healthful cookery, and a large number of original, palatable, and wholesome recipes. Chicago, Illinois: Modern Medicine Publishing Co. 581 p. Plus 36 leaves of plates. Illust. Index. 23 cm.
• ***Summary:*** This 1893 edition is very similar to the 1892 edition. All the pages up to about p. 440 are identical, but somewhere after that 8 pages have been added. Pages 551-58 are blank except for "New recipes" and the page number printed at the top of each page. There are also 14 blank pages after the last numbered page.

Facing the title page is an illustration of the hospital and sanitarium at Battle Creek.

Note: An ad in the Sanitarium health foods booklet (1893, inside back cover) states: "The new hygienic cook book. Thoroughly scientific; entirely practical. Over 800 carefully tested recipes. Bright and entertaining in style, concise, the result of Ten Years of patient research and experimentation in the Experimental Kitchen connected with the Sanitarium at Battle Creek, Michigan. Ought to be in every family." Address: A.M., Superintendent of the Sanitarium School of Cookery and the Bay View Assembly School of Cookery, Battle Creek, Michigan, and of the Bay View Assembly School of Cookery, and Chairman of the World's Fair Committee on Food Supplies, for Michigan.

67. *Washington Post.* 1894. Last days of the food show. Nov. 28. p. 8.
• ***Summary:*** Miss Johnson's lecture on children's food drew a large audience. She mentioned "whole wheat bread" twice,

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used it to make date sandwiches, and provided a recipe for making it at home.

Note: This is the earliest article seen (April 2004) in a major American newspaper that mentions "whole wheat bread" (or "whole-wheat bread").

68. Sanitarium Health Food Co. 1894. Health foods (Ad). *Good Health* (*Battle Creek, Michigan*) 29(11):Inside back cover. Nov.
• ***Summary:*** The words "Health Foods" are written in huge bold letters across the top of this half-page ad. "In the efforts to meet the needs of a large Sanitarium, with a large variety of patients, we have produced a number of food preparations adapted to the different diseased conditions, the merits of which are such as to secure for them a very large and increasing sale, not only to persons belonging to the invalid class, but to those who wish by 'good living' to avoid disease. The following are the leading preparations:

"Oatmeal biscuit, Medium Oatmeal Crackers, Plain Oatmeal Crackers, No. 1 Graham Crackers, No. 2 Graham Crackers, Plain Graham Crackers, Dyspeptic, Water Cracker, White Crackers, Whole-Wheat Wafers, Gluten Wafers, Rye Wafers, Fruit Crackers, Carbon Crackers, Wheat Granola (bulk 10), Avenola (bulk 10), Gluten Food No. 1, Gluten Food No. 2, Gluten Food No. 3, Infant's Food." Address: Battle Creek, Michigan.

69. Hale, Edwin M. 1894. The practice of medicine. 2nd ed. Chicago: Gross and Delbridge. xv + 1033 p. 25 cm.
• ***Summary:*** This is a book about the practice of homeopathy. The section on "Diabetes mellitus" (p. 174+), under "Dietetic treatment" states (p. 182): According to the analyses of Dr. Ch. Harrington, the percentages of starch is as follows: "; the gluten flour of the New York Health Food Company, 66.18; bread made from this flour would contain 85; the gluten wafers of this company 66.96; the Boston Health Food Company's gluten flour, about the same per cent."

Page 420: All cereal grains and leguminous seeds can be prepared, divested of their indigestible envelope [hulls, but not their bran layer], and are much more palatable and nutritious. The various 'Health-Food Companies' are doing good work in introducing" such foods for those suffering from constipation.

For cerebral-spinal meningitis, the diet during convalescence should be very nourishing, including "the farinaceous and glutenous foods prepared by the Health Food Company of New York."

Note: Edwin Moses Hale lived 1829-1899. Address: M.D., author.

70. Ralston, Everett [pseudonym of Webster Edgerly]. 1894. The great Ralston health club. Washington, DC: Martyn College Press, Assoc. 174 p. . *

71. Newton, Robertson & Co. 1895. Classified ad: Colonial Health Food. *Hartford Courant* (*Connecticut*). Jan. 18. p. 12, col. 4-5.
• ***Summary:*** Classified under "Family supplies." "The new cereal made from celebrated Australian white wheat, unsurpassed for a breakfast dish, and excellent for gems, muffins, griddle cakes and for frying.

"Colonial Food is Purely Hygienic, and is endorsed by leading physicians. For children and persons of sedentary habits it is invaluable.

"A great nerve, brain and muscle food. Have a package included in your order this morning."

72. Certificate of birth for Paul Chappius Bragg. 1895. Ripley County, Indiana. 1 p. Feb. 6.
• ***Summary:*** Name: Paul Chappius Bragg. No. child of this mother: 2. Sex: Male. Color: White. Date of birth: Feb. 6, 1895. Place of birth: Ripley county. Born alive: Yes. Legitimate: Yes. Natural labor: Yes. Difficult labor: No. Mother's maiden name: Carrie J. Chappius. Mother's age: 29. Father's name: Robert E. Bragg. Father's age: 29. Father's occupation: Printer. Father's place of birth: US. By whom return is made: J.R. Davies. Post office address: Batesville.

Note 1. Paul C. Bragg repeatedly reported on government forms that he was born in Batesville, Indiana–which is in Ripley County.

Note 2. The birth was announced in the *Batesville Tribune*, Feb. 14, 1895, p. 1, under the local news heading which reads, "R.E. Bragg and wife on Wednesday night, February 6th, a boy." Although Indiana didn't issue birth certificates until 1907, a librarian at the Batesville Public Library got interested in the question of Paul Bragg's birth date and found a microfilm tape (its existence unknown to her previously) of an old handwritten ledger of babies born in Ripley County, Indiana, in 1894 and 1895, showing Paul Bragg's birth on 6 Feb. 1895.

Concerning Paul C. Bragg's grandparents, the Wikipedia webpage for Paul Bragg states (17 Aug. 2007, without citing any sources): "Paul Bragg's paternal grandparents, James H. & Amanda Bragg, can be traced back into Indiana history at least through 1840, while his maternal grandparents, John and Margaret Chappius, were later arrivals to Indiana, having been born in Switzerland & Ohio, respectively. James H. Bragg's occupation was a 'miller', while John Chappius was a 'stonecutter.'" It also states Paul's youngest brother, John H. Bragg, was born in Washington, DC, on 8 April 1899. Apparently, Paul Bragg's mother, Caroline ("Carrie"), had a previous marriage; Paul and his two brothers may have had an older half-sibling from that marriage, though perhaps not living with the family during their Washington, DC years.

Note: This is the earliest document seen (July 2021) concerning Paul Chappius Bragg of health fame. Address: Ripley County, Indiana.

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73. *Batesville Tribune* (*Indiana*). 1895. Born–R.E. Bragg and wife on Wednesday night, February 6th, a boy. Feb. 14. p. 1, col. 2.
• ***Summary:*** Announces the birth of Paul Chappius Bragg in Feb. 1895 in Indiana. Note 1. His father was Robert E. Bragg and his mother was Carrie Chappius.

Note 2. This is the 2nd earliest document seen (July 2021) that clearly gives Paul Bragg's birthday–and thereby removes any controversy concerning that date–or that mentions Paul C. Bragg or his parents. In his middle and later life, Paul Bragg always claimed that he had been born in 1881; this made seem that he was about 14 years older than he really was.

Note 2. According to the Batesville librarian, Paul's father was a printer at that newspaper (Batesville Tribune), probably immediately prior to his federal job as a printer in Washington, DC. So he may have used his position as printer to announce the birth of his son–on the front page!

74. Newberry's. 1895. Newberry's. Watch this space. Time will prove which house is "headquarters" for groceries (Ad). *Los Angeles Times.* April 6. p. 7.
• ***Summary:*** "Flour: Easter gluten flour, per pound–10 cents. Whole wheat flour, per 10-pound sack–30 cents [3 cents/lb]. Advent flour, per 10-pound sack–30 cents [3 cents/lb].

Note: This is the earliest document seen (March 2007) concerning a health food department in a major retail store in Los Angeles or California. Address: 216 and 218 South Spring Street [Los Angeles, California].

75. Postum Cereal Company, Ltd. 1895. The new wave: Physical culture, health foods and drinks mark a new era (Advertorial). *Chicago Daily Tribune.* May 5. p. 12.
• ***Summary:*** Note: This is an advertorial for Postum Cereal, a substitute for coffee.

"A great popular health-drink and health-food wave is just now passing over the country, and it seems to have come to stay. More attention is being given to articles of food and drink than heretofore, and people are slowly learning that good health cannot be preserved under the present civilization unless the habits are of a more natural character. The apparently harmless coffee habit now numbers its victims by the thousands, producing obstinate stomach and bowel troubles that will not abate except by leaving off the habit. It is not always an easy task to drop a lifelong habit.

"One of the latest discoveries in new health drinks is a substitute for coffee, made entirely of grains and possessing great fattening and nourishing properties, while it brews the exact deep seal brown color of Mocha, and when cream is added it takes the rich golden of Java."

"It bears the name of 'Postum Cereal.'" "It claims to be a direct and quick producer of new blood corpuscles by the natural method of good nourishing food taken in liquid form. It is quite a bit less expensive than coffee and altogether its use appeals to one's common sense." A list of places in the area of Chicago, Illinois, where Postum Cereal can be purchased is given. "Fifty-cup package postpaid for 25 cents." Address: Battle Creek, Michigan.

76. *Los Angeles Times.* 1895. Ralston Health Club. May 9. p. 8.
• ***Summary:*** "The local Ralston Health Club held another meeting last night, at which the merits of distilled water and 'glame' were freely discussed. The membership of the club is steadily increasing and each meeting is becoming more interesting. Physical culture will soon be made one of the prominent features of the club, the object being to bring under discussion and under practice all questions bearing on perfect health or on the improvement of health that may be imperfect."

77. Newberry's. 1895. Just in: Ralston / Health Foods (Ad). *Los Angeles Times.* May 18. p. 7.
• ***Summary:*** Caramel Coffee, Gluten Biscuits, Whole Wheat Wafers, Gofio Wheat Maize, Ralston Graham Flour, Zwieback, Carbon Crackers, Wheat Granola, Ralston Bran."

Note: This ad is confusing, but one of 25 July 1895 will help to clarify it a little. Are all these foods made by Ralston? Several of them (Gluten Biscuits, Zwieback) have names similar to products made by Dr. John Harvey Kellogg's Sanitarium Food Company in Battle Creek, Michigan. Moreover, according to *The Ralston Chronicle: 1894-1994*, a centennial history of the Ralston Purina Co., William H. Danforth (of the Robinson-Danforth Commission Company, St. Louis, Missouri) "enters the human foods market in 1898 with *Purina Wheat* and a line of whole-wheat breakfast cereals. Danforth's fascination with fitness and health inspires the endorsement of 'Dr. Ralston,' a health guru with 800,000 followers. An undated poster (probably from about 1902) titled "Ralston Purina Foods: Absolutely pure" (with a red and black checkerboard square background) shows that the company now makes: Ralston Breakfast Food, Ralston Cereal Coffee, Purina Whole Wheat Flour for Bran Bread, Purina Pancake Flour, Ralston Hominy Grits [made from corn], Ralston Kornkins (corn meal), Ralston Oats, and Ralston Barley Food. Address: 216-218 S. Spring Street [Los Angeles, California].

78. Kellogg, John Harvey. 1895. Milk as a food unsuited for the diet of adults: Editorial. *Modern Medicine and Bacteriological Review* (*Battle Creek, Michigan*) 4(5):121-22. May.
• ***Summary:*** "The popular idea that milk is one of the most wholesome and nutritious articles of food for use at all periods of life, is by many facts shown to be an error. Cow's milk is admirably adapted for digestion in the stomach of a calf."

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"Kumyzoon is a scientific preparation of milk in which the lactose is replaced by lactic acid... Kumyzoon is manufactured by the Sanitarium Health Food Co., Battle Creek, Michigan, and 28 College Place, Chicago, Illinois. This company is manufacturing kumyzoon according to the formula furnished by the writer, and has it made under the writer's care at the Battle Creek Sanitarium."

Note: This is the earliest document seen (July 2013) that discusses problems with cow's milk as a food for adult humans. Address: M.D., Battle Creek, Michigan.

79. *Good Health* (*Battle Creek, Michigan*). 1895. Publisher's department: Chicago, Illinois, April 23, 1895 (Letter to the editor). 30(6):Unnumbered page near end of issue. June.
• ***Summary:*** This letter is addressed to "Sanitarium Health Food Co., Battle Creek, Michigan."

"Accept our thanks for the package of your new food preparation known as 'Granose.'"

Note: This is the earliest document seen (July 2021) that mentions a food named "Granose"; it is made by the Sanitarium Health Food Co., Battle Creek, Michigan.

"The Caramel Coffee manufactured by the Sanitarium Health Food Company has constantly grown in popularity as a substitute for those baneful drugs, tea and coffee, which, under the deceptive guise of 'cups which cheer but do not inebriate,' have made nervous wrecks of thousands upon thousands of our American women. Recent improvements which have been made in Caramel Coffee, by which its palatableness and convenience for use are increased, will still further add to its popularity as a tea and coffee substitute. It is agreeable to the taste, aromatic, and at the same time entirely wholesome."

"Digestive Coffee is another beverage which the Sanitarium Health Food Co. are preparing to place upon the market. It is in some respects allied to Caramel Coffee. It has the added virtue that it not only does not interfere with digestion but actually aids the digestive process by assisting in the conversion of starch to sugar, which should take place in the stomach under the influence of saliva acting upon the starch."

"... Sanitarium Health Food Co. is not a money-making concern, but simply one branch of the great missionary project represented by the Battle Creek Sanitarium, which has for more than a quarter of a century, stood as a champion for the most advanced principles in relation to dietetic and temperance reform, as well as other reforms relating to human welfare. No person receives individual benefit from the labors of this institution, all the dividends being devoted to the advancement of the institution itself, one important feature of which is the care of the sick poor."

80. Newberry (J.R.) & Co. 1895. Newberry's. Ralstonites (Ad). *Los Angeles Times.* July 25. p. 7.
• ***Summary:*** "Just in, another large shipment of Ralston Foods from Battle Creek Sanitarium [Michigan], consisting of the following: Granose Flakes, Granola, Gluten Meal, Wheat Gofio, Graham Flour, Bran, Graham Crackers, Fruit Crackers, Zwieback, Gluten Wafers, Gluten Biscuits, Carbon Wafers, Whole Wheat Wafers, and Caramel Coffee."

Note 1. Why are Ralston Foods being shipped by and from Dr. Kellogg's Battle Creek Sanitarium? Where are these foods made and by which company? Did Dr. Kellogg have an agreement with "Dr. Ralston" of "Ralston Health Club" fame to use the Ralston name in marketing Dr. Kellogg's foods?

Note 2. This is the 2nd earliest document seen (Dec. 2013) worldwide that mentions "Granose" and the earliest that mentions "Granose Flakes." The flakes appear to be made in Battle Creek, Michigan, and sold in Los Angeles.

81. Newberry's. 1895. Health is wealth (Ad). *Los Angeles Times.* Sept. 14. p. 7.
• ***Summary:*** "Another large shipment of Ralston Foods from The Battle Creek Sanitarium [Michigan]. These goods are prepared strictly on scientific principles, and all dyspeptically inclined, in fact, all general sufferers, are cordially invited to call and examine these goods. Granose Flakes is one of their latest and finest preparations. Zwieback and Caramel Coffee are having an immense run. Call for samples." Address: 216–218 S. Spring St.

82. *Atlanta Constitution* (*Georgia*). 1895. Agricultural Department. Nov. 22. p. 9.
• ***Summary:*** The section titled "Diploma of honor or silver medals" contains entries for: "Sanitarium Health Food Company, Battle Creek, Michigan–Food preparations of various kinds.

The N.K. Fairbank Company, Chicago, Illinois–"Cottolene." Also two makers of olive oil from California (from Pomona, and National City).

83. Nash Bros. 1895. Health foods (Ad). *Los Angeles Times.* Dec. 6. p. 10.
• ***Summary:*** "Wheat gluten, Wheat Granola, Zwieback. These are Sanitarium health foods from Battle Creek, Michigan. We have them. Cash grocers." Address: Pasadena, California.

84. Pilly, C.A. 1895. Smoking batter cakes: Toothsome dishes appetizing for December breakfast tables. *Los Angeles Times.* Dec. 8. p. 18.
• ***Summary:*** Contains various recipes in sentence-style format. "Whole wheat flour" is used as an ingredient in "delicious, wholesome batter cakes for invalids."

Note: This is the 2nd earliest article seen (April 2004) in a major American newspaper that mentions "whole wheat flour" (or "whole-wheat flour").

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85. *San Francisco Chronicle.* 1895. An event in the history of Oakland: First exhibition of home manufactures. Dec. 8. p. 27.
• ***Summary:*** "Oakland's exposition of home products promises to be a most successful affair in every respect... The following is the list of exhibitors: A.B. Permetti, & Co., Boston Health Food Company,..."

86. Shaftesbury, Edmund [pseudonym of Webster Edgerly]. 1895. Companion book of complete membership in the Ralston Health Club. 7th ed. Washington, DC: Martyn College Press, Assoc. 322 p. Illust. No index. 23 cm.
• ***Summary:*** Contents: Ownership page, coat of arms, club number, and links closed. 1. The Ralston movement cure [exercises, each illustrated]. 2. Ralston School of Physical Culture, organized and conducted as a branch of The Martyn College, Washington, D.C., 1223 to 1231 G Street. (incl. One hundred examination questions [about physical culture, anatomy, and physiology]). 3. Public school exercises. 4. The nine great laws of nature. 5. Ralston massage. 6. Man as an invalid. 7. Woman as an invalid. 8. Colds and their dangers. 9. Catarrh and what it is. 10. The throat and lungs. 11. The stomach. 12. Special organs. 13. Bones, muscles and nerves. 14. The blood and skin. 15. Miscellaneous diseases. 16. The brain. 17. Local clubs, charter, constitution and by-laws.

87. Kamper (C.J.) Grocery Co. 1896. Everybody invited to the practical demonstration... (Ad). *Atlanta Constitution* (*Georgia*). Jan. 31. p. 10.
• ***Summary:*** "... by the Sanitarium Health Food Company, of Battle Creek, Michigan, of their Health Foods, in connection with J.H.F. California Fruits." Address: 390 and 392 Peachtree [Atlanta]. Phone: 628.

88. Kellogg, John H. 1896. Progress in dietetics–Two new cereal foods (Continued). *Good Health* (*Battle Creek, Michigan*) 31(1):4-6. Jan. [1 ref]
• ***Summary:*** Contents: Introduction (starchy foods, cereal foods). Granose grits. Brown bread. Granose (and Granose flakes). Granose with liquid foods. Granose shortcake.

"Brown Bread.–Take four cupfuls of strong caramel-cereal, and add to this one-half cup of nut meal or two tablespoonfuls of nut butter, one-half cup of sugar, and a pinch of salt."

"Granose.–Granose differs from granose grits in that, after having been subject to the same preliminary process, it is crushed into thin flakes instead of being cut into the form of cereal crystals. These flakes, or as some admirers of the food have termed them, wheat chips, are so extremely thin that when dropped into water they are instantly macerated, and fall at once to the bottom completely softened."

"Any one who will obtain a sample of either of the foods mentioned, from the Sanitarium Health Food Company, and test their merits, will certainly give us credit for having spoken very moderately in our statements concerning the virtues of these new foods, and will be ready to give them a much more enthusiastic commendation than we have done. Samples may be obtained by addressing the Sanitarium Health Food Company, Battle Creek, Michigan."

Note: This is the earliest document seen (July 2021) that mentions "nut butter," which may well refer to peanut butter. Address: M.D., editor.

89. Siegel, Cooper & Co. 1896. The world's greatest food mart (Ad). *Chicago Daily Tribune.* Feb. 2. p. 44.
• ***Summary:*** "We carry all the health foods prepared by the Sanitarium Health Food Co., Battle Creek, Michigan." Also 5,000 barrels Ceresota Flour $3.38 per barrel. Gluten flour, $3.75 per brl. [barrel]. Bars of Procter & Gamble's Ivory Soap. Address: State, Van Buren & Congress streets [Chicago].

90. Fitch, D.A. (Mrs.). 1896. What shall we put on bread? *Advent Review and Sabbath Herald* 73(5):71. Feb. 4. Whole No. 2153.
• ***Summary:*** "When we consider *Eccl.* 7:29, we usually apply the "many inventions" to evil things; but may not the expression mean some good thing, sometimes? The Health Food Company of Battle Creek, Michigan, is now manufacturing nut butter. The company began on a small scale, but the demand is so great that the facilities for its manufacture are being greatly enlarged from time to time. Its price, as it comes from the factory, is thirty cents a pound. When prepared in the home, according to directions, its expense is only half that. This is what hundreds are now using on their bread, and the pleasure derived therefrom is great, compared with that found in the use of the dairy product, to say nothing of the fact that it is thoroughly hygienic, while the dangers of the latter are manifold."

Note 1. The full name of this company was probably "Sanitarium Health Food Co." (used by the company as early as Sept. 1888) or "Battle Creek Sanitarium Health Food Co."

Note 2. This is the 2nd earliest document seen (Feb. 2015) that mentions "nut butter," which may well refer to peanut butter. Address: Sanitarium Cooking-School, Battle Creek, Michigan.

91. **Product Name:** Nut Butter.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1896 February.
Ingredients: Peanuts.
How Stored: Shelf stable.
New Product–Documentation: Fitch, D.A. (Mrs.). 1896. "What shall we put on bread?" *Advent Review and Sabbath Herald.* 73(5):71. Feb. 4. "When we consider *Eccl.* 7:29, we usually apply the "many inventions" to evil things; but may not the expression mean some good thing, sometimes?

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The Health Food Company of Battle Creek, Michigan, is now manufacturing nut butter. The company began on a small scale, but the demand is so great that the facilities for its manufacture are being greatly enlarged from time to time. Its price, as it comes from the factory, is thirty cents a pound. When prepared in the home, according to directions, its expense is only half that. This is what hundreds are now using on their bread, and the pleasure derived therefrom is great, compared with that found in the use of the dairy product, to say nothing of the fact that it is thoroughly hygienic, while the dangers of the latter are manifold."

Note 1. The full name of this company was probably "Sanitarium Health Food Co." (used by the company as early as Sept. 1888) or "Battle Creek Sanitarium Health Food Co."

Note 2. Prior to 1897, Seventh-day Adventists generally referred to all nut butters (including peanut butter) as "nut-butter" (or "nut butter"). In Aug. 1897, "peanut butter" was first mentioned by a Seventh-day Adventist person or publication in *Good Health* magazine.

Note 3. Mrs. Fitch was a Sanitarium Cooking-School teacher and writer.

Note 4. It is reasonable to ask why Joseph Lambert of Battle Creek, Michigan, who had all the necessary patented equipment and company to make peanut butter (and sold peanuts in bulk), did not do so. Here is the answer. He did not want to go into competition with his mentor and fellow Seventh-day Adventist, Dr. John Harvey Kellogg.

92. **Product Name:** Bromose (Dry Milklike Product Made from Malted Nuts–No Soy).
Manufacturer's Name: Sanitas Food Co. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1896 February.
Ingredients: Mainly peanuts.
New Product–Documentation: Kellogg, John H. 1896. "Nut butter and nut meal." *Good Health* (Battle Creek, Michigan) 31(2):56-57. Feb. "Bromose is a combination of nuts with digested starch. It is the vegetable analogue of malted milk and constitutes a perfect food." "Nut butter, nut meal, and bromose are manufactured and sold at reasonable rates by the Sanitas Food Company, Battle Creek, Michigan."

Sanitas Food Co. 1896. "New nut products" (Ad). *Chicago Vegetarian* 1(3):8. Nov. Four products are advertised: 2. Bromose. "Makes fat and blood. This is a product made by malting nuts, and is especially adapted to persons who cannot digest starch."

Ellen Goodell Smith. 1896. *The Fat of the Land and How to Live on it.* Page 195 contains a full-page ad for products made and sold by the Sanitas Food Company (Battle Creek, Michigan) titled "Pure Products of Nuts." These include Bromose.

Schwarz, Richard W. 1970. *John Harvey Kellogg, M.D.* Nashville, Tennessee: Southern Publishing Assoc. "During the decade following the appearance of peanut butter, Dr. Kellogg developed several other food products with a nut base. In 1896 he patented a product labeled 'Bromose,' which he claimed to be a vegetable equivalent of malted milk" (p. 120-21).

93. Swan, Kate. 1896. "Ralston Health Club." Do you yearn for perpetual life! Then read this digest of the secrets of the wonderful club. Otherwise you must pay to learn of "Glame." *Los Angeles Times.* March 5. p. 10.
• ***Summary:*** From New York World: "The Sunday World has discovered the most remarkable secret organization in existence. It is called the 'Ralston Health Club,' and to each and every member it promises at least 200 years of life. More than eleven million persons are, in some degree, members of this club. At the head of the enormous organization is a man only less remarkable than the club itself. He is Webster Edgerly, P.O. Box 291, Washington, D.C. It was to him that the 11,000,000 members paid their initiation fees. A woman reporter of the Sunday World joined this very secret club, and for the sake of the poor persons who cannot afford to pay $200 for 200 years of life she herewith betrays all the secrets of the organization."

"Webster Edgerly... is the possessor of the grandest secret ever vouchsafed to humanity... Indeed there is a branch of the Ralston Health Club which is called the Two Hundred Year Club.

"The 11,000,000 persons who belong to the Ralston Health Club have paid in something like $35,000,000 and more are sending their money in every day."

This long article then discusses the Club in detail.

94. Woodward & Lothrop. 1896. We place on sale this day... (Ad). *Washington Post.* April 14. p. 7.
• ***Summary:*** The section titled "Health food exhibit" states: "We are now demonstrating the famous products of the Battle Creek Sanitarium Health Food Co., of Battle Creek, Michigan, and call special attention to the following perfect health foods: Granose, wheat flakes, per pkg.–15¢. Granola, cereal food, per pkg.–12¢. Caramel Cereal, wheat coffee, per pkg.–20¢. Whole wheat wafers, per pkg.–12¢. Graham crackers, sweetened or plain, per pkg.–12¢. Best fruit crackers, per pkg.–18¢. Whole wheat zwieback, per pkg.–12¢.

"Free samples served daily. Fifth floor, 11th st. building."

Note: This is the earliest document seen (Sept. 2006) that mentions "Caramel Cereal," an alternative to coffee made from roasted wheat. Address: 10th, 11th, and F Sts. N.W. Phone: 628.

95. Battle Creek Sanitarium Health Food Co. 1896. Health

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foods (Ad). *Modern Medicine and Bacteriological Review* (*Battle Creek, Michigan*) 5(5):Unnumbered at front. May.
• ***Summary:*** Three products are advertised: 1. Granola. 2. Granose. 3. Caramel-Cereal. "Established 1876. Food cure for constipation."

Note 1. This is the 2nd earliest know U.S. company with the term "Health Food" (or "Health-Food") in the company name.

Note 2. This is the earliest document seen (Sept. 2006) that mentions the Battle Creek Sanitarium Health Food Co.

Note 3. This is the earliest document seen (June 2013) that mentions a food cure for constipation in connection with Battle Creek Sanitarium or Battle Creek Sanitarium Health Food Co. Address: Battle Creek, Michigan.

96. Newberry's. 1896. Just received: A large assortment of Health Foods from the Battle Creek Sanitarium (Ad). *Los Angeles Times*. July 21. p. 7.
• ***Summary:*** "Granose Flakes–25¢ package. Whole wheat biscuits–15¢ package. Granola–15¢ package. Aranola–15¢ package. Caromel coffee–15¢ package. And many others including Bromose." Address: 216 and 218 South Spring Street [Los Angeles, California].

97. Naturalization approval: Otto Carque. 1896. New York City, New York. 1 p.
• ***Summary:*** This is a form that has been filled out in ink by hand by a New York clerk.

"Family name: Carque. Given name or names: Otto

"Title and location of court: Supreme Court, New York County.

"Date of naturalization: July 27, 1896. Bundle No. 44. Copy of Record No. 72

"Address of naturalized person: 65–2nd Ave.

"Occupation: Confectioner. Birth date or age: 30 years. Former nationality: Emperor of Germany.

"Port of arrival in the United States: NYC [New York City]. Date of Arrival: April 13, 1889.

"Names, addresses and occupations of witnesses to naturalization

"William Ulrich, [occupation] Barber

"215–5th St."

Note: Deepest thanks to Wayne Dawson, genealogist, Tucson, Arizona, for finding this record on Ancestry.com and sending it to Soyinfo Center.

98. **Product Name:** Nuttose (Meatlike or Cheeselike Product Made from Nuts–Mostly Peanuts, No Soy).
Manufacturer's Name: Battle Creek Sanitarium Bakery. Then Sanitas Food Co. from Feb. 1896. Renamed Sanitas Nut Food Co in May 1898. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1896 July.
Ingredients: Mainly peanuts.
New Product–Documentation: Dr. John Harvey Kellogg. 1896. *Good Health* (Battle Creek, Michigan) 31(7):195-96. July. "Nuttose: A new food for brain and muscle building." "It is so perfect a substitute for flesh food that in eating it one could readily imagine himself to be partaking of roast beef, dried beef, broiled chicken, or other meats, according to the mode of preparation..."



Note: Nuttose appears to be Dr. Kellogg's first commercial meatlike or cheeselike product, and the first commercial meatlike or cheeselike product introduced by any Caucasian in the Western world. It is also the earliest commercial meat alternative seen which is described as an alternative to chicken or poultry. Made solely from nuts, Nuttose contains no soy.

Ellen Goodell Smith. 1896. *The Fat of the Land and How to Live on it.* Page 195 contains a full-page ad for products made and sold by the Sanitas Food Company (Battle Creek, Michigan) titled "Pure Products of Nuts." These include Bromose and Nuttose.

Kellogg, John H. 1898. *Good Health.* Jan. p. 46. Nuttose is "a thoroughly cooked and sterilized product of nuts, chiefly peanuts. Nuttose is made in the form of a cheesy mass which readily dissolves in the digestive fluids, the nuts having been first completely disintegrated and then thoroughly cooked. It contains about the same amount of proteids as beefsteak, and, in addition, between twenty-five and thirty per cent of easily digestible nut fat in a state of natural emulsion."

Concerning the establishment and name of this company: Richard Schwarz in his excellent book *John Harvey Kellogg, M.D.* states: "Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium. Operated as an adjunct to the sanitarium bakery, for more than a decade it marketed a variety of oatmeal, graham, and fruit crackers and whole-grain cooked cereals–all originally devised to provide

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variety in the menu of sanitarium patients." All products were made from whole grains without artificial additives, and all underwent prolonged high-temperature baking designed to dextrinize their starch. "By 1889 the Sanitarium Foods had become popular enough to warrant the establishment of a separate factory; Granola alone sold at the rate of two tons a week." But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. John Harvey's new flaked cereals and vegetable meats became the property of the Sanitas Company. In mid-1906 Dr. Kellogg decided to change Sanitas' corporate name to the Kellogg Food Company.

The Loma Linda University Library Heritage Room (Loma Linda, California) has a copy of a stock certificate for this company (White document file #497-h). On the certificate two company names appear: Sanitas Nut Food Co. and Sanitas Food Co.

Talk with Duff Stoltz of Battle Creek, Michigan. 2001. April 26. Duff believes that Nuttose probably contained peanuts as the main ingredient. Dr. Kellogg was making peanut butter by this time and his first U.S. patent (No. 567,901), issued on 15 Sept. 1896, describes the production of both peanut butter and peanut meal. He could well have used the latter to make Nuttose.

99. *Evening Star* (*Toronto, Ontario, Canada*). 1896. Lactated Food is the ideal health food (Advertorial). Aug. 25. p. 3.
• ***Summary:*** "Lactated Food is the physician's ideal health food, and the only infant nutriment that they can heartily indorse [endorse].

"Lactated food should be in every home where there is a baby; it saves babies' lives."

Note: This is the earliest document seen (Aug. 2009) in the *Evening Star* (Canada) that contains the term "health food" (or "health foods").

100. New York Health Food Co. 1896. Notice (Ad). *Indicator* (*New York Tract Society, Rome, New York; Seventh-day Adventist*) 6(18):4. Sept. 29.
• ***Summary:*** "As an accommodation to certain ones we hereby again offer Eureka Health Flour at $4.50 per bbl. F.O.B., at Lockport, N.Y. Many have ordered, you can till May 1.

"With Health Foods we can ship Lemons, 14 cts. doz., Oranges, 20 cts. doz., Prunes, 9 cts. lb., Cleaned Currants, 8 and 10 cts. pkg., Sultana Raisins, 12 cts. pkg., Seeded Raisins, 5 and 12 cts. pkg., Cal. Muscatels, 4 and 6 cts., Dates, 5 cts. lb., Figs, 10 cts. lb., Bromose, 60 cts. lb., Nut Butter, 30 cts. lb. Send for new price list."

Note: This company is the earliest known seller of nut butter; so far as we know, they are not a manufacturer. They are advertising in a Seventh-day Adventist periodical. Address: Oxford, New York.

101. Newton, Robertson & Co. 1896. Battle Creek Sanitarium Health Foods (Ad). *Hartford Daily Courant* (*Connecticut*). Oct. 13. p. 12.
• ***Summary:*** "The great American disorder is Indigestion and its allied troubles. If you are troubled with dyspepsia in any form, ask about these Health Foods. Eat Granola, Granose. Drink Caramel Cereal. These goods are being used daily by thousands upon thousands of invalids with great success. The most delicate stomach can take these Cereals with relish and without distress. Ask about Health Food Goods..."

102. Newberry's. 1896. Caramel Cereal (Ad). *Los Angeles Times.* Nov. 11. p. 7.
• ***Summary:*** "Is a perfect substitute for Coffee. If you are nervous, stop drinking Tea and Coffee, and use Caramel Cereal: It is the greatest health drink of the age. Don't be misled to take something else. There is only one Caramel Cereal, and that is made by the Battle Creek Sanitarium Health Food Co., of Battle Creek, Michigan. Sold at 15¢. package." Address: 216 and 218 S. Spring Street.

103. Battle Creek Sanitarium Health Food Co. 1896. Foods for health (Ad). *Chicago Vegetarian* 1(3):8. Nov.
• ***Summary:*** Three products are advertised: 1. Granola. 2. Granose (a flaked cereal food). 3. Caramel-Cereal. Address: 65 Washington St., Battle Creek, Michigan.

104. **Product Name:** Nut Butter.
Manufacturer's Name: Sanitas Food Co. Soon renamed Sanitas Nut Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1896 November.
Ingredients: Peanuts (probably).
How Stored: Shelf stable.
New Product–Documentation: Ad (half-page) by Sanitas Food Co. in the *Chicago Vegetarian.* Nov. 1896.

Smith, Ellen Goodell. 1896. *The Fat of the Land and How to Live on It.* A full-page ad (p. 255) describing products made and sold by the Sanitas Food Company (Battle Creek, Michigan) is titled "Pure Products of Nuts." These include Bromose, Nuttose, Nut-Butter [probably peanut butter], and Nut-Meal.

Ad by Sanitas Nut Food Co., Ltd. in *Gospel of Health* (Battle Creek, Michigan; Seventh-day Adventist). 1898. "Twentieth century foods." 2(5):106. May. One of the products advertised is "Nut Butter."

Note 1. This product was first made in 1896 by Sanitarium Health Food Co. Only the company name has changed–apparently.

105. Sanitas Food Co. 1896. New nut products (Ad).

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Chicago Vegetarian 1(3):8. Nov.
• ***Summary:*** A half-page ad. Four products are advertised: 1. "Nuttose. A pure product of nuts, of the consistency of cheese, having somewhat the appearance and flavor of cold roast mutton." May be prepared like meats.

2. "Bromose. Makes fat and blood. This is a product made by malting nuts, and is especially adapted to persons who cannot digest starch."

3. "Nut Butter. A substitute for ordinary butter, presenting fat in the form of a perfect emulsion; combined with water, forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter."

Note 1. This may well be peanut butter.

4. "Nut Cream. A delicate, delicious nut preparation, which, properly diluted, furnishes a delicately-flavored cream or milk. It resembles milk in appearance."

Note 2. This is probably made from peanuts and/or almonds.

"Send 25 cents in stamps for samples. Circulars free on application."

Note 3. This is the earliest English-language document seen (Feb. 2015) that contains the term "Nut Cream."

Note 4. This is the earliest document seen (Jan. 2015) showing that Sanitas Food Co. is making "Nut Butter." The company will soon be renamed "Sanitas Nut Food Co." Address: 65 Washington St., Battle Creek, Michigan.

106. Newberry's. 1896. Just arrived: Another shipment of Health Foods in today from Battle Creek (Ad). *Los Angeles Times.* Dec. 3. p. 7.
• ***Summary:*** "Bromose, Nuttose, Almond Meal, Granose, Caramel Cereal, Granose Flakes and Avanola." Address: 216 and 218 South Spring Street [Los Angeles, California].

107. Jaffa, M.E. 1896. Investigation of food materials. *Report of Work of the Agricultural Experiment Stations of the University of California* p. 140-63. For the year 1894-95. See p. 161.
• ***Summary:*** The section titled "Gluten flour" (p. 161) states: "A sample of gluten flour was received from the Ralston Health Food Company. The analysis is as follows: Moisture 12.81%. Albuminoids 14.96%. Carbohydrates (starch chiefly, with a little sugar and gums) 68.99%. Fat 2.00%. Fiber (cellulose) 0.60%. Ash (mineral matter) 0.64%. Total 100.00%

"The percentage of albuminoids, 14.96, in this flour, is about twice that found in the best California white flour; and higher than the corresponding figure for whole-wheat flour."

Note: This is the earliest document seen (July 2021) that mentions "Ralston Health Food Company," a pioneer manufacturer of health foods.

Note 2. Eugene W. Hilgard [1833-1916], Ph.D., LL.D. (Professor of Agriculture) is Director of the Station and a Chemist. Born in Germany, he is considered the father of modern soil science in the USA. From 1875 to 1904 he was Professor of Agricultural Chemistry at the University of California, Berkeley and Director of the State Agricultural Experiment Station there. Address: Ph.B. (Instructor), First Asst. Chemist in Agricultural Lab., Univ. of California, College of Agriculture, Agric. Exp. Station, Berkeley, Alameda Co., California.

108. Kellogg, Ella Ervilla Eaton. 1896. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 184 p. Index. 24 cm. Reprinted in 1897.
• ***Summary:*** The wife of the famous Dr. John Harvey Kellogg discusses her system of meatless cookery–though the term "vegetarian" is not used. She lived 1852-1920. Contents: Eight pages of ads (for books, foods, and medical instruments/devices). Title page. Cereals (incl. Graham grits, Graham apple mush). Preface. Introduction. Cereals (incl. Graham grits, Graham meal). Macaroni. Fermented or yeast bread (incl. whole-wheat bread, Graham or wheat-meal bread). Unfermented or aerated bread (incl. Graham puffs, Granola gems). Fruit (cooking, canning). The leguminous seeds (incl. peas, beans, lima beans, lentils, cooked peanuts). Vegetables. Soups (incl. without milk, with milk and cream; Bran stock). Eggs (incl. cream). Desserts. Pastry. Cake. Toasts. The Battle Creek Sanitarium Health Food Company's products (discusses and contains recipes using Granola, Granose, Crystal Wheat, gluten {13 recipes}, nut butter and nut meal {which "have been prepared as substitutes for butter and cream," p. 147}, Nuttose, zwieback, and caramel cereal, p. 139-52). Hints about every-day work. Every-day bills of fare.

The eight ads on unnumbered pages in the front of the book are for: (1) "Caramel-Cereal. A most delicious substitute for the Coffee Bean, and contains none of its harmful properties... Caramel-Cereal has been used for over twenty years at the Battle Creek Sanitarium, and the demand has increased daily... Try it, and you will always use it... Manufactured by Battle Creek Sanitarium Health Food Co." (2) Battle Creek (Mich.) Sanitarium Health Foods. "Eat Granola, Granose. Drink Caramel-Cereal." (3) Charcoal Tablets: Antiseptic... Absorbent. Sanitas Food Company, Battle Creek. (4) Almond Meal, from Sanitas Food Co. (5) Lac Vegetal or Nut Cream: Prepared from the choicest nuts. A perfect substitute for cow's milk. Sanitas Food Co. (6) Bromose: Makes fat and blood. "Consists of cereals and nuts in which the starch is completely digested... Unequalled as a tissue builder... Gain in flesh." Sanitas Food Co. (7) The natural abdominal supporter. Modern Medicine Co., Battle Creek. (8) *The Stomach: Its Disorders and How to Cure Them*, by J.H. Kellogg, M.D. Modern Medicine Publishing Co.

A table (p. 7) shows the "nutritive value of some common food substances," including sweet almonds,

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peanuts, five legumes, milk, and six types of meat and poultry, and eggs. Values/columns are given for: Water, albuminous elements, starch, grape sugar, free fat, salts, cellulose, proportion of carbonaceous to nitrogenous material, total nutritive value.

The chapters on cereals and breads include Graham Grits, Wheat-Meal or Graham Mush, whole-wheat breads, Graham breads, Graham Puffs, etc.–but most breads are made with white flour and milk–and fermented. The chapter on leguminous seeds contains two recipes for blanched and boiled peanuts (p. 76); soy beans are not mentioned. Milk, cream, eggs, and sugar are used in moderation throughout the book. There is an entire chapter titled "Eggs." Desserts are generally sweetened with sugar. Up to 1 cup of sugar is used in some recipes (p. 117), but fruits are often used instead; milk or cream are also widely used in desserts. The chapter on "Pastries" (mostly pies) begins by discussing the dietetic evils of pastries; recipes calls for less fat than typical recipes.

The section on "Nut Butter and Nut Meal" (p. 147-49) notes that these two foods "have been prepared as substitutes for butter and cream," which cause many persons to "suffer from biliousness, nervous and sick-headache, and various forms of indigestion." Ten recipes are given. For example (p. 149): "Nut Butter Sandwiches.–Spread slices of thinly cut graham bread with nut butter, and then with chopped dates or figs..." Note 1. Although "peanut butter" is not mentioned, this is almost certainly a peanut butter sandwich. Yet this book contains no recipe for making peanut butter at home.

The section titled "Nuttose" (p. 149-50) states: "This is a pure product of nuts. It is intended as a substitute for meat, which it completely replaces dietetically, having nearly twice the nutritive value, while it furnishes the same elements and in a form much more digestible, and wholly free from the objectionable features of meat. Nuttose may be prepared and served in the same manner as the various forms of flesh food. It so perfectly resembles meat in appearance and flavor, as well as nutritive properties, that many persons find it difficult to distinguish the difference. 7 recipes are given.

The 1¼ page discussion of Zwieback (p. 151) states: "Any one who has ever made a visit to Carlsbad [Karlsbad or Karlovy Vary in today's Czech Republic] will remember the delicious zwieback which occupies so conspicuous a place in the bill of fare... At Carlsbad, zwieback is made by exposing the sour 'schwartz brodt' to moderate heat for several hours until the starch becomes to dextrin and dextrose. For years the Sanitarium Health Food Company has manufactured for the use of the numerous patrons of the Medical and Surgical Sanitarium, Battle Creek, Mich., a superior quality of zwieback, which is not only more palatable but much more wholesome than the original article of Carlsbad manufacture... With milk or cream it is a real delicacy, as toothsome as it is nourishing and easy of digestion. Zwieback is supplied in three grades as follows:–No. 1. Made of graham flour (Sanitarium brand), containing fifteen per cent. of gluten... For recipes, see pages 145 to 138."

Note 2. This is the earliest document seen (July 2004) that contains the word "zwieback" (pronounced SWEE-bak in English). The word is also spelled like this in German, but with a capital "Z" and pronounced TSVEE-bak. The earliest occurrence of the word seen by *Merriam-Webster's Collegiate Dictionary* is 14 March 1894, *New York Weekly Tribune* (p. 5, col. 4). "These Zwieback will keep for a long time if put in a dry place." Note spelling and capitalization!

The eight ads on unnumbered pages in the back of the book are for: (1) Health Foods–Granola, a health food, an invalid food. From Battle Creek Sanitarium Health Food Co. Established 1876. "One pound more than equals three pounds of best beef." (2) Health Foods–Granose, Granola, Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Wheat Grits, Germless Corn Grits, Crystal Wheat, gluten preparations, diabetic foods. Send for a catalogue and price list to Battle Creek Sanitarium Health Food Co. (3) "Almond Butter–A substitute for ordinary butter. Presenting fat in the form of a perfect emulsion. Combined with water it forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter. Send five cents for sample. From: Sanitas Food Co., Battle Creek. (4) "Nuttose–Pure product of nuts. Perfect substitute for all flesh foods. Makes fat and blood. In their natural state nuts are difficult to digest, and cannot be eaten by many persons... Nuttose has the consistency of cheese, and much the consistency of cold roast mutton, and may be eaten cold, stewed, cooked with vegetables or other foods, made into gravies and other preparations in the same manner as meat..." "Send ten cents for a sample can... Ready to eat at once. Keeps indefinitely." From: Sanitas Food Co., Battle Creek.

(5) *Science in the Kitchen*, by Mrs. E.E. Kellogg. Published by Modern Medicine Publishing Co., 65 Washington St., Battle Creek, Michigan. (6) Universal Mercurial Dynamometer, developed by Dr. Kellogg for testing the strength of individual groups of muscles in the human body. From: Sanitary and Electrical Supply Co., Battle Creek. (7) *Home Hand-Book*, by Dr. J.H. Kellogg. Published by Modern Medicine Publishing Co. Over 1,700 pages and 500+ engravings. Describes the best means of preserving and regaining health. (8) Perfection vaporizer, from Modern Medicine Co. Address: A.M., author of "Science in the Kitchen," etc., Battle Creek, Michigan.

109. Smith, Ellen Goodell. 1896. The fat of the land and how to live on it. Special chapters on nuts and vegetable oils, and how to use them in cooking; milk; bakeries; feeding infants and various other subjects relating to the problem. Amherst, Massachusetts: Press of Carpenter & Morehouse. 251 + [12] p. Portrait. Illust. Index. 20 cm. At top of title page: "A practical cook and text book for general use."

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• ***Summary:*** A remarkable and wholistic vegetarian (actually vegan) cookbook by a medical doctor (M.D.). A photo (frontispiece), facing the title page, shows a portrait of Dr. Ellen Smith. Dedication: "To the millions of thinkers who think in new directions, and to other millions who do not stop to think whether they should 'live to eat' or eat to live' this book is dedicated." Facing the table of contents are three quotations from Buddhist and Christian scriptures on the importance of not killing.

The Preface begins: "This book *is* because of the agitation and discussion upon the various phases of the food question. The title indicates its character to be vegetarian; this word however is a misnomer, but as none better has yet been coined, we will simply state that we are vegetarians because we think nature designed us to subsist on the 'fat of the land,' and not on the flesh and blood of beasts, or of any living, sentient creature."

"To be a health and dietetic reformer in the early days of this movement meant much sacrifice and often personal abuse" (p. 10).

"With no desire to set aside the work of the scientists, we accord 'honor to whom honor is due,' and may success attend their gigantic efforts, that seem to be heroically directed toward healing, protecting, and preparing the animal world and their products for human consumption" (p. 11).

This chapter, after listing many of America's major problems, concludes: "From a vegetarian standpoint, these unhealthful conditions of mind and body are largely propagated, nourished and developed and developed from the never ending supply of slaughtered flesh and its stimulating–not nourishing–accompaniments. The moral and physical health of millions is thus undermined, and from such material is created generation after generation of imperfect human beings;..." (p. 11).

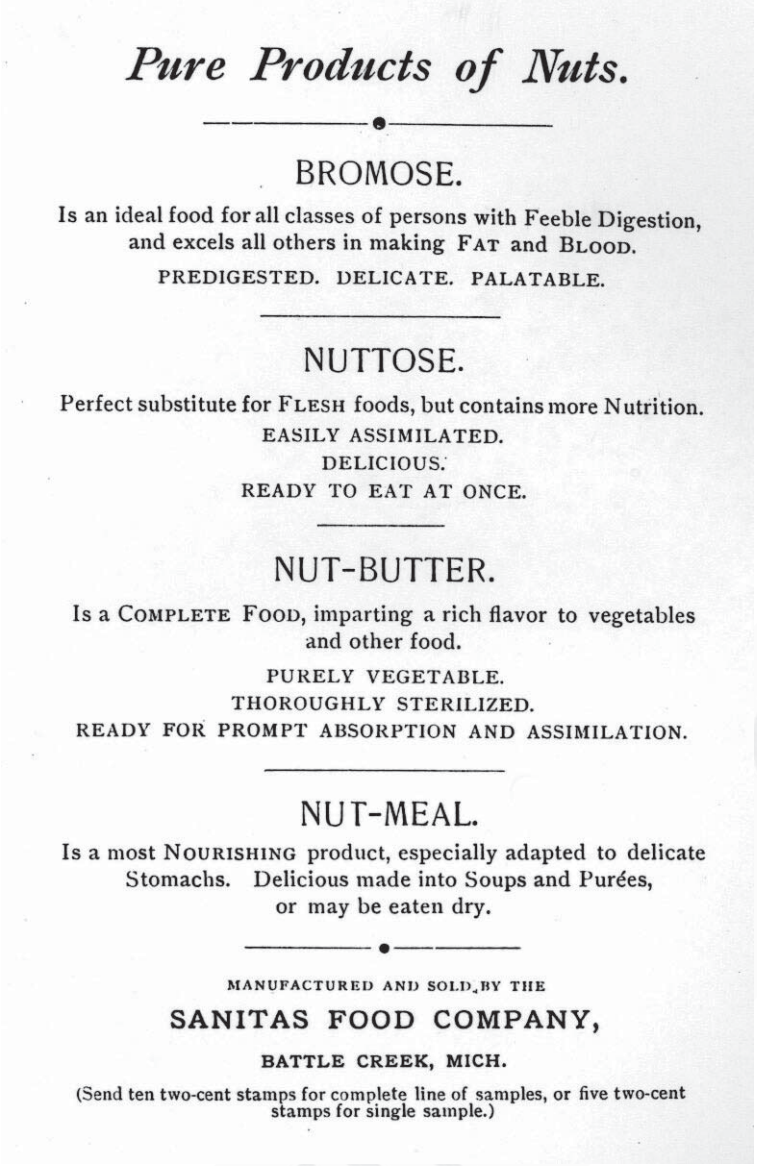
Chapter 5, titled "Milk, cream, butter, etc." begins: "Milk, cream, butter, salt and sugar are admissible in hygienic and vegetarian dietary, but in most of the recipes here given are not included... [but] in all cases salt can be added if desired, or milk substituted for water."

Chapter 6, titled "Vegetable oils," notes: "Those at present extensively used for culinary purposes are obtained from the olive, cocoanut and cotton seed." It is almost impossible to obtain olive oil unadulterated. "The *American Analyst* tells us that 'Two-thirds of the olive oil sold in the markets of the world is born in the cotton fields of the southern states" (p. 57). "At Manheim, Germany, cocoanuts have for many years been made into butter for general culinary use... [It] keeps indefinitely and even when exposed to the air *will not become rancid* like animal fat. This butter is also manufactured in England... It is now manufactured in America by the Pure Food Co., Chicago, Illinois" (p. 58). Note 1. This is the earliest document seen (July 2021) that contains the term "Pure Food" in connection with the growing "pure food movement" in the USA.

Chapter 6 concludes prophetically: "One need not be a vegetarian or even a hygienist to use these vegetable oils, for these are thousands of families using them, who also use animal food, finding economy in health and purse by so doing."

Chapter 10, titled "Nuts, their culture and use in cooking," (p. 141-56) discusses almonds (now largely

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Pure Products of Nuts.

BROMOSE.

Is an ideal food for all classes of persons with Feeble Digestion, and excels all others in making FAT and BLOOD.

PREDIGESTED. DELICATE. PALATABLE.

NUTTOSE.

Perfect substitute for FLESH foods, but contains more Nutrition.

EASILY ASSIMILATED.
DELICIOUS.
READY TO EAT AT ONCE.

NUT-BUTTER.

Is a COMPLETE FOOD, imparting a rich flavor to vegetables and other food.

PURELY VEGETABLE.
THOROUGHLY STERILIZED.
READY FOR PROMPT ABSORPTION AND ASSIMILATION.

NUT-MEAL.

Is a most NOURISHING product, especially adapted to delicate Stomachs. Delicious made into Soups and Purées, or may be eaten dry.

MANUFACTURED AND SOLD BY THE

SANITAS FOOD COMPANY,

BATTLE CREEK, MICH.

(Send ten two-cent stamps for complete line of samples, or five two-cent stamps for single sample.)

grown in California), walnuts, pecans, Brazil nuts, and peanuts. Peanut oil is largely exported to foreign countries and doubtless returns, with olive oil, under the name of "Pure Olive Oil." "It is said that America uses 4,000,000 bushels of peanuts yearly at a cost to the consumers of $10,000,000. Very rarely do we find these nuts on the table as an article of food, but they are consumed between meals by everybody, from the shoeless and hatless street waif to the gray-haired millionaire." "Unbelievers tell us that a vegetable diet lacks proteids or tissue building elements, and hence that vegetarians are not properly nourished. Science has demonstrated that proteids are abundant in the grains," nuts, and other foods (p. 148-49). The section titled "Nuts as food" (p. 149-53) begins: "Nuts are not only superior to flesh as an article of diet, but may be used in many forms of cookery, either whole, chopped, grated, crushed or ground into a paste or meal." "The pine nut, sold under the name of pegnolia [pignolia], is an excellent nut for cooking." Two sub-sections are titled "Nut substitute for milk" (using cocoanuts, pecans, peanuts, Brazil nuts, etc.) and "Nut butter" (one of the latest novelties). There are recipes for sandwiches with "almond nut butter," and "Peanut sandwiches" spread with a "form of nut butter which flavors so strongly of peanuts that it will make an excellent substitute for dairy butter to spread the bread and hold the crushed nuts in place."

Note 2. This book contains no recipe for making peanut butter at home.

Chapter 11, "Salads," contains a long section titled "Japan Soja" (p. 164) which clearly refers to Japanese soy sauce: "A jar of the extract of Japan soja was received too late for careful testing or experiment. But coming from a German vegetarian laboratory [Dr. Lahmann's] and said to be free from injurious substances, it may prove to be a useful addition to the table. Following is a description of the Soy-bean from which it is made.

'Japan Soja, a substitute for flesh meat extracts such as Bovinine, etc. etc. The soy-bean or pea is a small erect herb, ("Glycine soja," or "soja hispida") of the bean family, "Papilionacees" of India and China, cultivated for its seeds; composed of 38% proteids, 17 to 20% fat, 5% cellulose [fiber] and 4% ashes. The hygienist loses nothing by declining flesh meat extracts of any sort, but substantially gains by adopting Japan Soja, a safe and far more palatable flavoring for various dishes. It may not only be so employed in the preparation of dishes, prior to serving, but subsequently and similarly to Worcestershire sauce, etc.'

The odor and flavor of this preparation is very delicate and may readily supply a need in the dietary of those who are making a change from an animal to a vegetable diet."

The next (and last) paragraph of Chapter 11 (p. 165) notes that commercial samples of "Bromose and nut butter... manufactured in vegetarian laboratories and guaranteed free from animal fat" were "received at 'the eleventh hour,' too late for critical experiment... Crushed nuts, nut butter and nut meal of home make were used in all preceding recipes containing nuts."

Chapter 12, titled "Condiments and seasonings" (p. 167-71) argues against the use of salt, spices (including pepper, mustard, ginger, etc.), and commercial condiments. "Salt destroys natural flavor and gives its own flavor to all food... Salt also induces unnatural thirst,..." Instead, why not grow and use "sweet herbs" and "aromatic seeds." "Why may not sweet marjoram, sweet basil, rosemary and lavender, lemon verbena, rose and geranium leaves lend their exquisite flavors to our food? Thyme, parsley, sage and mints of various kinds..." Note 3. This general attitude may explain

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why Japanese soy sauce, a commercial condiment, was not considered a condiment and included in this chapter.

A "Directory" (p. 246) lists 13 sources of "pure food products" including: "Health foods: Dr. J.H. Kellogg, Battle Creek, Michigan. Nut preparations: Sanitas Food Co., Battle Creek, Michigan... Vegetable milk, etc.: Hygienic Supply Co., 203-05 Park avenue, Baltimore, Maryland... Readshaw's Forest Mills Graham Flour (Original) and cereals, Dansville, New York."

A full-page ad (p. 255) describing products made and sold by the Sanitas Food Company (Battle Creek, Michigan) is titled "Pure Products of Nuts." These include Bromose, Nuttose, Nut-Butter [probably peanut butter], and Nut-Meal.

A full-page ad (p. 258) is titled "Pure. Vegetable. Nutritive," by The Hygienic Supply Co. (F. Witte), 203-205 Park Ave., Baltimore, Maryland. They are "Importers of German health goods and books" including Dr. Lahmann's Japan Soja, which "Is a pure vegetable extract, which is far superior to Meat Extract. It can be used for making soups, or may be added to other foods in order to make them more appetizing. Price per jar, $1.00." (Note 4. According to *Vegetarisches Kochbuch mit Gesundheit Regeln*, by Carlotto Schultz {1886}, Dr. H. Lahmann of Stuttgart is an authority on the feeding of infants and problems related to indigestion.) Other products imported from Germany by this company include Dr. Lahmann's Vegetable Milk (for infants), Dr. Lahmann's Vegetable Extract, and Dr. Lahmann's Nutritive Cocoa.

Note 5. This is the second earliest English-language document seen (Aug. 2013) that contains the term "Vegetable Milk." This non-soy product is an emulsion made from almonds and nuts.

Page 259 contains an ad for *Health-Culture: A Journal of Practical Hygiene* by The Health-Culture Co., 341 Fifth Ave., New York.

Page 260 contains an ad for *Food, Home and Garden,* a periodical edited by Rev. Henry S. Clubb of the Vegetarian Society of America, 310 Chestnut St., Philadelphia, Pennsylvania.

Note 6. Notice that this book contains no chapter on main dishes or entrees; unleavened Graham bread (made with "entire wheat flour") was considered the best main dish. Very few the many recipes call for the use of dairy products, eggs, animal fats, or honey, and in each case they are optional.

Chapter 13, "Pudding, pastries and cakes," convincingly questions the need for this entire category of foods, but those who *must* have such sweets are encouraged (p. 176-77) to use water instead of milk, vegetable fats instead of animal fats and dairy products, reduce the number of eggs and the amount of sugar used by one-half or more, and gradually eliminate spices and salt.

Chapter 14, "Milk and the cow" makes a strong case for not using these animal products.

A woman cited several times (p. 68, 177) as an authority on foods is Mrs. Emma P. Ewing. Address: M.D., Pansy Park, Dwight, Massachusetts.

110. Newberry's. 1897. Health, 'Lead in quality and quantity.' We are headquarters for Battle Creek Sanitarium Health Foods. The following is a partial list (Ad). *Los Angeles Times.* March 7. p. 27.
• ***Summary:*** "Granose Flakes–20¢ a package. Arenola–15¢ a package. Granola–15¢ a package. Bromose–50¢ a package. Nuttose–25¢ a can. Zwieback–15¢ a package. Glutin [Gluten] Biscuits–40¢ a package. Glutin Wafers–25¢ a package. Caramel Cereal, a substitute for coffee–15¢ a pound. Whole Wheat Wafers–15¢ a package.

"Just in a large shipment of shredded whole wheat biscuits, from Worcester, Massachusetts, 15¢ a package." Address: 216 and 218 South Spring Street [Los Angeles, California].

111. Newberry's. 1897. "Lead in quality and quantity" (Ad). *Los Angeles Times.* April 29. p. 7.
• ***Summary:*** "Lincoln said: 'You can fool some of the people all the time; all the people some of the time, but cannot fool all the people all the time.'"

"Caramel Cereal: The great Substitute for Coffee is made only by the Battle Creek Sanitarium Health Food Co. [Michigan], and is the original goods. Sold in full 1-lb. packages at 15¢. Be sure you get the genuine Caramel Cereal." Address: 216-218 South Spring St. Phone: Main 26.

112. Newberry's. 1897. "Lead in quality and quantity." Health foods (Ad). *Los Angeles Times.* May 3. p. 7.
• ***Summary:*** "We are the headquarters for Battle Creek Sanitarium Health Foods [Michigan]. Granose and Granola. Are complete foods, containing all the elements required for nutrition. One pound contains three times as much nutriment as a pound of beefsteak. Granose–20¢ pkg. Granola–20¢ pkg." Address: 216-218 South Spring St. Phone: Main 26.

113. Newberry's. 1897. Avenola (Ad). *Los Angeles Times.* May 10. p. 7.
• ***Summary:*** "This is a preparation of the finest quality wheat and oats. Like Granola, it is a perfect food, meeting all the demands of the human system, having been subjected to several hours cooking at a heat above that of boiling point. Ready for use in half a minute. 1 pound packages 15¢.

"Headquarters for Battle Creek Sanitarium Health Foods [Michigan]." Address: 216-218 South Spring St. Phone: 26 and 49.

114. Postum Cereal Co. 1897. Miscellaneous. Slow to speak: But it finally leaked out (Advertorial). *San Francisco Chronicle.* June 18. p. 8.
• ***Summary:*** "There is an amount of pleasure in winning

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commendation as a recognition of merit. The same satisfaction on has in finally winning a customer who has been prejudiced in the start. In New York a certain wholesale grocer and manufacturer has gained a national reputation as a connoisseur of foods and drinks. We might as well give his name... Mr. Hazard, he of Shrewsbury Katsup fame and the maker of a list of the choicest specialties in the food line in the world.

"Mr. Hazard was requested to make a test of Postum Cereal Food Coffee at his private table, but demurred on the grounds that he had tried all three kinds of coffee 'substitutes' and he had all of that kind of experience he wanted. Learning that Postum was not offered as a 'substitute' but stood on its own basis as a pure health food drink, claiming to have the color of Mocha and a delicious pungent piquant taste, all its very own but very much like the milder grades of Java, and that it was made of the gluten and phosphates of cereals, he concluded to make a trial of it." Of course he and his wife loved it, and he recommended it to all his friends.

Note: This caffeine-free beverage mix was created and launched in 1895 by C.W. Post, founder of the Postum Cereal Co. Post was first a patient, then a student, and finally a business competitor of Dr. John Harvey Kellogg (head of the Battle Creek Sanitarium, Battle Creek, Michigan) who believed caffeine to be unhealthy. Postum was made from wheat bran, wheat, molasses, and maltodextrin from corn. Address: Battle Creek, Michigan.

115. Slosson, E.E. 1897. The composition of prepared cereal foods. *Wyoming Agricultural Experiment Station, Bulletin* No. 33. 84 p. June. See p. 76, 77, 80.
• ***Summary:*** In table 1, "Composition of prepared cereal foods as purchased" (p. 76), in the first group, showing those based on wheat, is a detailed analysis of 13 breakfast foods, including No. 16 "Ralston Breakfast Food," which contains 15.10% protein, the highest the group of 13. Table 2 (p. 77) is the same except the composition is "calculated as water-free." Again Ralston Breakfast Food is tops, with 16.73% protein.

There follows a brief description of each of the foods tested. On page 80 we read: "No. 16 Ralston Health Club Breakfast Food. Purina Mills, St. Louis, Missouri. 'The Ralston Health Club in analyzing the various breakfast foods on the market found one that proved to be the only perfect and by far the most healthful breakfast food in the country.' 'Cooks in five minutes.' Package 5 x 2¼ x 7 inches. 20 cents. Weight of contents, 31.6 ounces."

Note 1. This document proves that Purina Mills was selling a breakfast cereal with the brand name "Ralston" by June 1897, earlier than the 1898 date widely given in the literature.

Note 2. This is the earliest document seen (July 2021) that mentions "Purina Mills" (St. Louis), which was later named Ralston Purina Co. Address: Chemist, Laramie, Wyoming.

116. Battle Creek Sanitarium Health Food Co. 1897. The autocrat of the breakfast table... (Ad). *Chicago Daily Tribune.* July 20. p. 12.
• ***Summary:*** "... From a liquid point of view, was long considered to be a steaming cup of coffee. This berry from the tropics shared with the leaf of the tea-plant the honor of refreshing all civilization. Both were found by experience, however, to be workers of mischief to the nerves, stomachs and brains of their admirers. In one direction or another they were simply poisons. When science was aroused to this fact, some thirty years ago, it was at the famous Battle Creek Sanitarium, the headquarters of the Pure Food movement in America, that steps were taken to make a beverage worthy of replacing coffee and tea. There, by study and experiment, was evolved the original 'Health Coffee,' Caramel Cereal, which at once became a comfort to thinkers and toilers alike. It has been used on the Sanitarium tables for over 30 years... In flavor and fragrance it is fully equal to Mocha or Java... Progressive people all use it!... In short, Caramel Cereal is the Autocrat of the Breakfast Table." An illustration shows the main building of the Battle Creek Sanitarium. Address: Battle Creek, Michigan.

117. Battle Creek Sanitarium Health Food Co. 1897. "The perfumes of Araby's shore..." (Ad). *Chicago Daily Tribune.* July 22. p. 7.
• ***Summary:*** "... May sound very nice in poetry, but they are not always safe." An ad for the original Caramel Cereal coffee substitute. Address: Battle Creek, Michigan.

118. *San Francisco Chronicle.* 1897. Oakland's busy fair has last night: The closing a gay one. Diploma's awarded to many exhibitors. Aug. 1. p. 24.
• ***Summary:*** Oakland, July 31. During the past month a busy exposition has thrived in Oakland at the Mills' Tabernacle. At the closing ceremony, "Regular diplomas" were given to many exhibitors including: "Mrs. M.C. Allen and Mrs. T.M. Abbott: health food cereals."

119. Battle Creek Sanitarium Health Food Co. 1897. Immensesensation: Chicago is stirred up by the grand free distribution of "Caramel Cereal." The original health coffee is now shedding fragrance in thousands of city homes (Ad). *Chicago Daily Tribune.* Aug. 4. p. 8.
• ***Summary:*** An advertorial for the original Caramel Cereal coffee substitute. Address: Battle Creek, Michigan.

120. Rorer, S.T. (Mrs.). 1897. The flour that makes the best bread. *Washington Post.* Aug. 29. p. 20.
• ***Summary:*** "The soft, fine white flour will not give as large an amount of muscle, bone, and nerve-making food and the

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whole wheat flour, which constitutes in itself a complete life sustainer. In selecting flour choose that which is dark in color and free from bran."

Note 1. This article also appeared in the Sept. 1897 issue of *Ladies' Home Journal.*

Note 2. This is the 3rd earliest article seen (April 2004) in a major American newspaper that mentions "whole wheat flour" (or "whole-wheat flour").

121. Battle Creek Sanitarium Health Food Co. 1897. A drink, not a dose (Ad). *Chicago Daily Tribune.* Sept. 14. p. 3.
• ***Summary:*** An ad for the original Caramel Cereal coffee substitute. "A true health beverage." Address: Battle Creek, Michigan.

122. New York Food Co. Named New York Health Food Co. in April 1896. 1897. Notice (Ad). *Indicator* (*New York Tract Society, Rome, New York; Seventh-day Adventist*) 7(37):4. Sept. 29.
• ***Summary:*** "Do you want
"Sanitarium Health Foods?
"Sanitas Nut Foods?
"Eureka Health Flour?
"Snow Flake Hominy?
"Roasted Wheat Flakes?
"Lentils? Split Peas?
"Choicest Cereals and Flours?
"Nut Butter?
Nuttose?
"Malted Caramels?
"Syrup of Malt?
"Nuts of Every Kind?
"Then send your orders to us. We make it our business. We keep posted. We have a stock on hand. Circulars and price lists free." Address: Oxford, New York.

123. Battle Creek Sanitarium Health Food Co. 1897. Housewives, beware!!! (Ad). *Chicago Daily Tribune.* Nov. 3. p. 7.
• ***Summary:*** "Caramel Cereal is a 'Health coffee, not a medicine. At all grocers. A print of the Sanitarium is on every package of Caramel Cereal. Any Cereal Coffee offered you without it is an imitation." Address: Battle Creek, Michigan.

124. *Denver Evening Post.* 1897. Queer restaurant: All sorts of diseases treated by a course of foods. Nov. 12. p. 2, col. C. [1 ref]
• ***Summary:*** From Kansas City Star: "On Regent street in London a great dietary grocery and restaurant has just been opened." Note: It is named the 'Birmingham Vegetarian Hotels and Restaurants, Limited.'

The "maidens who stand about ready to serve you... are wondrously intelligent looking women whose mission any one of them will assure you is to dispense scientific foods to suffering humanity." "We sell foods to correct nearly every disease you can name, from low spirits to galloping consumption;..." The store does not sell a drop of medicine in any form. Down in the big kitchen, every cook is an expert chemist.

"Soy flour, which comes all the way from China and is valuable, because it contains so small a modicum of starch, was in hot demand, and yet was run close by almond flour, another preparation of ground and powdered almonds from which almost all the starch had been eliminated."

"Down in our kitchen, were you permitted to visit there, you would find the bakers taking out loaves of delicious bread made of almost any possible material [other] than wheaten flour. Our best breads are made from nuts chiefly, and from soy, that is, a meal of beans ground up and then thoroughly digested in salt and water before it is ever cooked."

Note 1. This is the earliest English-language document seen (Jan. 2019) that contains the term "soy flour."

Note 2. This is the earliest document seen (July 2021) concerning the health food movement in the UK.

Note 3. This is the earliest document seen (July 2021) concerning a health food restaurant worldwide.

125. Battle Creek Sanitarium Health Food Co. 1897. Granola (Ad). *Gospel of Health* (*Battle Creek, Michigan; Seventh-day Adventist*) 1(11):2. Dec.
• ***Summary:*** See next page. A ¼-page ad. "Granola is a thoroughly cooked and partially predigested cereal food prepared from the choicest grains.

"Granola has a delicate, appetizing flavor.

"Granola is ready to serve.

"Granola is an excellent food for teething babies and for older children. It is a fine food for every member of the household.

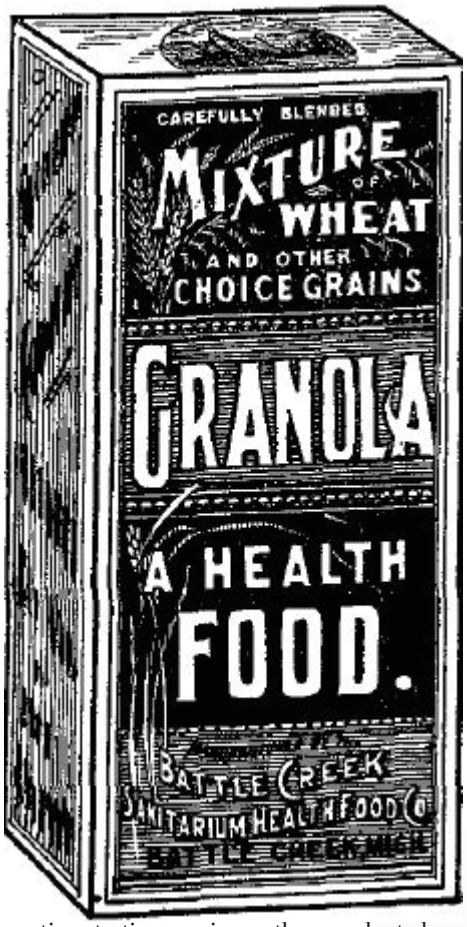
"Granola is far better than beefsteak.

"A sample package free to those mentioning *Good Health.*

An illustration shows a large box of Granola. On the front panel we read: "Granola: A Health Food. Carefully blended mixture of wheat and other choice grains." Address: Battle Creek. Michigan.

126. International Medical Missionary and Benevolent Association. 1897. Year book. Battle Creek, Michigan. 176 p.
• ***Summary:*** The chapter titled "The Battle Creek Sanitarium Health Food Company" begins (p. 137): "Early in 1877, the managers of the Battle Creek Sanitarium began the manufacture of health foods. The first product introduced was that now commonly known as 'granola.' This new food soon established itself in the confidence of the public, and has steadily grown in favor, until at the present time it is manufactured and sold by the car-load.

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"From time to time various other products have been added, until forty-two different kinds of foods, including numerous varieties of crackers, biscuits, and packaged foods, are now made and offered for sale in the leading cities of the United States. The facilities, which at first consisted of nothing more than a common brick oven, have been gradually increased, until at the present time three factories are required to supply the growing demand. One of these is devoted exclusively to the manufacture of a cereal substitute for coffee; another is wholly devoted to the manufacture of breads; while the third, a large, new structure, equipped with the most modern machinery of every description useful in this line, is devoted to the manufacture of granola, crackers, biscuits, gluten, and other special preparations.

"The latest addition to this department is a complete milling establishment with a new and improved system, by which is manufactured flour greatly superior in quality to anything which has heretofore been made. The various cereal products of this department are, at present, made almost wholly from this flour.

"The Battle Creek Sanitarium Health Food Company is not conducted as an ordinary commercial business, but is carried on as a practical means of diffusing health principles in relation to diet, thus acting as an auxilliary to the Sanitarium in a double sense, not only furnishing the best foods for its family of more than one thousand persons, but annually sending out into all parts of the United States and to foreign countries, millions of packages of health foods, each of which acts as a practical missionary of health principles.

"During the past year this department has employed twenty agents, or food demonstrators, who have visited various points in the United States, not simply to make sales for a salable product, but to present the value of pure foods and the superiority of a well-chosen, well-prepared vegetarian dietary over one consisting of flesh foods, condiments, tea and coffee, and other unwholesome articles. These demonstrators, having received training in the Sanitarium School of Cookery and in the research laboratories of the institution, are well prepared to give the reasons for their recommendation of wholesome foods in the place of unwholesome ones, and prove themselves most efficient agents in the diffusion of health principles. During the year 1896, exhibitions were given in many of the principal cities of Michigan, Indiana, Ohio, Illinois, Wisconsin, Minnesota, Iowa, New York, Connecticut, and Massachusetts, and before many medical associations, and at numerous Pure Food Exhibits. Demonstrators are permanently located in New York City; Boston, Massachusetts; Philadelphia, Pennsylvania; Minneapolis, Minnesota; and Chicago, Illinois. Foods are shipped to many foreign countries, including Great Britain, Germany, Scandinavia, Africa, India, China, Australia, and the South Sea Islands.

"The demand for health foods is rapidly increasing. At the present time, two of the three factories of the company are obliged to run night and day to keep up with orders. The orders received and filled during the first ten days of 1897 amounted to more than forty tons. The sales of this department during 1896 aggregated more than $150,000.

"The earnings of this department, while not large, owing to the low price at which the foods are sold, compared with the cost of their manufacture, are still considerable, usually amounting to several thousand dollars annually. The total earnings of this as well as of other departments of the Sanitarium, are devoted to the charitable and philanthropic work of the institution, and to making necessary improvements."

A full page photo on the page just before this chapter shows a ground-level view of the "Manufactory of the Battle Creek Sanitarium Health Food Co." In front are four carts pulled by horses. A tall smokestack rises above the top. On the roof is a large sign that reads "Health Food Department."

The chapter titled "Missionary Nurses" states (p. 153-54): "Sister Anne Tabor has spent the last three years in the field, giving talks on healthful dress, diet, etc., holding classes in physical culture, and caring for the sick at times as occasion has required. For some time past her regular occupation has been that of demonstrating health foods in the large cities of the South and East, under the direction of

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Brother Barton Huff manager of the Battle Creek Sanitarium Health Food Company, who conducts his work on missionary principles, and as a genuine missionary effort."

Note: This annual began publication in 1895. Address: Battle Creek, Michigan.

127. Johnsons' Directory of Kokomo, Indiana, for 1897-1898. 1897. Wilmington, Delaware: Johnson Publishing Co. See p. 75, 141.

• ***Summary:*** On page 76: Lane Bros. Health Food Co., cereal mfrs, 11 McCann, Kokomo. Lane, George B. (wife: Lillie) [Owner: Lane Bros. Health Food Co]. Their home is at 273 South Palmer.

In the business directory section under "Cereal manufacturers" (p. 141) we read: Lane Bros. Health Food Co., 11 McCann.

Note 1. The B.F. Jones' Kokomo Directory of 1889 (p. 56) lists the following people residing at 138 Lincoln, in Kokomo: George Lane, carpenter. Ira Lane, stone-mason. James Lane, huckster [one who sells goods along the street, or from door to door; peddler, hawker]. In the Directory of Kokomo (1894, p. 26), James Lane, George B. Lane, Miss Dora Lane, and Miss Hattie Lane all reside at 212 west Lincoln; no occupations are given. Ira Lane, works plate glass, resides on south Ohio ave.

Note 2. Kokomo is fairly widely known as "The city of firsts." America's first commercially built automobile was made in Kokomo in 1894 by Elwood Haynes; it is on display at the Smithsonian Institution in Washington, DC.

128. Kellogg, Ella Ervilla (Eaton) (Mrs.). 1897. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 184 p. Index. 22 cm. [2 ref]

• ***Summary:*** The text of this book is identical to that of the 1896 edition, and on the same pages. However the order and location of the ads are different.

The eight ads on unnumbered pages in the front of the book are for: (1) *Science in the Kitchen*, by Mrs. E.E. Kellogg. Published by Modern Medicine Publishing Co., 65 Washington St., Battle Creek, Michigan. (2) Universal Mercurial Dynamometer, developed by Dr. Kellogg for testing the strength of individual groups of muscles in the human body. From: Sanitary and Electrical Supply Co., Battle Creek. (3) *Home Hand-Book*, by Dr. J.H. Kellogg. Published by Modern Medicine Publishing Co. Over 1,700 pages and 500+ engravings. Describes the best means of preserving and regaining health. (4) Perfection vaporizer, from Modern Medicine Co. (5) Health Foods–Granola–a health food, an invalid food. From Battle Creek Sanitarium Health Food Co. (6) Health Foods–Granose, Granola, Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Wheat Grits, Germless Corn Grits, Crystal Wheat, gluten preparations, diabetic foods. Send for a catalogue and price list to Battle Creek Sanitarium Health Food Co. (7) "Almond Butter–A substitute for ordinary butter. Presenting fat in the form of a perfect emulsion. Combined with water it forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter. Send five cents for sample. From: Sanitas Food Co., Battle Creek. (8) "Nuttose–Pure product of nuts. Perfect substitute for all flesh foods. Makes fat and blood. In their natural state nuts are difficult to digest, and cannot be eaten by many persons... Nuttose has the consistency of cheese, and much the consistency of cold roast mutton, and may be eaten cold, stewed, cooked with vegetables or other foods, made into gravies and other preparations in the same manner as meat..." "Send ten cents for a sample can... Ready to eat at once. Keeps indefinitely." From: Sanitas Food Co., Battle Creek.

The last 8 unnumbered pages of the book contain more ads. Foods from Sanitas Food Co. in Battle Creek include: Almond Meal, Lac Vegetal or Nut Cream ("Prepared from the choicest nuts. A perfect substitute for cow's milk. Added to cow's milk, it increases its digestibility. Especially valuable for invalids and infants"), and Bromose ("Consists of nuts and cereals, in which the starch is perfectly digested... It is the most easily digested and most fattening of all foods.").

Other terms *not* seen in this book: Bran, roughage, dietary fiber, or fiber (but cellulose is mentioned in a table on p. 7).

A slightly enlarged edition (186 p.) of this book was published in 1898, and another in 1900 (copyright 1896). Address: Battle Creek, Michigan.

129. Newberry's. 1898. 'Lead in quality and quantity.' Battle Creek Health Foods are the best pure foods in the world (Ad). *Los Angeles Times.* Feb. 2. p. 7.

• ***Summary:*** "Granose Flakes–1-lb package 20¢. Granose Biscuits–1-lb package 20¢. Avanola–2 packages 15¢. Wheat Gluten–15¢ a package. Wheat Granola–2 packages 25¢. Zwieback–2 packages 25¢. Ralston Breakfast Food–2 packages 25¢. Selected Bran–4-lb package 10¢. Malted Nuts–1-lb package 65¢. Maltol–1-lb package 55¢. Bromose–1-lb package 50¢. Gluten Farina–3 packages 25¢. Caramel Cereal a fragrant and palatable drink, as a substitute for coffee–2 packages 25¢.

"The Hotel Green of Pasadena and San Gabriel Pulmonary Sanatarium are supplying their patrons with the famous Glen Rock Water." Note: An early record of selling bottled water. Address: 216 and 218 South Spring Street [Los Angeles, California]. Phone: Main 26.

130. Bernheimer Bros. Department Store. 1898. Classified ad: Dry goods, etc. *Sun* (*Baltimore, Maryland*). Feb. 3. p. 4.

• ***Summary:*** Under "Basement specials" we read: "Ralston's Health Food. 5¢ a package."

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131. *Lancet.* 1898. Health foods (The Sanitas Food Co., Battle Creek, Michigan. Agency: The London Food Co., 451, Holloway-Road, N.). ii:1061. April 16.
• ***Summary:*** "There are some novel and interesting dietetic preparations in the list of this company. They consist chiefly of foods prepared from cereals and from nuts. 'Granose flakes,' for example, consist of light brown flakes resembling potato chips, which on analysis present the composition of wheaten flour of superior quality–that is, flour in which all the essential food constituents are retained. The nitrogen amounted to 2.14 per cent., which is equivalent to a total of 13.37 per cent. albuminoids. The moisture amounted to 12.02 per cent, and the mineral matter to 2.09 per cent. The microscope showed the presence of starch granules highly distorted by cooking, probably by steam. The preparation is undoubtedly nutritious, not merely on account of its composition, but also because the constituents are partially prepared for the digestive process. 'Nuttose' is an oily looking compound prepared from nuts. The fat is in a finely divided state amounting to an emulsified condition, while the carbohydrates and nitrogenous matters are previously treated so as also to render them easy of digestion. 'Bromose' exhibits a composition balanced in accordance with physiological requirements. It is prepared in the form of tablets resembling caramels. It possesses a pleasant nutty taste, and here, again, the constituents are in a state favourable for assimilation. Lastly, the preparations submitted to us included 'Caramel Cereal,' which is offered as a substitute for tea or coffee. It consists of carefully roasted wheat and resembles coffee in colour and appearance and in the size of the grain. It yields on steeping in boiling water a rich infusion with aromatic coffee-like taste, which contains the nutritious constituents of the wheat berry.

"The preparations are of interest as indicating the steps which are taken to produce on a commercial scale foods in which the nutritive value is increased by the processes adopted."

Note 1. This is an early, scientific description of these popular foods made by Dr. Kellogg in Battle Creek, Michigan, but sold in England. Note 2. This is the earliest document seen (July 2021) that mentions "health foods" in England. Address: England.

132. *Vegetarian* (*The*) (*London*). 1898. When a vegetarian food manufactory starts up in the neighborhood of Smithfield Cattle Market,... April 23. p. 256.
• ***Summary:*** "... food reformers may take heart. Messrs. Marshall & Co., of 8, Carthusian Street, have sent us a tin of Malt Coffee, which is an extremely palatable beverage, and bids fair to rival the more popular caramel cereal."

133. *Brisbane Courier* (*Queensland, Australia*). 1898. Classified ad: Miscellaneous. April 27. p. 8.
• ***Summary:*** "Drink Caramel-Cereal! Elegant, fragrant, harmless, and perfect substitute for coffee. Sanitarium Health Food and Supply Agency, Matthewson's Photographic Lobby, Queen-street."

"Eat Nut Butter, delicious, germ-free, non-bilious preparation, a necessity where meat is prohibited. Sanitarium Health Food and Supply Agency, Matthewson's Photographic Lobby, Queen-street."

Note: By May of this year, the address is given more specifically as "123 Queen-street."

134. *Brisbane Courier* (*Queensland, Australia*). 1898. Classified ad: Miscellaneous. April 28. p. 8, cols. 6-7.
• ***Summary:*** "Drink Caramel-Cereal! Elegant, fragrant, harmless, and perfect: substitute for coffee. Sanitarium Health, Food, and Supply Agency. Matthewson's Photographic Lobby, Queen-street."

"Eat Nut Butter, delicious, germ-free, non-bilious preparation, a necessity where meat is prohibited. Sanitarium Health, Food, and Supply Agency. Matthewson's Photographic Lobby, Queen-street."

"Choice Health Foods.–Invalid Supplies and Perfection Vapourisers. Sanitarium Health, Food, and Supply Agency. 123 Queen-street, next [to] Royal Bank."

135. *Vegetarian Messenger* (*Manchester, England*). 1898. Home: Birmingham. April. p. 188.
• ***Summary:*** "A company named the 'Birmingham Vegetarian Hotels and Restaurants, Limited,' has been formed for the purpose of establishing and carrying on a vegetarian hotel and restaurant in Birmingham. The company has acquired commodious premises in the centre of Birmingham, and the hotel is to be known as the Pitman Hotel, which will be conducted on strictly on strictly Vegetarian and Temperance lines. The whole of the basement, with an area of 1,500 square feet, and providing accommodations for 150 persons, will be made into one large dining room and restaurant. Sixpenny dinners (three courses) will be a special feature, and it is also proposed to establish a fruit store."

Note: This is the earliest document seen (July 2021) that mentions a vegetarian hotel or fruit store to be established in Birmingham, England in connection with the name "Pitman" or the Pitman Hotel. Later articles in this magazine strongly suggest that all three opened for business (with a banquet and speeches) on the same date, 20 Oct. 1898.

136. Kellogg, John H. 1898. Process of producing alimentary products. *U.S. Patent* 0,604,493. May 24. 2 p. Application filed 16 Feb. 1897.
• ***Summary:*** "My new and improved product is made from edible nuts, preferably peanuts... and is a semisolid, having about the same consistence as hard butter or soft cheese."

The process consists in "blanching and thoroughly cooking nut-kernels, and reducing them to a pulp, then

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adding water, and sealing the pasty mass in cans, and subjecting such cans to the action of steam at a temperature ranging between 213º and 240º Fahrenheit, for a considerable period, that is to say until the mass becomes changed or modified, as specified."

"The product may be cut up in thin or thick slices like cheese and served as desired." Address: M.D., Battle Creek, Calhoun County, Michigan.

137. **Product Name:** Nuttolene (Meatlike or Cheeselike Product Made from Nuts–Mostly Peanuts, No Soy).
Manufacturer's Name: Sanitas Nut Food Co. from 1899. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1898 May.
Ingredients: Mainly peanuts.
New Product–Documentation: *Food, Home and Garden* (Philadelphia, Pennsylvania). 1898. "Nuttolene." May. p. 74. "This is a new product of the Sanitas Food Co., Battle Creek and is a solid substance that can be sliced like cheese which it somewhat resembles in flavor. It is also good for sauces having a rich flavor."

Stewart, Charles E. 1900. "Chronic constipation, a symptom resulting from a disordered state of the sympathetic nervous system. Its causes and cure." *J. of the American Medical Association* 34:1306-10. May 26. "Nuts, in order to be of service, should go through a special process of preparation. At the present time such specially prepared nut foods as protose, nuttolene, malted nuts, granuts, bromose, and a number of others can be found on the market."

138. *Advent Review and Sabbath Herald.* 1898. Ontario [Canada]. 75(25):399. June 21.
• ***Summary:*** "Brother T. Robinson is also present with a fine line of health foods manufactured by the London Health Food Company.

Note: This is the earliest document seen (July 2021) that mentions the London Health Food Company (in London, Ontario, Canada, run by Seventh-day Adventists). When did it start? What foods did they manufacture? Did they import any of the health foods made in Battle Creek, Michigan?

139. *Advent Review and Sabbath Herald.* 1898. Ontario camp-meeting [Canada]. 75(26):414. June 28.
• ***Summary:*** "The Ontario camp-meeting was held June 9-19 at St. Thomas, a city of about twelve thousand inhabitants."

"The Ontario Tract Society and the London Health Food Company had a tent for the display of books and health foods. The sales were good. The vegetarian dining tent was well patronized."

140. *Good Health* (*Battle Creek, Michigan*). 1898. A new bread for diabetics. 33(6):391. June.
• ***Summary:*** "There is probably no single dietetic need which has received more attention, with fewer satisfactory results, than the preparation for diabetics. Bran bread is unpalatable and irritating, and has about the same nutritive value as sawdust. Pure gluten is tasteless, unpalatable, tough, and almost inedible. The so-called gluten breads are almost without exception unmitigated frauds... Some attempts have been made in France to manufacture a bread from the vegetable casein or legumin of peas or beans, but the results have been by no means satisfactory.

"The Sanitarium Health Food Co. has at last solved this difficult problem by producing a bread made by combining pure gluten and nuts. One of the most characteristic properties of nuts is the absence of starch. Nuts, in fact, consist almost exclusively of proteids and fats. They are, in this respect, a vegetable analogue of fat meat."

"Nut Gluten Biscuit are especially adapted, not only to persons suffering from diabetes, but to those who need a rapid gain in fat and blood."

"The Battle Creek Sanitarium Health Food Co. will be glad to send free samples to any physician or trained nurse who may desire to test this new food. Others may receive a small sample by sending to the address of the company a two-cent postage stamp."

141. Kellogg, John Harvey. 1898. Re: Medical missionary work, use of the tongue in diagnosis, and work with nuts. Letter to Ellen G. White, "Sunnyside," Cooranbong, N.S.W., Australia, July 29. 5 p. Typed, with signature.
• ***Summary:*** The letter, written on ornate Battle Creek Sanitarium letterhead (illustrations show two views of the "San") and addressed to "Dear Sister White," begins with a discussion of Dr. Kellogg's views of the importance of medical missionary work by the General Conference and its president Eld. [Elder] Irwin who is "a thorough-going health reformer. At the college View Conference last year he showed me his tongue. It was thickly coated, about the worst looking tongue I ever saw. He complained of constant pressure and headache, and was laboring under great difficulties. I called his attention to the fact that he was using milk and cream. I advised that he discontinue them and take a diet of fruits, grains, and nuts as a source of fat and albumen, and take once in a while a meal of fruit only. He adopted this plan with most excellent results.

"We have continued our experiments with nuts until now we are able to dispense with butter, milk, and cream altogether. In our Health Food department, we no longer use any animal fat of any kind but shorten our crackers, rolls, etc. with nuts and with such excellent success every one pronounces them more palatable and excellent in every way. I feel more thankful than I can say that we are at last delivered from the Beast entirely in diet at any rate."

Note 1. The preceding paragraph suggests that Dr. Kellogg was developing peanut butter, peanut milk, and

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peanut cream. If so, this is the earliest 2nd document seen (Jan. 2020) that refers to peanut milk.

Note 2. The letterhead states that the medical staff at the Sanitarium and hospital includes: J.H. Kellogg, M.D.; Kate Lindsay, M.D.; Lou C. Cleveland, M.D.; David Paulson, M.D.; Ruth O. Bryant, M.D.; D.H. Kress, M.D.; G.H. Heald, M.D.; Lauretta Kress, M.D. Abbie M. Winegar, M.D.; Howard F. Rand, M.D.; C.E. Stewart, M.D.

Note 3. The original letter is in the Ellen G. White Papers, Incoming papers, Ellen G. White Estate, Inc., General Conference of Seventh-day Adventists, 12501 Old Columbia Pike, Silver Spring, Maryland 20904-6600. Address: M.D., Superintendent, Battle Creek Sanitarium, Battle Creek, Michigan. Phone: Nos. 135, 45, 188.

142. Emporium and Golden Rule Bazaar (The). 1898. Display ad: Groceries–How housekeepers can save money. *San Francisco Chronicle*. Aug. 7. p. 17.
• ***Summary:*** Among the 25 foods listed is: "Grape Nuts, the new health food, pkg.–20¢."

Note: Grape Nuts is a breakfast cereal developed by C.W. Post in 1897–two years after he invented Postum. He advertised both foods extensively as "health foods"–following the lead of his mentor Dr. John Harvey Kellogg. Address: [San Francisco, California].

143. Sanitas Nut Food Co., Ltd. 1898. Twentieth Century Foods (Ad). *Chicago Vegetarian* 2(12):Back cover. Aug. Address: Battle Creek, Michigan.

144. *Advent Review and Sabbath Herald.* 1898. Ontario [Canada]. 75(43):687. Oct. 25.
• ***Summary:*** Under London, Ontario: "The London health food factory is prospering beyond the company's expectation. The sales have been steadily increasing until for the month of September alone they reached $600. The company are fully satisfied that this enterprise was established in the providence of God, and will be an important factor in the missionary work in Canada."

Note: This is the earliest document seen (April 2016) that mentions the London Health Food Factory (in London, Ontario, Canada, run by Seventh-day Adventists). When did it start? What foods did they manufacture? Did they import any of the health foods made in Battle Creek, Michigan?

145. *Vegetarian* (*The*) (*London*). 1898. Birmingham leads the way. Opening of Pitman Hotel and Restaurant. Oct. 29. p. 689-91.
• ***Summary:*** This article was written by "Our special correspondent." "When you come to think of it, a first-class, properly-managed Vegetarian Hotel, Restaurant, and Stores must constitute the very best means possible for spreading Vegetarianism. The guests are first of all charmed by the novel and dainty cookery obtainable in the Hotel and Restaurant, and they are then told that they can get the self-same materials from the Stores, materials from which they can reproduce the self-same dishes in the seclusion of their own homes."

"The 'Pitman' Hotel, at Birmingham, "starts under most favorable auspices for it possesses the above-mentioned combination–hotel, restaurant, and stores. The institution was formally opened by Mr. Arnold Hills on Oct. 20th, and so impressed was he and several others with the successful and satisfactory nature of the undertaking that the wish was many times reiterated that a similar institution should be opened in every important town in the [United] Kingdom."

The "organizers have been extremely fortunate in their choice of manager and manageress; both these officials have their hearts thoroughly in their work, and are palpably anxious to spare no pains, no time, no energy, in making the business a thorough success."

An "offer has been made from an influential quarter of £240 per annum for the twenty-one years' lease.

"And now that a School of Cookery is about to be established we shall be able to secure a thoroughly trained *chef* for every Vegetarian Hotel which may be started.

"The building: The Hotel is entirely distinct from the Restaurant and retail shop; it is approached by a handsome teak staircase which leads to each floor of the building. On the first floor are the Coffee Room, Commercial Room, and Smoke Room, with manager's office at the top of the staircase. The other floors contain twenty-one airy and well-lighted bedrooms and sitting rooms... no expense has been spared to make the hotel as complete as possible for the high-class business which it is proposed to carry on.

"Exteriorly, the building is very attractive and the whole forms one of the most striking designs in Corporation Street. The design is Later Renaissance, in which modelled friezes and carefully designed low relief ornament have been introduced in such a way as to obtain the greatest value."

"The restaurant portion and retail shop consists of the basement, approached from Corporation Street, about 38 ft. by 45 ft. square. It is well lighted and the wall linings are of Majolica tiles, in quiet tones." The floor is of Venetian marble mosaic." "On this floor is a large restaurant with retail shop for the sale of high-class fruit, and with a private room for the manager.

"The kitchen has been furnished with a steam cooking apparatus, the cost of which, I understand, approaches the neighborhood of a thousand pounds. Below the kitchen in the boiler, and below that is yet another basement, which contains the furnace."

"The managing director interviewed:" Mr. Cook is a very busy man. The retail store opened on Saturday Sept. 17th, and the hotel was opened on Sept. 19th. The hotel is presently nearly full of guests. The hotel started without a smoking room as the directors preferred, but some of the commercial men "threatened to leave if one was not

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supplied," so the management "gave way and fixed up a room for them."

The Cobden Temperance Hall [a hotel] is in the neighborhood. But the rooms are smaller and the corridors narrower. Moreover, the Pitman Hotel is firmly opposed to the custom of tipping for service; inside porters and waiters are paid a fair wage by the hotel.

The restaurant on the ground floor fills up each day but the large one is in the basement "not yet quite ready for the public... I expect to easily fill our whole available space, for the only other purely Vegetarian restaurant in the town is about to close owing to the expiry of the lease."

Mr. Cook, a born organizer, "has never married as he has his heart and soul in philanthropic work" and does not want to take on any responsibilities that might distract from that.

Note: Mr. Cook later married and had a daughter named Kathleen (born in about 1908), who wrote a book titled "The First Century of Health Foods," which was dedicated to her father, James Henry Cook, and published in 1996.

The dinner: About 150 guests sat down to dinner. The menu for the 21-course meal is given. Speakers included T.C. Lowe (the chairman, who thanked the Society [corporation that sold shares] which had made the erection of the building possible), Mr. Arnold Hills (a wealthy industrialist, ardent vegetarian, and publisher of this magazine), Councillor Joseh Malins, Miss Anstey (all 3 Pitman enterprises here were being managed by Vegetarians and were expected to make money), Mr. Banks ("But for Mr. Hills' open-hearted generosity, the 'Pitman" would not have come into existence"), Mr. Albert Broadbent (who also thanks Mr. Hills).

An illustration (line drawing) shows the high-ceilinged dining room as Mr. Hills delivers his address.

146. *Kokomo Dispatch* (*Indiana*). 1898. Bucking the cow: Butter from peanuts and how it is manufactured. A Kokomo product growing in demand–locks horns with the farm cow in many markets. Nov. 12. p. 2, col. 3.

• ***Summary:*** "Out on Courtland avenue, near the Palmer school-house, stands a curious little factory. It is a modest frame edifice of one story, architecturally speaking, but it has another story but little known even in the immediate neighborhood of its location. This factory is engaged in the manufacture of butter from peanuts, a rather queer procedure one might say, but nevertheless a real, genuine occupation, started up in opposition to the saffron Jersey "sookey" [sookie, used as a call to cows] of the farm barn. The little peanut butter factory stands just across the street from a large dairy barn, which location gives evidence that the 'goober' is bearding the lion in its den [boldly confronting, opposing, and defying a powerful opponent].

"The butter made from peanuts is hairless. Like Samson shorn of his locks, the peanut butter does not attain the prodigious strength that the product of the cow is capable of, especially of the kind that frequents cheap boarding houses and depot restaurants of neighboring towns.

"The proprietor of this new industry is George B. Lane (formerly Lane Brothers), and he is doing a thriving business. The process of manufacture is simple, but interesting. Nearly a year ago Mr. Lane began in a small way to convert peanuts into butter, using Georgia and Virginia nuts, but he soon discovered that the American grown 'goobers' did not fit the bill. He now uses the Spanish nuts grown at the Philippines, Cuba, and Porto Rico.

"At the present cost of the tropical bean the butter is made and sold at fifteen cents per pound, and if these islands become American possessions the butter will be less expensive.

"Mr. Lane makes no secret of his process, and anybody who has the machinery and understands the business can make the butter. The hulled peanuts are carefully hand-picked to remove all the imperfect grains, after which the nuts are put into a baker's rotary oven and roasted to a rich brown color. After roasting the nuts are again gone over by hand to rid them of scorched and faulty ones. They are then put into a hopper and ground to the finest of flower. The product comes from the mill looking very much like putty, the natural oil of the nut giving it that consistency. This completes that manufacture, nothing being added, not even salt. It goes into the mill a peanut and comes out butter. It never goes rancid, keeps in any climate and does not stale with age.

"The butter is put up [packed] in one, two, five, ten, twenty-five and 100-pound cans and sealed. It is used for every purpose cow butter is used and is said to be an excellent substitute for the output of the cow. Rich 'Jersey' cream is also made by reducing the butter with pure water. Sky-blue milk, if wanted, will appear through the liberal application of water in the reducing process.

"The peanut butter is in great demand at health resorts and sanitariums throughout the country. It also finds favor with camping parties. Mr. Lane recently filled large orders for the annual camp meeting of the Indiana Baptists at Logansport and Rushville, and had the Spanish war lasted a little longer the butter probably would have been in use in feeding the United States soldiers–a ration the boys would have appreciated, as no butter of any kind was issued to them. The new butter is very pleasant to the taste, and physicians say it is more healthful than that produced by the cow.

"Mr. Lane also manufactures Lane Bros.' cereal, graham crackers and other health foods, having quite a large trade in Indiana and adjoining states."

Note: Mr. Lane roasts his peanuts, whereas his mentor, Dr. Kellogg, at Battle Creek, Michigan, did not.

147. Bryan (C.C.). 1898. Classified ad: Ralston Health Food. *Washington Post.* Nov. 28. p. 4.

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• ***Summary:*** "A delicious breakfast dish that both sick and well may enjoy. Ralston Health Biscuits in cartons–all kinds of New Cereals just in–some of them cooked and ready for the table." Address: 1412 N.Y. Ave.

148. Dominion Health Food Co. 1898. Something good to eat (Ad). *Evening Star* (*Toronto, Ontario, Canada*). Dec. 15. p. 5.
• ***Summary:*** "We have opened at 320 Yonge Street a branch store for the sale of the famous Battle Creek Sanitarium Health Foods.

"We invite our friends and the public generally to call, examine and sample these delicious cereal and nut products. Nothing like them on the market."

The bottom half of the ad is taken up with the following very large white text on a black background: "Eat Granola and Granose. Drink Caramel Cereal" [a caffeine-free alternative to coffee]. Address: 320 Yonge St., Toronto. Phone: 8255.

149. Birmingham Vegetarian Hotels & Restaurants, Ltd. 1898. "Pitman" Stores price list. Birmingham, England: 21 p.
• ***Summary:*** A facsimile of this first Pitman catalog appears after page 16 in the book: Hill, Ray. 1998. *The Health Food Store: A Nostalgic Look at the First–Its Origins, Philosophy and Development.* Gloucestershire, England: NuHelth Books.

The catalog has a blue cover, printed with black ink on the front and rear. Then next 23 pages show the contents of the catalog, which are the foods sold at the "Pitman Store" located on the ground floor of the "Pitman Hotel and Restaurant," located at 159, Corporation Street, Birmingham, England–next to the County Court.



At the top of the front cover is written: "Fruits, Cereals, Italian Goods, Vegetarian Specialties, &c. &c. The date, December 1898, appears at the bottom of the front cover. An illustration of the hotel, restaurant and store building appears on the inside front cover.

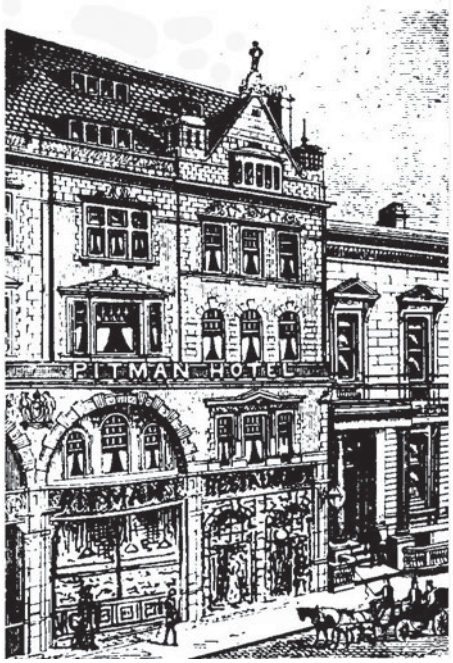
The first two pages of the catalog discuss: Good sold. Quality of Goods. Terms. Delivery. Postage. Standing orders. Lists. Parcel Post Rates. The rest of the catalog is the "Price List." The goods (mostly foods) are listed in alphabetical order. Some interesting items are: Agar agar (Vegetable gelatin for jellies). Almonds (7 types). Apples (8 types). Beans (6 types, not including soy). Blanc Mange Powder (Dr. Allinson's). Bottled fruits. Breakfast food (for invalids). Bromose (Malted nuts for Consumption, &c.). Butter (5 types). Caramel Cereal (Tea or coffee substitute made from wheat). Chutney (10 types). Flour (10 types, incl. wholemeal). Granose biscuits, Granose flakes. Jams and preserves (2 pages). Ketchup (mushroom, walnut, tomato). Milk ("Ideal," unsweetened in tins). Nut butter. Nuttose ("Product of nuts; a perfect substitute for meat, and much more nourishing"). Nuts. Oil. Parmesan cheese. Peas. Pea flour. Peanuts. Rice. Sago (small, pearl, bullet). Wheat. Wheatose.

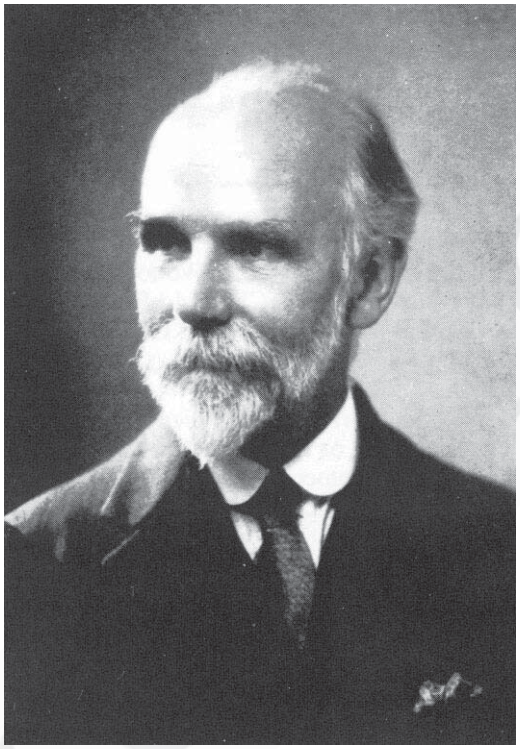
On the inside back cover (also black ink on blue) is a full page of vegetarian literature, especially vegetarian cookery. Most of the publication sell for one penny each, but some larger ones are threepence each, and nine books are tenpence each. The back cover is the same as the front cover.

As Ray Hill explains on page 3 of his book, the man behind this catalog and the concept of a health food store was James Henry Cook, a portrait photo of whom appears on page 4 of Hill's book.

An Illustration of the Pitman Hotel and of James Henry Cook have been added from *The First Century of*

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Health Foods, by Kathleen Keleny, James Cook's daughter. Address: 159, Corporation Street, Birmingham, England. Phone: 2972. Telegrams, "Fruit, Birmingham".

150. Benedict Lust in New York city directory. 1898.
• ***Summary:*** "The following is a transcription of City Directories of New York City and Orlando, Florida, the latter containing the town of Tangerine. Individuals searched were Dr. Benedict Lust, Louisa Lust, Louise Lust, Yungborn Sanitorium (several spellings) and Lust's Health Food Bakery. There are years when I have only transcribed an Orlando or NY City directory. For the Orlando Directories, there is a corresponding one for almost every year in NY which shows the Lusts. Louis is not shown often but never in Orlando–Wayne Dawson."

"1898–Lust, Benedict pat meds [patent medicines], 111 E 59th."

151. Maxwell, W.J. 1898. Greek letter men of St. Louis. New York and Chicago: Umbdenstock. 140 p. See p. 89. *
• ***Summary:*** "Danforth, William H.–Missouri Gamma–Washington University–[graduated] 1892–President Purina Mills, 8th and Gratoit–5625 Cate's Ave."

152. Wiley, H.W. 1898. Foods and food adulterants: Cereals and cereal products. *USDA Div. of Chemistry, Bulletin* No. 13. Part 9. See p. 1343.
• ***Summary:*** In the section titled "Breakfast foods," page 1343 states:

"15325. Ralston Health Club Breakfast Food, indorsed [sic] by Ralston Health Club, Martyn College, Washington D.C. Manufactured by Robinson-Danforth Company, proprietors, Purina Mills, St. Louis, Missouri. 'A perfect food made from selected wheat, rich in gluten.'

"15326. Granose Flakes. Manufactured solely by the Sanitarium Health Food Company, Battle Creek, Michigan. 'Represents the entire wheat berry undeteriorated by any milling process and thrice cooked, whereby the starch is largely converted to dextrin.'

"15329. Granulated Rye. Manufactured by the Health Food Company, 61 Fifth avenue, New York. 'Made from the best rye, hulled by the wet process and reduced to a granular meal without the injurious heating of millstone grinding.'" Address: Chief Chemist, USDA.

153. *Vegetarian Messenger* (*Manchester, England*). 1899. The Pitman Hotel, Birmingham. Jan. p. 15-17.
• ***Summary:*** On 20 Oct. 1898, the "Pitman Vegetarian Hotel and Restaurant opened in Birmingham. Splendidly equipped, it has already achieved a considerable measure of success–and is yet another sign that "the future is with the vegetarians."

At the opening banquet, "Mr. T.C. Lowe, of Birmingham, a vice-president of the Vegetarian Society, was in the chair. Mr. Arnold F. Hills, President of the Vegetarian Federal Union, was the guest of the evening and made an eloquent speech. Other speakers were... Mr. Broadbent (Secretary of the Vegetarian Society). A good report of the evening's proceedings appeared in the columns of our contemporary, *The Vegetarian.*

"The building: The exterior of the building is very attractive and the whole forms one of the most striking designs on Corporation Street. The design is Later Renaissance." The remodeled building "has been described

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as one of the most successful pieces of architecture in Corporate street." A detailed description of the stairways, bedrooms, bathrooms, and sitting rooms is given. No "expense has been spare to make the hotel as complete as possible for the high-class business which it is proposed to carry on."

The vegetarian restaurant and retail shop are entirely distinct from the hotel; the former occupy an area 38 ft. by 45 ft. on both the ground floor and the basement, and are of the finest quality design and materials. The "food is temptingly served, the table artistically laid, and graced by the kindly manageress." The retail shop features high-class fruit and almost every other specialty item used by vegetarians, "a testimony that in regard to food all the avenues of pleasure are not closed to them."

"The dining room is spacious and there is a cosy [cozy] and luxurious sitting room and a smoke-room for those 'commercials' who are slaves to the 'weed'" [tobacco].

"Mr. J.H. Cook is the managing director, and his devotion to vegetarian principles and determination to see the Pitman successful are conditions that must ensure success."

Note: This article is based on a longer one that first appeared in *The Vegetarian* (London) on 29 Oct. 1898 (p. 689-91) titled "Birmingham leads the way: Opening the Pitman Hotel and Restaurant."



Illustrations show: (1) A small portrait of Sir Isaac Pitman. (2) The front of the hotel as seen from Corporation Street. A flag is flying from one of the turrets and there are horses and carriages on the street.

154. *Phonetic Journal* (*The*) (*UK*). 1899. Midland District. Feb. 25. p. 115.

• ***Summary:*** "The Midland Association secretaries and delegates sat down to an excellent tea at the Pitman Hotel, Corporation street, Birmingham, on 4th Feb., kindly provided by the Midland District Chairman Mr. H.E. Parkinson (Derby)... a cordial expression of thanks was accorded to Mr. Parkinson for his hospitality.



Note: This is the earliest document seen (June 2009) that mentions the Pitman Hotel, which was associated with the early health food movement in England. The hotel was located nearly opposite the Grand Theatre. Sir Isaac Pitman of shorthand / phonetic fame died on 12 Jan. 1897. On 20 Oct. 1898 this hotel was officially renamed the Pittman Vegetarian Hotel and Restaurant (see *Vegetarian Messenger.* 1899. Jan. p. 15-17).

This hotel in Birmingham is also mentioned in this periodical in 1899 on Aug. 19 (p. 518), Oct. 28 (p. 685; "A room has been engaged at the Pitman Hotel which is much more suitable to the needs of the society [Midland District, Teachers' Section] than the old meeting place..."), Nov. 11 (p. 710; "The society has decided to make the Pitman Hotel their permanent abode"), Nov. 25 (p. 741). Address: England.

155. Kellogg, J.H. 1899. Good and bad foods: Milk as food–Three kinds of cooking–Experiments showing starch digestion–Peanut butter–International Health Association. *Daily Bulletin of the General Conference* (*Worcester, Massachusetts*) 8(15):151-52. March 5.

• ***Summary:*** This is the text of a talk by Dr. John Harvey Kellogg on Thursday, March 2.

Milk: "The other day a good brother asked me if I could recommend the use of milk; and I remarked that milk is good for calves. *The fact is, so far as my observation* is concerned, that milk is not good for any class of beings but calves,–that babies or adults who are compelled to live on milk will suffer the consequences. The large share of stomach troubles and bowel difficulties of many babies is due to cow's milk... But it is an unfortunate thing for any person to be obliged to live on cow's milk. The reason for this is that mother's milk, the natural food of the child, forms in the stomach of the child small, soft, flaky curds, which are easily digested, Cow's milk, on the contrary, forms large, tough curds. I once saw a man who nearly lost his life from taking milk."

"Cow's milk is the filthiest thing that comes to our tables. Suppose water had so much filth in it, so much barnyard manure, that you had to strain it through a cloth before you would dare drink it. You would have the water

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condemned. No one would drink it... We have no use for milk at our house. Our babies do not want it, and we have not used it for a year or two.

Page 152: "The great difficulty with the vegetarian diet is that, in the first place, people felt the need of something else; and some have endeavored to make up for the quality with quantity, and have partaken of many kinds of mushes, and sugar, and syrups, and various sweets, thereby imagining that they were making an improvement, whereas they were practicing the worst kind of health reform. In fact, it was not health reform at all, but as Sister White has said, health deform..."

"There is no starch in peanuts. Peanuts are not nuts; they are legumes, and belong to the same class as peas and beans.

"Now I want to tell you how to make nut butter. Shell the nuts. Take off the skins by putting them in the oven and heating sufficiently to shrink the nuts, when the skins can be rubbed off; then crush them. Nuts do not have to be roasted in order to remove the skins. It is only necessary to dry them. The mistake that is made in making nut butter is roasting the nuts. They should not be roasted; for roasted nuts, like fried doughnuts, are indigestible. Now the question is, How are you going to make butter out of peanuts without this roasting process? I want to say that other kinds of nuts besides peanuts do not require roasting. You can make butter out of almonds, walnuts, hazelnuts, and other kinds of nuts, without roasting. But the peanut must be cooked, for it is raw. There is a process by which it can be done without roasting the nuts.

"At the sanitarium we do not use peanut butter made from roasted nuts; we do not consider it wholesome. A great many people know from experience that roasted peanut butter is not wholesome. I will tell you how you can make nut butter without roasting the nuts. It is a very simple way, and you will not need any machinery at all. Remove the skins, as explained; then take the nuts, with an equal quantity of water, and put in a covered dish; set in an oven, and let them bake for several hours. If the nuts get too dry, add a little water, and cook until the water is evaporated. Rub the cooked nuts through a colander, add a little salt if you like, and you have the most delicious nut butter you have ever tasted in your life. It is perfectly digestible, too.

"At Battle Creek we are manufacturing a blancher, which we shall be able to furnish in a short time, that anybody can use in removing the skins from peanuts. After cooking them until the kernel will shrink, they can be put in a bag, and rubbed until the skin is removed. I hope that our friends in the South will take up this peanut industry, and raise peanuts and manufacture products that they can sell to their neighbors. Other people are recognizing that it is a good thing, and people of other countries are taking it up. The manufacture of nut butter is not controlled by any sort of patent. Some years ago I saw that such a thing might be done; but I did not think it was a good thing to do. I thought it was a thing that the world ought to have; let everybody that wants it have it, and make the best of it. With nut butter, you can get everything you really need. You do not need to buy other nut products unless you want to.

"For several years I have been paying more attention to the matter of getting the health foods into the hands of our people. I believe they are interested in a dietetic reform; and if those foods could be procured at a small cost, they would largely use them. The trouble has been to find how we could sell at one price to one man and at another price to another man. Now we are sending out from Battle Creek about a thousand dollars' worth of foods every day. These foods are sent to all parts of the world. The most of our foods are sent to people who have no special interest in diet reform. Seventh-day Adventists buy a small fraction of the foods that are manufactured. The world loves these foods and is making use of them. We are sending these foods to Boston, to New York, and to other large cities. We sometimes send four or five car-load orders at once; and our cereals and nuts are bought in ten and fifteen car-load lots.

"Now the question has been, How can we sell all these at one price to one man, and at another price to another man? We could not say that we would sell to one man at one price because we like him, and to another man that we do not like at another price. The retail price has to be large enough to pay the manufacturer, the wholesale jobber, the jobber, the traveling agent, and the retail dealer. All these men take a tax on these foods for passing them along. Now the question has been how to get these foods to people who want them for their own use, and to furnish them at the smallest cost consistent. We propose to organize the International Health Association, and make every person that wants to be a member of this association declare himself to be a believer in the principles of health reform. It is a declaration, not a pledge. He simply says that he believes so and so; and if he does that we take him into our association. We will have a bureau–there will be several bureaus, and one of these will be a food bureau. Those who wish to join the association will pay one dollar, and receive *Good Health* regularly in return for it, and get all of their health foods at half the retail price. Each one obtaining the foods in this way must use them himself; he must say, I want these for my own use. All those who are interested in this plan will receive further information by writing to the Food Reform Bureau, Battle Creek, Michigan. It is expected that this bureau will be fully organized, and set in operation, at the meeting which will be held at Battle Creek next week.

"Different states can have headquarters if they wish to. If several persons want to club together, they can do so, and have the orders sent together.

"[Voice: Do you consider it unwholesome to eat nuts without blanching?]

"No, because the nut was made to be eaten raw. The grains were made to be eaten raw too. You may be surprised

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at that. It is only that half-cooked starch that makes trouble. Raw cabbage can be eaten by some when cooked cabbage can not be eaten. So long as the thing has life in it, it will not decay; but when you cook it and kill it, it begins to decay..."

"I thank the conference very much for your kind attention."

Note 1. From this article / talk we can see clearly that, at this time, Kellogg advocated a vegan or plant-based diet.

Note 2. This is the earliest document seen (June 2015) that discusses the origins of Granose Foods (a Seventh-day Adventist company) in England. Address: M.D.

156. White, Ellen G. 1899. Re: Work with health foods, including peanuts. Attitude toward nuts (1868-1876). Letter to John Harvey Kellogg, M.D., Superintendent, Battle Creek Sanitarium, Battle Creek, Michigan, April 17. 1 p. Typed, without signature.

• ***Summary:*** "As yet we have received only two hundred fifty pounds from the Echo office. Special direction was given in regard to the manufacturing of health foods, but lately we have not had money to invest in peanuts for our own family. We eat no meat or butter, and use very little milk in cooking. There is no fresh fruit in this season. We have a good yield of tomatoes, but our family think much of the nuts prepared in a variety of ways. For many months my food has been uncooked tomatoes and bread."

Note 1. This is the earliest use of the word "peanuts" see in the collected papers of Ellen G. White, co-founder of the Seventh-day Adventist church. The full text of all her letters and diary entries has been computerized and this fact is the result of a search conducted by the Ellen G. White Estate. This letter is cited as follows: Lt 73, 1899. The original letter is in the Ellen G. White Papers, Ellen G. White Estate, Inc., General Conference of Seventh-day Adventists, 12501 Old Columbia Pike, Silver Spring, Maryland 20904-6600.

Note 2. Ellen White's attitude toward nuts seems to have changed over the years. She first uses the word "nuts" in a letter to James Edson White [her eldest child/son; Willie was her youngest son] dated 27 Feb. 1868. "I have frequently asked myself what you could have done with so much money. Edson, I am answered in a dream, you are not a health reformer in principle. You do not live up to the light God has given and while you neglect one ray of light that the Lord has graciously permitted to shine upon your pathway, you will be in darkness. When you boarded yourself, did you not spend money for nuts, candies, and hurtful things and eat these between meals and at any time? I concluded that your frequent headaches were caused by the indulgence of your appetite. You gratified the taste to the injury of the stomach..." (Letter 5)

Again in July 1874, in an undated letter to Brother and Sister Abbey, she states: "You have fostered a perverted appetite by indulgence. You have allowed her to eat between meals, to fill her pockets with nuts and crackers, and to have the third meal, eating sometimes late at night. How can you expect her to have a healthy relish for coarse and healthful food? I understand her father has bought Lillie white baker's bread to tempt her delicate appetite, and at night she has eaten this baker's bread and butter in the cellar with Nellie Matthews. Is this in accordance with the principles of a health institute?" (Letter 65).

Again on 12 June 1876, in a manuscript, Ellen White states: "We were pained to hear the mothers' fretful chiding, as they sought to hold in check the outbursts of temper exhibited by the children. But these mothers did not control themselves; how then could they expect their children, with their perverted habits, to have tranquil tempers. Both parents and children ate at irregular intervals all through the day, after eating heartily three times a day. The boy on the cars who sold cakes, candies, nuts, and fruit was freely patronized by the indulgent parents." Address: "Sunnyside," Cooranbong, New South Wales, Australia.

157. Battle Creek Sanitarium Health Food Co. 1899. Announcement! The Battle Creek Sanitarium Health Food Co... (Ad). *Chicago Daily Tribune.* May 7. p. 31.

• ***Summary:*** "... Will open a Health Food Store at 178 Wabash-av., where they will carry a full line of the celebrated foods, manufactured at Battle Creek, Mich. [Michigan]. Competent demonstrators will answer all inquiries respecting the subject of Health Foods, and will have for the benefit of their patrons samples of the "Foods" so that you can judge of their merits.

"They earnestly solicit the attention of the people of Chicago to questions of healthful living, and believe they have a line of foods unequaled for purity and healthfulness and that they will be appreciated."

Note: This is the earliest English-language document seen (July 2021) that contains the term "Health Food Store" (or "Health Food Stores," regardless of capitalization). Address: [Battle Creek, Michigan].

158. Battle Creek Sanitarium Health Food Co. 1899. Health, wealth, prosperity: The Battle Creek Sanitarium Health Food Co... (Ad). *Chicago Daily Tribune.* May 14. p. 12.

• ***Summary:*** "... announce that they will open on Monday, May 15, a Health Food Store at 178 Wabash Ave., where they will give a free exhibit of all their products of all Health Foods, including the cereals and crackers, and the new Foods made from Nuts. These Foods are without question unequaled for purity and healthfulness, and as the hot weather is once more with us, probably a few suggestions respecting a suitable dietary may be acceptable to those who have not given special thought to this subject, or who have not solved the problem for themselves by practical experience. There will be at all times efficient salesmen and demonstrators direct from the Sanitarium at Battle Creek, Michigan, expert in the knowledge of Food Products, who

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will gladly answer all inquiries on this subject.

"We have over sixty different foods to select from, and are prepared to suit the most fastidious tastes. We cordially invite the public to call and participate in the good things that will be prepared Monday at our grand opening.

"Special. We will give away free to visitors Monday a beautiful booklet descriptive of all the Health Food, and also free samples." Address: 178 Wabash-Av. [Battle Creek, Michigan].

159. Battle Creek Sanitarium Health Food Co. 1899. What shall I eat? (Ad). *Chicago Daily Tribune.* May 21. p. 14.
• ***Summary:*** "'Eat ye that which is good.' You are invited to call at our Health Food Store, just opened at 178 Wabash-Av., and partake of the good things prepared for you. Free exhibit. Free exhibit of all the foods every day this week." Address: 178 Wabash-Av. [Battle Creek, Michigan].

160. *Chicago Daily Tribune.* 1899. Who's who and what's what: Progress of vegetarianism. May 25. p. 6.
• ***Summary:*** "That the number of people who do not eat meat is increasing is shown by the establishment of a new and handsomely appointed vegetarian café in the heart of the down-town district. This place makes a specialty of all kinds of health foods and caters chiefly to people with fads in the eating line. An omelet is the nearest approach to meat on the bill of fare."

Note: This "vegetarian café" is almost certainly the "health food store" just opened by the Battle Creek Sanitarium Health Food Co. at 178 Wabash av., Chicago, and advertised in the May 7, 14, 21, and 28 issues of this newspaper.

161. Battle Creek Sanitarium Health Food Co. 1899. Sanitarium health foods (Ad). *Chicago Daily Tribune.* May 28. p. 39.
• ***Summary:*** "New store at 178 Wabash-av. Free exhibit of all the health foods manufactured by the Battle Creek Sanitarium Health Food Co." Address: [Battle Creek, Michigan].

162. Sanitarium Health Food Company. 1899. Protose and Beans (Ad). *Modern Medicine* (*Battle Creek, Michigan*) 8(6):Ad at rear of issue. June.
• ***Summary:*** A full-page ad on page 5 of "Advertisements" at rear of issue. "A delicious, appetizing, and nutritious combination.

"Protose is a vegetable meat containing 25% more food value and 10% more fat-making properties than beef, with a rich, delicious, meaty flavor.

"Sanitarium Baked Beans. Are cooked three times and are easily digested. Prepared in a scientific manner, rendering them the most digestible preparation of beans on the market.

"The addition of Protose makes these porkless beans the most toothsome product imaginable. A new combination of food properties, representing the new and progressive ideas of the best food experts in the country.

"Sample free.

"Send us the name of a grocer who does not sell Sanitarium Baked Beans, with eight cents to pay postage, and we will mail you a sample can.

"Art Booklet on Health Foods for the asking."

Note: This is the 2nd earliest English-language document seen (Nov. 2014) that contains the term "vegetable meat" (or "vegetable meats").

Note: This is the earliest document seen (Feb. 2015) that mentions "Protose," a vegetable meat made in Battle Creek, Michigan.

This same ad appeared in the next issue of this magazine, in the same place. Address: Battle Creek, Michigan.

163. **Product Name:** Protose (Meatlike Product Made of Peanuts and Cereal–No Soy).
Manufacturer's Name: Sanitas Nut Food Co., Ltd. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1899 June.
New Product–Documentation: See next 3 pages. Ads in *Modern Medicine* (Battle Creek, Michigan). 1899. June. Full-page ads on pages 5 and 8 of "Advertisements" section at rear of issue.

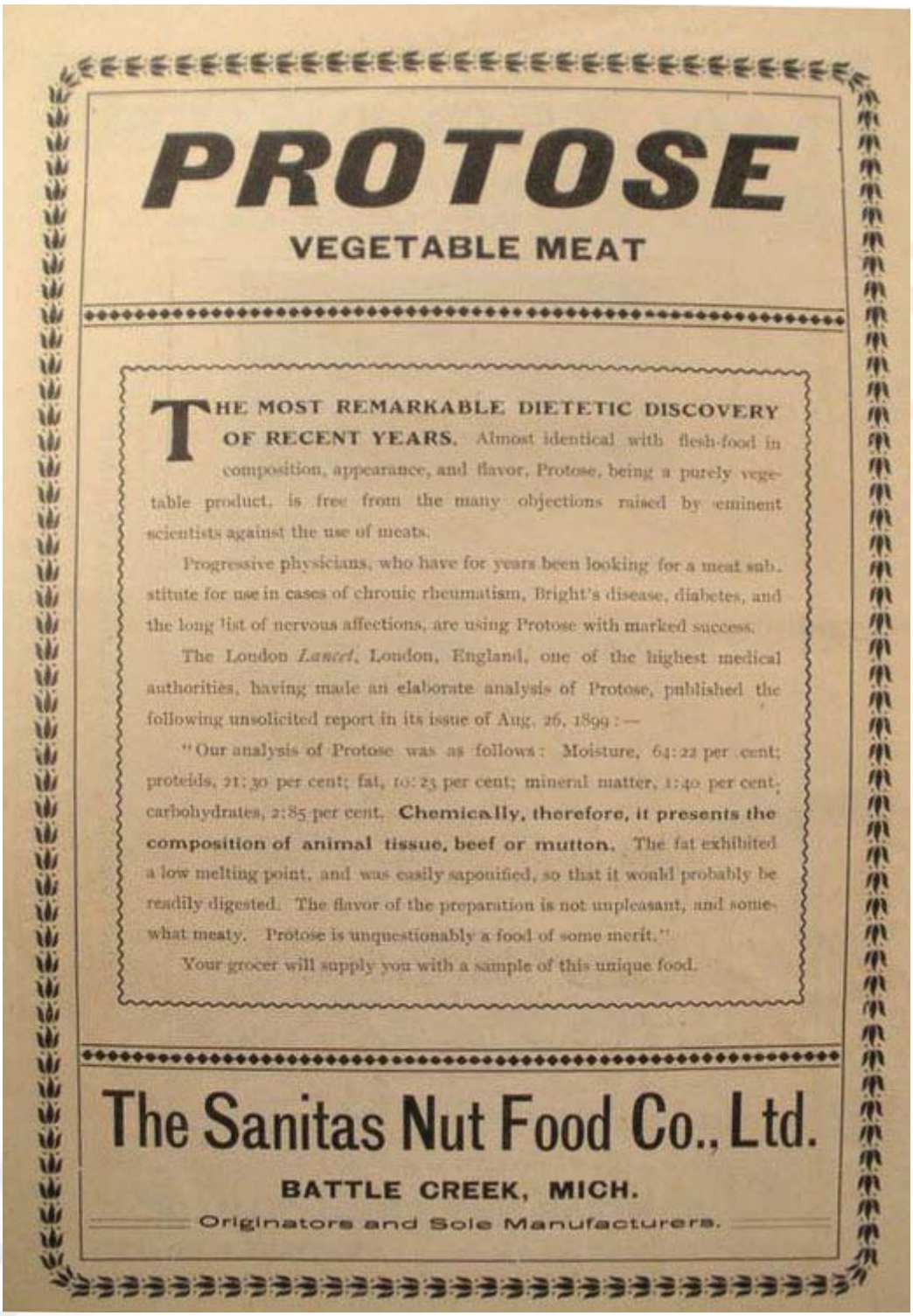
Mrs. Anna L. Colcord. 1899. *A friend in the kitchen: Or, what to cook and how to cook it. Containing about 400 choice recipes carefully tested.* Oakland, California, San Francisco, New York, Kansas City: Pacific Press Publishing Company. Protose is discussed in detail on pages 108-09. "Protose. This is also a nut product and is intended as a substitute for meat. It may be prepared and served in much the same way as flesh foods, which it resembles somewhat in both appearance and flavor. While it possesses nearly twice their nutritive value, it is free from their objectionable features. Protose makes a good flavoring for soups, and is excellent cooked with vegetables." Recipes are given for: Stewed Protose. Roast Protose. Protose sandwiches.

Ad for Protose by Sanitas Nut Food Co., Ltd. 1900. July. *Good Health* (Battle Creek, Michigan). Protose is described as an easy to digest, perfect substitute for meat.

Good Health. 1904. Jan. (Insert after p. 48) "Chart of food elements." Protose (0.5 pint or 4.2 oz) contains 21.3 [units not given] protein, 10.2 fat, 2.8 carbohydrates, and 60 food units per oz.

Lenna Frances Cooper. 1923. *The New Cookery.* 8th ed., revised. The section titled "Unusual foods referred to in this book" (p. 462-64) states: They are made by the Battle Creek Food Company, Battle Creek, Michigan: "Protose (a meat substitute made from cereal and nuts)."

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PROTOSE

VEGETABLE MEAT

THE MOST REMARKABLE DIETETIC DISCOVERY OF RECENT YEARS. Almost identical with flesh-food in composition, appearance, and flavor, Protose, being a purely vegetable product, is free from the many objections raised by eminent scientists against the use of meats.

Progressive physicians, who have for years been looking for a meat substitute for use in cases of chronic rheumatism, Bright's disease, diabetes, and the long list of nervous affections, are using Protose with marked success.

The London *Lancet*, London, England, one of the highest medical authorities, having made an elaborate analysis of Protose, published the following unsolicited report in its issue of Aug. 26, 1899:—

"Our analysis of Protose was as follows: Moisture, 64:22 per cent; proteids, 21:30 per cent; fat, 10:23 per cent; mineral matter, 1:40 per cent; carbohydrates, 2:85 per cent. **Chemically, therefore, it presents the composition of animal tissue, beef or mutton.** The fat exhibited a low melting point, and was easily saponified, so that it would probably be readily digested. The flavor of the preparation is not unpleasant, and somewhat meaty. Protose is unquestionably a food of some merit."

Your grocer will supply you with a sample of this unique food.

The Sanitas Nut Food Co., Ltd.

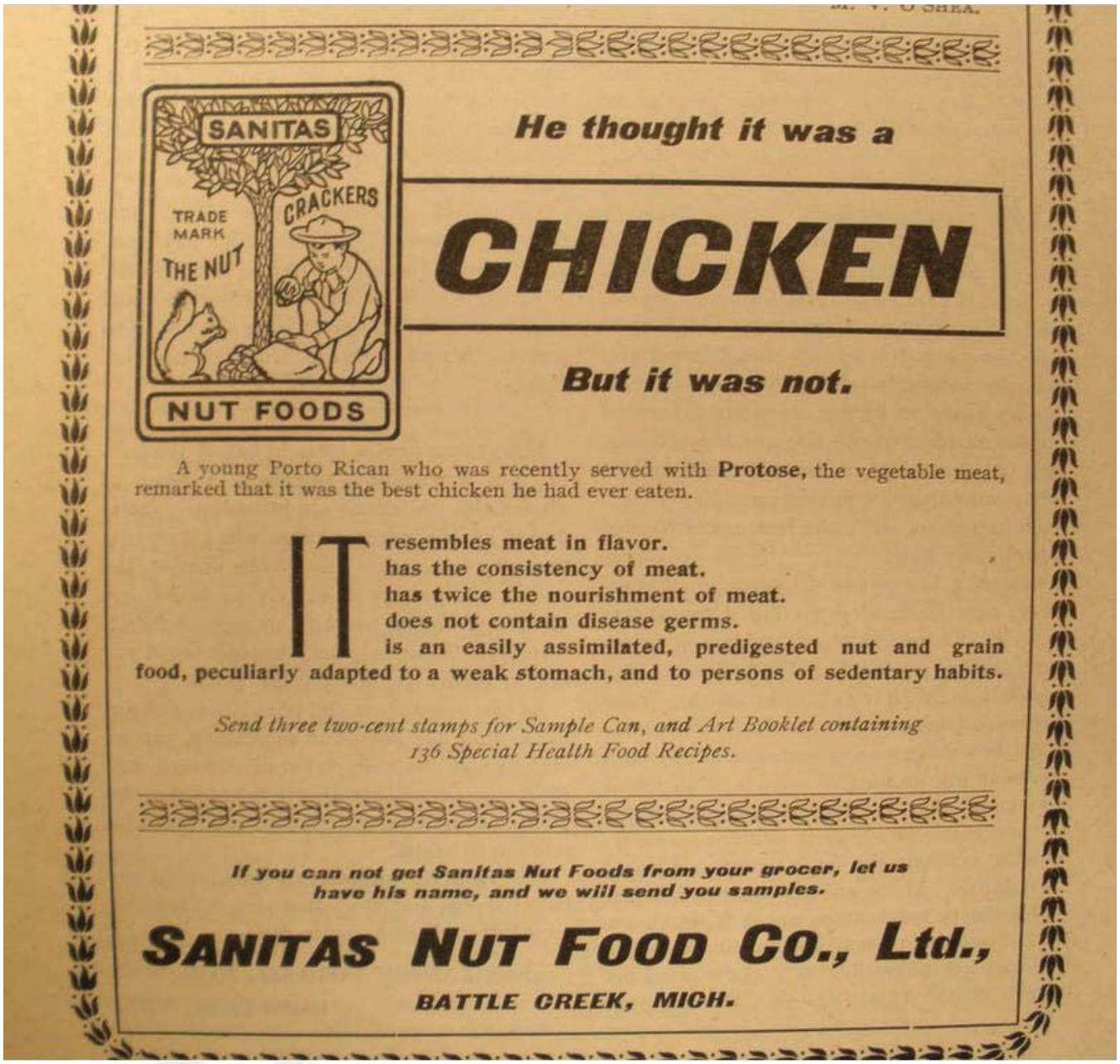
BATTLE CREEK, MICH.

Originators and Sole Manufacturers.

John Harvey Kellogg. 1930. Good Health (Battle Creek, Michigan). Dec. 5, p. 5-7. "Soybeans as human food. I." "I was wholly unacquainted with it [the soybean], and so naturally sought to find in nuts, especially the peanut, a solution to the problem, and succeeded in producing a vegetable meat, Protose, of which several thousand tons have been since made and consumed." Note: It is not known when gluten was first used in this product, but "wheat protein" was the main ingredient in Protose made by Granose Foods in England in 1940.

Ad in *California Health News.* 1937. Feb. 19. p. 13. "For meatless days and for a delicious change. Protose: A satisfying vegetable meat." Illustrations show (each on a plate): Protose croquettes. Protose steak with onions. Protose

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salad. A can of "Protose: Vegetable meat." "Protose is made of grains and nuts."

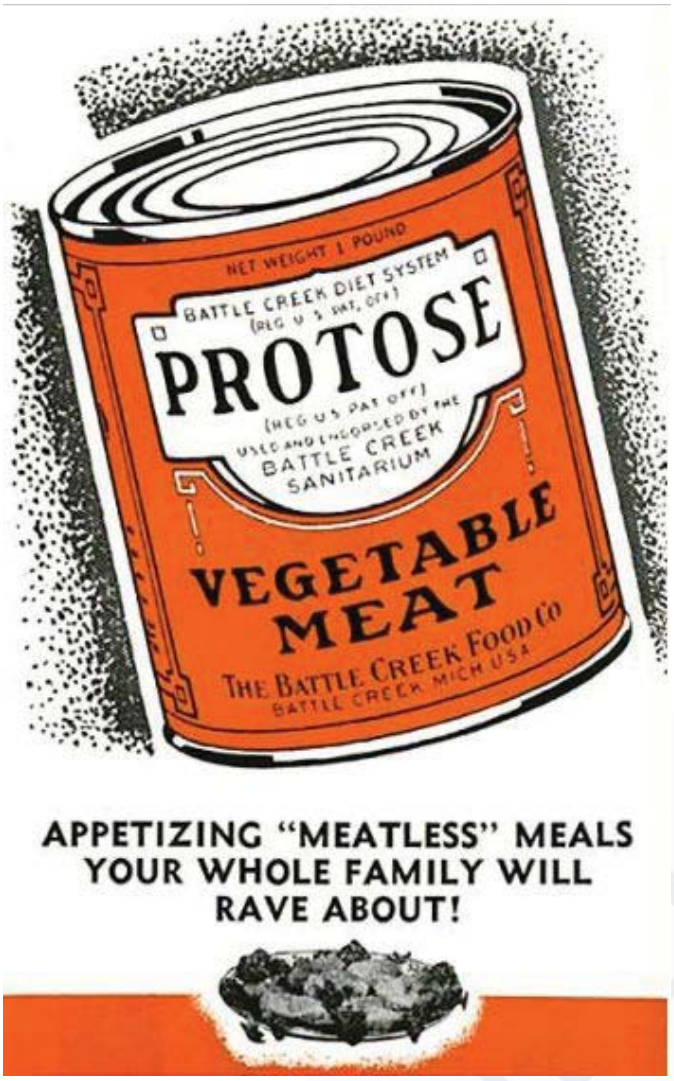
Ad for Protose: Vegetable Meat by Battle Creek Food Co., Ltd. 1939. *Good Health* (Battle Creek, Michigan). July, p. 380. "Protose, a vegetable meat, may be prepared in any of the ways in which meat is served." A small photo shows the Battle Creek Sanitarium.

Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Vegetable Meats–Protose Vegetable Meat. 1 lb. $0.50. ½ lb $0.30.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual.* 1st ed. p. 95. Protose contains 22.30% protein, ?% fat, and 22.70% carbohydrate.

Richard W. Schwarz. 1970. John Harvey Kellogg, M.D. p. 122, 209-14, 216, 218. "In 1896 [Dr. John Harvey] Kellogg announced that he had perfected the ideal substitute for meat in Nuttose, a nut product which he could prepare to taste much like beef or chicken." This was his first meatlike product. Later he developed Protose. "Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium." But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. "John Harvey's

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new flaked cereals and vegetable meats became the property of the Sanitas Company." In mid-1906 Dr. Kellogg decided to change Sanitas' corporate name to the Kellogg Food Company. Then: "In the spring of 1921, to avoid further difficulties with Will Kellogg's manufacturing business [Battle Creek Toasted Corn Flake Company], Dr. Kellogg changed his concern's name to the Battle Creek Food Company."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 162. Lists the ingredients in "Protose (Battle Creek)."

Note 1. This is the earliest known commercial product that could be used as a meat alternative in place of beef. See, for example, "Protose steak with onions."

Note that in 1960 Worthington Foods had acquired Battle Creek Food Co.

164. *Mercury* (*The*) (*Hobart, Tasmania, Australia*). 1899. Vegetarianism. July 25. p. 3.

• ***Summary:*** "[From a correspondent.] The delegates and visitors to the biennial Union Conference of Seventh Day Adventists, recently in session at Avondale College, Cooranbong, N.S.W., were much interested in the vegetarian dietary as practised at the college, and in which the delegates, visitors, and students equally participate. In order to give a good idea of the dietary in question, a week's menus at the college are appended: -

"Sunday.–Breakfast–Rolled oats, granola, milk, bread, rolls, honey, stewed quinces, caramel coffee. Dinner–Tomato soup, crutons, mashed beans, squash, corn, nut sauce, bread, zwieback, bread and fruit pudding, lemon dressing.

"Monday.–Breakfast–Oatmeal, granola, fruit toast, bread, rolls, buns, stewed apples, honey, milk, caramel coffee. Dinner–Pea soup, crutons, mashed beans, scalloped tomatoes, boiled rice, nut sauce, bread, zwieback, quince pie.

"Tuesday.–Breakfast–Oatmeal, granola, maccaroni [macaroni], nut butter, bread, rolls, gems, stewed quince, honey, caramel coffee, milk. Dinner–Bean soup, crutons, green peas, potatoes, squash, milk sauce, bread, zwieback, bread pudding.

"Wednesday.–Breakfast–Breakfast meal porridge, granola, milk, milk toast, nut butter, bread, rolls, gems, stewed peaches, jam, caramel coffee. Dinner–Tomato soup, crutons, split peas, fresh corn, squash, nut sauce, bread, zwieback, lemon pudding.

"Thursday.–Breakfast–Breakfast meal porridge, grape toast, granola, nut butter, stewed peaches, honey, bread, rolls, milk. Dinner–Potato soup, crutons, baked beans, pumpkin, fresh corn, nut sauce, bread, zwieback, apple pie.

"Friday.–Breakfast–Rolled oats, granola, maccaroni baked with granola, bread, rolls, gems, stewed apricots, honey. Dinner–Bean soup, crutons, peas puree, mashed potatoes, turnips, sauce, bread, zwieback, sago pudding.

"Saturday.–Breakfast–Oatmeal, granola, fruit toast, bread, biscuits, buns, peaches, honey, milk, caramel coffee. Dinner–Pea soup, crutons, savoury beans, sliced tomatoes, nuttose, bread, zwieback, peach pie.

"The dietary is not only thoroughly wholesome, but also exceedingly appetising."

Note: Parr and Litser (1995, p. 18-19) state that the first Seventh-day Adventist health food factory in Australia, at Melbourne, began to make its first foods in Jan. 1898.

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Edward Halsey, the master baker, produced the first batch of Granola on 27 Jan. 1898. It was made at St. George's Bakery, 46 Clarke St., Northcote, Melbourne, Victoria. The next day he roasted his first tray of peanuts and produced the first batch of Caramel Cereal. But it was soon realized that Melbourne was not the best location. On 5 Oct. 1898 (in a meeting at Summer Hill, a suburb of Sydney), G.W. Morse was elected "president of the Sanitarium Health Food Company," and it was decided "that he should supervise the transfer of the manufacturing of health foods from Melbourne to Cooranbong (the newly established SDA College in New South Wales was at Avondale in Cooranbong).

On 29 May 1899 the new SDA food factory at Cooranbong, began to make its first product (Peanut Butter, made by Edward Halsey, manufacturing wizard). "By June 16 he had turned out two batches of Granola; bread and wholemeal biscuits had come from the oven by July 5/6. And when, later in July of that year, the Union Conference session was held at Avondale, Mr. Halsey's toothsome delights of sound and sensible food were more than enough to awaken the enthusiasm of the delegates. More than this, the delegates bought over £80 worth of Halsey's special goodies during the conference."

Therefore it seems likely that most or all of the special Adventist foods mentioned above (such as granola, caramel coffee, nut butter, nuttose, etc.) were made in Cooranbong, New South Wales, Australia, and no longer imported from Battle Creek, Michigan.

165. Emporium and Golden Rule Bazaar (The). 1899. Display ad: Another remarkable offering in Pure Foods and Liquors... *San Francisco Chronicle.* July 27. p. 4.
• ***Summary:*** "... for Thursday, Friday and Saturday only." Among the 4 foods listed is: "Grape Nuts, the Popular health food, 3 packages–35¢."

Note the use of the term "Pure Foods" in the title. In the USA, the pure food movement and the health food movement were now both underway, each reinforcing the other, educating Americans about adulteration of foods and demanding better food quality. Address: [San Francisco, California].

166. Battle Creek San. Health Food Co. 1899. Look! Read! and then drop us a postal for a free health food book (Ad). *Chicago Vegetarian* 3(12):Back cover. Aug.
Address: Battle Creek, Michigan.

167. Sanitas Nut Foods Co., Ltd. 1899. Sanitas Nut Foods: Nature's foods (Ad). *Chicago Vegetarian* 3(12):Back cover. Aug.
Address: 20 Washington St., Battle Creek, Michigan.

168. Morse, G.W. 1899. The health food business. *Union Conference Record* (*New South Wales, Australia; Seventh-day Adventist*) 2(7):9. Sept. 1.
• ***Summary:*** "The work of completing the food factory at Avondale [New South Wales, Australia], and equipping it with the necessary machinery and fixtures, required much more time than was anticipated. This was the result of failure to secure sufficient means to push the work forward as rapidly as was desired. There seemed to be so many other enterprises that must have means that was contributed, that the food factory was allowed to wait. This was very discouraging to those who were responsible for the enterprise, especially as, the demands for foods were many and very urgent."

"The equipment at present consists of a boiler and engine, a reel oven, dough mixer, two nut shellers, granose mill, granose press, cracker machine, nut blanchers, several nut butter, mills, dough break, granola mill, and numerous miscellaneous fixtures. These, together with the necessary shafting, etc., has required an expenditure of nearly £400.

"P.B. Rudge has had the superintendency of the building operations, and has been ably assisted by J.S. Higgins, of Adelaide, S.A., Mr. Wainman, of Cooranbong, and others. W.J. Booth, of Ballarat, Victoria, has been secured as engineer. E.C. Halsey, who was connected with the business at Melbourne, is head baker." Address: Avondale,.

169. Goldberg, Bowen & Co. 1899. Special saving sale (Ad). *San Francisco Chronicle.* Sept. 4. p. 10.
• ***Summary:*** "Wheatena–Health Food Co.'s–30¢.
"The most wholesome of breakfast cereals."

170. *Vegetarian Messenger* (*Manchester, England*). 1899. Vegetarian Society of Victoria. Sept. p. 302.
• ***Summary:*** "The annual report of this society speaks of a considerable amount of work having been accomplished. Forty-five meetings have been held, mostly in the halls of the temperance associations in Melbourne and its suburbs. The secretary of the society has been in correspondence with several of the great shipping companies urging them to introduce wheat-meal bread among their passengers and crews, and has met with sympathetic responses. Perhaps the most important event in the history of Australian vegetarianism during the year, was the establishment by the Battle Creek [Michigan] Seventh Day Adventists of a manufactory [factory] at Sydney, for the production of health foods. The Adventists have launched a monthly vegetarian journal called the 'Herald of Health,' and have also established a cheap restaurant and lodging house for the poorest classes, which is run on pure vegetarian lines. The Vegetarian Society of Victoria congratulates itself on this addition to the forces of vegetarianism in Australia, and has elected as its president Dr. Caro, the superintendent of the Adventist propaganda. The report also notes with satisfaction the establishment of a sister Vegetarian Society in South

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Australia."

This is the earliest document seen (March 2009) in *Vegetarian Messenger* that contains the term "health foods" (or "health food" or "health-foods").

171. Woods, Chas. D.; Merrill, L.H. 1899. Cereal breakfast foods. *Maine Agricultural Experiment Station, Bulletin* No. 55. p. 93-106. Nov.

• ***Summary:*** "The general use, at the present time, of cereals on the breakfast table is largely due to the improved condition in which these foods are now offered. Twenty years ago uncooked decorticated oats, (sold under the name of oat meal), graham flour, corn meal, and hominy, all of which required long cooking, made up nearly the entire list of breakfast cereals available to the average housekeeper. Today it is possible to purchase at a moderate price cereal foods which have been previously thoroughly cooked, and subsequently dried so they will keep indefinitely."

This report gives a chemical analysis and the "fuel value per pound" of 41 of America's leading precooked cereal breakfast foods, found in the Bangor (Maine) market, including 3 gluten preparations. The chemical composition of the three gluten foods most commonly used in New England is analyzed. These are widely prescribed for diabetic patients by local physicians. The foods were Cooked Gluten, and Whole Wheat Gluten (both made by the Health Food Company of New York), and Dr. Johnson's Glutine (made by Johnson Educator Food Store, Boston, Massachusetts). A table shows that they contain only a little more protein (16.88%, 17.89%, and 15.31% respectively), and a little less carbohydrates (76.80%, 73.85%, and 82.53%) than ordinary bread flour (which contains 15.02% protein and 82.91% carbohydrates).

"Gluten preparations, containing as high as 70 per cent of protein, were on the market five years ago, and there are now preparations carrying from 30 to 50 per cent of gluten which can be used with reasonable safety by persons suffering from diabetes... Samples of flour made from the hard spring wheat of the Northwest not infrequently carry more protein than the sample of Dr. Johnson's Glutine and nearly as much as the two other samples here reported upon. Too much can hardly be said in condemnation of the foisting, by false statements in advertising such materials upon diabetic patients, imposing upon physicians as well as the public."

Another interesting wheat-based product is Ralston Health Club Breakfast Food, made by the Robinson-Danforth Company. It contains 12.16% protein, 85.36% carbohydrates, and 1.56% fat. The report says of this product: "Ralston Breakfast Food, 'a perfect food made from selected wheat rich in gluten,' is also apparently made from soft winter wheat. The sample examined carries 10.70 per cent of protein, and hence could not have been made from a 'wheat rich in gluten.' It is a well made preparation, but its cost of 8 cents a pound is too high."

Other interesting observations: "There is probably no other cereal food on the market so widely and extensively advertised as Shredded Wheat Biscuit. For the most part its advertising matter is free from exaggerated statements." Grape Nuts are manufactured by the Postum Cereal Company. "The claims of the makers are preposterous." Note the very early use of the term "Health Food" in a company name; Cooked Gluten and Wheatena were both made by the Health Food Company. This was probably the Battle Creek Sanitarium Health Food Co. (located in Battle Creek, Michigan; incorporated 1898, yet its forerunner, the Sanitarium Food Department, was making Wheatena and gluten products by 1882), which merged with the Sanitas Nut Food Co. (founded 1899) to become the Kellogg Food Co. in 1908. Note also that no company with "Kellogg" in its name is listed.

Mazama is made by the Mazama Health Food Co. (p. 94). Address: Orono, Maine.

172. *Union Conference Record* (*Australia*). 1899. The health food factory. 2(10):8. Dec. 1.

• ***Summary:*** "After a long but most determined and persevering effort the Sanitarium Health Food Factory is well fitted up, and able to turn out many of our health foods rapidly. This has required much longer time than was expected by anyone, but the work has been well done..." "They are now manufacturing granose biscuits, granose flakes, bromose, nuttose, antiseptic tablets [charcoal tablets], granola, caramel cereal, nut butter, wheatmeal biscuits, gluten biscuits, gluten meal, and still other foods are in the experimental stage. White and brown bread, for the school and the immediate neighbourhood, are also made at the factory. We are thankful to see this enterprise at last on its feet, and we believe it will be appreciated in proportion to the effort it has cost."

Note 1. This is the earliest document seen (Feb. 2010) concerning the Sanitarium Health Food Factory (or Company) in Australia, or stating explicitly that foods with names such as "granose biscuits, granose flakes," etc. are being made in Australia. Formerly foods with these names were made only in Battle Creek, Michigan, then some were imported to Australia.

Note 2. Ellen G. White, co-founder of the Seventh-day Adventist Church, apparently never used the word "gluten" in her own writings. However the above passage appears in her biography, *Biography of Ellen G. White*, 6 vols., by White, Arthur L. 1981-86. He cites it to show what products are being made by the Sanitarium Health Food Factory in Australia. Ellen White was almost certainly aware of all these products (including gluten) since she was in Australia during the 1890s; she arrived in Dec. 1891 and stayed until about 1900.

Note 3. As of May 1997, this Seventh-day Adventist

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church paper is still published under the title *Record.*

173. Postum Cereal Co. 1899. Miscellaneous. The German Emperor uses Grape-Nuts (Advertorial). *San Francisco Chronicle.* Dec. 10. p. 19.
• ***Summary:*** "Kaiser Wilhelm furnished with American food. Upon instructions of a German physician, a case of Grape-Nuts Food was lately sent by express to the German Emperor, Kaiser Wilhelm, at Berlin. This food has come into recognition by physicians as perhaps the most perfect form of nourishment in use.

"The field grains, barley and wheat, are blended in proper proportions, ground and passed through some ten or twelve different operations, during which the starch of the grains is turned into grape sugar [glucose]." The product, its taste, and ease of digestions are described and extolled.

"Most so-called health foods are inclined to be flat and disagreeable to the taste, to be used under a sense of duty. Grape-Nuts, on the contrary, is not only the highest known form of health food, but is palatable and delicious. It is thoroughly cooked before leaving the factory and can be served instantly, either cold, with a little rich cream, or made into a hot dish by pouring some hot milk or cream over it. Grape-Nuts are also used for dainty desserts, treated with gelatine or fruit juices

"All first-class grocers sell Grape-Nuts. Made at Postum Cereal Co.'s factories in Battle Creek, Michigan."

Note: Another ad disguised as an article. Address: Battle Creek, Michigan.

174. Smith's Cash Store. 1899. Prices are for this week (Ad). *San Francisco Chronicle.* Dec. 11. p. 4.
• ***Summary:*** In this ad, one food section with a large bold heading is "Health Foods–Come next–Demonstration permanently of St. Helena and Battle Creek goods–Only fully equipped Health Food Department in city."

Note: Both St. Helena (in St. Helena, California) and Battle Creek (in Battle Creek, Michigan) are makers of vegetarian health foods, owned by the Seventh-day Adventist Church.

This ad also appeared in the Dec. 3 (p. 6) issue of this newspaper. Address: 25-27 Market St., near Ferry, San Francisco, California.

175. Purina Mills. 1899. Ralston Breakfast Food: Cooks in a single boiler in five minutes (Ad). *Scribner's Magazine* 26(6):65 (Advertising section). Dec.
• ***Summary:*** This full-page ad contains an illustration of a steaming pot (with handle) of Ralston Breakfast Food. The text at the bottom reads: "The reason is that as each grain of Ralston strikes the boiling water it bursts and swells up like pop corn. 1 cup Ralston–6 cups boiling water, prepares a breakfast for 5 persons.

"If you have any difficulty obtaining Ralston Breakfast Food from your grocer, send us his name and 2¢ stamp for a sample, enough for a breakfast.

"Purina Mills."

Note: The slogan "Where Purity is Paramount" does NOT appear in this ad. Address: 703 Gratiot St., St. Louis, Missouri.

176. **Product Name:** Malted Nuts (Non-dairy Product Made from Malted Cereals and Nuts and Resembling Malted Milk).
Manufacturer's Name: Sanitas Nut Food Co. from 1899. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1899.
Nutrition: Water 2.6%, protein 23.7%, fat 27.6%, carbohydrate (malt sugar and dextrin) 43.9%, and ash 2.2%. Calories per ounce: 140.
New Product–Documentation: Mrs. Anna L. Colcord. 1899. "A friend in the kitchen: Or, what to cook and how to cook it. Containing about 400 choice recipes carefully tested." The next to last page of the book (unnumbered) lists foods available from the St. Helena Sanitarium Health Food Company [California], including "Malted Nuts."

Sanitas Nut Food Co., Ltd. 1900. *Good Health* (Battle Creek, Michigan). 35(7):July. Ad section in back of issue. Unpaginated. "20th century foods" (Ad). Products include "Malted Nuts."

John Harvey Kellogg. 1921. The New Dietetics–What to Eat and How... Battle Creek, Michigan: Battle Creek Modern Medicine Publishing Co. p. 359. "Nearly thirty years (1892-93) the writer, in seeking to supply the needs of invalids unable to eat cow's milk, conceived the idea of combining malt-digested cereals with nuts to prepare a substitute. The result reached after many experimental efforts was the product known as 'Malted Nuts,' which much resembles malted milk in appearance, while having a delicate and very agreeable nutty flavor. This product has been produced in considerable quantities and has come to be somewhat widely used." 'Malted Nuts' is an excellent source of food iron and it increases the milk secretion in nursing mothers.

In: Richard W. Schwarz. 1970. John Harvey Kellogg, M.D. Nashville, Tennessee: Southern Publishing Assoc. 256 p. See p. 121. "In 1896 he [Dr. Kellogg] patented a product labeled 'Bromose,' which he claimed to be a vegetable equivalent of malted milk... At about the same time, John Harvey originated a similar product which he named Malted Nuts. Derived principally from peanuts and almonds, one could mix Malted Nuts with water to form a vegetable milk which Kellogg maintained looked 'exactly like milk, and tastes so nearly like it that it is a very satisfactory substitute.' He designed the latter product primarily for infants who could not tolerate cow's milk..."

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177. Colcord, Anna L. (Mrs.). 1899. A friend in the kitchen: Or, what to cook and how to cook it. Containing about 400 choice recipes carefully tested. Oakland, California, San Francisco, New York, Kansas City: Pacific Press Publishing Company. 126 + v p. Illust. 19 cm.

• ***Summary:*** A Seventh-day Adventist vegetarian cookbook. The subtitle continues: Plain directions for healthful cookery; How to can fruit; A week's menu; Proper food combinations; Rules for dyspeptics; Food for infants; Simple dishes for the sick; Wholesome drinks; Useful tables on nutritive values of foods, time required to digest foods, weights and measures for the kitchen, etc.

Pages 102-03, titled "Wholesome drinks," begins:

"Water is best.–Pindar.

"Tea is a stimulant; sale [commercial] coffee is a hurtful indulgence.

"Wine is a mocker, strong drink is raging; and whosoever is deceived thereby is not wise.–Solomon.

"If you wish to keep mind clear and body healthy, abstain from all fermented liquors–Sydney Smith.

"Many who never touch alcohol ruin their health by tea.–Hygiene Review.

"Temperance is the parent of health, cheerfulness, and old age.–George Mogridge.

The rest of this section is about "Cereal coffee" or recipes for coffee alternatives–without caffeine.

Pages 105-09 discuss "Specially Prepared Health Foods" which may be obtained from the St. Helena Sanitarium Health Food Company (St. Helena, California), of the Battle Creek Sanitarium Health Food Company (Battle Creek, Michigan). They include homemade granola (thoroughly cooked and partially digested; may be eaten with milk, cream, or fruit juice), Granose (light, crisp flakes; serve like Granola), nut butter (a substitute for butter and cream), nut butter cream, nut butter gravy, nut butter pie crust, nut butter sandwiches, Protose ("This is also a nut product and is intended as a substitute for meat..."), and Caramel Cereal (a "harmless and nutritious substitute for tea and coffee, both of which are now generally recognized by the best physicians as harmful beverages, and the cause of many nervous disorders. It is made wholly from grain products...").

Page 114, "Food for infants," describes how to make such foods when mother's milk is not available. The main ingredient in each is cow's milk, and they are recommended even for an infant under 3 months of age.

Page 120 gives a week's menu and page 121 discusses the Sabbath and Sabbath dinners ("The Sabbath is the day of rest. In order that it may be devoted by all to religious exercises, holy meditation, and spiritual delight, it should be as free as possible from the ordinary duties and cares of life... With proper planning, very little, if any, cooking need ever be done on the Sabbath...").

A full-page ad on the next to last page of the book (unnumbered) lists foods available from the St. Helena Sanitarium Health Food Company (which has a San Francisco branch at 1422 Market St.): Granose ("The Queen of cereal foods"), Granola, Granose biscuit, Caramel cereal, Whole wheat sticks, Graham sticks, Pure gluten biscuit, Whole wheat zwieback, Whole wheat wafers, Nut butter, Nucose [what is it?], Nutlet, Bromose, Malted nuts, Protose, Maltol, Ambrosia, Almond butter, Manno, Fruit coco. "Unfermented breads aid digestion: Most of our crackers and sticks are unfermented."

Note: This is the earliest document seen (Feb. 2015) that mentions "Malted Nuts" (a nondairy product made principally from peanuts and almonds; when mixed with water it resembled malted milk).

178. *Los Angeles Times.* 1900. Care of the body: Valuable suggestions for acquiring and preserving health. Jan. 7. p. IM27.

• ***Summary:*** The section titled "A vegetarian restaurant" states: "Los Angeles has now a first-class vegetarian restaurant and it appears to be well patronized. The restaurant, which also keeps health foods for sale, is connected with a well-known hygienic institution [Battle Creek Sanitarium] in Michigan, which manufactures these foods on a large scale, and has branch sanitariums all over the world. For those who are not acquainted with the wide range of dishes at the command of the modern vegetarian in the United States, the following dinner bill of fare of the restaurant above referred to, on a recent Sunday, will be of interest:

"Bayo beans and tapioca soup, celery, cabbage salad, onions, nut and vegetable roast, egg macaroni, boiled potatoes with gluten sauce, lima beans and nut stew, carrots, vegetable stew, ambrosia, bromose tablets, shaved nuttose, sliced nucose, protose.

"Boiled eggs, plain omelet, scrambled, poached, poached on toast, and poached on granose.

"Rice with raisins, granose, granola, gluten mush with milk, nut cream or dairy cream.

"Steamed figs, pear sauce, baked apples with cream, sliced bananas with cream, stewed prunes, apple sauce, apples, oranges, and bananas. Apple charlotte, cream rice pudding.

"Cereal coffee, hot malted nuts, cold milk, hot milk, unfermented wine, glass one-half cream and one-half milk, lemonade, hot or cold orangeade, distilled water.

"Whole-wheat bread, graham bread, zweiback [zwieback], graham sticks, whole-wheat sticks, mixed wafers, oatmeal wafers, graham wafers, granose biscuit, gluten wafers, and whole-wheat wafers."

Note: This is the earliest document seen (March 2007) worldwide that mentions a health foods restaurant.

179. *San Francisco Chronicle.* 1900. An object lesson: In a restaurant. Miscellaneous. Jan. 15. p. 2.

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• ***Summary:*** "A physician puts the query: Have you never noticed in any large restaurant at lunch or dinner time the large number of hearty, vigorous old men at the tables; men whose ages run from 60 to 80 years..."

"If you will notice what these hearty old fellows are eating you will observe that they are not munching bran crackers nor gingerly picking their way through a menu card of new-fangled health foods; on the contrary, they seem to prefer a juicy roast of beef, a properly turned loin of mutton and even the deadly broiled lobster is not altogether ignored.

"The point of all this is that a vigorous old age depends upon good digestion and plenty of wholesome food, and not upon dieting and an endeavor to live upon bran crackers.

"There is a certain class of food cranks who seem to believe that meat, coffee and many other good things are rank poisons, but these cadaverous, sickly looking individuals are a walking condemnation of their own theories."

180. *Kokomo Dispatch* (*Indiana*). 1900. Early morning fire: The health-food concern of Lane Bros. destroyed. Jan. 16. p. 1, col. 2.
• ***Summary:*** "The Lane Bros', health-food concern, situated on Courtland avenue, was entirely destroyed by fire Friday morning [Jan. 12] at 6 o'clock. The cause was an overheated furnace. The loss is $1000. There was insurance for $450 in the American of Indianapolis."

181. Stuart (F.A.) Co. 1900. Theories about food: Also a few facts on the same subject (Advertorial). *Chicago Daily Tribune.* Jan. 17. p. 2.
• ***Summary:*** This is an advertorial for Stuart's Dyspepsia Tablets. "We hear much nowadays about health foods and hygienic living, about vegetarianism and many other fads along the same line.

"Restaurants may be found in the larger cities where no meat, pastry or coffee is served and where the food crank is in his glory, and arguments and theories galore advanced to prove that meat was never intended for human stomachs, and almost makes us believe that our sturdy ancestors who lived four score years in robust health on roast beef, pork, and mutton [sic] must have been grossly ignorant of the laws of health.

"Our forefathers had other things to do than formulate theories about the food they ate. A warm welcome was extended to any kind from bacon to acorns.

"A healthy appetite and common sense are excellent guides to follow in matters of diet, and a mixed diet of grains, fruits and meats is undoubtedly the best."

"Dr. Julius Remmson on this subject says: 'Nervous persons, people run down in health and of low vitality should eat meat and plenty of it. If the digestion is too feeble at first it may be easily corrected by the regular use of Stuart's Dyspepsia Tablets after each meal.'" These tablets "supply the pepsin and diastase necessary to perfect digestion, and every form of indigestion will be overcome by their use."

"All druggists sell Stuart's Dyspepsia Tablets at 50¢ for the full treatment.

"A little booklet on cause and cure of stomach trouble mailed free by addressing F.A. Stuart Co., Marshall, Michigan." Address: Marshall, Michigan.

182. *Los Angeles Times.* 1900. Wanted–Help, female. Jan. 21. p. II1.
• ***Summary:*** This small classified ad states: "Wanted–A good lady demonstrator at the Hoover Health Food Store, 329 W. Fourth st."

Note: This is the earliest English-language document seen (Jan. 2006) from California that contains the term "Health Food Store" (regardless of capitalization). And it may well really have been that!

183. *Kneipp Water Cure Monthly* (*The*) (*New York City*). 1900. Kneipp health food. 1(1):14. Jan.
• ***Summary:*** "Nobody will deny the fact that most of the diseases and cases of ill-health so prevalent in our times may be traced to our incorrect habits of living and to our accustomed unhealthful diet." Father Kneipp showed "us the necessity of returning to a simple, appropriate diet calling attention to the most natural and nourishing foods at our command and the proper way of preparing and using the same.

"Kneipp's Health- and Strength Foods are well known preparations and are cheap as well as good... They are not patent medicines sold at an enormous profit, but sold for a few cents and within the reach of all."

"The genuine, unfermented Kneipp Health Bread made of whole wheat and rye, should be free of any artificial leaven or yeast. It is the best and most nourishing bread made to-day." Details on "How to bake Kneipp's Whole Wheat Bread" are given. Also how to make three different types of "Strengthening Soup." (1) Boil pulverized Kneipp bread in beef or muttonbroth. (2) Boil the meal in milk with a little butter or an egg. (3) Boil the meal in water and season to taste. "This soup meal can also be bought at Kneipp-stores and Kneipp-bakeries."

Note: This is the earliest document seen (Nov. 2014) that uses the term "Health food" in connection with Benedict Lust, naturopathic pioneer in New York City.

184. Moore & Son. 1900. Moore's: The proper place to trade (Ad). *Evening Star* (*Toronto, Ontario, Canada*). Feb. 23. p. 6.
• ***Summary:*** "Special sale of breakfast cereals.
"Ralston Health Pan Cake Flour–12¢.
"Ralston Health Flour–50¢ sack.
"Health Food–12½¢ package.
"Finest quality rolled oats–35¢ stone...

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"Granose Flakes–15¢ package." Address: 402 Spandia, Toronto. Phone: 804.

185. *Los Angeles Times.* 1900. His idea of doctors. Feb. 28. p. I8.
• ***Summary:*** From the Indianapolis News: "'The doctors,' said a dyspeptic-looking man standing in front of a health-food store, are 'N.G.'

"'How so?' asked another.

"'Well, they're so changeable. Now, it was only a few years ago that they told me to drink hot water for my liver. They tell me now not to do it, because it will give me cancer of the stomach. Then they said that tomatoes were not fit for food. Now they tell me to eat lots of them, as it is natural calomel [a purgative]. That's the way it goes. They tell you to stuff yourself with one thing and then throw the switch on it.'

"Then he defiantly bought a package of prepared oats from the health-food store and said he was going home to eat some of it, because the doctor told him it 'was a paste that never ought to enter the human stomach.'"

186. Health Food Restaurant. 1900. Display ad: Gained twenty pounds in flesh. *Chicago Daily Tribune.* March 23. p. 7.
• ***Summary:*** "Mr. Charlton V. Howe, an expert engrosser of 407 Inter Ocean Bldg., is an enthusiastic patron of the Health Food Restaurant, 178 Wabash-av., three times a day. Since he began eating health foods last November he has gained twenty pounds in weight, and from an emaciated dyspeptic has become a rosy-cheeked, vigorous man. He especially recommends the Health Food Restaurant for sedentary people.

"Abundance of delicious food daily served and digestible as well as palatable." Address: 178 Wabash-av., Chicago.

187. Broadbent, Alfred. 1900. Battle Creek work in England. *Vegetarian Messenger* (*Manchester, England*). April. p. 117-18.
• ***Summary:*** "I had recently the pleasure of visiting the sanitarium at Dunedin, Cronks Hill Road, Meadvale, Redhill, in Surrey. It is about two miles walk from Redhill, is pleasantly situated, and has excellent views. There is only room for ten patients, and so far the sanitarium has been full.

"Dr. Kress, who is in charge of the work in this country, is now anxious for the sanitarium to become better known, and says it is intended to build an institution at Redhill to accommodate forty or fifty patients. When that is filled, another will be started at some other point where an equal number can be dealt with."

"The sanitarium at Redhill, is under the supervision of Dr. Kress and his wife–Dr. Lauretta Kress, and under their superintendence the work must prosper, they are so impressed by its righteousness and truth.

"Dr. Kress is a specialist for diseases of the stomach, and has had many years experience in the treatment of indigestion.

"Dr. Lauretta Kress is skilled in the treatment of diseases of women, &c. She is an excellent speaker and lecturer, and a great believer in dress reform for ladies, being most anxious to promote it in this country. She has designed some garments which sit very tidily, and are not at all sloppy. She says that any garments can be adapted to the patterns she uses.

"There are only two meals during the day in the sanitarium, one at 8 o'clock morning, the other at 3 o'clock afternoon. No liquids are allowed at meals.

"No physic or drugs are used, the treatment consists of massage, electricity, electric baths, diet and hydropathy being made special features of the treatment, which is highly successful."

"For a few years the foods sold by the London Food Co., have been imported from Battle Creek, Michigan, U.S.A., but now a factory is established at Horley, Surrey, where several kinds are already manufactured.

"The foods from now are to be sold in this country under the name of 'Life and Health Foods.'

"I have visited the factory and though the machinery was not working, I was struck with the elaborate machines required for producing the foods. Some of them go through more than twelve processes, Granose especially requiring a very long time to make.

"I was informed that the price of all the foods is being gone into, and a reduction on them all–it is hoped–will be eventually made. I hope this will come about, for I have long considered it a great pity that these valuable foods should–because of their high price–be placed beyond the reach of many whose accession to them would leave the path of food reform made easier.

"The Vegetarian Society, which has always sought to popularise food-products of a genuine nature, was the first to introduce these foods into this country, and has done much to make them so well known as they are today."

188. Purina Mills. 1900. "In five minutes its cooked": Ralston Breakfast Food (Ad). *McClure's Magazine* 14(6):107 (Advertising section). April.
• ***Summary:*** A full-page ad. The top half of the ad contains an illustration of a woman at the stove (cooking Ralston Breakfast Food), looking over her right shoulder at a huge clock on the wall. The time is 6:55–time for breakfast. A box of Ralston Breakfast Food is in the right foreground.

The text reads: "Saves time, temper and digestion. Most cereals require a double boiler and at least 20 minutes cooking, while Ralston Breakfast Food is prepared with ease and dispatch in a single boiler in five minutes.

"The vigor and strength imparting properties of Ralston

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come from Gluterean Wheat, the whole berry of which is milled into Ralston Breakfast Food.

"There's not another dish so delicious for breakfast that contains as much nutrition as Ralston Breakfast Food.

"Ask your grocer. If he doesn't keep Ralston, send us his name, and we'll send you a free sample.

"Purina Mills, 'Where Purity is Paramount.' Manufacturers of Purina Health Flour, (Whole Wheat), In 5 lb. packages and 12 lb. sacks."

Note: This is the earliest document seen (Sept. 2020) that contains the phrase or slogan "Where Purity is Paramount." Soon many other companies, including those outside the food industry, would start to use this slogan. Address: 756 Gratiot St., St. Louis, Missouri.

189. *Vegetarian Messenger* (*Manchester, England*). 1900. Price list of the Vegetarian Society's food stores, 19, Oxford St., Manchester, S.E. April. Unnumbered page at rear of issue.

• ***Summary:*** The five categories of food sold are: (1) Foods [cereal grain, whole, crushed, meal, and flakes] (First item is whole wheat meal, freshly ground from best English red wheat). (2) Beans, peas, lentils (incl. soya beans and lists the price as "4*d.* a lb" plus carriage; also 4 types of haricot beans {2.5 to 4*d.*} and 4 types of lentils {2.5 to 3*d.* a lb.}.

(3) Prepared foods (incl. Dr. Nicholl's Food of Health, Dr. Allinson's Food of Health, Fromm's Extract, Fromm's Soup, Nuttosia, Nut Butter {almond, hazel}, Nuttose, Protose, Sterilized Nut Butter, Granose Flakes, Granose biscuits, Avenola, Crystal Wheat, Nutta, Bromose, Falona). (4) Biscuits (incl. Graham crackers, Wholewheat wafers, Wheat and nut rolls, Zwieback–white or Graham). (5) Plasmon [digested milk proteid] chocolate, or biscuits).

Note: This is the earliest English-language document seen (June 2009) published in England that contains the word "Granose" (a flaked cereal food).

190. *Kneipp Water Cure Monthly* (*The*) (*New York City*). 1900. The first hygienic bakery. 1(5):83. May.

• ***Summary:*** This bakery, the first of its kind, "was established by Louis Lust in 219 East 59th St., New York, about six months ago. There were bakers who manufactured a Kneipp bread but it was not always what it ought to be."

"Besides the bread, Mr. Lust makes Kneipp's strength-giving soup, Kneipp's Baby Food, Kneipp's Zwieback, Kneipp's Honey Cakes and Kneipp's whole Wheat-rolls.

"Connected with the bakery there is a lunch room where hygienic foods (Kneipp- and Vegetarian dishes) only are served."

Note: This is the earliest document seen (Nov. 2014) concerning Louis Lust in connection with Benedict Lust; Louis was Benedict's younger brother, and the youngest child in the family, born in 1887 in Germany.

191. Postum Cereal Co. 1900. Miscellaneous. Doubters: Can be changed by knowledge (Advertorial). *San Francisco Chronicle.* June 28. p. 9.

• ***Summary:*** "If there is any doubt about making brain power by the use of certain foods, the doubter should make the following experiment."

Helen Frances Huntington of Gainesville, Georgia, explains how she was a doubter, until she discovered Grape-Nuts, "which I have found to be the most wholesome, nourishing and appetizing food that has ever come to my knowledge."

"I am not a dyspeptic, but being constantly engaged in severe brain work I found that I did not thrive on an ordinary diet..." After trying many different foods and diets she "resorted to one and another of the various health-foods, which all seemed alike, tasteless and valueless as a brain food, until quite by chance I had a dish of Grape-Nuts food served as dessert. I liked it so well I began to use it daily." Address: Battle Creek, Michigan.

192. U.S. Department of the Interior, Census Office. 1900. Paul C. Bragg in the 1900 U.S. Census in Washington, DC, on N. Capitol Street. Washington, DC.

• ***Summary:*** Robert L. Bragg. Head of Household. Born Feb. 1865 in Indiana. Mother born in Indiana. Father born in Indiana. Occupation: Composer [like typesetter], Government Printing Office.

Carrie Bragg. Wife. Born March [illegible, about 1864] in Indiana. [Age 36]. Mother born in Indiana. Father born in Indiana.

Elton Bragg. Son. Born [illegible, either January or June] 1894 in Indiana. Mother born in Indiana. Father born in Indiana.

Paul C. Bragg. Son. Born Feb. 1895 in Indiana. Mother born in Indiana. Father born in Indiana.

John Bragg. Son. Born April 1899 in Washington, DC. Mother born in Indiana. Father born in Indiana.

Note: Paul Bragg's parents, Robert and Carrie Bragg, started to raise their family in Indiana, then moved to Washington, DC, between Feb. 1895 and April 1899. Paul is the 2nd of 3 sons. His middle name is Chappius and he was born on 6 Feb. 1895–based on his Social Security Death Index record and his death certificate of 7 Dec. 1976. In the 1910 U.S. Census the father's name is given as Robert E. Bragg (this middle initial matches the one given on his son, Paul's death certificate) and his eldest son's name is given as James E. Bragg.

193. U.S. Department of the Interior, Census Office. 1900. Tony A. Berhalter in the 1900 U.S. Census in Van Buren, Jackson Co., Iowa. Van Buren, Jackson County, Iowa. 1 p. Family No. 315.

• ***Summary:*** Tony A. Berhalter is a boarder in the household of John Bormann, who is head of the household. Tony is

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a white male. Birth date: Oct. 1879. Age: 20. Birthplace: Germany. Immigration Year: 1896. Relationship to Head of House: Boarder.

Father's Birthplace: Germany. Mother's Birthplace: Germany. Marital Status: Single. Residence: Preston & Miles City (Pt.), Jackson, Iowa. Occupation: View on Image. Neighbors: View others on page.

Household Members: Name & Age: John Bormann 51, Catharina Bormann 49, Johnnie H. Bormann 22, August Bormann 20, Joseph Bormann 18, Catharina Bormann 15, Thresia Bormann 13, Benidict H. Bormann 8, Clara Bormann 5, Osmond J. Hubbel 27, John Cain 39, Tony A. Berhalter 20, Nick Snyder 48, Thomas G. Pittard 36, James Crowley 29, Maggie Schaefer 25, John J. Keavin 45, H.D. Clark 40.

Note: This is the earliest document seen (July 2021) that mentions Tony (Anthony) A. Berhalter, but not in connection with health foods.

194. *Poverty Bay Herald* (*Gisborne, New Zealand*). 1900. Sanitarium health foods (Ad). July 6. p. 3.
• ***Summary:*** "Supply on hand: Caramel Cereal [a coffee substitute]. Granola (packets and bags). Granose Biscuits. Nut Butter. Nuttose. Bromose. Gluten. Charcoal Tablets.

Note 1. No company name [Sanitarium Health Food Company] or address is given.

Note 2. This is the earliest document seen (Dec. 2013) concerning "Sanitarium health foods" in New Zealand.

195. Sanitas Nut Food Co., Ltd. 1900. 20th century foods (Ad). *Good Health* (*Battle Creek, Michigan*) 35(7):July. Ad section in back of issue. Unpaginated.
• ***Summary:*** "We manufacture the most unique, delicate, and toothsome line of foods on the market. While these foods are so prepared as to be perfectly adapted to the stomach of the feeblest invalid, or the youngest child, they are at the same time of the greatest value in forming the healthy tissue of the vigorous man or woman. They are prepared with the greatest care from the choicest edible nuts. Perfect substitutes for meat, butter, and milk. Possessing none of their objections." Products include: "Malt Honey, Bromose, Protose, Nut Butter, Malted Nuts, Maltöl. Ask your grocer for samples, and if you fail to get them, write us, giving his name, and you will hear of something to your advantage."

Note: According to Stoltz (1992) Sanitas Nut Food Co. was legally founded in 1899. Address: Battle Creek, Michigan.

196. *San Francisco Chronicle.* 1900. Awards at Paris fair: United States received nearly two thousand prizes... Full list of those receiving the higher recommendations. Number of medals captured nearly double those won at the previous French exposition [of 1889]. Aug. 18. p. 3.
• ***Summary:*** "Paris, August 17.–The list of awards to American exhibitors at the Paris Exposition was made public to-day."

"Department of agriculture, food products, Group X–Libby, McNeill & Libby;... Battle Creek Sanitarium Health Food Company;..."

197. Stuart (F.A.) Company. 1900. Miscellaneous. Theories about food: Also a few facts on the same subject (Advertorial). *San Francisco Chronicle.* Sept. 30. p. 10.
• ***Summary:*** The ad begins: "We hear much nowadays about health foods and hygienic living, about vegetarianism and many other fads along the same line.

"Restaurants may be found in the larger cities where no meat, pastry or coffee is served, and the food crank is in his glory,...

This is an ad for Stuart's Dyspepsia Tablets–another ad disguised as an article. Address: Marshall, Michigan.

198. *Dietetic and Hygienic Gazette* (*New York*). 1900. Department of notes and queries. 16(9):575-78. Sept. See p. 576. *
• ***Summary:*** The answer to the question "Which breakfast foods are most nutritious?" (p. 575-76), includes: "Preparations containing admixtures of barley and rye, as in the 'Ralston Health Food,'... are much enjoyed by some and are both wholesome and nutritious."

199. Snider, Mary Foster. 1900. A Thanksgiving dinner of herbs [vegetarian]. *Good Housekeeping* 31(4):284. Oct.
• ***Summary:*** The article begins with the menu, followed by a recipe for each menu item, and concluding with this:

"The foregoing menu, carefully prepared, will prove a delicious and satisfying dinner to the most confirmed flesh-eater. Nuttose indeed so strongly resembles meat (or rather chicken) in its flavor that the keenest palate frequently fails to detect the difference. Nuttose and protose both belong to the new health dietary, and may be served in many delicious and varied dishes, simulating beef, mutton, chicken, sweetbreads, bacon or turkey, according to the method adopted in preparing them. Both of these delightful and healthful foods, together with bromose, nuttolene, ambrosia, nut butters and nut meats, may be purchased at many of the large city stores, and in a number of places there are health food stores where one may procure every known preparation of nuts and cereals scientific research and painstaking experiments have proved safe and pleasant food for man. Bromose, nuttose and ambrosia are especially delicious."

The menu calls for: "Celery soup. Nut butter sandwiches. Olives. Salted almonds. Lentil cutlets with tomato sauce. Rice croquettes with red currant jelly. Vegetable turkey. Brown gravy. Cranberry jelly. Italian chestnuts (boiled). Creamed onions. Grape sherbet. Nuttose timbales. Mushroom sauce. Mashed potatoes. Baked squash. Apple and nut salad. Granose biscuit. Almond butter.

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Pumpkin pudding. Lemon pie. White fruit cake. Pears. Apples. Oranges. Nuts. Coffee."

Peanut butter is included in the first recipe: "Celery soup... season to taste and thicken with a little flour rubbed smooth in a lump of butter, and one cupful of mashed potatoes. Let it get very hot and serve with brown bread sandwiches spread with peanut butter."

Here is the recipe for "Vegetable Turkey: Mix well together three cupfuls of chopped nuts (one or more kinds), three cupfuls of dry bread crumbs, three cupfuls of milk, one tablespoonful of nut butter dissolved in some of the milk, one and one-half teaspoonfuls of finely powdered sage, and three teaspoonfuls of salt. Lastly, stir in six well-beaten eggs. Bake twenty minutes in a brisk oven, and serve hot with cranberry jelly and brown gravy."

And the recipe for "Brown Gravy: To each cupful of water take three tablespoonfuls of peanut meal and, when boiling, thicken with browned flour. Season to taste."

Here is the recipe for "Nuttose Timbales: Measure one-half cupful of stale bread crumbs and cook it with one cupful of milk for five minutes. Then add four level tablespoonfuls of butter, two cupfuls of nuttose cut in small pieces, four beaten eggs, a little onion juice, and seasoning to taste. Turn the mixture into timbale molds and bake slowly in a pan of hot water until firm. Serve them with mushroom sauce. For this cut one dozen large mushrooms into strips with a silver knife. Fry them in four tablespoonfuls of butter for five minutes, dredge with three tablespoonfuls of flour and add two cupfuls of cream. Cook two minutes, add a tablespoonful of butter and seasoning to taste."

200. Purina Mills. 1900. Display ad: Fresh new health foods: From the Purina Mills. *Atlanta Constitution* (*Georgia*). Nov. 1. p. 4.

• ***Summary:*** This rectangular ad contains 6 boxes, above which is written: "Where Purity is Paramount."

Each box contains the description of a food:

"(1) Ralston Health Oats, 2 lb. packages; pkg. 10¢.

"(2) Purina Pancake Flour, 2 lb. packages; pkg. 10¢.

"(3) Purina Health Flour, 12 lb. sacks; per sack 45¢.

"(4) Purina Health Flour, 5 lb. cartons; carton 25¢.

"(5) Ralston Hominy Grits, 2 lb. packages; pkg. 10¢.

"(6) Ralston Breakfast Food, 2 lb. packages; pkg. 15¢.

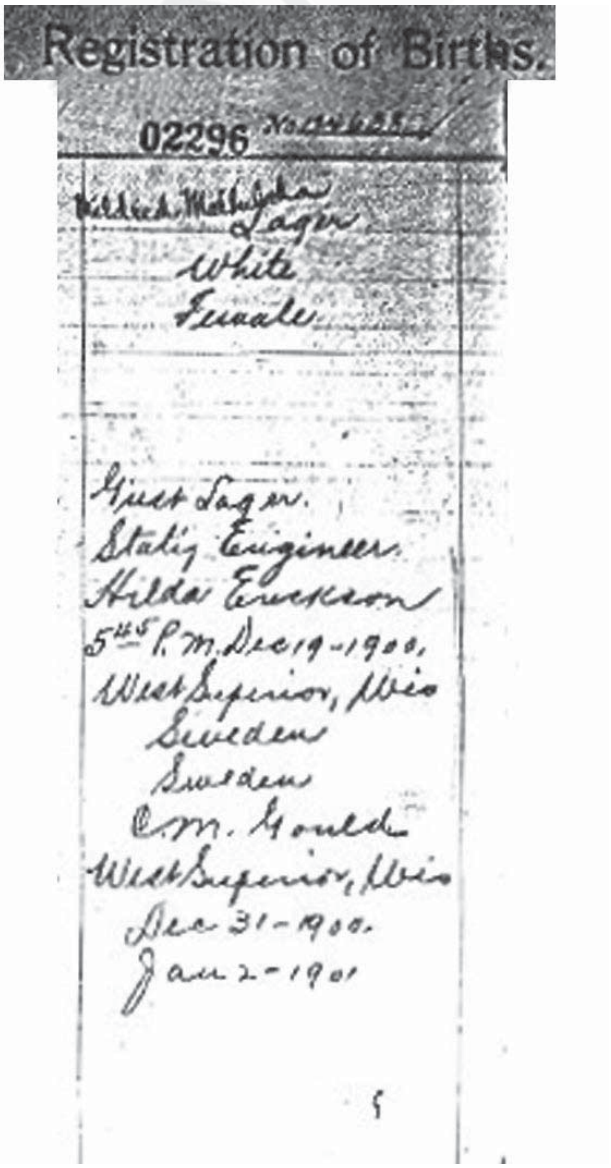
"You'll find it at Kampers, 79-81 Peachtree" [Atlanta, Georgia].

201. *Star* (*Canterbury, New Zealand*). 1900. Jubilee Exhibition: The exhibits. Charlotte Jane Avenue. Nov. 17. p. 6.

• ***Summary:*** "... and beside it are the Sanitarium Health Food Company's exhibits of health foods. The commodities shown in this bay are farinaceous foods intended to promote easy and thorough digestion. The caramel cereal is intended as a substitute for tea and coffee, and by its use, it is claimed, the evils resulting from long-continued or excessive tea or coffee drinking are avoided, as caramel cereal contains neither theine [a stimulant found in tea] nor caffeine, the harmful elements of the beverages of the breakfast table. Granose is a preparation of wheat, in which all the elements of the grain are preserved. Granola is another health food, made from a combination of grain, and it is claimed for it that it is an ideal breakfast food. There are other preparations from nuts, specialties in glutens and antiseptic charcoal tablets, wheatmeal and oatmeal biscuits, etc."

202. Wisconsin, Douglas County, West Superior. 1900. Registration of birth. Douglas County, Wisconsin. 1 p.

• ***Summary:*** This is Mildred Lager's birth registration, #124638, in West Superior, Wisconsin. Name: Mildred Mathilda (?) Lager. Note: Her middle name is hard to read. Color: White. Sex: Female. Name of siblings: None. Name


Registration of Births.

02296

Mildred Mathilda Lager

White

Female

Swedish

Swedish

Dec 31-1900.

Jan 2-1901

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of father: Gust. Lager. Occupation of father: Station engineer. Full name of mother: Hilda Erickson. Hour, day, month, and week of birth: 5:45 p.m., Dec. 19, 1900. Place born: West Superior [Douglas Co.], Wisconsin. Birthplace of father: Sweden. Birthplace of mother: Sweden. Name of physician, health officer, or person signing certification: C.M. Gould. Residence of person signing: West Superior, Wisconsin. Date of certificate: Dec. 31, 1900. Date of registration: June 2, 1901.

She died on 25 Jan. 1960 and in buried at Forest Lawn.

Note: This is the earliest document seen (July 2021) that mentions Mildred Lager.

203. Catalogue of exhibitors in the United States sections of the International Universal Exposition, Paris, 1900. 1900. Paris: Société Anonyme des Impremieries Lemercier. 560 + 31 + [23] p. See p. 288. 20 cm.

• ***Summary:*** "Class 56, Farinaceous products and their derivatives," includes two health food companies (p. 288): (1) "Battle Creek Sanitarium Health Food Company, Battle Creek, Michigan.–Cereal products and health foods."

(2) "Health Food Company, 61 5th Avenue, New York. Wheatena, infants' and invalids' food."

204. Cleveland city directory. 1900. Cleveland, Ohio: Cleveland Paper Manufacturing Co. See p. 220

• ***Summary:*** "Cleveland Health Food Co. (Julius Koehler), Mnfrs. of Peanut Butter, Salted Peanuts and Pure Strained Honey, rear 99-108 (old) Central av.; Both Phones."

Note 1. This is the earliest document seen (Dec. 2014) showing that Cleveland Health Food Co. was manufacturing peanut butter by 1900, although the brand is not given.

Note 2. The company's entry in the 1899 Cleveland City Directory does not mention peanut butter and reads as follows: "Cleveland Health Food Co., Agents: Battle Creek Sanitarium Health Foods, and Sanitas Co's Nut Preparations. All Goods Delivered to Any Part of the City. Closed on Saturdays. Tel MAIN 1340. 174 Prospect Street. _ Wm. E. Beebe,–Residence 52 Schiely bldg. Julius Koehler,–"52 Dibble av. Rev. Joseph W. Collie, "941 Logan av." Address: Cleveland Ohio.

205. Directory and Gazetteer of Kokomo and Howard County, Indiana, for 1900. 1900. Kokomo, Indiana: Staley & Staley. See p. 23, 96.

• ***Summary:*** In the business directory section under "Cereal manufacturers" (p. 23) we read: Lane Bros. Health Food Co., 11 McCann.

On p. 96: Lane Bros., health food mfgrs., West Jefferson, Kokomo. George B. Lane, owner. Wife: Lillie. Their home is at 199 West Lincoln. Address: Kokomo, Indiana.

206. Kellogg, Ella Ervilla (Eaton) (Mrs.). 1900. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 206 p. Index. 21 cm. [1 ref]

• ***Summary:*** The wife of the famous Dr. John Harvey Kellogg discusses her system of meatless cookery. She lived 1852-1920. This book was copyrighted 1896.

Contents: Preface. Cereals. Macaroni. Fermented or yeast bread. Unfermented or aerated bread. Fruit. The leguminous seeds (soy is not mentioned). Vegetables. Soups (without milk, with milk), Eggs. Desserts. Pastry ("Dietetic evils of pastry–General suggestions for making pies"). Cake. Toasts (incl. Zwieback). The Battle Creek Sanitarium Food Company's Products (recipes using them; including Granola, Granose, Crystal Wheat, Gluten, Zwieback, Caramel-Cereal).

Sanitas Nut Food Company's Products (recipes using them; including Nut Butter, Nuttolene, Nut Meal {"Many persons suffer from biliousness, nervousness, sick-headache, and various forms of indigestion, from the use of butter, milk, and cream, without being aware that these substances are harmful to them. Persons suffering from dilatation of the stomach, a condition which is exceedingly common, must avoid milk and butter in all forms. Nut butter, nut meal, and nuttolene have been prepared as substitutes for butter and cream. In nut butter, the fat is in a state of perfect emulsion, so that it mixes well with water. Thus it does not interfere with digestion}," Protose, Granose, Almond Meal). Hints about every-day work (Economizing time, system in work, daily program of kitchen work, economizing money, economy of material, uses of stale bread, left-overs, waste of fuel, general suggestions for economical housework, order of clearing the table, washing the dishes, dish-cloth and towels, cleaning silver, care of table linen, disposal of garbage).

Peanut butter is called for as an ingredient in recipes on pages 166 and 170 ("An icing for the peanut cake may be made in the same way by using the peanut butter").

Note: This is the earliest English-language document seen (Nov. 2013) that mentions a non-dairy icing.

Almond butter is called for as an ingredient in recipes on pages 140 (one well-rounded tablespoonful in an icing for Almond pound cake), 155 (twice), 156 (twice), 166 (twice), 170, and 172 (twice).

The term "nut butter" appears on 32 pages; see p. 201 in Index.

The word "Vegetarian" appears in this book only once, in the titled of a recipe, "Vegetarian Boiled Dinner" (p. 164).

Bran (including wheat bran) is mentioned on pages 98 and 99 (3 times each in the section on soups), 100, 144, 169, and 197.

Near the end of this book are full-page ads for: Bromose (p. 207), Malted Nuts ("presented in the form of a fine granular powder," p. 208), Protose–vegetable meat ("This truly wonderful food product is, without question, the most remarkable discovery in dietetics which has been made within the last half century... Protose is a Perfect Substitute for flesh food... Send 10 cents for a sample can," p. 209),

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Battle Creek Sanitarium Health Foods (Granose, Granola, Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Corn Grits, Crystal Wheat {sterilized, ready cooked}, Gluten Preparations, Diabetic Foods, A large variety of crackers and biscuit and other wholesome preparations. Superior canned goods. Warranted pure. Send for catalog and price list, p. 210).

Antiseptic charcoal tablets–antiseptic, absorbent. "Charcoal Tablets are not a panacea, but they have proved to be the moat valuable remedy we possess for morbid conditions arising from fermentation or decomposition of food in the stomach and intestines. They consist of a special form of vegetable charcoal, much superior to willow, freshly prepared, to which is added sulphur, one of our most valuable intestinal antiseptics, and diastase, a starch-digesting ferment. This will at once be recognized as a happy combination for combating the action of microbes in the alimentary canal," (p. 211). *The Stomach: Its Disorders and How to Cure Them,* by J.H. Kellogg, M.D. (p. 212). *The Home Hand-Book,* by J.H. Kellogg (p. 213). *Science in the Kitchen,* by Mrs. E.E. Kellogg, A.M. (p. 214). Address: A.M., Battle Creek, Michigan; Author of *Science in the Kitchen,* etc.

207. *Evening Star* (*Toronto, Ontario, Canada*). 1901. Malt Breakfast Food: A wonderfully delicious and nutritious breakfast food (Ad). Jan. 5. p. 13.
• ***Summary:*** "Princes and potentates of the past never enjoyed such a morning dish as Malt Breakfast Food affords... Kings and queens of the past would have given any price for such a palate-pleasing health food for the breakfast table."

"Your grocer sells Malt Breakfast Food. Ask him for a package; he will recommend it with pleasure.

Note: Neither the maker of this health food nor the company running this ad appear in the ad. Similar ads for this product ran in the *Evening Star* many times in 1901.

208. Goldberg, Bowen & Co. 1901. Monday Tuesday Wednesday (Ad). *San Francisco Chronicle.* Jan. 7. p. 10.
• ***Summary:*** "Wheatena
"Health Food Co.–25¢.
"reg'ly [regularly] 30¢ package."

209. *Vegetarian Messenger* (*Manchester, England*). 1901. Of health foods and vegetarian specialties: Write for the latest and most complete price list in the Kingdom (Ad). Jan. p. [4].
• ***Summary:*** This ¼ page ad (on an unnumbered page near the front) continues: "... and Xmas and New Year Novelties. 'Pitman' Health Food Stores, Birmingham.

Note 1. This is the earliest English-language document seen (Sept. 2009) in England or the UK that contains the term "Health Food" or "Health Food Stores" (or Store, regardless of capitalization).

Note 2. This is the earliest document seen (Sept. 2009) that mentions "Pitman" or "Pitman Stores" in Birmingham, England, in connection with healthy foods. Pitman seems to be much less involved with making such foods than the International Health Food Association [International Health Association], also of Birmingham. IHA seems to have been the first importer of and then the first manufacturer of health foods in England and Pitman seems to have started the first health food stores. Yet it is not clear whether or not Pitman carried health foods made by IHA in its stores; it seems likely that they would have (in part since IHA apparently owned no retail stores), yet we have been unable to find any evidence to confirm this.

210. "Pitman" Stores: The depot for Dr. Kellogg's health food products. 1901. Birmingham, England: 1 p.
• ***Summary:*** See next page. A facsimile of this page appears on page 59 of the following book: Hill, Ray. 1998. *The Health Food Store: A Nostalgic Look at the First–Its Origins, Philosophy and Development.* Gloucestershire, England: NuHelth Books.

Hill's book states (p. 58) that this page appears in the "1901 February Pitman Price List."

"These Goods are now being manufactured in England by The International Health Association Limited.

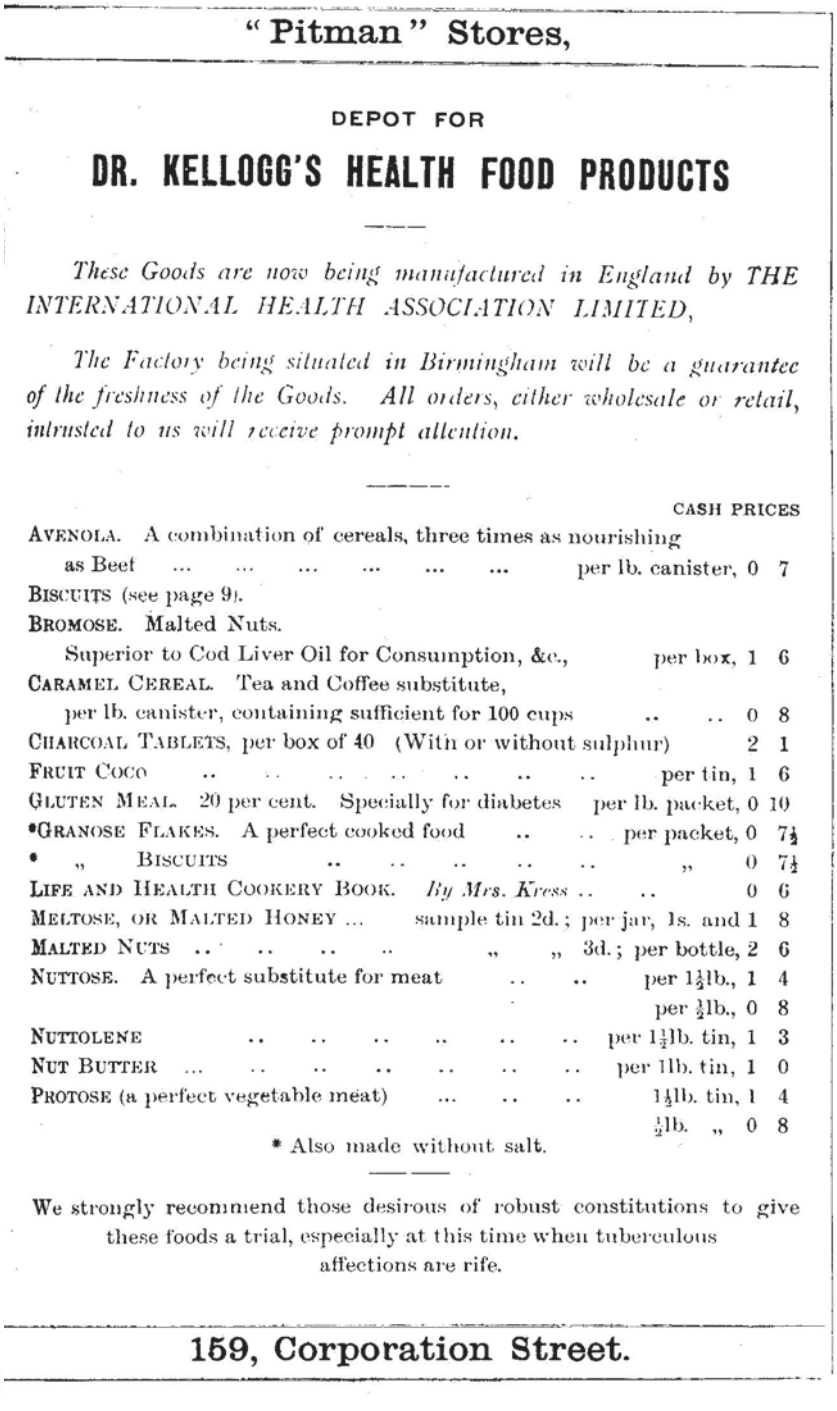
"The factory being situated in Birmingham will be a guarantee of the freshness of the Goods. All orders, either wholesale or retail, intrusted to us will receive prompt attention.

The following products, and the price of each, are listed: Avenola. Biscuits. Bromose: Malted nuts. Caramel Cereal: Tea and coffee substitute. Charcoal Tablets. Fruit Coco Tablets. Gluten Meal. Granose Flakes. Granose Biscuits. Life and Health Cookery Book, by Mrs. Kress. Meltose, or Malted Honey. Malted Nuts. Nuttose, a perfect substitute for meat. Nuttolene. Nut Butter. Protose (a perfect vegetable meat). Address: 159, Corporation Street, Birmingham, England.

211. White, Ellen G. 1901. Manufacture of health foods. In: Testimony for the Church. 1901. Vol. 7. See p. 127-31.
• ***Summary:*** This talk, said to be under Divine Guidance, was presented on 16 Feb. 1901 at St. Helena, California. "I have a most earnest desire that in every place the work shall be carried forward in accordance with His commands. I see trouble ahead as high as mountains for our people in the way in which some things are now being done, and especially in regard to the health food business...

"With great skill, and with painstaking effort, Dr. Kellogg and his associates have prepared a special line of health foods. Their chief motive has been to benefit humanity, and God's blessing has rested upon their efforts... The Lord will teach His servants how to make food

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"Pitman" Stores,

DEPOT FOR

DR. KELLOGG'S HEALTH FOOD PRODUCTS

These Goods are now being manufactured in England by THE INTERNATIONAL HEALTH ASSOCIATION LIMITED,

The Factory being situated in Birmingham will be a guarantee of the freshness of the Goods. All orders, either wholesale or retail, intrusted to us will receive prompt attention.

CASH PRICES

AVENOLA. A combination of cereals, three times as nourishing as Beef ... ... per lb. canister, 0 7

BISCUITS (see page 9).

BROMOSE. Malted Nuts.
Superior to Cod Liver Oil for Consumption, &c., per box, 1 6

CARAMEL CEREAL. Tea and Coffee substitute,
per lb. canister, containing sufficient for 100 cups 0 8

CHARCOAL TABLETS, per box of 40 (With or without sulphur) 2 1

FRUIT COCO .. .. per tin, 1 6

GLUTEN MEAL. 20 per cent. Specially for diabetes per lb. packet, 0 10

*GRANOSE FLAKES. A perfect cooked food .. .. per packet, 0 7½

* „ BISCUITS .. .. „ 0 7½

LIFE AND HEALTH COOKERY BOOK. *By Mrs. Kress* 0 6

MELTOSE, OR MALTED HONEY ... sample tin 2d.; per jar, 1s. and 1 8

MALTED NUTS .. .. „ „ 3d.; per bottle, 2 6

NUTTOSE. A perfect substitute for meat .. .. per 1½lb., 1 4
per ½lb., 0 8

NUTTOLENE .. .. per 1½lb. tin, 1 3

NUT BUTTER ... . per 1lb. tin, 1 0

PROTOSE (a perfect vegetable meat) ... . 1½lb. tin, 1 4
½lb. „ 0 8

* Also made without salt.

We strongly recommend those desirous of robust constitutions to give these foods a trial, especially at this time when tuberculous affections are rife.

159, Corporation Street.

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preparations that are more simple and less expensive. There are many whom He will teach in this line if they will walk in His counsel, and in harmony with their brethren."

"In all our plans we should remember that the health food work is the property of God and that it is not to be made a financial speculation for personal gain. It is God's gift to His people, and the profits are to be used for the good of suffering humanity everywhere.

"Especially in the Southern States of North America many things will be devised and many facilities provided, that the poor and needy can sustain themselves by the health food industries..."

"... No one has a right to engage in the manufacture of these foods in any selfish way..." Address: St. Helena, California.

212. Parlin, E.E. 1901. Vegetarian restaurants in San Francisco. *California Missionary* 6(12):3. March 25.

• ***Summary:*** Seventh-day Adventists established some of the first vegetarian restaurants in San Francisco. "The first restaurant began in a very modest way in the rear of the food store at No. 1438 Market Street, and was confined to the family of sanitarium nurses and helpers. In December 1898, upon the removal of the health food store to No. 1436 Market Street, arrangements were made by which the restaurant was opened to the public, and a trained cook was secured from the St. Helena Sanitarium. About thirty-five persons, I am told, patronized the restaurant the first day it was opened. The idea of existing without the use of meat was a novel proposition to almost every one; but by means of lectures, demonstrations, and judicious advertising, an interest was awakened, which has steadily grown from that time to the present. 'Vegetarian cranks,' as they were frequently called, became more numerous...

Many of the customers were from down-town San Francisco. They "urged over and over again that a similar establishment be opened nearer the business portion of the city." But rents were very high there. "Finally, however, the present place, at 755 Market Street, was secured at a monthly rental of $150. Although it has dining accommodations for 60 persons at a time, "almost daily many persons go away because of inability to find a place at the tables.

"From the very beginning the class who have patronized the 'Vegetarian Cafe,' as it is now called, have been the professional and business men of San Francisco."

213. Kneipp Health Store Co. 1901. Sale agents for the United States for Father Kneipp's only genuine recipes (Ad). *Kneipp Water Cure Monthly and Herald of Health* (*The*) (*New York City*) 1(3):Unnumbered page. March.

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• ***Summary:*** "Also a complete stock of Kneipp's books, herbs, oils, tinctures, malt coffee, strength giving soup meal, Dr. Lahmann's and Bilz's nutritive salt cocoa, health foods, health underwear, linens and hygienic supplies."

Note: This is the earliest document seen (Nov. 2014) concerning the "Kneipp Health Store Co." or a store selling healthy foods connected with or owned by Benedict Lust. In March 1903 it was named "Kneipp Health Store" at the same address. Its name in advertisements changed frequently. In March 1913 it was "B. Lust Pure Food Store" at 121 East 4th St. In May 1913 it was the "Kneipp Pure Food" and in April 1914 "Pure Food Store," still at 121 East 4th. In Oct. 1922 it was named the "Kneipp Store" at 110 East 41st St." In Feb. 1933 it first used the name "Original Health Food Store," and was now located at 236 East 35th St.

In May 1913 (p. 322) this store first used the term "health foods" (or "health food") in one of its ads.

So was this really the "original" health food store? No! Fox & Co. in Hartford, Connecticut, was selling "health foods" by March 1879, and Newberry's in Los Angeles, California, was selling health foods by May 1895. Address: 111 E. 59th St. (between Lexington and Park Aves.), New York City. Phone: 1697–79th St..

214. *Good Health* (*Battle Creek, Michigan*). 1901. Dainty summer dishes prepared from the celebrated foods that have made Battle Creek famous (Ad). 36(7): July.

• ***Summary:*** This page consists of three large, horizontal photos and their detailed captains. They show: (1) Roast of Protose. "Serve with brown gravy, the recipe for which may be found in the Recipe book which may be had from the Sanitas Nut Food Co., Ltd." Note: Protose is a meatlike product made of peanuts and cereal (no soy) introduced in 1899 by the Sanitas Nut Food Co.

(2) Croquettes of Protose. "Form into croquettes, roll in granola, then in beaten egg, and again in granola. Bake until brown and serve hot, garnished with parsley." (3) "Malt honey balls.–Over freshly toasted granose flakes pour sufficient malt honey to hold the flakes together. Form into balls, and serve with fresh fruit of any kind.

At the bottom of the page is written: "Samples of the foods that are used in these dishes may be obtained by addressing the Battle Creek Sanitarium Food Co., or Sanitas Nut Food Co., Battle Creek, Michigan."

Note: This is the earliest document seen (May 2004) that mentions the Battle Creek Sanitarium Food Co.

215. Purina Mills. 1901. Ralston Breakfast Food: A breakfast for thirty people in a two pound package (Ad). *Kneipp Water Cure Monthly and Herald of Health* (*The*) (*New York City*) 2(7):199. July.

• ***Summary:*** An illustration shows the cereal box. On the front panel: "Health. A perfect food made from selected wheat rich in gluten." "Sliced dates and Ralston Breakfast Food make a delicious dessert. Our 'Little Book of Ralston Recipes' tells of other dainty dishes." "Purina Mills, 'Where Purity is Paramount.'" Address: 748 Gratiot St., St. Louis, Missouri.

216. Sanitas Nut Food Co., Ltd. 1901. Cow's milk kills babies: Malted nuts cures babies (Ad). *Good Health* (*Battle Creek, Michigan*) 36(7):Unpaginated. July.

• ***Summary:*** "By the thousand every year. The manure germ is always present in milk, and is now known to be the cause of *Cholera Infantum*, and other gastro-intestinal disturbances which are the bane of infant life, especially during the warm months. Cow's milk forms tough and indigestible curds. Cow's milk develops ptomaines which cause rickets. Cow's milk causes coated tongue and biliousness [peevish and ill-natured in disposition]. Cow's milk constipates.

"Cow's milk may be improved by mixing with malted cereals (malted milk or cream), and in various other ways, but it is cow's milk still, and often causes rank poison to the babe, and is not much less unwholesome for adults, often gastric catarrh, biliousness, periodical headache, and obstinate constipation.

"Malted nuts cures babies and adults of the mischiefs which milk creates, and is the one perfect substitute for mother's milk, a delicious and wholesome substitute for cow's milk." An oval photo on this full-page ad shows a baby. Address: Battle Creek, Michigan.

217. Battle Creek Sanitarium Food Co. 1901. Toasted Wheat Flakes (Ad). *American Kitchen Magazine* 16(1):p. xxv. Ads section at end. Oct.

• ***Summary:*** A ½-page ad. "Made by the world-famed Battle Creek Sanitarium Food Company of Battle Creek, Michigan. At last the work of achievement is accomplished, and Ceres offers the world the one of all whole wheat foods that is most acceptable to the palate and most healthful. By natural process, exclusive with us, starch, the chief element of all wheat foods, is transformed into dextrine by cooking, drying, recooking, and then hot air toasting, this preparing the way for ready digestion and perfect assimilation. No other food is completely cooked or can begin to compare with Toasted

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Wheat Flakes..."

An illustration shows a statue of Ceres, the Greek goddess of grain, holding a box of Toasted Wheat Flakes in her left hand. A youth, sitting on the floor, looks on.

Note 1. This is the earliest ad or document seen for "Toasted Wheat Flakes."

Note 2. A different half-page ad, titled "Toasted Wheat Flakes" and featuring another lovely woman, appears in this same volume, at the end of the Nov. 1901 issue, on page xxxi. Address: Battle Creek, Michigan.

218. Battle Creek Sanitarium. 1901. Battle Creek Sanitarium (Ad). *Bulletin of the American Medical Temperance Association* 8(4):Last page (unnumbered). Oct.

• ***Summary:*** In the top third on this full-page ad is an illustration of the huge Battle Creek Sanitarium. It is described as "The oldest and most completely equipped establishment of its sort in the world. Beautifully and healthfully located.

The 2nd third is "Branch institutions," those "which are conducted under the same general management as the Sanitarium at Battle Creek, Michigan. Each possesses special advantages due to locality or other characteristic features." They are: Colorado Sanitarium, Boulder, Colorado. St. Helena Sanitarium, or Rural Health Retreat, St. Helena, California. Nebraska Sanitarium, College View (Lincoln), Nebraska. Portland Sanitarium, Portland, Oregon. New England Sanitarium, South Lancaster, Massachusetts. Chicago Branch Sanitarium, Chicago, Illinois (David Paulson, M.D., Superintendent). Cleveland Branch of the Battle Creek Sanitarium, Cleveland, Ohio. Branch of St. Helena Sanitarium, San Francisco, California. Honolulu Sanitarium, Hawaiian Islands. Medical and Surgical Sanitarium, Guadalajara, State of Jalisco, Mexico. Institut Sanitaire, Basel, Switzerland. Claremont Sanitarium, Cape Town, South Africa. Skodsborg Sanitarium, Skodsborg, Copenhagen, Denmark. Sanitarium, Apia, Samoa. New South Wales Medical and Surgical Sanitarium, N.S.W., Australia.

Directory of health food factories: Battle Creek Sanitarium Food Co., Battle Creek, Michigan. Nebraska Sanitarium Food Co., College View, Nebraska. Colorado Sanitarium Food Co., Boulder, Colorado. Portland Sanitarium Food Co., Portland, Oregon. St. Helena Sanitarium Food Co., St. Helena, California. Basle Sanitarium Food Co., Basle, Switzerland. London Food Co., 70-74 Legge St., Birmingham, England.

Note: The correct name (as of Dec. 1901) of the "London Food Co." in Birmingham was probably either the "London Health Food Company" or the "International Health Association." Address: Battle Creek, Michigan.

219. Purina Mills. 1901. Ralston Breakfast Food is a hot weather blessing (Ad). *Atlantic Monthly* 88(529):47. Atlantic Monthly Advertiser. Nov.

• ***Summary:*** A ¼-page ad. The top half of the ad contains an illustration of a woman (bearing a checkerboard blouse) in a kitchen, with a box of Ralston Breakfast Food on the shelf, and a steaming bowl of the prepared food on the shelf. A clock on the wall show's that it's 6:55 a.m.–time for breakfast,' The text reads: "It cooks in 5 minutes–that's why... With fruit you have a delicious and complete breakfast, the effect of which is to nourish every part of the body without overheating the blood. A free sample for your grocer's name. Purina Mills. 'Where Purity is Paramount.'" Address: 822 Gratiot St., St. Louis, Missouri.

220. Health Food Co. 1901. Serve for breakfast at our

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expense the health food Wheatena (Ad). *Atlantic Monthly* 88(530):118. Atlantic Monthly Advertiser. Dec.
• ***Summary:*** "Most carefully prepared cereal on the market, and famous for its Rich, Nut-like flavor. The cheapest way for us to advertise is to have the whole family eat Wheatena one morning for breakfast. We will send free, Until January first, enough for an average family if you send us your grocer's name."

An illustration shows a box of Wheatena. "Ready in 2 minutes." Address: 61 Fifth Ave., New York.

221. Purina Mills. 1901. The world's fare (St. Louis, U.S.A. 1903) Ralston Purina Cereals (Ad). *Atlantic Monthly* 88(530):119. Atlantic Monthly Advertiser. Dec.
• ***Summary:*** "Don't confound them with foods of less quality that cost just as much–every package is guaranteed to contain the finest grain, hygienically milled to retain the nutritive elements which Nature intended. The most liked cereal of the century is Ralston Breakfast Food.

It represents the high quality maintained in every checkerboard package that goes forth from Purina Mills, 'Where Purity is Paramount.' Accept no substitutes, be sure you get the checkerboard kind.

"$1.00 and your grocer's name brings you the full... prepaid; 5 2-lb. packages and 1 12-pound sack of Purina... Flour–the biggest dollar's worth ever offered."

In the top 40% of the ad is an illustration of the World's Fair–soon to be hosted by St Louis. But instead a large building there are four large boxes of cereal (Ralston Breakfast Food, PanKake Flour, Ralston Health Oats), each topped by a cupola and flag, with tiny people walking among them. Address: Gratiot St., St. Louis, Missouri.

222. Macfadden, Bernarr Adolphus. 1901. Strength from eating: How and what to eat and drink to develop the highest degree of health and strength. New York, NY: Physical Culture Publishing Co. 194 p. 19 cm.
• ***Summary:*** The author (lived 1868-1955; born Bernard Adolphus McFadden in Mill Spring, Missouri) was a prolific and very popular popularizer of all aspects of health reform, especially "Physical Culture." But he wrote about everything from masculine virility to strengthening the eyes, nerves, or spine.

The preface of this book begins: "Strength! How we all yearn for this grand power!" Macfadden advocates a raw-food, vegetarian diet, but he allows the consumption of meat and fish, and has chapters on both.

Contents: 1. Appetite. 2. Mastication. 3. Process of digestion. 4. Air. 5. Water. 6. Overeating. 7. Three-meal plan. 8. Two-meal plan. 9. One-meal plan. 10. Meat, or mixed diet. 11. Vegetables. 12. Raw diet. 13. Cooking foods. 14. Health foods. 15. Food and occupation. 16. Food and temperature. 17. Alcoholic liquors. 18. Drinking at meals. 19. Ice water. 20. Coffee and tea. 21. The white-bread curse. 22. Elements of foods. 23. Muscle-making elements. 24. Fattening elements. 25. Mineral elements. 26. Wheat and wheat preparations. 27. Oats and other grains. 28. Vegetables. 29. Dairy products. 30. Fruits, berries, etc. 31. Meats. 32. Nuts. 33. Fish.

Macfadden opposes the use of coffee for several reasons (see p. 125-29): (1) It is a stimulant, pure and simple. (2) It has a bitter, acrid flavor, than is masked by sugar and cream. "Every natural wholesome food has a pleasant flavor, the very first time it is tasted by a child or adult in perfectly normal health." Yet most children strongly dislike the taste of plain coffee. (4) It is a common cause of dyspepsia–an observation made by all experienced physicians. In addition, it causes indigestion and serious irritation of the digestive organs.

Other titles include: "A strenuous lover: A romance of a natural love's vast power." "Superb virility of manhood." "Science of divine healing," etc.

Note 1. This is the earliest English-language document seen (July 2021) that contains the term "raw diet."

Note 2. Macfadden was also a publisher. In 1898 he founded *Physical Culture* magazine and introduced a method of healing called "Physcultopathy." Starting in 1919 he began to publish pulp magazines incl. *True Story, True Romances, True Detective, Photoplay,* and *Movie Mirror.* A documentary on the history of photography (PBS-TV, Oct. 1999) stated that during the 1920s in New York City there were three tabloid newspapers engaged in "the tabloid wars." These "unbelievably rowdy, raucous, in-your-face tabloids" were the *Daily News, Daily Mirror,* and "something called the *Evening Graphic,* which was probably the worst newspaper that has ever been published in North America." "The *New York Graphic* was the most extreme tabloid of all. It had the most sex, the most illustrations, the most scandal; it was the lowest-rent tabloid there was. One of its most interesting innovations was the so-called "composograph." The *Evening Graphic* decided that the real world and photographs of the real world were not interesting enough. "There are so many pictures out there that we're going to show you what you've never seen before." So Bernarr Macfadden, the editor, with his art directors come up with this idea of a composograph. They would stage the photograph, often using staffers at the newspaper, then later paste in the faces of the principals.

In 1947 Macfadden founded Cosmotorianism, "the happiness religion."

223. Rich, Burdett A.; Farnham, Henry P. 1901. The lawyers' reports annotated. Book LI. Rochester, New York: The Lawyers' Co-operative Publishing Company. 1013 p. Index.
• ***Summary:*** Page 332: "United States Circuit Court of Appeals, Second Circuit." Frank Fuller v. Barton Huff et al. Better known as "Fuller v. Huff." Basic findings: "1. The term 'health food' cannot be a technical trademark,

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either with or without the word 'company,' as the term is descriptive of quality.

2. "A mark, name, or phrase that has been so used by a person in connection with his business, or articles of merchandise as to become identified therewith and indicate to the public that such articles emanate from him cannot be used by others so as to lead purchasers to believe that the articles for sale are his, or so as to obtain the benefit of the market he has built up thereunder.

"3. The use of the name 'health food' to describe foods which the manufacturer had previously called "sanitarium foods" may be prevented by injunction at the suit of another manufacturer which had used the name for eighteen years before, even if the defendant may have been innocent in adopting the same name, where, after it had learned of the complainant's prior use, it continued to use the term in spite of remonstrance, with a guaranty to its purchasers against suits, though the packages plainly state the name of the manufacturer, and do not imitate or resemble in external appearance the packages of the complainant.

Ruling of July 5, 1900.

"The use of the prefix 'sanitarium' or the name 'Battle Creek,' in connection with the complainant's tradename, 'Health Food Co.,' does not enable the defendants, under the law, to escape infringement."

Page 333: "The addition of the word 'company' or its abbreviation 'Co.' to 'Health Food' does not make the phrase a legitimate trade-name capable of exclusive appropriation."

"Shipman, Circuit Judge, delivered the opinion of the court: The complainant, Frank Fuller, a citizen of New Jersey, commenced in the year 1875, under the name of 'Health Food Company,' to sell in the city of New York cereal products prepared for food, and has continued to the present time in that business and in the use of the same name, under which he has extensively advertised his goods by circulars, and in newspapers and magazines, at a cost of from $75,000 to $100,000. He has established agencies in Brooklyn, Chicago, Boston, Washington [DC], Philadelphia [Pennsylvania], St. Louis [Missouri], and Oakland [California]. The name 'Health Food Company' is displayed prominently upon the packages in which the various articles are presented to the consumers. About fifty different articles have been thus placed upon the market. The business has become large, and the name is unquestionably valuable to the complainant. In October, 1876, John H. Kellogg took charge, and has continued to be in charge, of the institution popularly known as the 'Battle Creek Sanitarium,' but incorporated in pursuance of the laws of the state of Michigan, in 1867, under the name of the 'Health Reform Institute.' This corporation is the owner of a large sanitarium, having branch institutions at various places, and has established in this country and elsewhere sub-organizations for the promotion of charitable and missionary work. The Battle Creek Sanitarium recommended to its patients particular kinds of cereal foods, and entered upon the business of manufacturing and selling these articles under the name of 'Sanitarium Foods.' In 1881 nineteen different articles were made. In 1888 the business of food manufacture was made a separate department, under the name of 'Sanitarium Food Company,' which advertised itself in April, 1893, as 'Sanitarium Health Food Company.' The reason for this, and a subsequent change of name, which preserved the words 'Health Food Company,' is stated by Kellogg in his deposition as follows:

"In April, 1893, our advertisement appears in *Good Health* [magazine] over the business name of 'Sanitarium Health Food Company.' This name we were led to adopt by the action of one of our old employees [Charles W. Post, developer of Postum {1895} and Grape Nuts {1897}. In 1929 the Postum Cereals company changed its name to General Foods Corporation], who, leaving the institution, set up in business in the same town, advertising himself under the name of the 'Battle Creek Health Food Company.' As quite a large proportion of our mail had for years been addressed to us as the 'Battle Creek Health Food Company,' we found this action a serious annoyance, and objected to it, with the result that an arbitration was agreed upon, the result of which was that the party referred to was required to change his name, which he did, adopting the title the 'Battle Creek Bakery Company.' We then added the word 'Health' to our business announcement, making it 'Sanitarium Health Food Company.' Our salesmen, however, in introducing our foods, so constantly made use of the term 'Battle Creek Sanitarium' in describing our foods, to distinguish between our institution and numerous other sanitariums, we finally, some two or more years ago, still further extended the business title of our food department to its present form,– the 'Battle Creek Sanitarium Health Food Company.' Our purpose in adopting the words 'health food' in our name was to protect ourselves against parties who sought to pirate the extensive business which we had built up, by assuming a name similar to ours, and making similar goods in the same town."

"In October, 1896, a retail grocers' food exhibition was held at the Grand Central Palace in New York city. The complainant exhibited his products at a booth, under the prominently displayed name, 'Health Food Company.' About 15 or 20 feet distant the defendant, Barton Huff, a citizen of the state of New York, as agent of the Health Reform Institute, exhibited its wares, and upon its booth was a placard containing the words 'Health Food Company,' in large letters, under the words 'Battle Creek Sanitarium.' The complainant remonstrated with Huff against the use of 'Health Food Company' as an infringement of the complainant's right, and threatened a suit. Huff said that he would bring the representation to the attention of the officers of the Health Food Department, but the use of the name did not cease. The food business of the defendant under its last name is extensively advertised, and, when the testimony

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was being taken, was said to amount to from $260,000 to $300,000 annually. The circuit court dismissed the bill upon the ground that the defendant's name was clearly distinguishable from the complainant's business name, and was not an unlawful appropriation. 99 Fed. Rep. 439."

"The decree of the Circuit Court is reversed, with costs, and the cause is remanded to that court with instructions to enter a decree for injunction against the defendant Barton Huff in accordance with the prayer of the bill, with costs."

Note: In short, J.H. Kellogg and the Battle Creek Sanitarium were ordered to stop using the words "Health Food Company" or "Health Food Co." in its company name. Use of these words constituted "unfair competition." Address: 1. Editor; 2. Asst.

224. Chicago Pure Food Co. 1902. Nut Food Samples (Ad). *Vegetarian and Our Fellow Creatures* (*Chicago*). Jan. 15. Unnumbered page near end.
• ***Summary:*** "Send prepaid for 35 cts. Four life-giving, strength-building, brain-nourishing foods. Malted Nut Bread, Malted Nut Cheese, Malto-Fruited Nuts, Nut Butter." Address: 3989 Cottage Grove Ave., Chicago [Illinois].

225. *Naturopath and Herald of Health* (*New York City*). 1902-1915. Serial/periodical. Edited and published in New York City by Benedict Lust, N.D. Frequency: Monthly. 25 cm.
• ***Summary:*** See next 2 pages. Preceded by *The Kneipp Water Cure Monthly and Herald of Health.* Other early names: *Hausdoktor. Amerikanische Kneippblatter. Liberator of Medical Thought. Phrenological Journal. Herald of Health and Naturopath.*

In 1908 the volume becomes much thicker because the German-language issues are now bound together with the English-language issues.

Starting with the January 1909 issue, the volume number suddenly and without explanation jumps from Vol. 9 No. 12 (Whole No. 107) in Dec. 1908 to Vol. 14 No. 1 (Whole No. 182) in Jan. 1909. What happened to those 75 missing issues? What was their title? The top of the title page, which is also new, states: "Formerly: The Amerikanische Kneipp-Blaetter (1896-1901). The Kneipp Water Cure Monthly (1900-1901). The German and English editions of the Naturopath (1902-1907). The Liberator of Medical Thought (1902-1908)." This new system of volume numbering would make sense if we took the earliest (1896) volume as Vol. 1. Benedict Lust is editor and proprietor, New York. "Published monthly, combined in English and German, since January, 1908. Devoted to Naturopathy: The art of natural healing and natural living. The science of physical and mental regeneration."

Kirchfeld & Boyle. 1994. p. 208. The "Naturopathic Societies were served by *The Naturopath and Herald of Health*, which became the official publication of the American Naturopathic Association."

The issue of Jan. 1914 (facing title page) states: "A circulation of over 25,000 copies monthly."

OCLC says (Oct. 2004): This periodical ceased in Dec. 1915 with vol. 20, no, 12.

Note: The National College of Naturopathic Medicine (Portland, Oregon) has the earliest issues and the best set, but is missing 1906 (Vol. 7) and 1907 (Vol. 8). Address: 111 East 59th St., New York City.

226. *Vegetarian Messenger* (*Manchester, England*). 1902. Price list. Jan. p. 12.
• ***Summary:*** Lists prices for foods; beans, peas, lentils; prepared foods; biscuits; Plasmon; tea and coffee substitutes; nuts; jams; bottled fruit; oils; butter and lard substitutes [margarines and shortenings]; soaps; and cookery appliances, etc.

All are available for purchase from the Vegetarian Society's Food Stores at 19 Oxford St., Manchester, England.

The foods in the category "Prepared foods" are of special interest, since most are meat alternatives and would soon be called "health foods." Those known to be made (or imported) by the International Health Association Ltd. (renamed Granose Foods Ltd. in 1926). are followed by an asterisk: Dr. Nichol's Food of Health, Dr. Allinson's Food (packed it tins), Fromm's Extract (jar), Maggi's Soups (packet), Granose Flakes* (packet), Granose Biscuits* (packet), Avenola (packet), Bromose* (tin), Falona (tin), Meatose*, Nutmeatse* (tin), Vejola (tin), Nutvejo (tin), Malted Nut Caramels (tin), Nut Butter* (tin), Carnos, Golden Grain Meal (packet).

Cookery appliances include several Nut Mills, and "The Pitman Spoon."

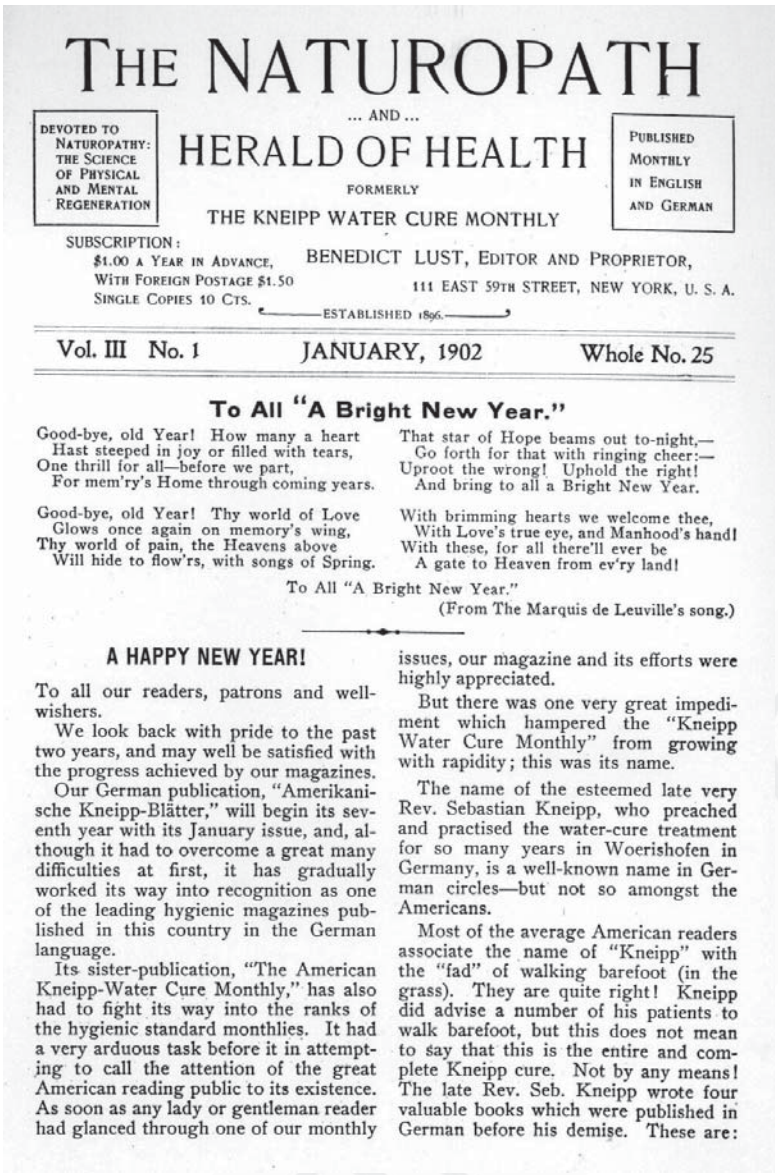
Note: There are apparently no foods made by Pitman sold at this vegetarian store.

227. Marriage of Louis Carque and Margaret Cryan on 30 March 1902 in Manhattan, New York City, New York. 1902. Manhattan, New York City. March 30.
• ***Summary:*** Certificate No. 6036. Source: Ancestry.com.

228. Kneipp Health Store. 1902. Mother's milk (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 3(3):Unnumbered page at front. March.
• ***Summary:*** "... is undoubtedly the best food for infants. When this, however, is not procurable the best substitute for it only should be used... Dr. Lahmann's Vegetable Milk (*Pflanzen-Milch*). Dr. Lahmann's Health Cocoa (*Närsalz-Cacao*). Dr. Lahmann's Hafer Cacao (made with oats). Dr. Lahmann's (sweetened) Chocolate. Dr. Lahmann's Nutritive Extract (*Närsalz-Extract*). Dr. Lahmann's Närsalz Hafer Biscuits." Address: 111 E. 59th St., New York City.

229. R.S.T. 1902. The solving of the meat problem: What has

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THE NATUROPATH

... AND ...

HERALD OF HEALTH

FORMERLY

THE KNEIPP WATER CURE MONTHLY

DEVOTED TO NATUROPATHY: THE SCIENCE OF PHYSICAL AND MENTAL REGENERATION

PUBLISHED MONTHLY IN ENGLISH AND GERMAN

SUBSCRIPTION: $1.00 A YEAR IN ADVANCE, WITH FOREIGN POSTAGE $1.50 SINGLE COPIES 10 CTS.

BENEDICT LUST, EDITOR AND PROPRIETOR, 111 EAST 59TH STREET, NEW YORK, U. S. A.

ESTABLISHED 1896.

Vol. III No. 1 JANUARY, 1902 Whole No. 25

To All "A Bright New Year."

Good-bye, old Year! How many a heart
Hast steeped in joy or filled with tears,
One thrill for all—before we part,
For mem'ry's Home through coming years.

Good-bye, old Year! Thy world of Love
Glows once again on memory's wing,
Thy world of pain, the Heavens above
Will hide to flow'rs, with songs of Spring.

That star of Hope beams out to-night,—
Go forth for that with ringing cheer:—
Uproot the wrong! Uphold the right!
And bring to all a Bright New Year.

With brimming hearts we welcome thee,
With Love's true eye, and Manhood's hand!
With these, for all there'll ever be
A gate to Heaven from ev'ry land!

To All "A Bright New Year."

(From The Marquis de Leuville's song.)

A HAPPY NEW YEAR!

To all our readers, patrons and well-wishers.

We look back with pride to the past two years, and may well be satisfied with the progress achieved by our magazines.

Our German publication, "Amerikanische Kneipp-Blätter," will begin its seventh year with its January issue, and, although it had to overcome a great many difficulties at first, it has gradually worked its way into recognition as one of the leading hygienic magazines published in this country in the German language.

Its sister-publication, "The American Kneipp-Water Cure Monthly," has also had to fight its way into the ranks of the hygienic standard monthlies. It had a very arduous task before it in attempting to call the attention of the great American reading public to its existence. As soon as any lady or gentleman reader had glanced through one of our monthly issues, our magazine and its efforts were highly appreciated.

But there was one very great impediment which hampered the "Kneipp Water Cure Monthly" from growing with rapidity; this was its name.

The name of the esteemed late very Rev. Sebastian Kneipp, who preached and practised the water-cure treatment for so many years in Woerishofen in Germany, is a well-known name in German circles—but not so amongst the Americans.

Most of the average American readers associate the name of "Kneipp" with the "fad" of walking barefoot (in the grass). They are quite right! Kneipp did advise a number of his patients to walk barefoot, but this does not mean to say that this is the entire and complete Kneipp cure. Not by any means! The late Rev. Seb. Kneipp wrote four valuable books which were published in German before his demise. These are:

been accomplished at the Battle Creek Sanitarium during the past thirty-seven years. *Chicago Daily Tribune.* June 5. p. 7.

• ***Summary:*** "Just now, when the price of meat is so high as to make it an expensive luxury even to the well-to-do classes, it strikes me that it is a good time generally for people to learn the fact that meats are not the best foods obtainable to contribute to either health or strength."

"I was surprised to learn that the patients treated at this great institution were not only not given drugs for the cure of their ailments but were fed on a 'meatless' or vegetarian diet. At first I said these people are 'cranks,'... Gradually I sampled the 'vegetarian' dishes, and found them so temptingly prepared and served, that I soon learned to prefer them to the flesh foods. I was surprised at the great and pleasing variety of substitutes for meats in the line of cereal and nut preparations."

Dr. Kellogg, whom the writer has known intimately for about 6 years, "has been a vegetarian for 35 years or more [i.e., since at least 1867]. He is the hardest and most persistent worker that I know of." He works at least 14 hours a day. "He is a human dynamo of wonderful energy. Recently, when he was engaged almost night and day planning and working for the rebuilding of the Sanitarium [destroyed by fire on 18 Feb. 1902], I asked him how he could endure so much work. He answered in his uniformly courteous and cheerful way: 'O, that is simple; I live right.'" He has developed scientifically prepared foods from cereals and nuts for his thousands of patients. In "this line he is certainly the most prolific as well as the most successful inventor in the world."

These food products were primarily "for use in the Battle Creek Sanitarium, but as the thousands of patients who have been cured or benefited, learned the better way of living, they demanded that these foods be supplied to them at their homes, and as a result the Battle Creek Sanitarium Food Company and the Sanitas Nut Food Company came into existence, the former about 3 years ago [i.e., about 1899], and the latter about 7 years ago [i.e., about 1895].

"Dr. Kellogg is not the only living example of the superiority of a vegetarian over a meat diet. There are, I should judge, no less than 2,000 people in Battle Creek who do not eat meat, and who claim as a consequence that they enjoy better health on account of their method of living, and they certainly look healthier than the average persons who are meat eaters."

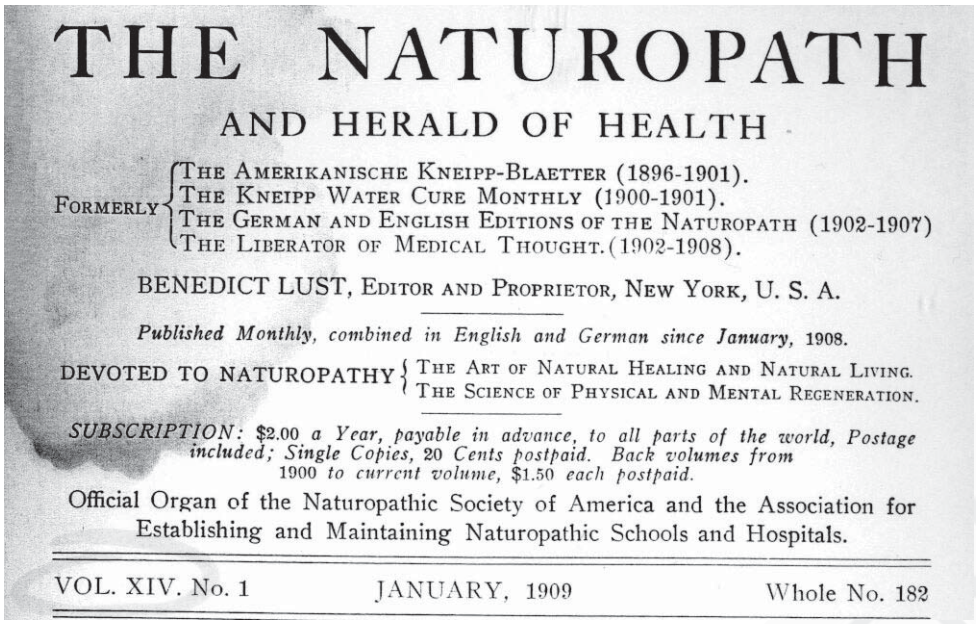
The Sanitarium "corps, numbering about 800, are all vegetarians, and the amount of work that they do, always with cheerfulness, amply demonstrates the fact that the 'Battle Creek Idea' is correct."

It is important to know that neither "the Battle Creek Sanitarium nor the Battle Creek Sanitarium Health Food Company is conducted for the purpose of making money." They are "wholly philanthropic in nature."

There follows a long column giving menus on specific days, starting with breakfast, 4 June 1902. Items preceded by an asterisk (*) are made by one of the two food companies. These include: Almond Cream, Bromose, Caramel Cereal, Cocoanut Crisps, Crystal Wheat, Gluten Biscuit No. 1, Gluten Wafers, Graham Crackers, Granola, Granut, Granose Biscuits, Granose Flakes, Malted Honey, Malted Nuts, Nuttolene. Protose, and Zwieback. Categories: Dextrinized grains. Unfermented breads. Eggs and milk are served, but no meat, fish, or poultry–except at the "sinners" table. Two photos show the Sanitarium, old and new.

230. *Good Health* (*London*). 1902--. Serial/periodical. London. Published for the Proprietors (Good Health, 451

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THE NATUROPATH

AND HERALD OF HEALTH

FORMERLY { THE AMERIKANISCHE KNEIPP-BLAETTER (1896-1901). THE KNEIPP WATER CURE MONTHLY (1900-1901). THE GERMAN AND ENGLISH EDITIONS OF THE NATUROPATH (1902-1907) THE LIBERATOR OF MEDICAL THOUGHT. (1902-1908).

BENEDICT LUST, EDITOR AND PROPRIETOR, NEW YORK, U. S. A.

Published Monthly, combined in English and German since January, 1908.

DEVOTED TO NATUROPATHY { THE ART OF NATURAL HEALING AND NATURAL LIVING. THE SCIENCE OF PHYSICAL AND MENTAL REGENERATION.

SUBSCRIPTION: $2.00 a Year, payable in advance, to all parts of the world, Postage included; Single Copies, 20 Cents postpaid. Back volumes from 1900 to current volume, $1.50 each postpaid.

Official Organ of the Naturopathic Society of America and the Association for Establishing and Maintaining Naturopathic Schools and Hospitals.

VOL. XIV. No. 1 JANUARY, 1909 Whole No. 182

Holloway Rd.) by Simpkin, Marshall, Hamilton, Kent & Co., Ltd., 23 Paternoster Row, London, E.C.

• ***Summary:*** Continues: Health Reformer: 1(1867)-13(1878). Dr. Kellogg, a Seventh-day Adventist and head of the Battle Creek Sanitarium, was one of America's most prominent and respected doctors. This was his most important serial publication. On the title page of the Jan. 1879 edition is written: "Pure air, water, food. Health is wealth. A sound mind in a sound body. Proper clothing, ample exercise, adequate rest. A journal of hygiene devoted to physical, mental and moral culture. Cleanliness next to godliness. Temperance in all things." The magazine at this time is strongly opposed to the use of alcoholic beverages and tobacco. It supports vegetarianism, temperance, bread made from unbolted flour, and a healthful lifestyle. In 1879 there are many more articles about the dangers of alcohol and tobacco than about the benefits of a vegetarian diet, but by 1904 vegetarian articles predominated. In 1904 pneumonia was the most deadly disease in America. By the 1900s the cover of many issues stated that *Good Health* was established in 1866.

Richard Schwarz in his excellent book *John Harvey Kellogg, M.D.* writes of *Good Health:* By 1916 Dr. Kellogg estimated that more than 5 million copies of the magazine had been printed (p. 87). "Several years after he assumed the editorship of the *Health Reformer,* Dr. Kellogg decided that it needed a new name if the magazine and its teachings were to gain wider acceptance. He reasoned that public reaction to the word *reform* had changed. No longer did it call up visions of progress, advancement, and the substitution of truth for error. Rather, kellogg felt, the average person associated reform with revolution, controversy, discord, and radicalism. A more positive name was essential. He decided to rechristen the periodical *Good Health* and make it into a journal which would tell its readers how to find and maintain their health. A year after the name change [it changed in Jan. 1879], the Battle Creek Sanitarium officially acquired *Good Health* from the Seventh-day Adventist Publishing Association. Thus what had begun as a Seventh-day Adventist publication remained under Dr. Kellogg's control even after his separation from the church. Within a few months after he began his program of rejuvenating *Good Health*, he had succeeded in increasing its circulation to 20,000 copies a month... apparently the subscription list never grew much beyond 25,000, and it probably stayed considerably below that number most of the time" (p. 90-92). *Good Health* was always plagued by chronic deficits. Eventually the American Medical Missionary Board contributed more than $100,000 to keep the Kellogg journal alive (p. 220). After Dr. Kellogg's death, the Race Betterment Foundation published *Good Health.*

Excellent sets of this periodical are owned by both the National Library of Medicine and the Loma Linda Univ. Library Heritage Room (Loma Linda, California). The magazine ceased publication in Aug. 1953. Address: 451 Holloway Rd., London, N.

231. Purina Mills. 1902. Bring home a package of Ralston with the basket of peaches (Ad). *Smart Set* (*The*) (*New York City*) 7(4):Third from last page (unnumbered). Aug.

• ***Summary:*** A full page ad. "There's no dish to compare with Ralston and sliced peaches. This combination (served with cream and sugar) is a complete breakfast in itself–it's simply delicious. Try it tomorrow.

"The choicest wheat (so rich in gluten) gives to Ralston Breakfast Food its natural, wholesome flavor. Ralston is a pure, simple food, easily prepared... so be sure to buy a 15-cent package with the basket of peaches."

Across the top 1/3 of the ad is a wooden basket of peaches with a box of Ralston Breakfast Food (with a checkerboard border) in with the peaches. At the bottom left is an illustration of bowl of the cereal served with sliced peaches. To the right of it: "Purina Mills, 'Where purity is paramount.'"

232. *Vegetarian and Our Fellow Creatures* (*Chicago*). 1902. Vegetarian directory. Sept. 15. p. 273.

• ***Summary:*** "Vegetarian restaurants and homes where

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vegetarians are catered for. United States (22):

California, Los Angeles: 317 W. Third St.

California, San Diego: Vegetarian Cafe, Corner 4th and C St.

California, San Francisco: 755 Market St.

Colorado, Colorado Springs: Pure Food Cafe, 322½ Tejon St.

Colorado, Denver: Vegetarian Cafe, 1635 Champa St.

DC, Washington: Restaurant, 1929 14th St., N.W.

Illinois, Chicago: Hygienic Dining Rooms, 58th St. and Drexel Ave.

Illinois, Chicago: Mortimer Pure Food Cafe, 53 Washington St.

Iowa, Des Moines: 607 Locust St.

Louisiana, New Orleans: New Orleans Health Restaurant, 305 St. Charles St.

Massachusetts, Boston: Vegetarian Dining Rooms, 17 Broomfield St. (Elevator at No. 21), second floor.

Michigan, Battle Creek: Hygienic Dining Hall, 271 Main St.

Nebraska, College View: Restaurant, Nicola block

Nebraska, Lincoln: 310 So. 12th St.

New York, Brooklyn: Restaurant, 170 Fulton St.

New York, New York City, Vegetarian Restaurant, 34 West 18th St.

Ohio, Cleveland: The Hygienic Cafe, 230 Euclid Ave.

Oregon, Portland: Vegetarian Restaurant.

Tennessee, Nashville: Vegetarian Restaurant.

Washington, Seattle: Good Health Restaurant, 616 Third Ave.

Wisconsin, Madison: Hygienic Cafe, 426 State St.

England (39): Name and address are given for each in Ampleforth, Bath (2), Birmingham (2), Blackpool (3), Bournemouth, Bradford, Bridge of Allen, Brighton, Broadway, Bromley, Cornwall, Coventry, Douglas (Isle of Man), Derby, Derbyshire, Felixstowe, Gloucester, Harrogate, Hythe, Ilkley, Ilfracombe, Killarney, London (4), Malvern, Manchester, Margate, Okehampton, Paris (Mrs. Tumner {English}, 10 Rue Gustave Courbert, Paris {near Trocadero}, France). Southport, Torquay (2), Weymouth.

Italy, Pisa: Via Carraia, 2 Pensione Diprete.

New Zealand, Auckland: Health Food Cafe, Strand Arcade.

233. Bilson (T.J.) & Co. 1902. T.J. Bilson & Co. (Ad). *Good Health* (*London*) 1(4):125. Sept.

• ***Summary:*** A ¼-page ad. "Supplies of the best dried fruits and nuts of all kinds.

"Also a full stock of the foods of the International Health Association [IHA], such as Bromose, Protose, Granose, Toasted Wheat Flakes, etc.

"Special offer made with respect to Welch's Grape Juice, a most delicious food-drink, and real tonic.

"Send stamp for full price list, in which you are sure to be interested."

Note 1. This small ad (3 inches high by 2.5 inches wide) is the earliest document seen (July 2009) (one of two ads on the same page) that mentions the "International Health Association," a Seventh-day Adventist organization, which was renamed Granose Foods in 1926. The IHA was an early (perhaps the earliest) manufacturer of health foods in England and the UK.

Note 2. This is the earliest document seen (July 2009) giving the name of a retail store that carries products manufactured by the International Health Association. Note that this retail store is located in London.

This same ad appeared in the Dec. 1902 (p, 228) and Jan. 1903 (p. 260) issues of this magazine. Address: 86 Gray's Inn Road, London, W.C. [England].

234. Miles (W.T.). 1902. Agent for the food products of the International Health Association... (Ad). *Good Health* (*London*) 1(4):125. Sept.

• ***Summary:*** "... and the Good Health Supply Department. All orders given prompt attention. Call and view samples.

Note 1. This small ad (1.75 inches high by 2.5 inches wide) is the earliest document seen (Dec. 2013) (one of two ads on the same page) that mentions the "International Health Association" or that gives the name of an agent that promotes and sells those products.

Note 2. As of July 2009, Croyden is near the outskirts of Greater London, about 7 miles directly south of the city center. Address: 24 Lower Coombe St., Croyden.

235. *Good Health* (*London*). 1902. The International Health Association of Legge Street, Birmingham,... 1(5):156. Oct.

• ***Summary:*** "... have added two new foods to their list of products during the last few months; namely Toasted Wheat Flakes, and, very recently, Malted Nuts. These foods are not eminently wholesome and nourishing but also very palatable. Toasted Wheat Flakes bids fair to out-rival the famous Granose Flakes, from which it differs in affording more resistance to the teeth, and in its rich, sweet taste. The Association richly deserves the increased patronage which it is enjoying."

Note: Toasted Wheat Flakes was on the market by Oct. 1901, and widely publicized by 1902. Granose Flakes was on the market by 1898. Both products were first launched in the USA by Seventh-day Adventists in Battle Creek, Michigan.

236. Purina Mills. 1902. Get a wagon free for your children: Ralston Purina cereals (Ad). *World's Work* (*The*) 4(6):83 World's Work Advertiser. Oct.

• ***Summary:*** A ¼-page ad. The top half of the ad contains an illustration of a boy pulling a small wagon from the front and a girl pushing it from the rear. The wagon is piled high with boxes of Ralston Purina Cereals, each with a checkerboard border. On the side of the wagon, in big letters: "Ralston

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Purina Cereals. Famous Health Foods.

The text reads: "Only one wagon to a family. Send us $2.00 and your grocer's name and we will send you Freight Paid, (everywhere east of the Rocky Mountains,) an elegant Wagon, strongly built, with iron axles, size 2 feet long by 14 inches wide, containing 5 pkgs. Ralston Breakfast Food, 1 pkg. Ralston Health Oats, 1 pkg. Ralston Barlet Food, 1 pkg. Purina Pankake Flour, 1 pkg. Ralston Hominy Grits and 2 12-lb sacks Purina Health Flour,–$2.00 worth of Cereals.

"Purina Mills, 'Where Purity is Paramount.'" Address: 803 Gratiot St., St. Louis, Missouri.

237. *Good Health* (*London*). 1902. It is surprising how many different health foods are on the market nowadays. 1(7):220. Dec.

• ***Summary:*** "Evidently the public interest in the diet question is growing. We have been pleased to learn that the factory of the International Health Association at Birmingham, is running night and day, and even then finds it difficult to supply the demand. Its leading products, Granose Flakes and Biscuit, and Toasted Wheat Flakes, have, in common with the well-known Shredded Wheat Biscuit, a definite status at the breakfast table in thousands of homes. Thoroughly cooked cereals of this general class are decidedly superior to soft, sloppy foods."

Note: This is the earliest English-language document seen (June 2009) that contains the term "health foods" in connection with Europe or England.

238. Lust, Benedict. 1902. Introducing the new editor. *Naturopath and Herald of Health* (*The*) (*New York City*) 3(12):522-23. Dec.

• ***Summary:*** "For seven consecutive years I have been conducting at least four different lines of business–a Sanitarium [at Butler, New Jersey], an Institute [in New York City, caring for patients], a Kneipp-Store [at 111 E. 59th St., NYC, making and selling health foods], and a Magazine. Any one of these to be advanced successfully would demand one's whole time. And the fact that they all partake of the nature of a Reform campaign makes the need more urgent for undivided and undissipated attention."

Now Edward Earle Purinton will take over as editor of this magazine, however Lust will continue to be actively involved.

239. *Naturopath und Gesundheits-Rathgaber* (*Der*) (*New York City*). 1902-1912. Serial/periodical. Published in New York City by Benedict Lust, M.D. Vol. 3, No. 1 is Jan. 1902. [Ger]*

• ***Summary:*** Kirchfeld & Boyle. 1994. p. 313. This is the parallel German-language edition of Lust's *Naturopath and Herald of Health.* It is owned by National College of Natural Medicine in Portland, Oregon. According to WorldCat (Nov. 2014) no other library in the world owns any issues of this periodical. Address: New York.

240. Miles, Eustace Hamilton. 1902. Avenues to health. London: Swan Sonnenschein & Co, Ltd.; New York, NY: E.P. Dutton and Co. 438 p. Illust. Index.

• ***Summary:*** In Chapter 15, "Diet and feeding," Miles gives a full-page list of protein foods that he believes are nourishing and free from harmful elements. "I certainly find them pleasant to the taste." These include:

"Foods of the International Health Food Association (70-74 Legge Street, Birmingham; Battle Creek, Michigan, U.S.A.). Besides Protose, Nuttose, and Malted Nuts or Bromose (over 20 per cent. of vegetable Proteid), Granose is a excellent Grain product."

"Pitman's Vigar Oil (for Salads, etc.)."

"These and other food products can be ordered through the Pitman Stores, Corporation Street, Birmingham."

Note 1. The "International Health Food Association" was probably correctly named the "International Health Association"; in 1926 it became Granose Foods. It may have been the earliest known company in England that used the term "Health Food" or "Health Food Co." in its company name.

Note 2. On the last (unnumbered) page of the book is a long list of "Works [mostly books] by Eustice Miles, M.A." A summary of the prizes he won in racquets, tennis, and squash, etc. appears at the top of the list. He was a fine, well known athlete. Eustace Miles lived 1868-1948, and was at his peak of athletic performance in about 1897-1902. Address: Author, England.

241. United States Congress. House Committee on Interstate and Foreign Commerce, United States 57th Congress, 1st session. 1902. Hearings before the Committee. Washington, DC. 637 p. See p. 325.

• ***Summary:*** The section titled "Digest of testimony. I. Pure and impure foods" states (p. 325): "Mr. Hanes, a salesman for the Battle Creek Health Food Company [Michigan], says that most of the products of his company are ready cooked. He believes that no preservatives whatever are used, not even salt. Some of the foods consist of preparations of wheat and other grains, and others of nuts, either by themselves or combined with cereals and fruits. A full line of crackers and biscuits is offered in which no baking powder, soda, or lard is used. No animal fats are employed. A peanut butter is used, made by roasting and grinding peanuts. (201-264.)"

242. Parshall, Nelson Clark. 1902? The food value of gum gluten in comparison with other cereal products and so-called glutens: A complete digest of our present knowledge of its characteristics and application in dietetic therapeutics. New York City, NY: The Pure Gluten Food Co. 63 p. Undated. 17 cm. [3 ref]

• ***Summary:*** This book is designed to prove that the

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company's gluten products, named "Gum Glutens," are superior to other gluten products, to broader their use from mainly diabetics to the general public, and to show they can be used therapeutically to treat a wide range of common ailments. The relatively new company is owned by Mr. Arthur S. Hoyt, who is head of the long-established Hoyt's Wheat Starch industry, one of America's largest wheat starch manufacturers. It is located at Chamber St. and West Broadway in New York City. The company makes various products: *"Gum Gluten ground* and *Self-raising, Breakfast Food, Crackers, Glutenettes,* and *Macaroni."* This document is undated but (based on the statement that a July 1902 quotation was "recent" [p. 26]) it was probably published in late 1902 or early 1903.

Contents: Introduction. What is gluten?: Why called "Gum Gluten," physical characteristics of gluten, chemical characteristics. Gluten vs. meat (which is the natural food of man?): Primitive food of man, superiority of vegetable nutrition, man's food and his anatomical structure, strength and endurance of vegetable feeders, the ethical side, specific objections to the vegetable class, the people, health and meat prices, animal food inadequate for normal cell-growth. Genuine and so-called glutens: Observations by the examiners of so-called glutens, testimony of the U.S. government chemists, government analyses of our gum glutens, our claims substantiated by U.S. government analyses, ethics and advertising, the reason and remedy for food-sickness. The so-called cereal health-foods versus the U.S. government chemists: Table of 34 cereal breakfast foods, the above table and the manufacturer's claims, summarized facts, the individuality of our gum glutens, palatability and variety. Physiological characteristics of gluten and its food value in health and disease. Gum Gluten as manufactured and presented by the Pure Gluten Food Company: Gum Gluten compared with all cereal breakfast foods and so-called glutens, food selection, "vital force" and cooked, predigested, malted and peptonized foods. Therapeutic application of Hoyt's Gum Gluten Foods: Dyspepsia, gastritis, etc., diabetes mellitus, rheumatism, gout and the uric acid diathesis, obesity, convalescence, other diseases and conditions (anaemic and chlorotic, nursing mothers, enciente, aged, enfeebled, the invalid), fabrications from our Gum Gluten Ground. Comparison in nutritive value and cost of Gum Gluten of wheat with meat and with the cereal foods of the market, based on scientific analysis: Summarization.

"The modern application of rational dietetics to internal therapeutics has brought Gluten to the forefront as the speediest and most promising agency in combating diseased conditions... It may be said that there is no other, single food-substance in the whole realm of Nature so important and valuable in human diet as this chief nourisher, resident in all vegetable forms. Gluten is the prime, structural necessity of cereal growth, the spinal column in all vegetable life. On account of its close resemblance to the fibrous part of meat, it has been referred to as 'vegetable fibrin,' or more fancifully, as 'the lean meat of the vegetable kingdom.' Distinctively, it is the one great muscle-maker of the cereal grains....

"Gluten, the great nutritive principle of the wheat-kernel is chemically classed as a 'Gum.'... Gluten being the nitrogenous principle of the entire vegetable series, stands related to that grand division as do the albuminoids to the Animal Kingdom."

Wheat flour, containing 10% protein, contains the following chief kinds of proteids: Gliadin 4.25%, glutenin 4.25%, globulin 0.70%, albumin 0.40%, and proteose 0.30%.

"Both from a chemical and physiological standpoint Gum Gluten stands out among the muscle makers of Nature as *the one food substance* against which not a single vital objection can be urged. It is a perfect food to build up the perfect man. It is a noble food for young or old, for the well and strong, and especially for the sick, feeble and ill-conditioned, whose systems are in a state of low and waning vitality. It makes pure, rich blood, and this is an effective germicide and anti-septic, able to destroy all the poisonous micro-organisms which enter the system to prey on tissue and function."

One pound of Gum Gluten costs 20 cents and contains 54% (8.6 ounces) of protein. One pound of sirloin steak costs 20 cents and contains 2.5 ounces of protein. This 1 pound of protein costs $0.37 compared with $1.28 from sirloin steak. The leading 40 cereals cost on average 12 cents a pound and contain nearly 14% protein.

Note: This is the earliest document seen (Nov. 2002) that contains industry or market statistics for wheat gluten by individual companies. Address: Prof.

243. Purina Mills. 1903. Here's a perfect feast: Ralston Breakfast Food and Purina PanKakes (Ad). *Outlook* (*The*) (*New York City*) 73(5):Back cover. Jan. 31.
• ***Summary:*** A full-page ad. An illustration shows these two foods on a large cloth-covered tray against a read and white checkerboard. At the bottom two corners of the ad are boxes in which the two foods are sold.

The text: "These 2 packages for 25 cents at your grocer's." "Remember, these products are 'Appreciated in a Million Homes' which is a magnificent recommendation. Insist on getting Checkerboard Packages. Made by.

"Purina Mills, St. Louis [Missouri]. 'Where Purity in Paramount.'"

Note: This ad also appeared on the back cover of *Everybody's Magazine*, Feb. 1903.

244. *Good Health* (*London*). 1903. Our advertisers are perhaps entitled to a few words of praise. 1(8):252. Jan.
• ***Summary:*** "We need only say what the readers have already observed, that we put up the bars pretty high and only really meritorious enterprises are able to get in at all.

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In fact, we consult our readers' interests in the matter. Thus we advertise the food products of the International Health Association, not only because it is a first-class British firm worthy of hearty support in its efforts to put good foods on the market, but also because these particular foods possess special value for those who are adopting a reformed dietary. The same general statement would apply to the Hovis Co., Briggs Indian Food Co., the Natural Food Co., and other firms we might mention.

"Confirmed flesh-eaters sometimes say, 'If we give up meat and fish, what is there left to eat?' A good answer to such a question would be to hand the person one of the price lists of the three well known firms who cater especially for food reformers. We refer now to the Pitman Stores, Corporation Street, Birmingham; Mr. T.J. Bilson, 86 Grays Inn Road, London, W.C.; and Mr. Frederick Bax and Son, 35 Bishopsgate Street Without, London, E.C."

245. Pitman Stores. 1903. The Banana Perfect Food Biscuit: An ideal present (Ad). *Vegetarian Messenger* (*Manchester, England*). Jan. Inside front cover.

• ***Summary:*** "The 'Pitman' Stores have now succeeded in producing a Banana Biscuit, which is pronounced by all who have tasted it to be 'Simply Perfect.'"

It "consists of a scientific combination of the Finest Jamaica Banana Flour, Finest Whole Wheat-Meal Germ Flour, the Pure Fat of Selected Nuts and the Soluble Proteids of Pure Milk. The Biscuit contains over 20% of Proteids (Albumen).

"Weight for weight 1-lb of Banana Biscuits contain more nutriment than 3-lbs. of best lean Beef.

"Invaluable and sustaining to: Athletes and brain workers, invalids and the convalescent, those suffering from weak digestion, and those in perfect health.

"1/- [1 shilling] per lb.; per Tin 1/2 [1 shilling 2 pence] & 2/6. Sample Box, Post Free for Three Stamps, with Catalogue of Health Foods, 64 pages.

"From the Sole Manufacturers: 'Pitman' Stores, Health Food Specialists, Birmingham. The largest vendors in the British Isles. Agents wanted everywhere. Liberal discounts to the Trade." Address: Birmingham [England].

246. *Good Health* (*London*). 1903. Malted Nuts, the new food which the International Health Association is putting on the market,... 1(9):285. Feb.

• ***Summary:*** "... affords the best hot, nourishing drink that we know of. A cup of hot malted nuts may be prepared in a moment, and is in such form that it is ready for immediate assimilation into the system. It is not only far superior to tea, coffee, or cocoa, but contains a great deal more nourishment than bovril or any other meat extract, as well as being free from the harmful extractives contained in these animal foods."

247. International Health Association. 1903. Health foods (Ad). *Good Health* (*London*) 1(10):319. March.

• ***Summary:*** See next 2 pages. A full-page 2-column ad with a large bold title. The introduction, spanning both columns, states: "The foods included in the following list are called 'Health Foods' because they are entirely free from all that is injurious, and contain just the elements required to build up the human system, both in health and disease. They are made from the purest materials, combined in the proper chemical proportions, and so perfectly cooked as to be easily digested by all."

Under the fairly large words "Price list" (also spanning both columns), the name of each of 14 foods appears underlined in large bold letters, followed by a detailed description and the price in regular size type. The foods are:

Granose Flakes (crisp flakes in packets containing about 13 ounces, 7½*d.*) Granose Biscuits ("The same as Granose Flakes but pressed into biscuit form." Sold in boxes). Toasted Wheat Flakes ("Sweetened with Malt Honey (Nature's Health Sweet)," Makes a "delicious breakfast dish." Serve warm or cold)."

Avenola (A combination of grains. "Makes porridge in one minute." Also tasty puddings. Packed in an air-tight canister). Nut Rolls (Made from "whole meal and finely ground nut meats, shortened with sweet nut oil. Very suitable for those who have to put their dinners in their pockets"). Gluten Meal (Made from wheat gluten for "diabetics and people who cannot digest starch").

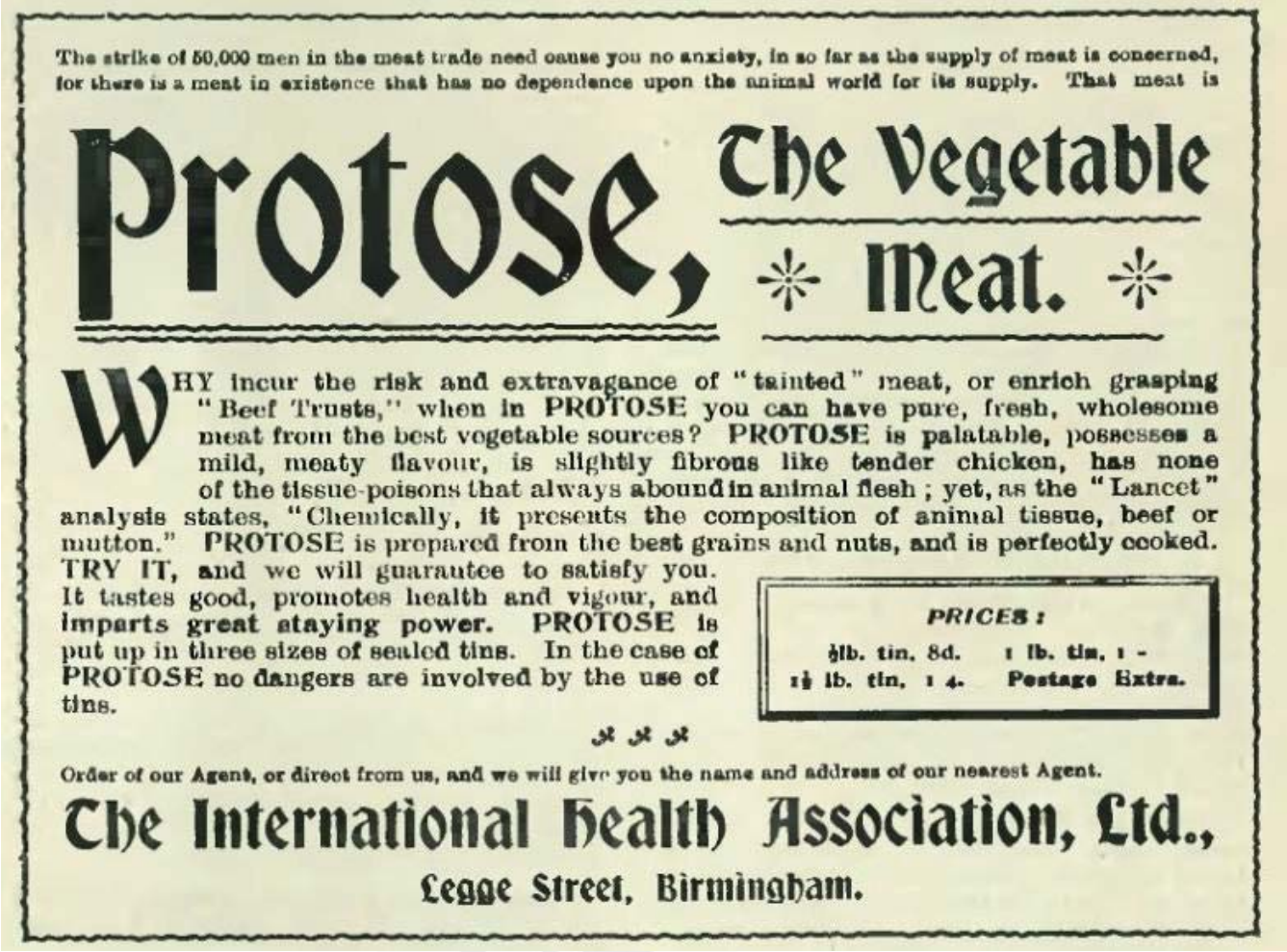
Nut Butter ("Made from cooked nuts only. Can be used for shortening, flavouring soups, or for table purposes. When diluted with hot water it forms a delicate cream. In 1 lb tin"). Caramel Cereal ("A healthful and fragrant substitute for tea and coffee, prepared from cereals... One pound makes nearly 100 cups. Packed in air-tight canister. 8*d.*). Protose ("Vegetable Meat... It provides the same elements of nutrition that are found in the best meat, without any impurities. Liked by almost everyone from the first... In ½ lb. tin" 8*d.*). Bromose ("A combination of malted cereals and pre-digested nuts"). Fruit Bromose ("The same food as Bromose, combined with figs"). Wheatmeal biscuits. Oatmeal biscuits. Fruit wafers ("Made from the best flour and dried fruits, shortened with nut fats").

Across the bottom: "A package of assorted samples of the above foods will be sent, post paid, one receipt of One Shilling. Can also be obtained from your *Good Health* agent. Recipes furnished."

Note: This is the earliest ad seen (June 2009) for the various foods made or sold by the International Health Association of Birmingham. A few of these foods may be made in Battle Creek, Michigan, and imported into the UK. Address: Birmingham [England].

248. Goldberg, Bowen & Co. 1903. Monday Tuesday Wednesday (Ad). *San Francisco Chronicle.* April 20. p. 12.

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• ***Summary:*** "Wheatena–Natural wheat–15¢.
"N.Y. Health Food Co. reg'ly [regularly] 20¢."

249. International Health Association. 1903. Radical temperance. Health foods (Ad). *Good Health* (*London*) 1(11):348. April.
• ***Summary:*** A 1-column half-page ad. The health foods advertised are: Caramel cereal (A "health beverage" for use in place of nerve stimulants like tea and coffee). Malted nuts (Use in place of stimulating Beef Tea and Meat Extracts). Protose (Use in place of animalising flesh foods). Address: Birmingham [England].

250. Ralston Purina Foods. 1903. Checkerboard package: Old John Graham said (Ad). *Smart Set* (*The*) (*New York City*) 9(4):Next to last page (unnumbered). April.
• ***Summary:*** A full page ad. "... in his 'Letters from a Self-Made Merchant to his Son:' 'It's the quality of the goods inside the package which tells when they once get into the kitchen and up to the cook."–and it is the quality of the foods inside the 'checkerboard' packages which sold Ten Million Packages in the past ten months–test them for yourselves."

Across top of ad: "Checkerboard package." Illustration at top left of ad shows "Old John Graham." Across bottom 1/3 of ad are three different products in their packages (L-R): (1) "Purina Whole Wheat Flour. Health Flour–Makes Brain Bread. Purina Mills, breakfast foods," in checkerboard sack. (2) "Ralston Breakfast Food–Purina Mills health," in checkerboard box. (3) Ralston KornKins–Old fashioned corn meal," in checkerboard sack.

Across bottom of ad: "Appreciated in a million homes."

251. International Health Association, Ltd. (The). 1903. Spring is here. Make the most of it while it lasts (Ad). *Good Health* (*London*) 1(12):377. May.
• ***Summary:*** A half-page ad. "Avoid heavy, indigestible foods that clog the system, and keep you from enjoying the sunshine.

"Use our Health Foods, pure, light, perfectly cooked, quickly digested, and share the abundance of life and health around you. If you feel well, our Foods will make you feel better.

"If you are ill, try our Foods. They are cheaper than medicine, and will help you as they have helped others.

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HEALTH FOODS

THE foods included in the following list are called "Health Foods" because they are entirely free from all that is injurious, and contain just the elements required to build up the human system, both in health and disease. They are made from the purest materials, combined in the proper chemical proportions, and so perfectly cooked as to be easily digested by all.

PRICE LIST.

Granose Flakes.—The entire wheat berry perfectly cooked and ready for use, in the form of thin, crisp flakes Can be eaten by persons with delicate digestion, infants, invalids, and athletes with equal advantage A perfect food. In packets, containing about thirteen ounces, ...7½d.

Granose Biscuits.—The same as Granose Flakes, but pressed into biscuit form. Per box, ...7½d.

Toasted Wheat Flakes.—Sweetened with Malt Honey (Nature's Health Sweet). To thoroughly cooked thin wheat flakes, a preparation of the finest Malt Honey is applied, making a most delicious breakfast dish. May be made into a *warm* breakfast dish in two minutes. In 1 lb. Packets, ...8d.

Avenola.—A combination of choice grains, combined in the proper proportion to secure perfect nourishment. Makes porridge in one minute. Makes delicious puddings. Packed in air-tight canister. In 1 lb Package,.....7d.

Nut Rolls.—A nutritious food, made from whole meal and finely ground nut meats, shortened with sweet nut oil. Very suitable for those who have to put their dinners in their pockets. In 1 lb. box,.....5d.

Gluten Meal.—Gluten, or albumen, is the life element of the wheat, the proportion of gluten present determining the food value of the grain. Diabetics and people who cannot digest starch are obliged to depend largely upon gluten, and such will find our gluten preparation unexcelled for quality and cheapness. Per 1 lb. Package 20 %, 10d.
" " " 40 %, 1/8.

Nut Butter.—Made from cooked nuts only. Can be used for shortening, flavouring soups, or for table purposes. When diluted with hot water it forms a delicate cream. In 1 lb. tin,.....1/-.

Caramel Cereal.—A healthful and fragrant substitute for tea and coffee, prepared from cereals. Easily made and exceedingly cheap. One pound will make nearly 100 cups. Packed in air-tight canister. Per package,.....8d.

Protose.—Vegetable Meat. A tasty, nutritious, and easily digested food. It provides the same elements of nutrition that are found in the best meat, without any impurities. Liked by almost every one from the first. Can be eaten cold or prepared in any way. Recipes furnished. In 1½ lb. tin, 1/4. In 1 lb. tin, 1/-. In ½ lb. tin,.....8d.

Bromose.—A combination of malted cereals and pre-digested nuts. Makes good blood very quickly. It is greatly superior to Cod Liver Oil for consumption and all other wasting diseases. Pleasant to the taste. In elegantly embossed box, containing about 1 lb.,....1/6.

Fruit Bromose.—The same food as Bromose combined with figs. Same price.

Wheatmeal Biscuits.—Shortened with Nut Oil and Sweetened. Per lb.,.....5d.

Oatmeal Biscuits.—Sweet. Per lb.,.....6d.

Fruit Wafers.—Made from the best flour and dried fruits, shortened with nut fats. Per lb.,.....8d.

A package of assorted samples of the above foods will be sent, post paid, on receipt of One Shilling. Can also be obtained from your *Good Health* agent. Recipes furnished.

ADDRESS:
The International Health Association, Birmingham.

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"One shilling sample package sent, post free, to any address, on receipt of Postal Order.

"In answering advertisement kindly mention 'Good Health.'" Address: Birmingham [England].

252. Ralston Purina Company (The). 1903. Ralston Purina Foods (Ad). *Delineator* (*The*) (*New York City*) 61(6):1090. June.
• ***Summary:*** A vertical ¼ page ad. An illustration shows a man seated on a chair, holding a book at which two children are looking. "Introducing the Ralston Purina Miller–a good, wholesome fellow, who makes all the good things in checkerboard packages, at the Big Mill, 'where purity is paramount."

He explains that the company makes Ralston Health Oats (for cold mornings), Ralston Breakfast Food (made of wheat; good year round), Purina Health Flour (for making whole wheat bread). Next to his chair is a sack of Purina KornKins and a box of Ralston Cereal Coffee.

253. *New-York Tribune.* 1903. Health food waitresses: Corsets forbidden and the girls must eat this Boston restaurant's provender. Sept. 21. p. 4.
• ***Summary:*** "By telegraph to the Tribune. Boston, Sept. 20.–A new vegetarian health food restaurant has been opened in the wholesale district, in which the waitresses are obliged to work without corsets and take daily physical culture exercises. They are not allowed to eat anything except the regulation foods served in the restaurant, as the management wishes not only to serve health food, but to have the girls who place it before the customers act as living exponents of the new health system.

"All the girls are pretty and plump and can exhibit muscle creditable to a gymnast."

254. *Los Angeles Times.* 1903. Some good recipes. Oct. 29. p. A4.
• ***Summary:*** These are home-made recipes for commercial products. "Home-made Protose: As most of our readers know, 'prostose' is a favorite upon vegetarian bills of fare. Soak two cupfuls of fine bread crumbs in one cupful of hot water, in which dissolve a teaspoonful of butter, a saltspoonful of salt, and a dash of paprika. Mix in a cupful of chopped nut kernels. Beat one egg and add to bind the whole together. Make into a loaf and bake for an hour.

"You can bake it in a buttered mould and turn it out, if you prefer. Or mould [mold] croquettes, roll in cracker crumbs and raw egg, and set on ice for two hours before frying in deep fat."

255. Pitman Stores. 1903. 'Pitman' uncooked fruit and nut cakes, &c. (Ad). *Vegetarian Messenger* (*Manchester, England*). Nov. Inside front cover.
• ***Summary:*** "Complete Foods that make Muscle and Brain, that provide the Nerve and Stamina for the Athlete, and suit the palate of the Epicure.

"Ready to eat. Make splendid sandwiches.

"During his training and great walk in August and September of nearly 600 miles in 10 days, Richard Dickinson, the Lancashire working man, lived entirely on these cakes, together with fresh fruit, drinking nothing and losing nothing in weight. Made in Half-pound cakes to fit the pocket in the following varieties: Bananut and muscatalmo. Datanut and frutanut. Fig and ginger and date and ginger. Fig and almond and date and almond. Fig and cocoanut and date and cocoanut. Vigar fruit and nut wafers, to varieties in box. Bananut outfit, in beautiful decorated box, a three-course Luncheon."

"'Pitman' Stores, Health Food Specialists, Birmingham. The largest vendors in the British Isles. Enlarged catalogue just issued, 72 pages, post free, two stamps, with copy of 'Helps to a Simpler Diet.'" Address: Ruskin Street, Birmingham [England].

256. Official report of the proceedings of the twentieth meeting of the National Conference of Unitarian and Other Christian Churches, held at Atlantic City, New Jersey, Sept. 21-24, 1903. 1903. Boston, Massachusetts: George H. Ellis Co., Printers. vi + 264 p. See p. 181.
• ***Summary:*** In the section titled "Missionary addresses," the Rev. Fred V. Hawley observes: "In conclusion, the word which the Infinite Life seems now to be sending to the Church is, it seems to me, about the same word which I saw the other day in one of the advertising pamphlets of the Ralston Health Food Company: it said, "Get out, or get in line." [Laughter.] The Church must really meet that challenge."

257. International Health Association, Ltd. 1904. Our health foods reach to the ends of the earth: Have they reached you? (Ad). *Good Health* (*Britain*) (*Seventh-day Adventist*) 2(8):255. Jan.
• ***Summary:*** A full-page ad. This company sells (and perhaps makes) the following foods. A description and price of each is given. Granose flakes. Toasted wheat flakes. Avenola. Nut rolls. Whole wheatmeal biscuits. Oatmeal biscuits. Fruit wafers. Peanut butter. Pure almond butter. Caramel Cereal [a coffee substitute]. Protose. Nuttolene. Bromose. Malted nuts–in fine powder form.

"Send us One Shilling for a package of samples and cookery book, or ask your Good Health agent for these foods."

Note: Most or all of these products were first developed by Dr. John Harvey Kellogg at Battle Creek, Michigan, and sold by Sanitas Nut Food Co. Address: Birmingham [England].

258. Pitman Stores. 1904. Nut mills. Fruit & nut cakes.

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Wonderful value (Ad). *Vegetarian Messenger* (*Manchester, England*). Jan. Inside front cover.
• ***Summary:*** "'Pitman' stores are not only the pioneers in the manufacture of Fruit & nut cakes, Uncooked, ready to eat, in great variety. But they also offer the largest and most up-to-date assortment of Nut Mills for grinding or grating all kinds nuts, cheese, dried bread, etc. All foods usually grated with an ordinary grater can be ground with these machines.

"Wonderful value: Each, 1/6. Post free, 1/10. Our 3/6 Mill now reduced to 3/0. Post free 3/6.

"Specialties in Nut Mills: White enamelled throughout, very strong, an ornament to any kitchen–4/0.

"Mills, with patent regulating attachment, so that all nuts are ground with equal fineness (see illustration)–4/0.

"Supplied with round or square feeding shafts. Post free, 4/6.

"'Pitman' stores, Health food specialists, Ruskin St., Birmingham. The largest vendors of health foods in the British Isles. Illustrated catalogue, 80 pages, post free, two stamps, with copy of 'Helps to a Simpler Diet.'" Address: Ruskin St., Birmingham [England].

259. Vegetarian Society's Stores (The). 1904. The new food chopper and nut butter mill (combined) (Ad). *Vegetarian Messenger* (*Manchester, England*). Jan. Inside front cover.
• ***Summary:*** "The cheapest and most useful invention for the kitchen ever offered to the public. Chops, minces or mashes every variety of food required for either soups, mince meat, stuffing, salads, puddings, or sandwiches.

"Made of tinned cast steel throughout. Post free, 5/3.

"On sale at The Vegetarian Society's stores..."

An illustration shows the "No. 100 Enterprise Food Chopper," including the inner mechanisms. Address: 19 Oxford Road, Manchester.

260. *Washington Post.* 1904. Beauty should be lasting. March 6. p. B6.
• ***Summary:*** From the New York Press: "The woman in the health food store was communicative and well fortified with facts. 'There is no reason,' she said, 'why a woman should not grow more attractive personally as she advances in years, provided she lives in harmony with the laws of nature...'" She cites as examples Helen of Troy, Cleopatra, Aspasia [wife of Pericles], Anne of Austria, Catherine of Russia, and Mlle. Recamier. "'From thirty-five to fifty should be the richest and best years of a woman's life.'"

261. *Los Angeles Times.* 1904. Naturopathic "kick." March 10. p. A2.
• ***Summary:*** "Legitimate massage experts think they have a just complaint against the large number of fake massage and bath parlors which have sprung into existence since the crusade against the red light district began. Dr. Carl Schultz and Dr. J.V. Walden, who are interested in a naturopathic institute on Fifth street, sent a communication to the Council yesterday complaining of the large number of bawdy houses now operating as massage parlors... They ask the Council to pass an ordinance making it a misdemeanor for women to be employed to give massage treatments to me and requiring all massage operators to secure a certificate before practicing naturopathy."

262. Carqué, Otto. 1904. The folly of meat-eating. *Naturopath and Herald of Health* (*The*) (*New York City*) 5(9):211-14. Sept.
• ***Summary:*** An excerpt from his book of the same title.

263. Carqué, Otto. 1904. The diagnosis from the eye. *Naturopath and Herald of Health* (*The*) (*New York City*) 5(9):226-27. Sept.
• ***Summary:*** "A remarkable book has just been published entitled 'The Diagnosis from the Eye' by Dr. H.E. Lane–apparently the work of years of careful observation and research–which will undoubtedly attract wide-spread attention, as it treats of a new discovery whose teachings will greatly modify the present methods of diagnosing diseases." A summary of the most important points of this new doctrine is given.

Note: The book, by Henry Edward Lane, M.D., was published in 1904 by Kosmos Publishing Co. (Chicago, Illinois; the same company that published Carque's books) and by L.N. Fowler & Co. (London). The author advocates a fruitarian, raw food diet, as being the healthiest.

264. Chandler, Katharine A. 1904. How almonds are grown. *Sunset Magazine* (*Southern Pacific Co.*) 13(6):465-67 [sic; these pages should actually be numbered 565-76]. Oct.
• ***Summary:*** "Almond culture in the United States, although originally the idea of the Department of Agriculture, is the result of the energy and perseverance of a Californian, A.T. Hatch. About fifty years ago the national government imported a quantity of almond seedlings and distributed them wherever the peach was thriving, it being believed that these two fruits needed the same environment. The almond trees flourished and bloomed profusely, but matured no fruit; and it was almost accepted as a fact that this nut could not be raised in the United States.

"When all others were disheartened, Mr. Hatch continued his experiments on his ranch at Suisun [Solano Co., just northeast of and adjacent to San Francisco Bay]. He found that while the imported seedlings failed to produce fruit, the seedling germinated in California matured a nut that differed from its mother stock and also varied according to the locality in which the tree was grown. From 192 varieties that he created he selected four to develop further as staple products. By forming partnerships with numerous farmers, who furnished the ground while he supplied the trees, he was enabled to test the different climatic conditions, and to

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decide which localities were favorable.

He learned that almonds mature in a warm climate which is dry in summer. The more moisture they can have in growing time the plumper the nut, but when ripening approaches they need dryness. These requirements exclude from the culture many parts of California where the almond was first planted. The nut will not mature in the coast regions where the fog pours in each summer's day, nor in the colder parts of the state. The southern Sacramento valley and the northern San Joaquin are the localities where the almond thrives best, and here many growers are making it their principal crop."

To place their crops on the market, the growers are gradually forming themselves into associations. The missionary in the field was the Davisville Almond Growers' Association of Yolo county, formed in 1897. It achieved such good results, and so urged other vicinities to follow its example, that other district associations were organized and it is hoped that soon all the three hundred almond growers of the state will unite into a state association. Today the Davisville Association practically sets the price for almonds throughout the United States.

"In 1903 California shipped to the east about 6,000,000 pounds of almonds. In the same year the importation of this nut from Spain, France, and Italy was 9,045,783 pounds. California's number of pounds exported does not represent her full production of the nut. Within her borders certain health foods, extracts, and cosmetics are manufactured from the almond to be sold in the eastern market. The paper-shell almonds are a Californian development originated by Mr. Hatch. The highest priced, and those of best flavor, are the Nonpareil, the I X L, the Ne Plus Ultra, and La Prima. They are generally long single nuts, of varying thickness and breadth, and without the habit the European species have of producing philopenas [nuts with two kernels]. The best imported nuts reach the United States already shelled, so as to save on the duty, and go direct to the confectioner rather than to the general public. The best foreign almond the public can buy is the Tarragona, a Spanish variety, with a broad kernel less sweet than some Californian species and a thick, rather soft shell. Although California has given more attention to almond culture than has any one of her sister states, not nearly all her available acres are devoted to it. Arizona, New Mexico, and Texas, too, have localities adapted to this nut, and they have entered into its production to a small extent. If California will put the rest of her suitable ground into this industry, we may soon harvest not only enough for our own nation, but also a surplus for our neighbors across the sea."

Photos (by Tibbitts) show: (1) Almond trees in January. (2) In September. (3) In an almond orchard at harvest time, men beat the trees with long poles. (4) "A modern husking bee." Men and women seated around a table, husking almonds. (5) Almonds drying in the sun on huge wooden trays about 3 feet off the ground.

265. *Los Angeles Times.* 1904. The city in brief: News and business. Nov. 26. p. 12.
• ***Summary:*** "Naturopathic Association: The recently-formed Naturopathic Association" announced a benefit concert to be held at Blanchard Hall this evening. "One of the objects of the association is to regulate the practice of the non-drug method of healing."

266. Carqué, Otto. 1904. The foundation of all reform: A guide to health, wealth and freedom. A popular treatise on the diet question. Chicago, Illinois: Kosmos Publishing Co.; London: L.N. Fowler & Co. 66 + vi p. 20 cm.
• ***Summary:*** About vegetarianism. Contents: 1. Man's position in nature. 2. Chemistry and physiology of nutrition. 3. The raw food question. 4. The superiority of the fruitarian diet. 5. Diet-reform, the ultimate solution to the economical and social problems (the problem of increasing consumption of intoxicating liquors is one of the principal causes of the mental and physical degeneration of man). 6. The ethics of diet-reform.

The author (lived 1867-1935) argues for the superiority of the fruitarian diet. "Man's strong resemblance to the anthropoid apes which subsist almost exclusively on fruits and nuts places him in the frugivorous class. In fact, all the great anatomists, Sir Charles Bell, Dr. Richard Owen, Dr. William P. Carpenter, Baron Cuvier, have shown that not only is man adapted by anatomical structure to a diet of fruits and nuts, but that the meat-eaters' violation of this law has been the undoubted source of endless suffering and disease. This fact, which had already been recognized by the ancient sages, as Plato, Socrates, Pythagoras, Plutarch, and others, has also been fully confirmed by the great universal law of evolution which Lamarck, Darwin and Haeckel have scientifically established and which has thrown much light on the origin of life and its development on our planet" (p. 8).

Why did humans start to eat meat? At a comparatively recent date in man's existence, there was apparently a scarcity of proper plant food and very adverse conditions. So "man was forced by fierce hunger to subsist on flesh-food. But the fact remains that in the process of evolution so great a change in man's diet had not the slightest bearing on his anatomical structure... Man's normal type dates from the period when the digestive organs of our frugivorous ancestors adapted themselves to such food;... not evolution but cataclysm caused his change of food from fruit to flesh with 'made dishes' to hide the taint of death.

"It is very probable that the so-called glacial period or age of ice, which according to geologists occurred some twenty or thirty thousand years ago and subjected organic life to altogether new conditions, had also caused man's deviation from his original and natural diet, after he

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had subsisted on the products of fruit trees during many thousands of generations" (p. 10-11). "In reviewing the long march of evolution of the human race... we come to the conclusion that for a vast period of time man subsisted on fruits and nuts, his natural diet, which was abundantly furnished by a virgin soil and a congenial climate" (p. 15).

The chapter titled "The raw food question" states: "Raw food must therefore be declared as the ideal diet of man, and the unperverted appetite demands nothing else." "But here the question arises, is the milk of even perfectly healthy cows a desirable article of food for man in general and for infants in particular? The answer must be an emphatic 'no.' Nature has destined the milk of the cow, like that of other mammals, for the nourishment of their respective young" (p. 34). The milk of all mammals, "the first nourishment of the new-born is relished in its natural and raw state." Mr. Horace Fletcher has shown that raw foods require thorough mastication, and with thorough mastication a smaller quantity of food is required (p. 36).

"An argument of the greatest importance in favor of the fruitarian diet–at least from the economical and social point of view–is, that it means the emancipation of woman. She will then no longer be a slave to the kitchen, for it will hardly be needed. The time which she formerly devoted to so much cooking and toiling, she will then be able to devote to a proper education of her children and her own culture" (p. 37).

The last sentence in this chapter reads: The "ideal food for man should consist of fruits, nuts, and grains properly masticated" (p. 38). Note 1. Such a diet (including seeds) is widely referred to as a fruitarian diet.

The next chapter, titled "The superiority of the fruitarian diet" develops this idea in more detail "The athletes of ancient Greece were trained entirely on a fruitarian diet... The Mystic Adepts who are strong physically, mentally, and who are never sick and live to great ages, all the time doing a tremendous amount of work, never eat flesh-food. They live on plant-foods exclusively" (p. 41).

A table titled "A few daily dietaries for fruitarians" (p. 67) gives 7 meal plans and the cost of each. A typical meal consists of one serving each of fruit, nuts, and unfermented whole wheat bread. Two meals a day are recommended. The total cost of the diet for 1 week is $1.60.

At the back of the book are 27 unnumbered pages of ads, including the following: (1) "Become a vegetarian–and become stronger, healthier, happier, clearer-headed–and save money. Learn about Vegetarianism through *The Vegetarian Magazine,"* published by The Vegetarian Co., 712, 167 Dearborn St., Chicago, Illinois. (2) Pacific Health Journal, published in Oakland, California. "A magazine for the home intended to give practical instruction on health and hygiene." Note 2. This was a Seventh-day Adventist publication that advocated a vegetarian diet. (3) The Sanitarium Pure Food Store and bakery of Benold's unfermented whole wheat bread, 413 E. North Ave., Near Wells St., Chicago, Illinois. "Full line of reform foods: Entire wheat,... whole wheat flour freshly ground every day on our own mill,... almond, filbert, and peanut butter." (4) Strength and beauty: Benedict Lust, naturopathic physician, 122-124 East 59th St., New York City. Another Lust ad several pages later is titled "Return to Nature." (5) *The Humanitarian Review.* Singleton W. Davis, 852 E. Lee St., Los Angeles, California. "A monthly 40 page Magazine, published in the interest of Liberal Freethought, Ethical Culture, Study of Comparative Religion, Psychology, Human Treatment of all Sentient Creatures, Human and Animal." (6) *The Animals' Defender,* organ of the New-England Anti-Vivisection Society, 1 Beacon St., Boston, Massachusetts. Established 1896. (7) Mazdaznan Health University, 3016-3018 Lake Park Ave., Chicago, Illinois. (8) *The Health Messenger,* published by the Health Messenger Co., Lamotte, Iowa. (9) Physical Culture Restaurant Co., Inc., Bernarr Macfadden, Gen'l. Manager, Main office: Suite 1119, 1123 Broadway, New York City. Has 12 restaurants in New York City, Brooklyn, Boston, and Philadelphia [Pennsylvania].

Note 3. This is the earliest document seen (June 2021) by or about Otto Carque (one of two documents). This book is advertised in *Naturopath and Herald of Health* (New York City) (June 1905, unnumbered page).

267. Carqué, Otto. 1904. An appeal to common-sense: The folly of meat-eating. A reply to an editorial of the New York and Chicago Evening American and San Francisco Examiner. 3rd ed. Chicago, Illinois: Kosmos Publishing Co.; London: L.N. Fowler & Co. 15 p. + ads on 4 unnumbered pages. 23 cm.

• ***Summary:*** Continued: "A diet of beef, white bread, potatoes, pie, coffee, which seems to be a favorite among the American people is therefore entirely inadequate. If vegetables are served at all, they are generally boiled in plenty of water, instead of being lightly steamed. The most valuable ingredients of vegetables, the organic salts which readily dissolve in water are in most instances lost."

"The ignorance among American people regarding the preparation of foods is simply appalling. Indeed millions of people practically eat themselves sick. A glance into our newspapers and magazines will convince us that at least half of the American people are suffering from one physical ailment or another..." (p. 8).

Then come 2 full-page tables of food composition, including the composition of 9 important minerals in each food. These foods are divided into groups: Animal products, fruits, nuts, vegetables, and legumes and cereals. A human body of 160 lb consists of about 90 lb of oxygen, 45 lb of carbon, 15 lb of hydrogen, 1.75 lb of nitrogen, 3.75 lb of calcium, 1½ lb of phosphorus, 1½ lb of chlorine, 3½ oz of sulphur 3½ oz of fluorine, 3 oz of potassium, 2½ oz of sodium, 2 oz of magnesium, 1½ oz of iron, 1 oz of silicon,

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and ½ oz of manganese. The ash constituents of plants [minerals] are generally combined with oxygen as oxides or acids; fluorine and manganese are found only in traces and no figures are therefore given in these tables; carbon passes in the form of carbonic acid into the air and is consequently not contained in the ash.

"Another point remains to be mentioned here which can never be too strongly emphasized. The mineral elements can only be assimilated by our system in an *organized* form, as they are contained in all the natural foods..." The body cannot assimilate the minerals in table salt (inorganic sodium chloride), in mineral waters, etc. The "presence of salt in all prepared animal foods, especially butter, cheese, lard, canned and smoked meats, dried fish, creates an unnatural thirst, because the tissues of the body are constantly deprived of a great amount of water, on account of the diuretic properties of the mineral. The increasing consumption of alcoholic beverages must be largely attributed to this circumstance; the use of alcohol and flesh foods generally go hand in hand" (p. 11).

"Milk is a nutritious food which is best suited for the newborn mammal. Only the infant's digestive apparatus is adopted for the proper digestion of milk... In the stomach of an adult which secretes more gastric juice, milk forms large, tough curds which are not easily digested. Cow's milk is a splendid food for calves, but it cannot be recommended very well for human beings."

"It is often asserted that, while a vegetarian diet would be good in tropical and subtropical countries, it would be entirely insufficient in the colder climates. This, however, is an entirely mistaken view. Not only can our body derive a far greater amount of heat and energy from a proper selection of plantfoods, such as fruits, nuts and cereals, but they are also more conducive to health" (p. 12).

"But meat is also objectionable for more reasons. Even if taken under the most favorable conditions, from perfectly healthy animals, it is contaminated by the effete and poisonous matter (urea, uric acid, creatin, creatinin, leukomain, etc.) which is constantly created in the tissues of the body. Animal life largely depends on the continuous removal of this worn-out material, and after killing the animal a large amount of these poisons naturally remains in the body, while during the further decomposition of the tissues still more waste matter is produced. With every piece of meat we therefore overtax our excretory organs, especially the liver and kidneys, by the additional poisons created in the tissues of the animal" (p. 13).

Compares the poor health of the people of Iceland (whose diet "consists almost exclusively of animal food") with the excellent health of most Pacific Islanders (who eat mostly raw fruits and vegetables. Before the Spaniards discovered Ladrone in 1620, there were "no animals on the island except a few species of birds which were left wholly unmolested. They had never seen fire and at first they hardly could imagine its effect and use").

"Another important argument in favor of the vegetarian diet is that man can derive his nourishment from a much smaller area, when living on the products of the soil, receiving them direct from the hand of nature, instead of feeding them first to the cattle and living on their meat. The land which now serves as hunting-grounds or for cattle raising, can be much better utilized by the cultivation of fruits, nuts, and cereals. It has been estimated that a certain area of well-cultivated fruit land can sustain at least twenty times as many people by its crops than could be nourished by the meat of cattle which do but pasture on its spontaneous grasses; and recently it has been found in a large slaughter-house in Cincinnati [Ohio], that the oat-meal used in fattening the pigs would have gone at least six times as far as the pork produced went in feeding people. *How preposterous, then, to spend time and money in raising and butchering animals, when nature offers us in the products of the soil the very best food material in the purest state and in the greatest abundance!"* (p. 14-15).

On the one unnumbered page at the front of this booklet are ads for: (1) A book titled *Diagnosis from the Eye.* Also published in German. (2) A book titled *The Foundation of All Reform,* by Otto Carque. (3) A booklet titled *Medicinal Foods,* by Otto Carque (16 pages). (4) Kosmos Publishing Co. and Hygienic Institute, 765 N. Clark St., Chicago, Illinois. Phone Black 5981. "This is an institution for the prevention and permanent cure of all acute and chronic male, female and children's diseases without drugs and operations, by the simple means of Nature Cure, as pure natural food, cold water treatments, sun and baths, physical culture, magnetism, etc."

On the two unnumbered pages at the back of the book are ads for: (1) Naturopathic Institute, Sanatorium and College of California (Incorporated), 556 to 560 S. Hope Street, Los Angeles. Dr. Carl Schultz, President. (2) The book (novel) *The Jungle,* by Upton Sinclair. "A story of packingtown and the beef trust. The unforgettable book of 1906." Includes 5 reviews of the book by well-known writers, including Jack London. Available from Kosmos Publishing Co., Chicago.

The author lived 1867-1935.

This booklet mentions that Carque has written a pamphlet titled "Medicinal Foods: How to get well and keep well by nature's simple remedies."

Note 1. Although this booklet is copyrighted 1904, the ad for *The Jungle* must have been inserted in a printing of 1906, the year the latter book was published. Carque's book is advertised in *Naturopath and Herald of Health* (New York City) (April 1905, unnumbered page).

Note 2. This is the earliest English-language document seen (July 2021) that uses the term "natural foods" (or "natural food") to refer to specific foods that are not refined or adulterated. Otto Carque continued to use the terms

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"natural foods" and "natural food" throughout his life, even though his colleagues preferred the terms "health foods" and "health food." Starting in 1922, in advertisements in the *Los Angeles Times*, he referred to his line of products (mostly dried fruits and nuts) as "Natural Foods of California." In 1925 he wrote and published a 359-page book titled *Natural Foods: The Safe Way to Health.* By 1931 he had renamed his company "Carque Natural Foods" and by 1935 a huge sign across the top of his food factory spelled out the company name. Address: 765 North Clark St., Chicago, Illinois.

268. Kellogg, Ella Ervilla Eaton. comp. 1904. Healthful cookery: A collection of choice recipes for preparing foods, with special reference to health. Battle Creek, Michigan: Modern Medicine Publishing Co. 299 p. Index. 19 cm.
• ***Summary:*** Contents: Methods in hygienic cookery: Healthful cookery. Measuring and combining ingredients. Breads. Unfermented, or aerated bread. Sandwiches. Toasts. Vegetable substitutes for flesh foods. Eggs. Porridges and breakfast dishes. Vegetables. Gravies and relishes. Salads. Soup. Soups with nut soup stock. Gruels and liquid foods. Desserts. The invalid's meals. Seasonable bills of fare. Note 1. Soy is not mentioned.

"Peanut butter" is called for in various recipes: Nut cheese (p. 163), Nut cream (p. 164), Nut salad dressing (p. 171), and Vegetable soup (p. 181-82).

"Almond butter" is called for in: Fruit pin wheels (p. 49), Almond cream (p. 164), Nut cream (p. 164), Peach salad (p. 169), Sweet salad dressing (p. 172), Sour salad dressing (p. 172-73), Cream of almond soup (p. 179), Almond puree (p. 197), Hot nut milk (p. 197), Granola pie crust (p. 210), Almond pound cake (p. 231, incl. almond butter in the icing), Almond filling (for desserts, p. 233), Chocolate mold no. 1 (p. 239), Cocoanut almond cream sauce (p. 245), Almond whipped cream ([non-dairy], p. 246. "Reduce Almond Butter to the consistency of cream, and pour slowly over the well-beaten white of an egg. Sweeten and flavor to suit the taste. For persons who can not use cow's cream, this makes an excellent substitute for whipped cream").

Note 2. This is the earliest document seen (Oct. 2013) that discusses a non-soy, non-dairy whipped cream.

"Nut butter" is called for in: Granuto cakes (p. 44), Nut butter puffs (p. 45), Nut gluten rolls (p. 47), and other recipes on pages 55, 57, 58, 71, 78, 82, 86, 87, 88, 104-06, 126, 136, 157, 159-62, 169, 173, 177-79, 233, 245, 301. For "Nut butters" see Sandwiches (p. 53; "The butter, whether dairy or some one of the various nut butters, should be creamed and spread smoothly on the bread...").

"Nut cream is called for in: Granuto cakes (p. 44; "Serve at once with dairy or Nut Cream, dairy or Nut Butter,..."), Nut gluten rolls (p. 47), Pease gravy toast (p. 65), Nut Lisbon steak, no. 2 (p. 75), and other recipes on pages 86, 99, 104-05, 121-23, 129, 132, 136-37, 141, 146, 151, 153, 155, 159-60, 164, 176, 192, 205, 217, 245, 253, and 283.

Gluten is mentioned throughout the book, as are gluten bread, gluten flour, 40% gluten flour, ½ cup gluten (p. 84), 20% gluten (p. 99, in Protose and gluten patties), gluten meal, and gluten gruel.

Note 3. This is the earliest English-language document seen (Nov. 2014) that mentions a kind of meatless burger or patty, which it calls "gluten patties" (one of two documents).

This is a vegetarian cookbook. In the chapter on flesh-food substitutes (p. 67+), "vegetarian" is mentioned in several recipe names: Vegetarian roast (p. 106). Vegetarian roast No. 2 (p. 107). Also: Vegetarian boiled dinner (p. 134). Major branded ingredients in this chapter are: Protose ("vegetable meat"), Nuttolene, Granola, and Nut Butter.

On page 84 is a recipe for "Vegetable turkey" which calls for "2 cups lentil pulp,... 2 eggs, 2 cups walnut meal,... ½ cup Granola, ½ cup Gluten, 1 onion, ¼ cup thick Nuttolene Cream."

On the last 2 pages of the book is an ad: "This volume contains some six hundred recipes." "For the preparation of Sanitarium foods. These foods are manufactured by the Battle Creek Sanitarium Co., Ltd., and the Sanitas Nut Food Co., Ltd., the two original health food manufacturers of Battle Creek. Our products are of world-wide reputation, some of them having been in use more than a quarter of a century [i.e., since about 1879]. The company makes more than 49 food products. "Many good grocers carry only a few of them; some, a large line; more, none at all... Thousands upon thousands of grocers have never heard of our products."

"To all express offices in the following States we prepay the express on orders of $5.00 or more." On orders of $15.00 or more they also offer a 10% discount. The names of 23 states near Michigan are listed. Then the name, weight, packaging type, and price of every product is given.

The author is the wife of the famous Dr. John Harvey Kellogg. She lived 1852-1920. A slightly enlarged edition (313 p.) was published in 1908. Address: A.M., Battle Creek, Michigan.

269. Lane, Henry Edward. 1904. Diagnosis from the eye: A new art of diagnosing with perfect certainty from the iris of the eye the normal and abnormal conditions of the organism in general and of the different organs in particular. A scientific essay for the public and medical profession. Chicago, Illinois: Kosmos Publishing Co.; London: L.N. Fowler & Co. 156 p.
• ***Summary:*** A half-page ad on the 3rd unnumbered page of ads near end of book reads: "In Preparation. 'The Drink Problem in the Light of Modern Science,' by Otto Carqué. The principal chapters in this highly interesting and instructive treatise are: The origin of alcohol. Has alcohol any food value? The waste of the world. The evils of moderate drinking. Effect of alcohol upon the various parts and organs of the body. Alcohol in medicines. The crime

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of adulteration. The nations' drinkbill. Alcohol, a constant source of mental and physical degeneration. How shall we solve the problem of the drink evil? Containing in all about 150 pages. Price $1,00; bound in cloth. If you wish to secure a copy we advise you to send your name and address NOW, as there will be a great demand for this book. Kosmos Publishing Co., 765 N. Clark St., Chicago, Illinois."

Another half-page ad on the 8th unnumbered page reads: "Sanitarium Pure Food Store and Bakery of Benold's Unfermented Whole Wheat Bread. Full line of reform foods: Entire Wheat, Cracked Wheat. Whole Wheat Flour freshly ground every day on our own Mill; all kinds of Nuts, also Almond, Filbert and Peanut Butter; Oils, Honey, Fruit Preserves. Depot for

"Randall's Unfermented Grape Juice and Pomona Books and Magazines on Natural Healing and Living, Kneipp's Herbs, Bath Cabinets and Hygienic Supplies.

"F.H. Benold, Propr. [Proprietor], 413 E. North Avenue, Near Wells Street. Telephone 2494 Black. Chicago, Illinois... Write for catalogue."

On another full page near the back of the book is a full page diagram of the iris of the eye; like a pie chart with many small wedges, it shows which part of the iris corresponds to which part of the body (feet, back, etc.).

Note: This book is written from the "natural method of healing" perspective, not from the allopathic point of view. Address: M.D. (Harvard 1871), Former Military and Civil Sanitary Inspector, Department of Porto Rico.

270. Naturopathic Health Home. 1905. Motto: "Healthy blood, best gift of God" (Ad). *Los Angeles Times.* Jan. 16. P. II5.
• ***Summary:*** "We cure Bright's disease, diabetes and all so-called incurable diseases. Stomach and female trouble a specialty. No cure, no pay." An illustration shows a number of happy people standing around a road side to Los Angeles. One is waving his 2 crutches in one hand above his head. Address: 1190 Sunset Blvd. near Elysian Park.

271. New Health Food Stores. 1905. Classified ad: Vegetarian cookery demonstration... *Manchester Guardian* (*England*). Jan. 18. p. 1.
• ***Summary:*** "... at the New Health Food Stores, 257, Deansgate, by Mr. E.C. Chapman, to-day (Wednesday), at 3 p.m. Collection." Address: 257, Deansgate [Manchester].

272. *Good Health* (*Battle Creek, Michigan*). 1905. Sanitariums. Health food restaurants. 40(1):ix (Advertisements section). Jan.
• ***Summary:*** Gives the name and address of 39 Sanitariums, including 26 in the United States, and 13 overseas (new ones since 1904 at Leicester, England. Cape Town, South Africa. Kimberly, South Africa). These "institutions are conducted in harmony with the same methods and principles as the Battle Creek Sanitarium.

Also gives the name and address of 27 health food restaurants in the United States (note that the term "vegetarian restaurants" is no longer used) including the following new ones: Vegetarian Restaurant, 555 Boylston St., Boston, Massachusetts. Vegetarian Cafe, 214 Union St., Seattle, Washington. Vegetarian Cafe, S. 170 Howard St., Spokane, Washington.

Note: This is the earliest English-language document seen (March 2007) that contains the term "Health food restaurants" (or "Health food restaurant" or "Health-food restaurant").

273. Pitman Stores. 1905. "Pitman" New Gloves (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Jan. Inside front cover.
• ***Summary:*** "From the animal to the ideal. Another fetter snapped. "Pitman" New Gloves. Has all the appearances and effect of Real Reindeer, but woven throughout. Warmer and more durable than Kid. Soft as Velvet and as pliable as Suede, giving freedom to the fingers. Will last two pairs of ordinary gloves and can be washed. Will stretch but will not split. All sizes in Ladies' or Gentlemen's. White, black, slate or sable. Per pair, 2/3, post paid.

"'Pitman' Stores, Health Food Specialists. The largest vendors of health foods in the British Isles. Xmas illustrated catalogue, 80 pages, post free, two stamps, with 'Aids to a Simpler Diet.'" Address: Ruskin St., Birmingham [England].

274. Pitman Stores. 1905. 'Pitman' uncooked foods (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Jan. Inside front cover.
• ***Summary:*** A ½-page ad. Naturalbred (Registered) (Uncooked whole wheat bread). A perfect food cure for constipation, indigestion, and similar stomach troubles. Unlike ordinary Bread, will keep fresh and good for weeks, needs no Butter, and contains neither Baking Powder, Yeast, added sugar or Water.

"A natural vital food, made from the whole wheat berry...

Fold medal Fruit & Nut Cakes. Uncooked complete foods. Ready to eat. For travelling, walking, cycling, running, rowing, and all athletic performances.

"Made by Electricity, with choice fruits and nuts only. Guaranteed free from preservatives and to contain no peanuts.

"Aprinut, Plumanut, Bananut, Muscatalmo, Alnut, Sandwich and Frutgranut–6*d.*

"Datanut, Frutanut–5*d.*

"Fig and Raisinut, Date and Applenut, Fig and Ginger, Date and Ginger, Fig and Applenut–4*d.*

"Fig and Almond, Date and Almond, Fig and Walnut, Fig and Cocoanut, Date and Cocoanut, Date and Walnut–3*d.*

"Vigar Wafers, either cake packed or in wafer form, 12

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in a box, 1*d.* extra to above prices, or 12 assorted in box–6*d.*

"Sole manufacturers. 'Pitman' Stores, Health Food Specialists. The largest vendors of health foods in the British Isles. New Year illustrated catalogue, 80 pages, post free, two stamps, with 'Aids to a Simpler Diet.'" Address: Ruskin St., Birmingham [England].

275. Ralston Purina Co. 1905. Ralston Wheat Porridge (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Jan. p. 14a.
• ***Summary:*** "Should be in every home. It's good for you and it tastes good. 2 lb. 'Checkerboard' Packet, 7½ d." Address: London Agency: 43 Great Tower St., E.C.

276. Wheatose Company (The). 1905. Wheatose: An absolute food cure for constipation (if used as directed) (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Jan. Inside front cover.
• ***Summary:*** "7 lb. bags, carriage paid, 2/-. 12 lbs. carriage paid, 3/6. Supplied north of Birmingham by The Health Food Stores, 257 Deansgate, Manchester. And in the South of England by The Wheatose Company, 30-45 Union Street, Bristol. Write for particulars." Address: 39-45 Union St., Bristol [England].

277. Mapleton (Hugh). 1905. Mapleton's Nut Foods. Nut Cream Butters (Patent applied for) (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Feb. Facing p. 43.
• ***Summary:*** A 1/8-page ad. "Almond, 1/5; Walnut, 1/-; Cocoanut, 1/-. These are simply perfection.

Fruitarian cakes. Thirteen varieties; delicious flavours. Prices from 3*d.* to 7*d.* 50 tablets in box, 6*d.*

"Potted tomato & nut. 3½*d.* per tin... Superb quality. Quite unsurpassable.

"Full list of nut foods from the manufacturer."

Note. This is the earliest document seen (Oct. 2012) that mentions "Mapleton's Nut Foods," an early manufacturer of vegetarian foods in England. Address: Colonial House, Dolphin St., Ardwick Green, Manchester [England].

278. Lust (L.) & Company's Hygienic Bakery. 1905. The perfect health bread (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 6(3):Unnumbered page. March.
• ***Summary:*** A full-page ad. A round illustration shows the label of "Lust's Whole Wheat Bread: Original and Genuine." Also sells: Five types of raw, fresh opened nuts (incl. pecans, almonds, Spanish peanuts). Lust's Whole Wheat Zwieback. Lust's Whole Wheat Fruit Crackers. Lust's Nut Fruit Loaf. Lust's Barely Malt Coffee. Absolutely Pure Peanut Butter (¼ lb. jar 10¢; ½ lb. jar 20¢ 1 lb. jar 30¢; 4 lb. can 80¢), Nut Butter, Pecan Butter. Fresh ground whole wheat flour. "Write for a complete list of our New York City Agencies" [outlets / agents].

Note: Louis Lust was Benedict Lust's brother. This bakery, located in what became Harlem, was established in 1903. Address: Corner 105th St. and Park Ave., New York City. Phone: 2096 J, Harlem.

279. Carqué, Otto. 1905. The evils of moderate drinking. *Naturopath and Herald of Health* (*The*) (*New York City*) 6(5):140-43. May.
• ***Summary:*** A convincing argument, with numerous examples from France.

280. *Garden* (*The*) (*London*). 1905. Fruit preserving. 67(1753):371. June 24. [1 ref]
• ***Summary:*** "This is the title of a booklet of some of some twenty pages, which gives plain and concise instructions as to the best methods of preserving fruits and vegetables. The author, Mr. J.E. Cook, has given much valuable information in a small space, and his remarks will doubtless be read with interest by many. This booklet may be had, post free, for 1½*d.* from the Pitman Health Food Company, Birmingham."

Note 1. This is the 2nd earliest document seen (July 2021), published in the United Kingdom, that contains the term "Health Food" or the term "Health Food Co."

Note 2. This is the earliest document seen (July 2021) that mentions the "'Pitman' Health Food Company," which must have existed as early as 24 June 1905. It may have been the earliest known company in England that used the term "Health Food" or "Health Food Co." in its company name. Address: England.

281. *Gardeners' Chronicle* (*London*). 1905. Fruit preserving. No. 906. p. 12. July 1. [1 ref]
• ***Summary:*** "A pamphlet with this title, written by Mr. J.H. Cook, and published by the 'Pitman' Health Food Co., Birmingham, appears appropriately at this season of the year. It includes not merely directions for preserving fruit, but a strong plea for a diet consisting of cooked fruits eaten with nut-meal and brown bread and butter. Not stopping to analyse the statement that 'what sunlight applied outwardly is to the pores of the skin in its purifying effects, so are fruit-juices to the inside coatings of the body, having in this respects [sic, respect] effects exactly opposite to those of meat-juices,' we may say that the recipes for storing a wealth of fruits until a season of dearth will be found useful." Address: England.

282. Carqué, Otto. 1905. The nutritive and therapeutic value of unfermented fruit juices. *Naturopath and Herald of Health* (*The*) (*New York City*) 6(7):196-99. July.
• ***Summary:*** Focuses on grape juice and apple juice, and on the injurious effect of manufactured [white] sugar. A table shows the remarkable difference between the nutritional composition of unfermented and fermented fruit juices. All the natural sugar is converted to alcohol by the fermentation.

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283. **Product Name:** Carnos (The Vegetarian Food and Meat Substitute).
Manufacturer's Name: Carnos & Co.
Manufacturer's Address: Great Grimsby, Lincs [Lincolnshire], England.
Date of Introduction: 1905 September.
Ingredients: -
Wt/Vol., Packaging, Price: -
How Stored: -
Nutrition: -
New Product–Documentation: Ad in Vegetarian Messenger and Health Review (UK). 1905. Sept. Inside back cover. "Carnos: The Vegetarian Food and Meat Substitute. It is the best article of its kind upon the market, being an appetising wholesome extract entirely soluble and free from fat. Send 4*d.* in stamps for 1 oz. Sample and full particulars to... N.B.–No chemicals used in the manufacture." *

284. International Health Association, Ltd. (The). 1905. Granose: The pre-eminent whole wheat preparation is the ideal food for breakfast, dinner and supper (Ad). *Vegetarian Messenger and Health Review* (*Manchester, England*). Sept. p. 253.
• ***Summary:*** "No table is complete without it. Granose is crisp, delicious, not only easily digested but an aid to good digestion, and nourishing, alike for infants, invalids, the strong and robust, the mechanic and athlete, the brain worker, and the aged. The only food of which it can be truthfully said: 'Tis the best for all.

"Sample of Granose Flakes, Granose Biscuits, and Toasted Wheat Flakes, with complete price list of other Cereal and Nut Health Foods sent post free for 3*d.;* or package of assorted samples of Health Foods for 1/ [1 shilling]."

"Eat for health and strength." Address: Legge St., Birmingham [England].

285. **Product Name:** Nut Cream Rolls.
Manufacturer's Name: London Nut Food Co. (The).
Manufacturer's Address: 465 Battersea Park Road, London, S.W., England.
Date of Introduction: 1905 September.
Ingredients: -
Wt/Vol., Packaging, Price: -
How Stored: -
Nutrition: -
New Product–Documentation: Ad in *Vegetarian Messenger and Health Review* (UK). 1905. Sept. Inside back cover. "The 20th Century Food, Which reaches the highest ideal of the Hygienic Food Reformer. Trade Mark (an illustration shows two squirrels, each holding a nut in its paws, facing one another). Made from the finest selected nuts and whole wheat. Nutritious, digestive, & appetising. On Sale at all the principal Vegetarian Stores, or direct from The London Nut Food Co.,... Assorted sample post free for 6 stamps. All orders of 5/- and upwards are forwarded carriage paid." *

286. Bosman & Lohman Co. 1905. Nutlet Butter (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 6(11):Unnumbered page. Nov.
• ***Summary:*** A ½-page ad. A large illustration (engraving) shows the huge, sprawling "B. & L. peanut health food plant." "The largest factory in the world devoted exclusively to Manufacturing Peanut Health Foods. Write for our booklet, 'The evolution of the peanut." Address: Norfolk, Virginia.

287. *Naturopath and Herald of Health* (*The*) (*New York City*). 1905. The evolution of the peanut. 6(11):336-38. Nov.
• ***Summary:*** Never in the history of the world have humans consumed so many nuts. The peanut is the leader. In 1904 the U.S. peanut crop was worth over $10 million, yet up to a few years ago they were only associated with the peanut vender and the circus. At that time, by accident, Bosman & Lohman began to produce peanut foods for both vegetarians and the general population. They are now producing "the most delicious and nutritious economic health foods of the present century." To-day "they have one of the largest plants of its kind in the world, devoted exclusively to manufacturing B. & L. Sparkling Diamond brand peanut health food products, which took the Gold Medal at the St. Louis Exposition" [of



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1904, in Missouri]. Their products include Nutlet Butter and Peanut Brittle. Three photos show their plant [in Norfolk, Virginia] and process.

288. Carqué, Otto. 1906. The nutritive value of unpolished rice. *Naturopath and Herald of Health* (*The*) (*New York City*) 7(1):35-37. Jan.

289. *Manchester Guardian* (*England*). 1906. Correspondence: Vegetarian restaurants (Letter to the editor). Feb. 10. p. 15.
• ***Summary:*** "Mr. E.C. Chapman writes: 'Your correspondent "Nut Cutlet" will find one or more of the various nut foods on the bill of fare each day at the Vegetarian Restaurant and Health Food Stores. If he will give us a call we shall be glad to do all we can to assist him in following a vegetarian dietary.'" Address: 257, Deansgate [Manchester].

290. Battle Creek Health Food Co., Limited. 1906. Life Chips for the workingman (Ad). *Toronto Daily Star* (*Canada*). April 21. p. 12.
• ***Summary:*** "Flesh food does not give the staying quality–the energy it produces is quickly expended.

"The workingman is much better fitted for his day's labor by a cereal and egg diet.

"His strength is more uniformly distributed, and he is never troubled with that heavy, fagged, tired-out feeling.

"His health is improved by leaving meat alone–more than half the disease of today is caused by eating flesh foods."

Life Chips are made from the whole wheat, scientifically mixed with the best quality of malt."

For breakfast Life Chips are delicious with hot or cold milk or cream. For dinner or supper, in combination with fruit, vegetables or eggs, Life Chips are nourishing and appetizing."

A large vertical illustration, in the middle of the ad running its full height, shows a man walking, smoking a pipe, wearing a hat, and carrying a cylindrical lunch bucket as he walks to work. Address: Canadian Factory, London, Ontario.

291. *Scotsman* (*Edinburgh*). 1906. Classified ad: Manager or manageress wanted for Health Food Stores;... May 10. p. 1.
• ***Summary:*** "... Good position for a capable person Address, fullest particulars. No. 3304, Scotsman."

292. Battle Creek Health Food Co., Limited. 1906. Life Chips for the young child (Ad). *Toronto Daily Star* (*Canada*). May 19. p. 5.
• ***Summary:*** "The foundation for perfect health is laid in childhood.

"Much depends on the child's diet. It most be nourishing and satisfying, without clogging the system.

"Life Chips should be the basis of every child's meal.

"They will give the vigor of perfect manhood and beautiful womanhood."

A large vertical illustration, in the middle of the ad running its full height, shows a young child, seated in a high chair at a dining table, wearing a bib, and eating from a bowl of Life Flakes. Address: Canadian Factory, London, Ontario.

293. Battle Creek Health Food Co., Limited. 1906. The public invited (Ad). *Toronto Daily Star* (*Canada*). June 19. p. 11.
• ***Summary:*** "The Battle Creek Health Food Company of London [Ontario] are having a special demonstration of Granose Biscuit, Granose Flakes, and Caramel Cereal [a coffee substitute] in the Grocery Department of the T. Eaton Co., and all visitors to the big store are invited to purchase sample packages of these most excellent foods.

"With these foods it is not a question of price, because the cost is no more, but it is a matter of quality, and to know that what you are eating is the best that time, money, and skill can produce." Address: London, Ontario.

294. Radcliffe (F.). 1906. Classified ad: Vegetarians. Wanted, Young lady attendant for Health Food Stores. *Manchester Guardian* (*England*). July 26. p. 2.
• ***Summary:*** "Must be interested in food reform and have a knowledge of health foods: one able to bake preferred. Address, stating age, wage, and references." Address: 69, Princess-street, Ashton-under-Lyne [Manchester].

295. *Los Angeles Times.* 1906. Unfermented grape juice: Opening for an important California industry. Aug. 19. p. VI15.
• ***Summary:*** A new process permits shipping grape juice in barrels. "The present methods of manufactures, storing and shipping grape juice exclusively in glass, add also considerably to its cost. Otto Carque of Los Angeles who has devoted considerable time and study to the promotion of this industry, has perfected a new process by which fruit juices can be stored and shipped in wood, without the use of any preservatives whatsoever."

Pasteurized grape juice can now be retailed in full quart bottles for 35 cents. "Mr. Carque put about 25,000 gallons of grape juice in barrels last fall and expects to turn out a larger quantity this season."

Note: This is the earliest document seen (July 2021) concerning Otto Carque's work with food or beverages (grape juice). He was a lifelong teetotaler, abstaining from all alcoholic beverages.

296. Ralston Purina Mills. 1906. The pure food for children: Wheat hearts for little sweethearts (Ad). *Outlook* (*The*) (*New York City*) 83(17):Unnumbered page near end of issue. Aug. 26.

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• ***Summary:*** A ¼-page ad. "In Ralston Health Food are the *hearts* of wheat–made into the richest, daintiest, the most delicious of foods, rich in gluten–absolutely pure. A chemist's certificate of purity on every package.

"No other food so perfectly meets the needs of growing children. Not pre-digested, but easily digested–gives the stomach something to do, but not too much.

"Not a food fad or fancy–but a staple breakfast food with body to it. When ready to serve, 14 lbs. for 15 cents–50 plates.

"Ralston Health Food, sterilized by our new patent process, is always fresh and good. Ralston retains the natural, nut-brown color of the grain.

"Ask for Ralston this time, and insist on getting it. Your grocer is instructed to give you back your money if you don't like the first package.

"Try Purina Whole Wheat Flour–for sale by all Good Grocers. Ask for the checkerboard sack and get the best.

"Ralston Purina Mills. "Where Purity in Paramount" St. Louis, Missouri. Portland, Oregon. Tillsonburg, Ontario [Canada].

In the upper left corner of this ad is a photo of the head and shoulders of man wearing a brimmed cap. In the lower right corner is a portrait photo of a child with fairly long hair.

297. Cleveland Health Food Co. 1906. See us at the food show: Royal Peanut Butter (Ad). *Plain Dealer* (*Cleveland, Ohio*). Oct. 29. p. 5.

• ***Summary:*** This display ad, in the far right column, features an illustration of a glass screw-top jar of Royal Peanut Butter. The words: "Manufactured by Cleveland Health Food Co." are visible on the front. Below the title we read: "(In sealed glass jars.) A 5¢ package of our Salted Peanuts given free with each sale at our booth.

"10¢, 15¢, 25¢ sizes."

Note: The 24 April 1895 Edition of the *Plain Dealer* has a "Help Wanted–Male" ad from the Sanita Health Food Co. which states: "Wanted–Good reliable agents acquainted with the grocery trade to handle a good selling article; references required. Address the Sanita Health Food Co., 254 Reed st., Milwaukee, Wisconsin."

298. Beard, Sidney Hartnoll. 1906. A comprehensive guide-book to natural, hygienic and humane diet. 5th ed. Paignton, England: The Order of the Golden Age. 138 p. Undated. Index. 16º. Preface dated 1906. 1st ed. 1902. 7th ed. 1913.

• ***Summary:*** "Preface to the fifth edition: The important subject of dietetic reform is now being seriously considered by thoughtful and enlightened persons in all parts of the world, and the extent of this interest in a matter which has been too long neglected is increasing every day." After the last numbered page of the Index (p. 138) are 21 unnumbered pages of ads, lists, etc.

Page [1]. Food-reform [vegetarian] restaurants: 13 in London, 1 in Birmingham (The Pitman Hotel and Restaurant, Corporation Street), 4 in Manchester, 1 in Glasgow, Scotland. 1 in Belfast and 1 in Dublin, Ireland. 1 each in Newcastle, Sheffield, Nottingham, Halifax, Bradford, Liverpool. 2 in Bolton (northwest of Manchester). 2 in Leeds.



Page [2] Food-reform institutions & establishments: 1 each in Worcester (college), Bristol (college), Bromley, Kent (fruitarian hospital and nursing home), Bournemoth (private hotel for fruitarians), Broadstairs (nursing home), Felixstowe (hygienic hotel), Bishopsteighton, Teignmouth (baths), Torquay (massage, dietetic treatment), Gloucester (sanatorium, spa hydropathic, dietetic), Hydro, London (Hygeia House). [5-7]. Booklets and pamphlets published by the Order of the Golden Age. The Order of the Golden Age (basic information). Herald of the Golden Age.

Page [8]. "Twentieth-century health foods." Protose, Nuttose, Bromose, Nut butter, and Granose. "Send for our illustrated price list of health foods." The International Health Association, Ltd., 70-74, Legge St., Birmingham.

Page [9]. "Pitman stores. Hygienic food. Health food specialists, Birmingham. The largest health food dealers in the world. Will send their New Illustrated Catalogue (just

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issued) of 88 pages, with 'Helps to a Simple Diet,' post free for two stamps, containing endless varieties of Health foods, nut butters, and other nut preparations, uncooked ready-to-eat foods, delicious gravies made from legumes, meats, butters, lard, and suet made from nuts, oils from nuts and olives in place of cod's liver, nourishing and non-stimulating coffees (uric acid free) made from cereals, pure vegetable soups, brawn, paste, and non-alcoholic grape juices. Improved nut mills with patent regulating attachments, and nut butter mills. 'Pitman' steamerettes for cooking all kinds of food with dry steam. Labour saving cooking appliances in large variety. Cereals & legumes. Vegetarian literature, &c. All free from fish, flesh, fowl, alcohol and drugs; to take the place of every variety of food in general use, obtained from the animal kingdom. Superior and far cheaper."

Page [10]. "Mapleton's. New nut cakes. Walnut cream butter. Nutter for cooking (Manufactured entirely from nuts). Fruitarian cakes. Table nutter. Send for full price list of Nut Foods to the Manufacturer–Hugh Mapleton, 2 & 3, Dolphin St., Ardwick, Manchester. Also in Bristol and Hamburg."

The author was born in 1862. Address: Paignton, England.

299. Carqué, Otto. 1906. An appeal to common-sense: The folly of meat-eating. A reply to an editorial of the New York and Chicago Evening American and San Francisco Examiner. 3rd ed. Chicago, Illinois: Kosmos Publishing Co.; London: L.N. Fowler & Co. 15 p. + ads on 4 unnumbered pages. 8º.

• ***Summary:*** This excellent, 13-page essay begins with an epigraph: "The health and wealth of nations depends on rational nutrition." It begins: "Never have the indifferent masses been more aroused from their daily methods of living, never has the cause of vegetarianism been given a greater impetus than by the publication of Upton Sinclair's novel 'The Jungle,' a sombre and terrible picture of life in the Chicago Stockyards, with its startling revelations concerning methods in the meat-packing industry. Unfortunately, the majority of people are still deeply ignorant in regard to the food question, as our educational institutions pay little or no attention to this most vital problem. The inherited belief that fleshfoods are essential for the attainment of mental and physical vigor is still apparently widespread even among otherwise well-informed men. Mr. Arthur Brisbane, editor of the *New York Evening Journal* and *American*, presents in an editorial the following views: 'The vegetarian says that it is a hideous thing to eat meat–and it is a hideous thing. However, for the present the eating of meat is necessary–as necessary as the breathing of air or the drinking of water.

"'The lives of men are crowded, their systems can readily transform meat into the energies with which they do their work. The digestive power that would be used in grinding vegetables into blood and brain would take too much away from useful effort. *'We must eat meat–we must eat the cow that eats the grass, leaving her to digest the grass, since we have not the time or vitality to do it.'*

"Mr. Brisbane is a most brilliant writer and his views on political and social questions are up-to-date, logical and convincing, but in chemical and physiological matters he seems to be somewhat astray. I shall at first shortly answer his assertions, giving in the course of this treatise more explicit reasons of the utter fallibility of his arguments which may seem very plausible to the misinformed masses, but not to the intelligent mind.

"First; the word 'vegetarian' is derived from the Latin word *'vegetare,'* which means to 'enliven.' The old Romans used the term *'homo vegetus'* for a lively, vigorous man, sound in body and mind. The close resemblance of the two words suggests to the uninformed that 'vegetarian' is simply a 'vegetable-eater.'

"Second; the natural, physiologically and anatomically best adapted diet for man is neither grass nor meat, but fruits, nuts, succulent plants, and cereals; they alone are able to produce the highest type of man physically as well as mentally.

"Third; meat, far from being a necessary food for man, is an unwholesome article of diet and in many cases most detrimental to health. Meat is always polluted by the waste products of animal life, while it is deficient of certain mineral elements (organic salts) which are indispensable for the proper oxidation and purification of the blood.

"Fourth; energy and endurance are not produced by protein (albumen) which is one of the principal constituents of meat, but chiefly by the combustion of carbohydrates which we find in the most assimilable form, as sugar, in sweet fruits and succulent plants.

"Fifth; fruits, nuts, vegetables, and cereals, if taken judiciously, make better and purer blood and consequently give more vitality than flesh foods which are more or less stimulants; meat weakens our digestive power because it does not supply the elements necessary for the renewal of the digestive juices; it further fails, on account of lack of cellulose, to exert that mechanical influence upon the walls of the intestines which is necessary for the peristaltic movements of the bowels. Dyspepsia, constipation, appendicitis are common among meat-eating nations.

"Sixth; Mr. Brisbane's statement, *'we must eat the cow,'* is incorrect, for only a part of the cow, preferably, the muscular tissues are used as human food. He unconsciously compares himself with the ravaging beasts who devour the whole living animal; he is apparently ignorant of the fact that the different chemical elements of food are polarized in the body after the process of digestion; in other words, the chemical composition of the various anatomical parts of the body is widely different, especially in relation to their mineral ingredients.

"The idea that meat is in some manner predigested plantfood, ready to be swallowed and assimilated, is entirely

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erroneous from a chemical as well as a physiological standpoint; it has undoubtedly led to the now popular American institution, known as 'Quick Lunch Counter' where a dinner of five courses can be bolted down in so many minutes. Nature has furnished us with teeth and salivary glands for the purpose of mastication and salivation and we have to devote a certain amount of time each day to the proper feeding of our body or suffer the consequences sooner or later. Why is it that the average duration of life of 'civilized' man is hardly more than 33 years instead of a century? Why is it that we have in this country an army of over 100,000 physicians who can hardly raise the standard of health? Most assuredly because the majority of people are still deplorably ignorant in regard to the mechanism of the body and especially to the laws of nutrition."

He then discusses: The physiology of digestion. The importance and function of each of the 12 mineral constituents of food and of our body–an area in which German scientists have taken the lead. Results of individual mineral deficiencies. German scientist has shown that mineral fertilizers [NPK] are more effective in promoting fertility than animal excrements. Healthy plants require healthy soil.

Most "physicians are still hunting after germs and bacilli, confounding cause with effect, utterly ignorant of the most important chemical and physiological facts. *What we need is not vaccine, tuberculin, antitoxin, poisonous drugs, stimulants and narcotics, but natural and wholesome food, pure water, fresh air, and sunshine which alone can give us health, vitality and supreme power of resistance!"* (p. 7).

"Meat is also praised by many as a strength giving food on account of its proportionately large amount of protein as the result of Dr. von Liebig's erroneous theories which he revoked himself in his later years. He had at first believed the proteids to be the principal source of muscular energy, and the amount of nitrogenous matter needed daily by the average man is still generally as high as four or five ounces. One of the most advanced physiologists of our time, Professor Voit of Munich, has found, however, by careful investigations carried on for a number of years, *that even at the most strenuous work the body consumes not any more protein than when at rest; that heat and energy are almost exclusively created by the combustion of carbohydrates and fats, and the average man can get fairly well along with about one ounce of protein daily.* All progressive physicians admit that a large number of diseases is due to the excessive amount of protein and an inadequate supply of necessary mineral elements." (p. 7).

"The idea that meat contains some nourishing ingredients which cannot be found in plant foods is entirely erroneous. On the other hand, we find in plant foods such as fruits, nuts, and vegetables in their endless variety the needs of our body, especially the organic salts, in far larger proportions and in a much purer form than in flesh foods." (p. 8).

In cereals, the minerals are "chiefly contained in the outer layers of the kernel which are, however, removed by our 'modern' milling processes." which cause the loss of 50-75% of these valuable organic salts (p. 8). Continued. Address: 765 North Clark St., Chicago, Illinois.

300. Leach, Albert E. 1906. Food and drug inspection: Report of the analyst. *Annual Report of the State Board of Health of Massachusetts* p. 483-507. See p. 507.
• ***Summary:*** The section titled "Miscellaneous" states (p. 506-07)" "Among the brands found not to be of good standard quality were the following:–"'Protosac' and 'Glutosac,' advertised to contain respectively 40 and 35 per cent. of proteids, both products of the Health Food Company of New York; and 'Cold Blast Extra Flour,' purporting to contain 22 per cent of proteids."

301. Postum Company, Inc. 1906. This journey through the pure food factories that make Postum and Grape-nuts takes you up-stairs, down-stairs and all over the place. There is considerable to see, and "There's a reason." Battle Creek, Michigan. 32 p. Illust. 28 x 14 cm.
• ***Summary:*** Cover title: "The door unbolted, come in." Contains many old and interesting photographs, including many of the modern machines and facilities used in making Postum Food Coffee and Grape-Nuts.

The word "coffee" is used throughout this book–see pages 4-6, 18-24.

Pages 3-4: "It seems that Mr. Post, during his studies in medicine and general therapeutics, gave especial attention to nervous disorders and dietetics. The unusual number or people affected by coffee drinking attracted attention, and in collaboration with an analytical chemist he conducted a series of experiments looking towards a healthful coffee to be made of nourishing grains, that would have a good snappy flavor and, satisfying the user's palate, would feed and rebuild the nerve centres broken down by coffee or other stimulants and narcotics. Literally, hundreds of experiments resulted in failure, and upwards of a year was consumed before the method of preparing and blending the different parts of wheat produced the desired result."

"Not one grain or article of coffee... enters Postum" (p. 5).

It offers "sure relief from the many ails of coffee" (p. 6).

"The 'Reason' for Postum Food Coffee: The real trouble with tea and coffee drinking is not generally understood. Physicians advise, for a well-defined reason, the discontinuance of both tea and coffee when a person is sick. Educated physicians know of the following test: -

"When tea is added during the process of digestion, 34 per cent of albumen [protein] will be left undigested, and 66 per cent will be digested; while if coffee is added during the process of digestion the result will be but 61 per cent

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digested and 39 per cent undigested. When tea and coffee are taken into the human stomach, serious interference is set up with the natural and healthful operations. If one has an exceedingly powerful digestive apparatus, he can stand this abuse for a time, but it is sure to tell sooner or later.

"These facts should never be forgotten" (p. 18).

"Coffee and tea are not foods, but strong, powerful drugs. Sooner or later the steady drugging will tear down the strong man or woman, and the stomach, bowels, heart, kidneys, nerves, brain, or some other organ connected with the nervous system, will be attacked.

"Thousands of invalids remain so, not knowing the cause of their disease. It is safe to say that one person in every three, among coffee users, has some form of incipient or advanced disease.

"Any analytical chemist can analyze coffee and tea, and show that they contain a poisonous drug–caffeine–which belongs to the same class as cocaine, morphine, nicotine and strychnine–alkaloids.

"In highly organized people, these poisons have a direct effect upon the heart, liver, stomach and nerves, and set up various indications of approaching sickness. These facts have been known by physicians for many years, but it is difficult to induce people to leave off habits, even when those habits are known to be injurious and shorten the existence of the human body.

"There are people, however, who hold their health in high enough esteem to be willing to give a little attention to food and drink. Such people realize that good health can be turned into success, into money-making, prosperity, and the ability to do things in this world. There is no habit the creature acquires–which produces as much real enjoyment as the old-fashioned habit of being thoroughly well.

"Such a feeling all day long cannot be compared in value to the temporary, short-lived pleasure of drugging the body with any of the known drugs, tea, coffee, tobacco, whisky or morphine. When a man can inhale a deep breath of pure air and feel that every part of the machinery of the body is working perfectly, there comes a sense of comfort, easy content and thankfulness to the Creator for the mere privilege of living.

"People say they cannot quit coffee. It is to just such that Postum Food Coffee appeals strongly, for the old coffee can be left off at once, and the Postum Food Coffee, made as it should be made, furnishes a delicious beverage, pure in food value, with a deep, rich brown color which is quickly changed to a golden brown by the addition of a little cream, and with a crisp coffee flavor satisfying both palate and nerves (p. 21).

"It is true that some coffee drinkers that have been accustomed to excessively strong coffee, miss the rank, strong taste or Rio and the heavier grades of coffee; for Postum has almost an identical flavor with the milder and more expensive grades of Java.

While the manufacturers earnestly recommend every user to discontinue coffee altogether, it is nevertheless well known that thousands of families mix a little coffee in with the Postum, when the effort is made to induce certain members of the family to abandon coffee. The improvement in health in ten days will be sufficiently marked, in most cases, to induce an adoption of Postum alone.

If the reader has any sort of illness, try leaving off tea and coffee, and note the result.

"Remember, you can recover from any ordinary disease by discontinuing coffee and poor food, and using Postum Food Coffee and Grape-Nuts, for these forms of nourishment are scientifically made, and produce the results they were made to produce in the human body" (p. 24). Address: Battle Creek, Michigan.

302. Shaftesbury, Edmund [pseudonym of Webster Edgerly]. 1906. The Ralston Health Club: Book of inside membership,... known as the great 1906 edition. Washington, DC: Ralston Health Club. 176 p. 24 cm. *

• ***Summary:*** Note: The Ralston Health Club was in existence as early as 1891 and publishing books as early as 1894. The Club was devoted to the development and maintenance of health and fitness, and increasing longevity–the goal being 200 years! He placed great emphasis on physical culture, exercise, living out of doors, and self discipline / mastery. He placed relatively little emphasis on food. In many cases, but not all, he discouraged the use of meat. He firmly advocated cereal grains (such as wheat) and milk. Edmund Shaftesbury lived 1852-1926.

303. Winton, A.L. 1906. Diabetic foods. *Connecticut Agricultural Experiment Station, Annual Report* 30:153-65. For the year 1906.

• ***Summary:*** This article begins: The necessity of excluding so far as possible from the diet of diabetic patients sugars and substances, such as starch and dextrin, yielding sugar with the digestive juices, had led to the introduction of saccharine and other coal-tar derivatives and preparations containing, or purporting to contain, no starch or starch derivatives,..."

"Not only all of the cereal grains but also most of the seeds of the legumes... contain large amounts of starch and must be avoided by diabetics; the soja or soy bean, however, is a striking exception as it contains, when ripe, no true starch, or only traces. This leguminous seed is an important food in Japan and is being used in this country for the manufacture of meal for the use of diabetics. Two analyses of soja bean meal [whole soy flour] are given in Table XVI, pp. 156-157."

This table lists and analyzes about 45 diabetic foods made by about 12 companies. Only three products clearly contain soy; the first two (p. 156-57) are both named Soja Bean Meal made by the Theo. Metcalf Co. in Boston, Massachusetts; one contains 5.5% starch and the other

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7.63% starch. The first product contains 19.06% fat and is thus a whole (full-fat) soy flour; this table contains the earliest analysis seen of whole soy flour. The third product (p. 164) is a homemade "Soja Bean Meal Biscuit (Muffins or Popovers)" made from Metcalf's Soja Bean Meal. Made with 1 cup cream, 2 eggs, baking powder, and salt, plus Soja Bean Meal, it contains (on an as-is basis) 27.6% water, 5.33% ash, 16.71% protein, 1.55% fiber, 12.84% nitrogen-free extract [non-fiber carbohydrates], and 35.91% fat. Note: This is the earliest English-language document seen (Jan. 2019) that uses the term "soja bean meal" to refer to whole soy flour.

"The peanut, another leguminous seed, although very rich in oil, contains about 11 per cent. of starch, sugar, and dextrin, of which about half is starch." Most of the nuts, including almonds, "since they contain no starch and only small amounts of sugar and dextrin but are rich in protein and oil, are valuable additions to the diet of diabetics. Almond meal is used in the preparation of various biscuits and bread substitutes."

The table (p. 156-59) also contains many gluten products, together with their manufacturers and nutritional composition. Diabetic products made by Battle Creek Sanitarium Food Co. (Battle Creek, Michigan) are: 40% Gluten Flour, 40% Gluten, 40% Gluten Biscuit, Potato Gluten Biscuit, and Pure Gluten Biscuit. Diabetic products made by the Sanitas Nut Food Co., Ltd. (New York) are: Sanitas Nut Butter, Nuttolene, Almond Butter, and Protose. Nutritional analyses of each of these products are given.

This table shows that The Health Food Co., New York, makes (p. 156): Flour and meal–Glutosac Flour, 35% proteids. Protosac Flour, 40% proteids. Pure Washed Gluten Flour, 85% proteids, 6% carbohydrates, 9% water. Almond meal. Bread, biscuit, rusk, etc.–No. 1 Proto Puffs, 78.86% protein, 6.71% starch. Salvia Sticks. Protosac Bread, 40% protein, Glutosac Bread, 35% proteids. Plain Glutosac Wafers, 33% proteids. Glutona, 35% proteids. Glutosac Zweiback [sic], 35% proteids. Glutosac Butter Wafers, 35% proteids. Protosac Rusks, 40% proteids, Glutosac Rusk, 35% proteids. Diabetic Biscuit, 40% proteids.

Note: Kate G. Barber, PhD, is also a chemist in the station's Analytical Laboratory. She and Andrew Winton were later married. Address: PhD, Chemist in charge, Analytical Lab., New Haven, Connecticut.

304. *Good Health* (*Battle Creek, Michigan*). 1907. Directory of Sanitariums. Health food restaurants. Health food stores. 42(2): Feb. Near front (unpaginated).
• ***Summary:*** Gives the name and address of 37 Sanitariums and treatment rooms, including 25 in the United States, and 12 overseas (including Chaterham, Surrey, England; Leicester, England; Calcutta, India; Cape Town, South Africa; Christchurch, New Zealand; Kobe, Japan; Guadalajara, Jalisco, Mexico; Gland, Vaud, Switzerland; Skodsborg, Denmark; Wahroonga, NSW, Australia; Bez. Magdeburg, Germany; Kimberley, South Africa).

Also the names and addresses of 16 "Health food restaurants" in the United States (with names like Hygienic Cafe, Pure Food Cafe, Sanitarium Rooms, etc.) including: Vegetarian Cafe, 259 South Hill St., Los Angeles, California.

And the names and addresses of 8 "Health food stores" in the United States (in Omaha, Nebraska; Springfield, Massachusetts; Detroit, Michigan; Boston, Massachusetts; Melrose, Massachusetts; Rochester, New York; College View, Nebraska; Chicago, Illinois).

305. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1907. The Pitman stores. March. Unnumbered page among ads in rear of issue.
• ***Summary:*** "The manufacturing department of this firm has grown so rapidly that it has been necessary to acquire an additional floor space of 2,000 ft; the stores now have an imposing frontage on Corporation Street, Birmingham."

306. *J. of Horticulture and Home Farmer* (*UK*). 1907. Book notices: Land reform and rural education. April 18. p. 348-49. April. See p. 349. [1 ref]
• ***Summary:*** "Bananas, and All About Them, with eighty recipes for preparing and cooking fresh Bananas and Banana flour, by Mr. James Henry Cook. Price 1d., by post 1½c. Pitman Health Food Co., Birmingham."

307. Ralston Purina Mills. 1907. Ralston Health Food (Ad). *Pearson's Magazine* (*New York*) 17:In unnumbered pages of ads at rear. April.
• ***Summary:*** A half-page vertical ad. Shows an illustration of "The Pure Food Man" holding up a box of "Ralston Health Food near his left shoulder with his left hand. The text on his white shirt and checkerboard apron reads: "One food you know is Pure–'Cause there's Chemists' Certificate of Absolute Purity on Every Package.

Most people 'stick' to Ralston Health Food–tastes so good–because–it is good. Not a fluff but a staple food–hearts of wheat–not with the color, flavor and nutriment bleached out to make it white–Ralston as all the natural golden color, sweet nut-like flavor and wholesome deliciousness of the grain.

"Always good–kept so by our process of Sterilization."

On his checkerboard apron is a 2nd ad, for Purina Whole Wheat Flour, which "won the Grand Prize (Highest Award) over all other whole wheat flours at the recent St. Louis Fair." "Ralston Purina Mills. Where purity is paramount. Checker board sacks and packages." Address: St. Louis, Missouri; Portland, Oregon; Tilsonburg, Ontario, Canada.

308. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1907. The Pitman stores. April. p. 86.
• ***Summary:*** "The Pitman Health Food Company and Stores

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desire us to inform our readers that they are in no way connected with any hotel or restaurant, and that they still continue to supply only such goods as are guaranteed to be absolutely free from flesh, fish or fowl."

Note: There was no obvious previous story published in this magazine to which this was referring.

309. *Agricultural Economist and Horticultural Review.* 1907. A woof for women: A page for lady readers. Peas and pears. 40(450):168. June. [1 ref]
• ***Summary:*** "There is also a little book on 'Fruit Preserving' published by Pitman Health Food Stores, Birmingham... which gives careful instructions for bottling all kinds of fruits and vegetables."

"... information concerning peas may be found in the book published by Pitman Health Food Stores."

310. Ralston Purina Mills. 1907. Ralston Health Food (Ad). *Pearson's Magazine* (*New York*) 17:Near end of unnumbered pages of ads at rear. June.
• ***Summary:*** A half-page vertical ad. The top half shows an illustration of the head and shoulders of a man with a straw and grain of wheat balanced on the visor of his cap. The bold text reads: "The Ralston miller. The pure food man." Checkerboard sacks and packages.

The bottom half of the ad shows his hands on a checkerboard box, on the front of which is written: "I'm proud of the Chemists' Certificate of absolute Purity on every package of Ralston Health Food.

"'I'm proud of the healthy, happy people that eat Ralston.

"'I'm proud of the golden-yellow hearts of selected wheat, with all their natural nutriment and rich, nut-like deliciousness, that go into the Ralston Packages.

"'Ralston isn't mere fluff–it's real food, always keeps good because I *sterilize* it.'"

"A package makes 50 plates of food. The Ralston Miller. 'Where purity is paramount.'"

This ad also appears near end of unnumbered pages of ads at rear of Sept. issue, and in December issue. Address: St. Louis, Missouri; Portland, Oregon; Tilsonburg, Ontario, Canada.

311. Fillmore, Lowell. 1907. Diet department. *Unity* (*Unity Tract Society; Unity School of Christianity, Kansas City, Missouri*) 27:47-53. July.
• ***Summary:*** In the section titled "This extract is from a traveling man's letter" is a letter from a man (T.J.C.) who became a vegetarian "because my eyes had been opened to the words in the Bible, 'Thou shalt not kill.'" He then gradually lost his former appetite for meat.

"From Otto Carque, 560 So. Hope St., Los Angeles [California], we obtained unpolished rice, the sustaining Cashew nuts of the desert, and delicious unfermented grape juice, both white and red."

There follows a page of vegetarian recipes (p. 53) and "Bill of fare at the Unity Inn for Sunday dinner, June 30." It includes "peanut croquettes and peanut butter."

312. International Health Association, Limited (The). 1907. Do you want to be rich? The [key] to the secret (Ad). *Good Health* (*London*) 5(16):507. Sept.
• ***Summary:*** "Health is wealth! How many people unconsciously exchange health for money. How many violate the laws of nature in their efforts to gain a position in the world!

"Are you healthy? If so, allow us to offer you a few suggestions on the maintenance of strength and vigour. Are you sick? We believe we can help you get well."

Perhaps "you are anxious to discard the use of flesh meats, but are at a loss to find a suitable substitute. We can remove this difficulty by offering you a Perfect Meat made from choice Wheat and Nuts, being therefore absolutely pure and wholesome. Our Protose is the best substitute for flesh meats ever produced... Protose is beneficial to the brain-worker, and will also impart strength and vigour to those engaged in manual labour.

"Supplied in three varieties: No. 1. The Original Protose. No. 2. Pine-Nut Protose. No. 3. Hazel-Nut Protose." Price: 1½ lb., 1 shilling 4 pence. 1 lb., 1 shilling. ½ lb., 8 pence.

"Send six stamps for a sample tin. Health Food Booklet sent free on application." Address: Legge Street, Birmingham [England].

313. Kellogg, John H. 1907. Food product. *U.S. Patent* 0,869,371. Oct. 29. 1 p. Application filed 24 Feb. 1906.
• ***Summary:*** "The main object of this invention is to provide an improved food product which is very palatable and nourishing and one adapted for use as a meat substitute. Second to provide a process of making such a product by which it can be economically and satisfactorily produced."

The ingredients and their proportions by weight are gluten (wet, 37%, made from wheat flour), casein (wet, 37%, precipitated from cow's milk with an acid), and vegetable oil (25%). The ingredients are shredded, mixed, put into cans, and cooked. The product may also be dried. Soy is not mentioned. Note: This patent was later widely cited by Anson and Pader in their meat analog patents of the 1950s. Address: M.D., Battle Creek, Calhoun Co., Michigan.

314. International Health Association, Limited (The). 1907. A move into the country. The International Health Association's new headquarters (Ad). *Good Health* (*London*) 5(17):533. Oct.
• ***Summary:*** "It is with pleasure that we announce our removal from Birmingham, where we have for some time been working under the disadvantages of limited facilities, a smoke-laden atmosphere, and the general unhealthful

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conditions which appertain to large cities, into a beautiful country location, where we shall be able to manufacture Health Foods under genuinely healthful conditions.

"The property consists of 55 acres of well-timbered park-land, situated one mile beyond the limits of the town, at an elevation of 300 feet above sea level.

"We have built the factory to suit all our requirements, and have fitted it throughout with electricity for power and lighting purposes.

"Our increased facilities and improved conditions warrant us to invite your continued and increased patronage, and make us feel confident of giving entire satisfaction to all. Price list free on application." Address: Stanborough Park, Watford, Herts. [Hertfordshire, England].

315. Ralston Purina Mills. 1907. Ralston Health Food: I stand for purity in food. *McClure's Magazine* 29(6):59 of ads at end of issue. Oct.

• ***Summary:*** A half page vertical ad (right half of page) near the rear of this issue shows a strong- and healthy-looking man standing upright, wearing a white shirt and cap. His left land, at waist level, is holding one "ear" of a upright sack of Purina Whole Wheat Flour. His closed right hand rests atop a box (with a checkerboard pattern) of "Ralston Health Food" breakfast cereal, which rests atop the opposite side of the bag.

Across the top of the ad: "The pure food man. The Ralston miller." Written on his white shirt: "'I've won the Chemists' Certificate of absolute Purity on every package of Ralston Health Food–the golden hearts of choicest wheat with all the natural nutriment and flavor. It's always good because I *sterilize* it. A package makes 50 plates of Food.'"

"'Where purity is Paramount.'" Mills in St. Louis, Missouri. Portland, Oregon. Tilsonburg, Ontario, Canada. Address: St. Louis, Missouri.

316. Richard's Health Food Stores. 1907. Classified ad: Now open. Food reform restaurant. *Scotsman* (*Edinburgh*). Nov. 9. p. 1.

• ***Summary:*** "Pure hygienic cooking. Luncheons, dinners, teas."

A similar ad appears in the issue of 1 May 1908 (p. 1), however the company name is given as "Richard's Health Food Store" at "75 Hanover Street (North), Edinburgh." Address: 73 N. Hanover St. [Edinburgh].

317. Andross, E.E. 1907. Dedication at Stanborough Park [of IHA food factory at Watford, Hertfordshire, England]. *Missionary Worker* (*London*) 11(21-22):177-78. Nov. 20.

• ***Summary:*** "Monday, Oct. 28th, at 2:30 p.m., in the packing room of the Food Factory (the largest room available for such a gathering) at Stanborough Park, about two hundred people assembled for the purpose of formally dedicating the estate, with all its buildings, to the service of God. While we could but say with David; 'All things come of Thee, and of Thine own have we given Thee,'..."

"The packing room was crowded to its utmost capacity, and the doors into the shipping room were thrown open, and all its available space was occupied, besides the standing room near the main entrance and on the landing being filled with attentive listeners.

"Statement of the business manager: Brother Sisley gave a brief history of our experiences in searching for a location for the headquarters of our work, and of the Lord's leading in securing this estate. He also gave a financial statement of the 'Seventh-Day Adventist Union, Limited' (the organization owning the property),..."

"Health work: Brother Barnard related some of the experiences in the development of the health food work in this field. And in behalf of its staff of workers expressed the high appreciation of, and deep gratitude to God for, the present beautiful situation and splendid facilities for the prosecution of their work."

A photo shows five, huge two-story buildings, including the food factory and printing office.

Note: This is the earliest document seen (Dec. 2013) concerning Seventh-day Adventist food manufacturing activities outside the United States.

318. Barnard, S.S. 1907. The health food work. *Missionary Worker* (*London*) 11(21-22):177-78. Nov. 20.

• ***Summary:*** "The manufacture of health foods occupies an important place in the health reform work;..."

"Many of the foods offered to the public to-day are unsafe to eat, owing to the harmful ingredients contained in them; various kinds of chemicals, adulterants, and other questionable elements being unscrupulously used by the majority of worldly firms engaged in the manufacture of foods, of whatever kind, whose chief object for being in business is to make money... With regard to flesh meat, it is an acknowledged scientific fact that its use is contrary to the best development of the physical, mental, and moral powers. The best meat naturally contains many impurities, besides which, animals are becoming more and more diseased, so that it is positively unsafe to eat their flesh.

"The health foods work began about twenty-five years ago [i.e., in about 1882] in America, when the Lord gave skill and understanding to His people to prepare [meatless] foods that are healthful and life-sustaining. These foods were adopted for regular use in our sanitariums, and proved so highly beneficial to the patients that many of them continued to use them after returning to their homes; consequently, in a little while the health food factory was sending out its products to all parts of the United States. In course of time inquiries for the foods were received from England, and in 1897 an agency for their sale was started at our Tract Society Office, 451 Holloway Road, the foods being imported from America. A year or two later the brethren in England decided

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to manufacture the foods in this country, and purchased a mill for the purpose at Horley, a village in Surrey. The enterprise was getting fairly well established when a fire burnt the mill to the ground. In September, 1900, a factory was rented in Birmingham, and for the last seven years the work has been carried on there. Unfortunately, the building and its location were unsuitable for our work, and we have long been looking for a more favourable place. The Lord has now provided us with an ideal place in the midst of the scenes of nature, for which we are truly thankful. The building that has been erected is light, airy, and hygienic in every way, and is eminently suited for the manufacture of health foods. It was publicly dedicated to the Lord's work on October 28th, at the time of the dedication of the other enterprises centered at Stanborough Park, Watford. Not only has the building been dedicated, but all the brethren engaged in the work of making the foods have dedicated themselves to the Lord, their chief motive being to work unselfishly for the benefit of their fellow men; and all will strive to reach the very highest standard of excellence."

"A few statistics bearing upon the progress of the work may be of interest. The first year at Birmingham showed a loss of £1,500, and the business would have had to be abandoned had not some of the brethren kindly assisted us with temporary loans; but since that time God's blessing has rested on the efforts put forth, each year showing a margin of profit, until on the 31st of December last, there was a balance of £400 on the right side. Our sales this year have kept ahead of last year's notwithstanding the increased competition, so that we anticipate a fair showing at the end of the present year, after deducting the heavy expenses that have been incurred in removing from Birmingham. We have sold over 100,000 packets of granose flakes and granose biscuits (our leading lines) during the last twelve months, and now we are aiming for the 200,000 mark."

"But a word now with reference to the profits that may accrue. These are to be wholly devoted to the extension of the work to which we, as a people, are committed."

"On our part we will do our utmost to merit support by supplying foods of the very best quality, carefully prepared on scientific lines, that will be health foods, not only in name, but in fact.

"Some firms are now manufacturing and selling goods that profess to be health foods, but that contain unwholesome ingredients. Again, the foods are often of so inferior a quality that much harm is done to the cause by their sale, those who buy them supposing that all health foods are similar. Foods are also being manufactured by a firm which obtained most of its recipes from one who went out from us, while many are imitating our foods and advertisements."

Photos show: (1) A corner of the bakery. (2) The room where Granose is made. Four workers are shown in each photo. Address: Manager, The International Health Ass'n, Ltd. [Stanborough Park, Watford, Hertfordshire, England].

319. Cleveland Health Food Co. 1907. For the school lunch: Royal Peanut Butter (Ad). *Good Housekeeping* 45(6):758. Dec.



• ***Summary:*** At the top of this half-page, vertical, black-and-white ad, a boy and girl are shown walking to school carrying lunch boxes. Next to them is a large jar of Royal Peanut Butter.

The text reads: "Royal Peanut Butter is so good to eat that nothing can take its place with the children. Dainty, delicious sandwiches are made by spreading it on thin slices of bread or on wafers. Royal Peanut Butter sandwiches are the ideal school lunch,–appetizing, satisfying and wholesome.

"Royal Peanut Butter (Reg. U.S. Patent Office) is excellent food, containing all the high nutritive value of best No. 1 Spanish peanuts. It is made in perfect cleanliness and packed in air-tight (paraffin sealed) glass jars. There is nothing but peanuts in it–the very finest Spanish peanuts, and a pinch of salt. There are no inferior peanuts in it, no "filler" of any sort, no oil but the natural oil of the nuts,–nothing but selected Spanish peanuts so prepared as to make the best peanut butter ever made.

"Absolutely pure food. Guaranteed under the Food and Drugs Act, June 30, 1906. Serial Number 4628.

"A Sample Jar. Grocers sell Royal Peanut Butter. If your grocer does not, send us his name and address and ten cents

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to cover cost of mailing to you. Free, a 10¢. Jar, containing enough to make twenty sandwiches, and ten good recipes." Address: 110 E. Ninth Place Cleveland, Ohio.

320. International Health Association, Ltd. (The). 1907. Monotony in diet tends to mal-nutrition (Ad). *Good Health* (*London*) 5(19):607. Dec.

• ***Summary:*** "A variety of sustaining breakfast foods eaten on alternate mornings is, for most people, better than the same kind morning after morning." Each of IHA's breakfast foods is perfectly cooked and ready to serve in two minutes.

They are: Granose Flakes and Granose Biscuits. Toasted Wheat Flakes. Avenola. Gluten Meal (I.H.A. brand).

"Can be obtained from all Health Food Stores, or direct from the makers. In districts throughout the United Kingdom where we have no agents we will send, carriage paid, a packet of each of the above five foods, also a tin of our delicious Malted Nuts, and a ½ lb. tin of Protose (Nut Meat), together with "One Hundred Hygienic Recipes," for 5/-.

Note: The first page of the December issue states: "Our seventh Christmas... Our edition this month is 80,000 copies. Six years ago it was 15,000." Address: Stanborough Park, Watford, Herts. [Hertfordshire, England].

321. Carque (Otto). 1907. Carque's California Grape Juice (Ad). In: Louise Lust. 1907. The Practical Naturopathic-Vegetarian Cook Book. New York City, NY: Benedict Lust. 72 p. See p. 46. No index. 20 cm.

• ***Summary:*** "'From the Land of Sunshine, Fruits and Flowers.'"

"Is the natural, pure and unfermented juice of carefully selected grapes from Northern Sonoma Valley, the most favored grape district in California. It is sold under the guarantee of absolute purity, being free from alcohol and all chemical preservatives. Fermentation is prevented by means of an improved process of pasteurization, retaining the full flavor and nutritive value of the grape.

"It is a liquid food of great medicinal properties, purifying the blood and strengthening the nerves; an ideal food drink for the young and old, sick and well, during all seasons. One full quart bottle represents the juice of about four pounds of grapes, embodying all the life-giving principles of the fresh fruit. It will never change while sealed. After being opened it will keep for a time in a cool place.

"Carque's California Grape Juice is put up in two varieties–Zinfandel (red) and Muscat (white). The former is of somewhat heavier body, beautiful deep red color, and greater tonic value, the latter being somewhat sweeter and of excellent flavor. Sold in full quart and pint bottles.

"For shipment, we pack cases of 12 quarts or 24 pints; assorted varieties if desired.

"Special Offer.–Two cases quarts will be sent, freight prepaid, to any Railroad station in California on receipt of $9.00; to other stations in the United States, except points on branch lines in the mountains, on receipt of $10.00. Pints 25¢ more per case. Shipments made to all parts of the world. Freight and Express rates on application. Sample bottle by mail on receipt of ten cents." Address: 560 South Hope St., Los Angeles, California. Phone: Home: 7345. Main 3228.

322. Carque (Otto). 1907. Standard works on foods and dietetics, by Otto Carque (Ad). In: Louise Lust. 1907. The Practical Naturopathic-Vegetarian Cook Book. New York City, NY: Benedict Lust. 72 p. See p. 49. No index. 20 cm.

• ***Summary:*** "Medicinal Foods. How to get well and how to keep well by Nature's simple remedies. Explains the chemical and physiological functions of the organic salts in the human organism. Gives dietetic advice for the treatment of the most common diseases.

"Dr. E.R. Moras, author of 'Autology,' 1403 Washington Boulevard, Chicago, writes: 'What rich ore of information in what you write, if even but 1% of physicians knew the facts that you so clearly and interestingly present, what a glorious occupation it would be to devote oneself to the treating and educating the average individual." Sixteen pages, postpaid, 10 cents. Reduction in quantities.

"The Folly of Meat Eating. An Exposition of Rational Vegetarianism. Contains elaborate table with complete analyses (specifying the mineral elements) in various foods. "'There is a larger fund of information on the food question in this pamphlet than I have seen in the same space before. It is written in a clear and forceful manner.'–'The Liberator,' Minneapolis, Minnesota.

"16 pages, postpaid, 10 cents. Reduction in quantities.

"The Foundation of all Reform.–A popular treatise on the diet question and the mental and physical regeneration of man. Synopsis of contents: 1. Man's Position in Nature. 2. Chemistry and Physiology of Nutrition. 3. The Raw Food Question. 4. The Superiority of the Fruitarian Diet. 5. Diet Reform the Ultimate Solution of the Social and Economic Problems. 6. The Ethics of Diet Reform. "'I regard this as an exceedingly valuable contribution to the literature of hygiene, and strongly recommend it to all who are interested in the subject of food reform.'- Harry Brook, Editor of the 'Care of the Body,' *Los Angeles Sunday Times Magazine.* 75 pages, postpaid 25 cents."

"The Nutritive and Therapeutic Value of Fruits."

"A highly instructive and interesting treatise which shows the great value of natural fruit sugar for our nutrition and the injuriousness of refined sugar and fermented beverages. Sent on receipt of 2¢. stamp.

"Special Offer: On receipt of 35 cents the above valuable publications will be sent postpaid to any address. Order to-day from the author." Address: 560 South Hope St., Los Angeles, California; or Kosmos Publishing Co., 765 N. Cark St., Chicago, Illinois.

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323. Lust, Louise. 1907. The practical naturopathic-vegetarian cook book: Cooked and uncooked foods. New York City, NY: Benedict Lust. 72 p. No index. 20 cm.
• ***Summary:*** This vegetarian cookbook uses milk, butter, and eggs. It also calls for many whole foods, such as unpolished rice [brown rice] (p. 41) and whole-wheat flour. The recipe for "Impromptu soup" (p. 24) states: "If soup is required quickly, not time to make a vegetable stock, it can be made by adding two tablespoons of Japan soya, which may be regarded as 'natural' vegetable salts, extract or any of the other vegetables..." Note 1. "Japan soya," probably a type of soy sauce, is sold by Dr. Heinrich Lahmann of Germany.

A recipe for "Cauliflowers" (p. 24) states: "cleanse the heads carefully from insects."

Page 40: "A large part of food among Americans is composed of white flour, sugar, and butter. People who try to live on such stuff gradually starve to death."

A long poem (p. 43), titled "The Yungborn Home, Butler, N.J., Sept. 1906, is by Yonovera Young.

Note 2. This is the earliest document seen (Nov. 2014) that mentions "Yungborn" (previously spelled "Jungborn") in connection with Benedict or Louise Lust.

At the end of the book are many interesting ads. We will list them in the order they appear.

Page 45: "The Battle Creek Sanitarium Food Co., Battle Creek, Michigan" "The health foods that made Battle Creek known the world over were first made by us 30 years ago. They are as supreme today as they were then. Take Granola, for instance. It has been copied by others but never successfully imitated. It is known as the ready to serve Breakfast Food that has withstood 30 years of competition."

Note 3. By this reckoning, Sanitarium Food Co. began making Granola in 1877 (1907-30 = 1877). Yet the earliest mention we can find of it in the SDA database is Aug. 1884–a difference of 7 years.

"We make more than sixty varieties of health foods. Full information on application."

Page 46: "Carque's California Grape Juice. 'From the Land of Sunshine, Fruits and Flowers.'"

Page 47: "Kosmos Hygienic Institute, Kneipp Water Cure Sanitarium, 765 North Clark St., Chicago, Illinois. Opposite Lincoln Park. Phone: Dearborn 5734. Connected with the Kosmos Publishing Co."

Page 48: "The Diagnosis from the Eye," by Dr. H.E. Lane, M.D. A 3-part book whose table of contents is given. Published by "Kosmos Publishing Co. and Hygienic Institute, 765 North Clark St., Chicago, Illinois."

Page 49: "The Sanitarium and Pure Food Store and bakery at Benold's Unfermented Whole Wheat Bread." "F.H. Benold, proprietor, 401 East North Ave., Chicago, Illinois." Lists "Our specialties."

Page 49: "Perfect Health, by Charles Courtney Haskel." Norwich, Connecticut.

Page 49: "Fruit and Nut Diet, by O. Hashnu Hara." 15 cents postpaid. Available from Benedict Lust, N.D., 124 East 59th St., New York.

Page 52: The Naturopathic Exchange Bureau, 124 East 59th St., New York City. "Having direct connection with over 50 Progressive movements in Germany, England, and the United States." "Every letter expecting personal reply must contain 25 cents or meet oblivion."

Page 53: Yungborn: B. Lust's Naturopathic Health Home. Also Mrs. Louise Lust.

Page 54: "Sanatorium Bethesda. Milton, Morris County, New Jersey." Charles Lauterwasser, N.D.

Page 55: "Naturopathic Institute, Sanitorium and College of California. Los Angeles: 556, 558-560 S. Hope St. (Incorporated). Dr. Carl Schultz, President."

Page 55: Insomnia can be cured–Cured quick and forever."

Page 56: Foods the nourish. The Health Food Bakery, L. Lust. Prop., 105th St. and Park Ave., New York City. Lust's absolutely pure peanut butter. In 1-lb. Jars, 30 cents. In 20-lb. pails, $2.50.

Page 58: "Dr. Carl Strueh's Water Cure Sanitarium and Natural Healing Institute. 464 Belden Ave., near Lincoln Park, Chicago, Illinois. Open summer and winter.

Pages 59-60: Works by Edward Earle Purinton.

Page 61: "Return to Nature" (4th edition), by Adolf Just.

Page 66. The Palmer School of Chiropractic, Davenport, Iowa.

Page 68: The American School of Naturopathy.

Pages 69-72: Naturopathic Supply Store: L. Lust's pure foods. A long list of products with the price of each.

An oval portrait photo facing the title page shows Louise Lust, N.D.

Note 4. This is the earliest document seen (Nov. 2014) that mentions Louisa (or Louise) Stroebel Lust, the wife of Benedict Lust. They were married on 11 June 1901 in Manhattan, New York. Her name at birth was Aloysia Stroebel or Stroebele (Source: New York, NY, marriage indexes, 1866-1937, online database via Ancestry.com). Benedict was born on 3 Feb. 1872 in Michelbach, Germany. He was the son Johannes Evangelista Lust and his wife, Luise Rieger. He departed by ship from Liverpool, England, and first arrived in the United States on 16 or 19 Nov. 1892 in the Port of New York. He applied for U.S. citizenship in July 1900 and was granted citizenship on 3 July 1900, having met the requirement to live in the U.S. for 7 full years as testified by Anthony Jommer / Sommer / Lommer.

Findagrave.com shows the burial marker of Benedict Lust, born 3 February 1872–died 4 September 1945 and Aloysia Lust, nee Stroebele, born June 24, 1864–died July 10, 1925. Buried in Mt. Calvary Cemetery, Butler, Morris County, New Jersey. Photos of their tombstone are on the website. So she died about 20 years before he did. Address: N.D., Naturopathic Director of Ladies' Dep. of "Yungborn," Butler, New Jersey. Instructor in Naturopathy, The American

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School of Naturopathy.

324. Williams, Howard. 1907. The ethics of diet: A biographical history of the literature of humane dietetics, from the earliest period to the present day. Abridged edition. Manchester, England: Albert Broadbent; London: Richard J. James. viii + 242 + [6] p. 19 cm.
• ***Summary:*** This abridged classic of vegetarian literature traces writings in support of vegetarianism from ancient Greece to the 19th century. Contents: Part I: Earlier ethical dietetics. Ad on unnumbered page: Brown & Polsons patent corn flour, and "Paisley flour" raising powder. 1. Hesoid and the Orphic Poems. 2. Pythagoras: The western founder of humaner living. 3. Sakya Muni [Shakyamuni] and Buddhism. 4. Empedokles: The prophet-poet of the humaner life. 5. Plato and the transcendental philosophy. 6. Asoka [Ashoka] and the Buddhist propagandism. 7. Publius Ovidus Naso and Italian ethics. 8. Lucius Annæus Seneca and humanitarianism. 9. C. Musonius Rufus; a distinguished eclectic. 10. Plutarch and extra-human rights. 11. Florus Tertullian and his protest against the materialistic diet. 12. Flavius Clemens and early Christian dietetics. 13. Porphyrius [Porphyry of Tyre] and Neo-Pythagoreanism. 14. Ioannes [John] Chrysostom and Christian dietetics.

Part II: Modern ethical dietetics. 15. Luigi Cornaro and the dietetic Renaissance. 16. Thomas More and his ideal community. 17. Michel de Montaigne and the humanitarian philosophy. 18. Pierre Gassendi and the scientific basis of the humane diet. 19. John Evelyn, with Milton and Ray, eloquent eulogist of the fruit-diet.20. Philippe Hecquet and medical barbarism. 21. Bernard De Mandeville and the 'Fable of the Bees.' 22. George Cheyne and right methods of medicine. 23. Alexander Pope and his satire on anthropocentricism. 24. Antonio Cocchi and the diet reformation in Italy. 25. David Hartley on the callousness of carnivorism. 26. Jean-Jaques Rousseau and the natural life. 27. Francois Marie Arouet de Voltaire and the humanitarian philosophy. 28. George Louis Leclerc de Buffon and his 'L'Historie Naturelle'. 29. Oliver Goldsmith and his humanitarian essays. 30. William Paley and the utilitarian critic of pastoralism. 31. Bernardin St. Pierre and the first of idyllic romances. 32. Jean Baptiste Pressavin and the art of prolonging life. 33. Joseph Ritson and his reasons for 'Abstinence'. 34. William Lambe and hygienic dietetics. 35. John Abernethy and the dietetic treatment of cancer. 36. John Frank Newton and the return to nature. 37. Percy Bysshe Shelley the prophet-poet of humanitarianism. 38. Richard Phillips and his humanitarian labours. 39. William Cowherd, William Metcalfe, and the religious-dietetic reformation. 40. Jean Antoine Gleïzès and the new existence. 41. Alphonse De Lemartine as poet of the humaner life. 42. Jules Michelet and the historian's view of kreophagy. 43. Gustav von Struve and the first humane propaganda in Germany. 44. Edward Baltzer and the natural way of living. 45. Arthur Schopenhauer and the foundation of morality. 46. Henry David Thoreau and the simple life. 47. Richard Wagner and the aesthetic dietetics. 48. Anna Kingsford and the first prophetess of the humane life.

Ads on six unnumbered pages in the rear: [1] scientific food: Grape-Nuts. Selected "parts of wheat and barley are so treated by moisture, heat and time as to change the starch into grape sugar. This form of pre-digested starch is quickly taken up by the blood and deposited in the muscles and tissues." [2] Dr. Nichols' Food of Health. Brill's Sea Salt. Dr. Nichols' Soap. The Nichols' Brill Co., May Roberts & Co., wholesale agents, 9-11, Clerkenwell Road, London, E.C. [3] Germ-free & water-free milk. [4] Mapleton's Nut Foods. Send for complete price list to Hugh Mapleton, Nut Food Manufacturer, 2&3, Dolphin St., Ardwick, Manchester.

[5] Two good things–in three varieties. Granose: The ideal "Staff of Life." Granose flakes, Granose biscuits, Toasted wheat flakes (sweetened). Protose: The standard nut meat. The original Protose, Pine-nut Protose, Hazel-Nut Protose. "Protose is a wholesome meat, prepared from choice nuts and wheat. It resembles flesh-meat in appearance, taste, and chemical composition, and is superior to it in point of purity, digestibility and wholesomeness. Protose, being the best, is the standard nut meat, and is used by food reformers the world over." From: The International Health Association Limited, Legge St., Birmingham.

[6] The universal digestive tea. Sold by the Vegetarian Society, 257, Deansgate, M/r. "The Health Food Stores, 257, Deansgate, Manchester. Depôt for all vegetarian specialties. Pure wholemeal ground fresh daily, pure olive oil, pure dandelion coffee, shelled nuts, nut mills, wholemeal biscuits, etc."

The author lived 1837-1931. Address: M.A., Late scholar of St. John's College, Cambridge.

325. Year book (1906) of the Seventh-day Adventist Denomination. 1907. Washington, DC: Review and Herald Publishing Co.
• ***Summary:*** The section titled "Health food restaurants and stores" contains the name and address of 21 restaurants, including: Los Angeles, California. 257 South Hill St. O.F. Conway, manager. San Francisco, California. 755 Market St.

Also the address of 14 such stores (in Boston, Massachusetts; College View, Nebraska; Des Moines, Iowa; Detroit, Michigan; Fresno, California; Melrose, Massachusetts; Oakland, California; Omaha, Nebraska; Rochester, New York; Sacramento, California; San Francisco, California; San Jose, California; Santa Cruz, California; Springfield, Massachusetts).

326. Carqué, Otto. 1907? Medicinal foods. Chicago, Illinois: Kosmos Publishing Co. 16 p. Undated. *
• ***Summary:*** How to get well and keep well by Nature. Simple remedies. 10 cents. Address: 765 North Clark St., Chicago, Illinois.

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327. *Wanganui Herald* (*Manawatu-Wanganui, New Zealand*). 1908. Seventh Day Adventist Conference. Jan. 9. p. 5.
• ***Summary:*** "Cambridge, January 9. The Australian Conference of the Seventh Day Adventists has opened here and will be continued for a week. A large number of delegates are present. The Adventists recently purchased large farms and property near Cambridge and have erected a training school and health food factory."

Note: Cambridge is a town in the Waikato region of the North Island of New Zealand.

328. *Battle Creek Daily Moon* (*Michigan*). 1908. Social events. Jan. 14. p. 7, cols. 1-2.
• ***Summary:*** "Wednesday at 7:30 sharp, a banquet will be given at the Sanitarium for new members of the Y.W.C.A. secured during the contest and the members who secured the most editions. Other members can attend upon payments of 50 cents, tickets for which must be procured in advance. In addition to the health food spread, a program has been arranged with Mrs. E.C. Fisher as toastmistress. The numbers are as follows; vocal solo, Miss Irene Jackson; welcoming address–Dr. J.H. Kellogg; "Young,"–Miss Lenna Cooper..."

329. *Advertiser* (*The*) (*Adelaide, South Australia*). 1908. Sanitarium Health Food. Feb. 27. p. 6.
• ***Summary:*** "A 'Sanitarium Health Food Cafe' was opened on Monday in cool, airy, and convenient premises at 28, Waymouth-street under the management of Mr. J. G. Fisher. Great success has attended the hygienic cafes established by the same institution in Melbourne, Sydney, Hobart, and Wellington [New Zealand], where the viands purveyed have grown in public estimation every day. It is claimed that sanitarium health foods are pre-eminently calculated to supply all that is required for the development of the human body. They are prepared from the choicest grains, nuts, and fruits, and so can be eaten without fear of contracting diseases sometimes conveyed by flesh meats. Everything about the cafe is attractive, and the food is served in the most appetising way. The menu includes Macaroni cutlets, mock chicken soup, nut meat and tomato stew, and other vegetarian delicacies while the waitresses are expert and attentive. The cooking is, of course, in the hands of specialists. Meals are served at the ordinary hours, and it is asserted that in the food there are no free fats, coloring matter, or other injurious decoctions. If so desired palatable unfermented wine, the pure juice of the grape, can be taken with the meals."

330. *New-York Tribune.* 1908. The talk of the day. March 1. p. 8.
• ***Summary:*** "A new health food is being recommended to Philadelphians, according to 'The Record,' of that city, which quotes a Walnut street physician as its authority. Bran–the common feed store kind, long known as a good thing for ailing horses–is the latest breakfast dish in the Quaker City. Says 'The Record': 'Bran is the outer covering of wheat, rye, oats and other similar grain, and has been used from time immemorial for food for cattle. Its use as a food for human beings, however, is comparatively recent; but leading physicians with troublesome indigestion cases on hand are resorting to the bran cure. Brown bread had its origin as bran bread, being made from bran instead of flour... the great majority of brown bread to-day does not contain any bran. Doctors say bran is a step back to nature and consequently is healing to an ailing stomach." Bran is available from feed stores.

Note: Sylvester Graham (1794-1851), American health reformer and vegetarian, advocated the use of whole-grain bread in part because it contained the natural bran and dietary fiber found in the grain.

331. Brook, Harry Ellington. 1908. Care of the body–Suggestions for preserving health. *Los Angeles Times.* April 5. p. IM28.
• ***Summary:*** The section titled "Whole meal bread" states that the USDA, after a 6-year investigation, has concluded that whole-meal bread is less desirable than white. They acknowledge "that whole wheat contains more protein than the emasculated product, but claim that it is too coarse, and in consequence is carried out of the body before all the nourishment can be digested." Brook contends that the issue is not protein but "organic salts." There follows a table that compares the mineral salts in whole wheat flour vs. white flour. The table first appeared in this column nearly 2 years ago in an article titled "Medicinal Foods," by Otto Carque.

Note: This is the earliest column seen with this title compiled or edited by "Harry Brook." A weekly column titled "Care of the body: Valuable suggestions for acquiring and preserving health" first appeared in the *Los Angeles Times* on 25 June 1899; the name of the compiler or editor was not given. It was initially 1 page long. Address: Staff writer.

332. Ralston Purina Mills. 1908. Ralston health food: The food for growing children (Ad). *Collier's* 41(5):33. April 25.
• ***Summary:*** A 1/8 page ad. "If you want to grow children who are bright, sturdy, good-natured, and healthy, feed them on Ralston Health Food." It is the "ideal food for growing children because it is n-a-t- u-r-a-l food [natural food] and thus easily digested and rich in nature's own deliciousness and nutriment." It is "not white–but has the natural golden color of wheat. Ralston Health Food is sterilised–so always good. 15-cent packages make 50 plates of *food."* Order it from your grocer today.

Illustrations show: (1) The front and one side of a package of Ralston Health Food. (2) The Ralston Miller

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(face and cap). (3) The heads of two children growing like flowers out of heads of wheat.

Note 1. This is an example of the attempt to link health, packaged breakfast cereal, and the needs of children with a brand name.

Note 2. Ralston Health Food was being advertised as early as 1905. Address: St. Louis, Missouri; Portland, Oregon; Tilsonburg, Ontario.

333. Stevens (Nat.) Publishing Co. 1908. Meat eating (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 9(5):Unnumbered page. May.

• ***Summary:*** "Bound brochure, illustrated, postpaid, 10¢. Just out. By Otto Carque (Author). A complete treatise. Unusually interesting. Scientific facts... Our fine list of special books." Address: Suite 303, Bldg. 117 N. Broad St., Philadelphia, Pennsylvania.

334. Brook, Harry Ellington. 1908. Care of the body–Suggestions for preserving health. *Los Angeles Times.* Sept. 6. p. IM316.

• ***Summary:*** The section on "Uric acid" begins by noting: "Dr. Alexander Haig of London is recognized as the leading proponent of and authority on the uric-acid theory of disease. He was led to take up the subject by noticing that the severe headaches from which he suffered ceased whenever he gave up flesh and other uric-acid foods... Doctors nowadays sneer at the uric-acid theory."

"In conclusion, the following list of purin bodies [purine bodies]–uric acid, xanthin, etc.–in foods is published. It was prepared for Care of the Body by Otto Carque. The figures represent parts per thousand in the food substances (not water-free, but in their normal condition)." The five most concentrated sources are: Sweetbread [the thymus or pancreas of a young animal (as a calf) used for food]–10.063. Liver–2.752. Steak 2.066. Sirloin–1.305. Chicken–1.295. Foods from the plant kingdom contain little or no purin bodies. Address: Staff writer.

335. Brook, Harry Ellington. 1908. Care of the body–Suggestions for preserving health. *Los Angeles Times.* Sept. 20. p. IM380-84.

• ***Summary:*** The section titled "Growing California industry" states: "One of the California products which has come into prominence in the last few years is unfermented grape juice. The present heavy crops and low prevailing price of grapes should give an additional impetus to this industry. Otto Carqué, who has put up 80,000 gallons of grape juice for the Calwa Products Company in San Francisco last year, recently wrote to the editor of The Care of the Body from Fresno that he had received orders from his company to turn out at least 500,000 gallons this season, as last year's product has been almost entirely sold. Large buildings... are being erected for this purpose at Fresno and at Geyserville in Sonoma County, while a modern bottling establishment is now in construction at Winehaven, three miles north of Point Richmond, on the Bay of San Francisco..."

"This is a great step in the line of food reform, economically as well as hygienically. Statistics show that the world's annual output of manufactured sugar is now at 10,000,000 tons, while nearly the same amount of natural fruit sugar is destroyed in the production of fermented and distilled liquors every year. Fruits and their juices should take a prominent place in our daily bill of fare..."

"Those who are fighting the liquor evil should lend every aid toward increasing the popularity and consumption of unfermented fruit juice, which has heretofore been imported to California..." Address: Staff writer.

336. *Vegetarian Messenger* (*Manchester, England*). 1908. Home news–"Pitman" stores annual outing: A new departure. Sept. p. 252.

• ***Summary:*** From *Smethwick Telephone:* "The annual outing of the go-ahead firm took place on August 8th, the whole of the establishment being closed for the day. Employees and friends to the number of about fifty, journeyed in brakes [horse-drawn carriages] and by cycles [bicycles] from the Stores at about nine o'clock in the morning, Dodderhill Common, with its beautiful surroundings, being reached about noon. A cold vegetarian luncheon was served shortly after arrival. Mr. Tom Banks (president of the Birmingham Vegetarian Society) in a moving vote of thanks to their host and hostess (Mr. and Mrs. James Henry Cook), remarked on the pleasure it gave him for the fourth time to be present at the annual outing of the 'Pitman' Co. He believed that the firm had done much towards forwarding the Food

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Reform Movement, and he believed further... that with the new departure about to be inaugurated, much greater things would be done and still greater success achieved in the future. Mr. Cook... looked upon that day as a red letter day in the history of the firm. That morning the first sod was turned for their new premises, which when completed would be by far the most compact and up-to-date [but not the largest] health food factory in the kingdom. The building throughout would be lit up with electric light, and the whole of the ground floor premises, about 160 feet in length, would be laid from end to end with tram lines. The premises would have about three times their present accommodation., and will be built so that extensions can be made from time to time on the freehold land already acquired. While outside the City [of Birmingham], the land [at Aston] was just within the borough boundary, and could be reached by tram from the centre in a very few minutes."

Note: The largest health food factory in the UK was almost certainly that of the International Health Association (IHA), a Seventh-day Adventist organization, located at Stanborough Park, Watford, Herts. The IHA moved its factory from Birmingham to Stanborough Park in 1907.

337. Brook, Harry Ellington. 1908. Care of the body–Suggestions for preserving health. *Los Angeles Times.* Oct. 25. p. IM540. Sunday magazine.
• ***Summary:*** The section titled "Otto Carque" (near the end) states: "Otto Carque has returned to Los Angeles after an absence of three months in Fresno and Sonoma counties, where he put up about 500,000 gallons of unfermented grape juice.

"Mr. Carqué is at work on a new book on diet, which he expects to publish early next year." Address: Staff writer.

338. Carque, Otto. 1908. Errors of biochemistry. *Naturopath and Herald of Health* (*The*) (*New York City*) 9(11):331-34. Nov.
• ***Summary:*** Discusses the health value of organic mineral salts over inorganic minerals, the importance of vital force, and the superiority of plant foods over animal foods.

"Indeed the majority of diseases are due to the lack of certain organic salts in our system."

"The so-called tissue salts of the biochemical school, which are supposed to be ready for assimilation, are inert and cannot sustain animal life for any length of time, nor can they supply any deficiency of the highly organized blood salts,... Animals cannot make organic matter from crude minerals, even the embryonic plant must feed on the organic compounds of the seed until the roots and leaves are grown. The elevation of inorganic matter into organic matter which takes place in the green leaves of the plants, is the starting point of life; upon it alone is based the possibility of the higher forms of the organic kingdom."

"We can hardly improve on nature, and the foods that we can take in their natural state [uncooked] are best adapted for our nutrition."

"There is a marked physiological difference between plant and animal food. Animals are distinguished from vegetables by incessant decay in every tissue, which is proportional to animal activity." Two opposing forces are at work in every part of the animal body, "the one [catabolism, destructive metabolism] tearing down, the other [anabolism] repairing the breach as fast as it can be made. In plants, no such incessant decay has ever been discovered." "Flesh foods... impart less vitality to our system than animal foods." Address: 560 S. Hope St., Los Angeles, California.

339. Black, George. 1908. A manual of vegetarian cookery. London: Horace Marshall. [122] p. 22 cm. *
• ***Summary:*** Near the front of the book, on unnumbered pages, are advertisements for vegetarian boarding houses and restaurant (Taredo, Torquay, Castle's Vegetarian Restaurants), nut foods, health foods, health food stores, food reform supplies, Mapleton's Nut Foods, Marmite, etc.

One half-page ad is for "Seven of 'Pitman' delicious 1001 health food specialties. In place of meat and free from its dangers." (1) Brazose Meat. (2) Vigar Brawn. (3) Tokio Baked Beans. (4) Placeomeat Sandwich Biscuits. (5) Vegetable Soups, in 12 varieties. (6) Nutmarto Potted Paste. (8) Vigar Gravy Essence. "Carriage [post] paid on orders for 5/- [shillings] value. The bottom half of this page has an ad for the "'Pitman' Fireless Cooker.' Address: England.

340. Colcord, Anna L. (Mrs.). 1908. A friend in the kitchen: or What to cook and how to cook it. Containing 400 choice recipes carefully tested. 16th ed. Takoma Park Station, Washington, DC: Review and Herald Publishing Association. 112 p. Illust. Portrait. 20 cm.
• ***Summary:*** One chapter in this vegetarian cookbook, titled "Substitutes for meats," contains many Biblical quotations opposing meat eating. The recipes are based mostly on nuts, lentils and peas.

Another chapter, titled "Specially prepared health foods: Nuts, oils, etc.," gives recipes including: homemade "Peanut butter" (dry roast briefly in an oven until the skins can be rubbed off easily. "Grind, and cook for several hours in a double boiler with no water added to the nuts." No salt is added). "Peanut cream" ("Mix one tablespoon of nut butter with two or three spoonfuls of water to a smooth cream. Then add one-half cupful of water a little salt and stir well together"). "Peanut milk" ("Make the same as peanut cream, only add more water"). Almond butter. Almond milk and cream. Cocoanut milk and cream. Home-made granola. Nutmeat. Protose steak. Protose cutlets. Nut gravy. Other chapters (p. 98-110) include "Simple dishes for the sick" (with recipes for Gluten gruel, Graham gruel, and Rice gruel), "Food for infants," "Remember the Sabbath Day to keep it holy," "Food combinations," "Time required to

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digest various foods" (Rice, apples, and granola take the least time, 1 hour; Roasted pork takes the longest, 5 hours and 15 minutes; animal foods generally take longer than foods of plant origin), "How to become a vegetarian," and "Vegetarianism in London."

A photo of the author, a Seventh-day Adventist, and her signature faces, the title page. Note: This is the second earliest U.S. document seen (March 1999) that mentions almond milk. Soy is not mentioned in this book. Address: USA.

341. Congregational Church (Shirley, Massachusetts), Ladies Sewing Circle. 1908. Choice selection of tested recipes from many households. Morrisville, Vermont: Wm. H. Nichols Cook Book Pub. Co. 105 p. See p. 44. Illust. No index. 19 cm.

• ***Summary:*** On the unnumbered page after page 44 (in what looks like a disguised ad) are four recipes that call for Ralston Health Food: Ralston cocoanut pudding ("one cup cooked Ralston"), Ralston Scalloped Oysters ("Four cups milk, one cup Ralston"), Ralston Cheese Souffle ("One-fourth cup Ralston Health Foods,... Cook Ralston and milk five minutes"), and Ralston scalloped salmon ("Three cups of water, one-half cup Ralston Health Food,... Have water boiling, then stir in Ralston Health Food. Boil 10 minutes; add butter, yolks of eggs, pepper and salt;...)"

At bottom of page: "If your grocer is not supplied with Ralston Health Foods, end us his name. Ralston Purina Company, St. Louis, Missouri."

The section on "Sandwiches–fillings" (p. 16) states: "Nut–Peanuts or walnuts chopped very fine are an addition to almost any sandwiches."

Note: This book appears to have a 2nd title page: "The Home Comfort Cook Book," by the same group of ladies. Address: Massachusetts.

342. Earle, Maria Teresa [Mrs. C.W. Earle]; Bryan, Violet [Mrs. Hugh Bryan]. 1908. Diet difficulties with notes on growing vegetables. London: Truslove & Hanson, Ltd. 80 p. 16 cm. [14 ref]

• ***Summary:*** This book about vegetarianism contains a "List of books useful to those who would further study the subject of a fleshless diet" (p. 68). The authors names are listed on the title page as "Mrs. C.W. Earle and Mrs. Hugh Bryan."

On the 2 pages before the title page is an ad for Eustace Miles Proteid Food (and 3 other foods), and for Pitman Health Foods–including Brazose Meat (made from Brazil nuts), Tokio Baked Beans, and Nutmarto Potted Paste ("far superior to meat and fish pastes"). Address: England.

343. Frear, William; Given, G.C.; Broomwell, A.W. 1908. Breakfast foods: Containing the results of an investigation of breakfast foods and pancake flours on sale in the markets of Pennsylvania. *Pennsylvania Dep. of Agriculture, Dairy and Food Division, Bulletin* No. 162. 40 p. See p. 17-19, 21.

• ***Summary:*** In the analyses, "Ralston Health Food" appears under "Farina preparations" (p. 17, 19).

"No. 2667 and No. 3697; Ralston Health Food: The label says 'When you open this package you can see thousands of tiny *almond-colored grains*... These are the true Wheat-hearts, or Seeds-germs of Wheat. And these germs of wheat are full of the Vegetable Phosphorus that makes *children grow like magic and develop strong mentally.* They are what make Nerve-worn people whole again, calm, composed and restful. They are what supply new Mind-Power by providing the brain all the phosphorus it can use in heavy Thinking without exhaustion of the Nerve Cells... They make good the defects in *other* Foods that lack Phosphorus... Remember you can see these Wheat-hearts or Phosphorus germs in this very package of Ralston Health Food... You can't see *them in any other* Cereal Food. Why?'"

"The germs are present here, as they are in Graham flour, and in many other wheat preparations. They are visible in other preparations, contrary to the plain implication of this label. The composition of the food, compared with that of the pure germ, shows low protein and fat; moreover, the phosphoric acid in No. 2667 is only 0.33 per cent., not more than is exhibited by many other wheat preparations, such, for example, as cracked wheat..." Address: 1. State College, University Park, Pennsylvania.

344. Kellogg Food Co. 1908. Healthful living: An account of the Battle Creek Diet System. Battle Creek, Michigan. 72 p.

• ***Summary:*** The inside front cover, titled "A bit of history about the health food business in Battle Creek," states: "Thirty-five years ago Dr. J.H. Kellogg, the Superintendent of the Battle Creek Sanitarium, began the preparation of special food products, intended at that time for the use of the patients of the Sanitarium.

"The knowledge of their value grew. New foods were added from time to time as the idea developed. One of the first was a cereal coffee (1876). Later came the invention of Toasted Wheat Flakes (1895), and Toasted Corn Flakes (1901), then Toasted Rice Flakes and a long list of nut foods and other products.

"Dozens of food companies were organized in Battle Creek to manufacture toasted flakes, cereal coffees, and other foods. Millions were made and lost in exploiting the food ideas developed by Dr. Kellogg and the reputation acquired by Battle Creek as a headquarters for health foods and ideas.

"In order to protect the public against further imposition, a company has been organized and incorporated to manufacture and sell Dr. Kellogg's food products made after original and perfected formulœ, which will be known as The Kellogg Food Company, Battle Creek, Michigan."

The price list, near the back of this booklet, gives the prices for 126 foods–including various sizes. Among these are: Almond butter (1 lb can, $1.00), almond meal, Bran

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biscuit, Bromose, Diabetic gluten biscuits, Diabetic gluten meal, 40% gluten flour, Gluten meal, Granola, Meltose, Nut butter (1 lb can, $0.30), Nuttolene, Nuttose, olive oil, Peanut butter (large jar, $0.25; small jar, $0.10), Protose vegetable meat, Salted peanut butter (1 lb can, $0.25), Savora nut butter, Sterilized wheat bran, Taro gluten biscuit, Toasted corn flakes, Toasted rice flakes, Toasted rye flakes, Toasted wheat flakes, Vegetable gelatin, Wafer–whole wheat, Yogurt cheese, Zwieback.

On page 72 is a description of the company's "Peanut butter.–We were the originators of peanut butter, the use of which has become so widespread, and which is now manufactured by many concerns in different parts of the country. But we long ago abandoned the process of roasting the nuts, as we found this to produce harmful effects by setting free the oil and producing certain chemical changes in it. For years our peanut butter has been prepared by a wholly different process, by which the injurious effects referred to may be avoided. In this respect our Peanut Butter differs from all similar products. Prepared from choicest nuts. Put up in pound tins. Most excellent fat producer. Capital for use in sandwiches, for the preparation of salads and desserts. An excellent substitute for butter. Large glass jars, 25 cents; small glass jars, 10 cents.

"Salted Peanut Butter–Same as the preceding, but containing a certain proportion of salt. Pound tins, 25 cents.

"Nut butter–A combination of various nuts. An exceedingly palatable, toothsome vegetable fat which is readily accepted as a substitute for animal fats of all sorts. Pound, 30 cents."

Note 1. This is the earliest document seen (June 2002) showing interest by Seventh-day Adventists or Dr. John Harvey Kellogg in dietary fiber, or a high-fiber food product (Bran Biscuit, Sterilized Wheat Bran) sold by an Adventist food company. Dr. Kellogg was the founder and director of Battle Creek Foods.

Note 2. This is the earliest document seen (June 2002) that mentions bran in connection with Dr. John Harvey Kellogg. It is also the first commercial product seen with "Bran" in the product name. Address: Battle Creek, Michigan.

345. Kellogg, John Harvey. 1908. The Battle Creek Sanitarium system: History, organization, methods. Battle Creek, Michigan. 215 p. Illust. See p. 137, 207.

• ***Summary:*** Note: This book was written after the U.S. Circuit Court of Appeals ruled in July 1900 that Dr. Kellogg's company must stop using the words "Health Food Company" in its company name, since that term had been used continuously since 1875 by Frank Fuller of New Jersey. A careful reading of these text reveals a great deal.

The section titled "The original Sanitarium health foods" begins (p. 137): "All the so-called Sanitarium health foods are regularly found on the Sanitarium bill of fare, having been originally devised solely for this use. The character of these foods cannot be judged by the numerous imitations and piracies which are lauded by newspapers and signboard advertisements in terms not unlike those employed by the patent medicine vendor. The Battle Creek Sanitarium has no connection whatever with these questionable exploitations."

The section on "Sanitarium health foods" states (p. 207): "Various special foods were for some time manufactured and sold by a department organized for the purpose, but after the fire of 1902 the management disposed of all its interest in the manufacture and sale of foods to friendly parties, who it was believed would conduct the business in an honorable and ethical manner, precautions being taken to secure this. Through clerical oversights and trusting too much to advertising agents, some mistakes were made, the correction of which involved large losses and reorganization. At the present time all the foods which have originated in connection with the Battle Creek Sanitarium, and some of which have at various times been sold by the Battle Creek Sanitarium Food Department, the Battle Creek Sanitarium Health Food Company, the Battle Creek Sanitarium Food Company, the Battle Creek Sanitarium Company, Limited, and the Sanitas Nut Food Company, Limited, are now manufactured and sold exclusively by the Sanitas Food Company, who announce their products under the name of the 'Battle Creek Diet System,' the only food company doing business in Battle Creek whose products are used or recommended by the Sanitarium management.

"The Battle Creek Sanitarium has never at any time had any connection whatever with the manufacture of 'Postum,' 'Grape-Nuts,' 'Obesity Pills,' or any other of the numerous nostrums made or sold by parties advertising from Battle Creek."

The section titled "A public charity–No private interest–No sectarian affiliation" begins (p. 203): "The Battle Creek Sanitarium corporation is a private enterprise conceived and conducted solely for the public welfare. It has never been owned by any church or sect. For many years the institution was closely affiliated with the Seventh-day Adventist denomination because of the fact that the original founders and the contributing members were chiefly members of the denomination named; but the nonsectarian and undenominational character of the work was always fully acknowledged, and was clearly indicated by its charter. An attempt made in recent years by the central committee of the denomination named to bring the institution under denominational control resulted in so marked a failure that at the present time the institution is absolutely free from sectarian affiliation as well as control. The personnel is made up of Christian men and women of various denominations, but there is no church or sectarian control or affiliation."

At the front of this book, on the verso of the title page, are two quotations: (1) "Nature alone can cure; this is the highest law of practical medicine, and the one to which

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we must adhere... Nature creates and maintains; she must therefore be able to cure.–Dietl (1845).” Note: Joseph Dietl (1804-1878) was a medical reformer who belonged to the so-called New Vienna School of Medicine.

(2) “Diseases are not entities that have entered into the body; they are not parasites that take root in the body; they merely show us the course of the vital processes under altered conditions.–Virchow (1847).” Note 2. Rudolf Ludwig K. Virchow (1821-1902) was a German doctor, who is referred to as the “Father of Pathology.” He is perhaps best know for his saying that “every cell originates from another existing cell like it” which he published in 1858. It is a rejection of the concept of spontaneous generation, which held that organisms could arise from non-living matter. Address: M.D., Superintendent.

346. Battle Creek Foods. 1909. The only original health foods: A complete list of our products (Ad). *Good Health* (*Battle Creek, Michigan*) 44(3):Unpaginated. March.
• ***Summary:*** The company sells seven categories of products: 1. Cereals (15 products), incl. Toasted rice flakes, Granose flakes, Granola, Granuto, and Gluten meal (20 per cent, for gruels, mushes, and purees), Sterilized bran (a gentle laxative). 2. Bakery products (12 products), incl. Graham crackers (plain or sweetened), Sanitas wafers, Zwieback, Sanitas cookies. 3. Meat substitutes (10 products), incl. Protose (made of nuts and grains, ½- or 1-lb can), Savory Protose, Potted Protose, Protose roast, L-Protose (no nuts), K-Protose (resembles veal, no nuts), X-Protose (resembles chicken), Nuttose (made from nuts, 1 lb can), Nuttolene (“Made exclusively of choice edible nuts. A vegetable butter for table use”).

4. Other nut products (5 products), incl. Peanut butter (1 lb can, unroasted), Salted peanut butter, Almond butter, Almond meal. 5. Condensed soups (4 products). 6. Savory sauces (3 products). 7. Beverages (3 products), incl. Malted nuts (large bottle), Noko (cereal coffee), Caramel cereal (“The original coffee substitute, containing no burnt molasses or artificial flavoring”). Address: Battle Creek, Michigan.

347. *Naturopath and Herald of Health* (*The*) (*New York City*). 1909. Biochemistry. “The stone the builders rejected.” A reply to Mr. Otto Carque [article of Nov. 1908]. Written for *The Naturopath* by Dr. George Carey, author of “The Biochemic System of Medicine.” 14(3):155-58. March.
• ***Summary:*** Attempts to refute Mr. Carque’s points one by one. Deals largely with issues of organic vs. inorganic salts.

348. Ralston Purina Co. 1909. A health prescription for growing children. Rx–A liberal serving of Ralston Health Food every day... (Ad). *Pearson’s Magazine* (*New York*) 21(5):Unnumbered page at end. May.
• ***Summary:*** “–plenty of fresh air–sunshine–and sleep.” Mothers! It’s an important question–it’s serious–this choosing of the correct food for growing children. Do you want your children keen–active–bright eyed–clear skinned–full of life–red blood–and energy? Do you want their nerves steady–and their muscles firm? Do you want them to play well–sleep well–and study well? Then you must seriously consider the proper food–you must choose a food that’s full of nutriment–phosphorus–and that is easily digested.”

“Feed them Ralston Health Food. They always like it–for its good to eat and good for them to eat.” Ralston Health Food is sterilised by our special process.”

“Purina Whole Wheat Flour contains the same qualities as Ralston Health Food. Get a sack from your grocer. Packed in 6, 12, 24, 48 lb. bags.”

“Ralston Purina Co. ‘Where purity is paramount.’”

Photos show: (1) A large box of Ralston Health Food. (2) A young boy and girl on roller skates, playing. Address: St. Louis, Missouri; Tillsonburg, Ontario, Canada; Portland, Oregon.

349. Mill, Jean Oliver (Mrs. Mill). 1909. Reform cookery book: Up-to-date health cookery for the twentieth century. New and enlarged, 4th ed. Dundee, Scotland: J. Leng. 128 + [28] p. 19 cm. 1st ed. 1904 (Edinburgh, Menzies; 112 p.). 2nd ed. 1905. *
• ***Summary:*** Pages 44-46: “A few of ‘Pitman’ 1001 delicious health foods. In place of meat and free from its dangers. Brazose Meat–Made from Brazils. Quite different from all other nut meats... Per ½-lb tins, 10*d.* Vigar Brawn–The superb cold dish. Tokio Baked Beans, with tomato and nut sauce. Baked Beans, with tomato sauce. Curried beans, with savoury sauce. Vegetable soups–in 12 varieties. Nutmarto Potted Paste–Far superior to meat and fish pastes. Vigar Gravy Essence–Delicious flavour. Add but a few drops to water. One Penny Packet Health Wafers with two ripe bananas insure a perfect meal.

“All those interested in Health Foods and Perfect Health should read ‘Pitman’ Health, from Food Library, No. 1 to 8. One penny each, post free... Full catalogue of health foods, with ‘Diet Guide,’ post free one stamp. A wise selection of health foods will give you Perfect Health and Digestion, and so enable you to perform the maximum amount of work–both mental and physical–with the minimum amount of fatigue.”

“’Pitman’ Health Food Stores, 155 Aston Brook St., Birmingham [England]. (The largest health food dealers in the world).”

Page 66: “In addition to above, there are the products of the International Health Association [1899–Founded under the name The International Health Association Limited. 1926–Name changed to Granose Foods Limited], ‘the pioneer manufacturers of health foods,’ who have within the past year removed their works into the country (Stanborough Park, Watford, Herts). Then Messrs Winter, Birmingham,

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'Pitman,' Birmingham, and Messrs Chapman, Liverpool, have a number of excellent nut meats, fuller reference and recipes for which will be found in the chapter on 'Health Food Specialties' at end of book."

Pages 215-16. "Nut meat preparations, whereby one can with very little contrive Nut meats for one's self. There are four different kinds–walnut, white, and brown almond (free from pea nuts), and another containing pea nuts... 'Pitman' Savoury Nut Meat bears a name which guarantees its excellence. It is free from pea nuts, and is put up in ½-lb., 1-lb., and 1½-lb. tins.

"Quite the biggest development of the last year or two are the nut meats manufactured by R. Winter, Birmingham, of 'Pure Fruit Fame.'" The products include: Nutton, and Legumon.

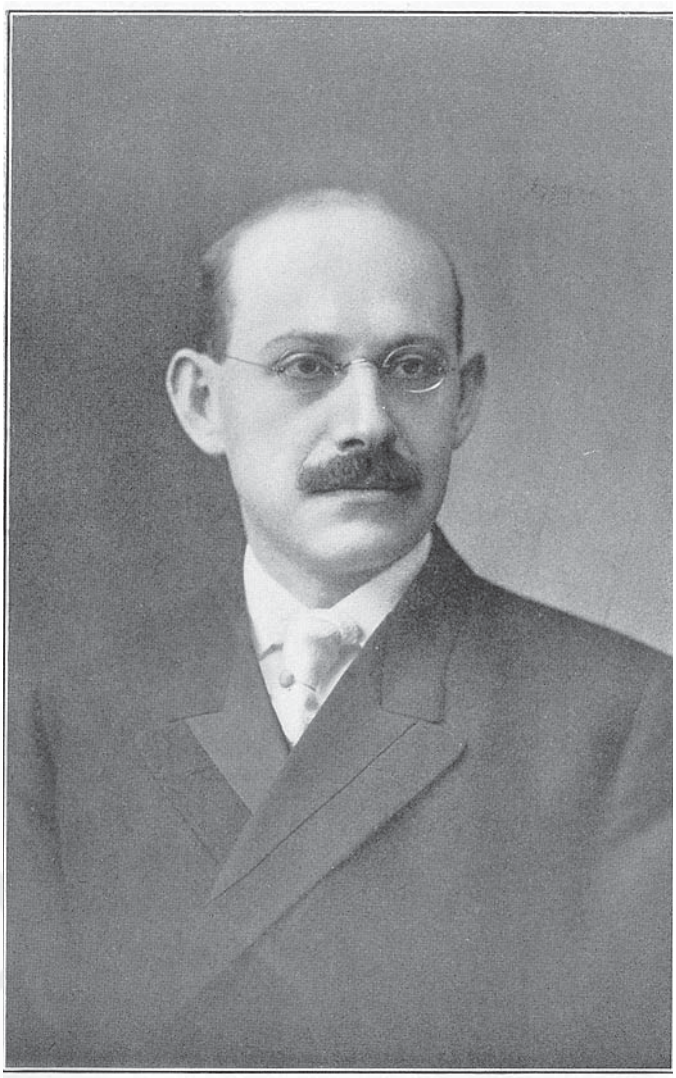
350. Newcombe, A.C. comp. 1909. Rational food: Opinions of eminent medical, scientific and other authorities. London: R.J. James. 35 p. 22 cm. *

351. Sinclair, Upton; Williams, Michael. 1909. Good health and how we won it: With an account of the new hygiene. New York, NY: Frederick A. Stokes Co. [5] + 302 p. Illust. (with 16 full-page illustrations from photographs). Index. 20 cm.

• ***Summary:*** Contents: Introduction. 1. The battle of the blood. 2. How to eat: The gospel of dietetics according to Horace Fletcher. 3. The Yale experiments [New Haven, Connecticut]. 4. How digestion is accomplished. 5. How foods poison the body (advocates a vegetarian diet). 6. Some important food facts. 7. How often should we eat. 8. Health and the mind. 9. The case as to meat. 10. The case against stimulants. 11. Diet reform in the family. 12. Breathing and exercise. 13. Bathing and cleanliness. 14. A university of health. 15. Health reform and the Committee of One Hundred. Appendix.

Photos show: (1) The battle of the blood (White blood cells attacking two types of germs; Frontispiece). (2) Mr. Upton Sinclair and Mr. Michael Williams, resting from their favorite exercise, tennis. (3) "Mr. Horace Fletcher, whose books on dietetics and good health were the forerunners of the present movement." (4) Horace Fletcher making a world's record of weight lifting endurance in the Yale gym; he doubled the previous best record. (5) Prof. Russell H. Chittenden, Ph.D., LL.D., Sc.D., Director Sheffield Scientific School, Yale University. "He has conducted many dietary experiments from the physiologist's point of view." (6) Prof. Irving Fischer, Ph.D. Prof. of Economics at Yale Univ. "His investigations have had to do largely with the cost of necessary food." (7) Mr. John E. Granger breaking the world's record for deep knee bending. Observing are Mr. Alonzo A. Stagg (coach of the Chicago University football team) and Mr. Michael Williams.

(8) M. Elie Metchnikoff of the Pasteur Institute, Paris.



Prof. Lafayette B. Mendel, Ph.D., Yale University, Who has carried on researches in conjunction with Prof. Chittenden.

He has studied auto-intoxication and "believes the normal life should be over 125 years long."

(9) Prof. Lafayette B. Mendel, Ph.D., Yale University. He has carried on researches with Prof. Chittenden. (10) Mr. Upton Sinclair's three children at the beach. "Well nourished on two meals a day." (11) Mr. Sinclair's children (2 more photos). (12) The daily swim. (13) Fresh air in Bermuda. (14) Outdoor exercise.

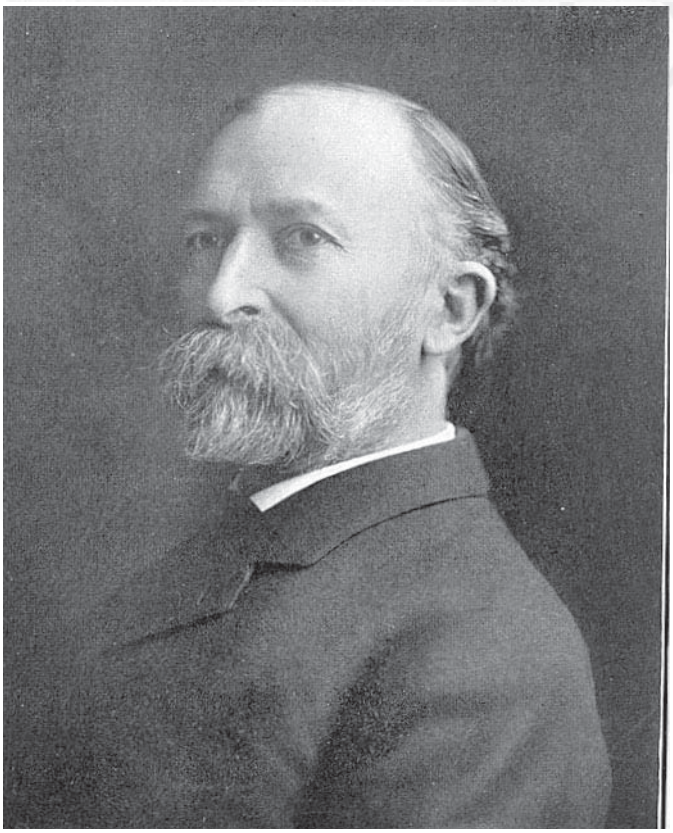
(15) Dr. J.H. Kellogg of the Battle Creek Sanitarium. (16) A group by the fireside at the Battle Creek Sanitarium with Dr. Kellogg.

The Introduction, by Sinclair, begins with this story: About 10 years ago, when he was a college student, he became sick for the first time in 14 years. He visited a doctor and said: "'Doctor, it has occurred to me that I would like to have someone who knows about the body examine me

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M. Elie Metchnikoff, of the Pasteur Institute of Paris.
His researches have thrown great light on auto-intoxication. He believes that the normal life should be over 125 years long.



thoroughly and tell me how to live.'

"I can recall his look of perplexity. 'Was there anything the matter with you before this attack?' he asked. 'Nothing that I know if,' I answered; 'but I have often reflected that the way I am living cannot be perfect; and I want to get as much out of my body and mind as I can. I should like to know, for instance, just what are the proper things for me to eat -"

"'Nonsense,' he interrupted. 'You go right on and live as you have been living, and don't get to thinking about your health.'

"And so I went away and dismissed the idea... All doctors that I had ever heard of were people who cured you when you were sick; to ask one to take you when you were well and to help you to stay well, was to take an unfair advantage of the profession.'" Over the years he visited the doctor several times, and each time the doctor gave him a another kind of medicine to cover up his symptoms. It was first in Battle Creek, Michigan, that he found a large, modern and entirely new type of hospital with "more than a thousand nurses, physicians, and helpers, all devoting their time to the teaching of the new art of keeping well." Slowly but surely he "found the road to permanent health."

A review in Nature: "A new sort of health book, giving in condensed form the theories of Fletcher, Metchnikoff,

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Kellogg and others. 16 full page illustrations. Price, $1.35."

352. *Naturopath and Herald of Health* (*The*) (*New York City*). 1910. The Rice Association of America, Crowley, Louisiana. 15(1):45. Jan.
• ***Summary:*** "Rice, of course, we mean unpolished rice, is strictly a Naturopathic food, and substitute for meat, eggs, fish, poultry, a fine food that will cure dyspepsia. The easiest cereal to digest."

"Unpolished rice is for sale, in first class quality, at the Pure Food Store, 465 Lexington Ave., New York City."

353. *Washington Times* (*DC*). 1910. Butler and gems returning to city: Butler accused of $20,000 jewel theft aids Washington detectives. Said to have told story of robbery. April 8. p. 11.
• ***Summary:*** Paul Bragg, age 15, of Quincy Place (Washington, DC), accompanied a butler, Clarence Howlett, after a jewel heist. Howlett, who had formerly boarded with the Bragg family on Quincy Place, had befriended Paul before the robbery and wanted to use him to run errands and fetch newspapers. Bragg returned to Washington Tuesday night and immediately went "to Police Headquarters, where he gave the police all the information he could about the butler's whereabouts."

Note: This article shows that in April 1910, Paul Bragg was age 15, and living on Quincy Place in Washington, DC. These three facts perfectly match those of the U.S. census conducted two months later, and show that he was born in about 1895.

This article also appeared in the *Sun* (Baltimore, Maryland) on 9 April 1910 (p. 16).

354. Brook, Harry Ellington. 1910. Care of the body–Suggestions for preserving health. *Los Angeles Times*. April 10. p. IM476. Sunday magazine.
• ***Summary:*** The first section, titled "Fasting for the cure of disease," states: "Fasting for the cure of disease, or the improvement of health, has become quite a fad in this country during the past few years. Many remarkable cures of diseases, declared by medical men to be incurable, have been reported.

"The forty days' fast of Jesus 2000 years ago, and the twice-repeated forty days fast of Dr. Tanner–now of Long Beach–about 25 years ago, have since then frequently been exceeded. Many have fasted over six weeks [42 days]. A Chicago [Illinois] lawyer, three years ago, went sixty one days without food, and thus cured himself of a chronic stomach trouble."

"More than any other man in this country, the late Dr. Edward Hooker Dewey introduced and popularized the idea of fasting. His book, 'The Fasting Cure and the No-Breakfast Plan,' was reviewed here several years ago." His books are published by the Fowler & Wells Co., New York.

"'Fasting for the Cure of Disease' is the title of a book of 180 pages by Dr. Linda Burfield Hazzard of Seattle (Harrison Publishing Co., Seattle) [Washington]. Dr. Hazzard makes a specialty of fasting for the cure of disease, and has treated by fasting during the past two years over 600 persons, having lost only six, and in all of these cases an autopsy showed that death was inevitable. Dr. Hazzard was a pupil of Dr. Dewey." The chapter on diet is particularly good.

In his book, 'The Philosophy of Fasting' (published by Benedict Lust, No. 124 East 59th street, New York), Edward Earle "Purinton sets forth the virtues of fasting for various purposes–for health, enjoyment, freedom, power, beauty, faith, courage, poise, virtue, spirituality, instinct, inspiration and love. He also gives a 'personal prologue' and 'twenty rules for sane fasting.'

Another large book on fasting is entitled 'Vitality, Fasting, and Nutrition,' by Hereward Carrington (Rebman Co., New York, 630 p.).

The section titled "A California health food" states: "Another addition to the long list of health foods has been placed on the market by our friend Otto Carqué. It is composed almost entirely of California products, including dried fruits, nuts, and a little partially-cooked grain. Such a food possesses advantages over the raw cereal foods on the market, which are harmful to the digestive organs, especially of those whose digestion is weak." Address: Staff writer.

355. U.S. Department of the Interior, Census Office. 1910. Tony A. Berhalter in the 1910 U.S. Census in Chicago, Cook Co., Illinois. Chicago, Cook County, Illinois. 1 p. Family No. 40.
• ***Summary:*** T.A. [Tony] Berhalter is a head of household. He is a white male. Age at last birthday: 31. Married, Yes, 1st marriage. Birth place of this person (and ethnicity): Germany (German). Birth place of the father this person (and ethnicity): Germany (German). Birth place of the mother this person (and ethnicity): Germany (German). Can you speak English: Yes. Trade or profession: Baker. General nature of business: Own baking. Self employed. Education: Can read and write.

Catharina Berhalter is the wife of Tony and the only other person living in the house. She is a white female. Age at last birthday: 24. Married, Yes, 2nd (?) marriage. Birth place of this person (and ethnicity): Illinois. Birth place of the father this person (and ethnicity): Austria-Hungary (Bohemian). Birth place of the mother this person (and ethnicity): Austria-Hungary (Bohemian). Can you speak English: Yes. Trade or profession: -. Education: Can read and write.

356. U.S. Department of the Interior, Census Office. 1910. Louis Carque in the 1910 U.S. Census in New York City, New York. New York City, New York. 1 p. Line 20.
• ***Summary:*** Louis Carque is head of household. He is

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a white male. Age at last birthday: 33. Married, Yes, 1st marriage. Birth place of this person (and ethnicity): Germany (German). Birth place of the father this person (and ethnicity): Germany (German). Birth place of the mother this person (and ethnicity): Germany (German). Can you speak English: Yes. Trade or profession: Cook. General nature of business: Restaurant. Self employed. Education: Can read and write.

Marguerite Carque is the wife of Louis Carque and the only other person living in the house. She is a white female. Age at last birthday: 31. Married, Yes. Birth place of this person: England. Birth place of the father this person England. Birth place of the mother this person: England. Can you speak English: Yes. Trade or profession: -. Education: Can read and write.

357. Brook, Harry Ellington. 1910. Care of the body–Suggestions for preserving health. *Los Angeles Times*. April 24. p. IM540-41.

• ***Summary:*** The section titled "A husky vegetarian" states: "In a recent number of the Vegetarian magazine a correspondent writing adversely about a non-flesh dietary, criticised the appearance of Otto Carque, the well-known writer on hygiene, as seen in an engraving.

"Well, if you had seen Carque running, like a mountain goat, up the steep side of a brush-covered Southern California foothill, with fifty pounds on his back, while you, with no 'impediments,' puffed and 'blowed' behind him, you would come to the conclusion that Carque was a pretty husky kind of vegetarian." Address: N.D. [Naturopathic Doctor], Staff writer.

358. Bugby, William. 1910. A vegetarian's experiences. No II. The soy bean. *Daily Post* (*The*) (*Hobart, Tasmania, Australia*). April 30. p. 7.

• ***Summary:*** "There is a still better substitute for meat, and that is the Soy bean of Japan, which is now being extensively cultivated in New South Wales. The present writer has found nothing to surpass this most useful bean, and especially the improved variety of it grown at Wahroonga, N.S.W., by the Sanitarium Food Reform Co. [Seventh-day Adventist]. It might be introduced into Tasmania with advantage, and in a calcareous soil would prove a source of great profit to the grower. The Wahroonga variety of Soy bean takes less time to cook and is also more tender when cooked than that imported direct from Japan. It is far more digestible than any other kind of bean."

Note 1. In 1910 Wahroonga was a suburb of Sydney; it would have included some small, semi-rural market-gardening areas that provided vegetables for the city dwellers. The word "extensively" above probably means that small plots of soybeans were being grown in market gardens around towns and settlements in NSW. As of 2005 Sanitarium Food Reform Co. has been renamed Sanitarium Health Food Co. and is a thriving maker of health foods, breakfast cereals, meat alternatives, soymilk, etc.

"While the writer feels some satisfaction in the thought that more than 20 years ago [i.e., before April 1890], in the columns of a Melbourne journal, he was the first to call attention to the great merits of this most remarkable bean, and to advocate its introduction into Australia, he feels somewhat depressed at the fact that it has taken so many years to (?) its cultivation on and its adoption and recognition as an article of food. As a rule it may be assumed that it will take a generation to effect any great (?) reform. But we shall reap, if we faint not.

"The Soy bean is, in fact, a perfect and superior substitute for flesh meat, and it contains not only proteids or flesh-formers in abundance but also a large amount of pure and digestible fat. It contains the same food elements, in the same proportion, as a moderately fat mutton chop. Its skin is so thin as to be scarcely perceptible, hence it is the most digestible of the bean family, and can be flavored to suit any palate. It makes a highly nutritious soup. Children and invalids thrive upon it. The following is an analysis of the Soy bean -"

A table compares the "elementary constituents" of two varieties of soy beans, peas, lean beef, and fat mutton. For each is given the percentage composition of water, protein or nitrogenous matter, fat or hydro-carbon, carbo-hydrates (starches), fibre, and ash. The protein content is as follows: Soy bean #1–37.8%. Soy bean #2–34.0%. Peas 23.0%. Lean beef 19.0%. Fat mutton 12.0%.

"In cooking, the bean absorbs about four or five times its weight of water; this brings it closely up to an equal quantity of fat mutton. A glance at the above table will show that the Soy is superior in every respect to beef, and is only surpassed in starch by peas. Dr. Anna Kingsford, M.D., in her interesting book 'The Perfect Way in Diet' [about a vegetarian diet], has shown that the digestive organs of man are not fitted for animal food, and that such food causes irritation and increases the tendency to inflammation, and is also largely responsible for rheumatism, gout, and neuralgia. It also promotes phthisis [pulmonary tuberculosis]. The drowsiness felt by so many persons after a hearty meal of meat, together with an intense craving for stimulants [e.g., alcohol], is wholly unknown to vegetarians, and this is why, in London, the numerous vegetarian restaurants are thronged by bankers and brainy business men at the time of the midday meal.

"It is worthy of notice that the ox gives back in his meat only some of the food derived by him from the grass, retaining the balance to form his teeth, horns, hoofs and hide. So that, at best, man loses some of the best nutriment when he uses meat as food. In addition to this, in the venous blood of the animal are to be found poisonous and effete material, waste tissue, cadaveric alkaloids, and even parasites and disease-germs, wholly absent from vegetables and fruit. It is

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a rare thing for vegetarians to suffer from anaemia, though it must be supposed that even a diet so rich in all the elements the blood requires will of itself secure immunity from this and other diseases if other hygienic conditions are absent. A vegetarian diet is not a panacea, although those who adopt it suffer far less from all complaints than their meat-eating brothers and sisters. If a vegetarian lady, 'cumbered with much serving,' and beset with a multitude of household duties, keeps all day indoors and does not go out enough to exercise in direct sunlight and fresh air–and most women have too little of these–she will very likely become anaemic, like her meat-eating sister, but this is not because of her vegetarian diet, but in spite of it. Still, she will not suffer so badly, or become so 'run down,' as that meat-eating sister, and she will, moreover, make a much more rapid recovery from all her ailments.

"It is also quite possible for a vegetarian to eat too much nitrogenous food, and to suffer from consequent indigestion. Still, the diet is not responsible for a man's gluttony if he will eat to much, and will live to eat rather than live to eat. Temperance in eating is almost as essential as temperance in drinking. Here it may be added that a moderate and well-chose vegetarian diet is a certain cure for drunkenness, since the craving for intoxicants is mainly induced by the inflammatory state of the stomach caused by flesh-eating. Vegetable food is so nourishing and sustaining that a vegetarian can better afford to go without a meal than can a meat-eater. Indeed, the experience of the writer has been that for prolonged muscular and mental work there is nothing to compare with a judiciously-selected fruit and vegetable diet. The ancient Spartan and Roman athletes disdained meat. They lived on barley-cakes, olive oil, and black lentil soup. The canny and energetic Scotchman is virtually a vegetarian. The miners of Chili [Chile] are wont to ascend a perpendicular ladder with 2 cwt [1 cwt = hundredweight = 112 pounds] on their backs, and they do this all day long on a meal of beans and vegetables and fruit.

"The writer is of [the] opinion that after the age of three years milk should not be taken by human beings. It clogs his stomach, makes his brain sluggish and stupid, and in the stomach gives rise to lactic acid complications. Hence it should never be forced upon children over three years of age who have come of gouty or rheumatic parents. As a rule, such children have a natural detestation of it and a great aversion to it. Cow's milk is an abomination that ought never to be taken. It is an unnatural thing for a human being that has cut its teeth, and ought to eat solid food, to drink the milk of a brute! The human stomach resents it!"

The writer then discusses: Suitable foods for vegetarians. The benefits of eating two meals a day. The importance of understanding the "elements of nutrition" contained in each food to maintain one's proper weight and good health, the ability of a given area of land to support 6 times as many vegetarians as meat-eaters, the need to divide large Tasmanian land holdings into small plots of orchards and kitchen gardens, the sustaining and invigorating power of a non-flesh diet, the overall physical, mental, and moral effects of a vegetarian diet, and the need to abolish abattoirs or slaughter houses.

"It is not sufficiently understood that a vegetarian has far higher motives that the gratification of his palate and the satisfaction of his appetite. He regards all life as sacred, and the taking of innocent animal life as a monstrous crime, both against the animal and its right to live, and against the moral development of society at large. He regards his Creator as the Creator and Father of every living thing. When his last hour comes the vegetarian will be able calmly to meet his Heavenly Father–the Father also of every poor dumb animal–with the happy though humble consciousness that he has neither knowingly caused the infliction of pain or death, nor connived in their infliction by others upon an innocent animal. There is sound sense in the lines: -

"'He prayeth best who loveth best
All things both great and small;
For the dear God who loveth us,
He made and loveth all.'"

Source of poem: "Rime of the Ancient Mariner," by Samuel Taylor Coleridge (1798; Part VII, stanza 23). Coleridge lived 1772-1834

Note 2. This is the earliest document seen (July 2021) concerning soy beans in connection with (but not yet in) Tasmania.

Note 3. The author may have been a Seventh-day Adventist, since he states that soybeans have been grown in the Sanitarium gardens at Wahroonga, New South Wales. If he was an Adventist, this would be the earliest article seen on soybeans written by a Seventh-day Adventist. Address: Tasmania.

359. U.S. Department of the Interior, Census Office. 1910. Paul C. Bragg in the 1910 U.S. Census in Washington, DC, at Quincy Place. Washington, DC.

• ***Summary:*** Robert E. Bragg. Head of Household. Age 44. Born in Indiana. Mother born in Illinois. Father born in Indiana. Occupation: Composer [like typesetter], Government Printing Office.

Caroline Bragg. Wife. Age 45. Born in Ohio. Mother born in Ohio. Father born in Switzerland.

James E. Bragg. Son. Age 17. Born in Indiana. Mother born in Ohio. Father born in Indiana.

Paul C. Bragg. Son. Age 15. Born in Indiana. Mother born in Ohio. Father born in Indiana.

John H. Bragg. Son. Age 11. Born in Washington, DC. Mother born in Ohio. Father born in Indiana.

Note 1. The 1900 census reported that Paul C. Bragg was born in Feb. 1895 in Indiana. Mother born in Indiana. Father born in Indiana. In this 1910 census, the date of birth fits nicely.

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Note 2. In the 1900 Census, the mother, Caroline ("Carrie" in 1900) was reported to have been born in Indiana (rather than Ohio, as reported here), as had her mother and father. The middle initial of the father, Robert, was given as "L." But the "E." is probably correct.

360. Brook, Harry Ellington. 1910. Care of the body–Suggestions for preserving health. *Los Angeles Times.* Nov. 6. p. IM564-66.
• ***Summary:*** The section titled "A book for women" reviews positively book titled *Must Women Suffer Everlastingly,* by J. Hegyessy (M.D., D.O., N.D.; published by the author of San Francisco). "His ideas on the subject of diet are most sound. Two-thirds of the book is devoted to this subject." Included is a summary of a letter Dr. Hegyessy wrote to Otto Carque advocating "male continence" as practiced by the Oneida Community. Both Brook and Carque regard this practice as unnatural. Address: N.D. [Naturopathic Doctor], Staff writer.

361. Berhalter's Health Food Store and Bakery. 1910. Would you like to be a successful vegetarian (Ad). *Vegetarian Magazine* (*The*) 14(3):70. Nov.



• ***Summary:*** "If you would like to progress in physical health and in spiritual wealth, call or write to: Berhalter's Health Food Store." "Following are a few of our specialties:
"Unfermented whole wheat bread, per loaf–15¢.
"Whole Wheat Fruit Bread, per loaf–20¢
"Combination Whole Rye Bread, per loaf–15¢
"Plain Unfired Whole Wheat Bread, per box–25¢
"Plain Unfired Whole Wheat Fruit Bread–30¢
"Gluten Flour 41 per cent Gluten, per lb 15¢
Unpolished Rice... Pure Italian Olive Oil, Pure peanut oil, Pure vegetable cooking oil.
"We carry in stock such a fine variety of foods that it enables vegetarians to select supplies to carry on a vegetarian life successfully. We can also supply all the knowledge necessary to begin a vegetarian diet successfully.
"No orders less than $1.00, by mail, accepted. Call or write for price list."
Note: This is the earliest document seen (July 2021) that mentions "Berhalter" in connection with health foods. Address: Opposite New Comedy Theater, 309 North Ave., Chicago.

362. Carqué, Otto. 1910. Vegetarianism in the light of modern science. *Naturopath and Herald of Health* (*The*) (*New York City*) 15(11):664-70. Nov.
• ***Summary:*** Written for *The Vegetarian Magazine:* "Perhaps no word has met with so many false interpretations as 'Vegetarianism.' This is mainly due to the similarity of the words 'Vegetarian' and 'Vegetables.' To the average, superficial thinker, 'a vegetarian' means a 'vegetable eater' pure and simple; a man who lives on cabbage, if not grass exclusively. The slow progress of vegetarianism in the western world must be ascribed, to a great extent, to the misunderstanding of this word." Address: Author.

363. *Los Angeles Times.* 1910. Society meetings. Dec. 18. p. IV1.
• ***Summary:*** "Get Acquainted Society, 717½ East 9th street, has invited a professional phrenologist, an acute astrologer, a practical psychologist, and a cheerful clairvoyant to give talks and test readings before the society Sunday morning, 11 a.m... Health and Food addresses by... Mr. Otto Carque, food scientist, Sunday eve., 7:45 p.m. Admission free. Socials Tuesday, Friday evenings. Reputable strangers always welcome."

364. Christian, Eugene; Christian, Mollie Griswold. 1910. 250 meatless menus and recipes: To meet the requirements of people under varying conditions of age, climate and work. New York, NY: Eugene and Mollie Griswold Christian. 184 + 28 p. Portrait of Mollie. 20 cm.
• ***Summary:*** "Peanut Butter: Owing to the fact that peanuts are one of our most important food products, and that there are so many brands of peanut butter on the general market, and that grade from very inferior to an extremely superior quality, both in taste and nutritive properties, it becomes necessary for the guidance of my readers to name some particular brand or kind of peanut butter, which investigation and chemical analysis have proven to be pure and wholesome, hence worthy of a place in a literary work intended to guide the housewife in selecting only the best. In view of these facts, I have used in the following recipes a brand of peanut butter known as 'Beech-Nut" (p. 102).
In the back of this book is a section of advertisements. Page 14 (unnumbered) contains ads for: (1) The Muncie

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Sanatorium at 117-119 Macon St. (corner of Marcy Ave.), in Brooklyn Borough, New York City. "All of the Christian health foods will be served at Dr. [Elizabeth Hamilton] Muncie's sanatorium." (2) "Brusson Diabetic Foods for diabetes, rheumatism, obesity, starch indigestion, etc." They sell "Gluten Bread (the most palatable bread in the world), Gluten macaroni, Vermicelli, Noodles, Small pastes, etc. Gustav Muller, 11 West 27th Street, New York City."

Eugene Christian lived 1860-1930. Note: This is the earliest document seen (Dec. 1998) that contains the word "Sanatorium" (spelled in that way). Address: 43 Seventh Ave., Brooklyn, New York.

365. Wheldon, Rupert H. 1910. No animal food: And nutrition and diet with vegetable recipes. New York, NY; Passaic, New Jersey: Health Culture Co. 125 p. Plus 18 unnumbered pages of advertisements at end. Undated. No index. 19 cm.

• ***Summary:*** A comprehensive appeal to vegetarianism, advocating exclusion of all foods of animal origin [i.e., a vegan diet]. Contents: I. No animal food: 1. The urgency of the subject. 2. Physical considerations. 3. Ethical considerations. 4. The aesthetic point of view. 5. Economical considerations. 6. The exclusion of dairy produce. 7. Conclusion. II. Nutrition and diet: 1. Science of nutrition. 2. What to eat. 3. When to eat. 4. What to eat. Food table. Recipes (100 "strictly vegetarian" [vegan] recipes as they appear in the English edition).

The Preface states that "the following pages are in vindication of a dietary consisting wholly of the products of the vegetable kingdom, and which therefore excludes not only flesh, fish, and fowl, but milk and eggs and products manufactured therefrom." "This work is reprinted from the English edition with changes better adapting it to the American reader."

Pages 30-31: "As to the testimony of individuals it is interesting to note that some of the greatest philosophers, scientists, poets, moralists, and many men of note, in different walks of life, in past and modern times have, for various reasons, been vegetarians, among whom have been named the following:–Manu, Zoroaster, Pythagoras, Zeno, Buddha, Isaiah, Daniel, Empedocles, Socrates, Plato, Aristotle, Porphyry, John Wesley, Franklin, Goldsmith, Ray, Paley, Isaac Newton, Jean Paul Richter, Schopenhauer, Byron, Gleizes, Hartley, Rousseau, Iamblichus, Hypatia, Diogenes, Quintus Sextus, Ovid, Plutarch, Seneca, Apollonius, The Apostles (Matthew, James, James the Less, Peter), The Christian Fathers (Clement, Tertullian, Origen, Chrysostom, St. Francis d'Assisi), Cornaro, Leonardo da Vinci, Milton, Locke, Spinoza, Voltaire, Pope, Gassendi, Swedenborg, Thackeray, Linnaeus, Shelley, Lamartine, Michelet, William Lambe, Sir Isaac Pitman, Thoreau, Fitzgerald, Herbert Burrows, Garibaldi, Wagner, Edison, Tesla, Marconi, Tolstoy, George Frederick Watts, Maeterlinck, Vivekananda, General [Bramwell] Booth, Mrs. [Annie] Besant, Bernard Shaw, Rev. Prof. John E. B. Mayor, Hon. E. Lyttelton, Rev. R. J. Campbell, Lord Charles Beresford, Gen. Sir Ed. Bulwer, etc., etc., etc."

The chapter title "What to eat" states (p. 83): "The Mongol procures his supply of protein chiefly from the Soya bean from which he makes different preparations of bean cheese [tofu] and sauce." "Among the foods rich in protein are the legumes, the cereals, and nuts... Fat is chiefly found in nuts, olives, and certain pulses, particularly the pea-nut."

Several recipes (p. 116-17) call for: Nut-milk, Vegeton, Nutter or nut butter, Marmite, Carnos, Pitman's Vigar Gravy Essence. These can be ordered from stores in England (see p. 111). The last 16 pages contain advertisements for *Health-Culture* magazine (monthly), "health appliances" (such as Dr. Forest's massage rollers and colon syringes), and many books published by The Health Culture Co., Turner Building, 45 Escension St., Passaic, New Jersey.

366. Labbé, Henri. 1911. Le soja et ses usages [The soybean and its uses]. *Revue Scientifique* 49(1):171-76. Jan. 7. [6 ref. Fre]

• ***Summary:*** A summary of earlier publications (mostly in French) on soybeans and soyfoods. Discusses: Soy flour (*farine de soja*) for diabetics. Soy bread (*pain de soja*). Soy flour used to make various foods for diabetics as well as for vegetarians. Soymilk (*lait végétal à base de soja*, p. 174). Soy kefir and soy yogurt (Kephir, Yohourt). Soy sauce (*sauce de Soja, soyou, choyou*). Tofu (*Le fromage de Soja ou Tou-Fou*), which was invented by the ancient Chinese philosopher Whai Nain Tzu. Fresh tofu and dry tofu [dried frozen tofu, containing 53.6% protein]. How shoyu is made.

Note: This is the earliest French-language document seen (April 2012) that uses the word *soyou* to refer to soy sauce.

The section on the nutritional value of soy and soy protein (p. 173) ends with this interesting thought: For a long time the Chinese and Japanese, who cared little about the future justification of their habits and customs, have adopted the consumption of soy on a large scale, without realizing that science would perhaps one day come to bestow / confer on them a certificate or testimonial of complete approbation.

The section on soymilk ends as follows: Soya milk, according to trustworthy Chinese persons, is not just a mere curiosity. It is used, in China, for breakfast, being mixed with cow's milk. It is also used for infant formula [literally "artificial breast feeding"] or therapeutically. For this latter purpose, it is the fermented foods, such as Kefir, Yogurt, etc. that appear to be of interest. ("*Le lait de Soja, au dire de Chinois dignes de foi ne serait pas une simple curiosité. On s'en sert, en Chine, pour le dèjeuner du matin, et en mélange avec le lait de vache. On l'utilise aussi pour l'allaitement artificiel, ou dans un but thérapeutique. Dans ce denier but, ce sont plutôt les laits de soja fermentés, genre Kephir,*

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Yohourt, etc. qui paraissent intéressants").

The author notes (p. 175, footnote) that a Chinese proverb says: *Le To-Fou est la viande des os* ("Tofu is the meat of the bones"). Note: This makes no sense and appears (Jan. 2019) to be a mistake. Tofu has long been known as "the meat without bones" (Horvath 1927, 1931, 1938, etc.) or "the meat without a bone" (Carque 1933, etc.).

The writer also notes that France is not taking any part in the development of an industry to produce soy oil (p. 176, footnote). Illustrations (p. 72) show: Soy bean plant, with roots and pods. Close-up of soy bean pod and seed. Address: Doctor of Sciences (*Docteur ès-sciences*), France.

367. Lust's Health Food Bakery. 1911. Lust's delicious uncooked fruit cake (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 16(1):Unnumbered page. Jan.
• ***Summary:*** "As nutritious as it is tempting." A large illustration shows a sheaf of wheat. Address: 100 East 105th St., New York City.

368. Kellogg, John Harvey. 1911. Food product. *U.S. Patent* 1,001,150. Aug. 22. 2 p. Application filed 19 Oct. 1908.
• ***Summary:*** "The main object of this invention is to provide an improved food product which is very palatable and nourishing and one which is well adapted for use as a meat substitute."

It is made from 3 parts each wet casein and wet wheat gluten, 3 parts vegetable oil (such as corn or nut oil, optional), plus yeast products from waste brewery yeast (either concentrated yeast extract or crude yeast product). After the ingredients are mixed and cooked in cans, the product has a meaty consistency and flavor, making it a "very satisfactory substitute for flesh foods. It is very nourishing and may be used in a great variety of ways." Address: M.D., Battle Creek, Calhoun County, Michigan.

369. Osius, Frederick J. 1911. Agitator implement. *U.S. Patent* 1,005,653. Oct. 10. 4 p. Application filed 20 Sept. 1910. 3 drawings.
• ***Summary:*** See next page. Note: It was this small electric motor that made the electric blender possible. Note the terms "liquid" and "liquid beverages."

"The primary object of my invention is to provide a portable electric motor-driven mixing implement for liquid beverages, compounds or the like, the construction and arrangement of the implement being such that the stem of an agitator disk is directly and rigidly coupled to a protruding end of the motor-shaft whereby economy in power, speed and effectiveness of the mixing operation is had.

"Another object of my invention is to provide a spring-controlled balanced motor supporting standard in telescopic connection with the base-supported post, whereby adjustment of the agitator disk is effected to remove or insert the disk within a vessel containing liquid.

"Another object is to provide an automatic electric circuit make and break mechanism for the motor incidental to movement of its supporting standard.

"Further objects of my invention are to provide an adjustable vessel-holding clip in connection with the post, and an agitator disk that is circular and free from obstructions upon its faces and edge, this construction of disk being essential to perfect agitation at high speed in order that the liquid, when agitated, is not deflected or sprayed from its containing vessel by centrifugal force.

"With the above objects in view the invention consists in various structural details and combination of parts as set forth hereinafter with reference to the accompanying drawings and subsequently claimed."

Witnesses: Chester H. Beach, John W. Ruggaber. Address: Racine, Wisconsin.

370. Carqué, Otto. 1911. Care and feeding of infants. *Naturopath and Herald of Health* (*The*) (*New York City*) 16(11):788-90. Nov.
• ***Summary:*** "Mother's milk is the best of all foods for infants." Address: Author.

371. Berhalter (T.A.). 1911. Berhalter's health foods: Vegetarian products (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 16(12):Unnumbered page. Dec.
• ***Summary:*** A half-page horizontal ad. "If you want health foods of all kinds, send us your order. We ship our goods anywhere. Our foods are strictly in accord with vegetarian dietetics...

"Our twelve years of experience [i.e., since about 1907] in accordance with vegetarianism has made us authorities of the Health Food Problem.

"These are some of our specialties:

"Uncooked, laxative whole wheat fruit bread, per 2 lb. package–$0.35.

"Uncooked, laxative whole wheat bread, plain, per 2 lb. package–$0.25.

"Unfermented whole wheat bread, also act laxative, 2½ lb. loaves–$0.15.

"Bran Gluten Bread, 1½ loaf–$0.10.

"Whole wheat flour, ground in our own mill, either coarse or fine, per lb–$0.05.

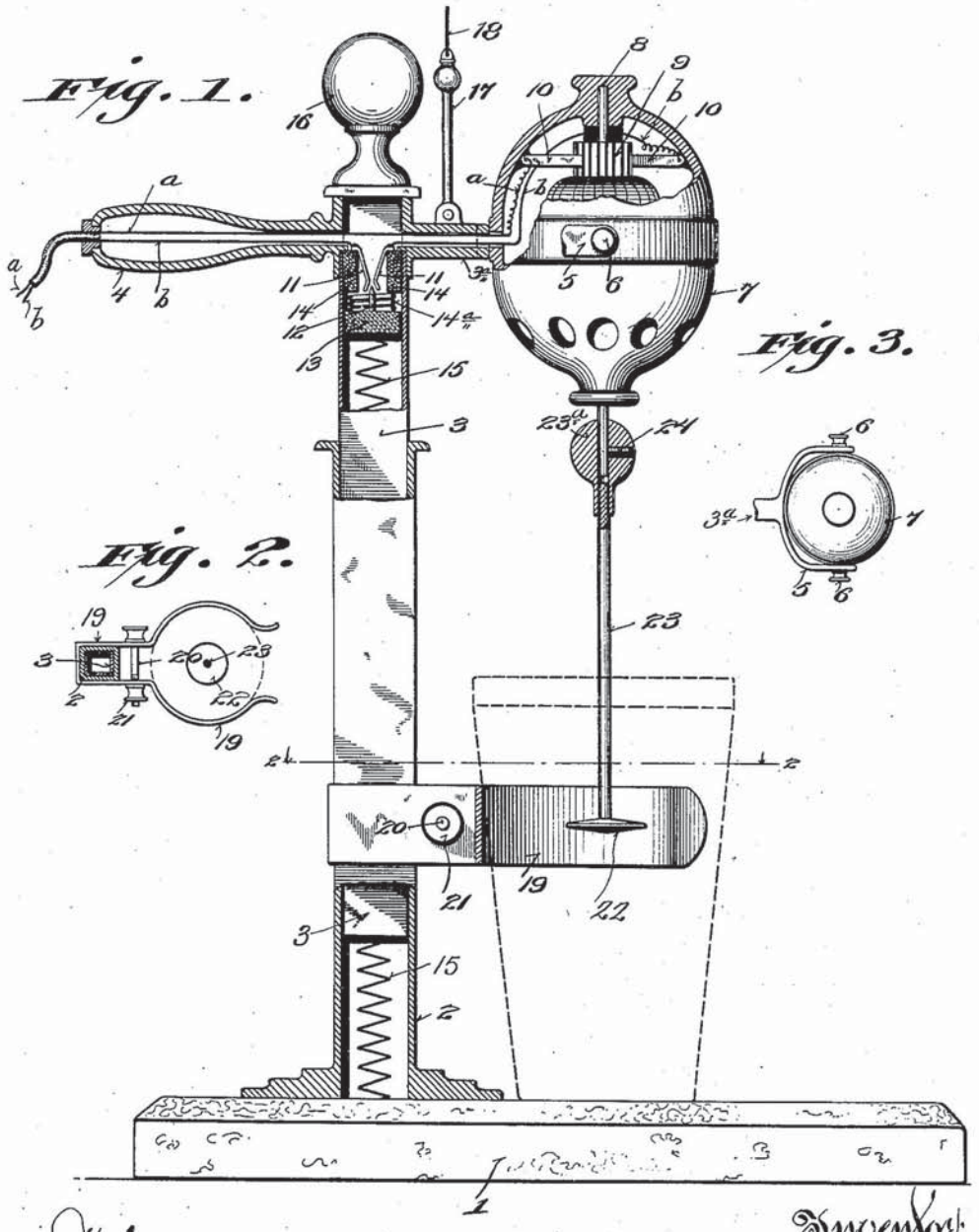
"Unpolished rice, per lb–$0.10.



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F. J. OSIUS.
AGITATOR IMPLEMENT.
APPLICATION FILED SEPT. 20, 1910.

1,005,653. Patented Oct. 10, 1911.



Witnesses:
Casanave Young
May Downey.

Inventor:
Frederick J. Osius.
By Oliphant & Young
Attorneys.

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"Our own brand raw peanut butter, per 1-lb. jar–$0.30.

"Same in gallon pails–$2.50.

"Peanut oil, gallon–$2.00.

"Pure vegetable cooking oil, per gallon–$1.10.

Pure Italian olive oil, sun-dried ripe olives, sun-dried black figs, Smyrna pulled figs, pure grape juice (per quart).

"Write us for complete list of our foods, books, etc. No orders less than $1.00 accepted."

A creative illustration at the top shows bread and other baked wheat products streaming out of the top of a sheaf of wheat over a rising sun.

Note: This is the 2nd earliest document seen (July 2021) that mentions "Berhalter" in connection with health foods. In 1936 Anthony A. Berhalter founded the American Health Food Association in Chicago. It is not clear whether or not T.A. Berhalter (above) and Anthony A. Berhalter are one and the same person. They live in the same city and are active in the same new industry. However the ad in the Sept. 1912 edition of this magazine proves that T.A. Berhalter and Anthony A. Berhalter are one and the same person because his wife and co-worker was Kathleen, and later documents state that they began work in this industry in 1907. Address: 309 North Ave., Chicago, Illinois. Phone: Lincoln 2524.

372. Nashville Sanitarium–Food Factory. 1911. High grade health foods (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 16(12):Unnumbered page. Dec.

• ***Summary:*** "Made by expert bakers, from best selected materials, in a well-ventilated hygienic factory away out in the country, surrounded by farms and pure fresh air. Made by men who do things from principle.

"Contain no animal fat. Full line of nut foods, cereal foods... More than twenty-five kinds. Nutfoda is the great vegetable meat, pure, wholesome, delicious, a perfect meat substitute at 10, 15 and 25¢. for ½ lb., 1 lb and 2¼ lb. cans.

"Nutkysa–similar to cheese, 1 lb. can–$0.15.

"Nashville Malted Nuts, 1 lb. jar–$0.35...

"Baked Beans, Tomato or Plain, 1½ lb. can–$0.10.

Note: It is possible, but unlikely, that these baked beans are soybeans.

"Cereal Coffee, Superb, 1 lb. pkg.–$0.10...

"Dixie Kernel (a Malted Breakfast Food) 1¼ lb. pkg.–$0.15.

"20 per cent Gluten Meal, Well Cooked, 1 lb. pkg.–$0.12."

"On sale at Naturopathic Supplies Store, 465 Lexington Ave., New York, N.Y."

Note: This organization is almost certainly the same as that later known as Madison College; Madison was near Nashville, Tennessee. This is the earliest document seen (April 2017) that contains the term "food factory" or that indicates that the Madison food factory is selling its products as far away as New York City. Address: Nashville, Tennessee.

373. *Naturopath and Herald of Health* (*The*) (*New York City*). 1911. Medical persecution of the fasting cure. 16(12):776-78. Nov.

• ***Summary:*** About Dr. Linda Burfield Hazzard of Seattle, Washington. She "is widely known as a prominent advocate and practitioner of fasting for the cure of disease and has met with a large measure of success in her chosen field. She has engaged in this work for the past fifteen years, and embarked upon it under the guidance of the late Dr. Edward Hooker Dewey."

Note: Dewey wrote three major books: (1) The No-breakfast Plan and the Fasting Cure (1900). (2) The True Science of Living (1894). (3) A New Era for Women: Health without Drugs (1896).

374. *Los Angeles Times.* 1912. News in brief. Jan. 10. p. I16.

• ***Summary:*** The section titled "On children's food" states: "Otto Carque, a visiting German dietetic expert, will address the members of the Custer-avenue Social Center at the Custer-avenue School at 3 o'clock this afternoon on 'The Best Foods for Children.' His address will be preceded by an interesting musical programme. The public is invited to attend."

375. Carque, Otto. 1912. Wanted–Boy with wheel to assist in manufacturing of health foods (Ad). *Los Angeles Times.* Jan. 18. p. I7.

• ***Summary:*** "Vegetarian preferred. Home Phone 52269. Call early."

Note 1. This tiny ad (Carque's first) shows that he is about to start a business, and needs a helper–since he is single. This is the earliest document seen (July 2021) that gives an address for Carque. Address: 943 West 12th st. [Los Angeles, California]. Phone: 52269.

376. *Los Angeles Times.* 1912. Socialistic colony is to be formed at Puente. March 6. p. I14.

• ***Summary:*** On 5 March 1912 the Fellowship Farm Association purchased 72 acres of land one mile north of Puente, California. "A socialistic colony is to be established immediately thereon. The leader of the movement is George Elmer Littlefield of Boston, [Massachusetts], who has been elected treasurer of the corporation," which is composed of 80 families, each having contributed $100 as a first payment. Otto Carque [of Los Angeles] is one of the directors of the association.

Note: La Puente and Puente Hills are about 20 miles east of central Los Angeles.

377. [Lust, Benedict]. 1912. The editor's lecture tour. *Naturopath and Herald of Health* (*The*) (*New York City*) 17(4):319-22. April.

• ***Summary:*** "The editor's lecture tour of which we brought

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a report in the April number as far as Chicago was a great success. All the lectures were well attended and great enthusiasm shown, and Mr. Lust is well pleased with the reception, encouragement and appreciation of his work that was expressed to him.

"The lectures in La Crosse, Wisconsin on March 16th, 17th, and 18th proved also a great success. Dr. Riese of the La Crosse Naturopathic Society arranged for the first lecture at his institution which was attended by the members of the La Crosse Naturheilverein and the patients and students of this institution. The three principle lectures were in German. There were two lectures given on Sunday, the 17th, one in the afternoon and one in the evening. These two German lectures were also a great success. The editor was introduced by Mr. Candrian, the editor of the *Volks Post* and a number of other German papers, who is really the pioneer of La Crosse and the northwest along the lines of the nature cure movement. Mr. Candrian has practically plowed the field for the nature cure movement and Mr. Lust expressed in his lectures that he is very much indebted to him for his cooperation and that the city of La Crosse can be proud to have a man like him who has the welfare of the public at heart. His readers are also to be congratulated that he publishes a number of newspapers that are clean, free from medicine, and fake advertisements and his editorials are all along reform lines of nature cure and natural living and righteousness in every respect. The English lecture on Monday night, the 17th, at the Germania Hall was also well attended. The editor of the *Volks Post,* Mr. Candrian, was again chairman at this important meeting.

"La Crosse made a very good impression on the editor and he wants to mention Dr. Riese and Mrs. Riese as two pioneers in establishing a naturopathic institution, also Rev. Harbeck who conducts a school for mothers on natural living has also taken a step in the right direction. Mr. Harbeck at one time published in Germany a magazine on the nature cure and is well qualified to give instructions along these lines. To Dr. Riese and Mrs. Riese and other friends who have worked so hard to make these lectures in La Crosse a success; we herewith like to express our sincere thanks especially to Dr. Riese also for his hospitality and good care while staying at his institution, and Mr. Lust will surely come again at some future time to help the good work along.

"La Crosse, Wisconsin, lecture subjects were as follows: Saturday, March 16: 'Die Deutsche Naturheilkunde' Sunday afternoon: 'Zweck und Wesen der Naturheilkunde.' Sunday evening: 'Kindererziehung und Krankheitsverhütung.' Monday evening "The Science of Natural Life and Natural Cure. Health and Vigor. How to Get It."

"The next lecture was at St, Paul, Minnesota, arranged by Dr. Beckstrom of the American National Bank Bldg., at Bowlby Hall. The subject of the lecture was the 'Nature Cure Movement and What It Stands For.'"

The next lecture was at Minneapolis, Minnesota, and was arranged for by Mr. Heisser of 204 Sykes Block, the well known pioneer in that city. The lecture took place at the first Unitarian Church. The subject was 'Physical and Mental Regeneration by Naturopathic Methods.'"

"After the lecture the editor went back to Chicago where he attended to different business matters and on March 24th visited with Dr. Strueh, the famous western Yungborn at McHenry, Illinois.

"While in Chicago, the editor made his headquarters with Dr. Lindlahr, who is conducting the well known nature cure institution and Naturopathic College. Dr. Lindlahr is a man who has the necessary enthusiasm and vigor and works without getting tired."

"A special mentioning has to be made of Mr. and Mrs. Berhalter of 309 North Avenue, Chicago, Illinois, who are also pioneers in the natural living and pure food line. Their pure food store and whole wheat products bakery and manufacture of other food products are known all over Chicago and the goods are shipped to all parts of the country. I have tasted the different products they manufacture and also tasted some of the meals prepared by Mrs. Berhalter that were most excellent. I must admire the strong convictions and courage Mr. and Mrs. Berhalter manifested in introducing their work and also for the self-sacrifice and unselfish co-operation for arranging and managing the affairs for my lectures in Chicago. The readers of our magazine certainly will be pleased to know that at Berhalters they find everything in the nature cure line especially pure foods. Catalogues will be mailed to all inquiries free of charge.

"I want to express my thanks once more for the Berhalters' services as well as to the members of the Arrangement Committee that were mentioned in the March number.

"There were two receptions at Berhalters' where the editor met many friends and pioneers of the nature cure movement and he enjoyed their company very much. The editor also wants to mention Dr. George Drew, the uncooked food specialist who wrote the wonderful nature cure food book. After the lecture at the Bernard Macfadden Training School, the editor enjoyed a special dinner prepared by Dr. and Mrs. Drew to demonstrate the possibilities for preparing palatable, nutritious and naturally correct meals. More about this dinner and the discussions that took place between the editor and Dr. Drew will be published in the June and July issues which will certainly prove interesting reading about the ideas of the latest advancements in man's diet.

"The editor also visited Mr. and Mrs. Benold's Pure Food Store 413 E. North Ave., Chicago, Ill., which is the oldest establishment of its kind in Chicago. This store was started by Mr. Benold in 1898 and has been ever since the headquarters for the whole wheat bread. pure foods and other Naturopathic supplies. Benold's bread is known in Chicago and has a good name in many other cities and institutions all over the country. The editor also gave a lecture at the

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Bernarr Macfadden's Training School and was well pleased with what he saw there. If Mr. Macfadden had done nothing else in his life than bringing about the establishment of that institution he already deserves to go down in history as a benefactor of mankind. The students are a very enthusiastic and promising set of young men and women who enjoy the studies, exercises and the general natural life that is carried on at this place. The moral tone of the institution is a very high one and I was pleased to address these young men and women who will be all future benefactors of mankind, who will go out to teach and practise natural methods of cure. They will be the leaven that will rise the public to a higher and better life. I would call them the selected few picked out by Providence from the large masses of people to become pioneers for physical culture and natural living. I think it is a blessing and a great experience in anyone's life to spend a few months in such an institution."

"From Chicago the editor went to Hamilton, Ohio, to make several visits and then he went to Columbus. Ohio. The Cincinnati, New Lexington, Ohio, and Philadelphia lectures that were intended had to be dropped as the arrangements were not completed and the time was too limited."

"The next lecture was given on March 27th in the auditorium of the Men's Business College in Columbus, Ohio. This lecture was arranged by Dr. Sarver..."

"The next lecture was on Thursday, March 28th, at Joseph F. Barth's Institute for Physical Culture and Nature Cure at 318 Fifth Avenue, Pittsburg, Pennsylvania. This was the last lecture the editor delivered on his trip and was very well attended. The subject 'Drugless Methods of Healing.'"

378. *Evening Post* (*Wellington, New Zealand*). 1912. Sanitarium health food cafe. May 10. p. 8.
• ***Summary:*** "About six or seven years ago a cafe was opened in Willis-street by the Sanitarium Health Food Company. Later it was shifted to Manners-street, and owing to a fire the cafe is again located in Willis-street, in Shortt's Building. The change made is certainly a very advantageous one–a new building with a bright, cheery outlook, instead of one of the oldest places in Wellington. There are twelve tables in the room with ample seating accommodation for fifty people.

"The cafe is owned by the Sanitarium Health Food Company, whose headquarters are in Sydney [Australia], with a manufactory at Cooranbong, 80 miles from the city, and another manufactory in Christchurch [New Zealand]. The latter is likely to be shifted to Wellington, and placed under the manager of the cafe here. As considerable misunderstanding exists as to what constitutes a cereal-vegetable [vegetarian] diet, it may be stated that there are half-a-dozen classes of biscuits, a dozen kinds of green goods, six varieties of beans and two of lentils, and, generally, all vegetables and fruits in season.

"Olive-oil is imported from Italy, best selected raisins from California, unfermented wine from California and New South Wales, and clover honey is obtained from local apiaries. Amongst the many special foods for invalids are gluten flour and biscuits, and Soya beans for diabetic patients: it is stated that this bean is rich in gluten. Whilst the principal aim of the Sanitarium Health Food Cafe is to cater for those in health, it is claimed that indigestion and many forms of stomach trouble can be eradicated by the adoption of the food served up at the cafe, or by buying the ingredients and cooking them at home. The object is to endeavour to educate the public to live on what is regarded as a higher quality of food for mental or physical work."

Note: This is the earliest English-language document seen (July 2021) that contains the term "Health Food Cafe" (or "Health Food Café"), regardless of capitalization.

379. *Los Angeles Times.* 1912. News in brief. June 11. p. I16.
• ***Summary:*** The section titled "Lecture on nutrition" states: "Otto Carque and Dr. George W. Carey will lecture on "Nutrition and Blood Formation" before the members and friends of the Human Culture Society at 8 o'clock this evening in Blanchard Music Hall, No. 232 South Hill St. The public is invited."

380. Huchting, Sophia. 1912. Social. *Polytechnic Journal* (*Cal Poly, San Luis Obispo*) p. 63+.
• ***Summary:*** "On March 16, 1912, Miss Hartzell entertained with a delightful musicale in the reception room... The Polytechnic Alumni are to follow their usual custom and have a reunion June 12."

"Miss Sophia Huchting was the recipient of another box filled with many goodies, which was sent to her by her sister, Mrs. J.E. Jones of Visalia, a former Polytechnic student. A grand spread followed and those who enjoyed it were..."

On a subsequent unnumbered page of brief character sketches we read: "Sophia Huchting–A girl of great ability as a student and an athlete. She played three years on the girls' basketball team, and was a representative in the girls' tennis contest. In her junior year she was president of the class and secretary of the Student Body. In her senior year she was the treasurer of the Student Body and a member of the Journal Staff."

381. Knight, Florence; Grizzle, Olga. 1912. Class alphabet. *Polytechnic Journal* (*Cal Poly, San Luis Obispo*) p. 12-14.
• ***Summary:*** "Capable Sophia has charge of the funds. / But at the sight of a frog–O dear how she runs! / And is it for specimens for Botany / She seeks at night by the green Holly tree?"

Note 1. This is the graduating class yearbook. They graduated on 13 June 1912. Sophia Huchting was the Social editor on the Journal staff (p. 59).

Note 2. This is the earliest document seen (July 2021) concerning Sophia Huchting (later Sophie Huchting

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Cubbison).

382. *Polytechnic Journal* (*Cal Poly, San Luis Obispo*). 1912. Class will. p. 15-16.
• ***Summary:*** "I, Sophia Huchting, will my success in affairs of the heart and mind to Lillabell Wade, to Kathleen Shipsey I leave my diamond ring, all my carefully boxed letters, my popularity with the dormitory boys, and sincerely hope she won't think she ought to have more. I will my knack in erasing freshman numerals from the curtains to Fern Hall and my room in the dormitory to Blondy."

"In witness whereof, we have hereunto subscribed our name, this thirteenth day of June, nineteen hundred and twelve."

383. *Polytechnic Journal* (*Cal Poly, San Luis Obispo*). 1912. Class prophecy. p. 17-19.
• ***Summary:*** "That evening we strolled down town. Everything was almost the same as it had been five years before. We noticed but one change and that was in the name that was on one of the buildings. The magnificent building that had formerly been Holly's Cafe was now surmounted by the sign, Huchting & Grizzle Cafe–Cooking done in a Scientific Way–Balanced Rations Served to Everyone."

Note 1. This prophecy–set five years after graduation–is fiction, not a true story. However, it shows that Sophie Huchting (later Cubbison) was very interested in cooking and had entrepreneurial talents. Note 2. On one unnumbered page in this yearbook are oval photos of Huchting and Grizzle. On another unnumbered page is a larger oval photo of S.C. Huchting.

384. *Polytechnic Journal* (*Cal Poly, San Luis Obispo*). 1912. Criminal record of the Sr. [senior] class. p. 20-21.
• ***Summary:*** "X. Name–Sophia Huchting. Alias–Aye, Aye. Cell–Holly Berry Bush No. 1. Crime–(1) Disturbing the Botany class by frightening all reptiles on premises; (2) Suspected of murdering a frog, also a little rabbit.

"Sentence–(1) Pending. (2) Three years' imprisonment. Identity–Tall blond. Age–20 years."

385. *Los Angeles Times.* 1912. Society meetings. Aug. 11. p. IV1.
• ***Summary:*** "Otto Carque will address the Human Culture Society on 'The Cause and Cure of Infantile Paralysis,' in Symphony Hall, 232 South Hill St., Monday evening at 8 o'clock... You are welcome."

386. *Los Angeles Times.* 1912. Incorporations. Aug. 15. p. I12.
• ***Summary:*** Gives details on various companies including: "Carque Pure Food Company, incorporators, Otto Carque, Edward Zeller, Harold D. Smith, Madeline Ronstand, Albert Maas; capital stock, $25,000; subscribed, $50."

Note: A ProQuest search on the *Los Angeles Times* 10 years before and after this Incorporation, in an attempt to learn more about the other men involved in this incorporation, turned up only two leads. In the *Care of the Body* column for 10 April 1910, the section titled "A woman's long walk," states: "E. Zeller, who until recently was a baker of hygienic bread and other foods in Los Angeles, removed recently to Inyo county, where he is now ranching, the bakery business being carried on by his son." Edward Zeller was the son of Emil E. Zeller, whose death was announced in the *Los Angeles Times* on 21 July 1943. Edward had two surviving sisters: Adele Zeller and Mrs. Helen Russell (Helen Zeller).

Note: This is the earliest document seen (July 2021) that mentions the "Carque Pure Food Company."

387. *Brain and Brawn: A Sound Mind in a Sound Body.* 1912-1917. Serial/Periodical. Los Angeles, California: Edited by Harry Ellington Brook, N.D. *
• ***Summary:*** Devoted to the nature cure. The education of the people. And medical freedom." An illustration shows the cover of the magazine.

Note: From April 1908 to until his death in 1924, Harry Ellington Brook, a naturopathic doctor, edited the pioneering "Care of the Body" column in the *Los Angeles Times.* Address: The Naturopathic Publishing Co., 508 Chamber of Commerce Bldg., Los Angeles, California.

388. Berhalter (T.A.). 1912. Berhalter's health foods: Vegetarian products (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 17(9):Unnumbered page. Sept.
• ***Summary:*** This half-page horizontal ad is similar in content to the one that appeared in the Dec. 1911 issue of this magazine, except that this one has portrait photos of Kath. Berhalter and T.A. Berhalter on each side at the top of the ad. Address: 309 North Ave., Chicago, Illinois. Phone: Lincoln 2524.

389. Smith (Walter E.) Co. 1912. Smith's: A California grocery store (Ad). *Los Angeles Times.* Nov. 13. p. I16.



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• ***Summary:*** A large ad for six food products including: "Carque. Mission Figs. Unsulphured. Now being demonstrated in our store. Taste them–small packages, each 10¢. 2½ pound packages, each 25¢."

Note 1. This is the earliest document seen (July 2021) showing Carque's food products being sold in regular stores, or concerning his sale of figs or Mission Figs. He soon popularized the black mission fig, especially in dried, unsulphured form. Black Mission fig trees, planted by early Catholic missionaries in various parts of California, had reached a height of 60 feet and a circumference of 15 feet by 1890, when they were first mentioned in the *Los Angeles Times.*

Note 2. This is the earliest document seen (July 2021) that shows Carque selling unsulphured fruit. However, he was not the first to do this. As early as May 1892, fruit-growers in the Los Angeles area were debating the practice of "sulphuring fruit." The many arguments opposing the new practice said that "the pure and natural qualities have been injured and the rich flavor of the fruit has been destroyed,..." and that those seeking more money for the fancier appearance were sacrificing California's reputation "as the producer and healthful fruits." By Jan. 1899 "Unsulphured apricots" were being advertised in the *Los Angeles Times.*

Note 3. Smith's had run an advertisement for Black Mission figs (dried) in the *Los Angeles Times* (8 March 1912, p. I14) eight months earlier; they did not mention Carque, although they probably bought the figs from him.

390. Carqué, Otto. 1912. California "likefresh" fruit: Their nutritive and hygienic value. *Naturopath and Herald of Health* (*The*) (*New York City*) 17(11):730-35. Nov.
• ***Summary:*** "No other State in the Union has gained so much fame and prominence all the world as California." First came the gold. But it "is California's excellent fruit crop, the result of soil, sunshine, and an abundant water supply from the eternal snows of the high Sierras which will ensure forever her unique position among her sister States." Address: Food expert.

391. Osius, Frederick J. 1912. Agitator implement. *U.S. Patent* 1,047,279. Dec. 17. 5 p. Application filed 16 April 1911. 4 drawings.
• ***Summary:*** This patent makes improvements on the inventor's U.S. Patent 1,005,653 issued 14 months earlier. "My invention refers to portable electric driven mixing implements or liquid beverages or the like, its object being to provide structural features whereby the apparatus is rendered durable, simple, positive in its operation and efficient, and at the same time can be economically manufactured, the main objects being: to provide efficient means for insulating the motor casing from its supporting bracket; to provide a peripherally notched, agitator disk whereby efficiency in mixing is insured; to provide the hollow supporting post with drain openings intersecting its base, whereby accumulated moisture within the post is exhausted and thus rust of the parts and the consequence is avoided; to provide metallic protecting jackets for the motor-brush insulating sleeves, the jackets being seated upon the external wall of the motor-housing through which said sleeves project, whereby breakage or damage thereto incidental to an inadvertent blow is remedied; to provide the spring-controlled telescopic motor-supporting standard with a locking dog whereby said standard and its attached agitating mechanism can be locked down to its working position;..." Address: Racine, Wisconsin.

392. **Product Name:** 20% Gluten Meal, 40% Gluten, 80% Gluten, Avena-Gluten Biscuit Mixture (made from oatmeal and wheat gluten), 40% Gluten Biscuit, 80% Gluten Biscuit, Breakfast Toast.
Manufacturer's Name: Kellogg Food Co. (The).
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1912.
New Product–Documentation: J.P. Street. 1913. Connecticut Agric. Exp. Station, Annual Report 36:107-11. For the year 1912. "Gluten and Special Foods." The protein and starch content of these diabetic foods is as follows: (1) Gluten Meal (27.50% protein, 49.64% starch); (2) 40% Gluten (47.00% protein, 31.86% starch); (3) 80% Gluten (81.25% protein, 6.21% starch); (4) Avena-Gluten Biscuit Mixture (21.38% protein, 41.13% starch; made from oatmeal and wheat gluten); (5) 40% Gluten Biscuit (47.50% protein, 35.01% starch); (6) 80% Gluten Biscuit (82.38% protein, 4.68% starch); (7) Breakfast Toast (13.63% protein, 57.42% starch).

Note: These are the earliest products seen, made by a Seventh-day Adventist food company or by Dr. John Harvey Kellogg, that contain gluten.

393. Drews, George Julius. 1912. Unfired food and trophotherapy (food cure). Designed for mothers, students and doctors. A complete treatise on the use of unfired food for the cure and prevention of disease. 3rd ed. revised. Chicago, Illinois: George J. Drews. 313 + x + [8] p. Illust. Indexes. 23 cm.
• ***Summary:*** The author (born in 1873) advocates raw foods and a vegetarian diet for physical and spiritual health. The title page states that this book is five volumes in one. Contents: Dedication. Preface. Introduction: New words coined for the unfired-fooder [glossary]. Apyrotrophy. Man's natural food. Unfired food versus cooked food. Human progress. Human apes. Digestive fluids. Discharge the cook–hire a troph. Human perversity. Warning–Never allow a doctor to suppress an acute disease with drugs. Wrong feeding and its consequences; or how cooked food produces disease. Unfired and fired food compared: Proteids, oils, sugar, starches, chlorophyll, cellulose, saline

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matter, conclusion. How to begin the unfired diet. Common or informal dinners [menu]. A banquet menu (8 courses).
1. Unfired food combinations–360 recipes [with no dairy products or eggs; however extensive use of honey makes the book non-vegan]: Health drinks, soups (summer and winter), salads (many categories), brawn foods (made from the flour of freshly ground uncooked cereal grains {such as spelt, wheat, sweet corn, hulless barley, flaked rye, oatmeal or rolled wheat}, usually mixed with an equal weight of grated, chopped, flaked or ground nuts {cocoanut, pignolias, peanuts, or almonds}). Note 1. This basic ingredient, named "Brawn Food or Nut-O-Meal," is combined with many other foods such as berries, honey, vegetables, nuts, etc. Laxative brawn food. Saline meals (free of table salt). Cakes and bread (unbaked). Cereal flakes. Pie crusts and fillings. Confections. Dressings. Nut butter and nut cheese. Nibblers. Utensils needed.

2. Materia alimentaria–The chemistry of food. Potassium and sodium salts compared. Organic iron. Organic sodium. Organic magnesium. Organic calcium. Organic potassium, etc. Tables of food composition by food type (moisture-free basis). Note 2. Four legumes are included (p. 188, 191): Lima beans, navy beans, lentils, and peas.

3. Tropho-therapy–Cause and cure of disease. "The prime cause of the common diseases is unnatural food... Where a perfectly natural life is pursued health will assert itself without any attention of the patient or the doctor." "The primary causes of nearly all diseases are lowered vitality and accumulation of waste." "The tongue is a valuable aid in diagnosing..." "Diagnosis of disease from the iris of the eye."

4. Hygienics–Promiscuous subjects: Hygienic dietetics, the daily ration, packed lunches, the average restaurant dinner, why vegetarians fail, Fletcherization (chewing), soaking, overeating, fasting, variety, the toxic poisons of emotion, flesh a stimulant, eggs (cause "albumen poisoning"), milk from cows or goats (for infants who cannot be supplied with mother's milk), food and morality (science of sarcognomy teaches oneness of body and mind), therapeutic value of fruits, fruit acids sterilize, organic or organic water, the taste buds, condiments, common salt (avoid it), commercial sugar (avoid), vacuum sugar (non-heated would be desirable), wholesome sweets, natural, happy environment is as essential to good health as are natural food, air, and sunshine. Laughter. Natural remedies. Drugs. Blood purifiers (unfired vegetable juice and fruit juice; use an "Enterprise Juicer"–p. 247). Blood and nerve tonics. The value of sunshine. The life of food. Organic molecules. The tooth destroyers. The baby. Wholesome poultices. Domestic harmony (try both fired and unfired as an experiment). Social dinners and etiquette of feasting. The power or resistance and recuperation. Man is a frugivore and herbivore (study his anatomy and ancestors). The vegetarian sport (hunt wild herbs). The sense of smell. Sunshine and shadow. Nursing a fine art. A few maxims.

5. Alimentary botany–Source and description of food: Wheat, grains, nuts, legumes (p. 266-67), chufa or earth almond, beans, lima beans, peas (p. 292-95), fruits, etc.

Index to introductory subjects. Index to unfired food recipes. Index to materia alimentaria. Index to promiscuous subjects. Index to alimentary botany. Authors quoted.

Advertisements: All are available from the author in Chicago. The Flaker (Dana Food Chopper). Apyrotropher confection bread. Shelled spanish peanuts. The Enterprise Pulverising and Grinding Mill No. 0. Sun dried olives. Raisins. Honey. The shredder. The Apyrotropher Magazine (combined with The Naturopath–Drews is publisher). National School of Chiropractic (Chicago). The American School of Naturopathy (Est. 1896. Incorporated 1905). Benedict Lust, Yungborn and New York City. Return to Nature (the book). The Kneipp Naturopathic Supplies Store (Health foods, fruits and nuts).

"New words coined for the unfired-fooder" (glossary of words coined by Dr. Drews, from the Greek, in the year 1910). Al.B., Al.D., apyrotropher, apyrotrophy, confit, eupos, eutroph, eutropheon, eutropher, eutrophy, meliart, physiotherapy (nature-cure), synede, troph (noun or verb), tropher, trophery, trophology, trophotherapy, trophoprophylaxis, vegetarian.

Page 16-17 state: "The food as prescribed in this book, in combination with sunshine, fresh air, exercise and restful sleep, will promote and maintain physical, mental, moral and spiritual health, with which beauty is concomitant. Natural food will build up and restore youthful vitality, vim, snap, celerity, strength, endurance, courage, willpower and resistance."

"Unfired food can not produce disease because it contains no inorganic sugar, glucose, soluble starch and partly decomposed protein to saturate the blood, neither inorganic salts to irritate the nerves, nor does it readily ferment or decay in the alimentary canal to produce toxic elements. Unfired foods... have true remedial value for curing nearly all diseases by supplying the proper saline elements in organic form." Note 3. This is the earliest English-language document seen (July 2021) that contains the word "Eutropheon," which is defined (p. 13) as: "An unfired fooder's eating house; a house where only dainty and aesthetic unfired food is served; an apyrotropher eating shop." This is the only word coined by Drews that was ever used by others, and in that case by only one couple, the Richters, as the name of their two restaurants in Southern California, the first of which opened in 1917.

A "fifth edition" with the same number of pages and size was published in 1921.

Note 4. This is the earliest English-language document seen (July 2021) that contains the word "juicer" or that mentions "vegetable juice." It is probably hand-turned rather than electric; see illustration of "The Enterprise Pulverizing and Grinding Mill" on an unnumbered page about 4 pages

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from end of book. On the next page, under "The Shredder," the author explains why his dislikes the use of juicers. Address: Al.D., 430 E. 42nd St., Chicago, Illinois.

394. Snyder, Sherwood P. 1912. A treatise on foods: And their effects upon health and the physical and moral life. Also a complete list of recipes and instructions for the hygienic preparation of the common food products with special lists of menus. 5th ed. Revised and enlarged. Dayton, Ohio: Health Publishing Co. 192 p. Portrait. Index. 20 cm.
• ***Summary:*** The title on the cover: "The practical hygienic preparation of foods." The author is a vegetarian. His book focuses on the keys to a long and healthy life. Contents: Preface. Prescription for a long life. Wise and healthful sayings suggest healthful thoughts–So these little messages may cause someone to think (13 quotations, including many by Shaftesbury and one by Snyder: "All sickness and sin originate in disobeying nature's laws"). Introduction. 1. The preservation of health a sacred duty. 2. The dining-room. 3. Cereals. 4. Bread and bread-stuffs. 5. Soups. 6, Meats. 7. Meat versus vegetarianism. 8. Meat imitations and meat substitutes. 9. Gravies and sauces. 10. Eggs. 11. Fats and oils. 12. Vegetables. 13. Beans, peas and lentils. 14. Rice and macaroni. 15. Salads. 16. Nuts, nut preparations, nut butters & nut cream. 17. Pies. 18. Desserts. 19. Scientific cake baking. 20. Menus. 21. Ice cream and ices. 22. Miscellaneous subjects. 23. Baby's food and care of children. 24. Foods for the sick. 25. Mastication. 26. The value of steam cooking. 27. Composition of foods. 28. Exercising. Address: Food specialist.

395. Postum Co. 1913. Never tires of the food that restored her health (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 18(1):33. Jan.
• ***Summary:*** "Finally, Mother suggested that I try Grape Nuts, and I began at once, eating it with a little cream or milk. A change for the better began at once."

"The result is a certain and steady return to health and mental activity. 'There's a reason.' Read the little book, The Road to Wellville,' in pkgs." Address: Battle Creek, Michigan.

396. *Los Angeles Times.* 1913. Fruits as food: Are superior to artificially prepared substances because they invite ready flow of digestive juices. Feb. 9. p. VI12.
• ***Summary:*** From: *California Fruit Grower:* "Otto Carque, the well known food expert, says that foods prepared by Nature are the best." Five paragraphs of quotations follow. They begin: "Modern physiology shows that there are two important factors in sustaining health and vigor of the body–first, adequate nutrition, and second, conservation of vital force."

397. Carque Pure Food Co. 1913. Carqué's California Black Mission Figs (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 18(3):Unnumbered page. March.
• ***Summary:*** "Are the best. Special offer. Ten pounds of this delicious, wholesome Fruit will be sent Express prepaid to all stations of the Wells Fargo and American Express Co. for $1.50. Add 25¢. to the other stations."

An illustration shows a long-haired woman, draped in a robe with one breast bared, holding a huge cornucopia of fruit in her right hand and a bunch of figs in her left. "New York agency: B. Lust Pure Food Store, 112 E. 41st St., N.Y. City." Address: Magnolia Ave., Corner 16th St., Los Angeles, California.

398. Carqué, Otto. 1913. Simplicity in diet. *Naturopath and Herald of Health* (*The*) (*New York City*) 18(3):152-53. March.
• ***Summary:*** "The human race, like the anthropoid apes, is by nature frugivorous." But "today people take their food from every conceivable source and in every possible artificial preparation to satisfy their perverted and depraved appetites;..." "Simplicity in diet is the foundation of lasting health." "Let us preach the great and universal truth that the restoration and preservation of health is merely a matter of living in harmony with nature. The Supreme Intelligence... certainly knows how to restore health if not hampered in her wise but often misconstrued ways." Address: Los Angeles, California.

399. Lust's (L.) Health Food Bakery. 1913. Lust's Daisy Brand Peanut Butter (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 18(3):Unnumbered page. March.
• ***Summary:*** "This is the first peanut butter ever produced on this continent with 13 years' experience behind it." "Sample jar by mail, 10¢. Guaranteed to keep. Retail prices: ¼ lb. jars–$0.10... 10 lb. can–$1.50. 55 lb. cans or 125 lb kegs" also available. "Wholesale prices on application. Vegetarian restaurants, clubs, parties and the jobbing trade is invited to ask for special quotations." Note 1. This bakery is run by Louis Lust, Benedict's brother. This ad appears in many subsequent issues of this magazine (e.g., Nov. 1913, Feb. 1915).

Note 2. This is the earliest document seen (Jan. 2008) that uses the term "Health Food Bakery" in connection with Louis Lust or Benedict Lust, brothers and naturopathic pioneers in New York City. Address: 105th Street and Park Avenue, New York City.

400. Kneipp Pure Food Store. 1913. Kneipp naturopathic health foods (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 18(5):322. May.
• ***Summary:*** They sell: Nut preparations, including Nut Prana / Nutprana from Germany. Alcalic wine juice "Calva," a non-alcoholic beverage made of the best grapes. Vegetable butter from Germany. Address: 112 E. 41st St., New York

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City.

401. *Washington Post.* 1913. Boy saves man from sea: Paul Bragg swims 300 yards with Isaac Rosenstein at beach. June 17. p. 2.
• ***Summary:*** "While thousands of people stood helpless on the shores of Colonial Beach [Virginia] Sunday afternoon listening to the frantic cries for help of Isaac Rosenstein, who was seized with cramps 300 years from shore, Paul C. Bragg, 18 years old, of 6 Quincy street northeast, leaped from the side of a yacht anchored nearby, and after a struggle with the exhausted man, succeeded in saving his life.

"Rosenstein weighs 200 pounds. Bragg turned him on his back, slipped his arm about the man's neck, and swam to shore with him."

402. Kellogg Food Co. 1913. Constipation: Fight it (Ad). *Good Health* (*Battle Creek, Michigan*) 48(6):8-9. June.
• ***Summary:*** Ninety percent of Americans are victims of constipation. "The use of salts, pills, cathartics and mineral waters is a constant menace to the health. Drugs do not cure: They afford only temporary relief and aggravate the trouble in the end. Medical laxatives of all sorts afford relief only by irritating the intestine and sooner or later produce disastrous results..."

"A new drugless remedy: The food experts of the Battle Creek Sanitarium have after years of research perfected a wonderful remedy for constipation known as Para-lax." A major ingredient is "a refined product of Russian mineral oil." Address: Battle Creek, Michigan.

403. *Los Angeles Times.* 1913. Harry Brook at the confessional: Why I left "The Times." July 6. p. II2.
• ***Summary:*** "From: Harry Brook in *Brain and Brawn* for July. Several correspondents have asked me why I left the *Los Angeles Times* where I worked as a laborer in the editorial vineyard for twenty-five years, editing the Care of the Body department during thirteen years of that period. Instead of replying directly, I will tell you a little story."

A man who went to heaven "was a nuisance, raising such a continuous disturbance that he had become unbearable." St. Peter said: "Send him down below." But before 10 days had passed Satan's chief fireman "complained that the man was preaching insurrectory doctrines and threatening to upset the system of government that had prevailed from time immemorial..." Satan said to "let him go out and start a little hell of his own."

A photo shows Harry Ellington Brook, N.D., wearing a beard and mustache.

Note: Brain and Brawn, edited by Harry Wellington Brook, as a periodical whose first issue appeared in June 1912. Volume 1 contains 18 numbers. Volume 2 begins in June 1913. Devoted to nature cures, hygiene, nutrition and exercise. Subtitled: "A magazine for those who think." LIC [last issue in collection]: Vol. 16, No. 5. Oct. 1917.

404. *Washington Post.* 1913. Ordway is in ruins. Aug. 10. p. 1, 2.
• ***Summary:*** The section titled "Annual boxing matches" (p. 2) states: "The soldiers of the Second Regiment [of the Washington, DC, National Guard] held their annual camp boxing and wrestling matches this evening immediately after supper."

"James Kelley threw Kid Johnson in two straight falls, and Paul Bragg threw Young Bertner in two straight falls.

"Bragg, of Company D, of the First, is the young man who saved Isaac C. Rosenstein from drowning at Colonial Beach last June. Application for a Carnegie medal for the young man has been made."

Note 1. At the time this article was written (according to his registration card of 1917), Paul Bragg was a private in the U.S. National Guard, Second Regiment, Company D, in Washington, DC. He served for three years. We do not know when and where he entered, why he joined, or when and where he was discharged.

Note 2. "Ordway" (in the title) refers to Camp Ordway, Harpers Ferry, West Virginia, where war games are being conducted.

405. *Indianapolis Star.* 1913. Lightweight wrestlers challenged for match: Amateur, in city few hours, offers $1,000 side bet he can defeat any in class. Sept. 18. p. 13.
• ***Summary:*** "Paul C. Bragg of Washington, amateur wrestler, passing through Indianapolis yesterday en route to St. Charles, Missouri, where he is to become physical instructor of the St. Charles Military School, authorized a challenge to any lightweight wrestler for a side bet of $1,000, any time, anywhere. Bragg is 18 years old and will wrestle any one at 135 pounds, he says.

"Four months ago young Bragg, who is an accomplished swimmer, rescued Isaac C. Rosenstein from drowning at Colonial Beach, Virginia, and was awarded a gold medal for bravery by the Washington Times. Aug. 4 of this year he saved James Kelley, a militiaman, from drowning in the Shenandoah River and received a personal letter from President [Woodrow] Wilson commending him for his bravery. Friends have also put in an application for a Carnegie medal for him.

"Young Bragg says he was an instructor in wrestling to President [Theodore] Roosevelt and taught the President's sons how to box. He bears a letter of introduction from Champ Clark, speaker of the House, to the officials of the Missouri Military School.

"Bragg's father is R.E. Bragg, formerly a printer in Indianapolis now connected with the government printing office at Washington, DC. His brother, Elton Bragg, is a member of the Interstate Commerce Commission.

"Dr. C.A. Carter of the state board of health is an uncle

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of the young man and entertained him at the Claypool Hotel last night. Bragg received his physical training in the Y.M.C.A. in Washington" [DC]. Address: Indiana.

406. Carqué, Otto. 1913. California sundried black mission figs. *Naturopath and Herald of Health* (*The*) (*New York City*) 18(10):690-91. Oct.
• ***Summary:*** An article in praise of the food he sells. These figs are sold at "the Kneipp Pure Food Store, 112 E. 41st St.," New York City. Address: Los Angeles, California.

407. Carqué, Otto. 1913. Diet in relation to health and efficiency. *Naturopath and Herald of Health* (*The*) (*New York City*) 18(11):719-21. Nov.
• ***Summary:*** Discusses a sound vegetarian diet and other major factors related to good health. "Plants really are accumulated sunshine." Address: Los Angeles, California.

408. *Naturopath and Herald of Health* (*The*) (*New York City*). 1913. The question box: A new section of the Naturopath. 18(11):763. Nov.
• ***Summary:*** "All letters addressed to the Question Box will receive our careful attention and answers to them will be published in the order in which the letters are received." "We shall be glad to answer not inquiries in regard to individual cases, but also requests for information on any topic relating to Naturopathy such as: Natural Life,... Health Foods, Natural Life Colonies, Health Cooking, Vegetarian Diet, Raw Food Diet, Fruit and Nut Diet,..."

409. LeClerc, J.A.; Jacobs, B.R. 1913. Graham flour: a study of the physical and chemical differences between graham flour and imitation graham flours. *USDA Bureau of Chemistry, Bulletin* No. 164. 57 p. *

410. Friedenwald, Julius; Ruhräh, John. 1913. Diet in health and disease. 4th ed. Thoroughly revised and enlarged. Philadelphia, Pennsylvania: W.B. Saunders Co. 857 p. Illust. 24 cm. [4 soy ref]
• ***Summary:*** The section titled "The soy bean" (p. 124-26) states: "This bean (glycine hispida), sometimes called the soja bean, is an annual leguminous plant extensively used as a food in China and Japan. Until recently it has been regarded as a botanical curiosity in the Occident. It has recently been extensively used in America as a forage crop and to improve the soil if plowed under... There are a large number of different varieties, which vary in size, shape, color, and length of time they take to mature. Some are grown exclusively for the oil they contain, and it is used for culinary, illuminating, and lubricating purposes. The light-colored beans are eaten in soups, and the pods are sometimes picked green, boiled, and served cold with a sprinkling of soy sauce. The green varieties are often pickled in brine and eaten moist or dried with meals as appetizers; the same varieties are often sprouted, scalded, and served with meals in winter as a green vegetable. The bean forms the basis of the so-called soy sauces, used as a condiment all over the world. The Oriental races most frequently eat the bean, in more or less cheesy-like foods, which are prepared from it. The most common of these are natto, tofu, miso, yuba, and shoyu. Natto is a sort of bean cheese made by boiling the beans until they become soft and then placing the resulting mass in a warm cellar where it ferments. Tofu is made by soaking the beans in water, crushing between millstones, and boiling in about three times their bulk of water. The protein is precipitated and the resulting cheese eaten. The white milky liquid of the above has nearly the composition of cows' milk, and tastes something like malt. It may be used in infant feeding to advantage (see same).

"Americans may eat the beans in numerous ways described under the head of soy bean cookery in the recipes at the end of this book. The bean is of particular value in diabetic diets (see same). It may be used to increase the protein of the diet.

There are variations in the composition of the different varieties." A table shows the chemical composition of yellow soy beans grown in the USA, both as is and calculated on a water-free basis. "The Cereo Company of Tappan, New York, have made a soy bean flour which is useful." Its composition is given. "The percentage of protein in this flour is almost one-third greater than the percentage of protein in the whole beans. This is caused by removing the coarse fibrous hulls which contain little protein.

"Vegetable food of such composition certainly is remarkable when compared with round beef, medium"– whose composition is given.

Soy flour can be used as a gruel, in broths, and in making biscuits. A table (p. 126) shows the "Composition of fresh and dried legumes (incl. soy beans, cow peas, chick-peas, peanuts) with that of other foods" (Based on Abel, Farmers' Bulletin No. 121 [1900, p. 17]).

The section on "vegetarianism" (p. 130-31) is the same as that in the 1909 edition (p. 113-14).

In the chapter on "Infant feeding," the section on "Other food for infants" has a subsection on "The soy bean" (p. 297-98) which begins: "In certain conditions the soy bean... is of great value. In cases when milk is badly borne, in certain forms of intestinal disorders, in diarrhea, and especially in the convalescence after diarrhea, in certain cases of marasmus and in malnutrition, the soy bean flour, properly used, is of great value. Each ounce contains 13 grams protein and 120 calories." A table shows the composition when mixed with various amounts of water. Recipes for making gruels are given.

In the chapter on "Diet in disease," in the section titled "Diseases in which diet is a primary factor," is a subsection on "The soy bean" (p. 592) states: "The bean contains about 8 per cent. of sugar and no starch, and furnishes a large

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amount of available protein and fat." "A patient on a strict diabetic diet, who is excreting a certain amount of sugar, will excrete less sugar when the soy bean is added to the diet. It seems to be of particular value in severe cases. In addition to this action, it is a very valuable food, both on account of its nutritious properties and owing to the fact that it may be prepared in a number of different ways, and so serves to vary the diet."

In the section on "Diabetic Foods" (p. 601-02) is based on Winton (1906) and contains the same information, including that about The Health Food Company of New York.

In the chapter on "Recipes" is a section on "Bread" (p. 740-41) which includes whole-wheat bread, zwieback, and bran muffins for constipation. The same chapter has a section on "Soy bean cookery" (p. 766-69) with the following recipes: Introduction, gruels, broths, muffins, nut-cakes, soy bean cakes, breakfast food (like oatmeal), pancakes, soy bean cheese ("In Seattle, Washington, and other places in the West we are informed that tofu is made by the Japanese and sold to the Oriental residents").

Goff (1911) offers the following: Grilled soy bean [dry roasted soynuts], [whole] soy beans with butter, soy beans au gras (fried with onions and fat), bread or cakes of soy beans.

On page 822 is a "Short list of books on food and diet." 33 books are cited; some are in German or French.

Note 1. Julius Friedenwald lived 1866-1941. John Ruräh lived 1872-1925.

Note 2. This is the earliest English-language document seen (Dec. 2012) that uses the term "Grilled soy bean" to refer to dry roasted soybeans / soynuts. Address: 1. Prof. of Gastro-Enterology; 2. Prof. of Diseases of Children. Both: College of Physicians and Surgeons, Baltimore, Maryland.

411. Lienhard, William. 1914. Information and news department. *Naturopath and Herald of Health* (*The*) (*New York City*) 19(3):[205-07]. March.
• ***Summary:*** Appears to give strong support to the eugenics movement. Moses Harman (1830-1910) of West Virginia has been credited as one of the founders of what became the eugenics movement. "He gave the spur and start to this effort. Through his journals, Lucifer, the Light Bearer, later re-christened The Eugenic Magazine, encouraged by a small circle of earnest men and women, he dug down below the surface endeavoring to bring forth a stronger and better type of men." Note: Harman was also a school teacher and publisher, notable for his staunch support of women's rights. He was also an anarchist.

Dr. John Harvey Kellogg of Battle Creek, Michigan, recently hosted the successful "National Conference for Race Betterment, upon which the attention of the eugenic scientists of all the world was centered."

One section, titled "Health Foods," includes Berhalter's Health Foods, 308 North Ave., Chicago, Illinois.

412. Nashville Sanitarium Food Factory. 1914. Offers a full line of health foods... (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 19(4):Unnumbered page. April.
• ***Summary:*** "... such as meat substitutes, whole wheat preparations, nut butters,... baked beans, wholesale or retail.

"Same are for sale also at the Pure Food Store, 112 East 41st St., New York City." Address: Nashville, Tennessee.

413. *Naturopath and Herald of Health* (*The*) (*New York City*). 1914. Naturopathic directory. 19(4):Unnumbered page. April.
• ***Summary:*** Lisbon, Portugal. Fruitarian Home. Write to Quinta Sao Joao, 79 estrada Monsanto, Calhariz, Bemfica, near Lisbon.

Health food bakeries, Whole wheat bread, etc. Pure Food Bakery, Louis Lust, 100 East 105th St., New York City.

414. Lust, Louise. 1914. Good dinner cook book. Butler, New Jersey: Nature Cure Publishing Co. *
• ***Summary:*** A vegetarian cookbook. Contents: 1. Cooked and uncooked foods. 2. Substitutes for animal foods. 3. Egg plants, potato croquettes, etc. 4. Rice and farina fritters, rice with tomatoes, etc. 5. Mushroom pie, cabbage pie, spinach and eggs, stuffed peppers. 6. Soups and gruels. 7. Vegetables and what may be done with them. 8. Sauces and their importance to a good dinner. Sixteen sections with tables of food values from reliable authorities.

An ad *Naturopath and Herald of Health* (Oct. 1914, p. 697) states: "The secret is out. A treat for the epicure. A triumph of the culinary art." A large portrait shows Louisa Lust, N.D. "The Naturopathic Resort 'Yungborn' at Butler, New Jersey, and the Florida Yungborn 'Quisisana' at Tangerine have long been famous for the originality and excellence of their vegetarian diet. Visitors have described the meals as 'masterpieces of the culinary art.'"

Note: This is the earliest document seen (Nov. 2014) that contains the word "Quisisana" in connection with Benedict Lust or with the Florida Yungborn.

415. Postum Co. 1914. Learning things: We are all in the apprentice class (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 19(10):685. Oct.
• ***Summary:*** A lady from Springfield, Illinois, tells how she was "afflicted for years with nervousness and heart trouble." Finally, at the suggestion of a friend, she stopped drinking coffee and began to use Postum instead. Her health gradually improved until for the past 6 to 8 months she has been in good health and entirely free of her former afflictions. "Coffee is the destroyer–Postum is the rebuilder." Address: Battle Creek, Michigan.

416. During World War I, Hollywood, California, becomes the movie capital of the Unites States–and soon of the world

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(Important Event). 1914-1918.

• ***Summary:*** First some background:

1853–One adobe hut stood on the site that became Hollywood.

1870–An agricultural community flourished in the area with thriving crops.

The naming of Hollywood is attributed to H.J. Whitley ("the Father of Hollywood"), Daeida Wilcox, and Harvey Wilcox.

1887–The name "Hollywood" first appeared on the Wilcox's map of the subdivision, filed with the county recorder on February 1, 1887.

1900–The community, then called Cahuenga, had a post office, newspaper, hotel and two markets, along with a population of 500. Los Angeles, with a population of 100,000, lay 7 miles east through the citrus groves. A single-track streetcar line ran down the middle of Prospect Avenue from it.

1902–The first section of the famous Hollywood Hotel (which fronted on dusty Prospect Ave.), the first major hotel in Hollywood, was opened by H.J. Whitley, who was eager to sell residential lots among the lemon ranches then lining the foothills.

1903–Hollywood is incorporated as a municipality. Among the town ordinances are one prohibiting the sale of liquor except by pharmacists and one outlawing the driving of cattle through the streets in herds of more than two hundred.

1904–A new trolley car track running from Los Angeles to Hollywood up Prospect Avenue was opened. The system was called "the Hollywood Boulevard." It cut travel time to and from Los Angeles drastically.

1910–Because of an ongoing struggle to secure an adequate water supply, the townsmen voted for Hollywood to be annexed into the City of Los Angeles, as the water system of the growing city had opened the Los Angeles Aqueduct and was piping water down from the Owens River in the Owens Valley. Another reason for the vote was that Hollywood could have access to drainage through Los Angeles' sewer system.

With annexation, the name of Prospect Avenue was changed to Hollywood Boulevard and all the street numbers in the new district changed. For example, 100 Prospect Avenue, at Vermont Avenue, became 6400 Hollywood Boulevard; and 100 Cahuenga Boulevard, at Hollywood Boulevard, changed to 1700 Cahuenga Boulevard.

1910–The motion picture arrives in Hollywood. In early 1910, director D. W. Griffith was sent by the Biograph Company (New York) to the west coast with his troupe, consisting of actors Blanche Sweet, Lillian Gish, Mary Pickford, Lionel Barrymore and others. They started filming on a vacant lot in downtown Los Angeles. The Company decided to explore new territories and traveled 5 miles north to the little village Hollywood, which was friendly and enjoyed the movie company filming there. Griffith then filmed the first movie ever shot in Hollywood titled *In Old California*, a Biograph melodrama about Mexican owned California in the 1800s. The movie company stayed there for months and made several films before returning to New York.

1913–After hearing about this wonderful place, many movie-makers headed west. Also in 1913 Nestor Studios, Hollywood's first movie studio, was established.

1914–The first feature film made in a Hollywood studio was The Squaw Man (1914), directed by Cecil B. DeMille. With this film, the Hollywood movie industry was born. Note, however, that earlier films had been made in the Los Angeles area since 1906.

1914-1918–During World War I, Hollywood became the movie capital of the United States, and soon of the world.

417. Davison, Mrs. 1914. Domestic economy in Japan. [Tokyo, Japan]: Kyo Bun Kwan (Methodist Publishing House). Tokyo Katei Mondai Kenkyu Kurabu. v + 73 + [16] p.; 17 + 1157 + 6 p. No index. 19 cm.

• ***Summary:*** On the title page: "Compiled by the Home Problem Club, Tokyo." Contents: Soups. Fish. Meats and substitutes. Vegetables. Salads. Puddings. Pudding sauces. Sweets. Cakes. Breads. Native cereals. Preserves. Jams. Pickles. Suggestions. Japanese disinfectants. Useful addresses. Menu-maker (from *Ladies Home Journal*).

The front part of this book (p. v + 73 p.) is in English. The back part (17 + 115 + 6 p., reading from back to front) is in Japanese, and numbered separately. In the middle is a 16-page "Advertising section," mostly in English, on unnumbered pages. Each recipe is numbered sequentially, from 1 to 1-186, in each part. The recipe numbers in the English part correspond exactly to the numbers in the Japanese part.

Soy related recipes: "Tofu" (bean curd) soup (p. 2). [Soy] Bean roast (p. 12). "Tofu" roast (3 types; calls for 1 *cho* or 1 square of tofu, p. 12-13). "Tofu" and celery stew (p. 14). In the chapter on vegetables: "Daizu" (p. 23): "Soja or Soy bean. There are white, green and black soy beans. This bean is used in the preparation of *miso, tofu,* etc. A drink is made from the black soy bean and unhulled barley. These are parched and then boiled in a tea, sweetened with sugar ad used in the summer time." Soya beans (p. 24): "Hull and boil; remove the skins and dress like lima beans. *Azuki* a little red bean may be prepared in many ways. One way, boil, place in center of a mound of rice, and serve with a curry sauce made with apple and onion in it."

Tofu (p. 26-29): "Tofu is a most nourishing inexpensive curd made from the bean. It may be served in many ways. The process of preparation takes away part of the bean difficult to digest and leaves one of the most wholesome of foods. It is especially good for diabetic patients. It may be bought in any part of Japan. Always pour boiling water over

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it before using." These recipes follow: Scrambled "tofu". "Tofu" and cheese. "Tofu" croquettes (3 recipes). "Tofu" box. "Tofu" and tomatoes. "Tofu" and peanut butter. "Tofu" and cheese (2 recipes). "Tofu" and corn.

"Tofu" (bean-curd) salad (with 2 *cho* [= cakes] of "tofu," p. 38). "Tofu" custard (p. 40).

This book also calls for peanuts in many recipes. A few recipes call for *goma* (sesame seeds), *kanten* ("a kind of gelatine made from seaweed. A substitute for gelatine," p. 61). in a few. Pudding sauces and sweets include many recipes for "mizu-ame" ("1 pint of golden-colored mizu-ame." Some is made from millet, and some from rice). "Health food" is mentioned on p. 52. Address: Tokyo, Japan.

418. Lust, Benedict; Lust, Louise. 1914. Man, learn to think. Butler, New Jersey: Benedict Lust. N.D., M.D. 16 p. 16 cm. Naturopathic Pamphlet Series No. 18. *
• ***Summary:*** Benedict Lust's School of Diets. Kneipp-Naturopathic Health Resort "Yungborn" and American School of Naturopathy.

419. Postum Company, Inc., Advertising Dept. 1914. This journey, through the factories that make you Postum, Grape-nuts and Post Toasties takes you up-stairs, down-stairs and all over the place. There is considerable to see and "There's a reason." Battle Creek, Michigan: Gage Print Co. 47 p. Illust. Port. *
• ***Summary:*** Cover title: "There's a reason." Address: Battle Creek, Michigan.

420. Street, John Phillips. 1914. Diabetic foods. *Connecticut Agricultural Experiment Station, Annual Report* 37:1-95. For the year ending Oct. 31, 1913. See p. 20-21, 30-33, 38, 45, 47-48, 56, 75-77. Part I. Eighteenth Report on Food Products and Sixth Report on Drug Products, 1913.
• ***Summary:*** Page 11: "What is a 'diabetic' food? Formerly an almost complete absence, or at least a very marked reduction, of carbohydrates was considered an essential characteristic of a true 'diabetic' food. A table of 12 different classes of diabetic foods shows that, of the 542 commercial products, "Beads, biscuits, cakes, etc." 150, and "Flours and meals" 109 were the top two classes.

In Table I, titled "Analyses of diabetic foods" (p. 18-39), the many commercial products are grouped into classes, starting with "Flours and meals." For each product is given: Year of analysis, name of manufacturer and brand, no. of pieces, net weight of package, cost per package, cost per pound, nutritional composition (water, ash, protein {Nx6.25}, fiber, nitrogen-free extract, fat {ether extract}, starch, weight supplying same amount of carbohydrates as 10 gms. of wheat bread, calculated calories per 100 gms.).

The summary (p. 75-77) groups the main commercial products into six groups based on their carbohydrate content. The first group contains less than 5% carbohydrates and the 6th group contains 25 to 35% carbohydrates. "The soy bean flours contained from 23 to 26 per cent. carbohydrates" and "cost from 30 to 65 cents per pound." Brands include: "Health Food Co., New York, Protosoy Soy Flour, Jireh Diabetic Food Co. (NY), Soja Bean Flour, Health Food Protosoy Diabetic Wafers (21.2% carbohydrates) and Protosoy Soy Flour (24.5%), Cereo Soy Bean Gruel Flour (23.7%), Metcalf's Soja Bean Meal (25.0%), Jireh Soja Bean Meal (25.8%; sometimes also named Jireh Diatetic [sic, Dietetic] Soja Bean Flour). Platschek (Karlsbad) Sojabohnenmehl (49%)."

Note. This is the earliest English-language document seen (Jan. 2019) that contains the term Soja Bean Flour (regardless of capitalization).

The Health Food Co., New York, made the following products: Flours and meals: Almond meal (analyzed 1906, 1913), C B X Cold Blast Flour, 25% protein (1911), Glutosac Gluten Flour (1906, 1909, 1911, 1913), Pronireu (Gluten Griddle Cake Flour; 1913), Protosac Gluten Flour (1906, 1913), Protosoy Soy Flour (1913), Pure Washed Gluten Flour (1906, 1913). Soft breads–Protosac Bread (1906). Hard breads and bakery products: Alpha Best Diabetic Wafer (1913), Diabetic Biscuit (1906 & 1913), Gluten Nuggets (1913), Glutona (1906), Glutosac Butter Wafers (1906), Glutosac Rusks (1906), Glutosac Wafers, Plain (1906), Glutosac Zwieback (1906), No. 1 Proto Puffs (1906 & 1913), No. 2 Proto Puffs (1911 & 1913), Protosac Rusks (1906), Protosoy Diabetic Wafers (1913), Salvia Sticks (1906). Breakfast Foods–Manana (1913). Miscellaneous products–Kaffeebrod (1913).

Peanut butter was made or sold by the following (p. 36-37): Atlantic Peanut Refinery, Philadelphia (1899), J.W. Beardsley's Sons, New York, Acme Red Brand (1913), Beach Nut Packaging Co., Canajoharie, NY (1913), A.C. Blenner & Co. New Haven, Connecticut (Distributor; 1913), D.W. Brooke (Newark, NJ; 1913), Dillon & Douglass, New Haven, CT, Perfection (Distributor), H.J. Heinz Co., Pittsburgh, Pennsylvania (1913), The Kellogg Food Co., Battle Creek, Michigan (1913), Francis H. Leggett & Co., New York, Premier (1913), MacLaren Imperial Cheese Co., Detroit, Michigan, Eagle (1913), Nut Products Co., New Haven, CT, Peanolia (1913), Peanolia Food Co., New Haven, CT, Peanolia (1899), S.S. Pierce Co., Boston, MA, Acharis Brand (1914).

Almond paste [Almond butter] was made by: Chapman, Chicago (1902-03), Henry Heide, New York (1902-03), Spencer, New York (1902-03).

Many gluten-based foods are also discussed and analyzed in a table including Kellogg's Protose (3.6% carbohydrates), Barker's Gluten Food "A" (4.1%), Kellogg's 80% Gluten Biscuits (4.4%), Bischof's Gluten Flour (5.0%), Barker's Gluten Food "B" (5.9%), Barker's Gluten Food "C" (7.7%), Kellogg's 80% Gluten (1912) (7.8%), Plasmon Cocoa 9.3% (Made by Plasmon Co., London, analyzed

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1903), Metcalf's Vegetable Gluten (1913) (9.8%), Kellogg's Pure Gluten Biscuit (1906) (10.2%), Kellogg's Potato Gluten Biscuit (1906, 1909) (11.9%, including fiber), Ferguson Gluten Bread (33.6%), Gum Gluten Breakfast Food (34.2%).

Many peanut-based foods are also discussed and analyzed including Rademann's Erdnuss-Brot [Peanut Bread 19.7%, p. 26, 77]. Frank & Co. (Bockenheim) Erdnuss-Kakes [Peanut Cakes, p. 28, 56]. Rademann's Erdnuss-Biskuits [Peanut Biscuits, p. 34]. Peanut butter: Manufacturers (with date of analysis in parentheses) are: Atlantic Peanut Refinery, Philadelphia, Pennsylvania (1899). J.W. Beardsley's Sons, New York (Acme Red Brand, 1913). Beech-Nut Packing Co., Canajoharie, New York (1913). A.C. Blenner & Co., New Haven, [Connecticut] (Distributed by D.W. Brooke, Newark, New Jersey, 1913). Dillon & Douglass, New Haven (Perfection brand; Distributed by H.J. Heinz Co., Pittsburgh, Pennsylvania, 1913). The Kellogg Food Co., Battle Creek, Michigan (2 samples, 1913). Francis H. Leggett & Co., New York (Premier brand, 1913). MacLaren Imperial Cheese Co., Detroit, Michigan (Eagle brand, 1913). Nut Products Co., New Haven (Penolia, 1913). Penolia Food Co., New Haven (Penolia, 1899). S.S. Pierce Co., Boston, Massachusetts (Acharis brand, 1913). Note the two brands that were on the market by 1899.

A host of products contain "almond" in the name, including Kellogg's Almond Butter (8.2% carbohydrates), Callard's almond shortbreads (21%), and Fritz's Mandelbrot (23%), Almond-form wafers with chocolate (from Fromm & Co., Dresden), Charasse Gluten Exquis Biscuits aux Amandes.

Other nut preparations (p. 38): The Kellogg Food Co., Battle Creek–Nut Bromose (Meltose [a malt preparation] and nuts, 1913), Nut Butter (Sanitas, 1906), Nut Meal (1906), Nuttolene (6.3%, 1906). Nashville Sanitarium-Food Co., Nashville, Tennessee–Nut Butter, Nutcysa, and Nutfoda (13.0% 6.3%, and 6.8%; Analyzed in 1913).

A section titled "Nut, Nuts Pastes, etc." (p. 62-64) notes: "Samples of peanut butter showed considerable uniformity; the carbohydrates ranged from 12 to 20, with 3.2 to 6.5 per cent. starch. Most of the peanut butters we have examined would seem to be useful additions to the diabetic's diet." The manufacturer of Kellogg's Malted Nuts claims that it "supplies the place of cow's milk as a liquid food. Its composition is similar to that of milk." The author thinks this statement is misleading, but he notes that "Kellogg's Nut Butter closely resembles peanut butter in composition, and has its same advantages as a diabetic food... Kellogg's Nut Meal is a peanut meal containing only 12 per cent. carbohydrates. Kellogg's Nuttolene and Protose likewise contained only 6 and 4 per cent. carbohydrates, respectively."

Webster's Dictionary defines "aleurone" (a word first used in about 1869) as "protein matter in the form of minute granules or grains occurring in seeds in endosperm or in a special peripheral layer." Many German products have the same root: Gerike's Aleuronat (3.1% carbohydrates, p. 76). F. Guenther, from Frankfurt, makes Aleuronat-Kakes (p. 56). R. Hundhausen, from Hamm, makes Aleuronatzweiback (high or low gluten) and Aleuronat Biskuits and Kakes (biscuits and cakes, p. 57, 30), or pure (4.0% carbohydrates, p. 76). Kirche, from Duesseldorf, makes Aleuronat-Kakes (p. 32).

Other well-known products. Protein preparations: Plasmon Co., London, makes Plasmon. Troponwerke, Mülheim, makes Tropon (p. 24). Address: Chemist of the Station, New Haven, Connecticut.

421. Semple, Dugald. 1914?. Simple life recipes, with hints on diet. London: C.W. Daniel, Ltd. 22 p. Undated. 19 cm.
• ***Summary:*** A vegetarian cookbook, with recipes compiled by Cathie Semple. On the back cover is a full-page ad for vegetarian products made by Mapleton's Nut Food Co. Ltd., Garston, Liverpool.

422. Stern, Alfred L. 1915. Lack of regular field for school games in only real holdback to longer title series. *Washington Post.* Jan. 10. p. S3.
• ***Summary:*** This article discusses high school many sports. In column 2 we read: "Boxing and wrestling are coming in for attention at Business [High School]. 'Doc' Hudson is an ardent admirer of these sports, and for some years has tried to arouse interest among the boys in the work."

"Paul C. Bragg, a newcomer at Business, who hails from Northwestern Military and Naval Academy of Highland Park, Illinois, and Albert Stern, a member of the Business High football eleven last fall, are among many others who are expected to take advantage of 'Doc' Hudson's offer of free instruction."

423. *Washington Post.* 1915. District school notes. March 7. p. 13.
• ***Summary:*** "The Balance Sheet was published last week by the students of Business High School for the first time this semester. The staff of the paper, as reorganized, is as follows:" Paul C. Bragg is one of many contributing editors.

Note: Business High School appears to be in Washington, DC.

424. Berhalter Health Food Co. (The). 1915. Health and efficiency (Ad). *Reform Advocate, America's Jewish Journal* 49:173. March 20.
• ***Summary:*** "Improve yourself by eating Berhalter's Health Foods.

"We are experts in the making of Health Breads–Wheat Meal Bread, Bran Bread, Whole Rye Bread, delicious Whole Wheat Fruit Bread, Whole Meal Cookies, Cup Cakes and many other good, wholesome foods–call and find out something new."

"Two stores: Main Store & Bakery: 1423 N. Clark St. [Chicago, Illinois]. [Phone] Superior 1289

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"Branch Store: 132 E. 43rd. St. Kenwood 3058." Address: Opposite New Comedy Theater, 309 North Ave., Chicago.

425. *Los Angeles Times.* 1915. The city and environs: Events briefly told. March 31. p. I12.
• ***Summary:*** The section titled "Olive bread the latest" states: "Olive Day brought an idea to Otto Carque, of the Carque Pure Food Company and he turned it into loaves. It is olive bread, made of whole wheat flour and chopped, ripe olives. He had a call for 500 loaves the second day, indicating that olive bread 'caught on.'"

426. Nutto Product Co., Inc (The). 1915. Dietade: Mineral springwater. Promotes perfect health (Ad). *Naturopath and Herald of Health* (*The*) (*New York City*) 20(4):Unnumbered page. April.
• ***Summary:*** A large illustration on each side of the ad shows a glass bottle of Dietade Mineral Water with a metal cap. This table water "is highly recommended for its wonderful curative properties in cases of diabetes, eczema, dyspepsia, indigestion,..."

Note: On page 389 of the June 1915 issue is an article titled "Dietade," which explains that this mineral water comes from a place near the "Au Sable Chasm" in the Adirondacks [in Clinton County, New York]. The Ausable River has carved out the chasm or gorge. So bottled water has been around for quite a while. Address: 141-143 West 28th St., New York City.

427. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1915. A visit to the Wallace "P.R." Foods factory. April. p. 96.
• ***Summary:*** In 1913 the Wallace "P.R." Foods Company was built on Hornsey Hill [as of 2009 named "Hornsey Rise, Islington] some five miles north of the centre of London–according to a foundation tablet on the hill. The building is large, bright, and airy–communicating its key principle–healthiness. "The firm's rules are framed to ensure the production of absolutely pure foods. The Wallace Company has set up a high standard and despite many temptations has refused to lower the quality of its specialties. Biscuits and roasted coffee are two of the specialties.

"Managers of Health Food Stores tell us that the demand for 'P.R.' specialties is steady, but does not increase rapidly."

428. *Washington Post.* 1915. Society: The marriage of Miss Neva Parnin to Mr. Paul C. Bragg... Nov. 22. p. 5-6. See p. 6.
• ***Summary:*** "... was solemnized by the Rev. S. Halstead Watkins at 6 o'clock Monday evening [Nov. 22], in the Chapel of St. Barnabas, 304 Mulberry street, New York [City]. Miss Louise Parshley was the bride's attendant and Mr. Wilfred Bruce was the best man. Until their marriage the bride and groom were residents of Washington [DC], where they have many friends and where their parents, Mr. and Mrs. R.E. Bragg and Mr. and Mrs. J. Parnin, reside. They will make their home in Jersey City [Hudson County, New Jersey].

"Bragg will be remembered as the athlete who was awarded a valuable hero medal for his daring rescue from drowning of Mr. Isaac Rosenstein at Colonial Beach in June, 1913. He afterward became the physical director at Northwestern Military Academy, at Highland Park, Illinois, and later was a student at Business High School."

429. Walker, Norman Wardhlaugh. 1915. Declaration of Intention (to become a citizen of the United States of America). New York County Clerk, NY. Dec. 20.
• ***Summary:*** Sworn to under oath by Norman Wardhaugh Walker on Dec. 20, 1915, County of Putnam, State of New York, parts of which read: "I, Norman Wardhaugh Walker, aged 29 years, occupation Real Estate, do declare on oath that my personal description is: Color White, complexion White, height 5 feet 10 inches, weight 140 pounds, color of hair Light Brown, color of Eyes Grey. I was born in Genoa, Italy on the 4th of January, anno Domini 1886; I now reside at Lake Mahopac, Carmel, New York."

He goes on (still under oath) to state that he emigrated to the USA from Liverpool, England on the Lusitania and that his "foreign residence" was London, England, and that it is his "bona fide intention" to renounce allegiance to "George V, King of Great Britain & Ireland, of whom I am now a subject".

Then he goes on to state that he arrived in the port of New York on or about the 13th day of October, 1910 (I had him pegged correctly as Passenger 19). Signed Norman Wardhaugh Walker (document was subscribed & sworn to in the Office of William H. Weeks, Clerk of the Supreme Court, in front of {can't read his name}, Deputy Clerk).

430. Grohens, Albert P. 1915. Peanuts: Peanut butter. *Simmons' Spice Mill* 38(12):1451, 1454-55. Dec.
• ***Summary:*** "Editor's Note: The greatly increasing consumption of peanut butter and the consequent demand for knowledge relating to the processes of making this popular food article impelled us to induce a high authority on the subject to contribute an article to these pages; the following matter will therefore prove of great interest to a number of our readers."

"If 20 years ago anyone had ventured to make the statement that the humble peanut was destined to become. a few years hence, one of the most popular of table food products–a product at once delicious as well as wholesome and nourishing–he would have been called a 'visionary.' Twenty years ago peanut butter was unknown. It is claimed that the first effort to place it on the market was made in 1896. For several years it was regarded merely as a table delicacy, or of the nature of a so-called health-food. Its

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consumption was thus necessarily limited until after the breakfast food wave of 1900-1904 had somewhat subsided, or was put on a more rational foundation.

"Thus the real growth of the peanut butter industry dates from 1904. Before that time there were about a half dozen small sized peanut butter factories in the whole United States. To-day there is hardly a city in the Northern States of 30,000 population and over which does not have one or more peanut butter factories, and even in many smaller places we find peanut butter plants doing a thriving business. In fact, so popular has it become as a regular table food that the consumption of peanut butter during the last three years more than equals that of all the previous years combined.

"What is considered the largest and most widely advertised peanut butter plant in this country is located in the State of New York."

The writer describes a conversation he had with the owner before this plant in Feb. 1906 before the plant began making peanut butter. He stepped off a West Shore train to get there. It ends: "'How much of an outlay will it require to start with as small an equipment as you would recommend?'

"'From $800 to $1,000.' That is the approximate cost of the plant which was installed. Thousands and tens of thousands of dollars have since been added to the equipment of this plant, and it is said that at the present time the concern turns out on an average 15 tons of peanut butter per day.

"A striking peculiarity in connection with the peanut butter industry is the fact that nearly all of the many concerns who are engaged in the making of the product were interested in other lines of manufacture and simply added peanut butter as a side-line. A goodly number of these very soon succeeded in making this their leading product. Generally we find coffee, tea and spice houses and makers of mustard, chili sauces and other table relishes engaged in the manufacture of peanut butter.

"Many Different Grades of Peanut Butter: The average consumer is probably not aware that there are many different grades of peanut butter. It is, therefore, well to explain that there are many different kinds and grades of peanuts, and that each variety will produce a butter of a quality and flavor distinctly its own. The same may be said of butter made from blends of two or more varieties or grades of peanuts. Also that the care used in the cleaning and preparing of the peanuts has its effect on the quality.

"Thus, to the experienced person, the difference in the taste of the butter is as noticeable as that of the beverages prepared from different grades or blends of coffees. Just as the cheaper grades of coffee produce an inferior drink, from a standpoint of flavor and quality, as compared with the better grades, so it is with the use of lower grades of peanuts in making peanut butter. Low grade peanuts, as a rule, contain a larger percentage of impurities than the No. 1 grades, and they are, therefore, more difficult to clean.

"The two principal varieties of peanuts grown in the United States are the 'Spanish' and the 'Virginia.' The former variety is grown largely in the States of Virginia, North Carolina and Texas, though practically all of the Southern States have more or less soil adapted to this variety of peanuts, and thousands of acres which, heretofore, were devoted to cotton culture, are now used for the growing of Spanish peanuts. The 'Virginia' varieties of peanuts are in size much larger than the 'Spanish' but do not contain as much oil. The State of Virginia produces the bulk of this variety. They are marketed extensively with the shells on. Those that are shelled are usually graded into 'Jumbos,' No. 1's and No. 2's. The shelled 'Spanish' come in No. 1 and No. 2 grades. The prices differ according to grade and variety. Then there are different kinds of imported peanuts, as the 'Chinese,' 'Japanese' and 'Javas,' each variety having its distinct individuality and flavor.

"No. 1 Nuts Make No. 1 Butter: The No. 1 grades of our domestic, or home-grown, peanuts are generally considered as productive of the best flavored peanut butter. However, the 'Chinese' are a very close second. While they resemble in size our 'Virginia' Jumbos and No. 1 varieties, they contain a greater per cent. of fat and, in that respect, even surpass our 'Spanish.' The 'Chinese' are used extensively, if not exclusively, along the Pacific Coast and the quality of butter produced there is of the highest.

"Process Not a Secret One: It is thought by some that the process of making peanut butter is a secret one and that it is necessary to mix with the peanuts olive or some other kind of vegetable oil, flour, cornmeal, bread crumbs, spices, etc. This is an erroneous idea. In fact, it is usually the product which is entirely free from concoction, made only from clean and first-class peanuts, that has the best flavor and predominates in quality. Wherever there is an inclination to doctor the product it is found that, as a rule, this is clone with the idea of lessening the cost rather than improving the quality.

"The production of a first-class peanut butter depends primarily not only upon the proper selection of the peanuts, but also upon the machinery used in connection with its manufacture. A superior article cannot be produced from inferior raw materials nor with machinery unsuited to the work. With No. 1 peanuts and the proper equipment at hand the process of making high-grade butter is a very simple one." Continued. Address: [President and General Manager, Lambert Machine Co., Marshall, Michigan].

431. Daniel, Florence. 1915. The healthy life cook book. 2nd ed. London: C.W. Daniel, Ltd. 114 p. Index. 17 cm. Series: Healthy Life Booklets, No. 4.

• ***Summary:*** Discusses vegetarianism and English cookery. Contains many ads, including Mapleton's Nut Foods (frontispiece, facing the title page), Eustace Miles Proteid Foods Ltd. (p. 118; 40-42 Chandos St., London, W.C.; Emprote and Popular Proteid), International Health Association, Ltd. (p. 122; Stanborough Park, Watford,

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Herts.; Granose [crisp, delicate flakes], Protose, Avenola, Health Coffee [made from cereals], I.H.A. Health Biscuits; "Manufactured in the interests of health and NOT merely for profit"), Manhu Food Co. Ltd. (p. 123; Manhu Flaked Wheat; Manhu Diabetic Foods). Address: England.

432. Lindlahr, Anna; Lindlahr, Henry. 1915. The nature cure cook book and A B C of natural dietetics. 1st ed. Chicago, Illinois: The Nature Cure Publishing Co. xii + 469 p. No index. 21 cm. On cover: Nature Cure Series, Vol. II.
• ***Summary:*** This book is divided into two parts. Part I "Nature Cure Cook Book," is a vegetarian cookbook. Part II is "A B C of natural dietetics." Contents: Part I. Key to our system of recipe marking. Examples of Combination salad, Our health bread, Milk. What constitutes a natural diet. Diet prescriptions made easy for the doctor. A timely warning. Uncooked food vs. cooked food. Cause and cure of beri-beri. Vitamines. Dangers of extreme raw food diet. Raw foods and their medicinal properties. Medicinal vegetables. Simple vegetable salads and dressings. Soups. Salads. Croquettes (baking or roasting is better than frying). Vegetables (the recipe for "Chop Suey (2)," p. 209, calls for 1 can protose. "Add Chinese sauce (Soy) if desired"). Desserts (many recipes use 1 cup sugar). Cereal foods (incl. Graham flour, whole wheat flour, Protose). Dr. Lindlahr's health bread (p. 277-78). Leguminous foods (dangerous because they contain an abundance of "the negative, acid-forming proteid and starchy elements," p. 284). Rice, macaroni, spaghetti. Dairy products ("There is something in animal food which, we cannot secure from purely vegetable food,–and that is the animal (magnetic) life element, or, as we usually call it, the animal magnetism." Dairy products are good, but meat is bad). Eggs (use in moderation; best eaten raw, soft boiled, or poached. "Prolonged boiling or frying coagulates the albumin, making it hard and tough and therefore less digestible"). Sandwiches (incl. "Peanut butter sandwiches"). Beverages. Sample menus.

Part II, titled "A B C of Natural Dietetics," with 13 chapters, is about the benefits of a vegetarian diet and lifestyle. Chapters include: 1. Two sides to every question: Why we favor a vegetarian diet. Why we sometimes deviate from a strictly vegetarian diet. What are the indications of meat requirement? Why vegetarianism will triumph in the future. 2. Is it worth while to pay attention to diet? What is natural food? 3. For what do we eat and drink? Is vital force derived from food, medicines and tonics? "Vital force" active after death in spiritual body. 9. The magnetic properties of foods. 10. Polarity of foods and medicines. 11. Classification of foods according to the electro-magnetic qualities (animal foods are positive, legumes are very negative).

"This cookbook is based on the system of dietetics originated by the German School of Nature Cure. Drs. Lahmann, Hensel and others found a solution to the problem of scientific food selection which stands every test of theoretical inquiry and of practical application." "We have divided all food materials into the following five groups: Group I (St.) Starches. Group II (S.) Sugars, dextrine. Group III (F.) Fats, oils. Group IV (P.) Proteins, albumin, gluten, myosin, hemoglobin, etc. Group V (M.) Positive mineral elements: Potassium, sodium, iron, lime, magnesium, manganese, lithium, etc." (p. 5)

"Every recipe in this cook book, underneath its title, will be marked in such a way as to show the various food elements which it contains, in the order of their amount and importance."

A natural diet "must conform in its component elements to the chemical composition of milk or red (arterial) blood." Thus half of the food materials must be of Group V (Mineral Elements) and half from groups I through IV (p. 6).

"A timely warning:... Do not become finical or hypochondriacal over this matter of food selection and combination" (p. 9). The authors generally recommend uncooked or raw food–but not exclusively. "Nature did not create man with a cookstove by his side. Man existed on this planet for ages before he knew how to start a fire..." (p. 11).

"A mixed cooked and raw food diet, with liberal allowances of the dairy products, seems to agree best with the majority of our friends" [patients]. "We recommend, and serve in our Sanitarium regimen, one meal daily consisting of raw foods only. All the juicy fruits and vegetables that can be relished and digested in the natural state are not only excellent foods, but the best medicines for the human body" (p. 16-17).

Gluten flour and Protose are discussed on p. 272-733.

The red blood [in the arteries] carries into the body the various nutrients, and comes back laden with poisonous gases, broken down cell material, and devitalized food products (wastes). This debris is carried in the venous blood to the various organs of depuration and excreted in the form of feces, urine, mucus, perspiration, etc... The meat-eater, therefore, has to eliminate, in addition to his own morbid waste products those of the animal carcass" (p. 339). "The American suffers from uric acid and phosphoric acid poisoning..." (p. 347).

"What is natural food? We have endeavored to define this term as follows: '"Natural" for animal and man is that food which appeals to the senses of sight, taste and smell in the natural condition, as it comes from Nature's hands.' Any food which needs disguising by cooking, spicing, pickling, etc. is not 'natural'" (p. 359).

On the last pages of this book are five ads: (1) Nature cure by mail, from The Lindlahr Nature Cure Institutes, Inc., Chicago. (2) Lindlahr College of Nature Cure and Osteopathy (3 year course; also Nurses' training course, six months' condensed course, and quiz courses for State Board Health Exams), same address. (3) The Lindlahr Nature Cure Institutes, Inc.–one in Chicago and one in the country–the beautiful Elmhurst Health Resort, a 40-minute

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ride by Electric car from Chicago's center. Two full page photos (on unnumbered pages near rear of book) show the sanitarium in Chicago and the resort at Elmhurst. "Some of our healing factors: Pure food diet, water cure treatment, open-air, light and air baths, massage, osteopathic and magnetic treatments, mud baths for rheumatism, corrective gymnastics and breathing exercises, mental therapeutics and normal suggestion (on a common-sense, scientific basis), scientific relaxation, homeopathic and simple non-poisonous herb remedies, diagnosis from the eye [iridology]. (4) Carqué Pure Food Co., Inc., 1603 So. Magnolia Ave., Los Angeles, California. "From California's sunkissed orchards direct to your table... Black mission figs, Unsulphured white figs, Unsulphured calimyrna figs, Large prunes, Muscatel cluster raisins, Unsulphured apricots, Assorted dried fruits." 10 pounds for $1.50 to $2.00 postpaid. Also nuts, olive oils, honey, unfermented grape juice, and books on hygiene and dietetics. (5) *Iridology: The diagnosis from the* [*iris of the*] *eye*, a book by Henry Lindlahr. 156 pages, 70 illustrations.

Henry Lindlahr was a physician (M.D.) who lived 1862-1924. The eleventh edition of this book was published in 1918 in Chicago by the same publisher. The 15th edition, published in 1922 in Chicago by the Lindlahr Publishing Co., was titled *The Lindlahr Vegetarian Cook Book and A B C of Natural Dietetics.* The 18th edition (535 pages) was published in 1926 with the same title and publisher. Address: 1. Mrs.; 2. M.D. Both: The Lindlahr Nature Cure Institutes, Inc., 525-29 Ashland Blvd., Chicago, Illinois.

433. Lust, Benedict; Lust, Louise. 1915. The helper in distress. Butler, New Jersey: Benedict Lust. N.D., M.D. 16 p. 16 cm. Naturopathic Pamphlet Series No. 21. *
• ***Summary:*** Benedict Lust's School of Diets. Kneipp-Naturopathic Health Resort "Yungborn" and American School of Naturopathy.

434. Lust, Benedict; Lust, Louise. 1915. Everything is attainable through training of thought. Butler, New Jersey: Benedict Lust. N.D., M.D. 16 p. 16 cm. Naturopathic Pamphlet Series No. 24. *
• ***Summary:*** Benedict Lust's School of Diets. Kneipp-Naturopathic Health Resort "Yungborn" and American School of Naturopathy.

435. Postum Cereal Company, Ltd. 1915. Good things to eat from Wellville: Dainty dishes made with Postum Products. Battle Creek, Michigan. 48 p. Illust. Index. 17 cm.
• ***Summary:*** On the front cover of this color booklet is a round illustration of a girl feeding her doll with a spoon. On the back cover is a color illustration of a "Portion of the administration building of Postum Cereal Co., Ltd." The Introduction states that the company has big factories at Battle Creek, Michigan; they are impressive to the many visitors. The company's leading products are: Postum (a pure-food drink made from roasted wheat and wheat bran plus molasses). Grape-Nuts (a breakfast cereal made from whole wheat and malted barley flours). Post Toasties (a breakfast cereal made from flaked corn). Post Tavern Porridge (made from corn, wheat, and rice).

Contains recipes for the following (each using a Postum product): Soups. Meats and entrees. Vegetable dishes. Salads. Salad dressings. Breads & sandwiches. Pastries. Cakes. Desserts. Custards. Puddings. Jellies. Sauces for desserts. Candies. Drinks. Breakfast dishes. The recipes were compiled and tested by Minnie Alice Emmons. Address: Battle Creek, Michigan.

436. Carqué, Otto. 1915? The folly of meat-eating: How to conserve our food supply. A plea for saner living. Los Angeles, California: Published by the author. 17 p. Illust. 22 cm. Undated. Facsimile edition reprinted in 1970 by Provoker Press. *
• ***Summary:*** This booklet, originally written in the 1910s, presents economic, ecological, and nutritional arguments for vegetarianism. It is bound together with *Food Preservation and Fruitarianism: The Social and Economic Aspects of the Meatless Diet* by Henry E. Lahn. Address: Los Angeles.

437. Thrasher, Marion. 1915? Long life in California. Chicago, Illinois: M.A. Donohue & Co. 130 + vii-x p. Illust. 19 cm. *
• ***Summary:*** A book about centenarians (people who are 100 years old or older) in California in about 1900. No copyright or publication date is given but the preface was written in 1915. Address: M.D.

438. *Los Angeles Times.* 1916. Will push campaign: Actors' Fund movement to be carried on vigorously among motion-picture folk of this locality. Jan. 2. p. V10.
• ***Summary:*** A California campaign will work to raise funds to be added to those secured by the national committee of the endowment of the Actors' Fund of America. They will begin work at once among the thousands of motion-picture actors in Southern California. The committee is composed of well-known theatrical people and film makers, including Clarke Irvine.

Note: This is the earliest document seen (July 2021) concerning Clarke Irvine, health food pioneer in California.

439. *Herald of Health and Naturopath* (*New York City*). 1916-1922/-. Serial/periodical. Published in New York City by Benedict Lust, M.D., of the American Naturopathic Association. This new title starts with Vol. 21, No. 1 (Whole No. 267). Jan. 1916.
• ***Summary:*** Preceded by *Naturopath and Herald of Health.* The "Herald of Health and Naturopath" and the "Naturopath and Herald of Health" seemed to have been appear cut from the same cloth. These two titles were flip-flopped a few times

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throughout their history. Here is what the National College of Natural Medicine Library (NCNM, Portland, Oregon), which has the full set, has in their collection:

Naturopath and Herald of Health–1902-1915.
Herald of Health and Naturopath–1916-1922.
Naturopath–1923-1927 (appears to be same publisher as above)
Naturopath and Herald of Health–1935-1944.
Herald of Health and Naturopath–1947-1957.

Kirchfeld & Boyle. 1994. p. 208, 313. This was the official publication of the American Naturopathic Association.

OCLC says: This periodical was published from 1916 to 1922 by Benedict Lust of the American Naturopathic Association. It started in Jan. 1916, with Vol. 21, No. 1, whole no. 267-. Preceding title: *Naturopath.* Address: New York.

440. *Los Angeles Times.* 1916. The human body: Its care, use and abuse. Aids to good health, by a medical man. May 21. p. IM28. Sunday magazine. [1 ref]
• ***Summary:*** The section titled "Modern bread and deficiency diseases" discusses an article in the *Journal of the American Medical Association* on this subject. "These investigators show that the modern methods of milling remove the bulk of the vitamins."

Note 1. This is the earliest article seen (July 2021) in the *Los Angeles Times* that mentions the word "vitamins" (or "vitamines").

Note 2. This column by a "medical man" seems to be designed as an antidote to the popular "Care of the Body" column, which began in this newspaper in Sept. 1899 and was written by Harry Ellington Brook, a naturopathic doctor, from April 1908 to 1924.

441. *Chicago Daily Tribune.* 1916. New incorporations. June 1. p. 23.
• ***Summary:*** "Berhalter Health Foods company. Chicago; capital $200,000; incorporators, Anthony A. Berhalter, Katherine Berhalter, Robert F. Minor."

442. Kingsley, Grace. 1916. Drama. *Los Angeles Times.* Sept. 28. p. I-13.
• ***Summary:*** This is a sort of early humor and gossip column. The section titled "Sky's the limit" states that Clarke Irvine is a correspondent for the World, "scenario writer, publicity expert, professor of pinochle, and champion cosy-corner fusser." He has just purchased a new sky-blue car.

443. *Chicago Daily Tribune.* 1916. The Tribune investor's guide. Nov. 8. p. 18.
• ***Summary:*** The section titled "Berhalter Health Food" is a reply to an inquiry from M.M. "The Berhalter Health Food Store, which operated as a partnership from 1907 till this year, has incorporated for $200,000 and is selling part of the stock to help finance the construction of a large bakery. Present earnings are said to be at the rate of $1,000 a month. A purchase of stock would be participation in a business venture which has been successful thus far..."

444. Emerson, John; Loos, Anita. 1916. His picture in the papers (Motion picture). *
• ***Summary:*** This is a very early black-and-white U.S. silent film starring Douglas Fairbanks, who plays "a vegetarian health-food tycoon." It was written by John Emerson and Anita Loos, directed by John Emerson, and produced by Fine Arts Film Corp.

According to the AFI (American Film Institute) Catalog of Silent films (www.afi.com): "Meat-eating Pete Prindle has always been an embarrassment to his wealthy vegetarian father, Proteus Prindle. As a result, when railroad baron Christopher Cadwalader insists that in order to marry his daughter Christine, Pete must have a half-interest in Proteus' health food empire, Pete's bachelorhood seems assured. Proteus gives in somewhat, however, and, after admiring the testimonial given to vegetarianism by his daughters Pansy and Pearl in the *Vegetarian Gazette,* he tells Pete that he can have the half-interest if he manages to get his picture in the papers. Pete then swims to shore from a steamer, wrecks his car and beats up a champion boxer, but he can never get the publicity he wants. Then, when he prevents a train from being derailed by a gang of thugs, the media make him a national hero. As a result, he gets his picture in the papers, he gets his half interest, and he gets married."

445. Emmons, Minnie Alice. 1916. Good things to eat from Wellville: Dainty dishes made with Postum products. Battle Creek, Michigan: Postum Cereal Co., Ltd. 45 p. Illust.
• ***Summary:*** This is a book of recipes. Many are not vegetarian.

446. Joslin, Elliott Proctor. 1916. Treatment of diabetes mellitus, with observations upon the disease based upon one thousand cases [5th ed.]. Philadelphia and New York: Lea & Febiger. xvi + 17-440 p. 25 cm.
• ***Summary:*** Joslin (lived 1869-1962) recommended the use of Hepco Flour, a soybean product, in his diabetic diets. Page 397 states: "Soya bean is also extensively used, and probably deserves a still wider introduction into the diabetic diet. It is used in the manufacture of Hepco Flour." Page 400 states that "soy bean meal" [probably soy bean flour] contains 34.0% carbohydrates. "Ralston Health Food" is a type of "Cereal breakfast food." Page 402 notes, under "fresh vegetables," that soy beans [i.e. green vegetable soybeans] contain on average 28.0% carbohydrates (range 19.3-39.0%).

In the section titled "Composition of so-called diabetic foods" (p. 406-17) the author notes that such foods have been more thoroughly studied at the Agricultural Experiment

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Station in New Haven, Connecticut, than elsewhere. The lengthy list that comprises most of this section is based on original analyses found in Connecticut Agricultural Experiment Station Reports, for 1913, Part 1; for 1914, Part 5, and for 1915, Part 5. The table contains the following columns: Date of analysis. Manufacturer and brand. Protein per cent. Carbohydrate per cent. Fat per cent. Starch per cent. and Calculated calories per 100 grams. The following contain soy: Cereo Co., Tappan, New York: Soy Bean Gruel Flour (1913 [date of analysis]). Health Food Co., New York: Protosoy Soy Flour (1913, 1914), Protosoy Diabetic Wafers (1913, 1914). Jireh Diabetic Food Co., New York: Soja Bean Flour (1913). Theo. Metcalf Co., Boston, Massachusetts: Soja Bean Meal, 18% starch (1913). Waukesha Hepco Flour (1913).

A large number of companies in the USA and Europe make products containing gluten; among these are The Kellogg Food Co. in Battle Creek, Michigan. The Nashville Sanitarium Food Co. in Nashville, Tennessee makes Malted Nut Food, Nut Butter, Nuteysa, and Nutfoda.

A list of 13 peanut butter manufacturers is given (p. 415), including The Kellogg Co. (Battle Creek, Michigan), Beech-Nut Packing Co. (Canajoharie, New York), and H.J. Heinz Co. (Pittsburgh, Pennsylvania). The fat content of the various brands ranges from 42.8% to 51.3%; Kellogg's is 49.7%. Two companies whose peanut butter was analyzed in 1899 were: Atlantic Peanut Refinery, Philadelphia, Pennsylvania, and Peanolia Food Co., New Haven, Connecticut.

Special protein preparations include Soson and Tropon (made in Germany), and Plasmon (made in London, England). Address: Asst. Prof. of Medicine, Harvard Medical School, Massachusetts.

447. Thayer, Gilbert. 1916. Perfect health and how to attain it: or, The secret of health without drugs. Lafayette, Indiana. 71 p. Illust. *
Address: Lafayette, Indiana.

448. *New-York Tribune.* 1917. Wilson may try rookies' diet: Calory meals at White House hang on wife's consent. Health Food Day president's plan. Jan. 24. p. 2.
• ***Summary:*** President Woodrow Wilson "is in favor of setting aside one day a year as a National Health Food Day. He said it would be a good thing for every person in the country to study food values and household efficiency for at least twenty-four hours a year."

"Mrs. Eula McClary, who interested the president in the diet test, has promised to have a menu, especially for the President's use, prepared by the food experts who have made out the rookies' daily calorie programme."

Note: The National Health Food Day never happened. To see why, read Mrs. Eula McClary's obituary in this newspaper on 14 Sept. 1946 (p. 5).

449. Carque, Otto. 1917. Infantile paralysis. *Herald of Health and Naturopath* (*New York City*) 22(1):[553]-60. Jan/Feb.
• ***Summary:*** "Infantile paralysis is a functional disease of the spinal cord, and according to medical authorities, like any other endemic or epidemic disease, it is caused by a specific germ. It is needless to say that I do not share this view."

"There is no doubt that infantile paralysis is caused by eating too many white flour products, artificial sweets [with white sugar] and the use of cow's milk, particularly pasteurized milk." Those having contracted infantile paralysis should eat "fresh fruits, fresh fruit and vegetable juices, with their abundant supply of organic salts,..."

450. *Tennessean* (*The*) (*Nashville, Tennessee*). 1917. Classified ad: Just opened. Vegetarian Cafeteria and Health Food Store... April 24. p. 7.
• ***Summary:*** "... at 137 Sixth Ave., N. Main 4193."

Note: This vegetarian cafeteria is run by the Nashville Agricultural Normal Institute (NANI)–known as Madison College after 1937. Address: Nashville, Tennessee.

451. U.S. War Department. 1917. World War I draft registration card for Paul C. Bragg. Washington, DC. June 5.
• ***Summary:*** This government record shows: Name in full: Paul C. Bragg. Age 22. Home Address: 2435 N. New Jersey, Indianapolis. Date of birth: Feb. 6, 1895. Place of birth: Batesville, Indiana, USA. Present occupation: Insurance agent. Employer: Metropolitan Life Ins. Co., 1411 Merchant's Bank Bldg., Indianapolis (?). He is married and his wife is Caucasian. He is a private in the National Guard, where he has served for 3 years in Washington, DC. He requests a deferment from war duty because he has a dependent wife. Signed: Paul C. Bragg. Date: June 5, 1917.

Note: To see an image of this card Google: Wade Frazier Paul Bragg Legacy.

Note 1. Letter from Charlene Keck of Ripley County Health Department, Vital Records Division, Versailles, Indiana. 2006. Feb. 15. Their records for births and deaths start in 1882, but they do not have a birth record for Paul C. Bragg born on the date and at the place shown above. However, Batesville is divided between two counties: Ripley Co. and Franklin Co.

Note 2. Talk with Angie, the vital statistics expert in the Franklin County Health Dept. Their records for births and deaths also start in 1882. She just looked but was unable to find a birth record for Paul C. Bragg born on the date and at the place shown above. She concludes that he probably does not have birth certificate; quite a few people born in Indiana at that time do not. The system was very loose and unofficial in those early days.

452. U.S. War Department. 1917. World War I draft

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registration card for Anthony Albert Berhalter. Washington, DC. Sept. 12.
• ***Summary:*** This government record shows: Name in full [signature]: Anthony Albert Berhalter. Permanent home address: 1210 Drafar (?), Chicago, Cook County, Illinois. Age in years: 40. Date of birth: October 30, 1878. Race: White. U.S. citizen: Yes, naturalized.

Present occupation: Baker. Employer's name: Berhalter Baking Co. Place of employment: 130125 Diversay Ave. (?), Chicago, Illinois. Nearest relative: Mrs. Berhalter, wife. Address: 1210 Doafamat (?), Chicago. I affirm that I have verified above answers and that they are true [signature]: Anthony A. Berhalter.

453. Carqué, Otto. 1917. The folly of meat-eating: How to conserve our food supply. A plea for saner living. Chicago, Illinois: Kosmos Publishing Co. 18 p. Illust. 21 cm. 25th Thousand.
• ***Summary:*** The first 16 pages of this interesting book are as described by the author and title above. Copyright 1904 by Otto Carqué, this booklet is quite similar to the booklet titled *An appeal to common-sense: The folly of meat-eating. A reply to an editorial of the New York and Chicago Evening American and San Francisco Examiner. 3rd ed.*, by the same author, except for the following: (1) The first and last parts of the title have been omitted. (2) All the ads on the inside front cover are different (see below). (3) All the text on page 3 and the first 2 paragraphs on page 4 are different. Thereafter, all the text to the end of page 16 is different.

Page 17 is titled "Food preservation and fruitarianism: The social and economic aspects of the meatless diet," by Henry E. Lahn, M.D.

The top two-thirds of page 18 contains many circle charts showing the value (in dollars), supply and consumption of fruits, imported food, vegetables, meat foods [animal products] (incl. dairy products, honey, fish, oysters) and grain foods (incl. peas and beans). The bottom one-third contains two graphs: (1) Meat supply: 1850-1900. Animals per 100 persons. All have decreased–hogs from 118 to 43, sheep from 94 to 50, and cattle from 25 to 20. (2) Vegetable foods: 1850-1900. Bushels per 100 persons. All have increased–wheat from 430 to 600, potatoes from 283 to 356, corn from 252 to 333, and oats from 90 to 362. In short, just what a vegetarian would have hoped for.

The last three pages are titled "Books on natural life and rational cure." Book categories: Diagnosis. Diseases. The medical question. Fasting. Mental therapeutics and new thought. Naturopathy. Miscellaneous. Sexology. German-language publications (by F. Anlicker, Bilz, Bunge, A. Ehret, A. Erz, Dr. J. Heininger, Elbert Hubbard, Dr. K. Kabisch, A. Just, E. Koehler, Father Seb. Kneipp, Dr. Henry E. Lahn, Dr. B. Lust, R. Richter, Dr. F. Schoenberger and W. Siegert, D. Spohr, and A. Uhlig). All are available from The Nature Cure Publishing Co., Butler, New Jersey, Benedict Lust, N.D., M.D., Proprietor. Branches in New York City and Orange County, Florida.

The back cover is a full-page advertisement for Carque's Pure Food Co., 1605-1607 South Magnolia Ave., Los Angeles, California. They specialize in sun-dried black mission figs, and have a complete line of selected California dried fruits, nuts, nut butters, fruit juices, olive oil, olives, honey, natural whole rice, etc. These foods "have been selected and prepared with especial care... to which Mr. Carqué has given years of study and research."

On the inside front cover are four more ads: (1) J.H. Heisser, Minneapolis, Minnesota. Dealer in natural products, such as: "Natural brown rice." Natural brown rice polish. "Stone ground w.w. [whole wheat] flour. Stone ground corn meal. Unsulphured black figs, prunes, peaches, raisins, etc. Minnesota wild rice. Alfalfa products. Malt and banana coffee. Banana products... Nut oils. Grinding mills. Fruit presses. Shredders. Honey. Fruit driers. Bottle cappers. Water stills. Books on diet, health, salt, sugar. Vegetarian cook books, etc." (2) The book *Unfired Food and Trophotherapy,* by George L. Drews. (3) Hercules Hygienic Supply House, Chicago, Illinois. "General clearing house for health foods, books, appliances and apparatus." (4) Carqué Pure Food Co. (Inc.) "Carque's pure natural food products" (1605-1607 South Magnolia Ave., Los Angeles). The company sells unsulphured fruits, black mission figs, white figs, calimyrna figs, almonds, nut butters, olive oil, honey, fruit juices, natural whole rice, whole wheat flour, nut and grain mills, literature on dietetics and hygiene. Otto Carqué lived 1867-1935.

Note 1. This is the earliest document seen (July 2021) that gives the address of Carque's Pure Food Co. as 1605-1607 South Magnolia Ave. in Los Angeles.

Note 2. This is the earliest document seen (July 2015) that mentions a food product or products ("Alfalfa products") made from alfalfa. Unfortunately no details are given. Address: Los Angeles, California.

454. Hall, George W. 1917? Food in war time–Vegetarian recipes for 100 inexpensive dishes. London: G. Bell and Sons, Ltd. 48 p. Reprinted in 2006 by Read Books. *
• ***Summary:*** This book retails for only one penny. Page 41: Ad by the "The International Health Association, Ltd., Stanborough Park, Watford, Herts." They make Granose, Protose, Avenola, Nuttolene, Health Coffee (made entirely from cereals), I.H.A. Biscuits. "Everybody who studies his health should become acquainted with our Health Foods, for they are manufactured in the interests of health and not merely for profit. For sale at all Health Food Stores and leading Grocers."

"I.H.A. foods are the very basis of food reform. They were the pioneers of the movement in this country and still stand unrivalled."

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455. Lindlahr, Henry. 1918. How I became acquainted with nature cure. *Herald of Health and Naturopath* (*New York City*) 23(1):21-29. Jan.
• ***Summary:*** A good autobiography. A large portrait photo shows Henry Lindlahr. To be continued. Address: M.D., N.D., Chicago, Illinois.

456. *Peanut Promoter* (*The*) (*Houston, Texas*). 1918. Peanut butter notes. 1(2):28-29. Jan.
• ***Summary:*** Contents: Peanut butter to the rescue (peanut butter is a very economical source of energy/calories). Peanut butter facts. Peanut butter as a food. Use more peanut butter. Peanut butter bread. Homemade peanut butter.

"Twenty-five years ago [i.e. in 1893] peanut butter was unknown. It is claimed that the first effort to place it on the market was made in 1896, and then only as a health food. The real growth of the industry dates from 1904, when there were only a half dozen small-sized factories making it in the United States. Today hardly a northern city of any size but has one or more peanut butter factories, while the largest factory located in New York State has a capacity of 15 tons daily."

"Use more peanut butter: The more general use of peanut butter as a substitute for ordinary butter and the more expensive jams and jellies is strongly urged by the Food Administration."

457. Lindlahr, Henry. 1918. How I became acquainted with nature cure (Concluded). *Herald of Health and Naturopath* (*New York City*) 23(2):122-30. Feb.
• ***Summary:*** Contents: The law of periodicity. Treatment of acute disease. The unity of disease and cure. The natural treatment of wounds and open sores. The treatment of chronic diseases. Photos show: (1) Dr. Lindlahr's Nature Cure College and Sanitarium, Chicago, Illinois; (2) Dr. Lindlahr's Health Resort, Elmhurst, Illinois. Address: M.D., N.D., Chicago, Illinois.

458. Carque, Otto. 1918. The building stones of the body. *Herald of Health and Naturopath* (*New York City*) 23(4):332-35. April.
• ***Summary:*** Includes a discussion of organic salts. Address: [Southern California].

459. *Herald of Health and Naturopath* (*New York City*). 1918. Great pioneers: A series of short sketches of the lives of great men. 23(5):446-47. May.
• ***Summary:*** The four men (all Germans) are: (1) Prof. F.E. [Friedrich Eduard] Bilz. He was given a castle by a wealthy patron and it became the famous Bilz institution at Dresden-Radebeul. (2) Dr. Katz. As Surgeon-in-Chief of the Prussian Army, he became convinced that antiseptics were more damaging than they were of benefit. He preferred normal salt solutions. He founded a Nature Cure Sanitarium at Hoehenwaldau-Degerlach, near Stuttgart, Germany. (3) Dr. Heinrich Lahmann. Expelled from the University of Leipzig for "spreading medical sedition among the students." He later founded the world's largest Nature Cure institution at Weisser Hirsch, near Dresden, Saxony. "His works on diet are authoritative and his 'nutritive salts theory' forms the basis of rational dietetic treatment. This work has but recently come to light in America and progressive dietitians [such as Otto Carque, Henry Lindlahr, and Alfred McCann] are forsaking their old, worn-out, high-protein, chemical and caloric theories for the 'organic salts' theory."

(4) Louis Kuhne, author of *New Science of Healing* (1861), "the greatest work of Basic Principles of rational Healing. "He is the founder and first Master of Naturopathy. A large illustration shows Bilz, and a portrait photo shows the other three men.

460. *Los Angeles Times.* 1918. Wheatless bread loaf for Hoover. Prize-winning Pasadena baker sends formula to food chief. July 18. p. II3.
• ***Summary:*** "Local correspondence. Pasadena. July 18. Fred Hoover at Washington [DC] is to receive a loaf of crown city wheatless bread baked in accordance with a $100 prize-winning formula by William Cook. Bakers from all parts of Southern California entered the contest, which was for the purpose of producing the best loaf possible from the less expensive of the wheat substitutes. Cook, the winning baker, is in the employ of a local confectionery.

"It is possible that Hoover will see fit to submit the formula to the entire country after it has been tried out in the government bake shops and laboratories. The formula follows in three parts, like a historical novel, a story of yeast, potatoes, tapioca, barley and corn, all in a big mix-up to defeat Germany.

The main ingredients, in descending order of predominance, are barley flour (6 lb), milo maize flour (commercially called milo flour, 4½ lb), and tapioca flour (1 lb). The sponge method is used, with both yeast and baking powder.

Note 1. William Cook was born Wilhelm Koch. This prize was his big break, that also set the tone for the rest of his life–baking specialty wheat-free breads. He later changed his name to William "Bill" Baker and lived much of his life in nearby Ojai, California.

Note 2. This is the earliest document seen (July 2021) concerning Bill Baker.

461. Walker, Norman Wardhlaugh. 1918. Petition for Naturalization (to become a citizen of the United States of America). New York, NY. Aug. 6.
• ***Summary:*** He repeats herein much of what he declared in his Declaration of Intention of 20 Dec. 1915, except he is now living at 94 Grove Street, New York City and that his occupation is "aviator". He also again states that he was born

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in Genoa, Italy on Jan. 4, 1886, but a "British Subject." He says he is married, that his wife's name is "Margaret Oleott" (I mistakenly read "Scott" on his Draft Registration form, but this Petition was typed, so much easier to read); she was born on 26 July 1888 in the U.S.A., and she "now resides at Farmingdale, L.I." (I presume that's Long Island, but it's unclear why her address is different than his); he has no children.

His two witnesses, Mabel & Grace Negley of New York City state that they personally know Norman W. Walker has been a resident of the U.S.A. for the required five years.

Note: On November 22, 1918, Norman Wardhaugh Walker took an Oath of Allegiance to the United States and was admitted to citizenship by the New York County Court that day under Certificate of Naturalization No. 920727.

462. *Peanut Promoter* (*The*) (*Houston, Texas*). 1918. Peanut butter: Peanut butter facts. 1(9):53. Aug.
• ***Summary:*** "Trade interest in peanut butter as a typically American substitute food leads Simmons Spice Mill to publish some interesting facts about this product. Twenty-five years ago peanut butter was unknown. It is claimed that the first effort to place it on the market was made in 1896, and then only as a health food.

"The real growth of the industry dates from 1904, when there were only a half dozen small-sized factories making it in the United States. Today hardly a northern city of any size but has one or more peanut butter factories, while the largest factory located in New York state has a capacity of 15 tons daily.

"There are many grades of peanut butter, classed according to the grade of nuts used, the amount of oil they contain, and the method of manufacture. There is no secret about processes, and the product, contrary to popular notions, is made only from good peanuts without the addition of other ingredients than salt. High grade peanut butter will retain its sweetness and flavor for many months in airtight packages."

Note: The main office of this publication officially changed from Houston, Texas, to Suffolk, Virginia, with Volume 2, issue No. 9 (Aug. 1919).

463. Central High School. 1918. Echo (Yearbook). Superior, Wisconsin. See p. 27.
• ***Summary:*** On page 27 are portrait photos and sketches of five students, all seniors. "Mildred Lager–English.

"She is the embodiment of perpetual motion."

"Athena 1, 2, 3, 4. Dream Pictures 2. Joan of Arc 2."

Source: Superior Public Library.



464. *Madison Survey* (*Madison, Tennessee*). 1919. The triple alliance. 1(1):2. Feb. 26.
• ***Summary:*** "The triple alliance is complete when a health food factory is conducted in connection with a school and a sanitarium, and the three are located on the land...

"Never in the history of our country has there been such a demand for vegetable meats. Scientists are experimenting with new vegetable products and new processes of food combination. The school at Madison has had its experience in raising soy bean and other leguminous crops, and has recently begun the manufacture of health foods."

Note 1. *The Madison Survey* began publication on 26 Feb. 1919 and was still being published quarterly (circulation 800+) in March 1993.

Note 2. This is the earliest document seen (May 2017) to mention a "health food factory" in conjunction with the school at Madison, Tennessee. The school grows many of its own soybeans, and serves the foods at the school and sanitarium (hospital oriented to prevention).

465. *Los Angeles Times*. 1919. Cookless food city's latest: "Restauraw" serves unbaked bread and unfired pie. Wilson and Debs vis-a-vis in mural decorations. Delicate appeal to all of "unperverted taste." April 7. p. II3.
• ***Summary:*** "The genuine 'restauraw' has been discovered. Just what there may be in common between raw food and revolution it would probably require a logician of the first order to determine. Nevertheless the two seem to have gone into partnership at a raw-food dining room on South Olive street. At this unique cafe, at which coffee is never served, the patron is provided with uncooked soup, fruit and flower salads, unbaked brawn bread and unfired pie."

On one wall is a large photograph of President Woodrow Wilson. On the opposite is a picture of Eugene V. Debs. On a third wall is a leaflet entitled "The Truth About Russia."

466. Nashville Agricultural Normal Institute, Food Department. 1919. Re: Soy bean and peanut products. Letter to Mr. George Washington Carver, Tuskegee Normal and Agricultural Institute, Tuskegee, Alabama, April 29. 1 p. Typed, without signature on letterhead. [1 ref]
• ***Summary:*** "Yours of April 10 received. We have sent you two cans of our Soy bean product. We also can soy beans in three ways, plain, with tomato, and with nut meat.

"We do not know as anything we have would do to exhibit except our soy bean flour, and that you say you make yourself. We have never seen a sample of the milk though we have tried to make it many times. We would be much pleased to receive a little sample of you. Do you think you can make a success of producing milk from the soy bean? I hope the soy bean food reaches you O.K." Initials Dp or Sp.

Handwritten note on bottom of letter: "Is the wood stain you made from the soy bean of much use? Would be pleased to hear how you are succeeding with these experiments.

Note 1. Names printed at the top of this letterhead are E.A. Sutherland, M.D., N.H. Druillard, W.F. Rocke [farm

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NELL HIGHFIELD—English
"One who mixed reason with pleasure and reason with mirth."
Glee Club 3. Athena 2, 3, 4. Class Play 4. Athletic Association 3, 4. Northeaster Staff 3. Echo Staff 4. Boosters 4.

MILDRED LAGER—English
"She is the embodiment of perpetual motion."
Athena 1, 2, 3, 4. Dream Pictures 2. Joan of Arc 2.

ERNEST JOHNSON—Manual Training
"I have fought a good fight,
I have finished my course,
And I have kept the faith."
S. O. S. 1, 2, 3. Athletic Association 3, 4. Glee Club 1, 2, 3. Football 1, 2, 4. Basketball 1, 3, 4. Track 1. Class baseball 1, 2, 3, 4. Senior Vaudeville 3. Class Play 4.

GLADYS SCHMIDT—General
Red Domino 4. Athena 1, 2, 3, 4. Athena Program 3. Echo Staff 4. Athletic Association 3, 4. Booster President 4. Class Play 4.

CLARA WIGHTMAN—English
"It seems to us that she always looks glad."
Red Domino 4. Athena 3, 4. Class Play 4.

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manager of the Madison school], and M. Bessie De Graw.

Note 2. Letter from Sam Yoshimura. 1981. March 19. When Sam attended Madison College from 1937-1943 Nut Meat was made from peanuts, water, and seasonings.

Location: Library of Congress, Washington, DC. Microfilm of The George Washington Carver Papers in the Tuskegee Institute Archives, Roll 6 #0152. Address: Madison, Tennessee (near Nashville). Phone: Walnut 1789-W.

467. **Product Name:** Nut Meat (Made from Peanuts).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1919 April.
Ingredients: Peanuts, water, seasonings.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Nashville Agricultural Normal Institute, Food Department. 1919. April 29. Letter to Mr. George Washington Carver, Tuskegee Normal and Agricultural Institute, Tuskegee, Alabama. "Yours of April 10 received. We have sent you two cans of our Soy bean product. We also can soy beans in three ways, plain, with tomato, and with nut meat."

Madison Survey. 1919. July 16. p. 4 "The Food Factory." "A visitor finds the big oven full of crackers, and hundreds of pounds on the cooling racks... The steam cooker is filled with cans of nut meat; mills at the south end of the room are grinding peanut butter, hundreds of pounds; and the blancher, tended by one of the young women, is handling peanuts, not by the pound but by the ton."

Madison Survey. 1922. March 8. p. 3. "Madison Food Factory products." "The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat."

Note: Madison Foods started in 1918. The first manager and treasurer was Mrs. Nellie Druillard (affectionately called "Mother D"). Mr. and Mrs. Andrew Wheeler were the first in charge of food production.

468. National Biscuit Company. 1919. Display ad: Graham Crackers. *Chicago Daily Tribune.* May 8. p. 13.
• ***Summary:*** "N.B.C. Graham Crackers have health building and digestive qualities which make them the national health food."

469. *Madison Survey* (*Madison, Tennessee*). 1919. Instead of meat. 1(15):3. June 4.
• ***Summary:*** "That it is not necessary to take nourishment in the form of flesh meats is demonstrated all about us. The government is spending thousands of dollars to place before people the food value of different vegetables and other products of the soil. Nothing illustrates this better than the agitation of the soy bean question. Here is an edible seed, that until a few years ago, was practically unknown to our country. The Orient was feeding its multitudes before we were awake to the value of a large class of legumes."

"Miss McKay has returned to Madison after several months at Carthage, Missouri, and she tells of the desire she met from people of all classes to learn how to prepare health foods. In response to urgent requests, she held classes and gave demonstrations. When people wanted to know where to buy foods that will take the place of meat, she told them of the Madison food factory, and of its vegetarian meat and various soy bean products."

470. Grohens, A.P. 1919. Manufacturers of peanut butter. *Peanut Promoter* (*The*) (*Houston, Texas*) 2(7):37, 41, 43. June.
• ***Summary:*** "Twenty-five years ago peanut butter was unknown. It is claimed that the first effort to place it on the market was made in 1896. For several years it was regarded merely as a table delicacy, or of the nature of the so-called health-food. Its consumption was thus necessarily limited until after the breakfast food wave of 1900-1904 had somewhat subsided or was put on a more rational foundation. Thus the real growth of the peanut butter industry dates from 1904. Before that time there were about a half dozen small sized peanut butter factories in the whole United States. Today there is hardly a city in the United States of 30,000 population and over which does not have one or more peanut butter factories, and even in many smaller places we find peanut butter plants doing a thriving business. In fact, so popular has it become as a regular table food that the consumption of peanut butter during the last three years more than equals that of all the previous years combined."

Note 1. This is the "peanut products" edition of this magazine. On the cover are photographs of about 27 different products, including many brands of peanut butter and peanut oil (including Planters), Planters salted peanuts, Planter's Jumbo Block (candy), The Original Peanut Butter Sandwich, etc.

Note 2. This is the earliest document seen (Feb. 2015) by A.P. Grohens, who wrote several interesting early histories of peanut butter. Address: President Lambert Machine Co., Marshall, Michigan.

471. *Madison Survey* (*Madison, Tennessee*). 1919. The food factory. 1(21):4. July 16.
• ***Summary:*** "A visitor finds the big oven full of crackers, and hundreds of pounds on the cooling racks... The steam cooker is filled with cans of nut meat; mills at the south end of the room are grinding peanut butter, hundreds of pounds; and the blancher, tended by one of the young women, is handling peanuts, not by the pound but by the ton."

Note 1. Though soy beans are not mentioned, they were being canned at the food factory by April 1919.

Note 2. Some of this food is probably going to the Nashville Cafeteria.

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472. **Product Name:** Peanut Butter.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1919 July.
Ingredients: Incl. peanuts.
New Product–Documentation: Madison Survey. 1919. July 16. p. 4 "The Food Factory." "A visitor finds the big oven full of crackers, and hundreds of pounds on the cooling racks... The steam cooker is filled with cans of nut meat; mills at the south end of the room are grinding peanut butter, hundreds of pounds; and the blancher, tended by one of the young women, is handling peanuts, not by the pound but by the ton."

Madison Survey. 1922. June 14. p. 3. "The Food Factory." "A man and his wife, members of the faculty, have charge of the food department, where are manufactured various nut and soy bean meats, malted nuts..., peanut butter, and other health foods."

Note: Madison Foods started in 1918. The first manager and treasurer was Mrs. Nellie Druillard (affectionately called "Mother D"). Mr. and Mrs. Andrew Wheeler were the first in charge of food production.

473. *Madison Survey* (*Madison, Tennessee*). 1919. Food factory. 1(38):6. Nov. 12.
• ***Summary:*** It "has been necessary to raise the price of foods. It is our purpose to make healthful foods, and since this is not a money-making enterprise, prices will be kept as low as possible."

474. *News* (*Frederick, Maryland*). 1919. New "Y" physical director: Paul C. Bragg, Washington, elected at meeting last night. Nov. 12. p. 6.
• ***Summary:*** "At the regular monthly meeting of the directors of the Y.M.C.A. last night, Paul C. Bragg, Washington [DC], was elected physical director and boys' work secretary. He is married and will remove to this city and enter on his new duties December 15.

"Mr. Bragg has considerable experience in the Y.M.C.A. and physical work and comes to the local association highly recommended. For some time he was engaged in physical work among high school boys on Long Island [New York] but more recently has been associated with the Y.M.C.A. in Washington." His plans are discussed.

A similar article mentioning that Bragg was Physical Director of the YMCA in Frederick, Maryland, appeared in the Sun (Baltimore, Maryland) on 12 Dec. 1919 (p. 12). His assistant, Alvin Quinn, has just been appointed.

475. *News* (*Frederick, Maryland*). 1919. Athletic revival by new "Y" director: Paul C. Bragg, in charge of physical activities, plans work. Aquatic and gymnastics. Nov. 18. p. 4.
• ***Summary:*** "Paul C. Bragg, the new physical director and boys' work secretary of the Y.M.C.A., arrived yesterday and began work at once. He is a graduate of the physical director department of the Y.M.C.A. Training School at Springfield, Massachusetts. Since then he has taken summer courses in the physical schools of Cornell [New York], Harvard [Massachusetts], American College of Physical Education, and at National School of Physiotherapy [now called physical therapy].

"His first work was as gymnasium instructor at the Military and Naval Academy at Lake Geneva, Wisconsin. Since then he has had charge of physical work in the Y.M.C.A.'s of Indianapolis, Indiana, and at Washington, D.C., and of physical education in the public schools of Suffolk county, Long Island, N.Y., and physical work in army camps under the Commission of Training Camp Activities during the war."

He plans to introduce new aquatic and gymnastic events, and to teach boxing and wrestling in groups. "At least two afternoons a week in the gymnasium will be given to the ladies. They will also take up volley ball, and swimming."

476. *Madison Survey* (*Madison, Tennessee*). 1919. Medical missionary volunteer activities. 1(43):1-3. Dec. 17.
• ***Summary:*** "A group of workers, including Miss McKay, formerly a member of the Madison faculty, has opened a cafeteria in Birmingham, Alabama. Their card reads: Vegetarian Cafeteria–Number 3. Health Foods. Home Cooking. 117 1-2 N 21st St., Birmingham, Ala. This group has purchased a farm as a rural base for city work."

477. Friedenwald, Julius; Ruhräh, John. 1919. Diet in health and disease. 5th ed. Reset. Philadelphia, Pennsylvania, and London: W.B. Saunders Co. 7-919 p. Illust. 25 cm. [4 soy ref]
• ***Summary:*** Most of the passages cited are similar to the 1913 ed., except for the following: The section titled "The soy bean" is now on p. 135-36. A table (p. 137) shows the "Composition of fresh and dried legumes (incl. soy beans, cow peas, chick-peas, peanuts) with that of other foods." At the top of page 137 are 4 references to soy by Ruhrah (3) and Friedenwald and Ruhrah.

The section on "vegetarianism" (p. 141-42) begins: "Theoretically vegetarians are supposed to subsist on an exclusive diet obtained from the vegetable kingdom, including vegetables, cereals, fruits, nuts, etc. [sic], but as a matter for fact many add milk, butter, eggs, gravies and animal fats. The disadvantages of a strictly vegetable [vegan] diet are too obvious to require comment."

In the chapter on "Infant feeding," the section on "Other food for infants" has a subsection on "The soy bean," which is now on p. 302-03.

In the chapter on "Diseases in which diet is a primary factor" is a section on "Substitutes for bread" (p. 596-

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97) which includes gluten bread and bran bread. Table 1, "Analysis of diabetic foods," shows (p. 602) that the "Ralston Health Food Co." makes "Gluten flour" which was first analyzed in 1895, then later in 1902-03. The same chapter has a long table titled "Analysis of diabetic foods" (p. 610-13). A 7-day vegetarian diet with a minimum of protein menu is recommended for treatment of cancer by Bulkley at the New York Skin and Cancer Hospital (p. 673-73).

In the chapter on "Recipes" is a section on "Bread" (p. 773-74) which includes whole-wheat bread, zwieback, and bran muffins for constipation. A recipe for Camplin's bran cakes (p. 792) is given. The same chapter has a section on "Soy bean cookery" (p. 798-810) with the same recipes as in the 1913 edition. Address: 1. Prof. of Gastro-Enterology; 2. Prof. of Diseases of Children. Both: Univ. of Maryland School of Medicine and College of Physicians and Surgeons, Baltimore.

478. McCann, Alfred Watterson. 1919. The science of eating: how to insure stamina, endurance, vigor, strength and health in infancy, youth and age. Garden City, New York: Garden City Publishing Co., Inc. xiv + 15-408 p. No index. 22 cm. [40+* ref]

• ***Summary:*** This is an amazing book, full of very interesting revelations related to food, diet and health. For example (p. v-vi): "Following his graduation from the food industry, Mr. McCann received the support of a New York newspaper, *The Globe,* which equipped him with a laboratory and set him free to report the results of his discoveries without regard to their influence upon the Advertising Department. Subsequently forty-one other newspapers in as many cities of the United States took up his work, but so heavy was the pressure applied by advertising agencies that the publishers of all these papers, with one exception, the *Chicago Daily News,* found themselves compelled to discontinue his exposures. In this respect the photographs of original documents showing how truth is suppressed in daily journals, weekly periodicals and monthly magazines are in Mr. McCann's possession, a fitting justification in these days of 'regeneration' and 'reconstruction' for a Congressional inquiry into the nature of the silent influences at work to muzzle the press.

"During Mr. McCann's service on the *New York Globe* he has been made a deputy health commissioner by five municipalities, has been employed by as many mayors and police commissioners to make surveys of the food conditions obtaining in the communities represented by them. He has led squads of plain clothes men and trained field agents, including attorneys and physicians, upon raids that have resulted in scores of indictments, trials and convictions in municipal, state and federal district courts."

"He has initiated two hundred and six successful prosecutions of food adulterators and has never lost a case."

Page 57: In 1918 in the United States draft for World War I: "Of the 1,366,142 men available between the ages of 32 and 45 nearly 450,000 (435,378) are grouped as 'physical rejects,' leaving 601,236 men fit for service.

"Of the 2,568,012 men available between the ages of 18 and 22 nearly 800,000 (770,403) are grouped as 'physical rejects,' leaving 1,797,609 men fit for service."

Basic themes: Companies that process foods adulterate those foods and deceive consumers. Refined foods are a major cause of disease. Contains many case studies.

In 1919 this book was published by four different publishers–all in New York: (1) Eugenics Pub. Co. (2) Truth Pub. Co. (3) Garden City Publ. (4) George H. Duran Co. But the copyright pages states: "Copyright, 1918, 1919, by George H. Doran Company."

Alfred Watterson McCann lived 1879-1931. In 1931, at age 52, he died of a heart attack. Address: [New York City, New York].

479. Thayer, Gilbert. 1919. Perfect health and how to attain it: or, The secret of health without drugs. 10th ed. [sic]. Lafayette, Indiana: Gilbert Thayer. 122 p. Illust. Reprinted in 1919 (11th ed.). *

• ***Summary:*** A popular work about diet and nutrition. Address: Lafayette, Indiana.

480. *Motion Picture News* (*Hollywood*). 1920. Maurice Tourner producer of "Treasure Island" presenting a real skeleton to Clarke Irvine, editor of Goldwyn Studio Skeleton (Photo caption). Jan. 3. p. 442.

• ***Summary:*** This black-and-white full-body photo shows Clarke Irvine (left) and Maurice Tourner with a human skeleton between them. Note: This 8 by 10 inch glossy photo is in the Clark Irvine file at the Herrick Library in Beverly Hills; a copy is owned by Soyfoods Center.

481. U.S. Department of the Interior, Census Office. 1920. Anthony Berhalter and family in the 1920 U.S. Census in Chicago, Cook County, Illinois. Chicago, Cook County, Illinois. 1 p. Enumerated Jan. 8. Line 25. Family No. 105.

• ***Summary:*** Anthony Berhalter is head of household. Home owned or rented: Rented. Sex: Male. Color or race: White. Age at last birthday: 40. Whether single, married, widowed, or divorced: Married. Year of immigration to U.S.: 1890. Whether naturalized or alien: Naturalized. If naturalized, give the year: 1895. Attended school any time since September 1, 1919: No. Whether able to read: Yes. Whether able to write: Yes. Place of birth of this person: Germany. Mother tongue of this person: German. Place of birth of Father of this person: Germany. Mother tongue of Father of this person: German. Place of birth of Mother of this person: Germany. Mother tongue of Mother of this person: German. Whether able to speak English; or, if not, give language spoken: Yes. Trade, profession or particular kind

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of work done: Grocer. General nature of industry, business: (blank). Whether an employer, employee, or working on own account: Own account.

His wife is Catherine Berhalter. White female. Age 40. Can read and write. She was born in Illinois. Catherine's mother and father were both born in Germany [sic, Czechoslovakia].

Other household members: Howard Berhalter, son, age 7. He has attended school. He can read and write. He was born in Illinois. His father born in Germany and his mother born in Illinois.

482. *Frederick Post* (*Maryland*). 1920. Y educational program: E.E. Briggs preparing to open night school. Jan. 9. p. 6.
• ***Summary:*** The local Y.M.C.A. is about to begin work on its educational program. "Paul C. Bragg, physical director, announced that he has organized a boys' basketball league of four teams, and that this league will soon open its season."

483. *Frederick Post* (*Maryland*). 1920. Mr. Paul C. Bragg is visiting his brother, John H. Bragg... March 23. p. 5, col. 3, bottom.
• ***Summary:*** "... who is a patient in a hospital for shell shocked soldiers in Washington" [DC].

484. Brook, Harry Ellington. 1920. Care of the body. *Los Angeles Times.* May 2. p. X18. Sunday magazine.
• ***Summary:*** In the section titled "Surplus food causes disease" is a long quotation (8 paragraphs; the source is not given) by Arnold Ehret. He discusses: Overfeeding charges the body with poisonous matter, which manifests itself by various secretions, especially mucus. A drunkard can reach a high age but not a glutton. The poorest countries produce the greatest number of centenarians. "Where everything else has failed, one may gain results by eating less and eating less often. This is slower but more convenient than fasting." "Of course, an absolute fast, graded in severity according to the powers of reaction in a given individual, is the most potent and rapid method of restoring the digestive functions to their normal condition..." Address: N.D. [Naturopathic Doctor].

485. Brook, Harry Ellington. 1920. Care of the body. *Los Angeles Times.* May 9. p. X18. Sunday magazine.
• ***Summary:*** The section titled "Land and food" notes that Malthus, "whose theory is now generally discredited, taught that it was necessary artificially to repress the increase of the human race, by 'birth control,' or the race would be in danger of starvation." Malthus "made the great mistake of not distinguishing between our present method of devoting the land to the raising of cattle, and a natural diet of fruit, nuts and grain, which many believe to be the natural diet of man." A table (from *The Foundation of All Reform*, by Otto Carque) shows the number of pounds of various plant foods that can be produced per acre compared with the weight of beef from range cattle. Bananas 120,000. Apples 25,000. Potatoes 10,000. Peaches 10,000. Corn 1,500. Legumes and peanuts 1,200. Wheat 900. Range cattle 30.

The section on "Unsulphured dried fruits" contains extracts from a letter from Prof. Harvey Wiley, former Chief Chemist, USDA: "The use of sulphured fruits,... is, in my opinion, highly deleterious, and should be prohibited by law."

"For years a Los Angeles man [Otto Carque] has been doing missionary work, in giving the people a chance to eat unsulphured black California figs. Of late he has produced and marketed on a small scale unsulphured apples, pears and peaches and apricots." Address: N.D. [Naturopathic Doctor].

486. Brook, Harry Ellington. 1920. Care of the body. *Los Angeles Times.* May 30. p. X18. Sunday magazine.
• ***Summary:*** The section titled "Where fruit is cheap" contains an extract of a "letter from Emil Bischoff to Otto Carque of Los Angeles, for whom he previously worked. Mr. Bischoff is a vegetarian–or rather a fruitarian. The letter is dated from Cuyutlan, State of Colima:" [on the Pacific coast]. He describes the many fine fruits and related business opportunities "What a formula for an enterprising gringo nature temptingly provides here. There would be millions in it." Address: N.D. [Naturopathic Doctor].

487. Carque Pure Food Company. 1920. Carque's natural pure foods (Ad). *Los Angeles Times.* June 27. p. IX19. Sunday magazine.
• ***Summary:*** "Unsulphured dried fruits, nuts, nut butter, sundried olives, olive oil, honey, fruit juices, whole rice (unpolished); Whole grain flour ground fresh daily by our own mill. Send for descriptive circular and price list."

Note: This is the earliest document seen (July 2021) which mentions that Carque now grinds flour using his own mill. It is also the earliest advertisement seen run by Carque, and the first showing that he has a line of products, described in a circular with price list. Address: Magnolia Ave., S.W. Corner 16th St., Los Angeles, California. Phone: 52269.

488. Raw Food Dining Room (The). 1920. Live food. Live people (Ad). *Los Angeles Times.* June 27. p. IX20.
• ***Summary:*** "The only restaurant serving no salt, sugar, or vinegar. Health drinks–uncooked soup–fruit, flower and vegetable salads–unbaked breads and brawn foods–unfired pies and cakes. All very delicious to the unperverted taste.

"Try our Raisinnut Pemikent. a wholesome unfired cereal food ready to eat. 30¢ per lb. package. Mail orders filled.

Note: This is clearly the same restaurant, previously on South Olive street, described in an article titled "Cookless food city's latest" in this newspaper on 7 April 1919, p. II3. Address: 326 West Second St. [Los Angeles].

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489. U.S. Department of the Interior, Census Office. 1920. Paul C. Bragg in the 1920 U.S. Census in Frederick, Maryland, on East 2nd St. Washington, DC.
• ***Summary:*** Paul C. Bragg. Head of household. Age 28. Born in Indiana. Mother born in Indiana. Father born in Indiana. Occupation: Director, YMCA.

Neva Bragg. Wife. Age 26. Born in Indiana. Mother born in Indiana. Father born in Indiana.

Loraine Bragg, Daughter. Age 2 years, 3 months. Born in Washington, DC. Mother born in Indiana. Father born in Indiana.

Neva P. Bragg. Daughter. Age 4 months. Born in Washington, DC. Mother born in Indiana. Father born in Indiana.

Note: This is the earliest document seen (March 2007) showing that Paul C. Bragg is married, has a wife named Neva, and two young children (both girls), separated in age by about 2 years.

490. *News* (*Frederick, Maryland*). 1920. Secy. Briggs and P.C. Bragg resign "Y" posts. July 2. p. 6.
• ***Summary:*** The directors of the YMCA felt that they did not have the revenue to keep employing Mr. Bragg as head of the physical department, so they decided to let him go as a means of reducing expenses. It "was simply a matter of finances." Mr. E.E. Briggs, secretary, felt he could not continue his work without the assistance of Mr. Bragg. Both men tendered their resignations effective Aug. 1.

Mr. Briggs began working at the YMCA in Oct. 1919 "and Mr. Bragg took up his work there about a month later."

Note: A similar article appeared in the *Sun* (Baltimore, Maryland) on 10 July 1920 (p. 3) under the title "Shake-up in Frederick 'Y.'" No mention of money shortages was made.

491. *Daily Courier* (*Connellsville, Pennsylvania*). 1920. The sporting world: Interest in football is picking up among players on the high school team. New physical instructor, Paul Bragg, will be coach of C.H.S. eleven. July 31. p. 6. Saturday.
• ***Summary:*** The Connellsville High School football team will have a new coach when practice begins in a few days. Only six weeks are left before the opening of school. "Paul Bragg, the new physical director, will be in charge of the eleven. He has a reputation of building up winning aggregations..."

Note: Connellsville is about 25 miles southeast of Pittsburgh, Pennsylvania. In 1920 it was a rural coal mining town with a population of about 20,000.

492. Brook, Harry Ellington. 1920. Care of the body. *Los Angeles Times*. Aug. 29. p. X18. Sunday magazine.
• ***Summary:*** The first section, titled "The fasting cure," discusses the health benefits of proper fasting, and the astonishing ignorance that prevails among laymen and medical men alike on the subject of fasting.

The section on "Prohibition boosts raisins" contains a letter from Otto Carque (from Fresno) explaining that since the prohibition law went into effect [16 Jan. 1920] the price of raisins, a wholesome food, has greatly increased. Address: N.D. [Naturopathic Doctor].

493. Brook, Harry Ellington. 1920. Care of the body. *Los Angeles Times*. Oct. 24. p. X18. Sunday magazine.
• ***Summary:*** The section titled "Flesh food" contains a letter from Otto Carque discussing the meat diet eaten by Eskimos. "Anatomically and physiologically the use of flesh food by man is unnatural, a remnant of a by-gone age, and cannot be defended in the light of modern science." Address: N.D. [Naturopathic Doctor].

494. Postum Cereal Company, Inc. 1920. A trip through Postumville where Postum Cereal, Instant Postum, Grape-Nuts, Post Toasties, etc. are made. Battle Creek, Michigan: Postum Cereal Co., Inc. [40] p. Illust. (part color). Port. 27 cm.
• ***Summary:*** There is an image and caption on every page of this book. Charles William Post lived 1854-1914.

Note: There is no indication in this book that a company named the "Battle Creek Health Food Co." ever existed. Address: Battle Creek, Michigan.

495. Shaftesbury, Edmund [pseudonym of Albert Webster Edgerly]. 1920. Life building method of the Ralston Health Club. "All nature" course. The 115th ed. of the Ralston Health Club. Founded on the newly discovered laws of human life. [Hopewell, New Jersey]: Ralston Health Club. 240 p. Index. 24 cm.
• ***Summary:*** The title page states that Edmund Shaftesbury [lived 1852-1926] did not write or edit this book; he "interpreted" it. The "General introduction" (p. 7) states: "The Ralston Health Club was founded in 1876 by seven scientific investigators.; the first meetings were held in laboratories. The early teachings were in lecture-form; afterwards they appeared in manuscripts which were copied by the members; and finally, by general demand, they were issued in books, the first editions being very small."

"A Ralstonite is any person who believes that Perfect Health of Body and Mind is the greatest blessing that can come into the life of any human being. That is the only requirement.

"The Ralston Health Club is the name of a book: this book..." The Ralston Health Club has nothing to sell [except these books {see p. 219, 221, 235}, and one advances by 5 points in the hierarchy of the club by buying a new Ralston book]. This book is filled with numbered rules, laws, and examples. A good diet is the key to good health.

Contents: Creed of the "Ralstonites" ("Ralstonites are

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those who seek health." Life-Builders are at a more advanced stage of commitment and attainment than Ralstonites). A brief outline ("1. The Ralston Health Club will soon be forty-four years old. 2. It has achieved a success in its line that has never been paralleled in the history of mankind. 3. It has entered three million homes in all parts of the civilized world... 5. Twelve hundred thousand [1,200,000] lives have been saved from the grave"). 1. Origin of humanity. 2. How life is built. 3. Building the body (food should be chewed well and mixed well with saliva, p. 34). 4. Life enemies (Buttermilk and milk are the best foods. Meat has at place in the diet. A list of foods that must never be eaten {p. 61} includes apples, catsup, pickles, spices of all kinds, adulterated foods, preservatives). 5. Facts about food (Tea is a direct poison. Wheat is the king of cereals. The use of medicinal foods and life-building foods will produce an absolutely perfect body). 6. Problems. 7. One-food meals (these are the best kind of meals). 8. A new body. 9. Growing old. 10. Liver influences. 11. Natural cures by the Ralston treatment (Smoking and tobacco cause cancer. Ralston axioms {10}). 12. Warnings ("Do not form the medicine taking habit, nor the pill habit"). 13. Life and death facts.

Organization of the Ralston Health Club: Why organize? Rules of the RHC. Constitution of the RHC. By-laws. The pledge of membership. Agents and reagents (a Reagent is a man or woman who owns a copy of the 115th edition of this book. A Grand Reagent "is any man or women of sufficient influence to organize or secure each one hundred reagents... Each reagent controls 25 members. Inner membership... "made necessary by the Coming Great Change in civilization"). Goal of Creation "is the most important course of reading and study in the famous group of twenty-five dollar courses prepared by Shaftesbury. It is the highest educational system in the world..." How to enter the Temple of Great Achievements (you will be admitted on reaching the Twenty-Fifth Degree). The form page ("I wish to become a Reagent without delay; and hereby send fifty dollars for twenty-five copies of the book of Life Building;...").

Note 1. This book makes no mention of a person named "Ralston." Apparently there was no "Dr. Ralston" or "Mr. Ralston" connected with this movement or book.

Note 2. Merriam Webster's Biographical Dictionary (1995) makes no mention of Edmund Shaftesbury or of Albert Webster Edgerly.

496. Cubbison's Bakery. 1921. Cubbison's Bran Crackers (Ad). *Los Angeles Times.* Jan. 2. p. VIII-20.
• ***Summary:*** "Whole wheat flaxseed and Unsweetened Graham crackers. A food and laxative. Try them, sample postpaid 25¢. Cubbison's genuine whole wheat health bread, very nourishing. Cubbison's products for sale at Walter's Bakery, Summit Grocery, Pasadena, Young's Markets, Albert Cohns, Van Houtens, etc."

This ad also appeared in the 10 July 1921 issue (p. VIII-20) of this newspaper. Note: This is the earliest document seen (April. 2004) that gives Cubbison's Bakery address as "3417 Pasadena Ave., Los Angeles." Address: 3417 Pasadena Ave., Los Angeles [California]. Phone: Lincoln 2969.

497. Carqué, Otto. 1921. Vegetarianism in the light of modern science. *Herald of Health and Naturopath* (*New York City*) 26(2):79-84. Feb.
• ***Summary:*** "Having lived as a vegetarian for over a quarter of a century [i.e., since 1896 or before], and having made a study of foods and dietetics a part of my life-work, I fell qualified to say something to those who are ready to abandon the conventional ways of living. I shall deal with the question of diet from a historic, hygienic, ethical and economic point of view." Address: [California].

498. Carque Pure Food Co. 1921. Carque's natural pure foods (Ad). *Los Angeles Times.* April 24. p. IX21. Sunday magazine.
• ***Summary:*** This ad is identical to the one which appeared in this newspaper on 27 June 1920, p. IX19 (Sunday Magazine). Address: Magnolia Ave., S.W. Corner 16th St., Los Angeles, California. Phone: 52269.

499. International Committee of Young Men's Christian Associations. 1921. Year book of the Young Men's Christian Associations of North America: For the year May 1, 1920 to April 30, 1921. New York: Associated Press. 509 p. See p. 137-38. Illust. Index. 23 cm.
• ***Summary:*** In the section titled "Officers," for the state of South Carolina (p. 137-38), the "Local" officers of each branch are given. At the YMCA in Spartanburg, South Carolina, we read: "Physical: Paul C. Bragg. Industrial: F.R. Corwin. Boys: George E. Simmons. Gordon V. Booth."

Note: A year earlier, Bragg had been "physical director" or "head of the physical department" at the YMCA in Frederick, Maryland. By the fall of 1921 he was working for the YMCA near Los Angeles. Address: 347 Madison Ave., New York.

500. *Los Angeles Times.* 1921. Carque's natural pure foods (Ad). May 1. p. VIII20.
• ***Summary:*** This ad is identical to one that appeared in this newspaper on 27 June 1920, p. IX19 (Sunday Magazine), except that the address has changed to 2618 W. 7th St. in Los Angeles. Note: This is the earliest document seen (July 2021) in which Carque appears at this new address. Address: 2618 W. 7th St., Los Angeles, California. Phone: 52269.

501. Brook, Harry Ellington. 1921. Care of the body. *Los Angeles Times.* May 29. p. VIII18.
• ***Summary:*** The first section, titled "Milk substitutes," argues that cow's milk is not suited for human infants (who should use mother's milk) or adults (for many reasons,

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including tuberculosis germs). "Recognizing the limitations of milk as a food, many have endeavored to introduce some form of synthetic or artificial milk. In France, for many years, the soya bean has been used for this purpose, in feeding infants. It is not well adapted thereto, because, like the peanut, it contains starch, and infants cannot digest starch."

Dr. Elmer Lee of New York, recently developed a new synthetic milk made from oats and peanut meal. However these foods also have a high starch content. The best milk substitutes would be made from nuts, which contain no starch. The peanut is not a true nut. "The almond is the best nut to use for this purpose, blanched, ground into cream, but not heated, and mixed with distilled water." An infant deprived of its mother's milk will thrive much better on this nut milk, mixed with a little raw fruit juice, than on the milk of a cow, "while for adults it is greatly superior to milk."

The section titled "Removal" states: "The Carque Pure Food Company has moved from Magnolia avenue to 2618 West Seventh street, two blocks west of Westlake Park." Address: N.D. [Los Angeles, California].

502. *Washington Post.* 1921. Red Cross plans life-saving corps: District chapter acts to make bathing places safe for patrons. July 29. p. 7.
• ***Summary:*** "With a view of making Washington beaches and watering places safe against further tragedies, the District chapter of the American Red Cross yesterday started a program to create a corp of certified life-savers."

"Paul C. Bragg and John H. Bragg [Paul's younger brother by about 4 years] have been appointed the examiners for the District."

503. Lust's (L.) Health Food Bakery. 1921. Raw peanut butter (Ad). *Herald of Health and Naturopath* (*New York City*) 26(7):358. July.
• ***Summary:*** "Natural–Healthful. L. Lust's unroasted. A boon for the uncooked food dietist. Free from the dry parsley taste so common in all roasted Peanut Butter. Highly nutritious. Rich in protein and nutritive salts. Will keep for months." 2 lb tins only 65 cents.

Note: L. Lust is Louis Lust, brother of Benedict Lust. Address: Corner 105th Street and Park Avenue, New York City.

504. *Los Angeles Times.* 1921. "Y" announces new classes, teachers. Sept. 28. p. II 12.
• ***Summary:*** "New courses and changes in personnel of the local Young Men's Christian Association [YMCA] were announced yesterday... R.R. Russick has been named associate physical director to be assisted by Paul Bragg, formerly a physical director in the New York City public schools, who is a specialist in coaching basketball teams and wrestlers."

Note 1. This is the earliest document seen (Oct. 2009) about (or by) Paul C. Bragg in California. He and his family must have arrived in California in the summer of 1921; the last article about him on the East Coast (Washington Post) is dated 29 July 1921.

Note 2. Paul's last job on the East Coast was apparently as a football coach, starting in the fall of 1920, in Connelsville, Pennsylvania.

505. *Oxnard Daily Courier* (*Oxnard, California*). 1921. Second day of county fair record breaker. Oct. 6. p. 1.
• ***Summary:*** "Well, they made quite a doin's out of this seventh annual Ventura country fair.

First, there's the largest loaf of bread ever baked in the West. It's thirteen feet and six inches long and weighs 75 pounds,

"W.C.–but everybody calls him 'Bill'–Baker, Ventura's enterprising bakerman, baked it."

Note: William Cook was born Wilhelm Koch. He later changed his name to William "Bill" Baker and lived much of his life in nearby Ojai, California.

506. Herb Vegetable Compound Company. 1921. Inter-Clean (Ad). *Herald of Health and Naturopath* (*New York City*) 26(10):515. Oct.
• ***Summary:*** "Prof. A. Ehret's latest achievement to clean the bowels of all particles of old and hardened retention. Can be safely used by everybody, babies as well. The real cure for constitutional constipation, removing the cause of most disorders. You will feel young and live longer by using it. Price $1.00. Literature free. New York Depot: Kneipp Store, 110 E. 41st Street [NYC].

Note: This is the earliest document seen (May 2015) that mentions "Inter-Clean" or the Herb Vegetable Compound Company. Note that Arnold Ehret is still living. Address: W. Alhambra, California.

507. Brook, Harry Ellington. 1921. Harry Brook the one and only reporter: How the little country paper defeated Grover Cleveland for president. *Los Angeles Times.* Dec. 4. p. VIII4. Sunday magazine.
• ***Summary:*** This gives a brief biography of Harry Chandler and tells how he invited Brook to do this column in Chandler's newspaper, the *Los Angeles Times.*

"Harry Chandler is responsible for... the department of the *Times* I have the honor to conduct. In 1899 when General Otis [the father of Chandler's wife] was in the Philippines, Chandler said to me one day–'Brook, suppose we start a health department. As that had been my hobby since youth, I readily agreed and 'The Care of the Body' was born. After General Otis returned, as he was looking over the new features, he said to Chandler, pointing to the department, 'I don't think much of that thing.' However a year later General Otis told a friend of mine, 'I read the darned thing myself

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every Sunday. Strange, isn't it. Why many of the doctors read it and some of the most intelligent of them learn things from it, only they don't like to admit it."

"Thirty five years ago, on Nov. 9, 1886, when I joined the editorial staff... the Times was five years old."

Akasha Richmond adds: Early in his career, Brook wrote promotional pieces about Los Angeles to encourage people to come there. That was before the motion picture industry was established in the early 1900s.

This article contains 3 photos of printing presses. Address: Editor, "Care of the Body," Los Angeles Times.

508. Pierce, Anne Lewis. 1921. Little journeys to the homes of famous foods: Three specialized products made from wheat with special thought to health and flavor. *New-York Tribune.* Dec. 18. p. D13.
• ***Summary:*** The story of how the Ralston Health Club joined with Ralston Purina Co., whose president was W.H. Danforth. Four photos show W.H. Danforth and his company.

509. *Madison Survey* (*Madison, Tennessee*). 1922. Health foods and how to make them known. 4(2):2-3. Jan. 11.
• ***Summary:*** "Teachers in the pulpit and teachers in the class room should be prepared to instruct in the care of the body. They should understand the science of physiology and hygiene, and should teach those under their direction the sacredness of the human body and the laws of its life."

"Simple preparations are to be made, the price of which will fall within the reach of the poor, and many are to be taught to make their own foods rather than to depend upon factory-made foods.

"Every cafeteria, every sanitarium, every school, and likewise, every home table, should be a practical demonstration center of foods properly prepared to give health of body and mind."

510. *Herald of Health and Naturopath* (*New York City*). 1922. Naturopathic news. 27(1):32-33. Jan.
• ***Summary:*** At 7:30 p.m. on 9 Dec. 1921 Prof. Arnold Ehret gave a lecture and Ehret dinner on the 3rd floor of the Boos Bros. Cafeteria, 650 S. Broadway, Los Angeles, California. "Professor Ehret who ranks high in the dietetic field is a leader in fasting and curative diet." The dinner consisted entirely of mucusless foods. Address: N.D.

511. *Los Angeles Times.* 1922. To show how motion pictures are made. Feb. 5. p. V5.
• ***Summary:*** Clark Irvine has leased the Walker Theater at Seventh and Grand for two months to present the show of which he is producer, "Making the Movies," for tourists and visitors to Los Angeles. Real players will act before a real camera, just as in the studios. The first performance will take place tonight.

512. *Los Angeles Times.* 1922. Course of lectures by Linda Burfield Hazzard and Otto Carque (Ad). Feb. 12. p. VIII18.
• ***Summary:*** The lectures will be at Metaphysical Hall, 512-13 Fay Building, Third and Hill Streets, Wednesday and Friday evening, Feb. 15 and 17, at 8 p.m. "No admission fee. Dr. Linda Burfield Hazzard, author of *Fasting for the Cure of Disease, Diet in Disease and Systematic Cleansing,* etc. is the greatest recognized authority on the fast and all natural curative methods. These will be fully explained.

"Mr. Otto Carque, food chemist and biologist, author of *Natural Foods of California, Curative Foods, Biological Chemistry,* etc. is California's foremost purveyor of natural unfired foods. Mr. Carque will give a complete exposition of these and allied subjects."

Dr. Hazzard, Chirothesian, can be reached at 6912 Sunset Boulevard, Hollywood. Phone: 577-382.

Note: A Google Internet search (March 2005) for "Chirothesia*" gets 499 hits, and for "Chirothesian Church" gets 23 hits. The Chirothesian Church of Euth and the Chirothesian Church of Faith are both said to have been founded in 1917.

513. *Herald of Health and Naturopath* (*New York City*). 1922. Whole wheat bread and your health. 27(2):79. Feb.
• ***Summary:*** From the New York American, Dec. 22, 1921. An interview with Benedict Lust, who praises whole wheat bread.

514. Vitamin Food Company, Inc. 1922. The earth is NOT flat! (Ad). *Herald of Health and Naturopath* (*New York City*) 27(2):56. Feb.
• ***Summary:*** "The Vitamin Theory, accepted by the greatest minds of the last decade, is occasionally attacked by some... who seek to discredit it." This company sells three products: (1) Vitafood, a "delicious fruit wafer–the only method of obtaining all the four Vitamins A, B, C, and D..." (2) Vegex, an "essential food, in highly concentrated form, many times richer in Vitamin B than any other food stuff known to science." (3) Dr. Benjamin Harrow's authoritative book on vitamins. "Dr. Benedict Lust endorses and uses Vitafood products."

Note: This magazine–which belittles the vitamin theory–is now taking ads from companies that sell vitamins! Address: Eugene Christian, President, 610 Gotham National Bldg., 169 West 71st St., New York City.

515. *Madison Survey* (*Madison, Tennessee*). 1922. Madison Food Factory products. 4(10):3. March 8.
• ***Summary:*** The factory's loaf of whole-wheat bread is riding a wave of popularity. "With many who are studying diet problems the first question is, 'What shall I prepare in place of meat?'

"There are vegetable preparations just as rich in food

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elements as the flesh of animals, and not only more easily prepared than meats, but lacking in those undesirable points that are driving a good many people to give up the use of flesh foods. The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat.

"Recipes for dishes made from these vegetable meats are sent with every order.

"Much is being said and written against the free use of cane sugar, and cane sugar products."

Note: This is the earliest document seen (Aug. 2013) that mentions "Savory Meat" in connection with Madison College. This product may have been made with wheat gluten. The last mention seen of Savory Meat in the *Madison Survey* is on 2 July 1922, page 3.

516. *Los Angeles Times.* 1922. Course of lectures by Linda Burfield Hazzard and Otto Carque (Ad). March 11. p. I14.
• ***Summary:*** The lectures we be at the "American Legion Hall, 327½ South Hill Street. Eight p.m. March 11th, 18th, 25th, and April 1st... No charge for admission."

517. Carqué, Otto. 1922. Natural foods of California. Los Angeles, California: Carqué Pure Food Company. 21 p. 22 cm. *
• ***Summary:*** A review in the *Herald of Health and Naturopath* (March 1922, p. 148) states: "Mr. Carque, who is so well known to Naturopaths and Physical Culturists, has here given to his friends an interesting discussion of the relation of food to health. Mr. Carque, who did so much to educate the American public upon the importance of the positive organic mineral salts found in natural food has again placed due emphasis upon this phase of the food problem. He asserts that the body if fed natural foods can build its own vitamines and does not need to depend upon the artificially prepared foods, the commercial world is now exploiting." Address: Los Angeles.

518. **Product Name:** Soy Bean Meat.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1922 March.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Madison Survey. 1922. March 8. p. 3. May 10. p. 3. Canned. Probably made from whole mature soybeans. It is not clear what ingredients (in addition to soy beans) were used or how it was made. This was America's second commercial soy-based meat alternative (meat analog).

Note: This is the earliest known commercial soy product made in Tennessee.

519. *Madison Survey* (*Madison, Tennessee*). 1922. Added facilities for a growing institution. 4(19):1-2. May 10.
• ***Summary:*** "A number of years ago when the flakefood business was being pushed, a large food factory was erected near Madison. The promoters had a big institution on their hands before the people of the country had been educated to eat the products of the concern. The plant passed from one group of men to another [including Jethro Kloss, who took over this Nashville Sanitarium Food Factory in about 1915], each finding that it was too large and expensive to operate with profit. Finally, it was decided to scrap it.

"It seemed a pity to do this, for the enterprise stood for the manufacture and sale of health foods which the public needed. With the help of friends, the food factory was purchased and rebuilt on a more simple plan on the school grounds. It has since been operated, as are other departments of the institution, with student labor, and has contributed its share to the support of students who meet expenses by work while in training.

"The demand for health foods is on the increase. The latest advance has been in the manufacture of malta [probably made from malted grains], a grain sweet which is more wholesome than cane sugars and cane syrups. A small house was built for the manufacture of malta."

Note 1. According to W.C. Sandborn (1953, p. 123), the food factory was opened at Madison in 1918. This date was verified by Elmer Bush who helped move the factory.

Note 2. This is the earliest document seen (May 2009) related to Jethro Kloss, although his name is not mentioned.

520. Lust, Benedict. 1922. Whole wheat bread. II. *Herald of Health and Naturopath* (*New York City*) 27(5):227-29. May.
• ***Summary:*** Continued. See Article I in the Dec. 1921 issue. Here, Dr. Lust explains how to make this bread, with many variations, at home. Many bakers omit the yeast. Freshly ground meal or flour is preferable.

Includes ideas by vegetarian pioneers Carlotte Schultz (a great German authority on diet), the late Alfred von Seefeld, and Prof. Dr. Gustav Jaeger. Address: Dr.

521. Carque Shop (The). 1922. "Natural Foods of California." Have you read the headline? (Ad). *Los Angeles Times.* June 11. p. VIII18.
• ***Summary:*** "For ten years the Carque Pure Food Co. has been supplying them to a steadily increasing and appreciative mail-order trade. Our price list and descriptive booklet will be mailed upon request.

"For years it's been the aim of the Carque Pure Food Co. to introduce fruit dried only in the sun or by a dehydrator, and without the use of chemicals. We manufacture nut butters which are a revelation in flavor and nutritive quality. We grind from whole wheat a wheat flour and a corn meal which bake breads of satisfying goodness, and our selection of whole grain crackers is unique. Natural whole brown rice, pure honey, and 'Prunola' and other fruit confections are all items of real food which are exceptional.

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"We invite city customers to visit the Carque shop (Natural Foods of California) at 2618 West Seventh St., Los Angeles. Phone 52269."

Note: This invitation shows a new openness. Address: 2618 W. Seventh St., Los Angeles, California. Phone: 52269.

522. *Madison Survey* (*Madison, Tennessee*). 1922. The food factory. 4(24):3. June 14.
• ***Summary:*** "A man and his wife, members of the faculty, have charge of the food department, where are manufactured various nut and soy bean meats, malted nuts, malta, whole wheat and bran crakers [sic, crackers], whole wheat bread, peanut butter, and other health foods." Various pieces of food processing equipment, including a peanut blancher, prepare "health foods for the market, for the city cafeteria, and the home table."

523. Christian, Eugene. 1922. Ten little lessons on vitamins. Westfield, Massachusetts: Vitamin Research Association. 10 v. Illust. 17 cm.
• ***Summary:*** A review in the *Herald of Health and Naturopath* (June 1922, p. 305-06) states: "These little lessons are undoubtedly the best that Dr. Christian has written. The text is clear and simple and easy to understand."

"The Vitamine theory is purely hypothetical and will doubtless be forgotten in a few more years. Nevertheless the hypothesis has served to emphasize the importance of eating whole foods rather than the denatured and refined ones. It has pointed out to medical men the importance of fresh fruits and vegetables... However we have been unable to get the medical men to see these facts."

Each of the ten volumes / pamphlets is a different lesson, from Lesson No. 1 to Lesson No. 10. Each is a left-stapled pamphlet with medium-stock covers measuring nearly 4½ inches by 6½ inches and containing 32 internal pages.

Lesson 2, for example, is "A brief history of vitamin discovery" (29 pages. 23 references). The references are given in Lesson 10. Address: [New York].

524. *Madison Survey* (*Madison, Tennessee*). 1922. Health foods manufactured at Madison. 4(26):3. July 2.
• ***Summary:*** "For the benefit of those who are inquiring about foods put on the market by the food department of the Madison School, we give the following list: Unleavened Breads–whole wheat fruit crackers, sweetened whole wheat crackers, unsweetened whole wheat crackers, bran crackers, whole wheat beaten biscuit, whole wheat beaten sticks, breakfast crisps.

"The vegetable meats, in cans of various sizes, are–Nut meat, Soy bean meat, Savory meat.

"There are soy beans, plain canned... Steamed whole wheat is put up in 16-ounce cans, and sterilized bran and forty per cent gluten flour are for sale."

525. *Madison Survey* (*Madison, Tennessee*). 1922. The manufacture of health foods an important part of our work. 4(30):1-2. July 26.
• ***Summary:*** "For a number of years before the establishment of the school, a food factory was operated in this section of the South. It was in the days when flake foods had been popularized, and this factory was started as a money-making enterprise. Although it was in no way connected with the work of the denomination, yet our people were looked upon as responsible for the project, and when it failed they received the censure.

"In order to keep alive the health food industry, the factory was purchased and operated for a number of years by the conference. The location was unfavorable and the labor problem a perplexing one, and so in spite of the fact that good foods were manufactured, the enterprise was a losing one, and it was decided to close.

"Finding it difficult to dispose of the property to any company whose object was the making of money, it was decided to scrap the plant, but Brother Jethro Kloss, who had a keen interest in the food work, and who had some experience in a small way in the manufacture of foods in Minnesota, decided to buy. He operated the factory for several years. He was enthusiastic over the production of foods, not so much from the financial as from the philanthropic side of the question. But the labor problem was still a difficult one. He could not pay the prices demanded, and the factory was again to be shut down.

"When the Madison School faced the closing of the food factory,–the only one then operating in the South for the manufacture of health foods,–and considered the statement made in the early history of the institution, that Madison should interest itself in the food work in the South, the management of the School decided it to be their duty to keep the health food business alive.

"This was in the time of the Great War [World War I], a time of unusual stress everywhere. But with the assistance of Sister Josephine Gotzian, who has befriended more than one struggling health food enterprise, the Madison School faculty purchased the plant. The buildings were wrecked and brought to the School farm. Here, a new factory was built. It is not large but it is well planned and thoroughly sanitary. It has cost nearly fifteen thousand dollars, and aside from Sister Gotzian's assistance the School has borne the expense. The money came out of what otherwise would have gone to faculty members as a salary. They willingly made the sacrifice because of their love for health principles and their desire to help forward this type of work in the South.

"The factory has had a moulding effect on the work in this field. It has made possible the whole grain bread campaign that is being carried forward in many other places... It is encouraging men and women to discard the use of flesh foods by providing proper foods to take the place of meat."

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Note 1. Though soy beans are not mentioned, by April 1919 this food factory was canning soy beans grown on the school farm. In later years it would make many commercial soy products and sell some of them throughout the USA and the world.

Note 2. This is the earliest document seen (May 2009) related to Jethro Kloss which mentions his name.

526. **Product Name:** Soy Beans (Plain Canned).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1922 July.
Ingredients: Incl. whole soybeans.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Madison Survey. 1922. July 2. p. 3. Gray. 1936. All About The Soya Bean. p. 123.

527. *Los Angeles Times.* 1922. Parnter wanted (Ad). Sept. 24. p. XI28.
• ***Summary:*** "... for health-food store proposition in Southern California. Moderate investment desirable. Write, stating qualifications, F, Box 31, Times–Office."

528. Kneipp Store. 1922. Health foods. Toilet articles (Ad). *Herald of Health and Naturopath* (*New York City*) 27(10):512-13. Oct.
• ***Summary:*** Under "Health foods: Breads and specialties. Diabetic foods and remedies (incl. Gluten bread). Laxative foods and remedies (incl. bran bread, crackers, wafers, and cookies). Cereal coffees (8 brands). Tea substitutes and health cocoas. Nut butters, honey and jellies (incl. Carqué's almond butter, Lust's peanut butter {roasted or unroasted}). Vegetable extracts, food additions and olive oil. Unfermented imported wines. Unsulphured, sundried fruits (incl. Black Mission Figs). Meat substitutes (Protose, Nuttose, Vegetable Meat or Roast, Vej-Meat or Vej-Roast, Watson's Nut Meat, Beans–Kidney, Soya, or Navy, Bromose–Nut or Fig, Mushrooms). Cereals (11 brands, incl. Carqué's Natural Whole Rice).

Note: The "Health Foods" half of this add appeared in the Sept. 1925 (p. 854) issue of this magazine. Address: 110 East 41st St., New York City.

529. [Lust, Benedict]. 1922. Naturopathic news. *Herald of Health and Naturopath* (*New York City*) 27(10):499-506. Oct.
• ***Summary:*** "Our recent trip to the West was a great success in every way. We left New York on the 26th straight for Ft. Wayne, Indiana, for the Ross Chiropractic Convention, August 27th to August 30th. The editor received a hearty welcome from Dr. Ross, the faculty and the student body of the school, as well as from the audience of the convention, This was a real Chiropractic Convention of liberal Chiropractors, no others would have been tolerated. It was an open forum, and Dr. Ross is to be complimented for his broad and liberal attitude. In introducing the several speakers, he stated he wants everyone to speak on this platform as he feels, whether it agrees with his ideas or not, whether it hurts the feelings of somebody or not, whether it is straight Chiropractic or not. It was a Progressive Chiropractic Convention in the true sense of the word with real common sense, not a straight or Narrow Convention, but a real common sense convention all the way through.

"The different leaders and speakers came from all parts of our great America and some of them from Canada. The Canadian Day was especially interesting. Dr. Macfie of London, Ontario, and Dr. Clayborn of Toronto, were two extraordinary characters, who uttered words of wisdom and truth as we have never heard come from a Chiropractic platform. Dr. Clayborn stated that the Chiropractors have to adjust in addition to the spine a man's habits, a man's environment, a man's eating, a man's thoughts. Such broad and liberal and true expressions we have never heard before from a Chiropractor anywhere. Dr. Clayborn is in thought a true Naturopath, believing in all methods of drugless healing, with Rational Chiropractic first.

"It was refreshing and made us happy to see that Chiropractic has advanced to that point where it falls in line with the universal truth–which has always existed, is now and always will be the foundation for all methods of healing, right environment, right habits, natural life. If all Chiropractors would assume the attitude as Dr. Clayborn, The Chiropractic Movement would clarify itself with one stroke of all the accusations which has been brought against it throughout the country, by its egoistic leaders, who are narrow and selfish and who are narrow simply for exploiting the public and making a living on the 'public's back.'"

From there Dr. Lust went to Fort Wayne, Indiana. "From Indiana we went to Chicago where we received a great welcome with applause and cheer, at the Progressive College of Chiropractic and the Lindlahr College of Natural Therapeutics. This is the greatest center of the Nature Cure Movement in America and Dr. Lindlahr is the man who is to be admired for his great zeal and enthusiasm for true progressive methods of healing and for his ability to do things. The new college building is located in the back of a beautiful natural little park. On both sides are the sanitarium buildings, the headquarters in the city, in conjunction of which Dr. Lindlahr conducts a very fine country sanitarium at Elmhurst, where he has at present as a patient, Eugene Debs, the candidate for the socialist party. The Lindlahr's institutions are regular bee hives of activity along the Nature Cure line. Whatever a man needs for his practical well being and for his restoration to health, he finds it there. The fundamental constitutional methods of the true Nature Cure are practised to the fullest extent, and on this solid foundation are lined up all the methods of rational

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therapeutics, one after the other.

"There is no backwardness at Lindlahr's, everything is progressive and up to date. The staff of Physicians, assistants and students run into several hundreds and an outsider cannot realize how it is possible that Dr. Lindlahr can manage solely the whole institution. His assistants who work for him certainly deserve also every praise for their intelligent co-operation and harmony that is always present. The students and the visiting doctors also made a very fine impression, and I was happy to speak to them. Dr. Lindlahr in his introduction said that he owes his first inspiration and his conversion to the Nature Cure to me and that our little magazine from its very start was the incentive and the agent through which he not only found his health, but also his education along Nature Cure lines, and it induced him to go to Germany to continue his studies and to return to Chicago to establish himself with a institution and college."

"Sunday we went to Dr. Carl Strueh's who is our old friend, conducting a sanitarium at McHenry, Illinois for Nature Cure. The Strueh institution has been established for over 25 years and is a great success. Dr. Strueh deserves a monument for what he has accomplished, at McHenry. He worked in a different direction, having concentrated all his efforts to sanitarium work. He never took up other enterprises such as publishing, or the establishment of a college, but devoting all his time in this one direction, he has made a great success with his institution. I gave a lecture to the patients and guests on Sunday night, and we had a jolly good time at Yungborn No. 2 of the West."

"On my Western trip I have learned this one thing, that a doctor who thinks he knows it all, who closes his ears and eyes to new ideas, and new methods, as they turn up, is dead, and he is burying himself by degrees. The Naturopaths are the only true drugless practitioners because they have the true philosophy, the proper foundation which is necessary for practising rational healing. Other methods and cults are only auxilliaries, and there is only one method of healing and that is the Nature Cure and Natural Living."

"The great Physical Culture Exhibition will take place in New York City from October 23rd to October 28th. The Herald of Health and Naturopath has rented a special booth and the magazine and its work, what has been accomplished in an educational way in America, will be exhibited. Our books and supplies will also be on exhibition. Louis Lust and Company will exhibit a full line of health foods, such as their special raw peanut butter, whole wheat zwieback, whole wheat bread, whole wheat crackers, and other health food specialties. We want everybody to visit our booth. There will be free demonstrations and free talks to all who want to hear the gospel of natural life and Nature Cure.

"Dr. Clifford B. Severn, whose picture appeared in the last issue of the Herald of Health and Naturopath, the Naturopathic athlete from South Africa has now associated himself with the American School of Naturopathy and is teaching Dietetics, massage, gymnastics and physical culture and Naturopathy in the broadest sense. The student bodies are to be complimented to have this great man on their faculty. Everybody is taken up by his unique method of teaching, his great power and skill in expounding natural principles and practice. Get acquainted with him at our booth at the P.C. Exhibition in Madison Square Garden" [in midtown Manhattan, New York City].

"The Florida Yungborn will open on November 1st. Dr. Louisa Lust will be in charge for the whole season and I intend to spend some of the winter there myself. The buildings have been renovated and painted and many alterations have been made. The old and new visitors will all be delighted to see the many changes."

530. **Product Name:** Savory Meat.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1922.
New Product–Documentation: *Madison Survey* (Madison, Tennessee). 1922. March 8. p. 3 "Madison Food Factory products." "There are vegetable preparations just as rich in food elements as the flesh of animals, and not only more easily prepared than meats, but lacking in those undesirable points that are driving a good many people to give up the use of flesh foods. The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat."

Madison Survey (Madison, Tennessee). 1922. May 10. "Instead of meat." "The Food Department of the Madison School puts out a number of foods to take the place of flesh meats, such as Nut Meat, Soy Bean Meat and Savory Meat." Two recipes for serving Nut Meat or Savory Meat are given. Note: Nowhere can we find any proof that Savory Meat contained wheat gluten. Yet it was a meat alternative that probably did not contain soy. The last mention seen of Savory Meat in the *Madison Survey* is on 2 July 1922, page 3.

Letter from Mavis Sutherland. 1994. July 3. "I may have solved the gluten question [What was the first commercial product made by Madison Foods that contained gluten?] but I can't prove it. I will send copies of the *Madison Survey* which cause me to feel that gluten came on the scene in 1921 or 1922. It was called Savory Meat."

Note: Madison Foods started in 1918. The first manager and treasurer was Mrs. Nellie Druillard (affectionately called "Mother D"). Mr. and Mrs. Andrew Wheeler were the first in charge of food production.

531. Benedict, Louise and Louisa in New York city directory. 1922.
• ***Summary:*** "Lust, Benedict, (Naturopathic Institute and School) home 7 W 76th

"Lust, Louisa, (Naturopathic Institute and School) home

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7 W. 76th

"Lust, Louis, Pres Lust's Health Food Bakery Inc (NY) Home Long Island

"Lust's Health Food Bakery Inc (NY). L. Lust Pres; M. Heyn sec; Wm C. Heyn treas. 100 E. 105th."

532. *Naturopath* (*New York City*). 1923-1927/-. Serial/periodical. Published in New York City by Benedict Lust, M.D. Vol. 1, No. 1. Jan. 1923.
• ***Summary:*** Preceded by *Herald of Health and Naturopath.* Note: The last issue of this title was June 1927. This magazine was not published from 1928 to 1933 (probably because of the Great Depression and the loss of Benedict Lusts' entire life savings in a bank that declared insolvency in June 1929). The "Herald of Health and Naturopath" and the "Naturopath and Herald of Health" seemed to have been appear cut from the same cloth. These two titles were flip-flopped a few times throughout their history. Here is what the National College of Natural Medicine Library (NCNM, Portland, Oregon), which has the full set, has in their collection:

Naturopath and Herald of Health–1902-1915.

Herald of Health and Naturopath–1916-1922.

Naturopath–1923-1927 (appears to be same publisher as above)

Naturopath and Herald of Health–1935-1944.

Herald of Health and Naturopath–1947-1957.

Kirchfeld & Boyle. 1994. p. 313. This periodical was succeeded by *The Naturopath and Herald of Health*, which became the official publication of the American Naturopathic Association.

OCLC gives no dates for this periodical but says: Preceding titles: Hausdoctor. Amerikanische Kneippblatter. Kneipp Water Cure Monthly. Liberator of Medical Thought. Phrenological Journal. Herald of Health and Naturopath. Address: New York.

533. Hamburger's Grocery Store. 1923. Go to Hamburger's Grocery Store for Health Foods (Ad). *Los Angeles Times.* Feb. 7. p. II20.
• ***Summary:*** "We carry the most complete line to our knowledge on the West Coast. Established 1881. 'Some ha' meat who canna' eat'–then it is they seek the most appetizing, most nutritious health foods. Hamburger's has searched this country and abroad to bring the best to you. One entire department is given over to health foods alone..." Two lines of health foods are advertised: Eugene Christian Vitamin Foods (Vegex brand), and Battle Creek Sanitarium Health Foods. For the latter: "- new goods arriving daily. Laxa–a combination of sterilized wheat, bran and Ceylon agar. Calax, Paramels, Paralax, Lactose, Dextrine, Acidophilus Lactose, Dialtetic [sic, Diabetic] Bran, Cooked Bran, Soy Biscuit, Black Fig, White Fig and Prune Marmalade, Gluten Meals, Malted Nuts, Yogurt Tablets. Among the many meat substitutes are Protose, Nuttose and Nuttolene."

"Free delivery, convenient charge account and special phone service." Groceries delivered free twice a day.

Note: A similar but larger ad appeared in 11 April 1923 issue, p. II22. Here we read "Diabetic Bran, Soy Biscuits." Address: Fourth Floor [Broadway at Eighth, Los Angeles]. Phone: Broadway 3940.

534. **Product Name:** Soy Biscuit or Soy Biscuits.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1923 February.
New Product–Documentation: Ad in *Los Angeles Times.* 1923. Feb. 7. p. II20. "Go to Hamburger's Grocery Store for Health Foods." This store carries a complete line of Battle Creek Sanitarium Health Foods, including "Soy Biscuit" (also called "Soy Biscuits").

Note: This is the earliest known commercial soy product made in Michigan.

535. Innerclean Laboratories. 1923. Innerclean, an aromatic herb (Ad). *Los Angeles Times.* March 7. p. I5.
• ***Summary:*** "Compound perfected by Prof. Arnold Ehret, originator Mucusless Diet Healing System. Wonderful intestinal cleanser. Attacks and removes disease-producing impurities."

Note: This is the earliest document seen (May 2015) that mentions "Innerclean" (or "Inner-Clean"), or "Innerclean Laboratories." Arnold Ehret is no longer living. He was killed in an accident in 1922. Address: 846 East Sixth St., Los Angeles, California.

536. Thayer, Gilbert. 1923. Perfect health: How to be young at sixty and live to be one hundred. 42nd ed. [sic]. Lafayette, Indiana: National Health Bureau of America. 143 p. Illust. 23 cm. *
• ***Summary:*** A popular work about health, diet and nutrition. Address: Lafayette, Indiana.

537. Brook, Harry Ellington. 1923. Care of the body. *Los Angeles Times.* July 8. p. XI30-35. Sunday magazine.
• ***Summary:*** The section titled "What workers eat" begins (p. 32): "Dr. Josiah Oldfield, an eminent English physician, has been investigating the diet of the world's workers. He obtained the following information from foreign legations in London:"

"From the Consulate General of Japan: Rice, barley, wheat, vegetables, miso soup (miso is prepared from the soya bean), sou [soy; soy sauce or shoyu] (Japanese sauce which is indispensable for cooking purposes), fish (fresh or salt, wet or dried), vegetables are chiefly cooked with soy, salt, sugar, etc. Rice is taken in the place of bread. Flesh-meat does not form an important part of the Japanese dietary."

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After discussing food consumption information from 13 countries, Brook concludes: "These people are better nourished than the Americans, who subsist mainly on lean meat, bread made from refined white flour and refined white sugar, with tea and coffee and little vegetables"

538. Van Houten's Health Food Store. 1923. Are you constipated? (Ad). *Los Angeles Times*. Aug. 19. p. XI31.
• ***Summary:*** "Inner-Clean [Innerclean] assists Nature. An aromatic herb compound perfected by Prof. Arnold Ehret. Originator of the Mucusless Diet Healing System. 50¢ per package."

Note 1. This is the second earliest English-language document seen (April 2004) that contains the term "Health Food Store"–regardless of capitalization.

Note 2. This is the earliest document seen (Sept. 2007) that mentions "Inner-Clean" (spelled with a hyphen). Address: 323 So. Hill St., Los Angeles, California.

539. Innerclean Mfg. Company. 1923. Inner-Clean assists nature (Ad). *Los Angeles Times.* Sept. 2. p. XI35.
• ***Summary:*** "Not a drug but Nature's way. Makes you better day by day. So that you may know. 50¢ per package. The genuine herb compound perfected by Prof. Arnold Ehret. We will gladly send you a sample package. Absolutely Free. Van Houten's Health Food Store, 328 S. Hill St., Los Angeles, or Innerclean Mfg. Company." At the bottom is a coupon. Address: 846 East Sixth St., Los Angeles, California.

540. Vital Food Company of California. 1923. Consecrated to health: VPO makes for happiness (Ad). *Los Angeles Times.* Sept. 16. p. XI31. Sunday magazine.
• ***Summary:*** "Let's talk less of disease. "Let's talk more of health. "Let's try a dose of VPO. "Let's talk be Healthy and Happy.

"Nature's remedy for constipation and the ills arising from it. VPO is a compound of Natural herbs, based on a formula by Mrs. W.S. Wilke, natural food specialist. 50¢ per package, or 55¢ postpaid. Sample mailed for two-cent stamp. 'Worth a dollar a dose.'

"For sale by Carque's. 2618 W. 7th St. Eutropheon [Dr. J.T. Richter], 927½ W. 6th St., Vitamine, 713 S. Figueroa St.

"And at your favorite drug or 'drugless' store, or direct from the manufacturers."

Note 1. This is the earliest document seen (July 2021) in the *Los Angeles Times* that mentions Eutropheon, an early raw-food vegetarian (actually vegan) restaurant–probably the first in California and perhaps even the first in the United States. The last document in the *Times* that mentioned Eutropheon (actually *eutropheon*) was an article on 13 April 1932. "Eutropheon" is mentioned in at least 44 ads and articles between those two dates–so it was well publicized.

Note 2. This is the earliest document seen (March 2003) that contains the word "vitamine" (or "vitamin" or the plural of either) in connection with the health food movement in the USA. This is surprising, since the word was coined in 1912. Notice that here it is the name of a company. Address: 650 N. Mariposa Ave., Los Angeles, California. Phone: 596-861.

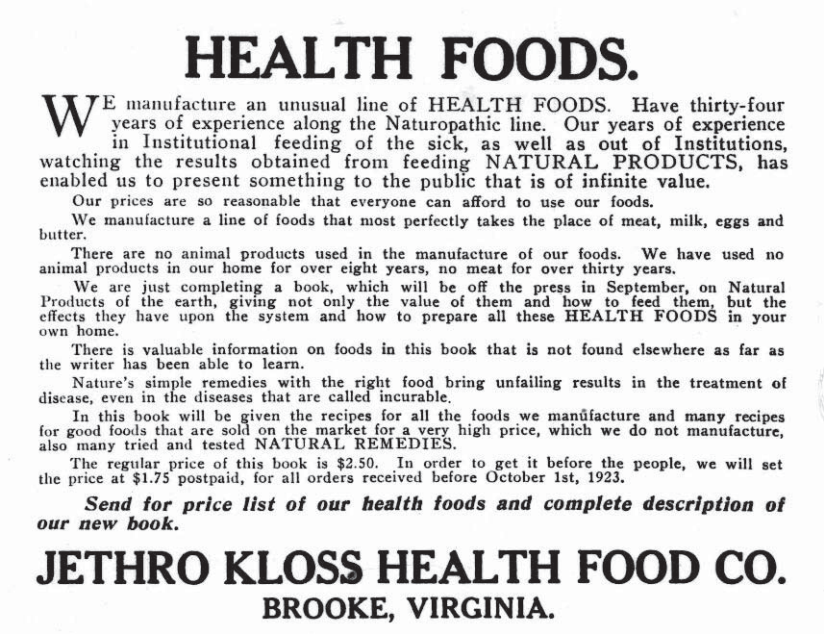
541. Healtheries Natural Foods Company (The). 1923. Welcomes mail orders for... (Ad). *Naturopath* (*New York City*) 28(9):492. Sept.
• ***Summary:*** "... 100% whole wheat bread (Maxwell's 3V Bread, for Vim, Vigor and Vitality, has been used for extensive feeding tests at Westfield Laboratory and is highly endorsed by Professor Allyn after those tests. It is made of whole wheat, whole milk and further fortified with vegex [sic, Vegex], the wonderful vegetable extract and nerve nutrient, rich in vitamins and organic mineral salts.)

"Delicious sun-dried fruits (not chemically treated). Wild fruit juices,... Crackers, cookies, cakes; whole grain foods that are naturally laxative. Cereal drinks instead of coffee. Nuts and nut meats in choice selection..."

"You must get acquainted with these two stores, just the kind a true Naturopath longs for. We need you. You need us."

"No white denatured flour or refined sugar used in any of our products. John Maxwell, the President, hopes to meet you at the convention." Address: (1) 23 E. Van Buren St.; (2) 2731 No. Clark St. Both: Chicago, Illinois.

542. Kloss (Jethro) Health Food Co. 1923. Health foods (Ad). *Naturopath* (*New York City*) 28(9):488. Sept.
• ***Summary:*** "We manufacture an unusual line of Health



HEALTH FOODS.

WE manufacture an unusual line of HEALTH FOODS. Have thirty-four years of experience along the Naturopathic line. Our years of experience in Institutional feeding of the sick, as well as out of Institutions, watching the results obtained from feeding NATURAL PRODUCTS, has enabled us to present something to the public that is of infinite value.

Our prices are so reasonable that everyone can afford to use our foods.

We manufacture a line of foods that most perfectly takes the place of meat, milk, eggs and butter.

There are no animal products used in the manufacture of our foods. We have used no animal products in our home for over eight years, no meat for over thirty years.

We are just completing a book, which will be off the press in September, on Natural Products of the earth, giving not only the value of them and how to feed them, but the effects they have upon the system and how to prepare all these HEALTH FOODS in your own home.

There is valuable information on foods in this book that is not found elsewhere as far as the writer has been able to learn.

Nature's simple remedies with the right food bring unfailing results in the treatment of disease, even in the diseases that are called incurable.

In this book will be given the recipes for all the foods we manufacture and many recipes for good foods that are sold on the market for a very high price, which we do not manufacture, also many tried and tested NATURAL REMEDIES.

The regular price of this book is $2.50. In order to get it before the people, we will set the price at $1.75 postpaid, for all orders received before October 1st, 1923.

Send for price list of our health foods and complete description of our new book.

JETHRO KLOSS HEALTH FOOD CO.
BROOKE, VIRGINIA.

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Foods. Have thirty-four years of experience along the Naturopathic line. Our years of experience in Institutional feeding of the sick, as well as out of Institutions, watching the results obtained from feeding Natural Products, has enabled us to present something to the public that is of infinite value."

"We manufacture a line of foods that most perfectly takes the place of meat, milk, eggs and butter. There are no animal products used in the manufacture of our foods. We have used no animal products in our home for over eight years [i.e., since 1915], no meat for over 30 years [since 1893 or before].

"We are just completing a book, which will be off the press in September, on Natural Products of the earth,..."

"Send for the price list of our health foods and complete description of our new book." Address: Brooke, Virginia.

543. Lust's (L.) Health Food Bakery, Inc. 1923. A step in the right direction: Lust's natural unroasted peanut butter (Ad). *Naturopath* (*New York City*) 28(9):502. Sept.
• ***Summary:*** "Prepared after a lengthy study and experiments with the most astonishing results as to Quality and easy Digestibility..." Address: S.E. Corner 105th Street and Park Avenue, New York City.

544. Carque Shop (The). 1923. Our shop has been remodeled (Ad). *Los Angeles Times.* Oct. 14. p. IX24.
• ***Summary:*** "Come see us. The new fruits are here and we are daily adding many specialties for you. 'Natural Foods of California' are 'The Finest Foods for Health.'

"And the new fall price list–more interesting than ever–is now ready. Write for your copy."

"Western Ave. car to Coronado St."

Note 1. This is the earliest document seen (July 2021) that contains the phrase "Natural Foods of California."

Note 2. This is the earliest document seen (July 2021) that mentions the "Carque Shop" or that uses the word "shop" in connection with Carque. Address: 2618 West Seventh St., Los Angeles, California. Phone: 52269.

545. Van Houten's Health Food Company. 1923. Prof. Arnold Ehret's wonderful discovery: Inner-Clean assists nature (Ad). *Los Angeles Times.* Oct. 14. p. IX26.
• ***Summary:*** "Not a drug but nature's way. Makes you better day by day. Are you constipated? Intestinal scourer and toxemia remover. Insist on the genuine Inner-clean! Will give immediate relief. 50¢ per packet. Send for free sample." "In business for your health."

Note: This company's name and address have changed. On 19 Aug. 1923 it was Van Houten's Health Food Store, 323 So. Hill St., Los Angeles, California. Address: 746 West 7th St., Los Angeles, California.

546. Carqué, Otto. 1923. Rational Diet by Otto Carqué: An epoch making book–just off the press (Ad). *Los Angeles Times.* Nov. 11. p. IX26.
• ***Summary:*** "It conclusively proves that faulty nutrition is one of the principal causes of physical degeneration and disease; that the most essential factor in immunizing the human body and in the prolongation of life, is a rational system of diet, paying attention to the relative amounts of the different organic salts [minerals] in our food.

"Thirty chapters, 540 pages, substantially bound in genuine art buckram. Price $5.00 postpaid. Table of contents free on request. Otto Carque, 2618 West 7th Street, Los Angeles, California. Phone: Dunkirk 4797." Address: 2618 West 7th St., Los Angeles, California. Phone: Dunkirk 4797.

547. Vital Food Company of California. 1923. To Otto Carque–author, lecturer, scientist, purveyor of natural foods–VPO extends congratulations (Ad). *Los Angeles Times.* Nov. 11. p. IX25.
• ***Summary:*** Congratulations to Otto Carque "upon the publication of his new book, *Rational Diet,* in our estimation the most exhaustive scientific study of foods and their values."

"VPO is a compound of Natural herbs, based on a formula by Mrs. W.S. Wilke, natural food specialist." For sale at all Sun Drug Stores, Carque's, Eutropheon, and Vitamine. The address of each is given. Address: 650 N. Mariposa Ave., Los Angeles, California. Phone: 596-861.

548. Carqué, Otto. 1923. Rational diet: An advanced treatise on the food question. Los Angeles, California: Times-Mirror Press. xvi + 540 p. Illust. 24 cm. [104* ref]
• ***Summary:*** In a review of this book, *California Health News* (30 Nov. 1933, p. 2) calls it "Carque's master work..."

The preface of this book begins: "The aim of this book is to disseminate a better knowledge of diet and its relation to health and disease, in plain non-technical language, understandable to all who seek more scientific information on this vitally important subject." The author advocates a vegetarian diet, with dairy products and eggs consumed in small amounts–if at all; their pros and cons are discussed on pages 324-340.

In the chapter on "Flesh Foods," pages 353-54 state: "Writing to his friend Firmus, who had abandoned the Pythagorean doctrine in order to eat meat, the philosopher Porphyry, living in the third century, said: 'I cannot believe that your change of diet is due to reasons of health, for you yourself have constantly affirmed that a vegetable diet is much more suitable than any other, not only to give perfect health, but even a philosophic and balanced judgment, as a long experience had taught you.'

"And Seneca, who, after studying the problem of nutrition for many years, had adopted vegetarianism, wrote: 'Struck by such arguments, I also have given up the use of flesh of animals, and at the end of a year my new habits have

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become not only easy to me, but most agreeable; and it even seems to me that my intellectual aptitudes have become more and more developed.'

"Isaac Newton adhered strictly to a vegetarian regimen while performing the prodigious intellectual work which made his name immortal. Among the modern philosophers and artists who have followed or advocated a rational vegetarian regimen may be mentioned: Shelley, Byron, Thoreau, Tolstoi [Tolstoy], Richard Wagner, Tagore, Maeterlinck, Alexander Pope, and George Bernard Shaw."

Chapter V, "Cereals, Legumes, and Miscellaneous Food Products," contains a section titled "Beans," which is largely devoted to soy beans (*Dolichos soya*) (p. 316-318). It discusses green vegetable soybeans ("Soy beans, when about three-fourths grown, make a most palatable and nutritious green vegetable, like the green pea or the lima bean."), soy flour, soy bean milk, bean cheese (tofu), and soy sauce.

Note: This is the earliest document seen (Nov. 2010) in which Otto Carqué mentions or discusses soybeans or soyfoods.

Concerning the wastefulness of the animal as a converter of feed to food, page 361 contains a long quotation from an article in the prestigious journal *Science* titled "The cost of roast pig," by Prof. Henry P. Armsby (1917).

In extensive tables of food composition, the composition of soy beans is given on page 504. The author lived 1867-1935. Address: Los Angeles, California.

549. Gourd (Henry E.). 1923. Célestins Vichy (Ad). *Naturopath* (*New York City*) 28(11):704. Nov.
• ***Summary:*** "Célestins Vichy is bottled only at Vichy, France, under the direct supervision of the French Government."

"The place of Célestins Vichy in the dietary is distinctive and important. It is an alkaline water of diuretic action, and indicated in cases of the following: Chronic hepatic disorders; gastric and intestinal indigestions; acid dyspepsia;..." and 6-7 more. A large illustration shows this bottled water with a metal cap. Address: General Distributor, 456 Fourth Ave., New York City.

550. Thayer, Gilbert. 1923. Perfect health cook book. Lafayette, Indiana: National Health Bureau of America. 64 p. 23 cm. *
• ***Summary:*** About vegetarian cookery. Address: Lafayette, Indiana.

551. *Los Angeles Times.* 1924. Health in California fruits and nuts: They contain all the elements of a balanced ration and eating them would make the whole nation better. Jan. 1. p. I12.
• ***Summary:*** "Vitamine is a new word in our vocabulary... Now to obtain the trio of vitamines, cellulose, and the organic salts we simply have to eat raw natural foods." Mentions and quotes from the "valuable and interesting book" *Rational Diet*, by Otto Carque, who is well known for the "delicious fruits and natural products that appear under the Carque brand."

552. Brook, Harry Ellington. 1924. Care of the body. *Los Angeles Times.* Jan. 13. p. H24.
• ***Summary:*** In the section titled "Dietetics" is a long quotation from John Harvey Kellogg, M.D. that begins: "Regulation of the diet is perhaps the most important of any single measure, in the treatment of chronic disease."

The section titled "Organic and inorganic salts" states: "In *Rational Diet*, Otto Carque writes: 'We must draw a sharp line of demarcation between organic and inorganic salts, as well as between vitality and chemical energy.'" Organic salts come from living things, such as plants or animals. "'It is only through the life-process of the plant that the constituents or air and soil become vitalized.'" Address: N.D. [Naturopathic Doctor].

553. Poplawski, Stephen J. Assignor to Arnold Electric Company (Racine, Wisconsin). 1924. Beverage mixer. *U.S. Patent* 1,480,914. Jan. 15. 7 p. Application filed 8 Feb. 1922. 6 drawings.
• ***Summary:*** This looks like an early version of a blender–but clearly it is not. The electric motor inside the base, below the tall container, turns a "rotating agitator" inside the container at the bottom. A "control switch" on the base turns the motor on and off. "The particular adaptation of the invention which has been chosen for the purpose of illustration is that of a beverage mixer usually found at so-called soda fountains." Thus, its function is that of a milk shake mixer. The "agitator" looks more like two little paddles than like blades.

Note: There is no way this could be called a blender or an early model blender; it is designed to mix things like malted milk and milk shakes at soda fountains. It contains no blades that could chop, grind, or puree foods. The blender was invented in the late 1930s by Fred Osius. It was first manufactured and promoted by Fred Waring. Poplawski patented his first blender on 8 Dec. 1942 (U.S. Patent No. 2,304,476). Address: Racine, Wisconsin.

554. Health Food Products Co. 1924. Formerly Van Houten Health Food Co. Same firm–New name (Ad). *Los Angeles Times.* Feb. 3. p. K30.
• ***Summary:*** In business for your health. Prof. Arnold Ehret's genuine Inner-Clean [Innerclean]. Cubbison's whole wheat bakery products. Unsulphured fruits and nuts [from Otto Carque]. Send for price list. Mail orders given prompt attention. Address: 946 W. 7th St. (Above Figueroa) [Los Angeles, California].

555. Brook, Harry Ellington. 1924. Care of the body. *Los Angeles Times.* Feb. 10. p. J24.

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• ***Summary:*** The section titled "The missing link in dietetics" begins: "Following is from *Rational Diet* by Otto Carque: 'Although the organic salts make up only a comparatively small amount of the body–about 5 per cent–they are nevertheless essential constituents, and every element has some distinct and necessary physiological function to perform.'" Address: N.D. [Naturopathic Doctor].

556. Brook, Harry Ellington. 1924. Care of the body. *Los Angeles Times.* Feb. 24. p. J24.
• ***Summary:*** The section titled "Salt" begins: "In *Rational Diet*, Otto Carque writes: 'Chloride of sodium, or common salt, is an inorganic substance which has caused much confusion in the minds of people in regard to its necessity as an adjunct to our food.'" After reviewing the main arguments in favor of sodium chloride as a dietary necessity for humans and other animals, he concludes (and summarizes experiments to show) that it is not, and that salt-eating is another "unhygienic habit." Address: N.D. [Naturopathic Doctor].

557. Brook, Harry Ellington. 1924. Care of the body. *Los Angeles Times.* March 2. p. I24.
• ***Summary:*** The section titled "Sweetness and sickness" quotes Otto Carque, "whom I regard as one of the best authorities in America on food values," as saying that refined sugar is harmful to good health. Other sections include "Raw foods" (by Jesse M. Gehman) and "Fasting." Address: N.D. [Naturopathic Doctor].

558. Hamburger's. 1924. Established 1881 (Ad). *Los Angeles Times.* March 2. p. A15.
• ***Summary:*** This full-page ad shows that Hamburger's is a full-service department store selling silks, fine clocks, draperies, framed mirrors, floor lamps and shades, Chinese rugs, talking Panama parrots, etc.

A box at the top of the ad shows that it also sells: "Health Foods: Headquarters for the famous Battle Creek Health foods. We carry the most complete line of these foods on the Coast. (Hamburger's–Fourth floor)." Address: Fourth Floor [Broadway at Eighth, Los Angeles]. Phone: Broadway 3940.

559. Carque Shop (The). 1924. Good food is as important as any other good thing (Ad). *Los Angeles Times.* March 23. p. J24.
• ***Summary:*** "Habits–hard to break–should be good. Eating is a universal habit. The moral is obvious. 'Be rational in your diet." Address: 2618 West Seventh St., Los Angeles, California. Phone: Dunkirk 4797.

560. Nature Cure (The). 1924. Health restored by natural methods (Ad). *Los Angeles Times.* March 23. p. J24.
• ***Summary:*** "Harry Ellington Brook, N.D. Send stamped directed envelope for pamphlet." Address: P.O. Box 415, Los Angeles, California.

561. Hamburger's. 1924. Display ad: This daily dozen will keep you slender! *Los Angeles Times.* April 2. p. 11.
• ***Summary:*** Hamburger's is The May Co. successor.

"With variations of national "health foods.' Known from coast to coast–prescribed by famous physicians, used in preference to the old diet by many! Fine foods, perfectly prepared! The advice of an expert at your command.

"Ovaltine–a tonic food beverage.

"Soy bean biscuits.

"Brusson Jeune gluten bread–small loaves.

"Vegex vitamin almonds..."

A line drawing shows a stick figure doing deep knee bends.

562. Health Food Products Co. 1924. Special announcement! Return engagement of Dr. Frank McCoy, author of the 'Fast Way to Health' (Ad). *Los Angeles Times.* April 20. p. I30.
• ***Summary:*** "... will continue his Wednesday Eve. lectures... a 8 o'clock P.M. Subject 'Diet.'" Address: 946 W. 7th St., above Figueroa, Los Angeles.

563. Vegetarian Cafeteria. 1924. A complete line of cooked and raw foods (Ad). *Los Angeles Times.* April 20. p. I30. Address: 713 South Figueroa [Los Angeles].

564. Carque Shop (The). 1924. Be rational in your diet (Ad). *Los Angeles Times.* April 27. p. I24.
• ***Summary:*** "Food should be sustaining, with no indigestible additions. It should be natural–not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

"Eat Whole Wheat–Carque style–complete with its minerals and gluten, best for your daily bread.

"Visit The Carqué Shop–Natural Foods of California. Western Ave. car to Coronado St." Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

565. *Los Angeles Times.* 1924. Death claims "Times" writer: Dr. Harry E. Brook succumbs... Spent life trying to give health to humanity. May 5. p. A1.
• ***Summary:*** Contains a good biography and portrait photo of Dr. Harry Ellington Brook, N.D., who for 38 years was a member of The Times editorial staff. He was known to readers nationwide for his column "Care of the Body." He died at his home at 2129 Elsinore on Saturday night [May 3]. Death resulted from a nervous breakdown from overwork several months ago.

Dr. Brook was born on 21 March 1849 in St. John's Wood, London. His father, of Norse descent, was a merchant. "As an infant, Dr. Brook was poisoned by inoculation against smallpox, losing permanently the hearing of one ear and the

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use of a finger, and being reduced from a robust vitality to a weakly frame." From this affliction he traced his interest in health. At age 12 he began to study health, especially diet, and he took up long-distance walking. As a result, before he was out of his teens, he had overcome the handicap of his infancy.

At age 17 he first traveled to Europe, then spent much of the next 10 years back packing around Switzerland, Italy and France, studying nature cures and preparing himself for his career.

In 1877 he came to the USA and immediately headed for California. He spent 5 years in San Francisco editing *The Wasp,* then 5 more years in the mountains of California and Arizona. In the mining camps of Arizona he edited and published several newspapers. In 1884 he married Mr Agnes Plath, a widow with children. In 1886 Dr. Brook came to Los Angeles and became a member of The Times editorial staff, except for the years 1912-1917 when he published and edited a health magazine, *Brain and Brawn.* In 1921 he was awarded a special degree form the American School of Naturopathy.

He leaves a widow, a son and daughter, three stepdaughters, a stepson, and a cousin.

566. Innerclean Mfg. Company. 1924. Inner-Clean assists nature: Catarrhal conditions, asthma and hay fever (Ad). *Los Angeles Times.* May 11. p. H30.
• ***Summary:*** "... are caused by toxic accumulations within the blood. 50¢ per package. An aromatic herb-compound perfected by Prof. Arnold Ehret. Originator of the Mucusless Diet Healing System.

"Removes from the intestines 'age-old,' sticky, pasty material that has been robbing you of your energies thru pollution of the blood stream. Innerclean has completely restored thousands to perfect health. Relieves constipation.

"For sale at: All Owl and Sun Drug Stores; Standard Homeopathic Co., 316 S. Broadway; Health Food Products Co. 946 W. 7th St.; The Grist Mill–Sanitary Market, 3rd and Spring Sts., and at all leading druggists.

"Free samples will be mailed by receipt of coupon..." At the bottom is a coupon. Address: 846 East Sixth St., Los Angeles, California.

567. *Naturopath* (*New York City*). 1924. Late naturopathic news: In memoriam–Harry Ellington Brook. 29(5):491. May.
• ***Summary:*** Dr. Harry E. Brook, editor of the "Care of the Body" department of the *Los Angeles Times* passed on Saturday, May 3. "In him we lost the most important pioneer and effective worker for Naturopathy, medical freedom and constitutional and national human rights in the State of California. No other man has shaped public opinion to such extent for Naturopathy as the deceased did."

568. Carque Shop (The). 1924. Be rational in your diet (Ad). *Los Angeles Times.* June 15. p. I24.
• ***Summary:*** "Food should be sustaining, with no indigestible additions. It should be natural–not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

"Eat Delectables–Carque's fruit candy–made with honey instead of sugar. Visit The Carqué Shop–Natural Foods of California." Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

569. Lovell, Philip M. 1924. Care of the body. *Los Angeles Times.* June 22. p. I24. Sunday magazine.
• ***Summary:*** Begins with a section titled "In memoriam," dedicated to Harry Ellington Brook, who started this column 25 years ago. He had a "truth-loving mind and virile pen." In those days: "Autocratic medicine ruled men's minds and bodies with an iron hand. Calumny, ridicule, sarcasm, the biting, burning scorn of hating pens and tongues–these were the early rewards of his efforts. Few indeed were the persons who believed in the sublime strength and infinite mercy of Nature's healing power. Men knew little of the care of their body. The pill and nostrum antidoted pain and fever. The contents of a bottle were expected to counteract the abuses of mind and body. Upon this scroll of men's ignorance and medical autocracy, the seeds of his writing took root."

Today his work "has crystallized itself into a new public opinion on matters of health. The ideas of Nature's healing power have permeated the public intelligence..."

Note: This is the first installment of Lovell's "Care of the body" column. Address: N.D. [Naturopathic Doctor].

570. Paul C. Bragg is in California (Important event). 1924.
• ***Summary:*** Members of the class of 1924 at Redondo Union High School will hold their 50th anniversary reunion on June 23 in Los Angeles. All graduates and their descendants will be welcomed at the event. "Planning to attend the event are... Paul C. Bragg, now in his 90s, who was the physical education teacher for the class."

Note: This article shows that in 1924, Paul C. Bragg was in California, in the Los Angeles area. Another article shows that he was in Los Angeles at the YMCA as early as Sept. 1921.

571. *Los Angeles Times.* 1924. Wanderlusters to hike. July 5. p. A3.
• ***Summary:*** "The first hike of the reorganized *Wanderlusters Hiking Club* will be taken tomorrow and all members and others interested are invited to be at 946 West Seventh street at 8:30 a.m. for the start. Club membership is open to anyone and there are no dues or formalities of any kind, it was announced yesterday. Dr. Paul C. Bragg is head of the club. Lunches for the hikes are prepared under the direction of a dietetic expert."

Note 1. This is the earliest document seen (March 2007)

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in the *Los Angeles Times* that mentions "Wanderlusters."

Note 2. This is the earliest document seen (April 2010) in which Paul Bragg is referred to as a doctor–"Dr. Paul C. Bragg." Of what is he a doctor? And where did he earn his degree? Could he be a naturopathic doctor like Philip Lovell?

Note 3. The hikers will meet at the Van Houten Health Food Company, 946 West 7th St., Los Angeles. This is the earliest document seen (March 2007) that mentions Paul Bragg in connection with 946 West 6th Street. Within a year (by May 1925) Paul Bragg will become actively involved with this company (which was also named Health Food Products Co.).

572. Lovell, Philip M. 1924. Care of the body. *Los Angeles Times.* Aug. 3. p. I24. Sunday magazine.
• ***Summary:*** The section titled "Hikes" begins: "In this great Care of the Body family I wonder how many of you, coming from the East, were members of one of the numerous McFadden hiking clubs." Here in the Southland a similar "hiking club known as the Wanderlusters has been formed by the readers and boosters of this column. They are all interested in health questions; a group of strong, virile fans and lovers of the great outdoors."

They meet on the 1st and 4th Sundays of each month at 8:30 a.m. at 946 West Seventh street. "The hikes that are planned are under the leadership of Dr. Paul Bragg, a trained physical culture director... Practical demonstrations along lines of posture, physical culture, breathing, etc. will be given by Dr. Bragg. Occasionally a talk will be given by the editor [Lovell].

"Come! You'll meet congenial friends." Address: N.D. [Naturopathic Doctor].

573. May Co. (The). 1924. Battle Creek health foods! Have you tried them? (Ad). *Los Angeles Times.* Aug. 3. p. I25. Sunday magazine.
• ***Summary:*** "Others have had astounding results... If necessary you can make three delicious meals a day from these famous foods." The May Co. is "headquarters for Battle Creek health foods;... we have a dietician to advise you."

"Paralax–lubricates the intestinal walls. Acidone–supplies gastric acid when deficient. Acidophilus–combats autointoxication. Protose, Nuttolene and Nuttose–meat substitutes. Almond butter–for soups, sandwiches, etc. Soy biscuit–for diabetics."

On the 4th floor. "The May Co. Formerly Hamburger's." Address: Broadway at Eighth, Los Angeles, California. Phone: BRoadway 3940.

574. Reinhold, Alice M. 1924. The passing of Harry Ellington Brook, of Los Angeles, California. *Naturopath* (*New York City*) 29(8):720-21. Aug.
• ***Summary:*** An obituary. He died on 5 May 1924, at age 75, from overwork. He contributed a long column once each week on the subject of Nature Cure to the *Los Angeles Times.* "From the age of 17 to 27 he spent most of his time tramping through Europe and America, studying Nature Cure in the different places, and otherwise preparing for his later famous work as a writer on the subject, and a teacher of health." Address: N.D.

575. May Co. (The). Formerly Hamburger's. 1924. Health first! (Ad). *Los Angeles Times.* Sept. 7. p. I25.
• ***Summary:*** "The May Co. headquarters for Battle Creek [Michigan] and other famous health foods! Yogurt Tablets, a Battle Creek product that makes very superior buttermilk. Vegex–a vitamin food in four different forms and sizes. Cubes, almonds, paste and fruit wafers. 10¢ to $11.50.

"Fruit and Nut Bromose–health chocolates and meltose sweets. Zo–Vitamin breakfast food (Battle Creek Food Co.) rich in food iron and other food salts.

"For a full list of Battle Creek and other health foods, also catalog of fine groceries, write for Bklet [Booklet] 67T." Address: Fourth Floor [Broadway at Eighth, Los Angeles].

576. Irvine, Clarke. 1924. Lassen side trip is out... But you can still climb Mt. Shasta. *Los Angeles Times.* Oct. 5. p. G4.
• ***Summary:*** Irvine climbed beautiful Mt. Shasta. Eight miles from the base is Alpine Lodge, the Sierra Club's $7,000 rest camp.

577. Lovell, Philip M. 1924. Care of the body. *Los Angeles Times.* Oct. 5. p. I24. Sunday magazine.
• ***Summary:*** The section titled "Lectures" (near the end) states: "For years before I assumed the editorship of this column I have lectured on public health topics. The lecture season is again approaching and in lieu of sending out my customary program, I use this means of notifying the various clubs and organizations that I am in a position to again fill lecture dates,...

"For the month of October I shall lecture in the Health Food Store, 946 West 7th street, on the topic of 'Constipation.' Friday, October 17, 8 p.m. This lecture is open to the general public, without charge." Address: N.D. [Naturopathic Doctor].

578. Lovell, Philip M. 1924. Care of the body. *Los Angeles Times.* Nov. 2. p. J24. Sunday magazine.
• ***Summary:*** The section titled "The truth about the drugs I sell," is a reprint (with permission) of a remarkable article first published in the Sept. 2004 issue of *Physical Culture* magazine, owned and edited by Bernarr Macfadden. Lovell wrote a short introductory paragraph: "It is a long time since I have read anything which goes so keenly and intuitively into the evils of the drug business. Read it and you will agree with me."

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It is the story, told in the first person, of a druggist who confesses the evils of his trade. He watched people become slaves to and victims of the drugs he prescribed. He knew the real cure for their problems (such as eating less, having a better diet, and exercising more) but he shamelessly sold them drugs anyway. It caused him such tremendous guilt that he finally confessed. Address: N.D. [Naturopathic Doctor].

579. Lovell, Philip M. 1924. Care of the body. *Los Angeles Times.* Nov. 2. p. J24. Sunday magazine.
• ***Summary:*** The section titled "The naturopathic convention" discusses the convention which will be held Nov. 20-22 in Los Angeles at the Clark Hotel. "Dr. Benedict Lust, one of the staunchest fighters in the drugless movement and, at present, the president of the American Naturopathic Association, will preside at the opening."

"Of the great figures in the drugless movement, perhaps Bernarr McFadden is best known." His splendid magazine, *Physical Culture,* is very widely read. "He is an international figure and undoubtedly the greatest leader in popularized health education from a drugless standpoint. His magazine, *Physical Culture,* has done more than any other single magazine to enlighten the people of this country and elsewhere as to the dangers of medical autocracy. Mr. McFadden has done more to raise the standard of physical health of the man in the street than any ten thousand doctors." The convention would be well worth attending if only to see and hear him.

In addition: "Victor Lindlahr, the worthy successor to his brilliant father, Dr. Henry Lindlahr," Dr. George Starr White, Dr. Riley of Washington, DC, Dr. Carl Schultz, etc. There is no charge for any kind of admission to the convention. Address: N.D. [Naturopathic Doctor].

580. Dyas Co. (B.H.)–Ville de Paris. 1924. Carque–(Kar-Kay) California gift packages are now available at the Ville de Paris (Ad). *Los Angeles Times.* Nov. 19. p. 9.
• ***Summary:*** "... and Jevne's chocolates and fruit cakes."

"The Holiday Packages Section on the Second Floor presents a remarkable treat for those in search of gifts typically Californian in character to send back East, or back home anywhere!

"A pleasing selection of California's sun-dried fruits, nuts, honey and other pleasing delicacies. Delightfully packaged in original and interesting gift boxes."

Note: This is part of a very stylish full-page ad. Carque's address is not given. Address: Seventh at Olive, Los Angeles, California.

581. *Los Angeles Times.* 1924. Memorial to naturopaths: Convention honors pioneers of drugless healing. Nov. 22. p. A6.
• ***Summary:*** Memorial services were held to honor four pioneers in drugless healing: Prof. Arnold Ehret, Dr. Harry Lindlahr, Dr. Harry Ellington Brook, and Dr. Harry A. Elbl [sic, Harold A. Elbe, N.D., who had a practice at 1419 Grand Ave., Los Angeles]. The services were conducted yesterday afternoon at the Little Church of the Flowers at Forest Lawn Cemetery [Los Angeles] by the American Naturopathic Association during its 28th annual convention.

Following the services, attendees visited the urn of Prof. Ehret, and his ashes were formally dedicated by Dr. Gay Bogart.

During the morning session at the Hotel Clark, Dr. Phillip Lovell began by asking his audience to "pay silent tribute to the spirit of Mrs. Warren G. Harding." He then lectured on professional ethics. Other speakers at the morning meeting included Otto Carque, Dr. Benjamin Israel, Dr. F.E. Dorchester, Dr. Harvey Hazel, Dr. George Gillespie, Dr. Arthur W. Dennis, and Dr. James Faulkner.

During the afternoon conference, Dr. Gillespie, president of the American Association of Drugless Physicians, "paid a tribute to modern American womanhood." Dr. James A. Sanford lectured on "Educational requirements of the drugless practitioner."

Note: The title "Dr." above refers to an N.D. or doctor of naturopathic medicine.

582. Brook, Agnes. 1924. Health–Advice (Ad). *Los Angeles Times.* Nov. 30. p. J24.
• ***Summary:*** "By the late Dr. Harry Ellington Brook. This is the Three Months' course of Dietetic Home Treatment giving full and explicit directions in regard diet, exercise, breathing, etc.

"In order to dispose of the few remaining sets, the price has been greatly reduced. This is the last opportunity to secure this most excellent course. Send addressed stamped envelope for descriptive pamphlet. Mrs. Agnes Brook."

Note: Dr. Brook, longtime writer of the "Care of the Body" column in the *Los Angeles Times,* died on 3 May 1924. Address: P.O. Box 415, Los Angeles, California.

583. Carque Shop (The). 1924. Carque products (Ad). *Los Angeles Times.* Nov. 30. p. J24.
• ***Summary:*** "... are sold under U.S. Registered Trade Mark 'Natural Foods of California.' They are better foods at all times everywhere. Price list of new crop fruits and other foods upon request." Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

584. Carqué, Otto. 1924. The naturopathic movement in Southern California. *Naturopath* (*New York City*) 29(11):1030-31. Nov.
• ***Summary:*** 1900–Dr. Carl Schutz, the pioneer, opened the first Naturopathic Institute and Sanitarium on West Seventh St., not far from Figueroa St. A few years later he moved to Hill Street and later to Fifth Street near Olive St.

1899–Harry Ellington Brook, N.D. starts his "Care of

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the Body" column in the *Los Angeles Times.* It continued until his death on 5 May 1924. His very able successor was Philip Lovell, N.D.

1904–Otto Carque starts his long career of making and selling natural foods in Los Angeles.

1909–California State Legislature passes the Naturopathic Bill, largely due to the untiring efforts of Dr. Schultz. Other early naturopaths in Los Angeles were Dr. Henry Gross and Dr. P. Olsen. Dr. George Starr White was the author of many valuable books on natural living and healing.

1915–Arnold Ehret arrives in the USA, at the invitation of Dr. Benedict Lust to visit the Panama Exposition [1915, held in San Francisco] and to examine the fruits raised in California. World War I forces him to prolong his stay. He settles down in Southern California, the land of fruits and flowers.

1917–John and Vera Richter start the first truly raw foods dining room in the United States.

Every year Southern California is attracting more and more people "as a place where an ideal climate, fertile soil and beautiful scenery combine to make this favored spot a practical out-of-door sanitarium." Address: Author of "Rational Diet" [California].

585. Health Food Products Co. 1924. Healthy News (Ad). *Los Angeles Times.* Dec. 14. p. J29. Sunday.
• ***Summary:*** This large square ad is a reduction of the front page of a newspaper titled *Healthy News.* Below the title in small bold letters: "Published in the interest of Better Health by the Health Food Products Co., 946 West Seventh St. Los Angeles, Cal." In a box to the right of the title: "Notice: This is a miniature reproduction of the front page of the Nov. *Healthy News.* If you would like to receive *Healthy News* regularly, free of charge, send your name and address to the Health Food Products Co., 946 W. 7th St. Los Angeles, Cal." Below that, in a banner running across the entire page: "Vol. 1; No. 10. November 1924. Mailed free to those interested."

There are then 6 boxes, each promoting something different: (1) Article titled "Therapeutic value of dried fruits," by Dr. Philip M. Lovell, Editor 'Care of the Body,' Los Angeles Sunday Times Magazine. After 5 lines: "(Continued on Page 4). (2) Article titled "Fasting for Health," by Dr. Frank McCoy. "Nationally known as a diet specialist and diagnostician, he has consented to contribute a series of monthly articles on Health and Diet Advice to Healthy News. After 14 lines: "(Continued on page 2).

(3) Article titled "Discovered! Vital force, by Paul C. Bragg. It begins: "We have accepted the theory that some foods contain vitamines and mineral salts which modern science has proven necessary for health and immunity from disease. But try as they may, they cannot separate them and show us that they exist. (Continued on page 3). (4) Ad for "Xmas packages" which "are more beautiful than ever this year. They include the choicest sun dried unsulphured fruits and nuts attractively packaged. What nicer gift could you make a friend, especially those in the East... Prices range from $1.00 to $5.00 including postage..." "In business for your health." (5) Ad for "Mucusless-Diet Healing System, by Prof. Arnold Ehret. A complete course in 25 lessons for those who would control their own health. Price $1.50 postpaid. Ehret Literature Publishing Co., 846 East 6th Street, Los Angeles, Cal." (6) Ad for "Inner-Clean–assists nature. Catarrhal conditions. Asthma and hay fever are caused by toxic accumulations within the blood. Mailed anywhere. 50¢ per package. An aromatic herb-compound perfected by Prof. Arnold Ehret, originator of the Mucusless Diet Healing System. Removes from the intestines 'age-old,' sticky, pasty material that has been robbing you of your energies thru pollution of the blood stream. Innerclean has completely restored thousands to perfect health. Relieves constipation. At your druggists."

Note: This is the earliest document seen (March 2007) that mentions Paul Bragg in connection with 946 West 7th Street. Address: 946 West Seventh St., Los Angeles, California.

586. Photograph related to Sophie Cubbison and the Cubbison Cracker Co. of Los Angeles. 1924. Undated.
• ***Summary:*** See next page. The following undated black-and-white photo (8 by 10 inches) was donated to Soyfoods Center by Leo Pearlstein of Lee and Associates in Los Angeles, a long-time friend of Sophie Cubbison:

Four black delivery vehicles (1 private car, and 3 trucks with solid rubber wheels) and 4 drivers parked in front of "Cubbison's Health Food Store" (large sign on white store. Barely legible under the sign is: "Owner: 3419 Pasadena Ave."). Analysis of the 4 license plates by an expert analyst (Jeff Minard of Huntington Beach, California) shows that this photo was taken in 1924. On the side of each truck is printed "Cubbison's Whole Wheat Products." In smaller letters: "Flaxseed crackers. Whole wheat bread. Soda (?) crackers. 3417 Pasadena Ave., L.A. Phone Lincoln 2969" (glossy). Note: Leo Pearlstein (2004/02) recalls visiting Sophie at this address (3419); the bakery was located next door (3417).

587. Richter, Vera M. 1924?. Mrs. Richter's cook-less book: With scientific food chart. Second ed. Los Angeles, California: Los Angeles Service and Supply Co. and Eutropheon (Published by the author). 53 p. Undated. No index. 19 cm.
• ***Summary:*** A book of raw food vegetarian recipes. Contents: Preface. Vegetable salads. Fruit salads. Dressings. Soups for the toothless. Beverages. Sun-dried breads. Cakes. Pies. Confections. Curative values of natural unfired foods (Food chart).

The chapter on "Confections" (p. 42-44) contains a

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number of natural-food confections in which the ingredients are rolled out, cut into squares, and served. these include: Carob confection (with pignolias and honey). Cocoanut-honey caramel. Cocoanut-raisin caramel. Peanut butter confection (with dates). Figola. Fig-almond confection, etc.

At the back of this book are many ads on unnumbered pages. One of these is titled "For a taste of sunshine try Dr. Richter's Natur-Bits: Unfired confections made of high grade fruits, nuts, honey–Delicious and nourishing. Twelve kinds; $0.70 a pound." The first three are: Cocoanut-Honey Squares. Cocoanut-Raisin Squares. Walnut and Fig Squares. (The Eutropheon, 927½ W. Sixth St., Los Angeles). Note: These natural confections sound like the forerunners of today's nutrition bars.

The previous ad, titled "The natural food diet courses," shows that John T. Richter, N.D., Al.D., gives a series of 7 free lectures at 927½ West Sixth St, Wednesday afternoons at 2:30 and Thursday evenings at 7:30. The public is invited and questions are answered. The 7th lecture includes an examination and certificate of endorsement.

The next ad, titled "What is health," is by The Grist Mill, at Sanitary Market, 251 South Spring St., Los Angeles. Tel. MAin 4874. "Health follows the keeping of natural laws." A few of the company's many products are listed, including whole wheat flour, and soy bean flour.

Two pages later is a price list of 25 products made and sold by the package goods department of the Los Angeles Service and Supply Co. and Eutropheon. These include breads, nut butters, and 12 kinds of confections. Address: 927½ West Sixth St., Los Angeles, California. Phone: BRoadway 0643.

588. Health Food Products Co. 1925. Free lecture: Every Tuesday night (Ad). *Los Angeles Times.* Jan. 11. p. K27.
• ***Summary:*** "Hear Prof. Paul C. Bragg, noted physical culturist, lecture on important health subjects. Lectures given every Tuesday night at 946 West 7th street under the auspices of the Health Food Products Co. Admission entirely free."

Note: This is the earliest document seen (July 2021) in which Paul Bragg uses the title "Prof." before his name; it is unclear when or from where he obtained this title. Address: 946 West Seventh Street, [Los Angeles, California].

589. Fair (The). 1925. The popular price store (Ad). *Chicago Daily Tribune.* Jan. 18. p. C6.
• ***Summary:*** Within this full page ad is a section titled

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"Bargain basement: Pure food store," states: "Battle Creek Sanitarium Health Foods. Mrs. Toppe, a direct representative from Battle Creek, Michigan, and an expert on Battle Creek Health Foods, is in charge of our demonstration. Complete line of these health foods are on display and Mrs. Toppe will give you very valuable information in regard to their use and preparation." Battle Creek Lextro-Dextrine [Lacto Dextrine?] sells for 98¢ per package. Address: State, Adams and Dearborn Streets.

590. May Co. (The). 1925. Grocery store (Ad). *Los Angeles Times.* Jan. 23. p. 8.
• ***Summary:*** "Listed below are many of the rare, out-of-the-ordinary delicacies to be found in this complete Grocery Store–helpful suggestions for the discriminating hostess."

"China and Japan: Jasmine tea. Hong Kong ginger in crocks. Shoyu sauce. Boiled bamboo shoots."

"Imported health foods–from Dr. Huedebert, Paris; Dr. Charasse, Marseilles; Brusson Jeune, Ville Mur–for diabetes, dyspepsia, constipation, indigestion and reducing weight." Includes Aleurone bread muffins, Gluten bread, Levulose powder, Mignonettes of gluten–small bread balls for soup.

"Battle Creek Sanitarium Health Foods [Michigan]. These famous preparations will also be found in our Health Food Section, and include Colax, an agar biscuit; Lacto auxiliary food; Lacto Dextrine, antitoxic food; Casein-Gluten Flour, a superior food; Canned fruits, vegetables for restricted diet; Charcoal tablets; Vegex–the wonderful vitamine food." Address: Broadway at Eighth. Grocery store–Fourth Floor [Los Angeles].

591. Lust's Health Food Bakery, Inc. 1925. Moving to larger headquarters (Ad). *Naturopath* (*New York City*) 30(1):90. Jan.
• ***Summary:*** A full page ad. Louis Lust's bakery will move to their new, large headquarters in the double buildings at 309-311 East 56th St., New York City. Phone: Plaza 7687. This location will also have a modern "Retail Department, where a full line of all their own Health Food products as well as a department of the Battle Creek Food Co.'s products [Michigan] and many other noted health food quality products will be kept on sale."

"The old stand at the corner of 105th Street and Park Avenue, established since 1903, will be continued as their Harlem Retail Branch, which will be supplied twice daily" with the company's freshly baked goods. Phone: Lehigh 2111.

This ad also appeared in the April 1925 issue (p. 389) of this magazine.

592. *Los Angeles Times.* 1925. Broadcast: KHJ. Feb. 15. p. 17.
• ***Summary:*** Tonight at 7:30 p.m. "Radioland will be addressed on the subject of art, by Harold Swartz... He will be followed by Dr. Philip Lovell, who speaks on 'Care of the Body.'"

593. *Naturopath* (*New York City*). 1925. Notes on the proceedings of the Twenty-Eighth Annual Convention of the American Naturopathic Association. Los Angeles, California, Nov. 20-22, 1924. 30(2):105-10. Feb.
• ***Summary:*** Summarizes presentations by Dr. J.J. Ritchie. Dr. F.E. Dorchester (Vancouver, BC, Canada). Dr. Frank McCoy. Dr. John F. Killeen (San Francisco). Dr. Grace Eldridge. Dr. Benjamin Israel (Chiropractic). Dr. Axel Emil Gibson. Dr. Philip Lovell (Health Education). Prof. Paul Bragg ("As drugless men we must... show the example of proper exercise, diet, breathing." We should walk at least two miles every day. "Bernarr Macfadden has done more to make health popular than any other individual").

Large portrait photos show: (1) Dr. Gustave W. Haas, President, California State Society of Naturopaths. (2) Dr. Henry Gross, State Representative of the A.N.A. for California. (3) Dr. Carl Schultz, the Father of Naturopathy in California–wearing a large handlebar mustache.

594. *Naturopath* (*New York City*). 1925. Notes on the proceedings of the Twenty-Eighth Annual Convention of the American Naturopathic Association. Los Angeles, California, Nov. 20-22, 1924. 30(3):[205]-09. March.
• ***Summary:*** Summarizes presentations by Dr. Starr White–"The true physician." Dr. J. Haskel Kritzer–"Iridiagnosis." Otto Carqué–"The value of fruits." Dr. Harvey Hazel–"The doctor's reward." Dr. James Faulkner–"Unfired foods." E.C. Burton–"Battle Creek [Michigan] and Dr. John Harvey Kellogg." Harry G. Cubbison [husband of Sophie C. Cubbison, health food pioneer in Los Angeles]–"The value of whole wheat." Dr. C.A. Newcombe [former police surgeon in New York City]–"Treating incorrigible inmates at Sing Sing penitentiary with a vegetarian diet."

595. *Los Angeles Times.* 1925. "Raw! Raw!" will have new meaning. April 8. p. A10.
• ***Summary:*** This article, by a "Local correspondent," with a dateline of "Inglewood, April 7," notes that Clark Irvine climbed Mt. Shasta last summer on a diet of apples and has a food budget of 11 cents a day; his health diet is consumed raw. On Thursday evening, Irvine will deliver a lecture titled "How to live right through diet and exercise" to the members of the Inglewood Woman's Club as the "first gun in his campaign" to start a naturopathy school here. If successful, the school's college yell will include "raw! raw!"

596. *Naturopath* (*New York City*). 1925. Naturopathic news. 30(4):363-80. April.
• ***Summary:*** Discusses Benedict Lust's trip to California for the ANA convention in Los Angeles, and meetings with many West Coast naturopaths, including Dr. Gross, Dr. Haas,

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Dr. Carl Schultz, and Paul Bragg. Discusses at length the late Arnold Ehret and his manager Fred Hirsch.

597. Health Food Products Co. 1925. "The fast way to health." Free lecture by Dr. Frank McCoy (Ad). *Los Angeles Times.* May 3. p. J28.
• ***Summary:*** "The Health Food Products Co. has been very fortunate in being able to book Dr. McCoy to deliver his famous lecture that has started thousands on the road to regained health and happiness. Doors open free to the public. Come early for a good seat. Lecture begins promptly. Prof. Paul Bragg will also speak.

"Friday, May 8th, 8 p.m. Choral Hall, 5th & Olive Sts."

"Free health lecture every Tuesday, 8 p.m., at The Health Center, 1000 West Seventh Street."

Note: This is the earliest document seen (March 2007) concerning Paul Bragg in connection with 1000 West Seventh Street.

Note 3. Before Feb. 1924, Health Food Products Co. was named Van Houten Health Food Store / Company. Now, it seems that Health Food Products Co. and The Health Center are both at the same location, 1000 West Seventh St. By 15 Aug. 1926 Paul Bragg was clearly the owner of the Health Center. Address: 1000 West Seventh Street, [Los Angeles, California].

598. *Los Angeles Times.* 1925. Film star for Burbank Show: Actress to preside at food booth. July 18. p. 5.
• ***Summary:*** Miss Charlotte Stevens will appear nightly and act as the official hostess of the Cubbison booth at Burbank's industrial and pure food show. "Miss Stevens is one of the effervescent stars of Screenland and attributes her health to correct dieting and the proper selection of foods. She is a regular patron of the Health Food Center of Los Angeles." In San Francisco she recently played the ingenue part of "Lady Be Good." A large photo shows Charlotte Stevens.

599. *Nature's Path* (*New York City*). 1925-1960. Serial/periodical. Published in New York City by Benedict Lust, M.D., and the American Naturopathic Assoc. Vol. 1. No. 1. July 1925. Vol. 58. No. 12. Dec. 1953.
• ***Summary:*** Mergentime. 1992. Natural Foods Merchandiser. Dec. p. 26. In 1926 Benedict Lust (lived 1872-1945), M.D. owned The Original Health Food Store in New York City. "In addition to lecturing around the country, Lust produced a publication called *Nature's Path* in the basement of the store."

Kirchfeld & Boyle. 1994. p. 209, 313. "The first issue of *Nature's Path* in 1925 sold 50,000 copies." It "was a popular magazine for the lay population" and "was published until 1953. Thereafter, no other periodical of the American naturopathic profession equalled Lust's publication with respect to breadth, depth, and duration."

Talk with Rex Manus of Health Research in Mokelumne Hill, California. This periodical was published from 1925 to at least 1933. Rex has a 1933 issue, which was published from 236 E. 35th St., New York, NY. The predecessor this magazine was *Naturopath,* published from 1902-1927. Lust died in about 1946.

Talk with Lynn Attwood, librarian, NCNM. 2007. July 30. The National College of Natural Medicine (Portland, Oregon) owns *Nature's Path* 1925-1953 (bound) and 1954-1960 (unbound). The issues of *Nature's Path* from 1954 on look just like the previous years. They are the same size, same subscription rate, different editorial office address, but it is still in New York City, and the volume number continues with 1954 being volume 59. Address: New York City.

600. *Natures Path to Health and Power.* 1925-1927. Serial/periodical. Published in New York by the American Naturopathic Association. Vol. 1, no. 1 July 1925. *
• ***Summary:*** "Official journal of the lay department of the American Naturopathic Association and other similar societies."

601. Ralphs Grocery Co. 1925. Announcement: Opening (Ad). *Los Angeles Times.* Aug. 10. p. 4.
• ***Summary:*** "After 51 years of successful merchandising in Los Angeles," Ralphs announces the opening of a complete market at 5470-72-74 Angeles Mesa Drive (Corner 57th St.). Tuesday, Aug. 11. "Refreshment and samples served free by demonstrators of the following goods:" There follows a list of about 80 brand-name foods, incl. "Carque's Fig Cereal" [coffee substitute]. Address: [California].

602. Carqué, Otto. 1925. Natural foods: The safe way to health. Los Angeles, California: Carqué Pure Food Co., Inc. 359 p. Illust. Index. 20 cm.
• ***Summary:*** This book advocates a natural-food, vegetarian diet, but not necessarily a vegan diet.

Contents: Part I: Fundamental facts about food and health. 1. The old and new conceptions of the cause of disease. 2. Drug medication, vaccination, and serum therapy. 3. Nature's healing factors: Sunlight, fresh air, exercise, rest, water, the importance of natural foods for life and health, why denatured foods (white flour, refined sugar, candies, etc) are injurious. 4. The constituents of food considered in the light of modern physiology and biology: Proteins, carbohydrates, fats and oils, cellulose, fruit acids are organic acids, organic salts, the alkaline or base-forming elements (iron, sodium, calcium, magnesium, potassium, manganese, and aluminum), the acid-forming elements (phosphorus, sulphur, silicon, chlorine, fluorine, iodine, bromine, arsenic), the vitamins.

5. Rational soil culture essential for the production of superior foods. 6. The conservation of vital force (stimulants, narcotics, elimination of waste, quality of foods, prolongation of life, alkaline and acid-forming foods). 7.

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Why the calorie theory is misleading. 8. Fruit, man's best friend (the fruit of the tree, sulphured and unsulphured fruits). 9. Nuts–Nature's most concentrated foods.

10. Vegetables–Nature's blood purifiers (Great hygienic value of green leaves, proper soil fertilization most essential to vegetable culture, loss of organic salts in cooking, classification of vegetables–5 classes). 11. Cereals and legumes (Cereals falsely called "The staff of life," whole grain products are the best, the great waste of food elements by modern milling processes, legumes–an important food). 12. Milk and dairy products (Milk not a perfect food for adults). 13. Meat–the least essential and most expensive of all foods (the vegetarian alternative).

Part II: Practical dietetics. 14. How to live well on less food. 15. The feeding of infants and children (lactation, almond milk, soy bean milk). 16. The rational preparation of foods. 17. Rational food combinations (importance of simplicity of eating, the mono-diet and its advantages). 18. Simple and well balanced menus for all seasons.

Appendix: Tables and statistics. A1. Analyses showing the amount of sodium, calcium and iron in foods. A2. Amount of food materials necessary to supply one ounce of protein. A3. Amount of calories contained in one pound and one ounce of 200 food products. A4. Average time required for gastric digestion of foods. A5. Annual consumption of sugar, soft drinks, salt, spices, coffee, tobacco, drugs, alcohol, etc., in the United States. A6. Regulations for the enforcement of the Food and Drug Act. Important information about chemical preservatives and artificial colors.

The Preface (and the book) begins: "Two powerful superstitions are impeding the welfare and progress of the human race. The one is the conviction that disease is an entity, a mysterious something that attacks us without warning from the outside, either in the form of germs or as inclemency of weather. The other–perhaps the more harmful of the two–is the belief that for each disease specific remedies must be found, such as drugs, serums, vaccines, glandular extracts, etc., and that, when we are afflicted, we have to submit to a specialist's treatment or even to the affected parts or organs."

The average individual tries "to shift the responsibility for his sins of omission or commission to some imaginary cause, rather than to hold himself accountable for the violation of nature's laws." There is "almost universal ignorance of the fact that disease is merely an effort on the part of nature or the universal life force to restore normal conditions in the organism. Our present system of commercialism has taken advantage of this situation by misleading people through clever advertising to persist in their errors in order to maintain the demand for drugs and serums, proprietary medicines,..."

Chapter 11, "Cereals and Legumes," briefly discusses many types of soyfoods–soy bean sprouts, milk, flour, tofu, soy sauce, and oil (p. 142). Page 196 discusses the use of soy bean milk and almond milk for feeding infants and children.

Chapter 16, titled "The Rational Preparation of Foods," contains a long and detailed section on soy beans (266-71), with subsections on boiled soy beans, soy bean milk, tofu, soy sauce, and soy bean sprouts. Home preparation of each is described. Miso, yuba, natto, and hamananatto are also mentioned (p. 268). Soy-related recipes include: Baked soy beans (p. 269). Soy bean loaf. Soy bean croquettes. Soy bean bread (p. 270).

The section titled "Home made cheese" begins: "Man can live well without milk and dairy products, if he makes judicious use of legumes and nuts in various forms, as has been explained in the preceding chapters, but under the present system of agriculture and production of foodstuffs, many people have to make occasional use of milk products... As the commercial cheese are generally heavily salted, preference should be given to home made cheese... Cottage cheese made without salt is the most wholesome of the cheeses."

Chapter 9 (p. 119-24), about nuts, states: "The making of nut butters is not a difficult process. At present peanuts and almonds are chiefly used for this purpose... The blanching of peanuts and almonds is now done on a large scale by special machinery, and the blanched nuts can be procured in nearly all the larger cities." Break the blanched nuts into small pieces by running them through the Climax Grater or a food chopper. Put them into a moderately hot oven for a few minutes to make them dry and crisp, then run them through a tightly adjusted nut mill to create a "smooth, palatable nut butter." A large table (p. 122) compares the composition of various nuts and nut butters (almond butter, peanut butter) with meat, cheese, eggs, cow butter, and whole wheat bread. "The pecan contains the largest amount of fat, about 70%, closely followed by the hickory nut, brazil nut, filbert and pine nut, which all contain over 60% of fat. The pignolia imported from Spain ranks highest in the amount of protein, containing nearly 34%; the peanut comes next with 29.8%; the butter nut, almond. pistachio, all contain over 20% protein, excelling the best cuts of meat in that respect. The almond does not contain any starch as is, therefore, the nut best suitable for infants, especially in the form of almond milk." Chufa contains 3.5% protein and 31.6% fat.

The section titled "Fruit and nut confections" (p. 212-15) discusses and has recipes for natural candies and confections.

The section titled "How the American people deplete their vitality by their favorite poisons: The tremendous waste of our material wealth" (p. 328-43) discusses (p. 338-43): The amount spent in 1924 on each of 15 "adulterated foods and drinks and of poisonous stimulants and narcotics" ($5,040 million) compared with the amount spent on foods and vegetables ($850 million, or 16.8% as much). Refined sugar. Coffee. Tobacco. Condiments, etc. Alcoholic

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beverages. Drugs. Regulations for the enforcement of the Food and Drug Act (due to untiring efforts of Dr. Harvey W. Wiley, former chief of the Bureau of Chemistry, USDA). Sodium benzoate and sulphur dioxide. Salt. Saltpeter. Boric acid and borax. Saccharine. Mineral and coal tar dyes. Laxity in enforcement of the Pure Food Law.

On pages 344-47 is information about the Carque Pure Food Company (incorporated 1912) and its founder and owner Otto Carque, including a brief biography of Otto, a list of leading Carque food products, and a full page photo of the company's new home at 729 Seward St., on 1 Oct. 1925 (2 story brick building).

The food products are arranged by groups: Fruits: Sun-dried and dehydrated, without bleaches or preservatives (Black mission figs, white Smyrna-type figs, prunes, dates, olives, raisins, apricots, peaches, pears). Nuts: Fresh, selected and unroasted (almonds, walnuts, Brazil nuts, pecans, pignolias, pistachios, peanuts). Confections: Of assorted fruits, nuts and honey, without sugar, salt, glucose or preservatives (delectables, fruit nuggets, Kandy-Andy). Stamina and laxative foods (Nut-Fruto, Prunola {prunes and olives}, fruit laxative). Nut butters: Ground from whole nuts, uncooked and unsalted (almond, nut cream, peanut). Cereals and products: Made from re-cleaned whole grain (wheat flour, yellow corn meal, brown rice, breakfast food, crackers). Miscellaneous (olive oil, strained honey, raw sugar, fig-cereal breakfast drink {instead of coffee}). Price list and descriptive circulars on request.

Note 1. This is the earliest English-language document (or book) seen (June 2021) with the term "Natural foods" in the title that also discusses soy.

Note 2. This is the earliest document seen stating that Carque's company had a new home at 729 Seward St. Address: Los Angeles, California.

603. *Vegetarian Magazine and Fruitarian.* 1925. Progress of the movement: Report of National Vegetarian Society. 24(9):12. Sept.

• ***Summary:*** "National Vegetarian Society officers: President, L.J.C. Daniels, Trinity Court, Boston, Massachusetts. Vice President, George Starr White, M.D., 327 Alvarado St., Los Angeles, California. Secretary and treasurer, Jean Roberts Albert, Juliaetta, Idaho. Board of directors: Mrs. Mary Smith Heywood, Chadron, Nebraska. William Howard Hay, M.D., Buffalo, New York. Sara Lee Doyen, Madison, Maine. Dr. Philip G. Peabody, Boston, Mass. Prof. John Orth, Boston, Mass. Alice Park, Palo Alto, California. Otto Carque, 2618 W. Seventh St., Los Angeles, Calif. The society is chartered under the laws of Illinois.

"Membership, 25 cents. Annual subscription to *The Vegetarian Magazine,* $1.50 in America; Canada and foreign, $1.75."

604. Carque Pure Food Company, Inc. 1925. Carqué products... (Ad). *Los Angeles Times.* Oct. 4. p. L2. Sunday magazine.

• ***Summary:*** "The gift of distinction is Catholic. All have it; it is evinced in many ways. Carqué products are different; they have always been so. And they are 'naturally' inseparable from *Health.*

"For more than thirteen years [i.e. since about 1912] the Carque Pure Food Company has packed in Los Angeles and distributed throughout the United States fruits that are naturally dried, cereals from which no part is removed, unsalted nutbutters made from whole uncooked nuts, and many other food products of essential purity.

"The Natural Foods Building, Seward Street, Los Angeles, today is dedicated to your interests. Remember that a safe food protects its user and then rely upon a rational diet as your insurance against ill health."

"Visit the Carqué Shops–Natural Foods of California–at 729 Seward St.: Main store–near Melrose Ave.–Hollywood Dist. (Moved from 2618 West Seventh Street), Los Angeles.

"Mail this coupon today–Kar-Kay–to the Carque Pure Food Company, Inc." for a free "illustrated price list."

Note 1. In the upper left corner of this ad is a small triangular map showing the location of Carque's shop in relation to Seward St., Melrose Ave., Highland Ave., Santa Monica Blvd., and Vine St.

Note 2. This is the earliest document seen (July 2021) in connection with Carque which contains the term "Natural Foods Building" or which mentions Seward St.; the Building is located at 729 Seward St.

Note 3. This is the earliest English-language document seen (Dec. 2012) that contains the word "nutbutters" (or "nutbutter," spelled as one word). However it appears to be a typographical error, since in the company's next ad in this newspaper (and in all subsequent ads), it is spelled "nut butters" (two words). Address: The Natural Foods Building, 729 Seward St., Los Angeles, California.

605. Carque Pure Food Company, Inc. 1925. Food... (Ad). *Los Angeles Times.* Nov. 1. p. K2. Sunday magazine.

• ***Summary:*** "... should be sustaining, with no indigestible additions. It should be natural–not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

"For more than thirteen years the Carque Pure Food Company, Inc. has sold such foods. They are distributed under this registered trade mark–'Natural Foods of California' and include:

"Fruits dried without chemicals. Unsalted nut butters made from whole uncooked nuts. Cereals from which no part is removed. Pure fragrant honey and olive oil. 'Fig-Cereal' breakfast drink and 'Prunola' sandwich filling. Pale-roasted coffee mellow with age. Fruit candies made with honey. Laxative preparations–natural. Books on health and diet by Otto Carque. A safe food protects its user."

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"Visit the Carqué Shops–Natural Foods of California–at 729 Seward St.: Main store–near Melrose Ave.–Hollywood Dist. (Moved from 2618 West Seventh Street), Los Angeles.

"Mail this coupon today–Kar-Kay–to the Carque Pure Food Company, Inc." for a free "illustrated price list."

Note: In the upper left corner of this ad is a small triangular map showing the company's location at 729 Seward St. Address: The Natural Foods Building, 729 Seward St., Los Angeles, California. Phone: GLadstone 4003.

606. Dyas Co. (B.H.)–Ville de Paris. 1925. Carque California Fruits and Nuts! (Ad). *Los Angeles Times.* Nov. 22. p. C10.
• ***Summary:*** This stylish, elegant display ad, with illustrations of Christmas trees, candles, and wreaths, also shows the cover and interior of two round metal gift canisters of Carque mixed fruits and nuts. "Again, for the Christmas season, the Ville de Paris introduces Carque California Fruits and Nuts!

"Typically Californian delicacies, packed in Los Angeles at the unique Carque factory, come to the Ville de Paris–for the holiday gifts one loves to send to friends in other parts of the country.

"Carque (pronounced 'Car-kay') Fruits are known for their purity in packaging and preparation–attractive gift packages–delicious combinations!

"Available at the Ville in colorful tins; redwood and pine boxes, baskets–even burlap bags of nuts!

"Fruit cakes. Plum puddings. Assorted fruits. Glace fruits. Walnuts in shells. Grapefruit cup. At the Ville–Second floor." Address: Seventh at Olive, Los Angeles, California.

607. Health Food Products Co. 1925. The Health Center News (Ad). *Los Angeles Times.* Nov. 29. p. K25. Sunday.
• ***Summary:*** This large square ad looks like the reduced front page of a newspaper titled *The Health Center News.* Above the title on a banner: "In business for your health." In the middle of the title in white on a bold black background: "1000 W. 7th St." Below the title in large bold letters: "Published by the Health Food Products Co." In smaller all-capital letters running across the page: "Mail and phone orders given special attention. Phone VAndyke 4063."

There are then 5 boxes, each promoting something different: (1) "Inner-Clean removes cause of every sickness." This is an "aromatic herb-vegetable compound perfected by Prof. Arnold Ehret, originator of the Mucusless Diet Healing System" [MDHS]. "Prof. Arnold Ehret's 'M.D.H.S.' lesson course sent anywhere in the U.S.A., $1.50 postpaid."

(2) "Free health lectures, Health Center Hall, 1000 W. 7th St. Tues, Dec. 1, 8 P.M.,–Prof. Paul Bragg. Subject: 'Breathe your way to health.' Fri., Dec. 4, 8 P.M.–Dr. John Dequer (Decker), America's foremost health lecturer. Subject: 'Conquering ill health through seasonal foods.'"

(3) "Disease questions and health answers. Questions of health will be answered in this column or by personal letter. Address communications to Chief Clinician [Bragg], Health Center, 1000 W. 7th St., Los Angeles. Enclose stamped envelope." There are 2 questions. Each answer recommends the purchase of one or more products sold by the Health Center. For example: Q2. "A doctor tells me I must quit coffee. I have tried one or two coffee substitutes, but don't like flavors. What do you recommend? E.A.H." Ans: "Minute Brew, made by the Battle Creek Food Co. [Michigan], contains many of the elements of flavor and aroma that appeal to coffee drinkers and is absolutely free from caffein [caffeine]. Kafex is a coffee substitute made of cereals with an especially delicious flavor. Our Health Food Store carries all these fine beverages."

(4) "Wanderlusters' hike next Sunday, Dec. 6th."

(5) "By special appointment we are headquarters for Battle Creek Sanitarium Foods. Ask for valuable booklets and samples. Health Food Products Co. Phone VA. 4063. Free city delivery. 1000 W. 7th St."

Note: The basic concept and format of this ad is very similar to that titled "Healthy News" and run by the Health Foods Products Co. on 14 Dec. 1924. Moreover, Paul Bragg contributed an article to that ad in Healthy News. Address: 1000 West Seventh Street, [Los Angeles, California]. Phone: VAndike 4063.

608. *Naturopath* (*New York City*). 1925. Bread that kills. 30(11):955. Nov.
• ***Summary:*** "Consumers of white bread commit suicide by degrees." "Whole grain contains two powerful ferments called peptase and diastase. The diastase changes the starch into sugar. These ferments are retained in the production of wholewheat bread, and this is the reason why wholewheat bread aids digestion. But white bread, which is deprived of these powerful ferments, retards digestion and clogs the intestines."

"It was the Hon. Chauncey M. Depew [1834-1928, U.S. Senator from New York] who has made the remark as far back as thirty years ago, that we dig our graves with our knives and forks."

609. Baker, William C. 1925. Mastercraft in cakes and decorating: Decorating designs and instructions, recipes and methods of handling. Chicago, Illinois: Bakers' Helper Co. 194 + [4] p. Illust. (some color). Index. 26 cm.
• ***Summary:*** About cakes, cake decorating, confectionery, and desserts, with many photos. Pages 119-192 are time-tested recipes. Pages 193-94 are about "Photographing cakes." The Foreword (by the publisher) says that neither time nor money have been spared in the production of this book. "It is representative of the life of a man sincerely interested in the improvement of the baking trade and with an actual experience of 38 years [i.e., since about 1888] to draw upon for the material in this book. This includes 22

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years [since about 1903] of hotel experience, in the best hotels of the country. The cakes pictured were all made and sold in his own bakery, to fill orders in the regular line of business." "Mr. Baker considers cake ornamenting one of the essential professional acquirements of the baker who wants to progress." He has found the art one of his best assets for advertising and he is an enthusiastic believer in the value of advertising. He gets the best type of free publicity from window displays. "Photographs of the beautiful cakes which he has made for special celebrations in his own city and surrounding territory have frequently appeared in the pictorial section of Southern California newspapers."

Concerning window displays, Baker notes: "I am proud to say no other store in this town has such crowds of people in front of its windows as the American Bakery. I know some have come inside who would not have otherwise."

"As Mr. Baker has maintained a good paying trade in decorated cakes... he is placing his knowledge at the service of other bakers in the present form."

The author's Preface begins: "The purpose of this book is to help better the baking business by giving others the benefit of my own knowledge, as I do not believe a man should keep to himself what he has learned. Having the success of every baker at heart, I present "Mastercraft in Cakes and Decorating" not to make a name for myself, nor for profit, but to help the baker who wishes to improve in cake making and ornamenting... When deciding to be a baker, a man should be ambitious to know the business completely... The young baker should realize that, no matter how modest his start in business, if he has learned his work well, and offers real service to his community, he is bound to succeed."

"Every baker today is at least able to read, and with the experience of old bakers, the up-to-date advantages of machinery, and chemistry helps all brought to the student's door, there is not reason why he should not forge ahead."

"I was fortunate enough to take up ornamenting when a boy, for pleasure, just as any other boy would take up music or painting. This art is my hobby, and I use it in my business whenever an opportunity presents itself... There is a growing demand for delicious cakes with special decorations to fit occasions. The popularity of ornamenting has been reviving steadily, and the ambitious baker is recognizing its worth as a success factor." At the end of the Preface is Baker's signature, "W.C. Baker."

Note 1. None of the following are mentioned in this book: Soy (in any form), lima beans, gluten, or gluten-free products.

Note 2. This is the earliest document seen (July 2021) by Bill Baker or that mentions Bill Baker (the author). Address: [Southern California].

610. Finkel, Harry. 1925. Health via nature: The health book for the layman, including a rational system of health culture and the prevention, treatment and cure of disease by natural methods. Also the study of natural dietetics, the preparation and combination of foods for health and disease. Los Angeles, California: Society for Public Health Education. 270 p.

• ***Summary:*** "Dedication: This book I dedicate to those who have been sacrificed on the altar of science, and to those who have died through lack of understanding of the proper care of their bodies."

Poisons or toxins in the body are the primary basis of all disease (p. 8).

"Dear reader, you are sick because you have disobeyed the laws of nature and abused your body. To correct your debilitated condition you must change your mode of living and remove the cause that is responsible for your physical derangement" (p. 10).

"The time for drugless methods has arrived. Nature cure treatment is spreading like wildfire in all parts of the world, tearing down and sweeping away the false notions of drug therapy" (p. 11).

Chapter 8 begins: "Meat not a fit food for man: From all evidence presented by science meat is not fit for human food." He then discusses human anatomy and physiology (p. 131) and advocates a vegetarian diet (p. 134-35).

Chapter 9, titled "Key to the charts," begins with: "How to select and combine foods" [food combining]. In the chart on p. 151, under Legumes, one of the foods is "Soy beans, dry." They are a Class 1 food with a high degree of toxicity. "All foods are uncooked unless otherwise indicated."

Finkel's three classes of food, defined on page 130, are "based on the degree of toxin usually produced by them in the body." Class 1, the least toxic, contain less than 5% protein. Class 2 contain 5-15% protein. Class 3, the most toxic, contain more than 15% protein. Class 3 foods "are mostly fresh cheese, cream, and most of the nuts and legumes.

"There are other articles generally classed as foods, such as meat, fowl, fish, and aged cheese. These so-called foods are not advisable to be eaten at all because of their extreme production of uric acid toxins in the body and their rapid rate of decomposition." Address: N.D.D.C., The Society for Public Health Education, 544 No. Rossmore Ave., Los Angeles, California.

611. Loma Linda Food Co. Bread and Health Foods. Wholesale Only (Photograph). 1925. Loma Linda, California.

• ***Summary:*** See next page. The original building and staff in 1925. Address: Loma Linda, California.

612. Olsen, Mahlon Ellsworth. 1925. A history of the origin and progress of Seventh-day Adventists. Washington, DC, South Bend, Indiana, and Peekskill, New York: Review and Herald Publishing Assoc. 768 p. Illust. Portraits. Index. 22

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cm. Reprinted in 1972 by AMS Press. [31 ref]

• ***Summary:*** Prof. R. Numbers, in *Prophetess of Health: A Study of Ellen G. White* (1976, p. 209), calls this the best history of Seventh-day Adventists written to date. It is widely considered a valuable account of the denomination's history and activities worldwide into the early 20th century.

The Preface and Introduction state: "The history of a denomination is best understood when viewed in its relation to church history as a whole, and especially to that history in its early stages" (p. 11).

Chapters 8 and 22 are about publishing work and publications. Chapters 11, 31, and 34 are about health and temperance work. Contains a good bibliography and a chronology of key events in the history of the Advent movement from 1831 to 1924. On 1 Oct. 1860 the name "Seventh-day Adventist" was adopted by the denomination. In 1865 the first health publication, titled "How to Live," was published. It was written and compiled by Mrs. Ellen G. White. On 1 Aug. 1866 the first denominational health journal, titled *Health Reformer,* was published. Later that year, on 5 Sept. 1866, the Health Reform Institute (later Battle Creek Sanitarium, Battle Creek, Michigan) was opened for patients.

W.W. Prescott had general charge of Adventist work in Great Britain from 1897 to 1901. During this time beginnings were made toward a health magazine and a health food factory. Note: The factory was operated by The International Health Association Ltd., founded in 1899; the Association was renamed Granose Foods Ltd. in 1926.

"The health food factory, situated in Surrey [it began operating in 1899], burned to the ground [in 1907]; but through the efforts of H.G. Butler the business was put on its feet again, the factory moved to Birmingham, and a good patronage built up" (p. 368-69).

Note: In 1907 all SDA institutions in England, including the food factory, were centralized at Stanborough Park, Watford, Hertfordshire.

"The Stanborough Park Sanitarium, located on grounds adjacent to the college of that name, was dedicated on July 3, 1912." A health food factory was also built at Stanborough Park [in about 1907-09]. A photo (p. 377) shows this health food factory.

"An important feature of our medical education is in the operation of our College of Medical Evangelists at Loma Linda and Los Angeles, California. This unique institution, the only one of its kind in the world, was established for the purpose of training medical missionary physicians and other medical evangelists" (p. 648-49).

"Our health food factories are flourishing. With ten food factories, many food stores, cafés, and cafeterias, this feature

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THE HEALTH FOOD FACTORY

of our health work occupies a wide field of usefulness. The health food business of the Australasian Union deserves notice. With several factories, a large wholesale depot, many retail stores, and a system of affiliated cafés, it represents en enterprise of widespread usefulness and influence. The food sales of a single year amount to $750,000. The profits are largely used for the support of church schools.

"Our health work stands distinctly as one of reform... This means to point out the better way of living, make plain the laws of health, and urge obedience to them. It enables us to present these laws as the laws of God, and to point men and women to Him as the healer alike of body and soul" (p. 649).

Mahlon Ellsworth Olsen lived 1873-1952.

613. Polk's Trow's New York City directory 1924-25. Boroughs of Manhattan and Bronx. 1925. New York, NY. Vol. 134.

• ***Summary:*** "Lust, Benedict, pres. American School of Naturopathy & Chiropractic, 110 E. 41st St.

"Lust, Benedict, pub. [publisher], 110 E. 41 St. home 7 W. 76th.

"Lust, Louis, pres., Lust's Health Food Bakery Inc., residence Elmhurst B Q [Borough of Queens].

"Lust, Louis, sec-treas., American School of Naturopathy & Chiropractic, home Park av & E 105th.

"Lust, Louisa, v.p. American School of Naturopathy & Chiropractic home Park av & E. 105th.

"Lust's Health Food Bakery Inc. (NY) Louis Lust pres. M. Heyn, Sec., Wm. C. Heyn, treas 311 E. 56th.

Note 1. In New York City Directories from 1921 to 1935, in some entries there are actually two Louis Lusts, one a carpenter, and the one in which we are interested, the baker.

Note 2. Louise Lust died in 1925 at Butler, New Jersey. Address: New York, New York.

614. Richter, Vera. 1925. Mrs. Richter's cook-less book: With scientific food chart. Third ed. Los Angeles, California: Los Angeles Service and Supply Co. and Eutropheon (Published by the author). 53 p. 19 cm.

• ***Summary:*** A book of raw food recipes. Contents: Preface. Vegetable salads. Fruit salads. Dressings. Soups for the toothless. Beverages. Sun-dried breads. Cakes. Pies. Confections. Curative values of natural unfired foods (Food chart).

The Preface states: "To the logical thinker it is plain that a sound body cannot be built of poor material. Of what does the right material for body-building consist? How shall we judge? We read many books, attend lectures, we hear divers theories expounded.

"We must judge by results. 'By their fruits ye shall know them.' A system of living which will take us through life without sickness and without fatigue is sought by all. Taking this as a criterion, the natural food system stands the test. *It gets results*–not only the negative results of freedom from sickness and fatigue, but creates a new feeling of well-being and vigor. However, those who have built their bodies year after year of poor material and too much of it, must not expect to rejuvenate themselves quickly. There are no miracles in Nature. Results of a lifetime of indulgence in cooked food cannot be expected to be eradicated by just a few meals of natural food.

"People who have existed for years on devitalized food, when making the change to natural or uncooked food, sometimes complain of not feeling satisfied on their new diet. This is because their body cells are clamoring for the old stimulants, cooked foods, of which they are built. Such individuals usually do not realize that the artificial energy which they experience for a time on the cooked food diet is but due to a whipping or irritation of the nerves by the poisons with which the system is loaded.

"In cleansing a dirty house dust will arise and inconveniences must be endured. When one resolves to cleanse the physical temple after a long period of wrong living it must be remembered that the eliminations which will occur are preliminaries in the re-building process. Perseverance must be the watchword during these temporary conditions, in the knowledge that the disagreeable symptoms will soon give way to normal and healthy reactions. It will be found that the cleansing period will be shortened if, in addition to natural food, sun and air baths are indulged in, thus encouraging elimination through the skin, also deep breathing and exercising. Remember that 'Nature cures, not the physician', and once the question of the proper care of the body is settled, the natural life may be lived

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automatically. It isn't necessary to talk and think food ad nauseam, but go about the real business of living, knowing that the body will not intrude upon our attention with the usual train of ills which mankind unnecessarily endures.

"These recipes you will find simple, economical and satisfying to the unperverted taste–more so with time. They are in use at our Dining Room, the Eutropheon.–Vera Richter."

The chapter on "Confections" (p. 42-44) contains a number of natural-food confections in which the ingredients are rolled out, cut into squares, and served. these include: Carob confection (with pignolias and honey). Cocoanut-honey caramel. Cocoanut-raisin caramel. Peanut butter confection (with dates). Figola. Fig-almond confection, etc.

At the back of this book are many ads on unnumbered pages. One of these is titled "For a taste of sunshine try Dr. Richter's Natur-Bits: Unfired confections made of high grade fruits, nuts, honey–Delicious and nourishing. Twelve kinds; $0.70 a pound." The first three are: Cocoanut-Honey Squares. Cocoanut-Raisin Squares. Walnut and Fig Squares. (The Eutropheon, 927½ W. Sixth St., Los Angeles). Note: These natural confections sound like the forerunners of today's nutrition bars.

The previous ad, titled "The natural food diet courses," shows that John T. Richter, N.D., Al.D., gives a series of 7 free lectures at 927½ West Sixth St, Wednesday afternoons at 2:30 and Thursday evenings at 7:30. The public is invited and questions are answered. The 7th lecture includes an examination and certificate of endorsement.

The next ad, titled "What is health," is by The Grist Mill, at Sanitary Market, 251 South Spring St., Los Angeles. Tel. MAin 4874. "Health follows the keeping of natural laws." A few of the company's many products are listed, including whole wheat flour, and soy bean flour.

Two pages later is a price list of 25 products made and sold by the package goods department of the Los Angeles Service and Supply Co. and Eutropheon. These include breads, nut butters, and 12 kinds of confections.

Note 1. Vera Richter's life before coming to Los Angeles is a bit of a mystery. She was born in Pennsylvania in 1884. At some point, she married Dr. John T. Richter, a naturopathic physician, who was two decades her senior. By 1917, they had arrived in Los Angeles, and soon opened their first restaurant, the Raw Food Dining Room, at 640 South Olive St. Considered by many to be the first raw vegan restaurant in the world, it was an anomaly in a meat-and-cheese era, according to naturopath Phillip Lovell, who wrote the "Care of the Body" column in the Los Angeles Times. By the March 1926 the Richters had moved, opening several new restaurants, including ones at 833 South Olive St. and 209 South Hill St., Los Angeles

Note 2. A 13th ed. was published in 1925, and 18th ed. in 1945, and a 30th edition in 1948 (the latter by Hale publications). Address: 927½ West Sixth St., Los Angeles, California. Phone: BRoadway 0643.

615. Sansum, W.D. 1925. The normal diet: A simple statement of the fundamental principles of diet for the mutual use of physicians and patients. St. Louis, Missouri: The C.V. Mosby Co. 72 p. Illust. Index. 20 cm. [26 ref]
• ***Summary:*** Contents: Introduction. 1. The caloric requirements of the body. 2. The protein requirements of the body. 3. The bulk requirements of the body ("The normal diet should contain an adequate amount of bulky, residue-containing foods to insure natural movements of the bowels"). 4. Acidosis ("The normal diet should be balanced so as to prevent acidosis"). 5. The mineral requirements of the body. 6. The water requirements of the body. 7. The vitamine requirements of the body.

Chapter 4, "Acidosis," begins: "The normal diet should be so balanced as to prevent acidosis... The living body is always slightly alkaline, and, as its alkalinity is reduced below normal, the urine becomes abnormally acid. It is because of the abnormal acid reaction of the urine that the individual is said to have an acidosis. Should the tissues of the body become acid to the slightest degree, death follows, and serious illness results long before the alkalinity of the body is reduced to the neutral point. All substances may be classified with respect to their chemical reaction, as neutral, acid or alkaline." The section titled "The acid ash foods" (p. 40-41) states: "These foods should always be balanced by adequate alkaline foods. When the urine is excessively acid, many of them should be omitted, at least for a time." A table (p. 41) shows that the 10 foods with the most acidic ash (in descending order of acidity) are: Oysters (30.0), egg yolk (26.69), chicken meat (17.01), haddock fish (16.07), rabbit meat (14.80), lean beef (13.91), veal meat (13.52), oatmeal (12.93), lean pork meat (11.87), and eggs (11.10).

The section titled "The alkaline ash foods" (p. 41-43) states that most fruits, vegetables, nuts and milk are alkaline in their final reaction in the body. A table (p. 42) shows that the foods with the most alkaline ash (in descending order of alkalinity) are: Lima beans (41.65), dried beans (23.87), raisins (23.68), almonds (12.38), beets (10.86), and carrots (10.82). These foods "should always be used in adequate amounts to maintain a favorable alkaline balance in the body." Address: M.S., M.D., Director of the Potter Metabolic Clinic, Dep. of Metabolism, Santa Barbara Cottage Hospital, Santa Barbara, California; 2. M.D., Member of the staff, The Sansum Clinic; 3. Dietitian, The Sansum Clinic.

616. Thayer, Gilbert. 1925. Health for one hundred years. Lafayette, Indiana: The National Health Bureau. 144 p. Illust. Portrait. Index. 23 cm. *
Address: Lafayette, Indiana.

617. Thayer, Verna; Thayer, Gilbert. 1925. The diet of life. [Lafayette, Indiana]: G. Thayer. 64 p. *

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Address: Lafayette, Indiana.

618. Cole's Date Shop. 1926. Expectant mothers: Investigate Cole's Dagar (Ad). *Los Angeles Times.* Jan. 17. p. L26.
• ***Summary:*** "Relieves constipation. If your druggist or Health Food Shop cannot supply your wants, we will mail, postage prepaid... Easy and pleasant. Health foods–Gift boxes–Clean California dates."

Note: This is the earliest English-language document seen (July 2021) that contains the term "Health Food Shop" (or "Health Food Shops," regardless of capitalization). Address: 2719 W. 6th Street [Los Angeles]. Phone: DRexel 8806.

619. Mensana. 1926. Dietetic board at Mensana! (Ad). *Los Angeles Times.* Jan. 31. p. K27.
• ***Summary:*** "(Mensa-Sana = Sane Table). Hydro and helio therapy. Massage and chiropractic. Under the direction of Otto Carque and Charles James, D.C. [doctor of chiropractic]. Moderate rates."

Note: This is the earliest document seen (July 2021) concerning Carque's connection with Mensana. Address: 1851 No. Berendo St. (corner Franklin Ave.), Los Angeles, California.

620. *Los Angeles Times.* 1926. Grain mill to start initial work tomorrow. Feb. 28. p. E10.
• ***Summary:*** "The El Molino Mills will commence operations March 1, using as the trademark of their product the name of one of the oldest mills in California, the El Molino Mill, which was constructed by the padres in 1871 and is still standing in San Marino."

Note 1. San Marino is in the Los Angeles area, southeast of Pasadena.

The new mill will have a capacity of 10,000 barrels of flour and 2,500 tons of feed per year.

It will be headed by E.A. Vandercook (who will be general manager), formerly head miller for the Sperry Flour Company at various locations for the past twelve years.

Note 2. This is the earliest document seen (July 2021) that mentions El Molino Mills in Southern California.

621. Eutropheons (The). 1926. Goodbye cooks & disease! Mrs. Richter's Cook-less Book (Ad). *Los Angeles Times.* March 21. p. K25.
• ***Summary:*** "... means no more sickness, food waste and drudgery in your home. Eat your way to health and youth through the wonderful variety of raw foods described in this book. $1.00 postpaid.

"The Eutropheons (Raw food dining rooms)." Note: The Richters now own two of these dining rooms. Their first Eutropheon was at 325 West 3rd St. in Los Angeles. Source: *Children of the Sun,* by Gordon Kennedy. They have apparently moved from their 2nd location (since Sept. 1923) at 927½ W. 6th St. Address: 833 South Olive St. and 209 South Hill St., Los Angeles.

622. Health Food Products Co. 1926. The Health Center News (Ad). *Los Angeles Times.* March 21. p. K25. Sunday.
• ***Summary:*** This large square ad is similar in format and appearance to that published in this newspaper on 29 Nov. 1925. However the content is different.

There are now 7 boxes, each promoting something different: (1) "Children gain health by diet and treatment." Contains the text of a letter from Cloud V. Bond of Los Angeles praising the benefits of the "personal treatments and diet schedule for myself and children." All health problems were solved. "Other letters recently received illustrate the benefits received from the Marathon Bio Bloodwash Baths." "Send today for Prof. Ehret's 'Mucusless Diet Healing System,' a 25-lesson course in healing therapy, sent postpaid anywhere in the U.S.A. for $1.50."

(2) "Health lectures free. Tuesday, March 23, 8 p.m., Prof. Paul Bragg: 'A diet for everyone.' Wednesday, March 24, 6:45 p.m., Ehret Club Dinner. By special appointment. Friday, March 26, 8 p.m. Dr. Philip M. Lovell 'Things that make for success.'"

(3) Inner-Clean is used by drugless practitioners. "Many Osteopaths, Chiropractors, Naturopaths, and other drugless practitioners" recommend it. (4) Business men like cafeteria health luncheons. At the "Corrective Eating Cafeteria" at the Health Center. (5) You are eligible to join Wanderlusters. "Inexperienced hikers should not hesitate to join this happy group of nature lovers." (6) "Health food specials this week: Unsulphured sterilized golden dates–20¢. Calimyrna figs–25¢ per lb. S & W. Sauerkraut–large can 20¢; small can 15¢.

(7) "By special appointment we are headquarters for Battle Creek Sanatorium Health Foods. Health Food Products Co. 1000 W. 7th Street." Address: 1000 West Seventh Street, [Los Angeles, California]. Phone: VAndike 4063.

623. Eutropheons (The). 1926. Dr. Richter's sun baked breads (Ad). *Los Angeles Times.* April 18. p. K28.
• ***Summary:*** "Magnetized and vitalized by the life-giving rays of the California sun. Also health drinks, uncooked soups, fruit, and vegetable salads, fruit-nut cakes and confections–delicious and wholesome–will build and maintain perfect health."

"The Eutropheons (Raw food dining rooms)... Free lectures, 7:30 P.M. Tues. at 209 S. Hill St. and Thurs. at 833 S Olive St. 7 different breads 50¢." In this beautiful little display ad, illustrations show: (1) A rayed sun with a smiling face. (2) A pretty, smiling girl is eating a wafer; in front of her is a food package. Address: 833 S. Olive St. and 290 S. Hill St.

624. Small photograph of Mildred Lager's parents

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(probably). 1926.
• ***Summary:*** This black and white photo, 2½ by 3½ inches, shows a man and woman who are probably Mildred Lager's parents, Gustav and Hilda Lager. Each is wearing a hat and there are woods in the background, as if they were on vacation. On the back is written in ink: "June 19, 1926. Tourist camp. Velva, North Dakota." A purple stamp reads: "Permanent Highcross Print. Jun 24 1926. Fullmer's Photo Service. Havre, Montana."

625. Carque Pure Food Company, Inc. 1926. Food (Ad). *Los Angeles Times*. July 4. p. J2.
• ***Summary:*** Identical to ad in the 1 Nov. 1925 issue of this periodical (p. K2), except that Carqué has a new downtown shop at 831 So. Flower St., Los Angeles, California.

Note: This is the earliest document seen (July 2021) showing Carque with an address on Flower Street (831 So. Flower St.). Address: 729 Seward St., Los Angeles, California. Phone: GLadstone 4003.

626. Brady, Wm. 1926. Sunday health talks. *Atlanta Constitution* (*Georgia*). July 11. p. 17.
• ***Summary:*** Note: This article seems to be about Anthony Berhalter, yet it is 10 years earlier than any other articles we can find about him. However a 1936 article states: "Thirty years ago [in 1907] Mr. Berhalter, now a nationally known health food manufacturer and dealer, started a health food factory and store in Chicago."

This article begins:

"The cure of the cult habit: A shrewd young man engaged as advertising manager for a department store saw the light, quit his job, and started in the business of marketing 'health food.' His food preparation is no half bad, as a food, but, believe the young man, it is the salvation of the world, the one way the people can escape cancer, tuberculosis, etcetera. This young man now has agents or house-to-house canvassers in most towns, and they have a wonderful line of lingo which impresses the sapient layman."

He sometimes gets the use of a pubic school auditorium or of a Y.M.C.A. hall or other public building for 'lecture.'

"On such occasions he purports to be the president of an impressive organization having a name something like 'National Nutrition association' [sic, National Health Foods Association?, or NHFA, later NNFA]–of course there is no such public official organization, but the sapient citizens fall for it and permit the young man to put over his 'lecture.'" In this way he gets many new customers. Address: M.D.

627. Bragg, Paul C. 1926. Health? *Masonic Digest* (*Los Angeles*) 6(1):29+. July.
• ***Summary:*** A photo shows Paul Bragg.

628. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times*. Aug. 15. p. K27. Sunday.
• ***Summary:*** Although "newslets" looks like a column, it is actually (we learn about 18 months later) an ad; today (2021) it would be called an "advertorial." Did Paul Bragg invent this new type of ad?

Bragg begins by promoting the free health lectures he gives every Tuesday and Friday evening at 8 o'clock at his "Health Center, 1000 W. 7th Street. Make it a point to attend this week. It won't cost you a cent and you are bound to hear something important to your own happiness.

"When Bernarr Macfadden, famous physical culturist, described the Marathon Bio-Bloodwash Bath as 'the greatest discovery for the health of the human race in the world today,' very few believed him. And that is only natural. Even I, who see these baths given daily at the Health Center, 1000 W. Seventh St., am continually astounded at the amazing results.

"With the Marathon Baths [water cure], supplemented by colonic lavage [enema], scientific massage and Prof. Ehret's Mucusless Diet, we have successfully treated thousands of cases of such varied diseases as chronic rheumatism, asthma, partial paralysis, gout, diabetes, hemorrhoids, goiter, dysentery, etc., that we are forced to the conclusion that every human ailment can be relieved by this method."

What would the druggists do if they couldn't sell "physics," which Bragg believes only aggravate the constipated condition.

"Prof. Arnold Ehret's 'Mucusless Diet Healing System' is a 24-lesson course containing healing therapy. Sent postpaid anywhere in the U.S.A. for $1.50. These lessons when taught personally by Prof. Ehret cost. $100." Note 1. Arnold Ehret died in an accident on 10 Oct. 1922.

For a "real invigorating non-heat producing summertime menu," visit "the Health Center Cafeteria, 1000 W. Seventh St. Delicious balanced meals are served daily from 8:30 a.m. to 8:30 p.m., with a special 35¢ lunch from 1:30 to 2 p.m."

Note 1. Bragg promotes his Health Center by giving

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its name and address in four different paragraphs. From this one Center (how big was it?) he runs a naturopathic clinic, health food restaurant, health food store with mail order catalog, lecture program, exercise classes at the gymnasium accompanied by music, and bookstore. This is the first appearance of his new column in the *Los Angeles Times* Sunday magazine; it was published in at least 30 issues, roughly twice a month, until 11 Dec. 1927. Recurring themes (besides self-promotion) are: The many basics of a naturopathic philosophy, how almost any disease or ailment can be cured at his clinic (where he is Chief Clinician), the importance of good diet and exercise, fasting, inner cleanness and enemas, constipation.

Note 4. What kind of a building was located at 1000 West Seventh St.? From about Dec. 1903 until at least 1908 it was The Westmore, a "Handsome new colonial family and tourist hotel." By 1924 it was the "Oriental Rug and Importing Co." Then in May 1925 it was the "Health Food Products Co."

Note 4. One can see in this advertorial the origins of the big conflict that developed between the health food industry and the U.S. Food and Drug Administration. People without formal medical training advertising their services as doctors / healers, and selling their own medicines and literature. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

629. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Aug. 29. p. L27.
• ***Summary:*** There is a veritable Paradise in the mountains near Los Angeles "and yet few people avail themselves of the opportunity to frolic in the sunshine and reap the benefits of an enjoyable outing. I lead a happy group of Wanderlusters every first and third Sundays, leaving the Health Center at 8:30 a.m. by bus to one of Nature's beauty spots... No dues or initiation fees. Bring your lunch for an all day's outing.

"I have been giving free health lectures for the past three years every Tuesday evening at 8 p.m. at the Health Center, 1000 W. 7th St., above [west of] Figueroa, selecting topics that are inspiring... with all the bunk left out. I try to talk in understandable everyday language..."

"Someone asked me what diet I used to give me my 'splendid strength.' It is no secret. I eat the same balanced menus that are served to the public at the Health Center Corrective Eating Cafeteria, 1000 W. 7th St."

"There is a vast difference between so-called 'Health Foods' and genuine tested health foods. You will find all the recognized products, such as the Battle Creek Sanitarium foods and other nationally famous makes at the Health Food Store, 1000 W. 7th St. Write for mail order price list if unable to buy in person." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

630. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Sept. 5. p. K27.
• ***Summary:*** A dull or lost appetite is "Nature's warning that your system is being poisoned by a clogged intestinal tract. I have found that the most effective internal cleansing medium is Innerclean Intestinal Laxative. This is a compound of aromatic herbs and vegetables developed by Prof. Arnold Ehret, originator of the famous 'Mucusless Diet Healing System.' Innerclean thoroughly removes the long accumulated filth, mucus and poisonous toxemias clinging to the intestinal walls and rejuvenates the whole digestive system. You fell like a million and have an appetite like a wolf! Innerclean is 50 cents a package at the Health Center and all druggists. The Innerclean Mfg. Co., 846 E. Sixth St, will mail a generous free sample by writing them a postal or letter."

"A proper diet will go a long way toward preventing that 'bound up' condition in the first place. Come to the Health Center... Our health food store here carries the most complete line of genuine recognized health foods to be found in the city–including the famous Battle Creek Sanitarium foods, Nutradiet, canned fruits and vegetables, a wide variety of delicious vegetable meat substitutes, whole wheat products from our own ovens, and many other items. Mail orders are given prompt attention." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

631. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Sept. 19. p. K27.
Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

632. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Oct. 3. p. K27.
• ***Summary:*** "This Friday evening, Oct. 8, at 8 o'clock, Dr. Philip M. Lovell, your editor of the Care of the Body Section of this [Sunday] magazine, will lecture at the Health Center, 1000 W. 7th St. His subject, 'The Care of Children,..." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

633. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Oct. 10. p. K27.
• ***Summary:*** "Every one needs to continually keep 'in training' for the match of life. Proper muscular exercise is very essential to maintaining perfect health.

"During my long experience as a physical director I have developed a special system of exercises with piano accompaniment. Enroll at one of my classes at the Health Center gymnasium, 1000 W. 7th St., and see how much better you feel. Visitors are welcome during class work."

"Men's classes every Monday evening at 6:30 p.m. Women's classes every Tuesday and Friday mornings at 10 o'clock; and there are two classes Tuesday evening..."

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Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

634. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Oct. 17. p. K27.
• ***Summary:*** "'Jiddu Krishnamurti is a nut.' That is what thousands of people will be saying of the 30-year-old seer from India who is being hailed by some as the new World Teacher. But he is a healthy nut. When he arrived in Los Angeles recently" he discussed the importance of "bodily cleanliness. Another was that he had never eaten meat, drunk liquor or smoked."

"Krishnamurti says our goal is happiness. He's right. And the first ingredient of happiness, to my mind, is health." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

635. Hain Health Foods. 1926. Formal opening of Hain Health Foods. Oct. 18, 8 A.M. (Ad). *Los Angeles Times.* Oct. 18. p. K26.
• ***Summary:*** This is an ad for the opening of the 1st Hain retail health food store in Los Angeles. "Something new in health foods. From the grower direct to you enables us to sell high grade, fine quality products at lower prices. Our foods are 100% pure and in accordance with health standards. Our policy is quality first–service–courtesy."

Contains a long list of products sold at the store, with weights and prices, divided into the following categories: Flour (incl. 5 whole grain flours, Hain Health Meal, and Soy bean flour, 80¢ for 5 lbs). Breakfast cereals (6, incl. Hain Health Bran). Legumes (lentils, split peas, green peas, garbanza beans). Legume flours (6). Hain Health Mayonnaise (made with lemon juice and honey). Selected dried fruits (dates, figs, prunes). Hain pure mountain honey. Italian pure olive oil. Hain nut butters (almond butter, nut cream butter, peanut butter). Shelled nuts. Raisins–fancy.

Phone orders delivered. Mail order service. "Will gladly mail catalogue: Ask us for one."

Note: This is the earliest document seen (May 2019) concerning Hain. Note that the company sold soy bean flour from day one. Address: 329 W. 3rd St. (near Hill St.), Los Angeles, California. Phone: MUtual 1703.

636. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Oct. 31. p. K27.
• ***Summary:*** What is IT that people long for? "Some call it personal magnetism, some call it sex appeal. I will tell you what IT is–vibrant electric health! When you meet a vigorously, buoyantly healthy person can't you instantly feel their magnetism? That's IT. You won't find this characteristic in weaklings."

"Buoyant health depends on four principal factors–correct breathing, correct posture, exercise, and correct eating... attend my classes at the Health Center gymnasium." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

637. Carque Pure Food Company, Inc. 1926. Carqué, "Kar-Kay." This name stands for the ideal in natural foods (Ad). *Los Angeles Times.* Oct. 31. p. K2. Sunday magazine.
• ***Summary:*** "For 20 years Carque Products have been sold to America. Otto Carque's little store sowed the seed of Natural Foods in 1906." Nationwide, "intent people have been eating their way to efficient health. Such people are nationally minded; when they find that California foods are so good as Carque Products prove to be, their orders come in every mail, every day from everywhere... No Carque product has been depleted of natural elements, processed to improve looks at the expense of natural food-value, or treated to preserve it or alter its natural composition or taste."

"Dried fruits: Unsulphured, unbleached, unburned, uncoated. Nut butters: unroasted, unsalted, unsugared. Whole grain products: Wheat flour, yellow cornmeal, cracked wheat, Crown crackers, kitchen cookies, natural brown rice, barley flour." A sort of logo shows an acorn with the slogan: "Natural causes produce natural effects."

Otto Carque now has 3 Carqué Shops with 3 different addresses: 729 Seward St., 6411½ Hollywood Blvd. (right in the middle of everything), and 831 South Flower Street (which is now downtown).

"Write a one-cent postal card to our general offices for: New edition 1926-1927 illustrated free price list."

Note: This is the earliest document seen (July 2021) showing Carque with a shop at 6411½ Hollywood Blvd.–a fashionable address. Address: General offices: The Natural Foods Building, 729 Seward St., Los Angeles, California.

638. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Nov. 28. p. K27.
• ***Summary:*** "The Japanese are noted for original methods of suicide... Most people eat themselves to death–only it generally takes half a lifetime to do it. Every time you stuff or eat the wrong kind of food, you are committing suicide by slow but sure degrees. Wrong eating is a habit. But it's an easy habit to break, because the right kind of food is even more palatable than the other... just try a meal at the Corrective Eating Cafeteria here at the Health Center, 1000 West Seventh Street." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

639. Dyas Co. 1926. Say "Merry Christmas" with Carque fruits and nuts (Ad). *Los Angeles Times.* Dec. 5. p. C11.
• ***Summary:*** "Glace and dried fruits and nuts, gathered from rich California orchards, and prepared according to the unique Carque processes–in the famous Los Angeles 'daylight' factories–then, packed in delightful boxes, dozens of gift combinations for the choosing. Carque Gift Packages will be sent prepaid and insured to any portion of the United

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States." Address: Second floor, Seventh at Olive, Los Angeles, California.

640. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Dec. 12. p. K27.
• ***Summary:*** "There has been such and increase in the public's interest in corrective eating that a new health cafeteria has recently been opened in the heart of the Los Angeles business district under the same management as the Health Center. It is conveniently located at 217 West 6th Street, between Spring and Broadway.

"A 100% whole wheat bakery is also operated in connection with the cafeteria."

Note 1. This is the earliest English-language document seen (July 2021) that contains the term "health cafeteria."

Note 2. This is the earliest document seen (July 2021) that mentions Paul Bragg in connection with 217 West 6th Street, or stating that Paul Bragg's Health Center owns a health cafeteria at this address. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

641. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Dec. 19. p. K27.
• ***Summary:*** "Most people in this hurry-up age are taxing their nerves to the limit of endurance and beyond. And such stimulants as coffee only tax the nerves more. The caffein [caffeine] in one cup if injected in concentrated form will kill a rabbit instantly... If it doesn't 'agree' with you, change to a good coffee substitute. There are several excellent ones to select from at the Health Center food store, 1000 West Seventh St." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

642. Bragg, Paul C. ed. 1926. Health Center newslets (Ad). *Los Angeles Times.* Dec. 26. p. J27.
• ***Summary:*** "Have you ever noticed how healthy animals are? All except man. (For, excepting for the contents of his skull, man himself is nothing more than an animal.) Why is it that the human is the sickest being on earth?

"I will tell you–because with that big brain of his he has tried to remodel Nature's laws of living–particularly her laws of eating. Try feeding any animal–from guinea pig to elephant–contrary to natural diet, and pretty soon you will have the buzzards circling over."

"... I invite you to sample the menus at the new Health Cafeteria, at 217 West Sixth Street, between Broadway and Spring Street, or our Corrective Eating Cafeteria, 1000 W. 7th St. You will get a delicious lesson in eating the way Nature intended... These are the very folks I would like most to try these Health Food Cafeterias."

At either place, many "whole wheat oven treats for the home table" are sold. "Which reminds me of the Health Food Store also at the Health Center." "I just had a workout in the 'Health Center gymnasium.'"

"We have just republished Prof. Ehret's 'Rational Fasting.' This wonderful book completely covers the subject of scientific fasting and gives lessons for practical application. It can be procured at the Health Center for one dollar per copy."

Note: This is the earliest English-language document seen (July 2021) that contains the term "Health Food Cafeterias" (or "Health Food Cafeteria"). Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

643. California Fig-Co Company, Inc. 1926. "Fig-Co" is the most wholesome, palatable coffee substitute you ever had! (Ad). *Los Angeles Times.* Dec. 26. p. J29.
• ***Summary:*** "During his 3 years of apprenticeship (1884-1887) in one of the oldest coffee-substitute factories in Europe, Kramer Bros. in Ottensen near Hamburg [Germany], our manager, Mr. W.H. Riecken, originated 'Fig-Co' from selected sun-dried unsulphured figs and finest malt-barley."

"Good for your stomach and your nerves. It relieves constipation. 1 lb. package, 35¢–Health is wealth, buy the best." Address: [Los Angeles, California].

644. California Food & Health Service. 1926. The original (1912) fig cereal coffee substitute (Ad). *Los Angeles Times.* Dec. 26. p. J29.
• ***Summary:*** "At all health food stores. A five food family drink. Regular price 35¢. Special price 29¢. 7253 Sunset Blvd., Hollywood. 215 West Broadway, Glendale. 2156 Colorado Blvd., Eagle Rock. 445. E. Colorado St., Pasadena. Drop a one cent postal card to any of the above addresses for a complete price list of Health Foods."

An illustration shows the front of the package, on which is written: "Drink California Cof-Fig. 'Coffee's successor.' J.R. Neff." Address: [Los Angeles, California].

645. Mensana. 1926. Get well! (Ad). *Los Angeles Times.* Dec. 26. p. J29.
• ***Summary:*** "Get well! and keep well at Mensana, Hollywood Health Home. Dietetic board $15.00 per week and up. Sun baths–hydrotherapy–massage. Under direction Dr. Charles James and Otto Carque." Address: 1851 No. Berendo St. (corner Franklin Ave.), Los Angeles, California. Phone: 596-632.

646. Mishulow, Abraham B.; Mishulow, Shifrah I. 1926. Wegetarische koch buch [Vegetarian cook book: Rational eating. A book of knowledge for the right preparation and combination of natural, vegetarian health foods, according to the latest scientific methods]. New York, NY: The Better Health and Correct Eating Institute. viii + 213 p. 20 cm. Schildkraut's edition. [Heb]*
• ***Summary:*** The authors are husband and wife team.

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647. Thayer, Gilbert. 1926. Eat to live... Lafayette, Indiana: The National Health Bureau. 144 p. Illust. 23 cm. * Address: Lafayette, Indiana.

648. Thayer, Gilbert (Mrs.). 1926. Life-giving preparations of food combinations. [S.l. : s.n.]. 63 p. 22 cm. *
• ***Summary:*** A popular work about natural foods and vegetarian cookery.

649. **Product Name:** Canned Soy Beans.
Manufacturer's Name: Hain Health Foods.
Manufacturer's Address: 329 W. 3rd St. (near Hill St.), Los Angeles, California.
Date of Introduction: 1926?
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Interview with Ben Kahan. 1983. Dec. 4. Early history of the health foods industry in Southern California. 3 p. transcript. "Harold Hain made the first canned soybeans in about 1924" [sic, Harold Hain started Hain Health Foods in 1926].

Note: This is the earliest known commercial soy product sold or packed by Hain.

650. *Los Angeles Times.* 1927. Young company in new baking combine deal. Jan. 21. p. A8.
• ***Summary:*** Combining two separate interests, a new baking corporation named the Oakes-Young Baking Company has been established with assets of $25,000 by Young's Market Company and J.W. Oakes of Los Angeles.

In the future, all bread products distributed by Young's will be baked by the new corporation. These brands include those already handled by the Young company as well as the Cubbison breads, the rights to which were purchased one year ago by Oakes and his son, Harry W. Oakes.

The Cubbison bakery [at 3417 Pasadena Ave., Los Angeles, California] continues to make its line of products other than the bread.

651. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Jan. 30. p. L27.
• ***Summary:*** "Most grouches are first of all dyspeptics... Wiser men than I have said it. What is a dyspeptic? Simply one who has chronic indigestion. And its darned hard to smile when you have a bellyache.

"Indigestion is a silly trouble for any sensible person to have, for all you have to do, to avoid it in the first place and get rid of it in the second place, is to eat properly and to maintain strict innercleanliness. Yet indigestion in some one of its forms, autointoxication and constipation, is the scourge of the race." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

652. Lust, Benedict. 1927. Our trip to the Fatherland. III. *Naturopath* (*New York City*) 32(1):7-14. Jan.
• ***Summary:*** "From our home town we continued our trip to Baden Baden, the great Universal Health Resort. Of all hot springs in Europe Baden Baden is still the leader. The Roman Emperors have travelled every summer over the high Alps to get health, strength, relaxation, and pleasure at this great natural health resort.

"Here are still the foundations of the Roman Baths (thermae). They must have been colossal institutions and there must have been great life and luxury, pleasure and indulgence around the Roman courts in those days. It is very strange that these radio-active hot springs of Baden Baden are simply an outlet from a vein of hot water or hot river under the earth, because in other parts of South Germany borings have been made and they have struck the same hot mineral water. The whole section in this country is of vulcanic [sic, volcanic] origin. I have loved Baden Baden because I am born only two hours from this place and there are many associations of my youth connected with this happy place. Two summers I worked there as a boy. The hotels and institutions, the outline and the grounds are all made for health and for comfort and relaxation. I took a few hot radium baths with one of my younger brothers, but I must say of all the hot springs I have tried, there is no such exhilaration and after effects as you find after you have been in the radium waters of Baden Baden. You don't feel tired, you feel wonderful, and not overstimulated as is usually the case with ordinary mineral springs.

"We visited the Trinkhalle and the Hotel de Holland, where we worked when we were a young man..."

"We then visited Freiburg in Baden and went through the Black Forest by the way of the great scenic railroad to Constance on the lake of the same name, where we spent two days. This lake is the largest body of water in inland Europe. The scenery and environment is simply beautiful with the grand snow-capped Alps in the background, and the blue, green and emerald waters of the lake ever changing."

"Constance is the gateway to Austria, Bavaria, Italy and Switzerland."

"The next day they took a boat over a beautiful lake and passed Friederickshafen where they saw the Zeppelin works.

We stopped then at Lindau and proceeded to Kempten in the sub-alpin Algäu. There we visited the Publishing House of Joseph Koesel which has full control of all the writings of Father Kneipp. Originally a small publishing concern, over 150 years old, but after publishing Father Kneipp's book 'My Water Cure' in German they became world publishers, and they published the Kneipp works by the millions, not only in German, but in all the civilized languages."

"Our next stop was Memmingen–which is known as the town where the first Kneipp Linen porous or mesh underwear was made. Father Kneipp recommended the mesh garments, the porous linen or vegetable fibre for next to the skin, as it causes a gentle friction and holds sufficient air in the meshes

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to protect the body against excessive heat and cold."

"Kneipp was very generous. He extended his good will to everybody and gave his approval readily to anybody who had anything worth while for mankind. He never asked for any fees or demanded any royalty. There are many millionaires in the world to-day who got rich by Father Kneipp's genius and work, especially through his books, health foods, remedies, linen underwear, mead (honey wine), air shoes, porous sandals, outside open mesh garments, malt coffee, institutions, socks and stockings, sanitaria, health resorts, schools for natural life and nature cure, sun and air baths, real estate, etc."

"How few of the American manufacturers of health food-concerns who put up whole wheat preparations, whole rye foods, whole barley and whole oats, coffee substitutes, etc., think of Father Kneipp, who was the founder of all these things. He used them first, lectured and wrote about them. Kneipp had no endowments, nor Rockefellers, nor the rich to back him up, he had no agricultural department, nor the government's support paying him his expenses; but he has done more for mankind and for the prevention of disease, than all these agents–public and private–put together. Kneipp simply worked in his Parish House, where he had a laboratory of his own. Barley Malt Coffee, called Kneipp Malz Kaffe, and whole wheat bread are sold in all the countries of the world.

"His idea of feeding children was roadbreaking and is correct. He recommended elementary food and not the denatured refined commercialized foods in fancy packages of today. He believed in using the whole grains, and he recommended every housewife to be her own miller. He further advised to bake one's own whole wheat bread, to use real corn [whole-wheat] meal by grinding the flour yourself, have it fresh in your own home by doing the milling yourself and then you have at the same time Physical Culture. Now electricity can do all this in your own home."

"In Memmingen we met Dr. L. Weidle, who is an ideal Naturopath with a broad heart and love for all mankind. When meeting him for the first time you imagine you have met a second Christ."

Illustrations and photos show: (1) "Father Kneipp lecturing on 'How to live and how Nature cures' to his patients in Wörishofen (full page). (2) The beautiful spire of the Cathedral of Freiburg, in Baden. (3) "The 'Kinder-Asyl' for poor, crippled, and so-called incurable children. A real and notable Charity Institution conducted by the Sisters of Mercy" (half page).

(4) "One of the Kurhauses established by Father Kneipp and still conducted by the Brothers of Mercy. Non-sectarian" (half page). (5) Father Kneipp giving consultation to his numerous poor patients in Wörishofen, Bavaria. (6) "One of the many Kneipp monuments in Germany." (7) "Father Kneipp [seated at a table] giving consultations to his patients, surrounded by eager and true Medical Men and Students" (full page). (8) "Our birthplace in Michelbach, the home in which the nine Lust sons were born and raised."

653. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Feb. 6. p. L27.
• ***Summary:*** "I read where Dr. Charles H. Mayo, the famous Minnesota surgeon, says that much of man's physical suffering today is due to his acquiring wealth and control of energy too rapidly to be able to rearrange his life and adjust his stomach and intestines to his swiftly changing condition."

"We hurry, hurry, hurry" to get rich quick. "Then we hurry, hurry, hurry... after the mad thrills of living 'with a kick in it.' Whereupon Mother Nature chastises us with a swift kick in the abdomen and we lie flat on our backs in the bed or under the lilies." We seek luxuries, particularly the luxuries of the table. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

654. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Feb. 13. p. K27.
• ***Summary:*** The Health Center's "Health Food department specializes in whole wheat bakery products, unsulphured sun-dried fruits [prunes, figs and raisins] and Battle Creek Santarium foods..." Also delicious meat substitutes and coffee substitutes. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

655. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Feb. 20. p. K27.
• ***Summary:*** The Health Center carries "unsulphured sun-dried fruits–prunes, figs and raisins–like none you've ever tasted before. There are delicious meat substitutes and coffee substitutes and the complete line of Battle Creek Sanitarium Foods."

"Prof. Arnold Ehret's brochure entitled: 'Thus Speaketh the Stomach,' (25 cents by mail) is worth reading..."

"Did you see the account in the newspapers about Miss Mable Mitchell of Santa Ana who reduced 43 pounds in 63 days of fasting? There is no surer way to get rid of excess weight."

"All disease, including obesity, in uneliminated poison. Once this is driven out through the pores, kidneys and bowels, Nature soon restores health. I have seen hundreds who had been given up to die regain splendid health..." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

656. Eutropheons–Live Food Cafeterias. 1927. Sun-cooked living foods (Ad). *Los Angeles Times.* Feb. 20. p. K30.
• ***Summary:*** "–as advocated by all advanced dieticians–appetizingly served in endless variety. Come and revel in the new delights of flavor–Live better, longer and more vitally.

"Free lectures by Dr. J.T. Richter. Tuesdays 7:30 P.M.–209 S. Hill. Thursdays, 7:30 P.M.–833 S. Olive St. Price list

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of 60 products free."

Note: This is the earliest English-language document seen (July 2021) that contains the term "living foods" (or "living food") or the term "live food" (or "live foods"). Both terms refer to raw, uncooked food. It is also the earliest document seen (July 2021) that contains the term "Live Food Cafeterias" (or Cafeteria). Address: 209 So. Hill St. & 833 So. Olive St. Both: Los Angeles, California.

657. *Los Angeles Times.* 1927. What's doing today. Feb. 20. p. 24.
• ***Summary:*** "Lecture on 'How to Live One Hundred Years,' 126 North St. Louis street, 8:30 p.m. Paul C. Bragg, speaker. Auspices of Workmen's Circle."

658. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Feb. 27. p. J27.
• ***Summary:*** "Have you a radio in your home? I hope you will tune in on KMTR Tuesday morning at 11:50 o'clock and hear Madame Alene's interesting health talk. She has some very enlightening things to say about the Health Center..." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

659. Natural Foods & Products Co. 1927. Sleep without drugs says L.A. drugless specialist (Ad). *Los Angeles Times.* Feb. 27. p. J31.
• ***Summary:*** Contains a long directory of the names and addresses of many stores (incl. many health food stores) in Los Angeles and vicinity that sell Flaxolyn, which relieves constipation and therefore aids sleep. Those which seem to be mainly health food stores (in Los Angeles unless otherwise indicated) are: California Health Food Co. Pure Food Market, 6th and Spring. Grist Mill, 524 W. 8th St. Grist Mill, in Market, 251 So. Spring St. Hain's Health Foods, 329 W. Third. The Health Corner, 5341 Pasadena Ave. Jones Grain Mill, Stall A-12, Grand Central Market. Kaalish Health Food Store, 2828 Wabash Ave. The May Co., Health Food Dept., 4th Floor. Victor Health Food Co., 721 Alvarado. Carque Pure Food Co. (1) 729 Seward St. (2) 831 So. Flower St. (3) 6411½ Hollywood Blvd., Hollywood. Weber's Whole Grain Mill, Producers' Market. Larchmont Health Food Store, 228 N. Larchmont California Food & Health Service. (1) 2156 Colorado Blvd., Eagle Rock. (2) 7253 Sunset Blvd., Hollywood. (3) 215 W. Broadway, Glendale. (4) 445 E. Colorado St., Pasadena. Hollywood Health Food Stores, 5455 Hollywood Blvd., Hollywood. Lee H. Young (Health Food Dept.). (1) 5th and Santa Monica Blvd., Santa Monica. (2) Main and Ashland Ave., Ocean Park. Pasadena Natural Food Mills, 905 E. Colorado St., Pasadena. National Health Food Store, 414 Pine Ave., Long Beach. Warings Health Foods, 219 N. Market St., Inglewood. Peterson's Health-Food Store, 1262 N. Fair Oaks, Pasadena.

Flaxolyn contains 12 herbs, which are listed and described. Address: 5341 (or 5311) Pasadena Ave., Los Angeles, California. Phone: GArfield 8523.

660. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* March 6. p. K27.
• ***Summary:*** "Have you ever eaten the kind of menu specified by Prof. Ehret? Then take dinner this evening at either of these two Health Cafeterias, 1000 West 7th St. [the Health Center] and 217 West Sixth St. [The Health Cafeteria, between Spring and Broadway]. It will be a great treat for your stomach and for your palate too." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

661. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* March 13. p. K27.
• ***Summary:*** "Did you read that Emile Vandervelde, head of the Belgian Socialist party and Minster of Foreign Affairs, attributes his unusual physical fitness to the 'simple life?' He eats with moderation and in recent years has cut out breakfast and dinner altogether. Bernard Shaw, the famous writer, is another stickler for sane living and careful diet. Nine-tenths of mankind are still eating themselves into a premature grave–but I think they are gradually getting a little sense." Recent government statistics show that U.S. meat consumption has decreased by about 25% during 1926. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

662. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* March 20. p. K27.
• ***Summary:*** "Frequently I am taken for 15 years younger than I really am. And I don't intend to get old for several decades yet."

"Overeating, especially of meats and pasty foods, clogs your digestive tract with decaying filth that poisons the whole system..."

There are two health cafeterias in Los Angeles. "Delicious vegetable menus served here are non-clogging. See if you don't feel better after such a meal."

Whole wheat bakery products are "baked fresh daily in our own health bakery at 1607 West Sixth St." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

663. *J. of the American Medical Association.* 1927. Medical news: California–The "Health Center of Los Angeles." 88(14):1085. April 2.
• ***Summary:*** "The 'Health Chautauqua Association' recently put on a 'show' at the Philharmonic Auditorium, Los Angeles, and on the first page of its program were the names of the active members of the 'Drugless Physicians of Southern California'; these individuals, it is reported. comprise the Health Chautauqua Association, McArthur

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Timmons is a layman employed on a salary to promote two 'shows' a year, and his address, 1000 West Seventh Street, is the address of the 'Health Center of Los Angeles.' The 'Health Center of Los Angeles' has several departments; a licensed chiropractor, J. Bruce Clark, was in charge of the 'treatments'; the 'Health Food Products Co.' is managed by Maurice Goldman; 'The Corrective Eating Cafeteria,' managed by M.M. Day; 'Corrective Exercises, Breathing, Physical Culture, etc.,' by. Prof. Paul C. Bragg; 'Massage,' by Archie Jordan, and 'Chiropractic Treatments, Baths, etc.,' by Emiel A. Wiseman, D.C. One half of each department is owned by Fred S. Hirsch who is listed as 'managing director.' Frank McCoy, drugless practitioner; Wesley Barrett, D.O.; Philip M. Lovell, drugless practitioner; R. Stone, D.D.S., and others were said to lecture two days a week. The 'health center' places a great deal of stress, it is reported, on 'Arnold Ehret's Mucusless Diet System' and the 'Bio-Bloodwash Marathon 'Bath.'"

664. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* April 17. p. K27.
• ***Summary:*** "Three-fourths of humanity are only half alive. You can tell it by the blank looks in their faces. You can tell it by the way they walk... After a few Marathon Bloodwash Baths and other Naturopathic treatments at our Health Center Clinic, 1000 West Seventh Street, I have seen prematurely old, sallow-faced men and women walk out with a sparkle in their eyes and the springy step of youth in their strides–completely regenerated." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

665. *Los Angeles Times.* 1927. Tonight 8 p.m. (Ad). May 6. p. 18.
• ***Summary:*** "The message that is thrilling the world. 'Glorious, Radiant Health." First of a series of vitally interesting and inspiring lectures by Bengamin Gayelord Hauser. Internationally famous young Viennese food specialist, author, lecturer, and teacher. Assembly Hall. Friday Morning Club (Playhouse Theatre). Admission free." At the top of the ad is a portrait photo of Mr. Hauser.

Note: This is the earliest document seen (July 2021) concerning Gayelord Hauser.

666. *Los Angeles Times.* 1927. Lima bean acreage cut: Oxnard district ranchers raising more sugar beets and other vegetables this year. May 14. p. 6.
• ***Summary:*** The California Lima Bean Growers' Association, located in Oxnard and with more than 1,100 members, has just issued a lengthy report that discusses this decrease in acreage. In 1926 the total acreage planted to regular lima beans in Southern California was about 100,000 acres. It is expected to decrease by 3,000 to 4,000 acres this year, partly because of lower prices. About 43,000 acres of baby limas were planted last year.

The report states that there is considerable interest in "lima bean flour and bread... The experiments and successful tests of Dr. D.W. Sansum, director of the Potter Metabolic clinic in Santa Barbara, in this connection, have given the lima bean association a new idea that promises to further the lima bean industry tremendously."

As a result of experiments conducted by Dr. Sansum, a good-tasting and wholesome bread, made chiefly with lima bean flour, is now on sale at several places. Dr. Sansum is prescribing lima bean muffins for his patients suffering from various forms of acidosis.

"Lima beans are the most alkaline food known... Some of the flour has been sent to Battle Creek [Michigan, to Dr. Kellogg] and also to two or three large bakeries in the East for the purpose of developing a formula by which good lima bean bread can be made."

Note 1. This is the earliest English-language document seen (July 2021) that contains the term "lima bean flour" or the term "lima bean bread."

Note 2. Bill Baker of Ojai, California, is not mentioned.

667. *Los Angeles Times.* 1927. Bengamin Gayelord Hauser (Ad). May 21. p. A2.
• ***Summary:*** "This Sunday–3 p.m. Your last opportunity to hear Bengamin Gayelord Hauser, internationally famous young Viennese food scientist, whose lectures have inspired thousands to live, eat, and think correctly. 'Health and Happiness for 100 Years.' Symphony Hall–Music-Art Bldg. Admission free. Hill St. entrance."

This small ad appears in a section of ads titled "Go to church Sunday," which includes ads for Christian Science, Swami Dhirananda, and the United Lodge of Theosophists–in addition to regular Christian denominations.

668. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* May 22. p. K27.
• ***Summary:*** "If all the pill addicts in the world only knew the wonderful curative power of drugless healing methods–as exemplified every day at the Health Center clinic–they would empty all their pill boxes into the garbage can... To met the new demand for drugless practitioners, the Health Center has founded a college, the American School of Naturopathy, where a complete course of instruction in natural healing methods and drugless therapy is given. A great number of both men and women have enrolled within the past week."

One of the most popular items sold by the Health Center "is unsulphured, unadulterated dried fruit–you never tasted such delicious prunes, figs and raisins! Full of vitamines and rich in mineral salts. Send for the price list." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

669. Eutropheons–Live Food Cafeterias. 1927. Flavors and variety incomparable in Richter's living foods (Ad). *Los*

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Angeles Times. May 29. p. 27.
• ***Summary:*** "No cooked meal can compare in variety and delicacy with the wonderful viands served in the tempting style at the Eutropheon Live Food Cafeterias. Try one meal and begin to really live. Price list of 60 products and valuable health hints free on request. 2 inviting places." Address: 833 S. Olive St.; 209 S. Hill St. Both: Los Angeles, California.

670. Mensana. 1927. Get well and keep well at Mensana! (Ad). *Los Angeles Times.* May 29. p. 27.
• ***Summary:*** "(Mensa-Sana = Sane Table). Hollywood health home. Under direction Dr. Charles James and Otto Carque. Naturopathic methods. Diet–Sun baths. Chiropractic–Board–Room and treatment from $15 a week. Consultation free.

An photo of this large and elegant gabled house, with a turret, occupies the left half of this small ad. Address: 1851 No. Berendo St. [Los Angeles, California]. Phone: 596-632.

671. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* June 5. p. L27.
• ***Summary:*** "Next to natural diet, sunshine and exercise are most valuable to the animal man. Join the Wanderlusters Hiking Club and you get both. We make a day of it every first and third Sundays in the month, leaving the Health Center, 1000 West 7th St., at 8:30 a.m. Bus fare is only a dollar–or you can bring your own car." Bragg leads the hike. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

672. Carque Pure Food Co. 1927. Carque's natural foods at reduced prices (Ad). *Los Angeles Times.* June 26. p. L27.
• ***Summary:*** "Otto Carque, the pioneer of pure natural foods in California and president of the Carque Pure Food Co., has adopted a new business policy whereby the numerous Carque products can be sold at greatly reduced prices. Mr. Carque's aim has always been to provide the finest and most wholesome foods for those who want to build up permanent health and vitality. Send for catalog, also tables of contents Mr. Carque's books, "Rational Diet" and "Natural Foods–The Safe Way to Health," with 200 recipes and menus. Mr. Carque, who has made the study of foods and dietetics his life work, can give you the safest and sanest advice pertaining to your health. Write today.

"Factory, store and main office, 729 Seward St., near Melrose Ave. Branch stores: 831 So. Flower St., 6411½ Hollywood Blvd."

A portrait photo shows Otto Carque.

Directly below this ad is a smaller ad for Mensana titled "Get well and keep well at Mensana... Hollywood Health Home." Address: 729 Seward St., Los Angeles, California.

673. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* July 3. p. 27.
• ***Summary:*** "We have published a beautiful, illustrated booklet [titled "Disease Washed Away"], fully describing these methods, including the wonderful Hydralite Bloodwash Baths, colonic lavage, and other treatments. Send for this booklet. It is free for the asking."

"One man of 70 who took our Hydralite Bloodwash Baths said he felt as if 25 years had been washed from his age." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

674. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* July 10. p. L27.
• ***Summary:*** "A Frenchman announces a vaccine... Isn't is strange that those learned scientists do not spend their time trying to find a sure way to eliminate these diseases instead of suppressing them?" Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

675. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* July 17. p. L27.
• ***Summary:*** The "whole wheat bakery products... are baked fresh daily in our own Health Bakery at 820 West Sixth Street." They are served at the Health Cafeteria, 217 West Sixth Street, between Spring and Broadway, and at the Health Center, 1000 West Seventh Street.

Note: This is the earliest document seen (March 2007) that mentions Paul Bragg in connection with 820 West Sixth Street, or stating that Paul Bragg's Health Center owns a bakery at this address. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

676. Hain Health Foods. 1927. Celebrating the opening of our second store (Ad). *Los Angeles Times.* July 23. p. A6.
• ***Summary:*** This is an ad for the opening of Hain's 2nd retail health food store in Los Angeles. "Located in the Hill Street Terminal Market. Health foods in liberal quantities. Free. Given away with each $1 purchase. At both stores. 8 days. July 23 to July 30. Be sure to take advantage of these free offers. Call, phone, or mail your order. 329 W. 3rd St. or 429 S. Hill St. If it's for health, we have it. 100% pure." Address: 429-33 South Hill St., Los Angeles, California.

677. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* July 24. p. K27.
• ***Summary:*** "Perspiration is one of nature's greatest blood-purifying methods. Summer, then, is the best time to exercise for bodily health. Don't say its too hot to exercise. A good 'sweat' actually cools you off. Join the gymnasium classes under my personal direction at the Health Club, 1000 West Seventh Street."

"Hiking is a wonderful sport to keep you young and fit and recharge your physical battery from the sun's rays." Join the Wanderlusters on the beautiful mountain trails. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

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678. Carque Pure Foods. 1927. Two interesting new Carque products (Ad). *Los Angeles Times.* Aug. 14. p. K27.
• ***Summary:*** "Pecan Meal–8 oz. can 65¢; by mail 75¢. Made from fresh pecans–an ideal companion for summer fruit salads.

"Malto-Almonds–7 oz. can 50¢; by mail 60¢. A special preparation of malt, almond meal, and dextrinized cereals. Samples by mail 10¢.

"Carque Shops at 381 S. Flower St. and 6411½ Hollywood Blvd." Address: 729 Seward St., Los Angeles [California].

679. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Aug. 21. p. L27.
• ***Summary:*** Chicago [Illinois] just had "a national convention of beauty specialists (cosmeticians they call them). I suppose there will be no end of discussion of the latest ways to put a mask of youth and beauty on the pale and wrinkled face of premature old age. I don't say powder and rouge are 'wrong'–but I emphatically say they are not necessary!

"Why tolerate a flabby face when a firm, unblemished skin naturally tinted by the glow of health is much more beautiful than make-up? It can be the possession of every woman, long after youth is past, if she will follow a few simple rules of diet, exercise and cleanliness–such as are practiced at the Health Center." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

680. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Aug. 28. p. L27.
• ***Summary:*** "John D. Rockefeller is 88–but not because of his millions. He knows wealth cannot buy health–for health itself is riches. John D. says he is not 'on a diet,' but that he 'eats sparingly.' He also says: 'I never hurry my meals and I am never in a hurry to leave the table.'

"That's certainly sound talk! Most people eat like pigs; many of them look like pigs, and a lot of them drag through their short lives sleepy as pigs. Do you know why the average person overeats? Because of the artificial palate–stimulation of high seasoning and because the food is too rich, too high concentrated." Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

681. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Sept. 4. p. L27.
• ***Summary:*** "Dr. Annie Besant, the world-famous president of the International Theosophical Society, is more healthy and vigorous at 80 than most women at 40. Just now she is completing a lecture tour of the principal cities of Europe and has been doing her traveling... almost entirely by airplane. How many others would be equal to it?

"The secret to Dr. Besant's remarkable postponement of old age is in her habits of living, particularly as regards diet. She has been a strict vegetarian for years. If you want to stay young eat non-clogging vegetables and fruits.

At Los Angeles' two Health Cafeterias, the innovation of "girls passing around wholewheat muffins during each evening meal is very popular."

The Health Center's bakery has moved to 820 West Sixth Street, from 1607 West 6th. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

682. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Sept. 11. p. K27.
• ***Summary:*** "Jack Dempsey has always taken a great pride in his body. He wasn't a 'candy kid' when a boy,... He says he eats simple foods, eats only when he is hungry, and often makes three square meals in a row of fruit alone." And he does stomach exercises each day. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

683. Carque Pure Food Co., Inc. 1927. Everyone enjoys Carque's carob fruit candy: A delightful wholesome confection (Ad). *Los Angeles Times.* Sept. 11. p. K27.
• ***Summary:*** "Made of St. John's bread [carob], figs, raisins, nuts and honey. Give it freely to your children in place of refined sugar candy and chocolates. 5¢s a bar–Special this week, 3 bars 10¢. At our shops, 831 S. Flower St. and 6411½ Hollywood Blvd. Or at Main Office... Write for catalog with reduced prices."

Note: This is the earliest document seen (July 2021) that mentions an "energy bar" made in the USA. Unlike most energy bars of the 1990s and early 2000s, it contains only simple, natural ingredients. Address: Main office: 729 Seward St. [Los Angeles, California].

684. Carque Pure Food Co. 1927. Carque's Herbal Health Tea (Ad). *Los Angeles Times.* Sept. 18. p. K27.
• ***Summary:*** "A scientific blend of wholesome herbs rich in alkaline blood purifying elements. Drink it daily in place of tea and coffee. Large container 50¢, small package 10¢ (sent by mail). At our shops–531 South Flower St. and 6411½ Hollywood Blvd. or 729 Seward St.

The text is inside of a pretty illustration of an oval wreath of herbs. Address: Los Angeles, California.

685. **Product Name:** Carque's carob fruit candy.
Manufacturer's Name: Carque Pure Food Co., Inc.
Date of Introduction: 1927 September.
Ingredients: St. John's bread [carob], figs, raisins, nuts and honey.
New Product–Documentation: Ad in Los Angeles Times. 1927. Sept. 11. p. K27. "Everyone enjoys Carque's carob

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fruit candy: A delightful wholesome confection." "Give it freely to your children in place of refined sugar candy and chocolates. 5¢ a bar–Special this week, 3 bars 10¢. At our shops, 831 S. Flower St. and 6411½ Hollywood Blvd. Or at Main Office... Write for catalog with reduced prices."

Note: This is the earliest known "energy bar" made commercially in the USA.

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686. *Los Angeles Times.* 1927. Dr. Lovell plans evening health and diet class. Oct. 5. p. A13.

• ***Summary:*** Dr. Philip Lovell [N.D., Naturopathic Doctor] writes his health columns in the *Sunday Times Magazine* section and gives weekly talks on health over KHJ radio. Now he is presenting a weekly class on diet and health each Thursday afternoon in the auditorium of Southern California Manufacturers' Exhibit, Southwest Building, 130 South Broadway. To accommodate the hundreds who have attended or who cannot attend afternoon classes, he will announce an evening class, a baby clinic, and a physical-culture class.

Various firms have displays supplementing Dr. Lovell's blackboard talks: Holsum Whole Wheat Bread, Cubbison Biscuit Company, Hollywood Cup, Haine [Hain?] Health Food Stores, Los Angeles Brewing Co., Carque Pure Food Co., Sparkletts Artesian Water, and others.

687. Lovell, Philip M. 1927. Care of the body. *Los Angeles Times.* Oct. 16. p. K26. Sunday magazine.

• ***Summary:*** We must obey Nature's laws in diet, breathing, sleeping, working, and sex life. But patients don't want to hear that from their physicians, because they don't want to take responsibility for their ailments. They would rather consider themselves innocent victims, and take a pill.

The section titled "Health lectures" notes that this Thursday afternoon, Dr. Lovell will speak on "The drugless curing of disease" at the Southern California Manufacturers' Exhibit auditorium. It is free of charge and open to the public.

The section titled "Light is life" contains excerpts from an article from *Health Culture* by Mr. Clarke Irvine about Dr. Auguste Rollier, "a regular allopath." With no aspiration to fame or fortune, he has cured more than a thousand patients using mere sunlight. His "Outdoor Temple of the Sun," a tuberculosis sanatorium, is at Leysin, in southwestern Switzerland [near Lake Geneva], at an elevation of 5,000 feet in the beautiful Alps. He started this work in 1903 and now has 37 clinics. One feature of his cure is that "only cereals, with raw fruits and vegetables are given as food." No meat or eggs are given since they suffocate the patients with mucus. He also believes that maintaining a happy frame of mind, and feeling comfortable and free, is essential to the cure. Therefore nudity is practiced. Address: N.D. [Naturopathic Doctor].

688. California State Board of Health; Bureau of Vital Statistics 1927. Marriage record: Lillian Reicher and Otto Carque. Los Angeles, California. 1 p.

• ***Summary:*** "Place of marriage: County of L.A. [Los Angeles].

"Groom:

"Full name: Otto Carqué

"Residence: N.E. Corner Wilcox Ave. & Romaine, Hollywood.

"Color or race: white. Age at last birthday: 61 years.

"Single, widowed or divorced: single. Number of marriage: 1st

"Birthplace: Germany

"Occupation: (a) Trade, profession or particular kind of work: President & Mgr. (b) General nature of industry, business, or establishment in which employed (or employer): Carque Pure Food Co.

"Name of Father: Louis Carqué

"Birthplace of father: Germany

"Maiden name of mother: Anna Zentner

"Birthplace of mother: Germany

"Bride:

"Full name: Lillian Reicher

"Residence: 1104 N. Wilcox, Hollywood

"Color or race: white. Age at last birthday: 27 years.

"Single, widowed or divorced: single. Number of marriage: 1st

"Birthplace: N.Y.

"Occupation: (a) Trade, profession or particular kind of work: Secretary. (b) General nature of industry, business, or establishment in which employed (or employer): Carque Pure Food Co.

"Name of Father: David Reicher

"Birthplace of father: Czecho-Slovakia

"Maiden name of mother: Melvina Gansler

"Birthplace of mother: Czecho-Slovakia

"We, the groom and bride named in this Certificate, hereby certify that the information given therein is correct, to the best of our knowledge and belief: Otto Carqué, groom. Lillian Reicher, bride.

"Certificate of Person Performing Ceremony:

"I hereby certify that Otto Carque and Lillian Reicher were joined in marriage by me in accordance with the laws of the State of California, at Los Angeles, this 5th day of Nov. 1927.

"Signature of witness to the marriage: V.D. Agnew. Residence: L.A.

"Signature of Person Performing the Ceremony: J. Walter Hanby. Official position: Judge of the Superior Court

Filed: Nov. 8, 1927. C.L. Logan, Recorder. Residence: L.A.

A full, true and correct copy of the original recorded this 8th day of Nov. 1927

"C.L. Logan, Recorder, by M.A. Ryan, Deputy."

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Note 1. The official marriage date is 5 Nov. 1926. The wedding ceremony was Nov. 6.

Note 2. Otto's place of residence and Lillian's residence are a very long block part.

Note 3. Deepest thanks to Wayne Dawson, genealogist, Tucson, Arizona, for finding this record on Ancestry.com and sending it to Soyinfo Center. Address: Los Angeles, California..

689. *Los Angeles Times.* 1927. Dietician to wed business assistant. Nov. 5. p. 24.
• ***Summary:*** "Otto Carque, dietician, and Lillian Reicher, formerly of New York City, will be married tomorrow. Mr. Carque is president of the Carque Pure Food Company, and Miss Reicher has been assisting in the reorganization of the business. Following the wedding, the couple will be entertained at dinner at Mensana Home by Mrs. Clara Coleman, principal."

690. Carque Pure Food Co. 1927. Carque's holiday gifts (Ad). *Los Angeles Times.* Nov. 6. p. K27.
• ***Summary:*** "The most delightful assortment of gifts to suit every taste and purse. An elegant selection of dainty imported baskets, bowls, and novelties, artfully designed, packed full of Carque's California's finest fruits, nuts and health confections. A pleasant surprise for your Eastern friends. Ship early and avoid the rush. Illustrated holiday catalog now ready.

"At our stores: 831 S. Flower St.; 6411½ Hollywood Blvd.; Factory and main office: 729 Seward Street."

Directly below this ad is a smaller ad for Mensana titled "Get well and stay well." Address: 729 Seward St., Los Angeles, California.

691. *Los Angeles Times.* 1927. Food concern head weds business aid. Nov. 7. p. 23.
• ***Summary:*** "The girl he employed to recently to help reorganize his business was led to the altar yesterday by Otto Carque, dietician and president of the Carque Pure Food Company. The bride formerly was Lillian Reicher of New York. Following the wedding the couple was entertained at dinner at Mensana Home by Mrs. Clara Coleman."

692. Record that marriage record was filed: Lillian Reicher and Otto Carque. 1927. Los Angeles, California. 1 p.
• ***Summary:*** Date: 1927 Nov. 8. Women married: Reicher, Lillian. To whom married: Otto Carque. Where recorded: Book 761. Page 189.

Source: California, US, County, Birth, Marriage and Death Records 1849-1980.

Note: This is not the official California state marriage record, but rather the bare-bones record showing that the official marriage record was filed–on Nov. 8. They were officially married on 5 Nov. 1927 (see that record), and the church wedding was on 6 Nov. 1927. Address: Los Angeles, California..

693. *Los Angeles Times.* 1927. Activities of hosts and hostesses this week: Dinner musicale. Nov. 13. p. 43.
• ***Summary:*** "Following a quiet wedding which took place last week, Mr. and Mrs. Otto Carque were entertained at Mensana Home by Mrs. Clara M. Coleman with a dinner and musical program. Among those present were Dr. and Mrs. Philip Lovell, Mr. and Mrs. W.S. Eilke, Mr. and Mrs. H.G. Cubbison, Dr. F.E. Malony, Miss Marie Press, Mr. and Mrs. Seiler, Mr. and Mrs. William Reicken, Dr. Charles James, Mrs. Frank Starr, Mrs. Leybrooke, Mr. James Berlin and Mr. P. Ludwig Conde."

Note: Dr. Philip Lovell writes the "Care of the Body" column for the *Los Angeles Times.* Sophie Cubbison and her husband may have also been present.

694. Natural Foods & Products Co. 1927. L.A. stomach sufferers acclaim doctor who discovers Flaxolyn (Ad). *Los Angeles Times.* Dec. 4. p. L31.
• ***Summary:*** Contains a long directory of the names and addresses of many stores (incl. many health food stores) in Los Angeles and vicinity that sell Flaxolyn, which relieves constipation and therefore aids sleep. Companies appearing in this longer directory that did not appear in the ad of 27 Feb. 1927 (p. J31) run by this company in this newspaper include: Health Food Cafeteria, 216 W. 6th St., Los Angeles. Address: 5341 (or 5311) Pasadena Ave., Los Angeles, California. Phone: GArfield 8523.

695. Bragg, Paul C. ed. 1927. Health Center newslets (Ad). *Los Angeles Times.* Dec. 11. p. K27.
• ***Summary:*** The Health Center's bakery is now named the "Whole Wheat Bakery-Cafe, 820 West 6th St., near Figueroa."

"Thousands and thousand of mean and women are pitiful prey to imaginary ills induced by reliance on drugs. If you really are not well, then there is a natural reason for it. So don't run for an unnatural palliative, which will probably multiply your trouble. Eliminate the ailment, don't try to suppress it."

A portrait photo at the top left of the column shows a handsome Paul Bragg. This is the earliest known issue of this column to carry his photo. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 W. Seventh St.

696. Shippey, Lee. 1927. Lee side o' L.A. *Los Angeles Times.* Dec. 17. p. A4.
• ***Summary:*** There are two Eutropheon dining-rooms in Los Angeles. Eutropheon means "uncooked" in Greek. They serve pies, with sub-baked crusts and a filling of dried or fresh crushed fruits. "These restaurants also, of course, serve a great many nuts. But most of the diners we saw looked like

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extra-intelligent people."

697. **Product Name:** Soy Meal. Renamed Soy Flour by 1934, Soy Bean Flour by 1936, and Soybean Flour by Dec. 1943.
Manufacturer's Name: Battle Creek Food Co. (Marketer-Distributor). Made in the USA by A.E. Staley Manufacturing Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1927.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Horvath. 1927. The Soybean as Human Food. p. 41, 44. "This soy meal contains: moisture 5.5%, protein 53.8%, fat 9.2%. This roasted meal is manufactured from fresh press cake. The roasting greatly improves the taste, digestibility, and keeping capacity of bean meal. This procedure is largely applied to soybean meal (flour) in China and Japan."

S.S. Pierce Co. 1935. Spring and summer mail order catalog (Boston). p. 72.

L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Soy bean flour."

A photo shows commercial soy products from William Morse's office. 1936. "Soy Bean Flour." Canned, Low in Starch. Price List. 1940. Soy Flour. 1 lb or 4 lb bag. Miller. 1943.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Soybean flour. Distributed through health food stores.

Price Lists. 1955 and 1960. Soybean Blue Book. 1947. p. 70.

Note: This is the earliest commercial soy product seen made by Battle Creek Foods or Dr. John Harvey Kellogg.

698. **Product Name:** Soy Gluten Biscuit (For Diabetics).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1927.
New Product–Documentation: Horvath. 1927. *The Soybean as Human Food.* p. 57. "At present a special soy biscuit for diabetics can be obtained from the Battle Creek Food Company. Its chemical composition is: moisture 5-10%, protein 50-60%, fat 7-10%, pentosans etc. 17-22%, ash 4-6%, starch 1-3%.

Battle Creek Food Co. Catalog. 1937. Consists of equal parts soy flour and wheat gluten. Note: This is America's earliest commercial soy product that also contains gluten, according to the SoyaScan database as of May 1992.

Letter from Dr. John Harvey Kellogg to Mr. Richard Haughton, of Paoli, Pennsylvania. 1937. Sept. 21. "The Battle Creek Food Company makes a number of products from the soy bean, among which are soy gluten biscuit, which consists of equal parts of soy flour and wheat gluten. It is extremely toothsome and the most highly nourishing of all foodstuffs with which I am acquainted."

699. Lovell, Philip M.; Press-Lovell, Leah. 1927. Diet for health by natural methods: Together with health menus and recipes. Complete instructions for the cure of the sick without the use of drugs. Los Angeles, California: The *Times-Mirror* Press. xiii + 428 + [7] p. No index. 21 cm.
• ***Summary:*** Part I: Treatment and diet, by Dr. P.M. Lovell. Part II. The preparation of health foods, by Leah Press-Lovell (recipes, p. 129-428). Some of the recipes in this book first appeared in the "Care of the Body" section of the *Los Angeles Times,* which Dr. Lovell has edited for the past few years. "This is the pioneer health department of any newspaper in the country, undoubtedly the most widely read and unique, in so far as it advocates drugless, natural therapy" (p. 4). "This book is based on vegetarian principles. Meat recipes... are not included." Many reasons for this are given. Meat includes fish and fowl (p. 8-9).

Soy-related: "Soy sauce or shoyu is made from soy beans and can be bought at Japanese stores. It gives a tasty flavor to gravies and to cereals" (p. 134). Chop suey (3 types), each served with "Soy bean sauce" (p. 290-91). Soy gravy (with soy–also called soy sauce or shoyu, p. 305). Chapter 14, "Legumes" (p. 366-70) discusses chick peas (Garvanza), lentils, peanuts, and "Soy beans: Best known in China and India. Rich in oil. Contain almost no starch. Require slow cooking to bring out flavors. Hulls are difficult to digest. Therefore remove them by rubbing through a colander." "About the soy bean: The soy bean is very important in the Orient. When three-fourths grown it makes a nutritious green vegetable [yes] known as 'bean sprouts' [no]. Products of soy beans are soy bean flour, soy bean milk, soy bean cheese (tofu), soy sauce, soy bean oil, sprouts, etc. Soy bean products can be bought at Japanese and Chinese grocery stores." Contains 3 recipes: Soy roll or bread (replace 25% of the whole wheat flour with soy flour in any whole wheat bread recipe). Soy bean porridge (cook 1 cup soy bean flour with 3 cups water for 2 hours in a double boiler. Cool, slice, roll in corn flour and bake with butter or oil to make croquettes). Soy bean croquettes (with "1 cup soy bean porridge"). Soy bean milk (made from soy bean flour, p. 420; also almond milk and cocoanut milk).

Also discusses: Of the general advice given to patients, "the subject of diet occupies the leading position" (p. viii). Agar flakes (vegetable gelatine) are better than animal gelatine (p. 135). Almonds–How to prepare almond milk, cream, and meal (p. 152). Cocoanut–To prepare cocoanut milk. Peanuts–How to prepare raw peanut butter (p. 153). Garvaza [garbanzo] beans and meal (p. 308-09). Nut loaf (Vegetable turkey) (with peanuts, p. 315). Carqué's unfermented whole wheat bread (p. 351). Carqué's

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unleavened fruit bread (p. 351). Recipes using Graham flour (different from whole wheat flour, p. 356-59).

Ads on the last 7 (unnumbered) pages are for: (1) Lovell Health Offices. (2-3) Lovell's drugless health library (39 titles on diseases and health problems; pocket edition size). (4) Health of the Child, by Dr. Philip M. Lovell. (5) Carqués California Pure Natural Food Products: Fruits–sun-dried and dehydrated without bleaches, fumigants or preservatives (incl. black mission figs), nuts, confections, stamina and laxative foods, nut butters, cereals and products (incl. soy bean flour), miscellaneous. And Carqué Pure Food Co., Inc. (6) Cubbison's Cracker Co., 3419 Pasadena Ave., Los Angeles. And Cubbison's Whole Wheat Flaxseed Crackers. Cubbison's also sells Whole wheat crackers, and Whole wheat nut bread (See p. 32-33, 104). (7) The Cary Health Cooker (for steaming and baking; Elmer E. Cary Co., Los Angeles).

Note: This is the earliest published document seen (July 2021) that gives the address of Cubbison's Cracker Co. as 3419 Pasadena Ave. Address: 1. Dr., drugless practitioner, Health Offices, 238 Chamber of Commerce Bldg., 1151 So. Broadway, Los Angeles, California; 2. His wife. Phone: WEstmore 8275.

700. Thayer, Gilbert (Mrs.). 1927. The Gilbert Thayer cook book: Life-giving preparations of food combinations. Los Angeles, California. 71 p. 23 cm. *
• ***Summary:*** A popular work about vegetarianism and vegetarian cookery. Ads appear on pages 67-71. Address: Lafayette, Indiana.

701. Thayer, Gilbert. 1927. Perfect health. Los Angeles, California: G. Thayer. 208 p. Illust. Portrait. *
Address: Lafayette, Indiana.

702. Bragg, Paul C. ed. 1928. Health Center newslets (Ad). *Los Angeles Times.* Jan. 1. p. J27.
• ***Summary:*** The wonderful "Miracle Water" in Douglas Fairbanks' new motion picture *"The Gaucho"* "has nothing on our Hydralite Bloodwash Bath at the Health Center Clinic... It is far more miraculous because the healing is actual fact, not fiction. I have seen case after case of such serious ailments as inflammatory rheumatism, diabetes, gout, partial paralysis, asthma, tumors, pernicious anemia, obesity and hemorrhoids successfully treated by these baths and our supplementary natural healing methods. No matter how helpless you may have been told your trouble is, we can help you."

A rectangular portrait shows Paul Bragg. Address: Prof., Chief Clinician, Health Center of Los Angeles, 1000 West Seventh St.

703. Carque Pure Food Co. 1928. The Carque Pure Food Co. (Ad). *Los Angeles Times.* Jan. 1. p. J27.
• ***Summary:*** "The Carque Pure Food Co. enters the New Year with a confident spirit of helpfulness and intelligent co-operation, pledging its best efforts towards a keen and thorough understanding of your specific health food needs." Address: 729 Seward St., Los Angeles, California.

704. Hain Health Foods. 1928. Happy New Year (Ad). *Los Angeles Times.* Jan. 1. p. J27.
• ***Summary:*** This tiny ad includes addresses for both the Hain Los Angeles shops: (1) 329 W. 3rd St. (2) 429 S. Hill St. Address: 329 W. 3rd St., Los Angeles, California.

705. *Los Angeles Times.* 1928. Bragg's new health cafeteria (Ad). Jan. 12. p. 4.
• ***Summary:*** "It opens today at 11 A.M. 840 South Hill St. Where delicious health food will reign supreme. Wonderful crispy salads–marvelous vegetables and meat substitutes–100% whole wheat breads and rolls, and whole wheat pies. Health ice cream and desserts that will melt in your mouth."

Note: This is the earliest document seen (March 2007) that mentions Paul Bragg in connection with 840 South Hill Street, or stating that Paul Bragg owns a health cafeteria at this address. Subsequent ads and articles show that he no longer owns the health businesses he used to at 1000 West Seventh St. (from 2 May 1925), 217 West 6th St. (from 12 Dec. 1926), or 820 West 6th St (from 17 July 1927). He appears to have sold these three properties, perhaps in connection with his divorce from his wife, Neva.

706. *Los Angeles Times.* 1928. Bragg cafe opens. Jan. 13. p. A5.
• ***Summary:*** Bragg's New Health Cafeteria opened yesterday in [840] South Hill Street, near Ninth. "This cafeteria features crispy salads, fresh vegetables, meat substitutes, 100 per cent whole-wheat bread and rolls, whole-wheat pies and health ice cream and desserts.

"This type of food is finding an increase [sic] demand among health advocates and no doubt will lead to an extensive patronage for this new cafeteria."

707. Carque Pure Food Co. 1928. Carque whole wheat bread (Ad). *Los Angeles Times.* Jan. 15. p. K27.
• ***Summary:*** "Try our delicious, unsurpassed, complete" bread. "Made from selected hard wheat, milled and baked by electricity in Carque's Bake Shop. 15¢ per 24 oz. loaf.

"Demonstration this week at our stores: 831 S. Flower St. 6411½ Hollywood Blvd. 729 Seward St., near Melrose Ave.

"Also for sale at Jones Grain Mill, Grand Central Market, Hain Health Food Stores (329 W. 3rd St. and 429 S. Hill), American-Italian Grocery (407 S. Hill St.), Dr. Krich's (730 W. 6th St.), Hollywood Health Food Shop (5455 Hollywood Blvd.).

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"Mail orders promptly attended to. Ask for new catalog with reduced prices." A small illustration shows a plow and a sheaf of wheat. Address: Los Angeles, California.

708. Health Center of Los Angeles. 1928. Important!! Read every word of this (Ad). *Los Angeles Times.* Jan. 15. p. K27.
• ***Summary:*** "Professor Paul C. Bragg, for many years Chief Clinician of The Health Center of Los Angeles, has opened this wonderful new institution combining many features for restoring and maintaining perfect health." Discusses: The Clinic. Bragg's Health Cafeteria. Free public health lectures by Prof. Bragg every Tuesday. Hiking Club ("Professor Bragg will personally conduct a hike into the beautiful mountains every second and fourth Sunday, starting at 8:30 A.M. Everybody welcome").

"Visit this wonderful institution." Address: 840 South Hill St. [Los Angeles].

709. Bragg, Paul C. 1928. Health hints. *Los Angeles Times.* Jan. 22. p. K29. Sunday.
• ***Summary:*** "Everyone should take two baths a day, one inside, one outside." A great idea for an inside bath is a glass of warm water with the juice of a grapefruit, taken upon arising. It sweetens the breath and "smashes constipation."

He spends the rest of the column promoting his projects. Bragg says people are packing into his "Health Cafeteria, 840 South Hill St." He tells how great his salads are. He is continually amazed at what "Nature Cure" will do. On Jan. 24 he plans to give a "red hot free Health lecture" on "How to build your body back to health... Come early if you want a seat."

Note: Bragg has dropped the titles "Prof." and "Chief Clinician." His Sunday column has changed its title from "Health Center Newslets." His Health Center, now named "Bragg's Health Center," is at the same location as his health cafeteria, which opened on 12 Jan. 1928. Either there have been major changes in his life and business or this is just a gimmick. Address: Director, Bragg's Health Center, 840 South Hill St. [Los Angeles].

710. Hirsch, Fred S. ed. 1928. Health Center newslets (Ad). *Los Angeles Times.* Jan. 22. p. K27.
• ***Summary:*** "450,000 years ago there were intelligent human beings on earth... But they were far cleaner internally than mankind today... If you want to know what it really feels like to be thoroughly, refreshingly clean inside, take Innerclean Intestinal Laxative. This is not a drug extract but a wholesome compound of dried aromatic herbs and vegetables perfected by Prof. Arnold Ehret,..."

"Nature will keep you clean internally if you give her a chance. But you have to do your part with exercise, proper breathing, and non-clogging foods... fruits and non-starchy vegetables mostly." Discover the Health Cafeteria, 217 West 6th St. (between Spring and Broadway), and 1000 West 7th St., and the Whole Wheat Bakery-Cafe at 820 West 6th St., near Figueroa. The latter is open all day Sunday and specializes in a "wonderful 60 cent table d'hote vegetarian dinner."

"I speak every Tuesday at 8 p.m. in conjunction with Dr. Newcomb, Chief Clinician of the Health Center, and Prof. Barclay Severns has charge of a lecture program every Friday at 8 p.m. Our hall was packed last week. Were you there?"

Note: This is the earliest document seen (March 2007) in which Paul Bragg is *not* mentioned in connection with the Health Center. It is also the earliest document seen (July 2021) that mentions Fred. S. Hirsch or Dr. Newcomb in connection with the Health Center. Fred Hirsch has been Arnold Ehret's manager since about the early 1920s. Newcomb is probably a naturopathic doctor. But does he have any credentials? Note the three addresses given above. Starting on about 15 Jan. 1928, Bragg and his Health Center are at a new address, 840 South Hill Street. What's going on here? Address: D.N.S., Managing Director, Health Center, 1000 West Seventh St. [Los Angeles].

711. Bragg, Paul C. 1928. Health hints. *Los Angeles Times.* Jan. 29. p. L29.
• ***Summary:*** "This man Mussolini of Italy is a wonderful man. He has started Italy on a new era of prosperity. Mussolini has tremendous vitality. When asked to what he attributed his remarkable energy he answered–a simple diet and plenty of outdoor exercise. If we would all follow this rule of life we would also have more Pep."

Note: For this one issue, Bragg is apparently writing Philip Lovell's column "Care of the Body." Address: Director, Bragg Health Center, 840 South Hill St. [Los Angeles].

712. Bragg, Paul C. 1928. Health hints. *Los Angeles Times.* Feb. 5. p. K29.
• ***Summary:*** "When the world learns to keep the blood stream clean and pure, jails and asylums will cease to be needed. Our aim at the Bragg Clinic is to cleanse the body of its disease poisons, both of the mental and physical benefit of the patient... A recent case which comes to mind is that of a young man who was brought here with Epileptic fits. It required only two Colonic Irrigations to bring a cupful of worms out of his intestines, and with the auxiliary treatments he was quickly normal."

"The important in maintaining a pure blood stream is the cleansing foods. At my Health Cafeteria the food is not only palatable and appetizing, but is selected to keep the body sweet and clean."

"This coming Wednesday I will serve my famous 35¢ Health Chinese meal" at the Cafeteria. "It may be had at any time during the day," with lunch or supper.

"Everybody who comes into my Health Cafeteria

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says 'Fig-Co. Please." They all love this wonderful drink. Besides being satisfying to the taste, 'Fig-Co' [an alternative to coffee] is good for your stomach and nerves. Address: Director, Bragg's Health Center, 840 South Hill St. [Los Angeles].

713. Hain Health Foods. 1928. Free advice on diet (Ad). *Los Angeles Times.* Feb. 5. p. K29.
• ***Summary:*** This tiny ad includes addresses for both the Hain shops in Los Angeles: (1) 329 W. 3rd St. (2) 429 So. Hill St. Address: Los Angeles, California.

714. Hirsch, Fred S. ed. 1928. Health Center newslets (Ad). *Los Angeles Times.* Feb. 5. p. K27.
• ***Summary:*** "What is the secret of Nature's healing... I will tell you–Elimination." Use Innerclean Intestinal Laxative. "The Innerclean Mfg. Co., 846 E. 6th St., will send you a generous trial package free."

"Have Prof. Barclay Severns, popular physical advisor of Radio KMTR and Instructor of Corrective Exercises at the Health Center, tell you how to keep fit. Personal instructions can be had any day at the Health Center by appointment." Also promotes the company's two Health Cafeterias and the Whole Wheat Bakery-Cafe.

On the last line of this long column, by itself, is written: "–[Advertisement]."

Note 1. For the first time, after about 18 months, we are told that that these "Newslets" from the Health Center are actually advertisements, rather than health columns.

Note 2. This is the 3rd issue of the "Newslets" in which Paul Bragg is not mentioned. Address: D.N.S., Managing Director, Health Center, 1000 West Seventh St. [Los Angeles].

715. Morison, C.B. 1928. Lima bean bread. *Journal* (*The*)*: American Bakers Association and American Institute of Baking* (*Chicago*) 1(2):16-18. Feb. 15. [3 ref]
• ***Summary:*** "Dr. W.D. Sansum, of the Potter Metabolic Clinic, Santa Barbara, California, has called attention to the application of lima bean flour for correcting acid diets as follows:... In the severe forms of this type of acidosis (acid ash type) and especially those associated with high blood pressure and its applications, basic or alkaline diet menus should be used... In the past we have used soy bean muffins, but patients as a rule soon tire of them. We believe we have found a solution of this difficulty in lima bean flour, which has been developed for us to a high degree of fineness by the California Lima Bean Growers Association of Oxnard, California. The lima bean is the most alkaline food known, containing 41.65 points of alkalinity. It is so alkaline that we believe that wheat flour, having an acidity of 9 points, may be safely mixed with it. Muffins, pancakes, or waffles may be made by using equal parts of lima bean flour and white flour. Our bakers have recently developed an excellent bread using: Whole wheat flour–2 parts. Lima bean flour 1 part, together with raisins, nuts, yeast..."

Three samples of "lima bean bread" were sent to the Institute. Their composition was analyzed. One sample, in external appearance, resembled a fruit cake.

Tables show: (1) Composition of 3 samples of lima bean bread as received and calculated to dry basis. This "bread contains comparatively high amounts of crude fat." (2) Amounts of base-forming and acid-forming elements in lima beans (based on Sherman & Gettler 1912). (2) Percentage of base-forming and acid-forming elements in lima bean bread (3 samples). (4) Excess of base-forming elements in lima bean bread.

716. *Los Angeles Times.* 1928. Diet authority will give talks. Feb. 22. p. A12.
• ***Summary:*** "Dr. W.D. Sansum, director of the Potter Metabolic Clinic at Santa Barbara, and authority on nutrition and disease-preventive diet, will give a series of four lectures" at 116 South Figueroa street, Los Angeles, sponsored by the South California Public Health Association. The first lecture will discuss acidosis and diet. Dr. Sansum's research has shown that acidosis may be prevented and cured through proper food.

717. Stop & Shop. 1928. Buy your Sunday dinner at this store (Ad). *Chicago Daily Tribune.* Feb. 24. p. 12.
• ***Summary:*** One section is titled "Stop & Shop now offers Battle Creek Sanitarium Health Foods to you–Every day in the year a complete line of standard Battle Creek foods... Battle Creek expert always in charge of this department." Featured: "Savita–a valuable substitute for meat extracts; rich in vitamin–excellent for diabetics. Has the fine flavor of mushrooms and rivals the finest meats. 50¢ jar. Protose–looks like meat, smells like meat, tastes like meat; has the composition of meat yet is purely vegetable. 35¢ jar." An illustration shows 11 products, including Psylla [from psyllium], Gluten Flour, Malted Nuts, Lacto Dextrine, Zo, Savita, Protose, and Laxa. Address: 16 N. Michigan and 12 W. Washington.

718. Hirsch, Fred S. ed. 1928. Health Center newslets (Ad). *Los Angeles Times.* Feb. 26. p. K27.
• ***Summary:*** "When Henry Ford heard that Albert D. Lasker, former chairman of the U.S. Shipping Board, had given $1,000,000 to the University of Chicago" [Illinois] to be used for finding why so many men die just after age 50, Ford sent him the *Life of Luigi Cornaro.* Cornaro lived in Venice, Italy, a long time ago [1467-1566]. "For 40 years he lived 'foolishly,' and then was given up to die by his doctors. Whereupon he regulated his diet and put off dying till he was 105. The action of Ford's was a clever way of saying 'Why spend a million to find out something that has long been known?'"

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On the last line of this long column, by itself, is written "–[Advertisement]."

Note: This is the 4th issue of the "Newslets" in which Paul Bragg is not mentioned. Address: D.N.S., Managing Director, Health Center, 1000 West Seventh St. [Los Angeles].

719. Health Center (The). 1928. Find out why (Ad). *Los Angeles Times.* March 3. p. K27.
• ***Summary:*** This large ad is a full page high and about 3 columns wide. "So much needless worry about sickness! So much needless pain and expense. All due as much to *guessing at the cause of all the trouble* as to improper treatment. Know what is the matter. That means a thorough physical examination first."

"For a short time only we are going to offer 'Care of the Body' readers the opportunity of a free physical examination and consultation by our Chief Clinician, Dr. Newcomb, at the Health Center Clinic, 1000 West Seventh St... Simply bring the coupon on the right."

"Thousands find health at this great institution: The fame of the Health Center grows and grows. One proof of this is the large number of imitators that have sprung up, calling themselves 'Health Centers.'"

Correct eating. Free health foods. Corrective exercise, Hair culture, Free health lectures by Dr. Newcomb and Fred. S. Hirsch, D.N.S... "conducted under the auspices of the American School of Naturopathy." Four illustrations show different activities of the center. Address: 1000 West Seventh St. [Los Angeles].

720. Bragg, Paul C. 1928. Health hints. *Los Angeles Times.* March 4. p. K29.
• ***Summary:*** "Life is not worth living without sound nerves. Your nerves govern your life–your efficiency, your happiness, your health. If your nerves are depleted you cannot concentrate or think clearly; you have not the 'pep' and spirit to enjoy your pleasures... Is life worth living under these conditions? I do not think so It is merely existence, and you are missing the great joys Life has to offer.

"Nervousness is a universal disease... The reason for this is that the average dietary of the human race today does not include enough of the kind of food necessary to supply the nerves with energy. Green vegetables, fruits and whole grain breads are the foods the build nerve power. At my Health Cafeteria... I specialize in nerve building foods. Sound nerves create immunity to all disease. Thousands of busy people are gaining nerve energy and health from my food. Try it." Address: Director, Bragg's Health Center, 840 South Hill St. [Los Angeles].

721. Carque Pure Food Co. ed. 1928. Just off the press: Mrs. Carque's Recipe Book (Ad). *Los Angeles Times.* March 4. p. K27.
• ***Summary:*** "Containing a large number of extraordinarily fine recipes of delightfully tempting fruit and nut salads and vegetable dishes; distinctly health-promoting, simple to prepare, yet conspicuously inviting and appealing to the most fastidious taste. Nicely illustrated.

"Only 40¢ a copy. Special price in quantities. Free with a copy of Otto Carque's famous book "Natural Foods–The Safe Way to Health." 360 pages of priceless dietetic information–$2.00." Address: 729 Seward St., Los Angeles. Branch stores: 831 S. Flower St. and 6411½ Hollywood Blvd. [Los Angeles].

722. Health Center (The). 1928. Health stories from real life (Ad). *Los Angeles Times.* March 11. p. K27.
• ***Summary:*** Describes how a woman who had suffered for several years from skin disease that had never responded to treatment by doctors. Her husband had spent a fortune trying to cure here, but to no avail. "After some hesitation she agreed to give our Ehret Healing System a trial." She changed to eating "non-clogging foods and took Innerclean daily... After the third treatment in our clinic her skin began to clear... A week later she reported the rash had completely disappeared. It would be futile to describe the woman's happiness, or to write of her husband's gratitude. Henceforth... she will be a life-long booster for natural healing methods as practiced here." Address: 1000 West Seventh St. [Los Angeles].

723. Whole Grain Wheat Dist. Co. 1928. Are you in ill health? (Ad). *Los Angeles Times.* March 11. p. K27.
• ***Summary:*** This national company has brought "150,000 people back to happy, normal health. We also serve thinking people in their home, (for the immediate family only,) a complete educational meal of seven of our twelve natural, cooked foods, including Whole Grain Wheat (not sold in stores)–at no cost whatever. Fill in the coupon below and mail it today–this demonstration serving costs you nothing." Address: 3625 So. Grand Ave., Los Angeles.

724. Health Center. 1928. Health stories from real life (Ad). *Los Angeles Times.* March 18. p. K26.
• ***Summary:*** "Each week at the Health Center we see examples of restored health that are little less than miraculous. This is the second of a series to be reported to 'Care of the Body Readers.' For obvious reasons, names are omitted.

"A taxi stopped at the Health Center, 1000 West Seventh Street, one day recently en route to the hospital. The passenger, a prominent Los Angeles man, was suffering intensely from gall stones and all arrangements were made for an operation. Instead he placed himself under the care of Dr. Newcomb, Chief Clinician of the Health Center, who immediately applied drugless methods of the Ehret Healing System... Early in the morning of the fifth day the patient

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eliminated between 30 and 40 stones. To his surprise, the elimination of gall stones and fecal matter continued for several days. Since then, although entirely well, he has taken a full course of body building treatments to put him in the very pink of condition, taking most of his meals in the meantime at one of the Health Cafeterias, located at 1000 W. 7th St., 217 West 7th St., of at the Wholewheat Bakery-Cafe, 820 West 6th St.

"If interested in your health don't fail to attend our Free lectures by Dr. Newcomb this coming Tuesday and Friday at 8 p.m.–[Advertisement]."

Note: This ad also appeared in the March 28 issue (p. K26) of this newspaper. Address: 1000 West Seventh St. [Los Angeles].

725. Drugless Physicians of Southern California. 1928. $1,000,000 worth of health free given at the semi-annual Health Chautauqua–1928 (Ad). *Los Angeles Times.* March 25. p. K29.
• ***Summary:*** "Three full days and nights of lectures, exhibitions, and contests. Never before has the public had such a wonderful opportunity to receive such priceless information and entertainment from so many brilliant minds–all absolutely free. Every subject will be covered by Specialists.

"Care of the entire body. The following specialists will personally lecture on vital health subjects. The Hair–Eyes–Teeth–Nose–Throat–Chest–Stomach, etc.

A list of names is given, including: Dr. Carl Schultz. Otto Carque. Prof. Paul C. Bragg. Dr. J.T. Richter. Betty Brownlee.

Note: This is the earliest document seen (July 2021) that mentions Betty Brownlee in Los Angeles, or together with Paul Bragg. She later became his second wife.

726. Carque, Lillian R. 1928. Mrs. Carqué's recipe book. Los Angeles, California: Otto Carqué. 32 p. Illust. 15 cm.
• ***Summary:*** Inside front cover: "Dear Friends: This recipe book has been created to fill a deeply felt human need, namely to emphasize the importance of a fruitarian as well as vegetarian dietary, and to encourage the greater use of nature's most wholesome foods..." Signed, Lillian Carqué (Mrs. Otto Carqué).

This book has no table of contents. However the recipes are divided into "divisions." Fruit & nuts (p. 1-12). Vegetable salads (p. 13-18). Cooked dishes (p. 18-23). Vegetable soups (p. 23-24). Fruit soups (p. 24-25). Fruit cocktails (p. 25). Desserts (p. 25-27). Sandwiches (p. 27-28). Unfired pies [raw] (p. 28-29). Sauces & dressings (p. 29-31). Breads (p. 31). Health confections (p. 32).

Soy related recipes include: Soya bean bread (with 1½ cups Carque's Soya Bean Flour 2 cups whole wheat flour, 1½ cups nut milk, 2 tablespoons Carque's Honey, etc., p. 31).

A photo at the top of many pages shows the dish prepared from the recipe on that page.

The recipes call for many Carque brand products by name–such as: Carque's Almond Butter, Carque's Black Mission Figs, Carque's California Dates, Carque's California Honey, Carque's California Olive Oil, Carque's Celery Salt, Carque's Cracked Wheat, Carque's Deglet Noor Dates, Carque's Dried Apricots, Carque's Fig Paste, Carque's French Dressing, Carque's Gem Peanut Butter, Carque's Granulated Agar, Carque's Lentil Flour, Carque's Natural Whole Rice [brown rice], Carque's Nut Cream Butter, Carque's Nut Fruto, Carque's Nuts, Carque's Onion Salt, Carque's Orange Blossom Honey, Carque's Peanut Butter Dressing, Carque's Peanut Meal, Carque's Pecan Meal, Carque's Pitted Dates, Carque Powdered C-Leaves, Carque's Prunola Dressing, Carque's Raw Hawaiian Sugar, Carque's Ripe Olives, Carque's Savory Nut Loaf, Carque's Seeded Muscat Raisins, Carque's Seedless Raisins, Carque's Shredded Cocoanut, Carque's Soya Bean Flour, Carque's Thompson Seedless Raisins, Carque's Unsulphured Dried Peaches, Carque's Unsulphured Dried Pears, Carque's Whole Wheat Macaroni.

Lillian R. Carqué was born in 1899. This book was published about 7 years before Otto Carqué's death on 9 Jan. 1935.

According to OCLC (Dec. 2010) Helen Evans Brown was a former owner of this book. It was donated to the Huntington Library by Philip S. Brown. Address: 1016 So. Hill St., Los Angeles, California.

727. Bragg, Paul C. 1928. Health hints. *Los Angeles Times.* April 1. p. K29.
• ***Summary:*** "A new Body in 90 Days! Sounds impossible, eh? Well, that's what a lot of folks said about flying machines, radios, etc., till the right men came along and proved it."

"I would like to take out of your diet all meats, white bread, white sugar and other unnatural foods." "Between and with your meals I would insist that you drink six glasses of the purest water." Sparkletts is the best. "I would demand that you get 8 hours sleep..." "Remember ninety days to Health." Address: Director, Bragg's Health Center, 840 South Hill St. [Los Angeles].

728. Bragg's Health Center. 1928. Health hints (Ad). *Los Angeles Times.* April 1. p. K29.
• ***Summary:*** "A new body in 90 days! Sounds impossible, eh? Well that's what a lot of folks said about flying machines, radios, etc., till the right men came along and proved it."

And last but not least–I would have you attend my free health lectures because it is here that I teach this wonderful system of living. This Tuesday my talk will be 'How to cure disease by natural living' and Betty Brownlee, the health girl who won second place in the Miss Los Angeles contest, will appear in bathing suit and show you exercises that will keep

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your body youthful."

Note 1. This is the earliest document seen (Sept. 2010) that mentions Betty Brownlee appearing (or working) at Paul Bragg's Health Center in Los Angeles. Bragg is married and the father of several children. What does his wife think about her husband's beautiful new employee?

Note 2. This is the first of more than 20 ads, paid for by Paul Bragg, in which Betty Brownlee is mentioned prominently as part of the show. Many of the other ads contain a photo at the top showing Paul Bragg in a one-piece bathing / gym suit.

Others ads are: 1928 April 15 ("and on Friday Betty Brownlee, the Health Girl, will give a Free lecture"). April 22. ("and on Friday night Miss Betty Brownlee will give her famous talk: 'How to defeat disease and live 100 years.' Both of these lectures start at 8:15"). May 6. ("On Friday night Miss Betty Brownlee will give her greatest lecture, 'Beauty, health and strength by gland stimulation'). July 15. ("Prof. Bragg and Betty Brownlee can show you the way to health... and on Friday Betty Brownlee, the Health Girl, will lecture 'Health for all'"). Sept. 2 ("and on Friday you have a real treat, Betty Brownlee will give a great lecture, 'How to cure yourself.' She will serve free Fig Ice Cream"). Sept. 16 ("On Friday night Betty Brownlee, the Health Girl, will give an amazing talk, 'How to be healthy and youthful forever.' Free Health Lunch served at both lectures which start at 8:15").

On 26 Sept. 1928, the divorce of Paul Bragg and his first wife, Neva, is announced in the *Los Angeles Times* (p. 24); they have three young children.

Oct. 14. ("and Friday night Betty Brownlee, the Health girl, will lecture 'Youth, health, beauty for men and women forever'"). Nov. 4 ("On Friday night Betty Brownlee, the Health Girl, winner of the Cecil DeMille Beauty Cup, will deliver an amazing lecture 'Health and beauty forever'"). Dec. 23. ("On Friday, Dec. 28, Betty Brownlee and I will have a great lecture for you with music and everything").

Note 3. We next hear of Betty Brownlee in the *Los Angeles Times* about 3 years later, on 20 Dec. 1931 when she is selling honey candies from a different address. She and the Professor have probably separated. Address: 840 So. Hill St. [Los Angeles].

729. Bragg's Health Center. 1928. This is the man who has made hundreds of weak and sick people, healthy (Ad). *Los Angeles Times*. April 15. p. L29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Paul C. Bragg: The man who can give you health," standing in a full-length gym outfit and looking very fit and strong. "Prof. Paul C. Bragg... has been conspicuous in the field of Diet and Natural Living for many years. He has demonstrated in his own body, which is perfectly developed, that he has the right system." There are three glowing testimonials but no names are given. Address: 840 So. Hill St. [Los Angeles].

730. Bragg's Health Center. 1928. Let this man give you new health–beauty, vigor!! By re-charging your glands (Ad). *Los Angeles Times.* May 6. p. L29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Paul C. Bragg: The man who can give you health," standing in a full-length gym outfit and looking very fit and strong. Discusses: "Glands must have natural foods." "White flour weakens gland strength." "Will meat give gland strength? Absolutely, no!" "Oxygen re-charges the glands." "What does coffee do to the glands? Coffee contains the dangerous drug caffein [caffeine]. This drug dries up the glands–causing nervousness and sleeplessness." "What about tea? Tea contains a poison known as Tannin" which "will deaden the glands and cause premature old age." "Buttermilk is a wonderful gland food." Try "Knudsen Pure Churned Buttermilk." "Painful menstruation due to weak glands." "Cold hands and feet a dangerous sign." "Prof. Bragg's clinic doing wonderful work." Address: 840 So. Hill St. [Los Angeles].

731. Bragg's Health Center. 1928. The man who works miracles ridding hundreds of men and women of illness and old age (Ad). *Los Angeles Times.* June 3. p. L29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: The wonder man," standing in a full-length gym outfit and looking very fit and strong. Discusses: "How to keep the energy of youth. You cannot eat dead, lifeless food and expect to be well and youthful." "Why whole wheat?" "Glands need iron." "Kidneys and glands need water." "Catarrh is a curse to health." "Regenerex–the wonder gland tonic." Address: 840 So. Hill St. [Los Angeles].

732. Bragg's Health Center. 1928. Prof. Bragg can perform miracles on your body: He can banish sickness, give you new energy, make you look years younger (Ad). *Los Angeles Times.* July 1. p. K29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: Can give you new health," standing in a full-length gym outfit and looking very fit and strong. Discusses: Bragg's "famous health-giving baths." "The cause of most disease is eating foodless food such as white bread, meats and messy mixtures." Try "Flax Crax Crackers." "Prof. Bragg serves Otto Carque's products" at his Cafeteria. Try Wheatose. "Minerals the key to life." "The one big secret of health: The bowel which is the sewer of the human house must be kept clean." Free lecture every Tuesday. July 3, "How to banish disease and gain new health." Address: 840 So. Hill St. [Los Angeles].

733. *Oakland Tribune*. 1928. Mrs. Nettie Coward Deacon to become bride of Henry Clay Pendleton. July 8. p. 4A.
• ***Summary:*** "Mrs. Nettie Coward Deacon, member of a pioneer Oakland family, and Henry Clay Pendleton, wealthy

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contractor and clubman, will be married Tuesday night at the bride's home, 182 Orange street, Oakland, it was revealed yesterday."

"Mrs. Deacon is the daughter of Herbert C. and Mrs. Louise Coward of Piedmont. Coward for years was regarded as the Pacific Coast salt king." "The bride-to-be is a graduate of Sacred Heart convent in Oakland." On their return, they will live in Crocker Highlands where Pendleton purchased a home.

A large portrait photo shows Nettie Coward Deacon dressed in a hat and wraps like a flapper.

Note 1. These two people became the parents of Patricia Pendleton, who lived for many years with Paul Bragg. Bragg stated in his Will of Jan. 1958 that he had adopted her as his daughter.

Note 2. Nettie Coward Deacon & Harry Clay Pendleton were married on 10 July 1928 by Rev. R.T. MacFarlane.

Note 3. Their marriage lasted only about 5 years, ending as follows (based on Alameda County records):

1933 Nov. 10. Nettie and her husband, Henry / Harry separated.

1935 May 13. Nettie, the Plaintiff, filed a Complaint (or Divorce) against Harry, the Defendant, on May 13, 1935 in Alameda County Superior Court, Oakland, California, Case No.135796, under the grounds of "extreme cruelty." Harry M. Gross & Edwin G. Wilcox were her attorneys.

1935 Oct. 8. An Interlocutory Judgment and Degree of Divorce was entered in the Pendleton matter, in which Nettie was awarded sole custody of the two children, child & spousal support & certain community property assets.

1938 June 24. Nettie filed an Affidavit which primarily stated that Harry was in arrears of his ordered support payments to the amount of $1,105.

1938 Oct. 1. A Final Judgment of Divorce in the Pendleton matter was signed by Edward J. Tyrell, Judge of the Alameda County Superior Court & entered on the same date in Book 219, page 735, Alameda County Records. Fini.

734. Bragg's Health Center. 1928. This advertisement may save your life: Read every word of it (Ad). *Los Angeles Times.* Aug. 5. p. K29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Paul C. Bragg: He may save your life," standing in a full-length gym outfit and looking very fit and strong. Discusses: "Know your physical condition: Everyone should have a thorough Physical Examination once a year." Bring this ad and you will be given one for free by "the Chief Diagnostician of the Bragg Health Center." Keep your "intestines clean and free from putrefaction. Hundreds of folks eat daily at my famous Vegetarian Health Cafeteria." "Prof. Hall can give you luxuriant hair... the noted hair specialist is doing wonders for folks with falling hair, dandruff, oily, gray, off colored hair." Call for a free scalp examination. Free lecture by "Betty Brownlee, the Health girl." Address: 840 So. Hill St. [Los Angeles].

735. *Los Angeles Times.* 1928. Eutropheons to be meet motif. Aug. 14. p. A3.
• ***Summary:*** "The Eutropheons, who claim the distinction of having originated the only dining-rooms in the world in which no cooked foods are served, will be the guests of Dr. Philip M. Lovell and staff at the dietetic lecture-demonstration this afternoon at 2 o'clock... at 130 South Broadway.

"Dr. Lovell will talk on the preparation of unfired foods, while Mrs. Eva Richter, manager of the Eutropheons, and her assistants will prepare and serve... natural products without any cooking except that done by the sun.

A booth will display more than 50 natural food products and samples of olive bread, nut roll and rhubarb drink will be served.

736. *Los Angeles Times.* 1928. Classified ad: Business opportunities. July 18. p. A18.
• ***Summary:*** "Health Food Shop: Nationally advertised health food products; best Hollywood district; well established bus. [business]. 1612 W. Pico."

737. *Bessemer Herald* (*Bessemer, Michigan*). 1928. City and township schools open on Tuesday for 1928-29 Term; list of 21 new teachers. Grades and special corps in city system have new teachers. Aug. 31. p. 1, 3. Friday.
• ***Summary:*** The teachers are divided among two schools: High School and Washington School. Mildred M. Lager, Superior, Wisconsin, will be teaching at Washington School.

738. Bragg's Health Center. 1928. A new body for $3.00: Investigate this startling offer (Ad). *Los Angeles Times.* Sept. 2. p. L29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: Can make you well and young again," standing in a full-length gym outfit. "Hundreds of seekers of health and youth are taking advantage of this amazing offer. And are finding a new health, a spring in their step and a sparkle in their eyes,

"Here's what I'll do. I will have the Doctor in charge of my clinic give you a complete physical examination... including blood pressure and urinalysis. Then you will be given one of my famous Rejuvenation Treatments– which tears disease and old age out by the roots. After this treatment you will be given a special diet for yourself. In thirty days you will feel ten years younger. Let me prove it.

"My food given health. You are what you eat. Eat trash and your body is trash. Eat good healthy food and you will have a healthy body."

No dead animals served. If you're looking for dead meat you will have to go to the morgue or some place where they serve dead animals. In place of meat I serve the greatest body

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builder I know of, 'Knudsen's Velvet Cottage Cheese.'

"Getting up nights can be stopped. Often in 24 hours by Alvita tablets. They are made of alfalfa and are recommended by hundreds who have used them with great success."

Near the bottom of this ad is a second one: "This advertisement may give you a new head of hair." A small photo shows "Prof. Hall, the great hair scientist..." "Call for appointment–TUcker 8639." Address: 840 So. Hill St. [Los Angeles].

739. *Los Angeles Times.* 1928. Divorce decrees granted. Sept. 26. p. 24.

• ***Summary:*** "Bragg, Neva C. from Paul C."

Note 1. Neva was the first wife of Paul C. Bragg, of health food fame. They had three children, Neva P. and Lorraine, born in 1917 and 1918 respectively, in Washington, DC, and Robert Elton, born in 1922 in Los Angeles.

Note 2. After the separation and divorce, Paul Bragg's wife, Neva, and their children continued to live in the Los Angeles area. But did Paul continue to see his children, help to raise them, and develop a close relationship with them? When they grew up, did they marry? Where did they live? Are any still alive as of Nov. 2009?

Some of the answers can be found on the Wikipedia webpage for Paul Bragg, which states (17 Aug. 2007) that by the time of the 1930 U.S. Census, Paul and Neva Bragg had divorced. Neva and her new husband, August Busch, were living with the three Bragg children (Lorraine, Neva Polly and Robert Elton) in Los Angeles, California. There is no record of Paul C. Bragg being counted in the 1930 Census. The source of the information about Neva was almost certainly the 1930 U.S. Census.

The pertinent court papers concerning this divorce are still available in Los Angeles. It looks like Paul was a wife beater–at least the Judge specifically "found" for Neva's claims on these allegations in his 1928 interlocutory judgment. The year of their "final judgment" was 1929, not 1928.

740. Bragg's Health Center. 1928. This amazing invention: Banishes pain almost instantly (Ad). *Los Angeles Times.* Oct. 7. p. K29.

• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: Can banish pain instantly," standing in a full-length gym outfit. The amazing invention is "The H20 Red Ray Lavage," which cures almost everything. The Professor has also discovered a new drink: "2 glasses of liquid steam. This is the purest water you can drink. It is fairly alive with tissue building ozone." Its good with a "cup of Bowers Alfine Coffee-Like." For lunch and supper only one glass of liquid steam is recommended. For constipation, take Flaxolyn. Prof. Bragg says: "I can re-charge the human battery with dynamic powers, tireless energy, amazing vitality. I can turn the clock of time back 20 to 30 years."

Near the bottom of this ad is a second one: "Would you pay $1 for a new head of hair?" A small photo shows Prof. Hall who "has a natural system of hair culture which never fails." Address: 840 So. Hill St. [Los Angeles].

741. *Los Angeles Times.* 1928. Judicial toast: "How dry I am!" Courtroom sounds like conclave of masticating equines as contestants over Melba product induce everyone to munch on evidence. Oct. 18. p. A1.

• ***Summary:*** In the driest case ever heard in Judge Gates's court, Henry G. Cubbison, the plaintiff, complained that he was being treated unfairly and unjustly by the Regal Food Products Company, defendant, and asked for an injunction to stop it. Note: The co-owner of Cubbison's was Harry R. Cubbison; we have never heard of a Henry G. Cubbison.

Mr. Cubbison explained that for a long time he has been manufacturing Melba toast and selling it in a distinctive package. Last summer, he complained, Regal started selling a similar product under the same name, in a package that was almost identical to his. This has already caused him $10,000 in damages.

Leland S. Bower, attorney for Cubbison's, placed in evidence a package of each of the parties' product. They looked very similar. He invited Judge Gates, the clerk and the bailiff, and even the newspaper reporters to taste it. For a few minutes the courtroom was filled with the sound of munching; then everyone went to the water cooler.

William Haughton, attorney for the defense, argued that Melba Toast is a generic name, like French toast, and that everyone has a right to use it. The judge then "took the petition under submission."

Note: According to *The Food Chronology,* by James Traeger (1995, p. 345), "Melba Toast" was first created (and the term coined) in 1894 in London by Chef Auguste Escoffier to honor the Australian opera singer Madame Nellie Melba (Helen Porter Mitchell). He grilled a slice of toast, split it down the middle to make it twice as thin, then grilled it again. However he adds the puzzling statement that Escoffier created it "originally to satisfy the wife of hotelman César Ritz" (1850-1918, the Swiss hotelkeeper, who owned fashionable and opulent hotels in London, Paris, New York, etc.). The *Encyclopedia Britannica* contains only one sentence about Melba toast under "Melba, Nellie" (1861-1931), who was born and died in Australia: "Melba toast and peach Melba were named for her."

742. Health Center. 1928. $300.00 prize contest: First prize $50 cash (Ad). *Los Angeles Times.* Oct. 21. p. J26.

• ***Summary:*** "There are only ten days left to submit letters in the big $300.00 prize contest... All you have to do is to write an interesting, convincing letter of not more than 300 words on either [sic, any] of the following subjects: A. What the Health Center is doing for the thinking people of

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Los Angeles and Southern California. B. Why I eat at the Health Cafeterias. C. Advantages of Highland Springs Health Resort. D. Why Innerclean is the ideal intestinal cleaner for keeping the body physically fit. E. Why Prof. Beamon keeps hair from falling out through his Natural Hair treatments."

Note: This is the earliest document seen (July 2021) that mentions Highland Springs Health Resort. It is located in Beaumont, southeast of Los Angeles, about 85% of the way to Palm Springs. Address: 1000 West Seventh St. [Los Angeles].

743. Bragg's Health Center. 1928. Would you pay $3.00 for a new body? Read this amazing offer (Ad). *Los Angeles Times.* Nov. 4. p. H29.

• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: Can give you a new body," standing in a full-length gym outfit. "Here's a youth builder." At my Health Cafeteria we "have a dandy salad we call 'Youth.' Because if you eat one every day you will feel years younger. Its Knudsen's Velvet Cottage Cheese–with lettuce, tomatoes, celery, parsley and olives."

Near the bottom of this ad is a second one: "A new head of hair for $1.00." A small photo shows "Prof. Hall, the nationally renowned specialist on ailments of hair and scalp,..." He will give you "one of his famous 'New Life Hair Treatments.'" Address: 840 So. Hill St. [Los Angeles].

744. Bragg's Health Center. 1928. Prof. Bragg saved my life! Read this startling testimonial (Ad). *Los Angeles Times.* Nov. 18. p. H29.

• ***Summary:*** A photo shows "Prof. Bragg: The man who saved my life," standing in a full-length gym outfit and looking very fit and strong. At the bottom left, another photo shows a rear side view of the head of one "Dr. Hall." There are many glowing testimonials but no names are given.

One person writes: "I understand that Prof. Bragg is giving a special examination and body cleansing and body strengthening treatment for three dollars. You should accept this marvelous offer." Another person writes: "I ate my meals at his famous Health Cafeteria at 840 So. Hill and I must say they are delicious." A third person writes: "I could write here forever about Prof. Bragg, but come down this Tuesday and hear his greatest free lecture and on Friday night Betty Brownlee will lecture. A free Health lunch is served. Both nightly lectures start at 8:15." Address: 840 So. Hill St. [Los Angeles].

745. Health Center. 1928. Are you playing safe when you eat? (Ad). *Los Angeles Times.* Nov. 18. p. H27.

• ***Summary:*** "There is more truth than folks realize in the statement that may people dig their graves with their teeth." Bad diet is the main cause of disease and suffering. "Highly seasoned foods, such as are served at most restaurants and homes, are bad for a healthy stomach, and if the person who eats them has anything wrong with his digestive system they may be as bad as poison.

"There is just one way to play safe with your diet and that is to eat at a place where the most scrupulous care is taken to avoid dangerous combinations of highly seasoned or otherwise unwholesome foods.

The Health Cafeterias: In Los Angeles there are four Health Cafeterias which are seriously dedicated to the principles of scientific diet. Only such foods as are known to be beneficial are selected. All meats are omitted from the menus. Specially designed cooking utensils insure the maximum retention of the vitamin content and mineral salts which are known to be veritable well springs of health."

Initially, "you may miss the pepper, the vinegar and the other condiments to which you may be accustomed. But the taste of Health Cafeteria food will grow on you, especially after you have noticed a marked improvement in your health and general well being.

"Health is wealth–Why be poor? Patronize the Health Cafeterias at either of the following locations: 217 West Sixth Street, 320 West Sixth Street, 639 South Olive Street, 1000 West Seventh Street.

"The Health Cafeteria at 639 S. Olive St. is open Sundays! Good music every evening.

"More benefits–Less costs at Highland Springs Health Resort." There "you can get the celebrated Arnold Ehret System of Mucusless Diet." Sunbathing, sports, and "entertainment of all sorts." "Enjoy a week end for as low as $4. Make reservations at any Health Cafeteria..."

Free lectures Monday and Tuesday nights by Dr. C.A. Newcomb and Fred S. Hirsch. Wearever aluminum cooking utensils given away with lecture on "Proper cooking as health insurance."

"Send for a free package of Prof. Arnold Ehret's Innerclean intestinal laxative, from Innerclean Mfg Co., 846 E. 6th St., L.A."

Note: This is the earliest document seen (March 2007) that a Health Cafeteria (or any other health-related organization) at 630 South Olive Street. However Paul Bragg is not mentioned. Address: 1000 West Seventh St. [Los Angeles].

746. McCoy, Frank. 1928. Health and diet advice. *Los Angeles Times.* Nov. 29. p. A6.

• ***Summary:*** Shows a one-week non-vegetarian menu, three meals a day. Wednesday breakfast calls for "Soy bean muffins with peanut butter." At the end of the week's menu is a recipe for the soy bean muffins, which includes ½ cupful "soy bean flour." Address: Dr., author of "The Fast Way to Health".

747. Bragg's Health Center. 1928. My latest achievement: For the good of humanity (Ad). *Los Angeles Times.* Dec. 2. p. H29.

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• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: Will give you health," standing in a full-length gym outfit. "I always knew that all of the 4,000 diseases which tortured and finally killed were traceable to one cause. At last after years of discouragement I have discovered a system which will absolutely tear disease out by the roots.

"Let me prove it. Bring this ad and $3.00 and let us show you the amount of poisons you carry in your body. If you are sick and struggling for health, come in and try this famous treatment. It may save your life." Liquid Steam is served free to all who eat at his Cafeteria. It is made by a "New and Exclusive process of Pasteurization and Intersticization" that produces a "pure, Ozoned, lively, sparkling water for drinking purposes."

Near the bottom of this ad is a second one: "Would you pay $1 for a new head of hair?" A small photo shows "Prof. W.M.J. Hall, the noted hair specialist,..." "He uses no tonic or lotions. He sends the blood coursing to the scalp and restores hair to its youthful condition." "Call TUcker 8639 for appointment." Address: 840 So. Hill St. [Los Angeles].

748. **Product Name:** Bill Baker's Lima Bean Bread, and Lima Bean Flour.
Manufacturer's Name: Baker (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1928.
Ingredients: Incl. lima bean flour.
New Product–Documentation: Baker, W.C. 1928. "Lima Bean Bakery Products–Bill Baker's Lima Bean Bread." Trifold leaflet printed front and back.

749. Baker, W.C. 1928. Lima Bean bakery products–Bill Baker's Lima Bean Bread (Leaflet). Ojai, California. 3 panels each side. Each panel: 14 x 7 cm.
• ***Summary:*** On the front panel, inside a large illustration of a lima bean, we read: "Bill Baker's Lima Bean Bread: A real-health bread." Below that, in small italics: "A non-acid bread having an ash in which base forming elements predominate.

"Copyright 1928. By W.C. Baker, Ojai, California."

On the remaining 5 panels are the following recipes; each calls for lima bean flour (LBF) and some call for white pastry flour (WPF), cake flour (CF), or white flour (WF)–the latter being refined wheat flours. Many call for milk, eggs, sugar, shortening, and/or baking powder:

Lima bean muffins (with 1 lb each LBF and CF). Lima bean hot cakes (same as above but with more milk). Lima bean cookies (with 3 lb each LBF and WF). Lima bean biscuits (with ½ lb LBF and 1½ lb WPF). Lima bean soup (with LBF). Lima bean cheese straws (with ½ lb each LBF and WPF). Bill Baker's Lima Bean Bread (with 2½ lb LBF and 10 lb strong spring wheat flour). Lima bean cup cake, layer cake and loaf cake. Lima bean butter wafer. At the bottom of the back panel is stamped the date: March 21, 1928, and the copyright number.

Note 1. This is the earliest document seen (Jan. 2009) that mentions lima beans in connection with Bill Baker. Note 2. Soyfoods Center is surprised that most of these recipes contain wheat flour. We thought Bill Baker developed these specialty breads for people who were allergic to wheat flour. Address: Ojai, California.

750. Merritt, Frank Clinton. 1928. History of Alameda County, California. Vol. 1. Chicago, Illinois: S.J. Clarke Publ. Co. 694 p. See p. 254. Illust. Portraits. 27 p. *
• ***Summary:*** In the chapter on Oakland in the 1890s, the author goes block by block. giving details on the companies in the major buildings. In the old Central Bank Building, on the northeast corner of Broadway and 14th (p. 254): "The fifth floor housed the Ralston Health Food Company, the Mutual Benefit Life Insurance Company,..."

Note: Frank Clinton Merritt was born in 1889.

751. Sansum, W.D. 1928. The normal diet: A simple statement of the fundamental principles of diet for the mutual use of physicians and patients. 2nd ed. St. Louis, Missouri: The C.V. Mosby Co. 136 p. Index. 20 cm. 1st ed. 1925. [7 ref]
• ***Summary:*** Contents: 1. Normal diet menus. 2. The bulk requirements of the body ("an adequate amount of bulky, residue-containing foods to insure natural movements of the bowels)." 3. The acid-ash type of acidosis ("an adequate amount of alkaline-ash foods to balance the acid-ash foods"). etc. The three meals of the day are breakfast, dinner, and supper. The section titled "The acid-ash foods" (p. 43-44) states: "These foods should always be balanced by adequate amounts of alkaline foods. When the urine is excessively acid, many of them should be omitted, at least for a time." Two tables (identical to those in the 1925 edition) shows the foods with the most acidic and the most alkaline ash.

The section titled "Alkaline-ash foods" (p. 44-51) begins like the 1925 edition, then greatly expands on the theme of alkalinity: "Blatherwick proved that the acidity of the urine can be changed at will, the change paralleling the ash of the foods used. Untreated high blood pressure patients usually have very acid urines. These urines are oftentimes from one hundred to as high as one thousand times as acid as the body. A standard treatment for high blood pressure has been the administration of alkaline drugs or waters to counteract such abnormal acidities." In experiments over many year, Sansum has found that acid urines can be corrected by diet alone. Fifty patients with high blood pressure were treated with a "basic diet." In 90% of the cases the blood pressure fell an average of 40-50 points. "Only the terminal cases with very marked sclerosis (hardening) of the blood vessels and excessive kidney damage failed to respond satisfactorily (*JAMA* 1923, vol. 81, p. 883).

To add alkaline-ash foods: "In the past I have used soy bean muffins, but patients as a rule soon tire of them. I

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believe that I have found a solution of this difficulty in lima bean flour, which has been developed for me to a high degree of fineness by the California Lima Bean Growers Association of Oxnard, California. The lima bean is the most alkaline food known, containing 41.65 points of alkalinity. It is so alkaline that I believe that wheat flour, having an acidity of 9 points, may be safely mixed with it. Muffins, pancakes or waffles may be made by using equal parts of lima bean flour and white flour. Our bakers [Bill Baker of Ojai] have recently developed an excellent health bread using two parts of wheat flour, one part of lima bean flour, together with raisins, nuts, yeast and such other ingredients which go into the making of bread. I am in hopes that this new non-acid bread will find a wide usage in both the prevention and treatment of this type of acidosis."

Four pages of menus for "Basic diets" [i.e. alkaline] follow (p. 52-55). On p. 62 is a recipe for Lima bean muffins. Address: M.S., M.D., F.A.C.P., Director of the Potter Metabolic Clinic, Dep. of Metabolism, Santa Barbara Cottage Hospital, Santa Barbara, California; 2. M.D., Member of the staff, The Sansum Clinic; 3. Dietitian, The Sansum Clinic.

752. Bragg's Health Center. 1929. Prof. Bragg saved my life! Read this startling testimonial (Ad). *Los Angeles Times.* Jan. 13. p. H29.
• ***Summary:*** A photo at the top left of the ad shows "Prof. Bragg: The man who saved my life," standing in a full-length gym outfit. This entire ad is a testimonial, but no name is given. Address: 840 So. Hill St. [Los Angeles].

753. Health Center. 1929. Eat at the health cafeterias (Ad). *Los Angeles Times.* Jan. 13. p. H27.
• ***Summary:*** This ad has 6 parts: (1) "Eat at the health cafeterias. 'The only place in Southern California.' our patrons say, 'where you can follow a natural diet.' Dozens of delicious fresh vegetables, fruits, and other non-clogging dishes to choose from. All the life-giving vitamins retained... 3 convenient locations: 217 W. 6th St. (between Spring & Broadway). 818 W. 6th St. (below Figueroa). 639 S. Olive (open Sundays)."

(2) "Prof. Arnold Ehret's Innerclean, intestinal laxative, relieves constipation."

(3) Come to Highland Springs Health Resort [Beaumont, California]. The only resort in the world offering the famous Mucusless Diet Healing System of Prof. Arnold Ehret... Splendid hotel or cottage accommodations. Week end rates as low as $4, including room and board. Make reservations at any of the Health Cafeterias. Under the same management as the Health Center.

(4) Open Sundays, the Health Cafeteria, 639 South Olive Street.

(5) "Gain real health this sane way! Thousands attest to the phenomenal results obtained through the Health Center's system of Drugless Healing. New commodious quarters [just moved from 1000 West 7th St.]. Treatments include the famous Danish Rays, color light therapy, improved colonic lavage, scientific massage, Arnold Ehret diet instruction, and other sound therapeutics. Consultation with Fred S. Hirsch, managing director, is free and without obligation. The Health Center. Entire second floor, 818 West Sixth Street."

(6) "Free health lecture. Fred S. Hirsch will deliver a free lecture on a topic of special interest to health seekers at the new Health Cafeteria, 818 West Sixth Street. Tuesday evening–8 o'clock. No collections, no obligations." Address: 818 West Sixth St. [Los Angeles].

754. *Los Angeles Times.* 1929. Discover new outlet for lima crop: Baker named Baker bakes bread from common product. Jan. 14. p. A8.
• ***Summary:*** "Ojai, Jan. 13." Health authorities throughout the USA have "decreed that the 'lowly lima' is invaluable in combatting acidosis and high-blood pressure, common ills in prosperous America with her abundance of overly rich foods." Dietitians have long recognized that the lima beans are the most alkaline food known.

"Taking a hint from the Chinese, whose main food is bread made from the soya bean [sic], and who are free from acidosis or high blood pressure, Dr. W.D. Sansum of Santa Barbara, noted dietitian, centered his experiments on that bean. He tried having the soya bean ground into flour and bread made, but because of the objectionable flavor, gave up the idea.

"He then decided to try the lima bean, which he had discovered possessed about the same alkalin [alkaline] content as the soya." He used a coffee mill to have some limas ground to flour, which he used to make muffins and cakes. He appealed to the California Lima Bean Growers' Association to help him make a finer flour. Many efforts failed, but finally W.C. "Bill" Baker, the "famous baker of Ojai," developed baked lima bean products that taste good and are as alkaline as Sansum's soya bean bread.

Baker sent a loaf of his lima bean bread to the American Institute of Baking in Chicago, Illinois, which submitted it to a thorough test. "It was found to meet every requirement for a health food." The Institute's analysis was published in the *Journal of the American Bakers' Association* (15 Jan. 1928), and reprinted in: (1) *Food Facts*, "a magazine published by the medical profession in Los Angeles, and (2) the *Baker's Helper,* (21 Aug. 1928), and excellent trade magazine published in Chicago.

Baker then developed a thin "100 per cent Lima Bean Wafer" (or cookie) which is now being shipped in hermetically sealed 1-pound cans.

Baker's cookies and bread were both shown and demonstrated at the recent convention of the American Hospital Association in San Francisco [Aug. 1928]. They won "widespread testimonials from physicians and

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dietitians... who tasted and tested them."

To be able to satisfy "the constantly increasing demand for his lima-bean products, Baker has installed a complete lima bean bakery in a new building near his regular bakery plant. Now Ojai boasts of what is believed to be the first lima bean bakery in America." Bill Baker and Dr. Sansum are being given the credit. A photo shows Bill Baker with three young women, seated together on a wooden crate and acting playfully, in his modern lima-bean bakery, with apparently new ovens.

Note 1. This is the earliest document seen (July 2021) concerning Bill Baker and Ojai, California–where he lived and baked for the rest of his life.

Note 2. This is the earliest document seen (July 2021) stating that Bill Baker is making and selling lima bean wafers and bread.

755. Walgreen or Economical Drug Store. 1929. Display ad: Chicago health leader gives formula for kidney and liver sufferers. *Chicago Daily Tribune.* Jan. 18. p. 16.
• ***Summary:*** "States amazing Flaxolyn discovery relieves constipation condition naturally and brings sound, restful sleep by perfecting digestion."

A sidebar is titled "Flaxolyn 'Open Formula'–Not a secret–Nothing to hide, says dietitian Anthony A. Berhalter of Chicago. Here are the ingredients of Flaxolyn and their use." The first four of the 12 ingredients are: Baked flaxseed, vegetable charcoal, juniper berries, African ginger roots. "Flaxolyn is sold in boxes containing many treatments at $1.00..."

A large portrait photo shows Anthony A. Berhalter. The caption describes him as "a leader of the movement for better health through correct eating and natural remedies, who praises Flaxolyn highly." Address: Mail orders filled at 4134 Cottage Ave., Chicago, Illinois.

756. Bragg, Paul C. 1929. Amazing new book: "Cure Yourself" (Ad). *Los Angeles Times.* Jan. 20. p. H28.
• ***Summary:*** "By Prof. Paul Bragg for men and women. Tells over 100 ways to regain lost youth, physical beauty and enjoy perfect health. Contains 256 pages crammed full of health suggestions on how to banish disease, gain and reduce [weight], correct eating and exercise. Write today for your Free copy of 'Return to Youth' and complete information about Prof. Bragg's new book 'Cure Yourself.' Prof. Paul C. Bragg, Dept. 80, 840 So. Hill St., Los Angeles, California." Address: Prof., 840 So. Hill St.

757. Bragg's Health Center. 1929. My latest achievement: For the good of humanity (Ad). *Los Angeles Times.* Jan. 20. p. H29.
• ***Summary:*** Note 1. This is the last ad seen for or by Bragg's Health Center. At about this time he probably stopped running this center and began writing books, selling products by mail order, and lecturing on health.

Note 2. This ad is identical to the one that appeared in this newspaper on 2 Dec. 1928–the first time we have seen a Bragg ad repeated. Address: 840 So. Hill St. [Los Angeles].

758. Cubbison Cracker Co. 1929. Insist on Cubbison's Whole Wheat Flaxseed Crackers and Melba Toast (Ad). *Los Angeles Times.* Jan. 20. p. H28.
• ***Summary:*** "There is no substitute." Address: 3419 Pasadena Ave., L.A. [Los Angeles]. Phone: CA. 2969.

759. Bill Baker standing in his modern-looking bakery (Photograph). 1929.
• ***Summary:*** See next page. This photo shows Bill Baker standing in a new-looking bakery. He is wearing a dark two-piece suit and tie, wearing glasses, holding a cigar in his left hand, and laughing. Behind him, on a counter, are baking sheets with thin wafers or cookies on them, and behind those are cans with white labels. In an oval on the front of each label is written "Bill Baker's Original Lima Bean Wafers." In the center of the room, three young women are seated together on a wooden crate and acting playfully. Two are holding the same type of can with a white label, and one of these is placing a wafer into the open mouth of the third. It is clearly a staged, promotional photo.

Note: This photo appeared in the *Los Angeles Times* on 14 Jan. 1929 (p. A8) in an article titled "Discover new outlet for lima crop." The article explains that to be able to satisfy "the constantly increasing demand for his lima-bean products, Baker has installed a complete lima bean bakery in a new building near his regular bakery plant."

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California.

760. Bragg, Paul C. 1929. Cure yourself. Los Angeles, California: National Diet & Health Association of America. 240 p. Jan. Frontispiece (2 portraits). Illust. No index. 21 cm.
• ***Summary:*** There are two frontispiece portraits: (1) Portrait of a handsome, confident-looking man, dressed in a coat and tie, with his hair parted in the middle, titled "Professor Paul C. Bragg." (2) Full-body photo in a black one-piece wrestling or swim-suit, with one strap over his left shoulder and his right breast bared–looking rather like Tarzan. Same title.

In the introduction, titled "My message to you," begins: "The world is full of sick people, nervous people, weak ineffectual people, men and women lacking the vital energetic force to become successful and happy." "There is no one alive who cannot be strong and well, full of pep, free from all hampering ailments.

"I have rejuvenated myself from the lowest ebb of vitality. What Nature has done for me, she can do for anyone. I was a hopeless invalid, doomed to death..." The South was his home. "From birth I suffered from chronic catarrh and

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asthma, which later developed into tuberculosis. At one time my left breast almost caved in. Constipation poisoned my blood stream to such an extent that I was practically blind in the left eye, and for days could not see out of either eye. At [age] twenty I was thirty-five pounds underweight and so crippled with rheumatism that at times I could hardly walk.

"I was taken to Richmond, Virginia, Louisville, Kentucky, Atlanta, Georgia, and Birmingham, Alabama, securing no relief. At a consultation of five physicians in Washington, DC, I was given thirty days to live.

"From this twisted, pain-wracked creature I have rebuilt myself to one of America's leading athletes. In 1918 I won the South Atlantic A.A.U. Wrestling championship at Baltimore, Maryland. In Los Angeles in 1926 I won the Pacific Coast Endurance Championship, having run from Los Angeles to Santa Monica, California and return, a round trip distance of forty miles. At the finish of the race I was declared by physicians to be in perfect condition after a thorough examination of heart and lungs. I am always active in swimming, boxing and wrestling at the Los Angeles Athletic Club."

He is in "the highest and most perfect physical condition. Because I have found this wonderful thing, the Secret of Health; because I have proved, not only in my own body, but in that of thousands of others who have been my patients, that sickness and disease can be banished, that splendid health is impossible to no one; because, if you will listen to me, I can help You, I am writing this book and presenting my information to the world." "You can Cure Yourself through hygienic living, and possess Perfect Health, Strength and Vigor" (p. 13-15).

Why are we sick? Living a civilized life, "we are slowly, insidiously, surely, *making ourselves sick.* When man discovered Fire and first learned to cook his food, the Demon Disease was born. That is when the custom of *preparing* our food instead of eating it as presented to us by Nature, had its beginning, and with it an endless train of human ills."

One section / chapter is titled "There is but one disease"

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(p. 23-29), and the next is titled "One doctor" (Nature). In "Why vegetarianism has failed" (p. 48-50) he gives two reasons, both based on misunderstandings or fallacies. First, people think they need more protein than they actually do, so they substitute "copious amounts of beans, nuts, eggs, cheese, bread, potatoes, cereals, and so forth, for the meat they have discarded." Consuming an over-abundance of these "nourishing" foods is a grave mistake. Second, people misunderstand that eating a healthy, natural diet leads to elimination crises. They think they are getting worse, when they are actually getting better.

Part II is titled "How to cure yourself." "Whatever is wrong with you, your cure will be through elimination of the poison matter in your body." There are five factors which bring this about: "Diet, exercise, deep breathing, sunshine, and fasting. All of these factors are essential in a well-balanced program of regaining health." In the section on "Diet" is a table of "bad foods" (incl. eggs, dairy products, dried peas, dried beans, peanuts) and "good foods" (fresh fruits, raw vegetables, and cooked succulent vegetables only). Natural cereal grain, and nuts are neither good nor bad. The chapter on "Fasting" (p. 147-52) explains that will be part of the best cure for a serious or long standing ailment. Details are given on how to fast, what to expect during elimination, and how to break a fast.

Part III, "Recipes" (p. 199-240), contains many salads, some whole wheat breads, and some baked natural desserts. The "Health ice cream" calls for equal parts fruit (fresh or stewed) and whipped cream.

Note 1. This is Paul Bragg's first book. An ad for it appeared on 29 Jan. 1929 in the *Los Angeles Times.*

Note 2. For the first time in this book, Paul Bragg reveals something about his life story; yet he never explains three key facts: (1) When and where he was born. In 1976, he told a reporter in Hawaii that he was born in 1881 in Wakefield, Virginia, and that he was now age 94. That means in 1929 he would be age 48. Yet in the two photos he appears to be in his late 20s or early 30s. Actually, he was born on 6 Feb. 1895 in Indiana. So in 1929 he was about age 34. (2) His educational background. (3) When or how or where he became a professor.

Note 3. This is the earliest document seen (Sept. 2011) in which Paul C. Bragg mentions tuberculosis or claims that he suffered from tuberculosis when younger.

Note 4. This is the earliest document seen (Sept. 2011) in which Paul C. Bragg claims that he was once crippled with rheumatism.

Note 5. This is the earliest document seen (Sept. 2008) in which Paul C. Bragg claims that he was once crippled.

Note 6. In one book, facing the first photo, is an inscription, in well-formed script: "Yours for Health Truth, Paul C. Bragg, Denver, Colo. [Colorado], May 22, 1929." Address: Los Angeles, California.

761. Carque Pure Food Co., Inc. 1929. Carque's new process Fig-Cereal: The world's best coffee substitute (Ad). *Los Angeles Times.* March 17. p. H26.
• ***Summary:*** "25¢ a package. A most wholesome drink for young and old. Sold all over the United States and Canada. For sales at Ralphs Stores and other leading groceries and health food stores. Also at the Carque Shops, 831 S. Flower St., 6411½ Hollywood Blvd. Factory and main office 729 Seward St. near Melrose Ave.–Sample package free.

An interesting logo to the left of the ad has the word "Carque" in a circle with a diagonal line through it. "Every day drink California Fig Cereal, coffee substitute: The unexcelled health beverage," Address: [Los Angeles].

762. Health Center. 1929. Tomorrow she was to go under the knife! (Ad). *Los Angeles Times.* March 24. p. G27.
• ***Summary:*** The poor tortured woman, suffering from appendicitis and dreading an operation, "gladly consented to place herself under our care. After barely a week of our new Colonic Lavage, Danish Rays, Color Light Therapy, Scientific Massage, and a strict dietary based on the famous 'Mucusless Diet Healing System' of Prof. Arnold Ehret, all signs of the appendicitis had gone... She will eat regularly at the Health cafeterias listed below. Arrange today for free consultation with Fred S. Hirsch, managing director." Free lecture.

"Under the same management: The Health Cafeterias. 217 W. 6th St. (between Broadway & Spring). 818 W. 6th St. (between Flower & Figueroa). 639 S. Olive (open Sundays, between Sixth & Seventh)." Highland Springs Health Resort, Beaumont, California. Address: 822 West Sixth St. (entire second floor) [Los Angeles].

763. Hauser (Bengamin Gayelord). 1929. Five free lectures: By America's foremost teacher of health, Bengamin Gayelord Hauser (Ad). *Washington Post.* April 7. p. S7.
• ***Summary:*** "Internationally famous young Viennese Food Chemist, originator of the Eliminative Feeding System, and founder of the New School of Health movement in America.

"'Radiant health, Youth everlasting.'

"'The Chemistry of Types.'

"The fascinating new science of 'Chemicanalysis' as introduced to America by Bengamin Gayelord Hauser will teach you the new way of selecting your foods according to your chemical type. There will be daily demonstrations from the audience.

April 9th, 8:15 p.m.; April 10th, 2:30 and 8:15 p.m.; April 11th, 8:15 p.m.; April 12th, 2:30 p.m.

"Hall of Nations, Washington Hotel." A portrait photo shows Gayelord Hauser.

764. *Dallas Morning News* (*Texas*). 1929. Athlete will give lectures on health. April 12. Part 2, page 1.
• ***Summary:*** Prof. Paul C. Bragg, who has rebuilt himself

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from a cripple at the age of 20 years to an athlete at the age of 49, will deliver a series of health lectures at the City Hall Auditorium in Dallas, beginning Wednesday, under the auspices of the National Diet and Health Association of America, with headquarters in Los Angeles" [California].

Bragg says that in 1918 he won the South Atlantic A.A.U. wrestling championship, and in 1926 the Pacific Coast endurance contest for a 30 mile run.

Note 1. This is the earliest document seen (Dec. 2007) in which Bragg claims to be older than he actually is! He was born on 6 Feb. 1895. Therefore on 12 April 1929 he would be age 34 years, 2 months, and 6 days. However he claims to be age 49, roughly 15 years older than he really is. Since he is a writer and lecturer on diet, health, and longevity, the reason for this deception is clearly to impress people; how could a man aged 49 look so young? He must have some secrets that most people would want to learn.

Note 2. This ad also marks the beginning of Paul Bragg's nationwide health lecture tours–which continued for decades.

765. Health Center. 1929. She lost her job! (But worked again when she recovered from asthma) (Ad). *Los Angeles Times.* April 14. p. G27.
• ***Summary:*** Except for the first few paragraphs, this ad is quite similar to that which appeared in the March 24 issue of this newspaper. Also gives the address of all 3 health cafeterias.

The new last paragraph states: "If you are interested in adopting a new and remunerative vocation, send for information concerning the Southern California Branch of the American School of Naturopathy, 254 S. Broadway corner of Third St. Course preparing students for the degree of Health Science Specialist consists of three night classes per week, lasts three months and costs $50.00, including certificate. Now is the time to enroll." Address: 822 West Sixth St. (entire second floor) [Los Angeles].

766. Certificate of birth for Patricia Pendleton. 1929. Oakland, Alameda County, California. 1 p. April 29.
• ***Summary:*** Full name of child: Patricia Pendleton. Date of birth: April 29, 1929. Place of birth: Peralta Hospital, Oakland, Alameda County, California. Female. Full name of father: Harry Clay Pendleton. Residence: 1092 Clarendon Crescent, Oakland, California. Color or race: White. Age at last birthday: 39. Birthplace: Georgia. Occupation: Builder & contractor. Self employed. Mother: Full maiden name: Nettie Mabel Coward. Residence: Pakland, California. Color or race: White. Age at last birthday: 30. Birthplace: California. Occupation: Housewife. Number of children born to this mother including present birth: 1 [Nettie had one child in a previous marriage]. Number of children of this mother now living: 2.

Was a prophylactic for Ophthalmia Neonatorum [neonatal conjunctivitis, infecting the eyes]: Yes, Silver Nitrate 1%.

Certificate of attending physician or midwife: I hereby swear that I attended the birth of this child, who was born alive at 1:57 a.m. alive.

Note: According to a note by Sparky 37 in the discussion section of the Wikipedia entry on Paul Bragg: "My research indicates that... Patricia Bragg's 'birthparents' were Harry Clay Pendleton, Sr. (died 3 March 1931 at age 88 in Alameda County, California) & Nettie Coward Deacon (died 29 July 1964 at age 64 in Oakland, California). I believe at that point, the Pendletons had been divorced for decades." Address: Oakland, Alameda County, California.

767. *Madison Survey* (*Madison, Tennessee*). 1929. Soy-bean products replace dairy products. 11(20):78-79. May 15.
• ***Summary:*** "For many years we have been warned that the increase of disease among cattle would put an element of danger into dairy products. This set us to studying foods that contain the essential elements of dairy foods with [sic, without] this objectionable feature." Describes the post-graduate work with soybeans done by two of the school's teachers, Miss Frances Dittes (Peabody College, Nashville) and Prof. P.A. Webber (Michigan State Agricultural College, Lansing).

"It is intensely interesting to those who are looking for something to replace dairy products, to see the products of the soy-bean cheese is delicious and capable of many variations in the dietary. One of the latest articles sampled is a loaf of yeast bread in which soy-bean milk was used instead of water. The bread is fine of grain, sweet, light, and with a toothsome crust that will appeal to the taste of the most fastidious."

"The soy-bean with nuts will supply every thing we have been obtaining from milk and flesh foods. And the danger that lurks in the products of diseased animals is entirely eliminated by the use of soy-bean products.

"There is a future for soy-bean products. We expect to see hundreds of our people demonstrating the value of these foods. This is a real missionary work for which Madison is preparing."

768. Yvonne of Hollywood. 1929. Shopping along Hollywood Boulevard: "Style center of the world." *Los Angeles Times.* June 20. p. 9.
• ***Summary:*** "Healthful living is amazingly simplified when you can order the unsulphured fruits, whole-grain cereals and breads, nuts, honey, dairy products, etc. and have them delivered in any part of the city. Just call the Hollywood Health Food Shop, 5455 Hollywood Blvd. GR 9144."

A similar article appeared on 11 July 1929 (p. 11). The shops address was the same by the phone number was TR 9144. "For natural unrefined foods. Free delivery."

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769. *Madison Survey* (*Madison, Tennessee*). 1929. Food work. 11(33):126-27. Aug. 14.
• ***Summary:*** "The raising of foods is an interesting and profitable work for students. The manufacture of health foods and the serving of those foods to the public is a close second in educational value. The Madison Food Factory is putting up crackers of various sorts, nut meats, malt honey, soybeans and steamed wheat in cans, and other attractive products. A variety of bakery goods, specializing in whole wheat breads and buns, gives employment to a group of students."

"A group of men and women drive to the city each morning and return each evening. They are the working force of the vegetarian cafeteria, located on Sixth Avenue, just off Church Street, and a short distance from the busiest section of the city. The cafeteria is one of the most attractive projects of the institution. It affords a business training that ought to be the delight of any active student. A group is training there throughput the year under the direction of Kenneth Sheriff.

"The training of cooks and dietitians is given special attention at Madison... The Dietitian's Course is headed by Miss Francis Dittes."

770. Brown, Eugene. 1929. The alfalfa habit. *Los Angeles Times.* Aug. 17. p. A4.
• ***Summary:*** "In the health-food shops alfalfa tea is put up in fancy packages and sold at a price that would make the average ten-acre alfalfa patch pay a dividend of more than a million per cent."

"But the dried leaves and blossoms of the alfalfa do make a comforting beverage when properly steeped..."

"Also I have found staunch nourishment in biscuits made from alfalfa meal."

"But with the alfalfa habit spreading California will be in the heart of production. Honestly we do seem to have all the luck. No fad or passion arises but what we are in the thick of it."

771. Bragg, Paul Chappius. 1929. Truth about sex. Hollywood, California: National Diet and Health Association of America. 267 p. Illust. *
• ***Summary:*** Note: The first two books published by Paul Bragg were published in 1929. This is probably the second of the two. Note: In Sept. of the previous year he and his first wife had been divorced. Address: Professor, California [Los Angeles].

772. *Madison Survey* (*Madison, Tennessee*). 1929. Soybean products. 11(42):168-69. Oct. 23. [1 ref]
• ***Summary:*** Discusses a report on the calcium content of soybeans and tofu presented by Miss Frances Dittes at the annual meeting of the American Home Economics Association, and quoted in the October issue of the *Journal of Home Economics.* Last year Miss Dittes wrote her thesis on this subject while studying at George Peabody College for Teachers. She made three types of soybean curd using calcium sulfate, lactic acid, and rennet as coagulants, then measured their calcium content. All were low in calcium, although that made with rennet had the highest calcium content. "It is concluded that soybean curd in the dietary should be supplemented by foods rich in calcium."

Dr. Bailey at New Haven, Connecticut, found that soybean curd had no starch and no significant amounts of sugars. "This means that the soybean curd is a food eminently fitted for use by patients suffering from diabetes."

773. **Product Name:** La Sierra Soy Gluten (Meat Analog).
Manufacturer's Name: La Sierra Industries.
Manufacturer's Address: Arlington, California.
Date of Introduction: 1929 November.
New Product–Documentation: Two interviews with and two letters from Charlotte Van Gundy Holmes. 1981. This meat analog was made of Soy Spread mixed with ground gluten, resembling Dr. Kellogg's Protose, but with soy.

Note: This the earliest meatlike product seen, made by a Seventh-day Adventist food company, that contains gluten.

774. Free, A.M. 1929. Re: Thank you for Christmas cakes. Letter to Mr. W.C. Baker, Ojai Bakery, Ojai, California, Dec. 2. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "My dear Mr. Baker: The two cakes arrived in fine condition. Many thanks. My two children immediately said the big one was too nice to cut even at Christmas... so Bill Baker and his Ojai Bakery are getting a good deal of advertising in Washington, as everyone who comes to our home is attracted by the cake. You are certainly an artist.

"You asked me if President Hoover would like a cake for Christmas. I feel quite sure that he would... If you care to send one for him send it to me and I will present it personally to him." Address: 8th District, California, Congress of the United States, House of Representatives, Washington, DC.

775. Carque Pure Food Co. 1929. Carque Laxajel: A laxative (Ad). *Los Angeles Times.* Dec. 22. p. 26.
• ***Summary:*** "An agar jelly containing fresh raspberries, fig juice, aromatic herbs, etc. Put up in a convenient bar with eight divisions. Price 15¢. Sent also by mail.

The addresses of Carque's three stores on Seward St., S. Flower St., and Hollywood Blvd. are given.

"On sale also at leading health food stores."

Note: The last document seen (July 2021) in the *Los Angeles Times* showing a Carque company on S. Flower St. or on Hollywood Blvd. was an ad identical to this one that appeared on 17 April 1930 (p. J23). Address: 729 Seward St., Los Angeles, California.

776. Bill Baker and wife seated on a black car overlooking the Ojai Valley (Photograph). 1929. Undated.
• ***Summary:*** Baker, seated on the left front fender, is dressed

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in a dark two-piece suit and tie, smoking a cigar, wearing glasses, holding a hat, and taking a wafer with his left hand from a white a can labeled Bill Baker's Original Lima Bean Wafers held by his wife who is sitting on the running board. Note the two spare tires on the back of the car. On the far right horizon are the Topa Topa Mountains. The car is parked on the Dennison Grade.

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California.

777. Bill Baker and wife standing on the Dennison grade, overlooking the Ojai Valley (Photograph). 1929. Undated.
• ***Summary:*** See next page. This photo was taken on the same day as the one showing Baker and his wife seated on their black car. However this one is taken from a point high above the car (which is parked behind Baker and his wife) and facing a different part of the Ojai Valley. Three women, acting playfully, are clustered around the front of the car–one seated atop the hood, one seated on the front bumper, and one with her right foot on the driver's-side running board. The first two are reaching into a white can labeled Bill Baker's Original Lima Bean Wafers. It is clearly a staged, promotional photo.

A dog inside the car is looking out of the driver's window towards the photographer. The sprawling cropland of the east end of the Ojai Valley, laid out in huge squares, is clearly visible, each square filled with neat rows of orange trees–either navels or Valencias. At the top center is Chief Peak. The town of Ojai lies to the left of this photo.

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California.

778. Kingsley, Myra. 1930. The doctor who teaches how to deserve health: Dr. Frank McCoy, health writer of The Times (Ad). *Los Angeles Times.* Jan. 2. p. H30.
• ***Summary:*** This large portrait photo, with a jet-black background, shows Dr. McCoy. The text below it reads: "Every adult individual usually gets the health he deserves. This statement was at first startling, coming from such a health authority as Dr. Frank McCoy, who is perhaps the best

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known and best loved physician in America.

"Dr. McCoy, who is devoting all of his energy to suffering humanity, is the kindliest of men... To satisfy his desire to multiply the effects of his work, the newspaper writing was started, and then the extensive lecture tours all over America. In a recent tour Dr. McCoy delivered seventy-five lectures within a period of seven weeks, thus personally appearing before millions of people, with lectures being broadcast through the radio at most of these meetings.

"Dr. McCoy broadcasts at least once a week through the KHJ Station of Los Angeles, ad these radio talks are written down and sent all over the country to other broadcasting stations to be read by he local announcers.

"Dr. McCoy is in hearty accord with all of the methods used by any of the thousands of sincere physicians on America. He has never used one line of space in his health articles to criticize any physician or school of physicians,..."

"The marvelous results from the fasting ad diet cure have convinced Dr. McCoy that medicines are generally useless and much of the surgery so commonly advised is unnecessary."

"A further extension of Dr. McCoy's work is now being developed. For years he has been training assistants in his own office to take care of his increasing practice. The older of these trained assistants are now being sent into other cities to establish branch offices where those interested in Dr. McCoy's methods can receive the diagnosis and office treatments which are often indispensable to a complete cure."

Note 1. Mildred Lager left Superior, Wisconsin, in 1930–apparently headed for California (Obituary 27 Jan. 1960). In Nov. 1932 she was in California recovering her health and was expected to return to the shoe store in Superior of which she was a co-owner (*Evening Telegram*, 4 Nov. 1932). At some point, "as a result of intensive study of foods and their value to health, she became a demonstrator for Dr. Frank McCoy,..." (*Evening Telegram* 27 May 1938). On 35 Oct. 1933 Mildred started her own business, a health

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food store and teaching center named "The House of Better Living." Her philosophy of diet and health was very similar to that of Dr. Frank McCoy, but (so far as we know), she never mentioned him, nor did he ever mention her.

But why did Mildred leave Wisconsin for California? And how did she meet or learn about Dr. Frank McCoy? He may have given a lecture in Superior, Minnesota, on the seven-week lecture tour in late 1929 mentioned above. Or she may have heard one of the radio broadcasts described above, or read one of his syndicated columns that were being published in Superior's *Evening Telegram* by 27 May 1938.

Note 2. It is not clear whether this is an ad, an article, or an advertorial. For the previous two years, during the first week in January, Dr. McCoy has run what are clearly large, bold ads praising his work. Address: Brack Shops Building, Los Angeles.

779. Dorsett, P.H.; Morse, W.J. 1930. Tofu in Tokyo, Japan (Document part). In: P.H. Dorsett and W.J. Morse. 1928-1932. Agricultural Explorations in Japan, Chosen (Korea), Northeastern China, Taiwan (Formosa), Singapore, Java, Sumatra and Ceylon. Washington, DC: Foreign Plant Introduction and Forage Crop Investigations, Bureau of Plant Industry, USDA. 8,818 p. Unpublished log.

• ***Summary:*** Page 3469 (8 Jan. 1930). Tokyo, Japan. "Worked at the office until about 10 or 10:30 then took our camera and went out to get pictures and information about Tofu, soybean curd.

"We visited a place not more than half a dozen blocks from the Sankaido Building and got a nice lot of information about making tofu. Also secured a few pretty good pictures.

An elderly Japanese lady fried (or seared as we would say) the cakes about 3 by 9 by ½ to ¼ of an inch in thickness, over a charcoal fire [to make grilled tofu or *yakidofu*] on the street or side walk in front of their house.

"Detailed information about the making of this tofu will be found in the special report on soybeans and soybean products, which will be a special report added at the end of our exploration work.

"We saw for the first time fried Tofu which had had chopped carrots added to it [ganmodoki]. We had not prior to this known of vegetables of any kind being added to or mixed with the bean curd or Tofu before frying.

Pages 3470 to 3471. Photos show: (1) "Soja max. Tofu, bean curd. Tokyo, Japan. A nearby view of an elderly Japanese lady frying Tofu on the street. Children and Mr. W.J. Morse are looking on." (2) An elderly Japanese lady frying or searing Tofu. To the right, children are watching the operation, and so are Mr. Morse and Suyetake, in the background. (3) "A fairly nearby view of an old Japanese lady fanning a charcoal fire over which she is frying or searing tofu." (4) "Cakes of soybean curd piled upon bamboo strip supporters [arranged on bamboo mats] and weighted to express the surplus moisture before frying. A metal two prong piece [skewer] is run through each to handle them with" (negatives #44714 to #44717).

Pages 3472 to 3473. Tofu in Tokyo. Photos show: (1) "A fairly nearby of an old Japanese lady turning the cakes of Tofu she is frying [sic, grilling] over a charcoal fire." Note 1. The rectangular charcoal brazier appears to be about 14 inches long, 8 inches wide, and 8 inches deep. This is the same old Japanese lady described on pages 3470-3471. (2-3) "An old Japanese lady fanning a charcoal fire and frying [grilling] Tofu on the street, not far from the Sankaido Building.

(4) A nearby view of five large cakes of skewered tofu being grilled on a brazier over a charcoal fire. (Negs. #44718 to #44721).

Page 3476. "Oblong piece of fresh soybean curd which had been toasted over a charcoal fire... This is used in soups and also cooked with vegetable mixtures. Purchased from a bean curd factory, Tokyo, Jan. 8. The piece is 7½ inches long and 2½ inches wide" (Neg. #44736).

Page 3477. "*Phaseolus angularis.* Adsuki bean. Packages of adsuki bean flour purchased in a store, Tokyo, December 24, 1929. This is a sweet flour used in making sweet bean soup. Package 3 1/8 inches long; 1½ inches wide. D. & M. #3100 (Neg. #44737).

Page 3478. Soybean. This soybean product is sold in tubs from Tokyo small stores, and is known as 'Gomoku Mame.' It consists of a mixture of five cooked products, namely: soybeans, lotus root, fish sausage, seaweed and burdock roots." Purchased at a small grocery stand in Tokyo, Jan. 6. "It is eaten just as it is. Product is on bamboo leaf which measures 8 inches long and 5 inches wide" (Neg. #44738).

Page 3481 (8 Jan. 1930). "Fried soybean curd cakes. The round cake (D. & M. #3096) is known as 'Ganmodoki,' and is fresh bean curd mixed with chopped carrots. The cakes are fried in mustard [rapeseed] oil until brown and sell for three sen each. Each cake is 4½ inches in diameter and 3/8 inch thick. The oblong cake (D. & M. #3097) is known as 'Aburage.' It is a fresh bean curd mixed with chopped carrots and fried in mustard oil until brown. The cake is 8½ inches long, 3 inches wide, and 3/8 of an inch thick. Sell for three sen. These forms of fried bean curd are eaten when dipped in soy sauce and also in soups" (Neg. #44741).

Note 2. This is the earliest English-language document seen (April 2013) that contains the term "Fried soybean curd" or the term "Fried soybean curd cakes."

Page 3532 (11 Jan. 1930). "A soybean preparation used as a health drink, 'Almen: The Health Food Drink.'" Sold in a can whose front and back are shown. "Manufactured from soybeans by the Nippon Almen Shokuryo Co., Ltd., near Kobe, Japan. This form of flour is also used in making confections. Packages of 3 1/8 inches high and 2 1/8 inches wide" (Neg. #44758). Note 3. Soy flour is apparently used to make the canned health drink.

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Page 3533. "Dried and frozen bean curd. The fresh bean curd is cut into small blocks, frozen and then dried. Used commonly in soups. Packages 2 5/8 inches high and 2 1/8 inches across" (Neg. #44759).

Note 4. This is the earliest English-language document seen (April 2013) that uses the term "Dried and frozen bean curd" to refer to dried-frozen tofu.

Page 3534. Photo of a package of cooked and sugared adsuki beans, 7½ inches long and 3¼ inches wide (Neg. #44760).

Page 3535. "Candied soybeans and other products. Sticks of candy in which are imbedded black soybeans (green germ), yellow soybeans, peanuts, peas and sorghum seed. Box 8½ inches long and 6 7/8 inches wide" (Neg. #44761).

Page 3537 (13 Jan. 1930). "Got down to the office pretty early and got the pictures made yesterday jacketed and the legends written.

"About 10 a.m. went to the American Consulate with 8 packages to go forward today in the diplomatic pouch to the office. Six of these 100 to 106, contain seed, 107 contains pamphlets and other publications.

"About noon we went down the street and made a few pictures at a soybean curd factory. A little later we developed those, they were only fair, but are about as good as we can get in view of the conditions.

"In the afternoon we packed and sewed up two parcels of soybean products to go forward to Washington [DC] at the first opportunity. We are having really wonderful weather, not very cold and sunshiny and bright."

Page 3538. "Soybean candy. Small cylindrical pieces of candy in which are imbedded medium small roasted soybeans. This picture is natural size" (Neg. #44762).

Page 3539. Adsuki bean flour. Box containing 24 small papers of sweetened adsuki bean flour which is used in making sweet soup" (Neg. #44763).

Page 3540. "Bean curd factory (soy). "View showing furnace and boiler where ground soybeans are being boiled for making soybean milk. To the left of the furnace is a tub, into which the milk is strained and made into curd. Tokyo" (Neg. #44764).

Page 3541. "Bean curd factory. View showing a stack of oblong blocks of fresh bean curd which are to be slightly roasted over a charcoal fire [to make grilled tofu / *yakidofu*] (Neg. #44765).

Page 3542. Bean curd factory. View showing stone mill for grinding soaked soybeans into a mash for making soybean milk and bean curd. Above the hopper is a small round tank of water from which flows into the hopper of beans, a small stream of water while the beans are being ground" (Neg. #44766).

Page 3543. Soybean curd factory. View showing the furnace and boiler where the ground bean mash [*gô*] is boiled in making soybean milk. To the left of the furnace is the wooden tub into which the milk is strained, and where the magnesium sulphate solution is added to form the bean curd. To the extreme left is the partitioned rectangular box into which the bean curd is dipped and pressed into blocks" (Neg. #44767).

Page 3544. "View inside soybean curd factory showing in background stone mill for grinding the beans; on the right the oblong charcoal fire box for roasting blocks of the fresh bean curd; and in the foreground and on the left stacks of blocks of bean curd ready to be roasted. The tub in the center is where the blocks of bean curd are placed" (Neg. #44768).

Page 3545. "Inside the bean curd factory showing a stack of oblong blocks of fresh bean curd with long handled forks [skewers with several prongs] in one end. These blocks are ready to slightly roast over a charcoal fire" (Neg. #44769). Address: Agricultural Explorers, USDA, Washington, DC.

780. Morse, W.J. 1930. Re: Soybean products collected. Trip to Manchuria and China. Letter to Dr. E.A. Hollowell, Office of Forage Crops, USDA, Washington, DC, Jan. 12. 2 p. Typed, with signature on USDA letterhead.

• ***Summary:*** "Dear Holly: I have your letter of December 16 with reference to the soybean products and the more I collect over here the less inclined I am to loan them out... In my last such experience, I fitted up a soybean product exhibit for some sort of health food show in New York City and I never did get it back although we had considerable correspondence about it. As I recall I even took it up with the Secretary [of Agriculture] because they wanted it for a permanent exhibit and so I was out a nice exhibit which it took me considerable time to get up. After that I would not let anything go out unless I had several products of the same kind but it cured me of fixing up exhibits for any one or letting out products or pictures that I could not easily duplicate.

"Therefore, even with Dr. Burlison I do not know of any of the products we have in the office that I care to let out..."

"Last week we visited a large soy sauce factory [almost certainly Kikkoman] at Noda-Machi, about a three hours' run from Tokio... They use twenty thousands of bushels of soybeans annually and the same amount of wheat."

"I was rather anxious about the work but as you state if the Arlington [Farm in Virginia] work can be arranged, you and Lee can hold things until I return. I think that this can be arranged so that Lee will not be over-loaded with the work now on hand and the new introductions we are sending in...

"Dorsett is making pictures of the various [soybean] products as they are collected and making pictures that can not be beat.

"The beancurd, miso and natto factories are mighty interesting and we are getting lots of good data and pictures as well as samples of the varieties of beans used. The beancurd factories are only small places but they are very numerous and each has its own way of making the curd."

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Location: National Archives, College Park, Maryland. Record group 54–Bureau of Plant Industry, Soils and Agricultural Engineering. Subgroup–Div. of Forage Crops and Diseases. Series–General Correspondence, 1905-29. Box 93–Morse-Napier. Folder–Morse, W.J.-#4 F.C.I.

Sent to Soyfoods Center by Jacob Jones of Purdue Univ., Aug. 1998. Address: Tokio, Japan.

781. Hauser (Bengamin Gayelord). 1930. Free lectures: By America's foremost teacher of modern food and health. Bengamin Gayelord Hauser. "Radiant health through harmonized food selection" (Ad). *Hartford Courant* (*Connecticut*). Jan. 15. p. 4.

• ***Summary:*** "Bengamin Gayelord Hauser, internationally known young Viennese Food Chemist, is originator of the famous Eliminative Feeding System. One of the world's leading food authorities, he has shown the way to radiant health to hundreds of thousands of people both here and abroad.

"Recently returned from Vienna where he has been conducting further research and study, Bengamin Gayelord Hauser will tell of science's latest food discoveries–discoveries that mean new health, new vigor and vitality to You!

Hear him explain the wonderful new science of Chemicanalysis–learn what type you are and how this knowledge can help you win health and youth.

January 16-17, 18-19, at 8:15 P.M. Unity Hall, Pratt Street. A portrait photo shows Gayelord Hauser.

782. *Los Angeles Times.* 1930. Infant industry develops: Southland baker boosts lima beans. Jan. 27. p. A9.

• ***Summary:*** "Ojai, Jan. 26." Today the well-known Bill Baker shipped the first carload of "Limabean Toast" and "Lima Bean Wafers" to the East; the Southern Pacific railroad carried it to New York City. Baker has already been shipping lima bread to all parts of the USA. During the past year, Baker's "sales have jumped from a few loaves of bread and a few boxes of wafers to the carload shipment today." The toast and wafers keep longer than the bread. Baker is now supplying hundreds of individuals who order the toast and wafers to combat acidosis and high blood pressure, as well as wholesale and retail grocery stores nationwide. Dr. W.D. Sansum, the "famous dietetic physician of Santa Barbara," decreed that lima bean products can help combat acidosis and high blood pressure.

Baker recently gained fame by sending President Hoover his Christmas fruit cake from California.

A photo shows two black delivery trucks parked at the Ojai station near a railroad line. Between them, two men are shaking hands. One the side of one is written, in large white letters (hard to read), "Ojai–Good Bread."

Note: This is the earliest document seen (July 2021) stating that Bill Baker had sent a Christmas fruit cake to the president of the United States. Most later documents agree that he sent his first such cake to Calvin Coolidge, who was president of the USA from 1923 to 1929.

783. Marriage license application and marriage license for Paul Chappius Bragg and Betty Brownlee on 17 Feb. 1930 in Clearwater, Pinellas Co., Florida. 1930. Clearwater, Pinellas Co., Florida. 1 p.

• ***Summary:*** Paul C. Bragg and Betty Brownlee were married on 17 Feb. 1930 by Harry Hewitt, County Judge. Alice Dillard, a Notary Public and a "Minister or Legally Authorized Officer," performed the ceremony in Clearwater, Pinellas County, Florida. Witnesses were Mary Croun (looks like) and W.R. Wright–neither of whom rings a bell, but they may have just been brought in for the ceremony to act as such witnesses.

In the marriage application (a separate document), Paul C. Bragg claimed to be age 49 and gave his birthplace as "Pinkle, Virginia." Betty gave her age as 21 [sic, she was born on 7 June 1902, which would make her age 27 in Feb. 1930] and her birthplace as Eau Claire, Wisconsin. Paul said he was divorced in Los Angeles, California, and Betty said she had never been married. Paul gave his occupation as "Lecturer" and Betty gave hers as "Advance Manager" [for Paul's lectures]. The Application didn't ask for parents' names. Both people gave "1109 N. Hudson Street, Hollywood, California" as their address. Note: This is the earliest document seen (Sept. 2011) in which Paul C. Bragg says he was born in Virginia. He was actually born in Indiana. Why did he feel a need to lie about his birthplace? And why did he start at this time to claim that he was born in Virginia? We can find no such place as "Pinkle, Virginia." Address: Clearwater, Pinellas Co., Florida.

784. U.S. Department of the Interior, Census Office. 1930. Otto and Lillian Carque in the 1930 U.S. Census in Los Angeles City, Los Angeles County, California. Washington, DC. April 2.

• ***Summary:*** Enumerated April 2, 1930 by Fremont Anarelle. Sheet No 1-B, Enumeration District 19-33. Supervisor's District No. 16.

House No. 1004. Dwelling 24. Family 24. Family Enumerated. Otto Carque. Head of Household. Rented. his home worth $3,500. He had a radio. It was not a farm. He was a white male, age 63 and first married at age 60. He had not attended school or college during the year. He did speak and write English. He was born in Germany, father in France, mother in France. He spoke French at home before coming to the United States. He immigrated in 1895 and speaks English. He is president and owner of Pure Food Co. He had been at work the day before. Also living in the household was Lillian Carque, his wife. She was 30 years old. Born in New York to parents both born in Czechoslovakia.

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785. U.S. Department of the Interior, Census Office. 1930. Louis Carque in the 1930 U.S. Census in Jersey City, New Jersey. Jersey City, New Jersey. 1 p.
• ***Summary:*** Name: Louis E. Carque. Birth year: 1879 [sic. 1877]. Gender: Male. Race: White. Age in 1930: 51. Birthplace: Germany. Marital status: Married. Relation to head of house: Head. Home in 1930: Jersey City, Hudson, New Jersey. Street address: Bowers St. Ward of city: 12th Pt. Block 1308. House number: 190. Dwelling number: 74. Family number: 144. Home owned or rented: Owned. Home value: $9,500. Own a radio set: No. Lives on a farm: No. Age at first marriage: 24. Attend school [now]: No. Able to read and write: Yes. Father's birthplace: Germany. Mother's birthplace: Germany. Naturalization: Alien. Able to speak English: Yes. Class of worker: Wage or salary worker. Employment: Yes. Household members: 6 [Louis E. wife Margaret {age 46}, Ludwig Carque {son age 12} and 3 roomers]. Neighbors: View.

786. U.S. Department of the Interior, Census Office. 1930. Anthony A. Berhalter and family in the 1930 U.S. Census in Chicago, Cook County, Illinois. Chicago, Cook County, Illinois. 1 p. Enumerated April 10. Ward 43. Block No. 54. Part of precinct 29. Family No. 49.
• ***Summary:*** Anthony A. Berhalter is head of household. Home owned or rented: Owned. Value of home if owned: $75,000. Do you own a radio set: Yes. Does the family live on a farm: No. Sex: Male. Color or race: White. Age at last birthday: 51. Marital condition: Married. Age at first marriage: 30. Attend school or college at any time since 1929: No. Whether able to read and write: Yes. Birthplace: Germany. Birthplace of father: Germany. Birthplace of mother: Germany. Citizenship–Year of immigration to the United States: 1894. Naturalized or alien: Naturalized. Whether able to speak English: Yes. Occupation: Owner and operator of a bakery.

His wife is Katherine. White female. Age 51. Age at first marriage: 30. Catherine's mother and father were both born in Czechoslovakia.

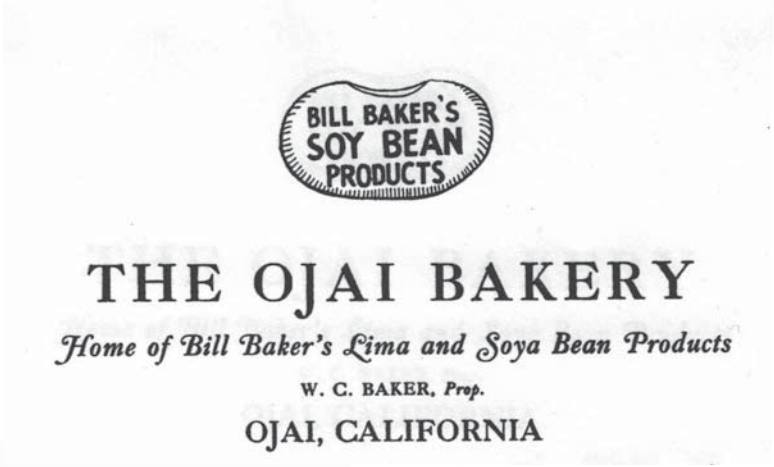
Other household members: Howard Berhalter, son, age 17.

Anton Richter (cousin), age 21. Born in Germany. Working as a baker's helper in the family bakery.

787. Bragg, Paul C. 1930. That stinging word–weakling! (Ad). *Los Angeles Times.* April 27. p. J23.
• ***Summary:*** "I'd rather be dead than called a weakling. A horrible thing to think about! And yet so many men over 40 show signs of lost vitality, impotence, physical weakness–and do nothing about it. Don't you realize that science has made amazing strides?" Regain vitality and strength with "Glantex, an astonishing new discovery," which "contains no drugs." It "is worth a fortune to any man over 40–and for women it means freedom from fatigue headaches, and menstrual distress, a new lease on life."

"Write for special Free offer of full 30-day treatment and for my Free Book, 'The Return of Youth.'" Address: Dep. 136, 1109 Hudson Ave., Hollywood, California.

788. Richardson, W.D. 1930. Re: Results of nutritional analysis of lima bean toast. Letter to Mr. W.C. Baker, The Ojai Bakery, Ojai, California, May 2. 2 p. Typed, with signature on Ojai Bakery letterhead.



• ***Summary:*** "The [lima bean] toast which you submitted to us was found to have the following analysis: Starch 60%. Dextrin 6.4%. Protein 13.2%.

"We have examined the two samples of lima bean flour which you submitted, one of which was said to be treated and the other in its original state. The starch cells in the sample which had been treated had been ruptured as if they had been subjected to steam pressure. This condition, however, does not affect the quality of the flour. It will, however, enable it to take up more water than the original product, and also makes it somewhat more digestible."

Note: The most interesting thing about this letter to Bill Baker is the letterhead upon which it is written. At the top center is a bean-shaped logo, inside of which we read: "Bill Baker's Soy Bean Products." Below that in large, bold letters: "The Ojai Bakery." Below that, in italics on two lines: "*Home of Bill Baker's Lima and Soya Bean Products. W.C. Baker, Prop.* [Proprietor]." Finally: "Ojai, California." Note 1. This is the earliest letter seen (Feb. 2018) written on Bill Baker's letterhead.

Note 2. This is the earliest document seen (Feb. 2018) indicating that Bill Baker is making and selling soya bean bread. Address: Chief Chemist, Swift & Company Research Laboratories [Chicago, Illinois].

789. Woodward & Lothrop. 1930. Display ad: National Health Food Week. *Washington Post.* June 4. p. 7.

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• ***Summary:*** "This week visit our Battle Creek Health Food Section–This is National Health Food Week. Join the nation-wide campaign for better health by making a visit this week to our Battle Creek Health Food Section on the Fifth Floor.

We carry a complete line of Battle Creek Health Foods, and our Battle Creek Representative will be glad to tell you about the health foods which will be especially beneficial to your health.

"Savita, a Battle Creek vegetable extract, is served in the Fountain Room–the Down Stairs Store."

Note: This is Woodward & Lothrop's golden anniversary (1830-1930).

790. Bragg, Paul C. 1930. The vigor of youth (Ad). *Los Angeles Times.* June 8. p. K22.
• ***Summary:*** Regain youthful vigor by taking *"Glantex,* Prof. Paul C. Bragg's marvelous new discovery," which "is scientifically designed to nourish the glands upon which your health and happiness depend." It "contains no harmful drugs. Through its use thousands have already gained strength and endurance. To men who have become conscious of advancing age, it will bring back enjoyment of youthful power which was supposed lost forever. For women, *Glantex* eliminates headaches, fatigue, and menstrual distress.

"Write at once for my special Free offer of a 30-day treatment, and for my new Free Book, 'The Return of Youth.'" Address: 1109 Hudson Ave., Hollywood, California.

791. *SoyaScan Notes.* 1930. Was Jack LaLanne a skinny weakling when he first met Paul Bragg? Did Bragg inspire him to become Mr. Physical Fitness? (Overview). Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** This Overview is based on an e-mail from an expert researcher on both Paul Bragg and Jack LaLanne.

"Remember way back when that I said the oft-repeated story of Jack LaLanne, a skinny, sickly, underweight boy being dragged by his mother to hear a Paul Bragg health lecture, & completely turning his life around somehow just didn't jell with me? Looks like I was right.

"Just recently the *Berkeley Daily Gazette,* from its inception in the late 19th Century until it closed its doors a couple decades ago, was finally digitized by name & subject search, and the Oakland Public Library subscribes to the service that did that digitization. I was hoping for this as it sure saves hours upon hours of scrolling through newspaper microfilm.

At any rate, in the almost full year BEFORE that first Oakland Bragg lecture series (there were four others in years following at the Oakland Women's City Club, & three in the early 1940s at the Oakland Ebell Society Club), the Berkeley Gazette, on its sports page, ran several articles mentioning Jack, when he would have been age 15.

"Bottom line, he played in a Berkeley-Gazette newsboys football game; he came in third place in the 12# shot-put for boys in the 130 lb. & over category in the Northern California Y.M.C.A. 'Californiad Track Fest,' which was an all-day track & field event where about 10 Bay Area Y's competed against each other; and he was also a player-manager for a baseball team in a league sponsored by the Berkeley American Legion Post for boys who were Berkeley residents & had not yet attained their 17th birthday. About a game his Berkeley team played against a boys team from Livermore, California: 'LaLanne hurled the last three innings and he repeated Shoemaker's [his teammate who pitched the first three innings] stunt of pitching no-hit, no-run baseball' (*Berkeley Daily Gazette,* June 23, 1930)."

"As far as Bragg's lecture visits to Oakland, my notes indicate that he was here October 10-17, 1930 for 7 lectures, and advertised three times in the *Oakland Tribune* on Oct. 6, Oct. 9 & Oct. 12, 1930. at pages 6B, 10A & 8A, respectively. (He didn't lecture on Oct. 15, which is why the above actually includes 8 days).

"He next came for a lecture series of five lectures from June 21 thru June 25, 1932. He only advertised one time in the *Oakland Tribune* on page 21 of their June 21, 1932 issue.

"He next came for a lecture series, again of 7 lectures, from March 18 thru March 24, 1934. He only advertised once in the *Oakland Tribune,* on March 17, 1934, but the page number is too faint to read.

"His last visit to Oakland in that decade, at least for health lectures, was a series of six lectures, Sept. 4 thru Sept. 9, 1935, advertising in the *Oakland Tribune* Sept. 1, Sept. 3 & Sept. 4, 1935, Pages "not readable" on the first date, and at 12D & 11B, respectively, on the last two.

"ALL of the above took place at the Oakland Women's Club Auditorium on Alice Street in Oakland. The Ladies lost their building by foreclosure during The Great Depression; it has changed hands many times, but still exists as something called the Oakland Center For The Arts.

"Then Paul Bragg made three lecture trips to Oakland in the early 1940s, specifically Jan. 22 & Jan. 23, 1941 (2 nights); one night only on Jan. 12, 1942; and 4 nights on Feb. 15 to Feb. 18, 1943. Those three were ALL held at the Ebell Club Auditorium on Harrison Street in Oakland. According to city history, the building burned down in 1959."

792. U.S. Department of the Interior, Census Office. 1930. Paul C. Bragg in the 1930 U.S. Census in Southern California, and in Burbank, California, city directories. Washington, DC.
• ***Summary:*** There is no record of Paul Bragg being counted in the 1930 Census, although Burbank, California, city directories of the time reflect his residence in that city from 1935 to 1954, and that his food manufacturing company, Bragg Live Foods, was also located there during that period. Subsequently he relocated to Desert Hot Springs, California.

793. *Kokomo Tribune* (*Indiana*). 1930. Geo. B. Lane passes

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away in his sleep: Had come here from Florida to spend summer–Formerly prominent here. July 21. p. 1, 8.
• ***Summary:*** This front page obituary notes that George B. Lane, age 60, died in his sleep early Monday morning [July 21], in Kokomo. His home is in Orlando, Florida, but he had been residing temporarily at 615 North Wabash avenue. Death was due to heart trouble.

"Surviving are the widow, Lillie Charles Lane; one son, Ovid C. Lane, 901 West Monroe street, a member of the news staff of the Tribune; two daughters, Mrs. K.F. Brown, Battle Creek, Michigan, and Mrs. D.A. Bays, Orlando, Florida; four granddaughters, Myra Janice Lane, Jeanette Bays, and Anita and Bonnie Joan Brown; one brother, Ira B. Lane, 814 West Jackson street, and two sisters, Mrs. William C. Adrian, 1101 South Bell street, and Mrs. Amos Brubaker, residing near Burlington" [Indiana].

"Mr. Lane was born near Point Isabel, Grant county [Indiana], May 16, 1870, the second son of James and Rebecca Lane, both dead several years. The parents moved to the city of Tipton and later to the village of Kempton, while he was still a child. When he was eleven years old the family moved to Kokomo, where he continued to reside until 1919, when he moved to Orlando, Fla., going there on account of failing health. He returned for a period practically every year. He came back several weeks ago and was intending to spend the summer here.

"As a young man, Mr. Lane followed the baker's trade. He was employed at that time in the Zwisler restaurant in Buckeye street [in Kokomo]. Thirty-five years ago [i.e., 1895], he went to Battle Creek, Michigan, where he was employed for several months by the Kellogg Company, and where he made the first peanut butter that concern ever marketed. He also created other new foods for them.

"Returning to Kokomo, he started a health food factory in South Webster street, just north of the Palmer School building. This enterprise was highly successful. It was, however, wiped out by fire and, unfortunately, at a time when the insurance had lapsed. After this disaster, he entered the truck gardening business, here and at Denver, Indiana."

"In 1915, Mr. Lane entered the real estate business, a line which he followed the remainder of his life."

"Mr. Lane was a man of intelligence, character and thrift. He was largely self taught, but was well informed on a number of subjects. He was straightforward and square in his dealings, did not hesitate to express his convictions and had the respect of all circles in which he was known. The record he leaves is one by which he will be long and pleasantly remembered.

"Mr. Lane was a member of the Seventh Day Adventist church, and was head deacon in the church of that denomination in the city of Orlando."

Talk with Bonnie Van Kley, Curator of Archives, Howard County Historical Society, Kokomo, Indiana. 2004. Jan. 13. Bonnie found this important article. She adds: George's brother, Ira Lane, helped to build the Seiberling Mansion, which is now the Howard County Historical Museum, located in Kokomo.

794. *SoyaScan Notes.* 1930. The marriage of Neva C. Parnin Bagg (her second) to August Henry Berthold Busch (Overview). Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** Sharon Freeland has been doing an extensive family tree. She is somehow related to Neva Parnin Bragg Busch through the Kilbourne family. Mr. Busch's profession was apparently in the accounting field. The following information appears on the following website, compiled by Sharon: http:// worldconnect.rootsweb.ancestry.com/ cgi-bin/ igm.cgi?op= GET&db= connections&id= I14238.

Neva C. Parnin's first marriage was to Paul C. Bragg. Neva was born on 27 July 1897 in Indianapolis, Marion County, Indiana. Her father was Joseph Eugene Parnin, born 13 Dec. 1872 in Fort Wayne, Allen County, Indiana. Her mother was Agnes Lawson Kilbourne, born 19 Oct. 1877 in Indianapolis, Marion County, Indiana.

Neva and Paul Bragg had three children: (1) Neva Pauline Bragg, born 14 Oct. 1918 in Washington, District of Columbia. (2) Lorraine Agnes Bragg, born 3 Oct. 1919 in Washington, District of Columbia. (3) Robert Elton Bragg, born 25 March 1922 in Los Angeles, Los Angeles County, California.

Neva's second marriage was to August Henry Berthold Busch, born 1 Dec. 1894 in Bad Odesloe, Germany. They were married between 1929 and 1930 in Los Angeles, California. In the 1930 U.S. Census, Neva and her husband August are living in Los Angeles, California. We have no record of Neva and August having any children.

Neva died on 23 Nov. 1988 in Van Nuys, Los Angeles County, California.

795. *J. of the American Medical Association.* 1930. Medical news: Indiana–Move to eliminate food faddists from Indiana. 95(5):348. Aug. 2.
• ***Summary:*** "The Indiana State Medical Association has requested the cooperation of members to eliminate food faddists from the state. It is the custom of some of these faddists to appropriate the title of 'doctor' or 'professor' to carry on a flaring publicity campaign in various cities, which includes free lectures attacking the medical profession. Particular attention is directed to the following: Paul Sampson, National Health League; Bernarr Macfadden and his agent (Physical Culture); Frank McCoy, chiropractor; Prof. Paul C. Bragg, 'scientific health specialist'; R.A. Richardson, oculist and lecturer, and J.D. Levine, 'The Health Messenger.'"

796. *Madison Survey* (*Madison, Tennessee*). 1930. Demonstrating health foods. 12(30):119. Aug. 6.

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• ***Summary:*** "As an advertising scheme for the health foods of the Madison Food Department and for other lines which are being handled by Mr. Ralph Meade, this gentleman gave a banquet for the men heading the chain stores of the Atlantic and Pacific Grocery Company, of Birmingham, Alabama. The company of some seventy or eighty business men was entertained in the Vegetarian Cafeteria of that city.

"A group of young people from Madison, and another from Southern Junior College, took part in the program of music and song, and assisted in the serving of lunch."

797. Griesbauer, J.A. 1930. Re: Lima bean bread–patent search. Letter to Mr. W.C. Baker, Ojai Bakery, Ojai, California, Aug. 28. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "We acknowledge the receipt of your letter of August 24th enclosing check for $20.00 to apply on account of the cost of a search of the Patent Office records relative to the above-named invention [Lima Bean Bread], and an informal application of the same.

"The search of the Patent Office records will be promptly made and the search report mailed to you..." Address: Law offices of H.B. Willson & Co., United States and Foreign Patents, Trade-Marks and Copyrights, Willson Building, 711 8th St. N.W., Washington, DC. Phone: Main 1632.

798. Carque Pure Food Co. 1930. A few foundation foods (Ad). *Los Angeles Times.* Sept. 7. p. K21.
• ***Summary:*** These foods are psyllium seed, Kova (a coffee substitute), Laxajel, and agar.

Note: This is the last document seen (July 2021) in *The Los Angeles Times* showing the Carque Pure Food Co. Address: 729 Seward St., Los Angeles, California.

799. Baker, W.C. 1930. Re: Soya bean flour. Letter to Mr. J.C. [sic, I.C.] Bradley, Taylorville, Illinois, Sept. 9. 3 p. Typed, without signature on letterhead (carbon copy).
• ***Summary:*** "My dear sir: The other day I forwarded to you a sample of the flour I am using successfully. It is made from roasted Soya Bean which will work much better than raw.

"I have discovered one more factor in making Soya Bean Bread, and that is the baking must be extremely slow, as this I find will do away with the rope effect which, as you will remember, was spoken of in the analysis of the 'Standard Brands,' and also in the 'Bakers Helper,' which call [sic, called] my attention to it and was a great handicap in getting the bread correct.

"The price of the flour laid down to me in Ojai is about 9½ cents [per pound]; which I believe is not so high considering that the bran must be roasted first.

"You mentioned in your letter that the roasting would injure the Chemical contents, but unless the bean is roasted too much or too dark it will not injure the contents, as I have roasted the lima bean flour and had both raw and roasted tested in the Swifts Laboratories in Chicago." Baker then quotes the letter concerning the results of Swift's tests.

"As soon as I am ready and you are able to furnish the correct flour necessary, I shall give the correct recipe and shall give reasons why Soya Bean Bread should be used; we have started on the muffins in the 'Baker's Helper.'"

"After returning the copy of your patent an after thought occurred to me. In case I make a bigger success of the Lima Bean Bread Business than I am doing at present some one is liable to interfere and beat me to it; so I want to be careful. I am figuring to take out a patent on Lima Bean Bread only, as the Wafers and Toast are protected by my copyrights and Trademark labels.

"I have talked with Mr. Max Fleischmann [of yeast and margarine fame] on this subject and he agreed with me that the Baking Business is in need of something new to create more interest." Baker has done all he could in educational matters. Each month he spends at least a day of his time "to do my bit toward the cause through the *Bakers' Helper* in Chicago."

"So I would like to ask you a favor, if I am not able to obtain a Patent on Lima Bean Bread; then I would like to ask if you would grant me a license under your Patent (as your Patent calls for Soya Bean, Peanut, or Similar Flours)."

"If you should be able to help me, that is if I need the help, I shall promise you to help put the Soya Bean in its right place where it belongs.

"I would like also the exclusive right on Soya Bean for bread for Southern California... Whatever happens I shall boost the Soya Bean Bread as both are Neutral, Non-acid breads, and what helps one helps both. So please let me know what you think of my idea.

"I have received 600 pounds of Soya Flour this morning from Los Angeles, so you need not be in a hurry only if I want you to get it right. With kind regards, Yours truly..."

Note 1. This is the earliest letter seen (July 2021) written by Bill Baker.

Note 2. At the top center of his letterhead is a new logo. The size and shape of the bean is the same as it was in May 1930. But the text now reads: "Bill Baker's Lima Bean Products."

Note 2. I.C. Bradley, a pioneer in the soybean processing industry, worked for Funk Brothers at the time of this letter. Address: Proprietor, The Ojai Bakery, Ojai, California.

800. *Oakland Tribune.* 1930. Be young at 70! Old age is not a matter of years states Prof. Paul C. Bragg (Ad). Oct. 9. p. 10.
• ***Summary:*** "It is a matter of the amount of poisons in your tissues. Everyone who eats the standard devitalized, de-mineralized, over-rich and over-concentrated foods of the present day is accumulating in his or her tissues Old Age and Disease poisons. It is not the number of years you have lived, but how you have lived in those years that determines the

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condition of your physical body at any certain age.

"Learn how to eat vitality-giving foods, foods nearer the natural diet of mankind... Learn how Nature's Way of healing through Blood Cleaning and Tissue Purification will make you Healthy and Youthful."

The seven free lectures will be held Oct. 10-17 at the Women's City Club Theater, 1428 Alice St.

The titles of the lectures are: "Friday, Oct. 10–'How to banish disease and live 100 years.' Cancer healed Nature's way.

"Saturday, Oct. 11–'Constipation, the curse of mankind today.'

"Sunday, Oct. 12–'Perfect eyesight without glasses.'

"Monday, Oct. 13–'The secret of vitality–Breathing.'

"Tuesday, Oct. 14–'Why we are a nation of physical wrecks.' See Prof. Bragg's famous Death Dinner.

"Thursday, Oct. 16–'How to build your body back to health.' Prof. Bragg will appear in athletic costume and exhibit his magnificent physique.

"Friday, Oct. 17–'The truth about your sexual problems.' Children under 12 not admitted."

A portrait photo in the upper right corner of the ad shows Paul Bragg.

Note: It could have been at these lectures that Jack LaLanne first met (and was deeply inspired by) Paul Bragg. LaLanne was born on 26 Sept. 1914 according to the California Birth Index, so he would have been age 16. He lived in nearby Berkeley.

801. *Hartford Courant* (*Connecticut*). 1930. Vienna specialist to give food talk: Benjamin G. Hauser. Nov. 7. p. 7.
• ***Summary:*** "Dr. Benjamin Gayelord Hauser, food specialist of Vienna, who believes the American people can solve any drawbacks attached to enforcement of the prohibition amendment by changing the type of food they consume, will give one free lecture in Hartford [Connecticut] in the Colonial Room of the Bushnell Memorial Saturday evening at 8 o'clock."

"The Viennese specialist arrived in this country recently to present his ideas to President Hoover." A portrait photo shows Hauser wearing a beret, coat and tie, and overcoat.

802. Bragg, Paul C. 1930. The enemy at your table: Common salt direct cause of many diseases says noted health authority (Ad). *Los Angeles Times*. Nov. 16. p. L20.
• ***Summary:*** At first sight, this looks like a column. But the reader soon realizes that it must be an ad. Today (2021) it would be called an "advertorial." It begins: "Los Angeles has been the scene of a startling food discovery that gives promise of changing the dietetic standards of the nation." Common salt is the cause of many serious, common diseases. It is "an inorganic substance,... as hard and inedible as rocks." Yet many people continue to poison themselves 3 times a day. The alternative is Bragg's amazing discovery, Live Sprinkle, a "delicious seasoning for foods made from living organic substances from the vegetable kingdom." It contains dehydrated "orange juice with its health-giving mineral salts, calcium carbonate..."

Live Sprinkle may be purchased at the following stores: "Hain's Health Food Store, 329 W. 3rd St.; Grist Mill Food Products, 524 W. 8th St.; Carque Health Foods, 6411½ Hollywood Blvd.; United Health Service, corner 4th and Broadway; Jones Health Foods, Grand Central Market, Hill St. Side, Stall A-12."

Or fill out the coupon below, enclosing 10 cents for postage, for a sample of Live Sprinkle and a free copy of the booklet "Why Salt Destroys."

A small portrait photo shows a healthy and handsome Paul Bragg.

Note the big distinction made between inorganic, dead substances (table salt) and mineral salts from living things (calcium carbonate). Today (2021) this distinction is no longer considered important or real. Address: Bragg Laboratories, 1109 Hudson Ave., Hollywood, California Dep. 103.

803. Allax Mfg. Co. 1930. Constipation and gas banished forever (Ad). *Los Angeles Times*. Dec. 7. p. H19.
• ***Summary:*** "Constipation is responsible for more human misery, mental and moral disaster than any other agent. It is the Mother of all disease.

"Civilized man is a wreck. People living in civilization are the sickest of the living things on earth. They eat the sticky, slimy, refined, devitalized, demineralized foods of today. They spend $500,000,000 yearly to try and move the great American bowel.

"Allax can be purchased at the following health stores: (1) Hain's Health Food Store, 329 West 3rd St. (2) Grist Mill Food Products, 524 W. 8th St. (3) Jones Health Foods, Grand Central Market, Hill St. side, stall A-12. (4) Carque Health Foods, 6411½ Hollywood Blvd. (5) United Health Service, Corner 4th and Broadway (6) California Food and Health Service, 215 West Broadway, Glendale; 7253 Sunset Blvd., Los Angeles; 230 N. Larchmont, Los Angeles; 175 N. Lake, Pasadena; 445 E. Colorado, Pasadena; 309 Santa Monica Blvd., Santa Monica.

Note 1. The last document seen in *The Los Angeles Times* showing a Carque store on Hollywood Blvd.

Note 2. By Jan. 1933 Allax Mfg. Co. had changed its name to "Live Food Products, Inc." but was at the same address. They made a South Sea Candy described as "A wholesome raw sugar and honey bar." Address: 6122 Santa Monica Blvd., Hollywood, California.

804. *Los Angeles Times*. 1930. Gift cake to be sent president: "Bill" Baker of Ojai again bakes giant present that will grace Hoover table. Dec. 15. p. 11.
• ***Summary:*** Santa Paula, Dec. 14. President Hoover will

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soon receive a Christmas cake from the Ventura County Chamber of Commerce. It is the handiwork of Bill Baker, the famous cake-making of Ojai. "The cake will be shipped Monday to Congressman Arthur Free of this district." The cake weighs 65 pounds and contains delicious California fruits and nuts. "The motif for the design is a combination of the Christmas season and patriotism." Using sugar, he has created a replica of the San Buenaventura Mission.

805. Lovell, Philip M. 1930. Care of the body. *Los Angeles Times.* Dec. 21. p. J19.
• ***Summary:*** The last section, titled "Congratulations," is "best wishes for success in the venture started by our old friend, Mr. Otto Carque... It is my frank opinion that Southern California has, in the person of Otto Carque, a man who known more about the technical, scientific details of food, its adulteration, pollution and chemistry, than other scientists known to me.

"For many years Mr. Carque has been engaged in the health-food business as well. Now he has opened his new store at 1016½ South Hill street."

"The name, 'Carque,' attached to a label or food is, to me, sufficient warranty of its wholesomeness, purity and goodness." Address: N.D. [Naturopathic Doctor].

806. Bragg, Paul Chappius. 1930. Professor Bragg's live food cook book and menus. Hollywood, California: National Diet and Health Association of America; and, Live Food Products. 170 p. No index. 24 cm.
• ***Summary:*** About raw food and vegetarianism. Contents: 1. Why I write this book. 2. Our daily food, is it nourishment or poison? 3. There are no meat recipes in this book. 4. Poisonous white sugar. 5. Dairy products not human food. 6. Coffee and tea are drugs. 7. Don't use condiments. 8. Salt–The enemy of life and health. 9. Pure food. 10. Don't use aluminum cooking ware. 11. Gas, indigestion and stomach trouble. 12. Acknowledgment of recipes and suggestions fork other health food writers. 13. Salads. 14. Fruit salads. 15. Salad dressings. 16. Directions for making nut butter and nut milk. 17. Relishes. 18. Soups (incl. Carque's nut milk soups, made with his nut milk). 19. Cooked vegetables. 20. Meat substitutes and main dishes. 21. Desserts. 22. Breads and bread foods. 23. Sauces and gravies. 24. Drinks. 25. Health confections. 26. Health sandwiches... 30. Baby's diet from birth to 18 months. 31. Diet schedule for the growing child.

Chapter 1 (p. 11) states: "The drug doctor has been a failure. After hundreds of years of his reign there is still universal sickness and suffering which, instead of abating, is unmistakably on the increase."

Chapter 12 (p. 26) acknowledges: "A few of the recipes in this book were taken from the works of some of the most prominent men in the field of Natural Living. I have considered, in giving a cook book to my people, that they should have, not only my own favorite recipes, but also the best of other men who have experimented along this line. I have therefore included recipes from the books of: Dr. John T. and Mrs. Vera Richter, the leaders of the Raw Food movement in the West. Dr. Philip M. Lovell, distinguished editor of the most widely read Health column in the world, the Care of The Body section of the *Los Angeles Times.* Dr. Henry Lindlahr, the great pioneer Nature Doctor. And Otto Carque, chemist, research worker and crusader in the fight for natural foods."

Chapter 16, "Directions for making nut butter and nut milk," begins with a long passage from *Natural Foods: The Safe Way to Health,* by Otto Carqué (1925). It contains recipes for: Cocoanut milk. Nut milk (made by mixing 1 level tablespoon nut butter with 1 cup warm water, plus a little honey or sweet fruit juice if desired). Almond milk for infants. Nut cream (made from unroasted nut butter, warm water, and honey). Combination nut butter (peanuts, pignolias, cocoanuts). Apple and almond butter. Nut meal.

Chapter 20, titled "Meat substitutes and main dishes" (p. 111-18), contains largely cooked dishes, and makes widespread use of the "Battle Creek Sanitarium product, Protose, being available at most fancy grocers." Vegex and Savita are also widely used in recipes. Soy sauce is used to season Vegetable chop suey (p. 114). It "may be purchased at a Chinese store or any fancy grocers."

The National Diet and Health Association of America is located at 1109 North Hudson, Hollywood, California.

Note: This is the earliest document seen (July 2021) by or about Paul C. Bragg that mentions soy. No juicer is mentioned in this book. A portrait photo (just after the title page, p. 5) shows handsome "Prof. Paul C. Bragg." Address: Professor, California [Los Angeles].

807. Carqué, Otto. 1930. The key to rational dietetics: Fundamental facts about the prevention of disease, the preservation of health, the prolongation of life. New, revised and enlarged ed. Los Angeles, California: Published by the author. 151 p. See p. 86. 24 cm.
• ***Summary:*** The Preface notes: "In this volume the author has condensed the teachings presented in his larger volume 'Rational Diet.'" Discusses the therapeutic and health-enhancing benefits of vegetarian foods, exercise, rest, fresh air, sunlight, and pure water. Though soybeans are not mentioned, the author recommends cooking other legumes in a pressure cooker with baking soda (p. 86). Address: Los Angeles, California.

808. Hauser, Bengamin Gayelord. 1930. New health cookery. New York, NY: Tempo Books, Inc. xiii + 132 p. 20 cm.
• ***Summary:*** This is the earliest known book by one of the most influential figures in the American health food movement during the twentieth century. It is not a vegetarian cookbook; it has chapters on sea foods, fowl, and meats–as well as eggs, vegetables, salads, soups, meat substitutes,

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desserts, sandwiches, sauces and salad dressings, plus breads, muffins, cakes, cookies, waffles, pie crust, etc.

Soy is not mentioned.

809. Hauser, Bengamin Gayelord. 1930. Food science and health: Including the famous Hauser eliminative feeding system. New York, NY: Tempo Books, Inc. 120 p. No index. 20 cm.

• ***Summary:*** This vegetarian book describes how to cleanse and detoxify the body of wastes through a diet of raw fruits and vegetables. Contents:

1. The need for eliminative feeding.
2. The chemistry of the human body.
3. Eliminative foods.
4. The eliminative feeding system.
5. Preparation of eliminative foods.
6. The secret of health.
7. Questions and answers.

Note: Soy is not mentioned.

810. Hauser, Bengamin Gayelord. 1930. Harmonized food selection: Including the famous Hauser body building system. New York, NY: Tempo Books, Inc. 120 p. No index. 20 cm. *

811. Hauser, Bengamin Gayelord. 1930. Types and temperaments: With a key to foods. New York, NY: Tempo Books, Inc. 129 p. Illust. No index. 20 cm. *

• ***Summary:*** A consideration of the chemical requirements of chemical types of man. What chemical type are you? What dietary precautions must you take?

812. Pitman Health Food Co. 1930. "Pitman" Health Food Co. New factory: Vitaland, Four Oaks: The home of health foods (Brochure). Four Oaks, Sutton Coldfield, Warwickshire, England: Pitman Health Food Co. 15 p. Illust. Portraits. 12 x 15 cm.

• ***Summary:*** Cover title: A commemorative booklet containing portraits of the founder, James Henry Cook, his managerial staff, and exterior & interior views of the new factory, Vitaland. On each page (except the cover and pages 8 and 9) is a photograph with a caption. The numbers that follow are the page numbers. These photos show: Cover: Illustration of an aerial view of the plant. (2) Portrait, with signature, of James H. Cook, F.I.S.A., "Founder and principal 'Pitman' Health Food Co." (3) "Executive and heads of departments, 1930. Standing [left to right]: Mr. J.B. Lief (Order Dept.); Mr. J. Pickering (Despatch); Miss F.M. Price (Retail Accounts); Mr. A.J. Townley (Engineer); Miss M.M. Hope (Wholesale Accounts); Mr. F.M. Sutherland (Stock Keeper); Mr. R. Roberts (Milling). Sitting: Mr. P.S. Barber (Secretary); Miss. K.V. Cook (Cashier); Mr. Jas. Hy. Cook (Principal); Miss F.A. Vernon (Statistical Dept.); Mr. R. Turner (Factory Manager)."

(4) Vitaland (view from East). Showing terraces, rockery [rock garden or alpine garden] and flowering shrubs. (5) Vitaland (view from West). Showing lawns, fruit trees and rose beds. (6) Order department With a floor space of3,200 square feet. (7) Corner of stores. Showing overhead traveling cranes and conveyors.

(10) Wrapping section. Size of open space in main factory, 100 ft. by 160 ft. (11) Machinery bay. Total area of glass covering the six factory Northern lights: 5,850 superficial feet [square feet]. (12) Vacuum plant for reducing liquids at low temperatures (130ºF). (13) Wheat mill showing right to left, wheat pit, elevator, mill (without stones or rollers), conveyor, receiver, and sack being filled with flour, as finely ground as ordinary white flour. (14) Mill house with overhead runway. Showing high speed grinders, up to 4,000 revs. a minute. (15) Boiler house showing patent oil fuel burners. (16) Land tennis court, Four Oaks, Warwickshire.

Text on pages 8-9: "Vitaland is undoubtedly the latest, the most modern, the most up-to-date factory in a garden for the production of health-giving Vital Foods. It is built in a green field of 1.5 acres, in rural England with in a few minutes walk of Sutton Park, one of the largest and most interesting natural public parks in England. The park comprises 2,280 acres of unspoilt heather-clad moors, century old woodlands, and lakes that provide unbounded joy and pleasures to thousands of people.

"The factory presents a very pleasing effect with its white cement facing contrasting well with the quaint old pattern red pantiles [interlocking clay tiles] on the roof. The lay-out of the space between the road and front of factory indicates the fact that a sense of beauty need not be destroyed by a factory and its precincts.

"The main entrance opens to a reception hall containing handsome show cases, its walls being hung with portraits of noted Vegetarians and pioneers in the food reform movement. Over the door leading from the reception hall to factory appear the lines from William Blake's poem–'To build a New Jerusalem in England's green and pleasant land.'

"On the right of the reception hall are situated the private and general offices. To the left are the raw material stores with receiving deck, overhead travelling cranes and conveyers to facilitate the quick conveyance of goods to any part of the building. On left and back of the reception hall and offices are the stores for manufactured goods, and ordered departments. Extending to the rear is the large open factory with granolithic floor. The machinery and work-tables run parallel with front of the building, under northern lights, ensuring excellent lighting. A broad centre gangway runs from front to back. The power for machinery is transmitted from electric motors, by shafting so arranged as to make it available wherever required. The tables are served by metal trucks on rubber wheels, each truck capable of holding hundreds of full bottles or other articles, for removal

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to the stores for finished goods.

"Along the right hand side of the factory are situated the packing department with despatch deck; the mill-house for grinding of wholemeal flour; also separate departments for dry and wet steam-cooking ranges; the baking and drying ovens; the roasting and vacuum plant; and the plant for special chocolate making. The boiler house is also located on the right-hand side of the main building. But as oil is the only fuel used, unsightly chimney stacks are entirely absent.

"The oil is fed to the heating boiler through patent burners, with the flow of oil automatically controlled (according to the degree of heat required in any particular part of the factory) by means of a thermostat. In the same way the desired pressure in the steam-boiler is automatically maintained. Once the controls are set, the oil supply needs no attention as any excess, or deficiency of temperature or pressure at once provides the remedy by cutting out, or continuing (as the case may be) the supply of oil. There is thus complete elimination of dust and grime, inseparable from the usual coal-furnace installation. The boiler house can be accordingly kept as clean as any other part of the building.

"The factory is equipped with most up-to-date machinery and labour-saving appliances. An ample supply of soft water is assured, independent of the public supply.

"On the right of the main building, but separated from it by a paved yard, is the store for bottles and jars. Its position prevents the dirt and dust–connected with straw and packing–entering the factory. Here are also situated dining and cloak rooms and cycle sheds. At the back of the building there is space available for future extension, at present it forms the "Pitman" employees' sports ground.

"In the planning of the factory, every care has been taken to ensure that working conditions are conducive to absolute cleanliness, and to the comfort and health of workers. It is realized that only under such conditions can a maximum of satisfactory service be rendered."

Note: This is the earliest document seen (July 2021) that mentions "Vitaland," formerly 'Pitman' Health Food Co. Address: Four Oaks, Sutton Coldfield, Warwickshire, England.

813. Polk's Superior (Wisconsin) city directory. 1930. St. Paul., Minnesota: R.L. Polk & Co., Publishers. See p. 180.
• ***Summary:*** On p. 180 we read: "Family Shoe Store Inc., A Abrahamson Pres, Mildred M Lager Sec-treas, Shoes and hosiery for every member of the family, repair shop in connection, 624 Tower av., Tel Broad 2421."

814. *J. of the American Medical Association.* 1931. Bureau of Investigation: Prof. Paul C. Bragg, A food faddist and sexual rejuvenator debarred from the mails. 96(4):288-89. Jan. 24.
• ***Summary:*** "Paul C. Bragg of Los Angeles, California, is well named, He styles himself 'Professor;' the 'cripple who rebuilt himself' and 'America's Foremost Lecturer, Teacher, and Writer on Scientific Living Principles.' Under the heading, 'Prof. Bragg's Distinguished Record,' he admits that he:

"... is President of the National Diet and Health Association of America, member of the Board of Examiners of the American Red Cross Life Saving Corps (Certificate granted and signed by the late President Woodrow Wilson), First Vice-President of the Columbia Academy of Applied Drugless Science, Honorary Dean of the Health Center Institute of Drugless Healing; holds special credentials from the New York and California Boards of Education, is National Physical Director of the Industrial Boys' League, and is on the board of advisors of other leading health societies." »

Below this (see next page) is a reprint of two pages of a four-page leaflet advertising Bragg's "Free lectures"–at which collections were taken–given at Trinity Church, Denver, Colorado, in May, 1930. A photo shows Bragg standing, scantily covered with a sort of diagonal "Tarzan" garment that leaves the right side of his torso, as well as his legs and arms, bare.

"Occasionally, Bragg works on the ignorance or gullibility of preachers and gets them to permit him to use their churches for his so-called free lectures. Less than a year ago, Trinity Methodist Church of Denver opened its doors to this mountebank and advertised Bragg with a large banner describing him as 'America's Foremost Lecturer.' A report made by a physician of Bragg's talk, given May 20, 1930, at the Trinity Church, Denver, makes an interesting study. Two or three of the opening paragraphs of this report are worth quoting:

"'Prof. Bragg was introduced to a crowded house by his Secretary-Business Manager-Advance Agent, Miss Betty Brownlee, who mentioned his last visit to this city [Denver] and the large number of letters they have received requesting his return. A showing of hands indicated that a goodly number of those present had heard Prof. Bragg before. They were requested to lead the applause and to let Prof. Bragg know how glad they were that he was back.

"'As Prof. Bragg came on the platform with a leap and a bound, the audience began their applause. He immediately followed suit in an exaggerated fashion, saying: 'I like to hear people clap their hands. The clapping of hands vibrates the blood. If a person has a low rate of blood vibration, he is sick, prematurely old, nervous, etc., while a high rate of vibration indicates pep, enthusiasm, energy and good health. We sing to open up our lungs. Songs reaching away down in the diaphragm pep us up. That is why we sing at the beginning of a church service.' Prof. Bragg then sang, 'Holy, Holy, Holy,' in a loud voice and very much off key!

"'With many gesticulations and much excess motion, Bragg goes on to state: 'I am a hundred years ahead of my time. I have a new message. No other man on the platform

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"BE YOUNG AT 70!"

Says Prof. Bragg:

"Old age is not a matter of years. It is the accumulation of toxins and waste products in the system that devitalize and age the tissues. When we learn how to cleanse the whole system—blood stream and tissues as well—by following Nature's laws in regard to our physical bodies, we can stave off old age many, many years. Anyone can be young at 70 by living more naturally."

□□□

Prof. Paul C. Bragg

nationally known health lecturer, writer, research worker and author of "Cure Yourself," brings to this work a most unusual and colorful background of experience. Many years of his life have been devoted to intensive clinical work and health research. He has delivered thousands of lectures throughout the country before leading educational institutions, international service clubs and civic organizations, and has dealt with countless numbers of sick people.

Prof. Bragg's Distinguished Record

The Professor is President of the National Diet and Health Association of America, member of the Board of Examiners of the American Red Cross Life Saving Corps (certificate granted and signed by the late President Woodrow Wilson), First Vice-President of the Columbia Academy of Applied Drugless Science, Honorary Dean of the Health Center Institute of Drugless Healing; holds special credentials from the New York and California Boards of Education, is National Physical Director of the Industrial Boys' League, and is on the board of advisors of other leading health societies.

Perhaps never again will you have the opportunity of personally hearing this great Health Specialist, so come early!

GREAT NEW MESSAGE OF

HEALTH

"How to Banish Disease, Live 100 Years"

By

PROF PAUL C. BRAGG

Internationally Known Health Writer, Lecturer and Research Worker

Hear the man who has rebuilt thousands by Super-Brain Breathing and Natural Foods tell how he expects to live over 100 years. Learn how you can banish disease and outwit old age by following his simple new drugless methods.

FREE LECTURES

Under Auspices of the National Diet and Health Association of America

TRINITY CHURCH

18th and Broadway

May 20, 21, 22, 23, 24 and 26, 27

8:15 p. m.

Children Under 12 Not Admitted

has the courage to tell the truth. The truth hurts.'"

"Some of the further statements reported as having been made by Bragg during this talk are equally interesting. According to the report Bragg declared that the tonsils are spongy organs located in the throat and that tonsillitis is due to eating 'mucus-forming foods' and the mucus so produced is caught by the spongy tonsils and they swell up; that cancer is caused by eating 'gooey, slimy foods'; that tuberculosis is due to the fact that young girls smoke cigarets [cigarettes]; that 'colds' are caused by the eating of white bread or ice cream; that asthma, 'gas on the stomach,' 'pink tooth brush,' etc., are all caused by formations of mucus due to eating white bread!

"About this time, says the report, the audience began to get a little restless and a few of the more intelligent began to leave, so the 'Professor' decided to take up a collection. Following this important interruption, Bragg again turned his guns on white flour and white bread, and described his own 100 per cent bran bread that had revolutionized the baking industry!

"At a subsequent lecture, the attractive Miss Brownlee, in again introducing the 'Professor' told the audience that Bragg would have some classes after the free lecture which would cost $25 to each individual enrolling. At the end of this particular free lecture, Bragg complained that while there were fourteen hundred people in the audience the night before, the collection amounted to only $11.60, and he intimated that a silver offering would be more acceptable than applause. While girls were passing the collection boxes, Bragg explained that he had some books for sale–one, entitled 'Cure Yourself,' sold for $3; another, containing a thousand recipes, was $2.50, and as a closing plea, he urged all of the audience to buy some of his bread or books, or at least invest in his purgative, 'Allax.'

"An examination of Bragg's book, 'Cure Yourself,' shows it to contain the usual farrago of platitudes and nonsense common to publications of this sort. In describing his treatment for constipation, he recommends senna leaves, because they are not drugs! He has the obsession common to food faddists regarding food combinations and states, 'Do not eat fruit and starchy food together under any circumstances.'

"Next to white flour and white bread (for which Bragg has a substitute), his chief obsession seems to be against common salt, for which he also has a substitute.

Bragg sells Glantex: "One month's supply of Glantex sold for $5 through the United States mails. In November, 1930, the postal authorities at Washington [DC] called on 'Prof.' Paul C. Bragg and his National Diet and Health Association of America, and his Bragg Laboratories, to show cause why a fraud order should not be issued against them. Bragg failed to show cause. The Hon. Horace J. Donnelly, Solicitor for the Post Office Department, in a memorandum to the Postmaster General dated December 27, 1930, briefly outlined the facts regarding Bragg. Mr. Donnelly stated that the National Diet and Health Association of America and the Bragg Laboratories were 'owned and operated by Paul C. Bragg, self-styled 'Professor,' who is not a physician.'

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The memorandum stated, further, that Bragg advertised in certain periodicals his various preparations and books, as well as his so-called course of treatment. Some of Bragg's advertisements dealing with Glantex were then quoted in detail.

"It was further brought out in the memorandum that those who purchased Glantex, both men and women, received a circular-letter advising them to take cold sitz baths daily–whether the patient suffered from inflammation of the prostate or from painful menstruation ! Solicitor Donnelly, in view of the facts, recommended that a fraud order be issued against the National Diet and Health Association of America, Bragg's Health Center, Bragg Laboratories, Professor Paul C. Bragg, and their officers and agents, as such. On December 30, 1930, Postmaster General Brown notified the local postmasters that they were forbidden to pay any postal money orders drawn to the order of Bragg's outfits, and were to return all letters and other mail matter addressed to Bragg and his concerns to the senders, with the word "Fraudulent" stamped on it.

"This, of course, will not prevent Bragg's continuing his much more profitable schemes of 'courses' and 'lectures' in person, but that is not the fault of the federal authorities. State officials, could of course, prevent it. But the interest, if any, shown by prosecuting attorneys in schemes such as Bragg's is usually largely academic."

815. Eutropheon (The). 1931. Don't be sick! (Ad). *Los Angeles Times.* Jan. 25. p. L19.
• ***Summary:*** "Do you want to be free from disease and from that tired, pepless feeling? Do you want to call back youth and hold it? You can have perfect health and unfailing youth by living in accord with Nature. Mrs. Richter's *Cook-Less Book* tell how. Sent $1.00, postpaid. Free literature and health hints upon request. The Eutropheon (Raw food dining room)." Address: 833 S. Olive St. [Los Angeles, California]. Phone: TUcker 3156.

816. Cubbison's Cracker Co. 1931. How to get rid of and keep rid of constipation (Ad). *Los Angeles Times.* Feb. 22. p. K21.
• ***Summary:*** "Cubbison's Lax Wafers provide a pleasant, natural way of restoring proper and complete elimination without recourse to medicines or habit-forming drugs.

"Try one box of Cubbison's Lax Wafers. See how quickly they restore your elimination activity. One to three a day will start you right, and gradually reduced allowance per day will keep you right.

"Made of whole grains, combined with the proper percentages of vegetables and herbs having a natural laxative effect. See how quickly you improve in general health, vigor and mental power, and how your skin will begin to glow with vital health. Price 35¢ at the Owl and other Drug Stores, Health Food Centers and first-class Grocery Stores." Note: The name of the manufacturer is not given in the ad.

817. Mandel Brothers. 1931. It pays to shop at Mandels: A store of youth. A store of fashion. A store of moderate price (Ad). *Chicago Daily Tribune.* May 23. p. 9.
• ***Summary:*** Most of this full page ad is about fashionable clothing, toiletries, and pearls. A section at the bottom center is titled "Regulate your weight without discomfort! Have you visited our Battle Creek Sanitarium Health Foods department? Let Miss Marion Behrens, Home Economist, give you free advice on all diet problems. Learn how to reduce easily or gain weight quickly. Mandel's Tea Room–Ninth Floor."

Note: This is the most recent document seen (Sept. 2006) that contains the term "Sanitarium Health Foods" (or "Food"). Address: [Chicago].

818. *Los Angeles Times.* 1931. Kelp being used in making bread. July 27. p. 13.
• ***Summary:*** Ojai, July 26. A new use has been found for kelp, the ocean plant that litters the beaches every summer. Bill Baker of Ojai is now using it as one ingredient in making "Parkelp bread." "Baker gained fame by making bread out of lima and soy beans, and sending huge cases to president Hoover and other celebrities."

Note: This is the earliest published document seen (July 2021) that clearly mentions Bill Baker and soy beans.

819. Lovell, Philip M. 1931. Care of the body. *Los Angeles Times.* Aug. 23. p. L20.
• ***Summary:*** In the section titled "Sea products," a reader asks where "desiccated seaweed," mentioned several weeks ago in this column, can be obtained. Sea kelp, the various products made from it, and sea lettuce or sea leaves, are available from "our friend, Otto Carque, on Hill street, between Tenth and Eleventh." Another such product is agar, a very popular laxative, which swells to about 4 or 5 times its normal size with the addition of water. Seaweed is a good source of iodine in organic form. Address: N.D. [Naturopathic Doctor].

820. **Product Name:** Madison Soy Milk (Homogenized Fluid. Renamed Kreme O'Soy Milk by April 1937 and Kreme-O-Soy by 1947) [Plain, or Chocolate].
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1931 October.
Ingredients: Fall, 1948: Soybeans, soy oil, dextrose, calcium phosphate, sodium chloride.
Wt/Vol., Packaging, Price: 15 oz, 19 oz, or 20 oz can.
How Stored: Shelf stable.
Nutrition: Protein 3.5%, fat 3.9%, carbohydrates 4.9%, ash 0.7%, calcium 0.34%, iron 4.4 mg/k.

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New Product–Documentation: *Madison Survey* (Madison, Tennessee). 1931. "A valuable but neglected food." Oct. 21. p. 163. "The Madison School family is enjoying the milk made from soybeans."

Hansen, J.E. 1932. "A variety of foods from the soybean." *Madison Survey* (Madison, Tennessee). Jan. 27. p. 15. "Were our readers visiting the Madison Food Factory, they would be surprised to learn of the many ways in which the soybean is used. Bread, crackers, milk, and cheese are made from this important bean."

Madison Health Foods. 1934? *Vegetable milk and cheese. How they are served. Manual No. 2.* Madison, Tennessee. 21 p. Undated. Several recipes call for "soy milk" or "soybean milk." On the last page are listed "Products for sale by Madison Health Foods Inc. (Madison, Tennessee)": These include "Soy milk, 14 or 30 oz... Write for information and prices."

Madison Survey (Madison, Tennessee). 1937. "Experimental work with foods." 19(9):35-36. March 3. "Soy milk, fresh every day, is used in quantities by the institution. Soy milk in cans is on the market, its sale increasing continually as people become acquainted with the value of this product."

Madison Health Messenger. 1949. V. 49-3. p. 4. "Kreme O'Soy–a rich-bodied, homogenized soy beverage. May be used in the place of milk. Ingredients: soybeans, soy oil, dextrose, calcium phosphate, sodium chloride. 20 oz. cans."

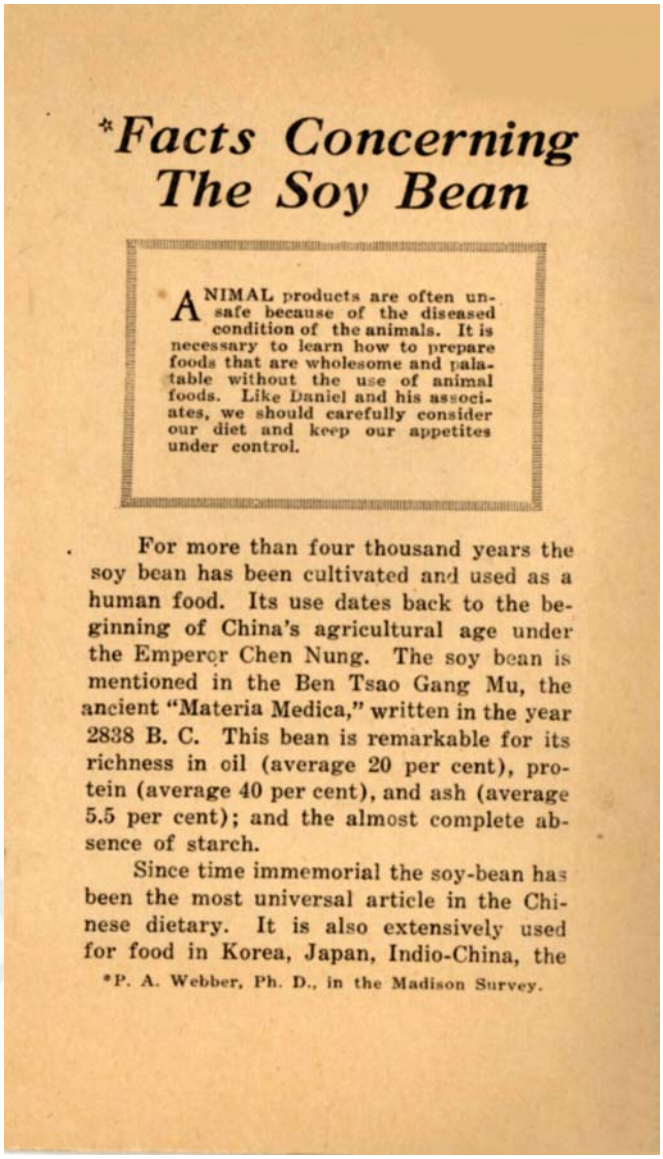
Note: We cannot be certain that Madison Foods had canned soy milk on the commercial market before March 1937. The earlier products may have been fresh soy milk, made by Madison Foods in quantity, and served in the school's dining room and sanitarium (hospital).

821. Carque Natural Foods of California. 1931. Holiday gifts (Ad). *Los Angeles Times.* Nov. 15. p. K20.
• ***Summary:*** "Write for New catalog with reduced prices, also list of attractive holiday gifts. Free copy of vital facts about food." Address: 1016-1018 S. Hill St., Los Angeles, California.

822. Hain Pure Food Company. 1931. You can reduce! (Ad). *Los Angeles Times.* Nov. 15. p. K20.
• ***Summary:*** "Without dieting, without drugs, without machines or appliances and without exercises. You can eat the things you want to eat. A new reducing food, made entirely from vegetables, turns fat into energy, restores vitality and normal power. Endorsed by the highest medical authorities. Write today for complete information."

Note: This is the earliest document seen (May 2019) that mentions the "Hain Pure Food Co." Address: 329 W. 3rd., Los Angeles, California.

823. Webber, P.A. 1931. Facts concerning the soybean. *Madison Survey* (*Madison, Tennessee*) 13(45):177-78. Nov. 18; 13(46):181-82. Nov. 25.



*Facts Concerning The Soy Bean

ANIMAL products are often unsafe because of the diseased condition of the animals. It is necessary to learn how to prepare foods that are wholesome and palatable without the use of animal foods. Like Daniel and his associates, we should carefully consider our diet and keep our appetites under control.

For more than four thousand years the soy bean has been cultivated and used as a human food. Its use dates back to the beginning of China's agricultural age under the Emperor Chen Nung. The soy bean is mentioned in the Ben Tsao Gang Mu, the ancient "Materia Medica," written in the year 2838 B. C. This bean is remarkable for its richness in oil (average 20 per cent), protein (average 40 per cent), and ash (average 5.5 per cent); and the almost complete absence of starch.

Since time immemorial the soy-bean has been the most universal article in the Chinese dietary. It is also extensively used for food in Korea, Japan, Indio-China, the

*P. A. Webber, Ph. D., in the Madison Survey.

• ***Summary:*** "The soy bean is the only seed, as far as we know, which contains both the water soluble and the fat soluble vitamins."

"In 1917 during the World War, a special committee appointed by the Department of Agriculture, while searching for a cheaper source of protein for human consumption, discovered the soy bean. Shortly afterwards, soy bean in the form of flour was manufactured and this has been on the market now for some time. The entire soy bean ground into flour contains double the amount of protein and calories present in beefsteak."

"The soy bean is also very rich in lecithin. It has been clearly shown the soybean oil contains fat soluble vitamins A, D, and E."

A soybean milk can be prepared "in the same way as almond milk... Many tests have been made in the pediatrics

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departments of various universities in the United States showing that soybean milk can be used as the only source of protein in the nutrition of young infants." Also gives details on tofu. "In the Orient, 'tofu' forms a very popular and almost indispensable dietary article. This 'tofu' can be used in many different dishes, taking the place of meat or eggs. It is delightful as a constituent of roasts, omelets, etc."

"In Russia the soybean is taking prominence in the dietary of the people there. 'Plant soybeans and you plant meat, milk, egg omelets,' is the newspaper cry. A Soy Institute was recently organized in Moscow as well as a special exhibition of soy foods at which one hundred thirty varieties of soy dishes, including cutlets, pastry, salads, candy, and beef were shown. There is every reason to believe that the United States will become the leaders in introducing the soybean in the daily diet of the white race."

"The following are a few of the ways in which it is being prepared and used in the United States at the present time: Soybean flour is being used by large bakeries as a constituent of bread, rolls, pastry for pies, cakes, etc. Baby foods are coming on the market containing certain percentages of soybean milk. Chocolate malted milk containing a good per cent of soybean products is now manufactured and sold by several companies. For some time, manufacturers of diabetic foods have been placing on the market productions made largely from the soybean. The soy sauce, otherwise known as Oriental 'Shoyu' has been popularized by the Chinese chop suey restaurants, and is now being used in many dishes made in the home. The bean curd is being canned and manufactured in various other ways and sold on the market. Powdered soybean milk has become a commercial product."

"For several years the Health Food Department of the Nashville Agricultural Normal Institute has been experimenting with this most interesting legume, and is now offering two basic products which may be used in many nutritious and appetizing dishes: the soy cheese and soybean flour. These two products have been used in scores of recipes tested out at the Madison Rural Sanitarium, the Nashville Vegetarian Cafeteria, and other health food places. Just recently several different recipes for the use of soybean flour bread, rolls, and cakes have been perfected. These with other recipes, will be sent free to those who inquire for them."

"A move to substitute vegetable proteins for animal proteins is a move in the right direction, and there is no plant so promising as the soybean. A soybean research foundation has been suggested. Large space at the coming World's Fair in Chicago [Illinois] will do much to bring this important but neglected food to the attention of the American people."

Note 1. This article was reprinted as a little 8-page booklet (15 x 9 cm, undated) by T.A. Van Gundy of La Sierra Industries. This shows that Van Gundy was aware of the pioneering work of Madison Foods at an early date. On the last page of Van Gundy's booklet is the following paragraph which does not appear in P.A. Webber's original article: "For some time the founders of La Sierra Industries, Arlington, California, have been experimenting with this most interesting legume and are now prepared to offer a number of products which may be used in many nutritious and appetizing dishes: canned soys, soy soup, soy flour, soy cheese, soyco (a coffee substitute), smoein (vegetable smoked meat), soy breakfast food and soy-loaf." What a shame that this little booklet is not dated! At least we know it was printed after November 1931.

Note. 2 This is the earliest English-language document seen (Dec. 2015) that contains the term "soyco." In this case it refers to a "soy coffee."

Note 3. This is the earliest document seen (Oct. 2020) that contains the term "soybean research foundation." Address: PhD, Madison, Tennessee.

824. *Food Manufacture* (*London*). 1931. Trade notes: Edible soya flour. Soyolk in health drinks and foods. 6(11):334-35. Nov.

• ***Summary:*** "The pure edible soya flour (Soyolk) with a 20 per cent. fat content, prepared from the soya bean by the Berczeller process, is meeting with a ready response from many of the leading food manufacturers in U.S.A. After importing Soyolk from the British company for just over a year, the American concessionaires operating this process, we are informed, have commenced milling activities in a large plant at Nutley, New Jersey, and are supplying numerous bakers, confectioners, and food manufacturers with their product, known under the trade name of Soyex." Discusses the many types of American foods in which Soyex is used.

Note 1. This is the earliest document seen (Nov. 2013) stating that the Soyex Company is located in Nutley, New Jersey.

"A new field which Soyolk is said to be invading is that of the ready-to-take health food drink... A breakfast food in which soya bean flakes or puffed beans appear is one of the latest applications of this valuable food material, and salted soya beans promise to compete with salted almonds, the new invader being not only considerably cheaper in cost, but also easier to digest.

"English manufacturers will not be slow to follow the lead given by those in the American food industry..."

Note 2. This is the earliest English-language document seen (Dec. 2012) that uses the term "salted soya beans" to refer to soynuts.

Note 3. This is the earliest document seen (Nov. 2013) that mentions soy flour in international trade.

Note 4. This is the earliest English-language document seen (Jan. 2019) that contains word "soya bean flakes"–used to refer to a food. Address: UK.

825. *Los Angeles Times.* 1931. Divorce suits filed: Bragg, Gertrude E. against Paul C. Dec. 5. p. 16.

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• ***Summary:*** Note: Gertrude Elizabeth "Betty" Brownlee's first marriage was to Paul C. Bragg–so far as we know. They were married in Clearwater, Pinellas Co., Florida.

Larry Pumphrey, a researcher from Los Angeles has found (e-mail of 6 April 2011): Her second husband William M. Moore, was better known by his stage name, Peter Potter, who was host of Juke Box Jury and many other radio and TV programs. They were married in 1933. "You can Google him and another of his wives named Rebel Randall for quite a bit of information. Elizabeth and William were married for at least 5 years as she filed for divorce in 1938, but I haven't yet found out when the divorce was final. William married Rebel in 1943. So there is still enough time for Elizabeth to have another husband between 1940 and 1947-48 when she married Ernest Bachrach."

Her third husband was Ernest Bachrach, a famous photographer who worked for RKO Pictures (Radio-Keith-Orpheum, a famous American film production and distribution company). He took still photos of many famous Hollywood movie stars that worked for RKO, including Marilyn Monroe, Gloria Swanson, Katharine Hepburn, Ingrid Bergman, Fred Astaire, Ginger Rogers, Lucille Ball, Dolores Del Rio, etc. Some of his photos are extremely valuable today (April 2011).

Betty died in 1949.

826. *Los Angeles Times.* 1931. Eat honey candies for a healthful Christmas (Ad). Dec. 20. p. D20.
• ***Summary:*** "Tempting chocolate creams. Delicious honey fudge. Tasty honey caramels. Sweetened with honey and unrefined sugar only. There is no white sugar in Honey Candies... You will say it is 'The best candy you ever tasted."

"Purchase honey candies at: Health foods stores. Or direct from Betty Brownlee, 6122 Santa Monica Blvd., Los Angeles, California."

Note: The word "direct" suggests that these honey candies were developed by Betty Brownlee, Paul Bragg's second wife. She had met Bragg by March 1928, and she was working at "Bragg's Health Center" in Los Angeles by 1 April 1928, where she was bill as "the health girl who won second place in the Miss Los Angeles contest." Address: Santa Monica Blvd., Los Angeles, California.

827. **Product Name:** Zoybeans (Cooked Soybeans), Zoy Soup, Bacon and Zoybeans, Zoy Bouillon.
Manufacturer's Name: Madison Foods?
Manufacturer's Address: Madison, Tennessee?
Date of Introduction: 1931 December.
New Product–Documentation: W.L. Burlison and O.L. Whalin. 1932. *Journal of the American Society of Agronomy* Aug. p. 594-609. "The production and utilization of soybeans and soybean products in the United States." See p. 608. "Zoybeans," "Zoy soup," "Bacon and zoy beans," and "Zoy bouillon" are listed as soybean food products made and sold in the USA.

Question: What was the "Bacon" in "Bacon and soy beans," what company made it, and how was it made? Madison Foods, a maker of vegetarian foods at a vegetarian college, would almost certainly not sell real bacon made from a pig.

W.L. Burlison. 1936. *Industrial and Engineering Chemistry* 28(7):772-77. July. "The Soybean: A Plant Immigrant Makes Good." See Table II, p. 775. "Zoybeans (cooked beans). Bacon and Zoybeans. Zoy bouillon." States that these products were on the market during the latter part of 1931. They were probably made by Madison Foods in Madison, Tennessee.

828. Lindlahr, Henry; Lindlahr, Victor Hugo. 1931. The practice of nature cure. New York, NY: Nature Cure Library. 226 p. Illust. *
• ***Summary:*** Henry Lindlahr lived 1862-1924. Victor H. Lindlahr lived 1895-1969. Address: Dr., Chicago, Illinois.

829. Ojai Bakery (The). 1931? Health-giving. Nutritious. Bill Baker's lima bean products (Leaflet). Ojai, California. 2 panels each side. Each panel: 8 by 7 cm. Undated.
• ***Summary:*** On the front panel, inside a logo shaped like a lima bean, we read: "Bill Baker's lima bean products." Below that "Trade mark U.S. registered."

The text on the other 3 panels states: "After considerable experimenting for people with Acidosis and High Blood Pressure, by Dr. W.D. Sansum of the Santa Barbara Cottage Hospital, a non-acid alkaline bread and cookie were introduced to people who could not eat any other bread or cookies.

"Bill Baker's Lima Bean Bread has undergone complete analysis by the American Institute of Baking in Chicago [Illinois] and the findings were favorably received by the medical profession; bread and cookies were exhibited at the American Doctors and Hospital Convention and were highly praised.

"Bill Baker's Lima Bean Toast is made from Lima Bean Flour, honey, milk and hard spring wheat flour. It is highly dextronized [sic, dextrinized] so as to kill the starch content of the flour The toast is very palatable and will be enjoyed by everyone, including babies and children.

"Bill Baker's Lima Bean Wafers are made with 100% lima bean flour (no other flour used), honey, butter, and the finest hydrogenated shortening with fresh ranch eggs. They are well baked and therefore this highly palatable wafer is recommended for grown-ups and children to replace the ordinary cookie to be eaten with ice cream, teas, and desserts.

"Made by W.C. Baker. Ojai, California." Address: Ojai, California.

830. Lovell, Philip M. 1932. The care of the body. *Los*

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Angeles Times. Jan. 3. p. K20-23. Sunday magazine.
• ***Summary:*** The section titled "The soy bean" begins: "If you are worried about the proteins when you consume a vegetarian dietary, you should realize that there are about a dozen foods which not only make up for the protein you do not get when you go off the flesh food diet but which sometimes contain as much as two or three times the quantity there is in meat."

Whereas typical lean beef contains 17-20% protein, the soy bean contains well over 40%. "It is a food with which we should be better acquainted." We should use more sprouts made from soy beans.

Concludes with three recipes from Lovell's 1927 book *Diet for Health:* Soy roll or bread (with "soy flour"). Soy bean porridge (with "soy bean flour"). Soy bean croquettes (with soy bean porridge). Address: N.D. [Naturopathic Doctor].

831. *Los Angeles Times.* 1932. Divorce decrees granted: Bragg, Gertrude E. from Paul C. Jan. 12. p. 20.
• ***Summary:*** Note: Gertrude Elizabeth "Betty" Brownlee is now officially divorced from Paul C. Bragg.

Note: It was his 2nd marriage and her first. The L.A. Times was a morning paper so the actual date of filing was 4 Dec. 1931 and of divorce was 11 Jan. 1932. Apparently the waiting period for divorces was only 30 days in 1931.

832. U.S. Department of Commerce. 1932. Ship passenger manifests. *
• ***Summary:*** Name of passenger: Paul C. Bragg. Age: 36. Departure: Honolulu, Hawaii. Arrival: Wilmington, California, Jan. 22, 1932. Passenger's date of birth: Feb. 6, 1895. Place of birth: Batesville, Indiana. Ship: "City of Los Angeles."

833. Health Center. 1932. Now you can be well! Mentally, physically sick–Come hear these men! Free double lecture (Ad). *Los Angeles Times*. Feb. 14. p. J20.
• ***Summary:*** "... by two nationally famous speakers, Fred S. Hirsch, President Ehret Club of America, and Dr. J.R. Empringham, of London, England, the man who was old at fifty but young at seventy." Hirsh will speak on "Man's greatest enemy, constipation, banished." Dr. Empringham will tell you "The secret of mental and physical rejuvenation." Come Feb. 16th at 8 p.m. Walker Auditorium. 730 South Grand Ave., Free.

Small photos show Fred S. Hirsch and Dr. J.R. Empringham. Address: Los Angeles.

834. Lovell, Philip M. 1932. The care of the body. *Los Angeles Times.* March 13. p. J20. Sunday magazine.
• ***Summary:*** The section titled "Salts" notes that England has an active and vigorous health food and physical culture movement. In London, Lovell ate at "several extraordinarily fine vegetarian restaurants where nothing but whole grain breads were served," along with a variety of vegetarian, raw, cooked and baked foods. Address: N.D. [Naturopathic Doctor].

835. Poplawski, Stephen J. Assignor to Hamilton Beach Manufacturing Company (Racine, Wisconsin). 1932. Fruit juice extractor. *U.S. Patent* 1,849,112. March 15. 5 p. Application filed 10 Sept. 1928. 7 drawings.
• ***Summary:*** A common kitchen utensil is the glass "reamer," used to manually squeeze half an orange or lemon by pushing it down on the stationary reamer and then twisting it back and forth so that both the juice and pulp are removed from the rind and flow into a receptacle around and/or below the reamer. This invention is a motorized, sanitized version of that common kitchen utensil.

"The invention relates to juice extractors for citrus and other fruits of the type in which the rotary bulb or head is used to remove the pulp or juice from the rind while the latter is held against rotation." Other "motor driven juice extractors of this type" are now in use.

Both the top and the mouth of the "discharge spout" can be covered "to prevent the entrance of insects and impurities while the extractor is not in use." The electric motor inside the base, below the container, turns the reamer. The "control switch" on the base turns the motor on and off.

Note: This machine cannot be used to juice carrots, bananas, leafy vegetables, etc. Address: Racine, Wisconsin.

836. Lovell, Philip M. 1932. The care of the body. *Los Angeles Times.* March 27. p. K20. Sunday magazine.
• ***Summary:*** The section titled "Tropher club" states: Those of you who want to hear and discuss everything and anything concerning diet, "raw foods versus cooked foods,... for for your mother-in-law and food for thought,..." there is no better place than at the Tropher club. They usually meet at the "habitat of the raw food brigade–the home of the diet reformists, the religious vegetarians and the how-to-be-healthy vegetarians–none other than Dr. Richter's Eutropheon, located at Olive street between Eighth and Ninth." Its a rare treat and the public is invited. Address: N.D. [Naturopathic Doctor].

837. Jones Grain Mill. 1932. For your health's sake: Use Jones fresh ground soy bean flour. Soy beans: Their value as food! (Ad). *Los Angeles Times.* April 3. p. 21.
• ***Summary:*** "You may not actually be sick, but at the same time you may not be enjoying buoyant Health. An examination of your diet will reveal that you are perhaps eating expensive and refined but foodless food lacking in vitamins and minerals.

"As a food, the soy bean is unique. It easily takes precedence over all other foodstuffs in the greater percentage of protein which it contains. The protein is of such superior

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quality that in animal feeding experiments it has proved itself to be capable of replacing protein of all other sorts, even milk protein, the superior character of which is acknowledged. The soy bean yield of protein is nearly twice that of average meat, four times that of eggs, five times that of bread, twice that of lima or navy beans.

"Quoting from Govt. Bulletin No. 1617 [Jan. 1930]: *It contains at the most but a slight trace of starch. Extensive experiments in North America and Europe indicate its value as the basis of food for persons requiring a low starch diet as Diabetics. Extended investigations show that soy bean flour as a gruel is a most valuable food in the dietary of infants.*

"The soy bean when consumed in the body is alkaline and never distresses with gas as other beans usually do. It is rich in lime and bone and brain building elements, in which flesh meats of all sorts are deficient.

"Soy Beans Whole, 10¢ per pound. 3 pounds 25¢. Soy Bean Flour, 15¢ per pound. 2 pounds 25¢." Address: Stall A-12, Grand Central Public Market, Third & Hill Streets [Los Angeles, California]. Phone: MUtual 0766.

838. Shippey, Lee. 1932. Lee side o' L.A. *Los Angeles Times.* April 13. p. A4.
• ***Summary:*** This entire long column is about Trophers–people who eat raw food. "'Trophers, Trophers, raw, raw, raw!' This is the college yell of the Trophers Club." They think their athletes "can out-swim, out-hike, out-tennis any Cook's tour party that ever was–for they do it all on raw food."

Trophers say they take their name from *eutropheon,* a "Greek word meaning an eating place is which nothing is cooked by fire." They have no dishes to wash, no pots or pans to scour after a meal. They just "throw the nutshells in the fireplace, the banana peels, apple cores and vegetable tops in the garbage can, and they're all set to enjoy themselves. So they go to their gymnasium, their clubhouse or out for a lark in the mountains or at the beach while we carnivorous animals" stay home and wash the dishes.

There must be thousands of trophers in Los Angeles, for they have a clubroom [and restaurant] "at 833 South Olive street, publish a weekly newspaper and have a couple of get-to-gethers every week." Every weekend they take a trip, usually to the mountains or beach, for hiking, swimming, sun bathing, or athletic sports. Laughter "is one of the standard medicines among Trophers." At one of their upcoming meetings, "Dr. Philip M. Lovell, to whom the California fruit, vegetable, and nut growers ought to erect a monument, is to speak."

Clif Sherwod, chess editor of The Times–who isn't a Tropher but who likes the crowd–says:" These Trophers are as fine looking a lot of men and women as I have ever seen in bathing suits. I train with them because they are always having such good times, and go in for the physical exercise I need. It isn't just a fad with them, its a religion–outdoors, sunshine, hardening of their bodies to the elements and the belief that nature will take care of you if you give it a chance. They take delight in simple pleasures... A great many of the Trophers are young people who hardly know the taste of cooked food."

Trophers say the original Eutropheons were Greeks during the Golden Age, and "that Greece owes much of its classic grandeur and greatness to them." Contains 4 cartoons of Trophers.

839. *Washington Post.* 1932. Market meanderings: Fruit blossoms on sale at flower stands;... April 23. p. 11.
• ***Summary:*** "Whole wheat is highly recommended as a health-giving food" according to "a health-food shop on Fourteenth street northwest... A small wheat grinding mill is a new idea offered in this health-food shop."

840. Lovell, Philip M. 1932. The care of the body. *Los Angeles Times.* April 24. p. I20. Sunday magazine.
• ***Summary:*** In the section titled "Soy bean" (p. 21) the following letter is reprinted in full: "Torrance, California. Dear Dr. Lovell. In the health section of the Los Angeles Times Magazine several weeks ago I read an article about soy beans.

"As a Japanese farmer I raised and used soy beans for many years but since coming to this country I have not seen soy beans grown. I believe this is too bad, as I believe soy beans are a valuable crop.

"For many centuries the people in Japan used this product for their main supply of protein. They also used it for nitrogen for their lands.

"Contrary to common belief, the Japanese have not used much fish for their diet and no animal meat at all, for Buddhism does not recommend its followers to kill and eat their fellow animals.

"Many due to Buddhism or the difficulty in transporting fresh fish, did not use much fish. The only thing they could depend upon for the protein was a cake made of soy beans, called tofu. We also make a sauce of the soy beans [soy sauce].

"In the Orient this is a staple crop. The farmers raise it as one of the rotating crops. I should really like to see more soy beans raised here but on account of the lack of popular usage there is not much demand for them.

"Could you give me more information about the use of this product which would appeal to the popular taste? I would appreciate it very much.

"Sincerely yours, Tatsuo Inouje [Inouye].

Lovell responds that, as he has stated before, 80% of the people worldwide are "vegetarians, either by religion or economic necessity." The Japanese are a progressive race. What they have accomplished during the past 70-80 years is "a miracle of the century. Yet they have done it essentially on a vegetarian diet."

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The soy bean has replaced animal protein for the Japanese and for most followers of Buddhists and Confucianism. "It is the roast beef of the Orient. It contains twice as much protein as the richest of meats. It is a very fine food indeed. The health food stores are slowly building up a sale for it. Recently I ran across a soy bean bread. I believe the average health food store can procure it." Address: N.D. [Naturopathic Doctor].

841. *Los Angeles Times.* 1932. Leader tastes spoils of office: Tribute to the chief (Photo caption). July 23. p. A1.
• ***Summary:*** This photo shows a large decorated white cake on a table with the white letter "L" on a circular background around the sides. It was presented after Charles H. Hatton of Wichita, Kansas, was installed as president of the International Association of Lions Clubs in the final session of their convention at the Biltmore Hotel is Los Angeles.

Four people are standing around, and two are tilting it up for the camera. The lower caption reads: "Jack Polski, president of the Ojai Lions Club; Charles H. Hatton, new president of the International Association of Lions Clubs; Mrs. Hatton and W.C. (Bill) Baker of Ojai, presenting Hatton with a cake."

842. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1932. The "Pitman" Health Food Company: Vitaland, Four Oaks, Warwickshire. Aug. p. 223-25.
• ***Summary:*** The company's model factory, Vitaland, is located only a few minutes' walk northeast of Sutton Park, about 10 miles northeast of Birmingham. "Vitaland had its beginning in 1898 in the centre of Birmingham, but in 1908 it was found necessary to take larger premises, to meet the demands of a growing manufacturing business, and a move was made to Aston, a densely populated suburb, 2-3 miles northeast of central Birmingham. In 1930 the final move was made to Four Oaks. Mr. James H. Cook, the principal of the "Pitman" Company, looked upon the building at Aston as a step toward his long-cherished idea of a 'factory in the country' and Vitaland is a 'dream come true.'

There follows a description of the large, spacious, well-lit factory. Photos show: (1) The Order Department with a floor space of 3,200 square feet. (2) Machinery Bay. "The total area of glass covering the six northern lights is 5,850 superficial feet [square feet].

"On the day following his visit to the factory our representative joined the '34th Annual Staff Outing' [apparently starting in 1899] when a party of 70 journeyed by motor coach to Ludlow and Church Stretton and spent a thoroughly enjoyable time."

"Food reformers who are interested not only in the composition of the food they eat, but also in the conditions in which they are manufactured are invited to visit Vitaland."

Note: The statement that "Vitaland had its beginning in 1898" seems slightly misleading. According to "The First Century of Health Foods," by Kathleen Keleny (the daughter of James H. Cook) (1996): "In the summer of 1898 the first Vegetarian hotel in England, called the Pitman Vegetarian Hotel, was opened and I was made manager of that too" (p. 7). The vegetarian meals were an immediate success, hundreds of people were soon enjoying lunch at the hotel daily, and many of the hotel's visitors became vegetarians. "The customers started asking for foods which they could take home with them... I produced simple and appetising foods from nuts, cereals, fruits and vegetables to take the place of meat, lard, butter, cheese and jelly made from animals..." So Mr. Cook, probably with his staff, made these vegetarian foods in the hotel's kitchen. There is no indication that they were labeled or packaged; so they were more like "take out" dishes than commercial products.

In 1902 he started a health food store "and the manufacturing side was increased. "I realised that it was not economical to run a factory in the centre of Birmingham, so I bought a site in Aston where I could build the first factory" [in 1908] (p. 8).

But what products did he sell at his health food store starting in 1902? Many were probably made by the International Health Association at a real health food factory in Redhill, Surrey, starting in 1899. In his very carefully researched and documented book, The Seventh-day Adventists in the British Isles, 1878-1933, Gideon David Hagestotz, PhD, explains: In 1899, near Redhill, Surrey, the International Health Association purchased Harley Mill, which it enlarged and called Salford Mill before starting production of health products. The management imported some of the machinery and purchased the remainder in England. The products resembled the noted Kellogg and Post health foods; in fact the association had procured the 'rights' to make Battle Creek foods in England.

"Early in 1900, just after the factory gave promise of developing into a profitable industry, fire destroyed the plant... With the undamaged machinery as a nucleus for a new start, the Association leased property in Birmingham [far to the northwest, between London and Manchester] the following November [1901] where it functioned as a stock holding company under British law. Unfavorable conditions in the form of high rent and improper location" led to "a financial loss of £1,500 at the end of the first year of operation." Thereafter "each year the plant showed a profit in spite of some competition created by substitutes for the commodities it produced."

In short, the Seventh-day Adventists started the first health food factory in England in 1899. In 1926 the rapidly expanding International Health Association (I.H.A.) was renamed Granose Foods Ltd.

843. *Madison Survey* (*Madison, Tennessee*). 1932. Madison notes [The Food Factory]. 14(35):140. Sept. 14.
• ***Summary:*** "From the Food Factory comes the report

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that five salesmen have recently entered Chattanooga and surrounding territory with Madison health foods. The factory has been kept unusually busy of late getting out orders for Breakfast Crisps, Three-Minute Wheat, and Vigorost. The last-named item is proving to be very popular. From Michigan a firm writes, 'We have to compete with other companies, but a taste of Vigorost has settled the matter in favor of your foods.' A California patron writes, 'Vigorost is the best food we have eaten along the health food line.' May we hear from others in regard to this new product?"

844. **Product Name:** Vigorost (Fibrous-Textured Canned Meatless Steak). Renamed Vigoroast by 1965.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1932 September.
Ingredients: Wheat gluten, firm tofu and/or okara, whole peanut meal, seasonings.
Wt/Vol., Packaging, Price: 14 and 20 oz cans.
How Stored: Shelf stable.
Nutrition: Protein 19.4%, fat 8.6%, carbohydrates 12.3%, ash 2.1%.
New Product–Documentation: Madison Survey. 1932. Sept. 14. p. 140. Dec. 7. p. 179. For entrees, sandwiches, salads.

Madison Health Messenger. V. 49-2. p. 5. Gray. 1936. All About the Soya Bean. p. 123.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Vigorost is one of five basic food products made and sold by Madison Foods. Taylor. 1944. The Soy Cook Book. p. 201.

Madison Health Messenger. 1949. V. 49-2. p. 5. "Vigorost–a fibrous-textured vegetable steak used like meat. Also for sandwiches, salads, etc. Ingredients: gluten, soy cheese, whole peanut meal, seasonings. 14 & 20 oz. cans."

Note from Sam Yoshimura. 1981. March 19. When Sam attended Madison College from 1937-1943 Vigorost was made from wheat gluten, soy cheese [tofu], and seasonings.

Note 1. This is the earliest known commercial soy product that is a meat alternative resembling beef; it uses tofu and/or okara.

Note 2. This the second earliest meatlike product seen, made by a Seventh-day Adventist food company, that contains gluten.

845. **Product Name:** Breakfast Crisps (Ready-to-Eat Soy-Based Breakfast Cereal).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1932 September.
Ingredients: Incl. whole soy flour.
How Stored: Shelf stable.
New Product–Documentation: Madison Survey. 1932. Sept. 14. p. 140.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Madison Health Messenger. 1938. Spring, p. 4. A photo shows a young boy at the breakfast table (dressed in a white shirt and bow tie) eating "Breakfast Crisps." The package is clearly shown.

Note: This is the earliest known commercial soy product that uses whole soy flour as an ingredient.

846. *Los Angeles Times.* 1932. Health aid and diets on program: Food specialist to assist director of 'Times' Home Service at meeting. Oct. 19. p. A6.
• ***Summary:*** Marian Manners, director of the [Los Angeles] Times' Home Service Bureau, announces a program for today at 3 o'clock in the auditorium of the Southwest Building, 130 South Broadway, held especially for those who are interested in "foods from the standpoint of diet and health."

"Hazel Denis, dietitian for La Sierra Industries, manufacturers of the complete line of soy bean products, will prepare soy cream pie and Boston roast, showing two novel and delicious ways of introducing this health food into the diet."

Note 1. This is the earliest published and dated document seen (Oct. 2013) concerning La Sierra Industries, founded by T.A. Van Gundy.

Note 2. This is the earliest document seen (Oct. 2013) that mentions a "soy cream pie." We soon learn that this "soy cream pie" closely resembled a non-dairy cheesecake.

847. *Evening Telegram* (*Superior, Wisconsin*). 1932. Family Shoe Store holds grand opening Saturday. Nov. 4. p. 9, col. 2.
• ***Summary:*** "The Family Shoe Store, formerly located at 624 Tower avenue, will hold its grand opening in its new quarters, 702 Tower avenue, Saturday.

"Owners and operators of the Family Shoe Store are August Abrahamson and Mildred Lager. They formed a partnership in 1929, taking over the shoe store known for years as Giesen's.

"Miss Lager in West: At the present time Mr. Abrahamson is in full charge of the store. His partner is on the Pacific Coast recovering her health. She is expected to return shortly.

"Before forming partnership with Miss Lager, Mr. Abrahamson was with the Giesen's Shoe Store for 18 years."

848. La Sierra Industries. 1932. Soy bean (Ad). *Los Angeles Times.* Nov. 6. p. J20.
• ***Summary:*** This small, square ad reads: "One of the most

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perfect foods on the market today. Perfect in protein and practically free from starch, with an Alkaline Reaction.

"Soy bean products are offered in twelve different varieties: Soy-Co Breakfast Beverage [soy coffee], Soy Milk, Cheese [tofu], Butter, Bologna, Loaf, Spread, and Others.

"On sale at health food stores. Manufactured by the La Sierra Industries. 'Packers of superior foods.'" Address: Arlington, California.

849. *Madison Survey* (*Madison, Tennessee*). 1932. The food factory. 14(45):179-80. Dec. 7.
• ***Summary:*** "For many years, as one of the campus industries at Madison, a health food factory has been operated. It has furnished foods for the college cafeteria, for the sanitarium diet kitchen, and for the Nashville Vegetarian Cafeteria, and has sold much to the outside trade. Recently more than usual interest is being shown in health foods. Quotations from a few letters written by those representing and those using our food in other places will be of interest to many of the Survey readers."

Popular products include Vigorost, Soy Cheese [tofu], Soybean Dixie Fruit Crackers, and Soy Bread.

Dr. E.A. Ruddiman, in charge of Soy Bean Research at the Henry Ford Laboratory in Dearborn, Michigan, wrote that he took home the samples of Vigorost and Soy Cheese and enjoyed them very much; his wife made some croquettes from the Soy Cheese.

Dr. A.A. Horvath of the Bureau of Mines in Pittsburgh, Pennsylvania, ordered 12 small cans of soy cheese. "Dr. Horvath is an expert on the soy bean and our correspondence with him is most interesting.

"Dr. Harvey Holmes of the Severance Chemical Laboratory, Oberlin College [Ohio], writes: 'I am very anxious to try the "tofu" (soy cheese) and learn the various ways of serving it. I would like to obtain a sample of the Soybean Dixie Fruit Crackers.'"

850. *Los Angeles Times.* 1932. Cake masterpiece sent to Hoover: Ojai Baker again honors president with gift. Dec. 17. p. 8.
• ***Summary:*** Ojai, Dec. 16.–For the fourth time since President Hoover has occupied the White House, "Bill" Baker, the mastercraft baker of Ojai, has shipped him a Christmas cake. Weighing 100 pounds, with an exact replica of the White House on top, this year's cake is the largest and most beautiful ever made by Baker–"whose lima bean bakery products are known all over the country." Baker is author of a book titled *Mastercraft in Baking.* A large photo shows Miss Dorothy Gardiner Smith of Santa Paula with the huge cake.

851. *Los Angeles Times.* 1932. South Seas boomed as trade area: Clarke Irvine, lecturer, urges local concerns to "look beyond Orient." Dec. 26. p. A7.
• ***Summary:*** Clarke Irvine, globetrotter and lecturer, has returned to Los Angeles after an absence of 3 years, during which he traveled about 40,000 miles "around and about the Southern Cross" [four bright stars in the southern hemisphere]. His lecture encouraged Los Angeles manufacturers to expand their trade to the Orient, and beyond to the South Seas. "The opportunities are tremendous."

Irvine, a native of Santa Monica, spent many years in the Los Angeles area as a "newspaper man and publicity writer before embarking on his travels." He now resides in Honolulu but spends most of his time traveling worldwide and lecturing about 2 motion picture films he has made, "The Birth of a Flower" (an educational film about Hawaii) and "Roaming in the South Seas" (a record of his adventures there).

He and his wife have visited the Great Barrier Reef and the Queensland Mountains in Australia, and Manila (Philippines).

During his publicity days in Los Angeles, Irvine was best known as head of the publicity department for Warner Brothers and later for the former Goldwyn company.

852. **Product Name:** Soy Cheese (Tofu).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1932 December.
New Product–Documentation: Madison Survey. 1932. Dec. 7. p. 179-80. 1937. Nov. 10. p. 167. Gray. 1936. All About The Soya Bean. p. 123. "Cheese." Madison Health Messenger. 1939. 10 cents and 25 cents. Taylor. 1944. The Soy Cook Book. p. 201. "Soybean curd with Soy Oil."

853. **Product Name:** Soy Beans with Tomato Sauce (Canned).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1932.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Madison Survey. 1936. July 15. p. 115. Gray. 1936. All About the Soya Bean. p. 123.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Soybean Blue Book. 1963. p. 97. "Soybeans in tomato sauce." Soybean Blue Book. 1965. p. 111. Company is now listed as Nutrition International Corp., Box 415, Madison, Tennessee 37115.

854. **Product Name:** Soy Bread (By 1937 renamed Whole Wheat & Soy Bread).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal

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Institute, Madison, Tennessee.
Date of Introduction: 1932.
Ingredients: Whole wheat, soy flour, salt, water.
How Stored: Shelf stable.
New Product–Documentation: Madison Survey. 1931. Oct. 21. p. 164. Apparently served at the school but not yet commercialized. 1932. Dec. 7. p. 180. Delivered fresh to grocery stores in Nashville by service trucks.

855. **Product Name:** Soy Fruit Crackers (Dixie Fruit Crackers).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1932.
New Product–Documentation: Gray. 1936. All About the Soya Bean. p. 123. "Dixie Fruit Crackers."

856. Hauser, Bengamin Gayelord; Berg, Ragnar. 1932. Dictionary of foods. New York, NY: Tempo Books, Inc. x + 135 p. 20 cm. Also issued in 1934 by Tempo Books.
• ***Summary:*** One chapter, titled "Alkaline and Acid Forming Foods," begins: "Here, in America, most adults suffer from some form of acidosis. This is chiefly due to the fact that too many acid-forming foods are eaten. Statistics show that we eat about 70 per cent of such foods as meat, cheese, eggs, starches, and sugars, all of which are acid forming; and only consume about 30 per cent of the alkaline-forming foods, namely, fruits and vegetables."

A table (p. 121) lists the most widely consumed acid-producing foods and the amount of acid that each forms. The principal acid-forming elements are phosphorus, sulphur, silicon, fluorine, and iodine. In addition to most animal foods, cereal grains and legumes also feature prominently in this table. For example, rice is said to be one of the most acid-producing foods (41.64), exceeded only by meat extract (44.60). Lean beef is 23.51. Legumes are 4.00.

A table (p. 123) lists the most widely consumed alkaline-producing foods and the amount of alkaline that each forms. The principal alkaline-forming elements are potassium, sodium, calcium, magnesium, iron, and manganese. Among the most alkaline-forming foods are soya beans (25.21), cucumbers (31.50), dried figs (27.81), and celery (11.33).

A photo (facing the title page) shows Hauser and "Ragnar Berg, Germany's foremost food scientist, standing in the latter's laboratory in the Stadtkrankenhauss, Friedrichstadt, Dresden, Germany."

857. Hauser, Bengamin Gayelord. 1932. Health day (*Gesundheitstag):* The one-day-a-week health holiday as introduced in America. New York, NY: Tempo Books, Inc. 4 + 57 p. No index. 20 cm. *

858. Hauser, Bengamin Gayelord. 1932. Child feeding, written for mothers. New York, NY: Tempo Books, Inc. vii + 130 p. Illust. (portrait). 22 cm. *

859. Hauser, Bengamin Gayelord. 1932. Keener vision without glasses. 2nd ed. New York, NY: Tempo Books, Inc. 8 + 162 p. Illust. (portrait). 22 cm. *
• ***Summary:*** Includes a keener vision test and practice chart.

860. Bund, Mildred Reed. 1933. Market meanderings: Highly nutritious fresh goat milk now available from modern dairy nearby; Cheese cake bargain is found; Dried sugar corn offered. *Washington Post.* Jan. 17. p. 13.
• ***Summary:*** "Goat milk, as yet, is found only in Washington shops devoted to health foods." It is valued "for its nutritious, digestible and laxative qualities and for its alkaline reaction."

"Special refrigerators for handling the goat milk have been installed in the health food shops prepared to sell it, and delivery may be arranged for through these shops,..."

Honey graham wafers, labeled "sunalized," are also sold in health food shops, as is "Sea Vigor," a food made from seaweed, that is "said to contain iodine, copper, phosphorus and iron."

861. Kester, Frank. 1933. Intercoastal speed mark set by new Lurline. *Oakland Tribune.* Jan. 26. p. 20.
• ***Summary:*** The Panama-Pacific liner Virginia will be sailing from San Francisco Saturday for New York, Panama and Havana [Cuba]. Captain George V. Richardson will take on a heavy cargo of California products and a long list of passengers, including "Paul C. Bragg, lecturer, of Los Angeles." Note: Bragg's destination is not given.

862. *California Health News* (*Hollywood*, *California*). 1933. Bragg returns from lectures. 1(1):1. Jan. 30.
• ***Summary:*** "Paul Bragg and his staff are returned from a successful campaign in San Francisco where several hundred joined his class out of ten thousand who heard his seven free talks on health. He reports that the health movement in the bay district is gaining steadily, more people showing interest in how to properly feed their bodies.

"In Portland [Oregon] this dynamic health evangelist held two large classes of several hundred each, both highly enthusiastic. As a result the Portland Health Club was formed, and now meets regularly for discussions and to hear speakers.

"Seattle [Washington] also saw Bragg's inspiring personality and several hundred were converted to his mode of life, much to the benefit of the health food stores."

Note: This is the earliest seen (Nov. 2009) by or about Paul Bragg in the *California Health News.* Many more would follow.

863. *California Health News* (*Hollywood*, *California*). 1933.

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Here we are! 1(1):2. Jan. 30.
• ***Summary:*** Clarke Irvine explains why he has started a new newspaper. "Greetings from California. We hardly need say that this is the first issue of the *California Health News*. We hope that the future will be as inspiring as the work on this edition. "Old Man World is sick today. The year 1933 will hear much moaning before the big-head of *super-prosperity* drops to normal.

"And yet people are sick, suffering, dying–but today, *glorious 1933*, the world is becoming health-minded, and looks to its diet, care of the body–and pocketbook.

"Our purpose is to spread the knowledge of health, tell of the happiness that results from right living and the economic advantage thereof–so valuable today.

"This ideal is the culmination of ten years belief and practice of healthful living; a desire to turn a lifelong news training into more constructive lines; to sing of the exuberant life that all may live, here and now!

"This time is ripe for a frequently and regularly published health journal." Address: [Founder, editor-in-chief, and publisher].

864. *California Health News* (*Hollywood, California*). 1933. New cracker by Cubbison. 1(1):2. Jan. 30.
• ***Summary:*** "Harry Cubbison, nationally known whole-wheat baker of Melba toast and other health substantials, is introducing the new Melba cookie, on display this week, one more good number added to the Melba family of crackers, and breads. It is made with honey and other pure ingredients. This Los Angeles product is distributed all over the world." Address: [Los Angeles, California].

865. *California Health News* (*Hollywood, California*). 1933. Hike dates. 1(1):2. Jan. 30.
• ***Summary:*** "Organizations holding regular hikes are invited to use this column for announcements. *Sundays.* L.A. Health club (Bragg group), starts 9:00 a.m., foot of Mt. Hollywood, Western avenue entrance to Griffith park. *Sundays.* Trophers club (Richter group), announced at Wednesday night meetings (see Lectures). Auto trips to distant points."

866. *California Health News* (*Hollywood, California*). 1933. Meetings. 1(1):3. Jan. 30.
• ***Summary:*** Wednesday, 7:30. Trophers club, 833 S. Olive [Richter's Eutropheons–Live Food Cafeterias]. Everybody welcome. Sunday hike announced here.

Wednesday, 8 p.m. Dance. L.A. Health Club, Goldberg ball room, Venice Blvd. at Flower, members 25¢.

Saturday, 6 to 8 p.m. 833 S. Olive. All invited to come and relax, rest, dine and express ideas or ask questions on any timely subject. No fees. Dining optional.

867. *California Health News* (*Hollywood, California*). 1933. Hain Health Foods (Ad). 1(1):3. Jan. 30.
• ***Summary:*** "100% pure. We carry a most complete stock of health foods of the finest quality. Free delivery in Los Angeles and Hollywood of orders for $2.00 or more. Mail orders given prompt and careful attention." Address: 329 W. 3rd St., Los Angeles, California. Phone: MAdison 2588.

868. *California Health News* (*Hollywood, California*). 1933. Jones Grain Mill (Ad). 1(1):3. Jan. 30.
• ***Summary:*** "Listen in. Ann Warner Program, KFI, Monday, Tuesday and Thursday, 1:15 P.M. The New Health Program. Complete line of natural foods. Mail orders promptly attended to." Address: 322 South Hill St., Los Angeles, California. Phone: MUtual 0766.

869. *California Health News* (*Hollywood, California*). 1933. Foreign readers (Ad). 1(1):4. Jan. 30.
• ***Summary:*** "The editor [Clarke Irvine] will appreciate it if you will send in sample copies of health publications so that communication may be made with editors in far places. Readers in this country will confer a favor upon this paper and its readers if they can forward such material for the column 'Digest of World Health News.' Perhaps you have copies of magazines and papers from abroad that you can send."

870. *California Health News* (*Hollywood, California*). 1933. Lecture dates. 1(1):4. Jan. 30.
• ***Summary:*** "*Daily afternoon.* Various doctors at United Health Service, Fourth and Broadway. Free. *Tuesday.* Dr. Richter, 209 S. Hill, music 6:30, lecture 7:30. Free. *Tuesday,* 8 p.m. Dr. Rotondi, 1633 N. Argyle. Free. *Thursday.* Dr. Richter, 833 S. Olive, music 6:30, lecture 7:30. Free. *Friday,* 8 p.m. Dr. Rotondi, 1633 N. Argyle. Free."

871. *California Health News* (*Hollywood, California*). 1933. A new creation: Cubbison's Melba Supreme Cookies (Ad). 1(1):4. Jan. 30.
• ***Summary:*** "Made by the bakers of Melba Toast. A real treat in store for you." Illustrations show boxes of Cubbison's Melbettes Toast and Cubbison's Melba Supreme Cookies.

872. *California Health News* (*Hollywood, California*). 1933. New lecturer appears in north. 1(1):4. Jan. 30.
• ***Summary:*** "As a result of taking Paul Bragg's two Portland classes, Charles H. Withers is now an independent teacher, according to a letter and poster received by *the News.*

"Some years ago Mr. Withers weighed over 200, was sick and had to quit work. He took [Gayelord] Hauser's class and studied with other teachers, until today, after taking all Bragg's work, he is in prime condition, inspired to help others to radiant health.

"The News is asking Mr. Withers to represent it in Oregon. Health folks are urged to meet him. His address is 1150 Center Street, and he may be secured for health talks."

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873. *California Health News. A National Journal of Better Living* (*Hollywood, California*). 1933--. Serial/periodical. Clarke Irvine, Editor and Publisher. 4647 Russell Ave., Hollywood, California. Vol. 1, No. 1, Jan. 1933 (4 p.). Biweekly.

• ***Summary:*** This was the first consumer magazine focusing on the young, but rapidly growing, health foods movement in and around Los Angeles, California, but also giving good coverage to events nationwide. It was one of America's earliest and most influential health periodicals.

The masthead for Vol. 1, No. 1 (30 Jan. 1933) states: "Free. Independent. Frank. Officially endorsed and recognized as the spokesman of Western health activities. Clarke Irvine: Editor and publisher. Marguerite Irvine: Business manager... dedicated to health, happiness, beauty, and economic security; and stands for freedom of thought, speech and action. Issued on the 15th and 30th of each month at 1255 N. La Brea, Hollywood, California, U.S.A. Telephone HEmpstead 2434. Price: 3¢. One year, one dollar. Accepts advertising only for items beneficial to health. Health lectures for schools, churches, clubs, shops, stores, etc. may be arranged through this office without cost." The top of page 1 states: Complimentary copy, Circulation: 5,000 this issue. "The only independent health journal on the Pacific Coast." At the bottom of page 1 in big bold capital letters: "Editors please note! Contents not copyrighted. Two copies mailed to you. Clip and use freely. Two copies mailed to you. Clip and use freely. Credit appreciated–Editor."

The masthead on 25 Jan. 1935 states: "Established 1933. 4647 Russell Ave., Hollywood. Phone No. 9017. Published fortnightly on Friday. Clarke Irvine, editor and publisher. Marguerite Irvine, business manager. Jack Silver, advertising manager. Accepts advertising only for items beneficial to health."

In. Feb. 1937 (Vol. 5, No. 4), some 7,000 copies of each issue were published fortnightly (once every two weeks) on Friday. A year's subscription was $1.00; each issue was 5 cents. It was edited and published by Clarke Irvine, who wrote a column titled "Tomorrow" on page 1.

Starting with the issue of 17 Sept. 1937, the title was shortened to *Health News.* In 1939 each issue sold for 5 cents. The masthead on 14 March 1941 gives the address as 1702 N. Vermont, Hollywood. Tel. NOrmandy 9017. Clarke Irvine, editor and publisher. Tom Gaines, assistant editor. But by 23 May 1941 the address had changed to 4657 Hollywood Blvd.–with everything else the same.

On 15 May 1942, it became *Let's Live*, which still sold for 5 cents an issue–although the price had doubled to 10 cents by June 1945. In August 1988 the magazine celebrated its 55th anniversary. In December 1999 it boasted "more than 2 million readers worldwide." As of Nov. 2003 *Let's Live* (which see) is published by Franklin Publications in Santa Monica, California. Phone: 310-445-7504. They still have almost all back issues (except the year 1938), in excellent condition! Address: Hollywood, Los Angeles, California.

874. Bragg (Paul C.). 1933. Coming! Paul C. Bragg (Ad). *New York Times.* Feb. 25. p. 18.

• ***Summary:*** "Who brings a message of the religion and health of the Polynesians in 7 Free Lectures. Starting March 1st, 8 P.M. and every night except Saturday. His philosophy of life and health has helped thousands to a new way of living.

"Pythian Temple Auditorium, 70th Street and Broadway" [New York City]. A photo shows Paul Bragg.

Note: This ad is on the page titled "Religious services."

875. Original Health Food Store. 1933. Health foods! Full of vitamins and organic salts (Ad). *Nature's Path* (*New York City*). Feb. p. 53.



HEALTH FOODS!

Full of Vitamins and Organic Salts

Send for our UNIQUE Kneipp-Naturopathic Health Guide and Catalog, listing the best Health Food Products gathered from the four corners of the Earth. A complete stock of every beneficial and therapeutic herb known to man, with advice when and how they are to be used. Latest wholesome kitchen utensils; list of harmless toilet accessories; effective and absolutely safe reducing foods and menus, and 1,000 books of Diet, Water-cure, Exercise, Fasting, Rejuvenation, Sunshine, Nature Cure, Marriage and Psychology. Free for the asking with a sample copy of "Nature's Path" magazine. Send in your name and be surprised at the low prices of everything.

ORIGINAL HEALTH FOOD STORE

(Established 1892)

236 East 35th Street

New York City

Telephone: LExington 2-1263

• ***Summary:*** This store was "Established 1892." "Send for our Unique Kneipp Naturopathic Health Guide and Catalog, listing the best Health Food Products gathered from the four corners of the Earth. A complete stock of every beneficial and therapeutic herb known to man, with advice [as to] when and how they are to be used. Latest wholesome kitchen utensils; list of harmless toilet accessories; effective and absolutely safe reducing foods and menus, and 1,000 books of Diet, Water-cure, Exercise, Fasting, Rejuvenation, Sunshine, Nature Cure, Marriage and Psychology. Free for the asking with a sample copy of 'Nature's Path magazine. Send in your name and be surprised at the low prices of everything."

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Note 1. This is the earliest document seen (Sept. 2007) that gives a date for the establishment of this store, or that gives the date as 1892.

Note 2. If this store was established in 1892, what was its name and address when it opened? Who established and owned it? What did it sell? Did it make any foods? If so, what were their names? Address: 236 East 35th St. New York City. Phone: LExington 2-1263.

876. *Nature's Path* (*New York City*). 1933. Directory of health aids, classified for your convenience (Ad). March. p. 94.

• ***Summary:*** A full page ad. The following categories appear: Health appliances (3). Health bath products (1). Health beauty aids (1). Health books (4, incl. Llewellyn Publishing Co., 8921 National Blvd., Los Angeles, California, and Original Health Food Store, NYC). Health candy (1). Health Centers (3, incl. Pro-Vida, Havana, Cuba. Albuquerque Health Ranch, New Mexico. Jungbluth Wallin Health Clinic, Cleveland, Ohio). Health clothing (1). Health Diets (1). Health Food Preparers [Manufacturers] (1, Wheat Krinkler Corp., Cleveland, Ohio). Health Foods (5, incl. California Figco Co., Box 1387, Station "C," Los Angeles {Coffee substitute}. W.H.Y. Nu-Products, 847 Arcade Annex, Los Angeles {A food beverage}. "Yungborn," Tangerine, Florida. {Oranges scientifically grown and tree ripened}. Happy Thoughts Food Corp, New York City {White clover honey}. Lund's Grape Juice, Erie, Pennsylvania). Health food stores (3, incl. Health Foods Distributors, 129 East 34th Street, New York City {96-page Health Guide}. Original Health Food Store. R. Riedel, 847 Amsterdam Ave., NYC). Health herbs (1, Nature's Herb Company, 1116 Market St., San Francisco {Send for "Herbs for Health," by Dr. Otto Mausert}).

Note: This is the earliest document seen (Nov. 2012) that mentions Figco, an non-soy early coffee substitute.

877. *California Health News* (*Hollywood, California*). 1933. Hauser, Master of food science comes to town. April 15. p. 1. *

• ***Summary:*** Contains a poor photo of Hauser.

878. *Los Angeles Times.* 1933. Opportunities for 1933 seen by Bill Baker. April 15. p. 6.

• ***Summary:*** Ojai, April 14. Ojai's world-renowned "lima-bean bread man and cake expert, has started a local campaign to boost his own business and that of Ojai as well." Recently, he was praised by the Chamber of Commerce for the favorable publicity which he has obtained for the city.

879. *California Health News* (*Hollywood, California*). 1933. Declare health holiday. April 30. p. 1. *

• ***Summary:*** A photo shows Dr. Hauser serving Jean Harlow a vegetable cocktail.

880. Robinson (J.W.) Co. 1933. J.W. Robinson Co. (Ad). *Los Angeles Times.* May 5. p. 9.

• ***Summary:*** Amidst five very fashionable display ads for Hedda Hopper, white sportswear for summer glamour, summer hats, gowns, etc. is a small announcement: "Author of health books. Here at 2:30 p.m. Friday. Bengamin Gayelord Hauser will autograph his books on food and health. First floor." Address: Seventh Street and Grand Avenue [Los Angeles].

881. *Los Angeles Times.* 1933. Food expert will talk at Broadway. May 18. p. A1.

• ***Summary:*** "Those who believe that the science of food has much to do with everyday efficiency and health will be interested in the announcement that Bengamin Gayelord Hauser, formerly of Vienna, food scientist and radio lecturer, will appear in the Broadway Department Store's auditorium this afternoon at 2 o'clock to talk on 'Food Harmony–and You.'"

The author of several books, he "will discuss the importance of right combinations of food in the daily diet. The lecture is open to the public without charge."

882. U.S. Department of Commerce. 1933. Ship passenger manifests. *

• ***Summary:*** Name of passenger: Paul C. Bragg. Age: 38. Departure: New York, NY. Arrival: Los Angeles, California, May 28, 1933. Passenger's date of birth: Feb. 6, 1895. Place of birth: Batesville, Indiana. Ship: "Santa Rosa."

883. *California Health News* (*Hollywood, California*). 1933. Child health is key to America's future. May 30. p. 1.

• ***Summary:*** "Bengamin Gayelord Hauser has left Los Angeles, and today the air is full of health, and for several years his influence will be felt hereabouts, for that man Hauser is a regular volcano of health!

"New speakers are on the air. New lecturers are opening talks. Older ones are starting again. Books are being written, films being made, publicity being put out..."

He recently talked in San Francisco to large audiences. "Hauser made a hit with the kiddies, and why not? He is big, human, genuine, inspiring, honest. If I were to write a prayer, I'd pen one for the good lord to give us more men to lecture on modern health, especially to mothers and children, in whom rests the future welfare of our great nation; these youngsters who may be taught to grow up without knowing white bread, white sugar, cigarettes and liquor!

"Help develop these men of a new day, men of Tomorrow, the health men, who will grow up living peacefully. Then wars will cease!"

A photo shows Hauser surrounded by about 50 children.

884. *California Health News* (*Hollywood, California*). 1933.

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Last minute news: Otto Carque. May 30. p. 1.
• ***Summary:*** "Otto Carque, pioneer health food and dried fruit producer, closes his Hill Street retail-wholesale store, is moving to 1315 South Maple where wholesale in general health foods will be done. Mr. and Mrs. Carque know the business. He is author of several books and has helped thousands to get started on the health path, among them the publisher of this paper [Clarke Irvine].

Note 1. This is the earliest document seen (July. 2021) that gives Carque's new address on Maple (probably Maple Ave.).

Note 2. Carque's consolidation may have been caused by the Great Depression, which started in 1929.

Note 3. This is the earliest reference to Otto Carque seen (July 2021) in *California Health News.*

885. Lindlahr, Victor H. 1933. Health food stores lauded: Lindlahr sees demise of drug and grocery lines. *California Health News* (*Hollywood, California*). May 30. p. 1, 3.
• ***Summary:*** "Three years ago I mentioned 'health food store' on the air. Dozens of letters came asking me 'what is a health food store?' where is one? what do they do?... In the biggest, busiest, most progressive city in the United States, not one person perhaps in 150,000 had ever seed a health food store... I was quite surprised. In all New York, center of 10,000,000 people, three years ago, there were only three health food stores. Today, thanks to agitation, there are many, many more." Address: Dr.

886. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1933. Mapleton's Nut Food Co. Ltd., Garston, Liverpool. May. p. 143-45.
• ***Summary:*** Last month saw the opening of the new factory of Messrs. Mapleton's at Garston, about 10 miles southeast of Liverpool on the northeast side of the River Mersey estuary. The company was founded by Mr. Hugh Mapleton some 30 years ago [in about 1903] in Manchester. To celebrate the opening of the new factory, two oil paintings of the founder were unveiled and presented. In about 1908 Mapleton moved his company from Manchester to Garston, where it has been making health foods for the past 25 years.

The company began in Manchester in one room of a house containing 23 other rooms. Hugh Mapleton had one boy as his assistant. The "remaining part of the house was soon brought into use and the back yard roofed over to form another room. Later, the house next door was rented which brought into use a further 17 rooms. New premises were the found on the top of a hill outside Rochdale [about 20 miles northeast of Manchester]. After two years, on account of the situation being too remote and the atmosphere too damp for the manufacturing process, a removal was made to Garston. The present building, remodeled and rebuilt after the disastrous fire which occurred in October, 1931, is the seventh factory which Mr. Mapleton has equipped for the business." The new plant has over one acre of floor space, "33 motors, 100 machines, many of which are the result of Mr. Mapleton's ideas, and a staff of 250 workers, augmented during the busy season, busily engaged in the manufacture of nut butters, fruitarian cakes, nut meats, savoury pastes and a wide variety of other fruit and nut preparations which form a more delightful and healthy form of food than that which is obtained from the dead bodies of animals."

Before World War I, Mapleton opened a factory in Hamburg, Germany. "This was of course taken over by the Germans in 1914, and is still in operation under German ownership. It took eight years of strenuous effort to recover from German funds the bare cost of the investment in this factory. But in many other foreign countries there is now a steady and increasing demand for Mapleton's foods.

"As a pioneer in the manufacture of health foods, Mr. Mapleton can look back with pride and satisfaction at the work he has accomplished..."

887. *Los Angeles Times.* 1933. Health and trade show under way: Chiropractors' four-day demonstration of methods opens at Alexandria. June 27. p. A5.
• ***Summary:*** The California Health Show and Trades Exposition opened yesterday at the Alexandria [a hotel east of Pershing Square near downtown Los Angeles]. 250 doctors attended, "health foods of every description," and scores of booths were on display in the ballroom. "Western chiropractors will join members of the California Academy of Health and the National Society of Physiotherapy in a series of lectures, contests and demonstrations designed to improve public health" during the 4-day convention.

Members of the program committee included Clarke Irvine.

888. *California Health News* (*Hollywood, California*). 1933. Carque settled in modern plant. June 30. p. 3.
• ***Summary:*** "Although Otto Carque... has a new policy of wholesale only, his standard products may be obtained through almost every health food store. His new factory and warehouse, 1315 Maple Avenue, is busy getting settled for the arduous summer's work. A record fruit pack is anticipated, he reports. The place is completely equipped, all departments laid out with room for growth, and unless the signs of the times are wrong the plant will grow fast.

"Carque came to California in 1889, at Los Angeles since 1905, where he organized his first company. He is a capable author, chemist, teacher, and has helped thousands to health with his kindly advice and intelligent, honest writing. He is the man who put over the black mission fig. Carque is an altruistic gentleman and has the good of the people at heart. 'Fifty per cent of our foods are not good for us,' he declares. 'Annually America spends over ten billions for food. Five of that is wasted money!'"

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889. *California Health News* (*Hollywood, California*). 1933. Carque foods are good! (Ad). June 30. p. 3.
• ***Summary:*** "Wholesale only." Address: 1315 So. Maple Ave., Los Angeles. Phone: PRospect 1097.

890. *Los Angeles Times.* 1933. Prominent Californians leave on Orient cruise. July 2. p. B3.
• ***Summary:*** The Japanese ship *Asama Maru* will depart next Wednesday for a cruise around the world. Passengers include Paul C. Bragg [health lecturer], of Los Angeles. "The tours include Honolulu [Hawaii], Japan, Korea, Manchuria, China, the Philippines, Malay Peninsula, India, Ceylon and Egypt. Upon arrival at Naples [Italy], there will be automobile tours through Europe, visiting Rome, Florence, Venice [Italy], Lucerne [Switzerland], Paris, and London."

891. *California Health News* (*Hollywood, California*). 1933. Kar-Kay Bar and Kar-Kay Cone: Delicious candy that tastes like ice cream (Ad). July 30. p. 7.
• ***Summary:*** "At your health food store. Otto Carque. Wholesale only."

Note: This is America's first healthy candy bar or energy bar with the word "Bar" in the product name. Address: 1315 So. Maple Ave., Los Angeles. Phone: PRospect 1097.

892. *California Health News* (*Hollywood, California*). 1933. Free health lectures. Tuesdays, 8 p.m. Dr. Pietro Rotondi (Ad). July 30. p. 7.
• ***Summary:*** This small ad states: "Questions answered. Free advice. Refreshments. No collection. Hours 2 to 5 and by appointment. Residence calls." A small portrait photo shows Rotondi.

Note: This is the earliest document seen (Sept. 2004) concerning Pietro Rotondi. He later wrote extensively about vegetarianism and soyfoods. Address: 1633 N. Argyle (near Hollywood Blvd.), Hollywood [California]. Phone: GRanite 4492.

893. Jones Grain Mill. 1933. Jones Grain Mill: 100% pure (Ad). *California Health News* (*Hollywood, California*). July 30. p. 7.
• ***Summary:*** "Whole grain flours, cereals and meals, ground fresh daily on our own stone buhr mill. Trained dietitians at your service at all times, explaining the different foods and helping you with your diet problems. We grind our nut butters fresh every day. Largest assortment of dates and unsulphured fruits in Los Angeles. Always fresh. Delivery. Mail order. Tune in on KFI–Mondays, Tuesdays and Thursdays 1:15 P.M.

"Two stores to serve you. 322 S. Hill (In the Market). MU. 0776. 4487 Beverly Blvd. OL. 0408. Ethyl Hostettler, dietitian in charge." Address: Los Angeles, California. Phone: MUtual 0766.

894. *California Health News* (*Hollywood, California*). 1933. California Food Kitchens (Ad). July. p. 15. *
• ***Summary:*** An ad for a soy product named "Gud Fud."

895. *Los Angeles Times.* 1933. Chapel wedding. Aug. 8.
• ***Summary:*** Miss Elizabeth Brownlee, daughter of Mr. and Mrs. J.T. Brownlee, of North Beachwood Drive and Mr. William M. Moore, son of Mr. and Mrs. C.B. Moore of Long Beach, were married on July 26, 1933. The ceremony was conducted in the Hollywood Wedding Chapel, with Dr. James Hamilton Lash officiating.

The bride wore an attractive gown of old rose pink, trimmer with darker pink velvet and a small matching fez. She carried a spray of white roses, gardenias and lilies of the valley. The mad of honor was Miss Rose Mary Moag and the best man was Boyd J. Colivette.

Note 1. According to researcher Larry Pumphrey (e-mail of 12 April 2011), the marriage record is in Marriage Book 1106, page 104. Dates–License: 18 July 1933. Wedding: 26 July 1933. Recorded: 31 July 1933.

Groom: William M. Moore. Age: 28. Place of birth: Oklahoma. Personal: white, single, 1st marriage. Address: 334 N. Normandie Ave., Los Angeles. Occupation: adjuster, Barker Bros. Father: Columbus Bell Moore, born Tennessee. Mother: Mary Thomas, born Texas. Bride: Elizabeth Brownlee. Age: 26 [sic, she was born on 7 June 1902, which would make her age 31 in July 1933]. Place of birth: Oklahoma [sic, Eau Claire, Wisconsin]. Personal: white, divorced [from Paul Bragg], 2nd marriage. Address: 2014 N. Beechwood Dr., Los Angeles. Occupation: -. Father: Joseph T. Brownlee, born Wisconsin. Mother: Elizabeth Braun, born Wisconsin. Witness: Boyce J. Colwell, Los Angeles. Witness: Rose Mary Moag, Anaheim. Clergy: James H. Lash, Congregational Minister. Married in Hollywood, California.

The 1936 Los Angeles City Directory shows William and Elizabeth living at 6855½ Los Altos Place in Hollywood. He is listed as an actor. The 1938 Directory shows only William–still at the same address. Now his occupation is listed as "announcer CBS."

896. *Los Angeles Times.* 1933. Health speaker accused in girl case by mother. Sept. 8. p. A13.
• ***Summary:*** "Charged with having committed a statutory offense against 18-year-old Betty Thompson, former high school girl, deputy sheriffs yesterday were seeking Paul C. Bragg, health lecturer.

"Mrs. Cora Thompson of 1965 Tamarind avenue, mother of the girl, asked for the complaint when she appeared before Dep. Dist.-Atty. [District-Attorney] Crail.

"According to the complaint the asserted attack occurred in Bragg's Hermosa Beach cottage in April, 1932, at which time the Thompson girl was but 17 years of age. The girl was given wine by Bragg and the couple danced to radio music,

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after which Bragg assaulted her, the girl's mother declares in her complaint. Numerous bathing parties were attended by both and several trips followed, Mrs. Thompson asserts."

897. *Los Angeles Times.* 1933. Health lecturer accused by girl in damage suit. Sept. 9. p. A2.
• ***Summary:*** "Miss Betty Thompson yesterday filed a suit in Superior Court asking $100,000 damages of Paul C. Bragg, health lecturer, asserting betrayal on the part of the defendant. The action, prepared by Attorney Harold A. Fendler, is brought in behalf of the girl through her mother, Mrs. Cora Thompson, as guardian.

"The complaint asserts Bragg promised to aid Miss Thompson in following a business career; that she allowed him to become her advisor and counselor, and later fell in love with him, a man of middle age.

"The petition further asserts Miss Thompson was induced by Bragg to go with him to his summer home at Hermosa Beach on April 13, 1932."

898. Poplawski, Stephen J. 1933. Mixing cup. *U.S. Patent* 1,927,184. Sept. 19. 4 p. Application filed 25 July 1931. 7 drawings. [1 ref]
• ***Summary:*** This looks quite like a modern blender. The electric motor inside the base, below the container, turns a "propellor [propeller] or agitator" on which are two opposed "radially extending blades" which are "bent or canted in opposite directions so as to have the proper action on the material being mixed." These blades seem to work more like those of a blender than of a milk shake mixer. However, the inventor apparently sees this as an improvement on his "Patent #1,480914, issued to me January 15, 1924," which had paddles like a milk shake mixer. No examples of uses are given. The word "blender" is never used. Address: Racine, Wisconsin.

899. *Nature's Path to Health* (*Melbourne, Australia*). 1933. Directory of health aids. Aug/Sept. p. 26.
• ***Summary:*** This is a directory of F.G. Roberts' health stores and clinics in Melbourne, Geelong, Ballarat, Adelaide, Norfolk Naturopathic College at Helmsdale (Glenelg [suburb of Adelaide]), Sydney, Newcastle, Toowoomba, Brisbane, Maryborough, Rockhampton.

Roberts describes his own work and headquarters as follows: "Victoria. Home of the Nature Cure Movement. 430 St. Kilda Rd., Melbourne. Treatments in harmony with Nature. Curative Dietetics, Osteopathy, Chiropractic, Hydrotherapy, Spinal Diagnosis, Iridiagnosis, Urinalysis, Diathermy, and Blood Washing, etc. All the latest methods of natural treatment obtainable. Experienced and qualified nurses in attendance. Herbal Foods, Herbal Pills, and All Natural Remedies Obtainable. F.G. Roberts, N.D., Principal, assisted by G.M. [Gladys Maud] Roberts and Staff."

Immediately below this listing is the following: "Melbourne. Mr. W.H.J. Willson. 40 Chapel St., East St. Kilda. A nature cure dentist. The father of preventive dentistry. Call for advice."

Examples of names of the organizations listed are: "Nature Cure Health Store" (Geelong). "Natural Health Clinic" (Adelaide). "Norfolk Naturopathic College" (Helmsdale, Glenelg). "Health Food Store" (Sydney). "Nature Cure Store" (Toowomba). "Nature Cure Drugless Clinic" (Brisbane, Queensland). Address: Australia.

900. *California Health News* (*Hollywood, California*). 1933. Otto Carque works for finer, healthier race. 1(21):1, 14. Nov. 30.
• ***Summary:*** Editor and publisher Clarke Irvine writes: "I am indebted to Otto Carque. He helped me regain my health, along with McFadden, Hauser, Marden, Lindlahr, Bragg, Ehret, Richter, and teachers of this decade. It was the benign Mr. Carque who first awoke in my drowsy mind the necessity of eating natural foods; given in poignant but brief instructions with his unsulphured, sundried fruits. He has helped thousands of others. I salute!"

Carque, who is nearing age 67, popularized the black mission fig. "This season he celebrates 25 years of health-building business, and almost one year at his new location for wholesale exclusively.

"Pioneer and staunch advocate of natural foods, he has unswervingly dedicated himself to the task of offering for public consumption foods as wholesome and undenatured as are possible to provide through commercial distribution. Otto Carque's first problem was to offer California fruits without sulphur. Apricots, pears, peaches, nectarines and white figs are usually bleached with sulphur dioxide to improve their appearance at the cost of their wholesomeness. So Mr. Carque eliminated chemical treatments and processes and devoted himself to perfecting sundrying and dehydration.

"Otto Carque's life story lacks drama–there is no period of outraging health, then a breakdown, followed by a slow, grim struggle back to health. On the other hand his story has the charm of intelligence, altruism, as well as a rare ability to apply to his being, nature's immutable laws. An idealist, a man of vision, science and practical training in commercial life, the quality and purity of the nation's food supply have always been his deepest concern.

"Otto Carque was a personal friend of the late Dr. Harvey W. Wiley, 'father of the pure food and drug act of 1906,' who often commended him for the good work he was doing. When on a lecture tour some years ago, he enjoyed the privilege of having Dr. Wiley introduce him to a large audience in Washington [DC] as one of the few men in America who practically carried out the spirit of the law.

"He attributes his health and endurance to a diet of simple, natural foods, mostly fresh fruits and vegetables, with some nuts, nut butters and occasionally legumes, whole grain and dairy products. He believes that simplicity in diet

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is the key to health and longevity; moreover that the building of a sound and healthy body and mind should only be a means to an end.

"'It enables us to more efficiently discharge our duties towards ourselves and our fellowmen,' he says."

A portrait photo shows Otto Carque, balding with white hair, a large white mustache, wearing a two-piece suit with tie and a flower on the left lapel. The caption: "He popularized Black Mission Fig."

901. *California Health News* (*Hollywood, California*). 1933. Four valuable text books given health field by Carque. 1(21):2. Nov. 30. [4 ref]

• ***Summary:*** "During the past decade the health world has benefited to the extent of four major volumes on several phases of health work by that pioneer, Otto Carque, the latest of which, 'Vital Facts About Foods,' is just off the press and reviewed by Marguerite Irvine in another column.

"All of the Carque works are now out of print except the new one, and Mrs. Carque's Recipe Book, mentioned later. Briefly, 'Rational Diet' [1923] is Carque's master work, found in libraries and on shelves of every healthman. It is more than a text book on food and nutrition, but really an encyclopedia of dietetics, in condensed form. It is a treasure-house of important dietetic information, with description and analyses of the world's principal food products, giving the amounts of various organic salts in over 200 foods. It fully explains causes of disease by a deficiency, over-supply, or wrong proportion of elements in the ever-increasing number of artificially prepared foods; and the restoration of health by a proper selection of natural foods.

"'Natural Foods' [1925] in an enlightening and readable manner, teach the new gospel of living well on less food. The prevention of disease and the maintenance of personal fitness by rational methods of eating and living are set down in a logical and authoritative way. The author showed through his thorough knowledge of the composition and effects of food, just where we unconsciously did ourselves personal injury by wrong eating habits. It includes over 200 simple and wholesome recipes and menus, together with advice on infant feeding.

"'The Key to Rational Dietetics' [1930]–This small but monumental work, a compendium of 'Rational Diet,' covers in a most exhaustive manner the mineral elements or organic salts–the missing link in dietetics; complete mineral analyses of more than 200 food products; and offers simple and wholesome menus for all seasons.

"'Mrs. Carque's Recipe Book' (still available) embodies an array of delightfully tempting fruit and nuts, as well as vegetable salads and dishes-conspicuously inviting yet simple to prepare and appealing to the most fastidious taste."

902. *California Health News* (*Hollywood, California*). 1933. Carque factory supplies quarter million customers. 1(21):6. Nov. 30.

• ***Summary:*** "Where does the United States get its health foods? Automobiles [come] from Michigan... but it remains for California to supply the major portion of health foods, and one of the chief sources is the new and modern plant of Otto Carque, 1315 South Maple, Los Angeles.

"This large plant fills a genuine place in the life of every health-seeker. Over 250,000 customers... known the country over for nearly a quarter of a century as a purveyor of nature's best, free from preservatives, and above all, untampered with.

"It is a pleasure to visit this hustling place these pre-holiday times, where daily shipments go forth worldwide. In the fruit room is kept tons of unsulphured, sundried fruits, from California's best orchards. A dehydrator adjoins, whose chief function is to take up surplus moisture of the fruits, as well as to render nuts more crisp, and thus by the absence of moisture insure their more ready flow through the nut butter mills.

"Only thorough mastication can make available all the fine food value of nut meats. Hence the Carque mills break up every particle, producing nut butters that permit one to enjoy the enticing flavors of nature's finest concentrated food reduced to a consistency that is easily assimilated.

"In the mill room are several machines that grind fruits and flake nuts for various purposes. Nearby are mills for making fresh daily whole-grain flours. Here is manufactured Carque Wheatose (ready-to-eat) breakfast food, toasted crumbles of wheat, fruit, honey and carob meal; also Lax-a-Meal, a breakfast food requiring cooking-a pleasing combination of selected whole grains, flaxseed meal and agar.

"And now we see Carque's Fig Cereal (coffee substitute) prepared, a blend of unsulphured figs and barley malt combined into a distinctly coffee-like beverage. In this department is also blended Carque True Vita Sal, a salt-free salt substitute, possessing dehydrated pulverized vegetables and Pacific kelp; also Carque's Colon Food–a blend of lactose and dextrin designed to inhibit the growth of harmful bacteria and to promote friendly bacteria in the intestines.

"Here too, are blended various aromatic alkalinizing herbs, in Carque Laxative Tea, promoting regularity; as well as Carque Herbal Health Tea, Alfamin Tea, Peppermint and Strawberry Teas-all neutralizers of acidity.

"Carque Mayonnaise is made here from fresh eggs, a good salad oil and wholesome spices.

"On numerous tables adjoining the mill are poured huge batches of health candy, raw sugar and honey only, to be wrapped into bars; also bulk fruit, nut candy, chocolate covered, for the holiday trade. Discriminating consumers find in Carque Confections both a delicious candy and true food, containing, as they do, unrefined sugar, honey, wholesome nut meats, in combination with unsulphured fruits and natural flavors.

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"Beautiful Yuletide fancy fruit packs for Christmas merchandising are in evidence, all artfully designed and daintily packed–brimful of California's loveliest.

"The shipping and packing divisions are busy centers; men and women are industriously engaged in packing and weighing foods for shipment to fill the thousands of orders from every corner of the United States, and even abroad.

"There is also a large storage room in the rear containing not only Carque finished goods, but many jobbing specialties which Otto Carque recommends and endorses for human consumption, such as Gud Fud Soy Bean line, Custo Agar Gelatines and Puddings, Vegetrate, Bonwheat, and many other preparations well known in health food stores. Bulk foods such as agar, sea lettuce, Pacific kelp, unfermented and unsweetened fruit juices, raw sugar, whole brown rice, and similar whole foods, are continuously stocked.

"Executive and administrative details are carried out with precision from the spacious offices in front. The entire plant pervades the sincere expression and spirit of Otto Carque, California's health food pioneer, who has made the study of dietetics his life work, and who is determined to offer for human consumption only wholesome, undenatured foods."

Photos show: (1) The front of the plant with employees standing below the large sign that reads "Otto Carque Natural Foods." (2) Workers packing foods at tables inside the plant.

903. Irvine, Marguerite. 1933. Otto Carque publishes masterful health work. *California Health News* (*Hollywood, California*) 1(21):3. Nov. 30. [1 ref]
• ***Summary:*** Otto Carque's new book, 'Vital Facts About Foods,' covers the food question in all its aspects, and, particularly one branch of food chemistry which has not hitherto received the attention it deserves, and which Mr. Carque calls the missing link in dietetics. He says, 'the mineral elements, or organic salts, are of prime importance for well-balanced nutrition. They are most essential for the proper physiological functions and normal growth of the animal and human organism; they really are the 'building stones of the body.'

"This book contains analyses of 250 food products, specifying the mineral elements, and should prove invaluable to students and teachers of 4 dietetics. It embraces the latest scientific findings in the prevention of disease and the prolongation of life by rational methods of eating.

"Mr. Carque is an idealist, who has always worked for the betterment of humanity, at no little sacrifice to himself. Believing that sane and natural diet is a most important factor in building a happier race, he has contributed largely to the spreading of useful knowledge along these lines, this being the fourth volume to his credit.

"He is recognized as one of America's leading dieticians, having devoted the greater part of his life to research and study of food-chemistry and nutrition, and their practical application in everyday life. 'Vital Facts About Foods' contains all of this information in simple language, with the addition of balanced health menus and recipes for all occasions, and should be used in every home.

"It sells for only $1 paper, or $1.50 cloth cover, postpaid, and may be purchased through the California Health News, health food stores, or popular bookstores.–M.I."

904. Lavender, Grace. 1933. Carque idealism builds vast California business. *California Health News* (*Hollywood, California*) 1(21):10, 7. Nov. 30.
• ***Summary:*** "Otto Carque's interest in the food question developed early in life, when he recognized the inadequacy of prevailing methods of cultivating food products and of artificially preparing them for the table. For over 30 years, both in Europe and America, he has been a close student of the laws of diet and health, his publications on the subject enjoying widespread distribution.

"Mr. Carque fervently believed that one of the most essential factors in promoting health and personal hygiene is the quality and purity of our food supply. Hence for more than a quarter of a century he has continuously offered for public consumption foods as wholesome and undenatured as are possible to provide through commercial distribution. In his ardent food reform activity he clearly and forcefully exposed the hidden dangers that lay in the ordinary and apparently harmless foods, which unfortunately have become staple products the world over.

"Having lived in California for over a quarter of a century, Otto Carque has seen the Golden State rise to international importance as a producer of the world's finest fruits. Recognizing that fruit should be an essential part of the rational dietary because of high alkalinity, he paid special attention to its preparation without preservatives. Hence Carque's unsulphured fruits and his many other products are known throughout the world.

"That is why Carque's Natural Foods of California are so popular, for behind them is the intelligent and trustworthy dietetic knowledge of Mr. Carque. A business organization has, moreover, been painstakingly built up, where pervades the spirit of food reform–where heart and interest are zealously working towards attainment of the highest quality and purity.

"In 1923 Mr. Carque crystallized his vast knowledge into a masterful work, 'Rational Diet,' his first book, with his later ones, described elsewhere, and today is looked upon as an authority on health foods.

"It may not be entirely amiss to inject a little romance into Otto Carque's industrial history. On a lecture tour in 1926 he went to New York City and there met his wife, Lillian. Mrs. Carque subsequently came to California, married Mr. Carque [on 6 Nov. 1926], heretofore an

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inveterate bachelor, at his maturely ripened, yet youthful, age of 61. He considers this the most important event in his career, ardently maintaining that 'the cosmic forces brought us together at a time when the world was ready to receive a much needed message.' To quote John Ruskin, 'When love and skill unite, expect a masterpiece!'"

A large photo shows many Carque products.

905. Modern Health Products. 1933. Swiss-Kriss, Nu-Vege-Sal, Correcol, Vitana, Meatless, Bouillon, Slim, Nutro-Links (Ad). *California Health News* (*Hollywood, California*) 1(21):3. Nov. 30.
• ***Summary:*** "California distributor. Edward Higgins, 133 N. Ave. 50, Los Angeles, California."

Note: This is the earliest document seen (Sept. 2004) concerning Modern Health Products in Milwaukee. In the upper right corner is the symbol of the NRA (National Rifle Association), with the slogan "We do our part." Address: Milwaukee, Wisconsin.

906. Ainsworth, Ed. 1933. Along El Camino Real. *Los Angeles Times.* Dec. 13. p. 10.
• ***Summary:*** "Bill Baker, the lima bean baker of Ojai," has been working on his Christmas cake for President Roosevelt since last June. The theme is "Along El Camino Real." Describes in detail how Baker designed and made the cake and its decorations. "Every ingredient is California's finest."

When Baker came to American from Germany more than 40 years ago, he could neither read nor write English. But he had ambition–and integrity. He is also "simple, kindly, practical. I guess, too, he's the only baker in the world who is kind to mice. He even furnishes the material [old newspapers] for them to build nests between his flour sacks."

907. *Los Angeles Times.* 1933. Giant cake going to Roosevelts: Bill Baker models El Camino Real missions in sugar. Dec. 13. p. 10.
• ***Summary:*** Ojai, Dec. 12.–The huge fruit cake, weighing 110 pounds with a California mission motif (9 missions are reproduced in exact miniature), was made by "Bill Baker, the lima bean baker" of Ojai. "Every ingredient is produced within a radius of 100 miles of Ojai–raisins, flour, sugar, everything"–even lima bean flour. The cake leaves Ojai tomorrow "with a special guard provided by the American Express Company." "Even a tiny N.R.A. [National Rifle Association] sign is included" in the cake's design. A large photo shows Miss Sophie Kosub of Ojai with the giant cake.

908. Carqué, Otto. 1933. Vital facts about foods: A guide to health and longevity with 200 wholesome recipes and menus and 250 complete analyses of foods. Los Angeles, California: Published by the author. 208 p. Index. 24 cm. [20+* ref]
• ***Summary:*** This manual of food reform discusses the importance of a simple vegetarian diet of natural foods, sunlight and sunbaths, fresh air, pure water, exercise and rest. Also talks about acid and alkaline foods, the influence of mind on health, the failure of synthetic foods, why refined sugar is injurious, the dietetic value of sea plants, table salt is unnecessary and harmful, fruit is man's best food, sulphured and unsulphured fruits, nut butters, food preparation, and the treatment of disease.

"Dedicated to my dear wife, Lillian, who through her sincere and earnest spirit of cooperation has greatly assisted the author in his work of food reform."

The germ theory of disease has not been proven since potentially harmful germs are omnipresent yet often fail to harm healthy individuals (Pasteur was a chemist and laboratory worker, not a physician. Germ action is always secondary; "when germs invade a living organism it is a sign that the organism is enervated and its chemistry perverted." p. 114-15).

The section titled "'Meat substitutes' not essential" (p. 130) states: "Those persons who want to adopt a meatless diet should not look for artificially prepared meat substitutes as a source of protein. A food constituent required in such a limited amount as protein is easily supplied by the various products of the vegetable kingdom. Such combinations as 'roast vegetable turkey' or 'vegetarian steak' seem to be the result of the belief that meat is a necessary food and must be replaced in some form. Indeed, vegetarians, who live largely on foods in which the protoplasmic cells have been more or less disorganized by prolonged cooking, have very little advantage over mixed eaters.

"All other factors being equal, a judiciously selected meatless diet is far more conducive to health than the usual mixed diet, consisting, for the most part, of animal and starch-bearing foods deficient in alkaline elements. We should understand that the proteins of fruits and vegetables, supplemented by a small amount of the proteins of nuts, legumes (especially soy beans), or dairy products, are fully able to maintain health and efficiency. It is entirely feasible to live on an exclusive diet of fresh ripe fruits and green-leaf vegetables for many weeks and months, thereby purifying the blood and greatly improving the keenness of our senses. In fact, in many pathological conditions such a restricted diet is more helpful than an absolute fast.

"Among the legumes which contain a large amount of protein, the soy bean takes first place. Its protein content, nearly 40%, is higher than that of any other food. Moreover, this protein is of excellent quality, as valuable as the casein of milk; it contains all the essential amino acids. It contains a sufficiency of vitamins A and B, and in this respect it is superior to all seeds. It contains very little carbohydrate, only about 6%, and is practically free from starch. The soy bean fills the place of meat as well as milk in the dietary of many millions of sturdy Orientals; it is destined to become one of the great food staples, not only of this country, but of

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the world. A number of recipes for the preparation of the soy bean are given in Chapter XXI."

The section titled "Fruit and nut confections" (p. 133-35) begins: "Fruit and nut confections made without refined sugar and glucose should take the place of candies." These "sweet-meats"... "should be the only kind of confections allowed to growing children, which have a natural craving for sweets." Recipes include stuffed dates, date caramels, nut fruitose, carob confection, raisin-nut balls, and honey cocoanut balls. For Nut fruitose: Mix dates, figs, raisins, almonds and walnuts. "Run through a food chopper twice. Press the mixture into a flat pan in a layer about 1 inch thick, let stand overnight, and cut into convenient sizes." Note 1. Carque was a pioneer in the development of healthy, natural treats. The last recipe could be considered a forerunner of the less-healthful "nutrition bar" of the 1990s.

The next section, titled "Nuts and nut butters," states that "salting and roasting greatly impair the nutritive value of nuts and prevent their proper assimilation. The proteins become coagulated by roasting, and the fats split into glycerine and free fatty acids, while the vitamins are destroyed. Nut butters made from salted nuts should, therefore, have no place in our dietary." Rather, the peanuts or almonds should be blanched (scalded or parboiled in water or steam). "Since few people, on account of defective teeth, can masticate nuts well enough to be acted upon by the digestive juices, the mechanical emulsification of nuts by means of nut butter mills is quite dispensable."

The section titled "Melba toast" and "Melbettes" (p. 156) states: "These are delicious dextrinized whole wheat products made by the Cubbison Cracker Co., Los Angeles." Melbettes are also made from whole rye. "Calavo Melba Toast is another tasty whole wheat product; it contains the natural fruit fat of the California Avocado or Alligator Pear as shortening."

The section titled "Natural whole rice" (p. 156) notes: "Whole rice, also called brown rice, contains the bran, cuticle, and germ of the cereal. In milling nothing has been removed but the husk and dirt."

The section titled "The Soy Bean, a Remarkable Food" (p. 158-61) discusses boiled soy beans, soy bean milk, tofu ("it is called by the Chinese 'the meat without a bone...'"

Note 2. This is the earliest English-language document seen (Aug. 2016) that refers to tofu as 'the meat without a bone.'

"Other preparations of the soy bean, which are but little known in this country, are *natto, hamananatto* [*hamanatto*], *Yuba* and *Miso*. The principal use of miso, which is a slightly [sic] fermented mixture of soy beans and rice or barley, is for making soups and for cooking vegetables"), soy sauce, soy bean sprouts, and various recipes.

Under "Boiled soy beans" we read: "The dry beans are best soaked in soft water over night or for at least 20 hours and then cooked with sufficient water in a waterless cooker or Pressure cooker until tender. This may require as much as 2 hours or more, according to the variety of beans used. The best results are obtained if the beans are allowed to simmer rather than boil quickly. Onions, tomatoes, celery, parsley and other seasoning vegetables increase the palatability of the soy bean. A fireless cooker may also be used in preparing soy beans for the table."

Under "Ready made soy bean products" (p. 161) we read: "As the preparation of the soy bean in the average household is often not convenient, the author has arranged to supply the following products at reasonable prices: Canned Soy Beans, Soy Bean Spread, Soy Bean Stew, Soy Bean Loaf, Soy Vegetable Onion Soup, Soy Bean Vegetable Bologna, Soy Bean Tasty Lunch, to which others will be added in the course of time. These products have met with ready approval, as they fill a long felt want for tasty, nutritious and wholesome vegetable protein foods to substitute meat and dairy products."

The author's signature appears at the end of the Preface. Address: Los Angeles, California.

909. Finkel, Harry. 1933. Seven day trial on natural food diet... containing a week's recipes and menus for breakfast, lunch and dinner. Also natural food sandwiches and health drinks. 1st ed. Los Angeles, California: Society for Public Health Education. 182 + [9] p. Recipe index.

• ***Summary:*** This "2nd ed." appears to be quite similar to the first edition, published the same year with the same number of pages. However some of the unnumbered pages at the rear are different.

A handwritten inscription on a blank page near the front reads: "March 22, 1934. To suffering humanity.

"Health is not an accident. Normal physiological conduct depends on the hygienic and dietetic habits of the individual.

"Nature's laws in relation to health and disease are infallible. Man abuses these laws and suffers disease.

"Natural foods only when properly prepared and combined hold the key to the solution of a healthy humanity.

"Hail–Hail–Hail–to a healthy and civilized humanity!!!

"With compliments from Dr. Harry Finkel, to the University of California at Berkeley."

Contents include: What is meant by natural foods (p. 154). The story of the health food store (p. 155-57). Explanation of general health foods catalog (p. 158-60; incl. Graham flour, soya bean flour, Carque's Wheatose, soy beans, Nut butters {almond, peanut, pecan, cashew, cocoanut}, Carque's mayonnaise, unsulphured dried fruits, meat substitutes {Protose, Nuttose, Nuttolene, Vita Meat, Savory Loaf, Nut Meat, Soya Loaf, Meatless bouillon cubes}, miscellaneous {health candies, carob meal, vegetable gelatine, agar–sea weed gelatine, St. John's bread, poppy seeds, sesame seeds}). How to prepare and cook natural foods (p. 161+; "It is said that because fruits and vegetables

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have been sprayed with poisons to destroy the insects which infest them, their outer coverings should be removed before eating... if one will wash and scrub them very thoroughly, the danger of being poisoned is removed,...”). The soya bean (p. 178-82).

Concerning the acid and alkaline reaction of the human body. Recently scientists concluded “that the normal or ‘mean’ of this condition should be fixed at the ratio of 80% alkaline and 20% acid. It is now definitely known that a deficiency in the alkaline reserve, or a marked increase in the acid content leads to many serious diseases.” Refer to “Finkelgram No. 26 (A short thesis on acidosis)” to become familiar with the acid and alkaline reactions of various foods.

It “is very fitting to introduce one of the best foods Nature grows for mankind–the Soya bean. Because the Soya bean is practically starch-free, it is not only acid-free but is also one of the greatest aids in neutralizing an existing acid condition of the body and in maintaining the 80-20 balance of the two physiological conditions known as acid and alkaline reactions.

“Of late, scientists have made and extensive study of this unusual type of natural food, and after making many experiments upon human beings in various stages of health and disease, pronounced the Soya bean one of the best foods of the vegetable kingdom. This they have concluded because of its very high percentage of protein which is by far superior to all animal protein, and also for the reason that it is in a form which is easy of digestion and assimilation. Besides being practically free from starch, they consider it one of the best foods for the human body, and find that it can very satisfactorily take the place of meat in the diet of man.

“The protein content of the Soya bean is nearly twice the amount of the average run of meat, and the remarkable feature of this unique food is that while it ranks extremely high in protein substance, yet its toxic properties are insignificant compared with the large amount of toxic properties all animal foods contain.”

“Like many of the leading scientists who believe in the great food value of the Soya bean, so does this author share the same opinion. It is for this reason that he desires to familiarize the public with the many advantages of this nutritious and valuable food.

Health through eating lies mainly in three directions: First, in selecting natural, wholesome foods; second, in preparing them properly; and third, in arranging meals in which the foods are properly combined.

The following 10 menus are examples giving you an idea as to how to balance your meal using the various soya bean products. These menus are appropriate for either lunch or dinner as each of them is sufficient for a full course meal.”

“Soya bean menus.” These are not recipes, but menus for individual meals, each of which includes a soy recipe. The first, for example, reads: “Soya vegetable-onion soup. Finkel baked potatoes. Red cabbage, apple, and raisin salad with mayonnaise dressing. Sewed prunes. Cereal coffee. No bread.”

“Soy beans are mentioned on page 74. Ads on unnumbered pages in the rear: Page 2. “Carque–Natural Foods of California: The symbol of trustworthy and unimpaired natural foods. Wheatose. Almond butter. Otto Carque. Established 1908. California’s natural foods pioneer. 1315 S. Maple Ave., Los Angeles, Calif. Endorsed by the Society for Public Health Education.”

Page 3: Hollywood Cup, Inc., The perfect coffee substitute. 823 Traction Ave., Los Angeles, Calif. Four pages of ads for books by Dr. Harry Finkel. Address: N.D. [doctor of naturopathy], D.C. [doctor of chiropractic] [Los Angeles, California].

910. Morse, W.J. 1933. Soybeans now a major crop in United States; Few grown before 1898. *Yearbook of Agriculture* (*USDA*) p. 198-205. For the year 1933.

• ***Summary:*** Contents: Variety adaptation. Variety utilization (incl. bean curd, bean milk, soy sauce, miso (bean paste), bean sprouts, green vegetable beans, bean flour, roasted beans, bean confections [made using roasted whole soy flour], beverages, oil and meal, special fermented bean products). Soybean oil and meal industry. Soybean meal. Soybean oil. Soybeans for human food. Soybeans as an export crop.

Introduction: “Introduced into the United States in 1804, the soybean has risen gradually from the status of merely a curiosity from the Far East, and from the lowly place of a substitute and emergency crop, to a position of considerable economic importance in American agriculture and industry.

“Variety adaptation: Prior to the introduction of numerous varieties by the United States Department of Agriculture in 1898, not more than eight varieties of soybeans were grown in the United States and the culture of these was limited to a few sections... The Virginia, Laredo, Manchu, and Biloxi have a greater range than most other varieties. The Virginia, Mansoy, and Harbinsoy varieties excel on the less productive types of soil, while on better soils the Mansoy and Harbinsoy give inferior results.

“Since the Department of Agriculture began to introduce soybean varieties more than 7,000 samples of beans have been collected from Japan, Chosen [Korea], Manchuria, China, Taiwan (Formosa), Java [in today’s Indonesia], Sumatra, and India. There are more than 2,000 distinct types in this large collection, ranging from 75 to more than 200 days in reaching maturity. At present about 40 varieties are generally grown in the United States.”

“In Japan, where the soybean is used extensively as a green vegetable, more than 60 varieties, ranging in maturity from 75 to 160 days and differing in flavor, are grown solely for this purpose. The soybean in used in the United States primarily as forage, being preserved either as hay or silage, or cut and fed green as soilage, and is also pastured

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extensively with hogs and sheep."

"Soybeans for human food: In Asiatic countries the soybean is grown primarily for the beans, which are used largely in the manufacture of numerous food products that supply the principal source of protein in the Asiatic diet as that in the diet of western people is furnished chiefly by meat and dairy products. "Oriental people use very few dairy and meat products, yet for many centuries they have lived on an apparently well-balanced diet of which the protein is derived largely from the soybean.

"The most commonly used soybean foods in the Orient are soy sauce, miso or bean paste, bean curd, bean milk, bean flour, roasted-bean confections, green-vegetable beans, bean sprouts, roasted bean flour, boiled beans (with rice, millet, or sorghum), coffee substitute, and health drinks made from roasted soybeans.

"In the United States the soybean and its products have attracted attention as an article of food at various times, but only within the last three or four years have there been any extensive investigations along this line by commercial interests. Soybean flour, made by grinding either the whole bean (preferably yellow-seed varieties) or the press cake after the oil has been removed from the beans, is finding increasing favor in the manufacture of various products, such as malted milk, macaroni, vermicelli, spaghetti, noodles, crackers, cookies, ice-cream cones, breakfast foods, health foods, diabetic foods, and infant foods. Within the last year several large baking companies have began using 15 to 20 per cent of soybean flour in making bread and cakes." Address: Bureau of Plant Industry, Washington, DC.

911. Photographs of Clarke Irvine, founder, editor, and published of *California Health News.* 1933. California.



• ***Summary:*** These seven black-and-white photos (each about 3 by 4 inches) were sent by Alice Irvine, Clarke's second wife. In most photos Clarke is dressed in a coat and tie, and has a small moustache. (a) Clarke as a baby, 3 months old. Salem, Oregon. (b) Clarke in his '30s, Excellent. (c) Head to waist shot of 3 men standing together. L-R: Clarke, editor Hamilton, Mr. Pierce, inventor of the slant board. (d) Clarke and Alice on honeymoon in Las Vegas, Nevada, 1946. They are standing on opposite sides of a



saddle. A sign on the wall above 2 guns reads: "These are some of the guns that were used by Kit Carson's men while fighting savage Indians." (e) Portrait of Clarke in his late '40s with handkerchief in pocket. (f) Clarke in his '50s. (g) Clarke standing with Dr Maxwell. Clarke is wearing an open-collar shirt and white shoes. Dr. Maxwell has a white beard, is dressed in a coat and tie, and is holding a hat.

912. Soya Foods Ltd. 1933. Soyolk: The most highly concentrated natural food. Springwell Lane, Rickmansworth, Herts., England. 20 p. 18 x 12 cm.

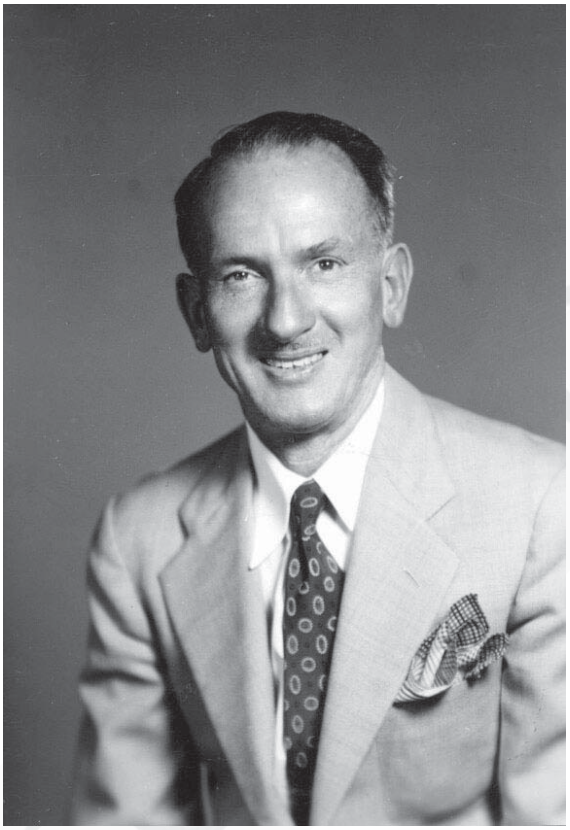
• ***Summary:*** At the top center of the cover is a circular yin-yang symbol. Contents: Comparative analysis of principal flours in everyday use (% composition): Soyolk, finest wheat



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flour, rye flour, oat flour, maize flour, bean flour, pea flour. Note: Soyolk is by far the highest in calories, protein, and fat.

Soyolk ("It was only after years of research that the Soya Bean, thanks to the use of a special non-chemical process, yielded 'Soyolk,' a fine ivory coloured powder").

Soyolk: An ideally balanced food ("It must be specially emphasized that 'Soyolk' contains far more of the most expensive form of nourishment, protein and fat, than such

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costly foods as beef and eggs themselves"): Vitamins, proteins, fat, carbohydrates, starch, ash, lecithin, analysis by H.B. Cronshaw, London.

The uses of "Soyolk." Bread (as a yeast food and bread improver, 1½%). In brown bread and wholemeal breads (5-7½%). Soyolk bread (22%). Soyolk in cakes and confectionery (5-10%). Puddings. Porridge, oatmeal and breakfast foods (15-30%). Invalid and health foods. Baby foods. Vegetarian foods. Diabetic food. Tuberculosis. Minced meats, meat and fish pastes. Sausages. Chocolate. Cocoa. Hospitals, Sanatoria, etc. Competitive soya flours and meals. Table: Bar chart: Comparative table of cost of 1000 calories of the most current foodstuffs. Address: Rickmansworth, Herts. [Hertfordshire], England. Phone: Rickmansworth 468.

913. **Product Name:** Cubbison's Soy Melba Toast (Thin Toast Containing Soy Flour), and Soya or Soy Bean Toast. Called Cubbison's Soya Toast from July 1940 to 1947, then Cubbison's Melba Wheat Soya Toast by July 1951.
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1933?
Wt/Vol., Packaging, Price: 4 oz. Cellophane package.
New Product–Documentation: Jones Grain Mill Natural foods catalog. 1933? p. 55. "Soy Melba Toast–1 lb. 30¢. House of Better Living Catalog. 1938. March. p. 13, 16, 22. $0.25/lb.

Eat For Health (Rosenberg's, San Francisco). 1940. Spring. p. 8. Cubbison's now makes "Soya Melba Toast."

Ad and short article in *Health News* (Los Angeles). 1940. July 26. "Cubbison's Soya Toast."

D.S. Payne. 1943. The story of soya products. Dec. p. 16. "In the cracker and cookie field, soya products have had a rather sensational acceptance all over the country." The Cubbison Cracker Co., Los Angeles, California, sell Soya Toast.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 4. Soya Toast contains 20% soya; it has national distribution.

Taylor. 1944. Soy Cook Book. p. 201.

Soybean Blue Book. 1947. p. 70. "Cubbison's Soya Toast." Safeway ad in *Los Angeles Times.* 1947. June 18. p. 6. "Cubbison Soya Toast. 7-oz. pkg. 17¢."

Soybean Digest. 1951 "Cubbison pushes soy on West Coast." July. p. 20, 22. "Typical of these [West Coast] companies is the Cubbison Melba Toast and Cracker Co. of Los Angeles, headed by the aggressive and sales-minded Miss Sophie C. Cubbison... Cubbison's popular Wheat Soya Toast" is rich in soy flour, which makes it high in protein and "helps alkalize the wheat starch." The slow toasting process converts the starch to dextrines, which are more easily digested and assimilated. "It is packed 24 pieces to the tray, wrapped in printed cellophane." A photo shows a package of Cubbison's Melba Wheat Soya Toast. Printed diagonally on the front panel: "Toast of the Nation."

Glossy undated black-and-white photo (8 by 10 inches) of package, with ingredients partly legible, sent by Leo Pearlstein. Probably taken in the early 1950s.

914. Madison Food Co. 1933? Madison soy cheese. Madison, Tennessee. 6 p. Undated.
• ***Summary:*** Contains a brief introduction to tofu with 8 American-style tofu recipes. "The principal protein of the Soybean is much like the protein casein of milk, and when the bean is properly treated a milk quite comparable in appearance, taste, and food value can be manufactured from it. From this milk, when allowed to become acid, or when a slight amount of a precipitating agent is added, a cheese can be prepared in consistency much like cottage cheese. This vegetable cheese (tofu) has been one of the principal articles of diet in the Orient for many centuries.

"In order that the people of America may have this most important food as an article of diet, a method of manufacturing and preserving has been perfected at the Madison Food Factory.

"For several years it has been used as a daily article of diet in the Madison Rural Sanitarium, Nashville Vegetarian Cafeteria, and many other Good Health places. It has proven its value as a diabetic food, and as a splendid meat substitute."

Tofu recipes include: Soy cheese salad. Stuffed egg with soy cheese. Tomato soy sandwich. Soy sandwich filling. Soy croquettes. Soy cheese loaf. Soybean omelet. Soybean cutlets.

On the back panel is a list of "Health foods manufactured and distributed by Madison (Sanitarium) Food Company, Madison, Tennessee: Nut Meat, Vigorost, Peanut Butter, Fruit Sticks, Sterilized Bran, Psyllium Seed, Cereal Drink, Soy Flour, Soybeans (Dry), Malta (Malt Syrup), Soy Fruit Crackers, Soybeans (Canned with Tomato Sauce), Madison 3 Minute Breakfast Wheat, Sanitarium Baked Beans, Steamed Whole Wheat, Malted Breakfast Crisps, Whole Wheat Fruit Crackers, Sweetened Whole Wheat Crackers, Soybeans (Canned Plain), Soy Cheese (Bean Curd), Madison Fruit Candy, Regulose (composed of Lactose and Dextrine). Write for descriptive literature."

Note 1. The company is now named "Madison Food Company."

Note 2. Many of Madison's publications about its foods are undated; this makes it very difficult to determine when a specific food was first made and sold commercially. Address: Tennessee.

915. *Los Angeles Times.* 1934. Bragg funeral set for today. Jan. 13. p. 6.
• ***Summary:*** Hermosa Beach, Jan. 12.–Caroline J. Bragg

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(of this city), mother of health lecturer Paul's Bragg, died Wednesday at age 68. Funeral rites will be conducted tomorrow (Jan. 14) at the Wee Kirk o' Heather, Glendale, at 2 p.m. "Interment will follow in Forest Lawn Memorial Park, with funeral arrangements in care of the Forest Lawn mortuary." She is survived by her husband, Robert E. Bragg, and four sons, "Paul C. Bragg of Los Angeles, John H. Bragg of 1837 North Alexandria avenue, Hollywood; James E. Bragg of New York City and Rufus A. Chappins (Chappius?) of Lancaster, Ohio."

916. *Naturopath and Herald of Health* (*New York City*). 1934-1944. Serial/periodical. Published in New York City by Benedict Lust, M.D. of the American Naturopathic Association.

• ***Summary:*** See next page. Preceding title: *The Naturopath.* This is Lust's professional magazine; *Nature's Path* is his popular magazine.

The bottom of the title page (Jan. 1934) begins: "A monthly magazine devoted to Naturopathy, the art of Natural Healing, and the Science of Physical and Mental Regeneration on the basis of Self-Reform, Natural Life, Clean and Moral Diet, Hydrotherapy (Preisznitz, Kneipp, Bilz, Kuhne and Just Systems), Osteopathy, Chiropractic, Mechano-Therapy, Heliotherapy (Sun, Light and Air Cure), Diet, Phytotherapy, Physical and Mental Culture.

Subscription per year $5.00 to all parts of the world, single copy, fifty cents; back copies of 'Naturopath,' 1902 to 1927 per volume, cloth bound, $10.00. Back volumes 'Nature's Path.' 1925 to current per volume, cloth bound, $6.00."

Note: This magazine was not published from June 1927 to Dec. 1933. This title starts with Jan. 1934 (Vol. 33, No. 1). This magazine is now published in a larger 8½ by 11 inch format, with fewer issues per issue and per volume.

Kirchfeld & Boyle. 1994. p. 208. The "Naturopathic Societies were served by *The Naturopath and Herald of Health*, which became the official publication of the American Naturopathic Association." Note that this periodical had this title previously from 1902-1915.

Note: The National College of Natural Medicine (NCNM in Portland, Oregon) has an excellent set of this magazine. Address: 236 E. 35th St., New York City (in Jan. 1934).

917. *Los Angeles Times.* 1934. Letter on life evidence in suit. Jan. 24. p. A12.

• ***Summary:*** "'Life doesn't always work out the way we want it to; it's always the unexpected that happens–and, after all, it's the unexpected that gives us the big thrills of life,' read an excerpt from a letter assertedly [allegedly] written by Paul C. Bragg, health lecturer, to 18-year-old Betty Thompson, musician, which became a part of the evidence in her suit to compel him to pay $100,000 damages.

"The case is proceeding before a jury in Superior Judge Sproul's court."

918. *California Health News* (*Hollywood, California*). 1934. Pioneer Otto Carque honored at well attended health banquet. Jan. 26. p. 10.

• ***Summary:*** "In tribute to Otto Carque for his noble work in teaching the science of natural living and laying the foundation so that it may become universal knowledge, this great emancipator was the guest of honor at a unique health banquet January 12, at Health Cafeteria, 217 West Sixth [St., Los Angeles]. The affair was sponsored by Charles Heiser of the Cafeteria, who introduced the master of ceremonies, Clarke Irvine. Over 200 attended, many be presented by the chairman, all offering testimony and appreciation of Carque and his work.

"After a pleasing introduction by his friend Dr. Philip Lovell of the [Los Angeles] Times, Carque spoke brilliantly in his usual beaming style, pointing to the great work accomplished by the health movement recently.

"'For the past 25 years,' Carque said, 'mankind has gone through severe historical upheavals which have laid the foundation for the awakening of a higher spiritual consciousness. A great step forward has been made in the advancement of civilization which will be put down in the history of mankind. I believe that the next 25 years will bring the fruits of our suffering and deprivations. This health movement has played a great part in the awakening of mankind and it should give us more power, mental and spiritual, to carry on further.

"'In order to perform this great work we must have healthy bodies; the closer we live to nature, the simpler food we eat, and the finer physical bodies we create, the sooner will we realize our dream of a greater and better civilization. Political and economic strife will be a thing of the past. Mankind will join in Universal Brotherhood and the instruments of war will be shown in the museums as relics of the past. (Applause.) I believe that the health movement has laid the foundation for this newer civilization.'

"From a digested report of the testimonials it appears that Otto Carque perfectly embodies the great spiritual teachings of the masters in his superb kindliness and love for humanity. He is an idealist, a profound thinker and his fame is not only local, he is known throughout the world for his illustrious work. Several splendid books stand to his credit.

"Mrs. Lillian Carque, who received much credit for her devoted efforts in assisting and inspiring her husband, asserted how much more delightful it was to see him being honored for his splendid work now, instead of after he passes, as is so often the case with celebrated men."

919. *Los Angeles Times.* 1934. Rows with girl over her mother cited by doctor. Jan. 26. p. A9.

• ***Summary:*** The self-proclaimed "doctor" is Paul Bragg.

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A $100,000 suit has been brought against "Dr. Paul Bragg, health lecturer and author," by pretty Betty Thompson, age 18 and a musician. When Bragg took the witness stand yesterday in Superior Judge Sproul's court, "he explained his romance was terminated through Miss Thompson's quarrels with him over her mother, Mrs. Cora Thompson.

"Dissension first arose between them in 1933, following their trip to New York via the Panama Canal, when Miss Thompson insisted that he send for her mother, he said." The trial will resume tomorrow.

Note: This is the earliest document seen (April 2010) in which Paul Bragg refers to himself as a doctor–"Dr. Paul Bragg." Of what is he a doctor? And where did he earn his degree.

920. Lust's Health Food Bakery, Inc. 1934. Lust's Almond Butter (Ad). *Naturopath and Herald of Health* (*New York City*) 33(1):28. Jan.
• ***Summary:*** A bold 1/3 page ad. "Pure. Delicious. Net. 10 oz. Put up exclusively by Lust's Health Food Bakery, Inc. One of the finest nut butters known in vegetable protein content. Manufactured for the health food store trade. Packed in 4 and 10 oz. jars; 1 lb., 2 lb. and 10 lb. cans. Wholesaler prices on request. Sample jar, 35¢ postpaid." Address: 309-311 E. 56th St., New York.

921. *Naturopath and Herald of Health* (*New York City*). 1934. Lust's Health Food Bakery, Inc. (Ad). 33(1):30. Jan.
• ***Summary:*** This small ad appears on a page titled "Directory of health aids" under "Health foods." "Every health store in the Eastern States uses and endorses our products: Whole wheat bread; Peanut butter–unroasted and roasted; Almond butter; Natural brown and white rice; Gluten diabetic foods; Soya bean bread and Soya flour, etc. A food list and order blank on request." Address: 309-311 E. 56th St., New York.

922. **Product Name:** Soy Beans Baked. Renamed Wonder Soy Beans by 1936.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1934 March.
Wt/Vol., Packaging, Price: 11 oz tin can.
New Product–Documentation: Battle Creek Food Co. 1934. Price list. March 1. "Soy Beans Baked, 11-oz. tin, $0.18."

S.S. Pierce Co. 1935. Spring and summer mail order catalog (Boston). p. 72.

L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Baked soy beans (canned)."

Photo of commercial soy products in William Morse's office. 1936. Price List. 1940. Soy Beans, cooked. 10 oz. can.

923. **Product Name:** Soy Gluten Bread (For the Diabetic–Canned).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1934 March.
Wt/Vol., Packaging, Price: Tin can.
How Stored: Shelf stable.
New Product–Documentation: Battle Creek Food Co. 1934. Price list. March 1. "Soy Gluten Bread, $0.35."

S.S. Pierce Co. 1935. Spring and summer mail order catalog (Boston). p. 72.

L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Soy gluten bread (in cans)."

Photo of commercial soy products in William Morse's office at the USDA shows a canned "Soy Gluten Bread (For the Diabetic)." 1936. Battle Creek Food Co. Price List. 1940. "In tin."

924. **Product Name:** Soy Bean Biscuit (For Diabetics).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1934 March.
New Product–Documentation: Battle Creek Food Co. 1934. Price list. March 1. "Soy Bean Biscuit, pkg. $0.60."

S.S. Pierce Co. 1935. Spring and summer mail order catalog (Boston). p. 72.

A.A. Horvath. 1935. *Food Industries.* Jan. p. 15. "Acceptance of soya flour depends on correct processing." A photo shows this product. The front panel text reads: "A low carbohydrate bread. Practically free from starch."

L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Soy biscuits."

925. *Los Angeles Times.* 1934. Retrial of $100,000 suit by girl set. April 2. p. A3.
• ***Summary:*** The original $100,000 lawsuit for betrayal brought by Betty Thompson against Paul C. Bragg, health lecturer, ended 6 weeks ago in a hung jury. The retrial is to take place today in Superior Judge McComb's court.

926. *Los Angeles Times.* 1934. Trial of damage suit against Bragg opens. April 4. p. A8.
• ***Summary:*** Retrial of the $100,000 damage suit brought by Betty Thompson, age 18, against Paul C. Bragg, health lecturer, got underway yesterday in the court of Superior Judge Smith. "Miss Thompson asserts betrayal. Bragg denied her assertions. The trial is expected to end today."

927. *Los Angeles Times.* 1934. Sprightly costume dance to

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flavor tea (Photo caption). April 5. p. A6.
• ***Summary:*** This photo shows two lovely young ladies fashioning sheer gowns with plunging necklines. The lower caption reads: "At a tea to be given this afternoon by Elizabeth Arden at the Ambassador [Hotel] honoring Dr. Bengamin Hauser of Vienna, a feature of the entertainment will be a dance in costume by Misses Ruth Piper and Jane Frances Mullen, two members of the Southland Society. These debutantes are pictured in a characteristic pose."

Note: He is now "Dr." Hauser, even though he never went to medical school and never was a physician with an M.D. degree.

928. *Chicago Daily Tribune.* 1934. He admits kiss; She gets $4,000 court award. April 6. 21.
• ***Summary:*** Los Angeles, California, April 5. [Special]– Betty Thompson, an 18 year old musician at the church of Rev. Aimee McPherson, was awarded a $4,000 jury verdict today against Paul C. Bragg, 70 year old lecturer and health exponent, in conclusion of her $100,000 damage suit against Bragg charging betrayal. "Bragg testified he had fallen in love with the girl and kissed her but denied further improprieties."

929. *Los Angeles Times.* 1934. Betrayal case decided for girl. April 6. p. A10.
• ***Summary:*** "Paul C. Bragg, health lecturer, was ordered to pay $4,000 to 18-year-old Betty Thompson, musician, Superior Court Judge Smith decided yesterday at the conclusion of her suit for $100,000 damages for asserted betrayal." A former trial ended in a hung jury.

930. *Los Angeles Times.* 1934. Friendship Club to meet. April 7. p. A14.
• ***Summary:*** Clarke Irvine, traveler and lecturer, will discuss Hawaii, Tahiti, and the South Seas today at the International Friendship Club (217 W. Sixth St.) at 7 p.m. Hula dancing, Hawaiian music, and South Sea paintings and exhibits will also be presented.

931. *Los Angeles Times.* 1934. Judgment case figure put in jail: Paul C. Bragg, health lecturer, charged with debt default. April 14. p. A10.
• ***Summary:*** Bragg was arrested late yesterday in Superior Judge Westover's courtroom corridor. He was charged on a bench warrant with being a defaulting judgment debtor. He was immediately taken before Judge Collier and held on $1,000 bail, then later locked up in the County Jail.

"The bench warrant was issued when Betty Thompson, who obtained a $4,000 judgment against him last week before Superior Judge Smith on grounds of betrayal, swore an affidavit yesterday that Bragg had transferred his personal property to the Life Food Products Company and advised her that he was going to leave the State and be gone for two years."

Bragg was in Judge Westover's court awaiting return of the jury in the trial of a suit against him brought by Norma Martin in connection with an automobile accident near Chehalis, Washington.

932. *California Health News* (*Hollywood, California*). 1934. House of Better Living improved. 2(8):3. April 20.
• ***Summary:*** "In a year the House of Better Living, conducted by Mildred M. Lager, food economist, 1207 West Sixth, Los Angeles, has become a rendezvous for women who are learning modern health methods.

"Miss Lager conducts three health cooking classes every Monday and Thursday, 1 p.m. She also has the 'Better Living' hour on KFAC, 7:45 a.m., Monday, Tuesday, Wednesday and Thursday. Her place on Sixth street has a regular exposition room for all sorts of modern health appliances, with a health food store in connection.

"This week she is opening a new library that lines almost one-half of the store. She is installing an air conditioning plant, which will insure fresh, cool air when it is warm. She recommends and uses scores of products from some of the largest manufacturers in the west, and, of course, distributes several hundred copies of *California Health News.*"

Note 1. This is the earliest document seen (Sept. 2009) concerning Mildred Lager in California (one of two documents).

Note 2. This article was published on the same day Mildred began her long-running column titled "Food Facts" in this periodical.

933. Lager, Mildred M. 1934. Food facts. *California Health News* (*Hollywood, California*) 2(8):9. April 20.
• ***Summary:*** This column begins: "Listen for Miss Lager's 'Food Facts and Recipes,' every Monday, Tuesday, Wednesday and Thursday, KFAC."

The column is about food combining: "All food is good but all items do not combine for the best digestion and assimilation. If your meal does not agree so well, be a bit more careful about your combinations... Attend Miss Lager's free 'Healthful Cooking Classes' every Monday and Thursday, 1:30 p.m., at The House of Better Living..."

Note 1. This is the earliest known installment of Mildred's long-running column "Food Facts."

Note 2. This is the earliest document seen (Sept. 2009) concerning Mildred Lager in California (one of two documents).

Note 3. At the top of page 1: "An impartial journal covering the Western states. No copyright. One dollar a year. 7,000 average circulation. 5¢ on news stands." Address: Food Economist and Director, House of Better Living, 1207 West Sixth, Los Angeles.

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934. *Los Angeles Times.* 1934. Hauser lecture to end series. April 24. p. 3.
• ***Summary:*** "'Vitamic Cooking' will be the subject of the special lecture to be presented by Dr. Bengamin Gayelord Hauser in the May Company roof garden theater today at 2 p.m."

He will focus particularly on the way in which good food can be prepared economically and will show how vegetables, fruits and nuts can be made to satisfy the most fastidious tastes.

This lecture will be the last in his series at the May Company in honor of the store's food fair.

935. *Naturopath and Herald of Health* (*New York City*). 1934. Classified advertisements. 33(5):158. May.
• ***Summary:*** Under "Health Foods" (the 1st category), we read: "Original Health Food Store, 236 East 35th St. New York City. Tel. LExington 2-1263. Complete catalogue on request. Advice free. 1,000 books on diet, reducing, Water-cure, etc. Herbs and health foods."

Under "Health Periodicals" (the 2nd category): "California Health News. Spokesman for western health activities. 7,000 [circulation] twice monthly. One year: $1.00. Clarke Irvine: Editor and publisher. Send five cent stamp for next issue. 2124 Hillhurst Ave., Hollywood, California."

Under "Health Resorts" (the 3rd category): "'Yungborn,' Butler, New Jersey. Best equipped, best conducted, healthiest, most delightful Nature Life spot in New Jersey. Outdoor life. Quiet. Secluded Well equipped sanitarium."

Note 1. This is the earliest document seen (Jan. 2008) that mentions "Original Health Food Store" clearly in connection with Benedict Lust. Lust in connection with Benedict Lust.

Note 2. "Yungborn" in Florida is not mentioned.

936. *Los Angeles Times.* 1934. "Times" building tops cake for world fair (Photo caption). June 1. p. A5.
• ***Summary:*** This photo shows a huge decorated cake with a portrait photo of Bill Baker inset in an oval at the right. The lower caption reads: "The giant fruit cake, shown below, is on the way to the world's fair in Chicago [Illinois] to take a prominent place in the California exhibit. Topped with a glowing replica of the new Times Building before a sunburst flanked with replicas of California wild flowers, the cake is nearly six feet tall and twelve feet in diameter, and weighs 350 pounds. An intricate frieze showing faithful replicas of twelve early California missions surrounds the upper layer. The cake was baked by Bill Baker (shown in the inset,) Ojai baker, who devoted six months' work to the piece. Every bit of it is edible."

Note: In 1933-1934 the Century of Progress Exposition was held in Chicago; it is sometimes called the Chicago World's Fair.

937. La Sierra Industries. 1934. La Sierra soy bean products: Perfect protein, high alkaline ash, low starch (Ad). *Health* (*Mountain View, California*) 1(3):30. June.
• ***Summary:*** "Add variety and new flavors to your menu with the following foods–soy cheese [tofu], soy milk, soy butter [like a soynut butter, non-hydrogenated], sandwich spread, canned soy beans, soy breakfast food, soy flour (raw), Mamenoka, Smoein, Soy-Co (beverage), soy oil, soy noodles, soy loaf.

"Low in price. Ask your health food store or grocer, or write to La Sierra Industries."

Note 1. This is the earliest document seen (June 2001) that advertises or markets tofu.

Note 2. This is the earliest dated publication seen (Sept. 2000) concerning La Sierra Foods and soy.

Note 3. This is the earliest English-language document seen (Dec. 2012) that uses the term "soy butter" to refer to soynut butter. Address: Arlington, California.

938. *California Health News* (*Hollywood, California*). 1934. Woman shows mothers how to feed family. 2(15):1, 3. July 27.
• ***Summary:*** The story of how Mrs. Sigan Jones founded Jones Grain Mill in about 1925. At the time, her husband as the manager of the new Grand Central Market in Los Angeles. She used a stone buhr mill, and this improved the flavor of flours and the health of thousands who have bought fresh stoneground grains from the famed Jones Grain Mill, 322 South Hill St., Los Angeles. A portrait photo shows Mrs. Jones. Address: Los Angeles, California.

939. Whitcomb, V.O. 1934. Re: Slow delivery to Carmel of bread made by Bill Baker of Ojai, California. Letter to Bill Baker, Ojai, California, July 31. 2 p. Handwritten, with signature.
• ***Summary:*** "Dear Sir: The loaf of Lima Bean Bread which you sent July 27th (Friday) Special Delivery, only arrived today (Tuesday) after being en route four days: 280 miles in four days, by Special Delivery!" He then criticizes the Republicans and the Post Office Department for their slow service. He has lived in Carmel for at least 15 years. Address: Dr., R.F.D. Box 130, Carmel-by-the-Sea, California.

940. Laming (W.C.) & Co., Ltd. 1934. Display ad: The sauce for epicures! Kikkoman, the sauce without vinegar. A product of the healthful soya bean. *Times* (*London*). Oct. 24. p. 17, col. 7.
• ***Summary:*** "Kikkoman is the only product of its kind in the world. Made from the wonderful Soya Bean, it is an important Health Food that should be included in everyone's diet. Kikkoman is a real tonic, appetiser and stimulant, increases vitality and is decidedly nourishing. Kikkoman adds to Soups..." Address: 29, Tooley St., London, S.E. 1.

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941. *Naturopath and Herald of Health* (*New York City*). 1934. State news: The American Academy of Health... 33(10):309. Oct.
• ***Summary:*** "... announces a series of lectures by Professor Paul C. Bragg of California. These talks were scheduled for October 3rd to 10th inclusive, at the Pythian Temple, New York City. As we go to press we understand the crowds have been flocking to these lectures and they are proving highly interesting and instructive."

942. Baker, Ivan. 1934. Meet for the meatless: Four hundred meatless entrées, lunch and supper dishes. London: Ivor Nicholson & Watson Limited. xii + 340 p. 19 cm.
• ***Summary:*** In the chapter titled "Beans," the author notes that "the new Soyolk, fine meal of the soya bean, is now obtainable at all health food stores" (p. 143). Address: London.

943. *Los Angeles Times.* 1934. Serve giant birthday cake. Dec. 2. p. E3.
• ***Summary:*** A photo shows a huge 5-layer, 1800-pound cake. Each of the bottom 4 layers is circled with candles–75 in total. On the top is a little red school house. Standing around the cake are (left to right) Joe E. Brown, Bill Baker (who created the cake), Jimmy Dixon (a local Chevrolet dealer who organized the picnic), and Eleanor Keller.

In the background are 200,000 children and their parents, in Griffith Park last Sunday (Nov. 25). For lead-up articles, see Nov. 10, 17 and 18.

Note 1. Two later accounts say that the cake was baked to celebrate the 75th anniversary of the public schools of Los Angeles. However a lengthy search found no such connection.

Note 2. Soyfoods Center has a photocopy (8½ by 11 inches) of another photo of this cake, inside a screen fence, with many children standing in the background, before cutting of the cake started.

944. Carqué, Otto. 1934. Vital facts about foods: A guide to health and longevity with 200 wholesome recipes and menus and 250 complete analyses of foods. 2nd ed. Los Angeles, California: Published by the author. 208 p. Index. 24 cm. [20+* ref]
• ***Summary:*** This so-called 2nd edition is identical to the first edition (1933) except that: (1) Two lines on the 2nd page of the Preface have been moved to the first page; both pages are unnumbered. (2) Two paragraphs, titled "Preface to the second edition" have been added to the end of the Preface and dated "November, 1934." The author's signature again appears at the end of the Preface.

Note: The first 5,000 copies were exhausted in about a year. Address: Los Angeles, California.

945. Four delivery trucks parked in front of Bill Baker's Ojai Bakery in Ojai, California (Photograph). 1934. Undated.
• ***Summary:***

This photo (see next page) was taken in 1934 from the center of the street facing Bill Baker's Ojai Bakery. The four trucks are facing toward the right. The license plates are all 1934 PC ("Pneumatic Commercial") which was standard for trucks. The two black Dodge trucks on the left were made between 1933 and Aug. 1935. On the side of each, in large white letters, is written: "Bill Baker's Lima & Soya Bean Bread."

The third truck from the left, longer and painted white, is a Model AA Ford, it was made between 1930 and early 1932. On the side near the top, in fairly large black letters, is written "Bill Baker's Lima Bean Bread." Below that, all on one line in smaller letters: "Soy Bean Bread–Whole Wheat Bread–Gluten Bread."

The truck on the far right, which is all black, a Buick (made 1921-1922), is the oldest of the four. A strip on top of the license plate says "3000 to 6000"–meaning the payload. It has the words "Ojai" and "Bread" visible on the side. The angle of the trucks relative to the camera enables us to see the front and most of one side of each truck. The front license plate on each of the trucks is legible.

In the background is a building with shops to the right and left of an open central gateway with a driveway under the arch. There are no signs on the left half. On the right half is a small sign near the top: "Ojai Bakery." Cypress trees grow at both corners of the building. A blowup of the image enables us to identify a tall, white, intricate sugar cake in the far right window of the bakery as the same cake shown at the right hand side of a 1934 photo, with Bill Baker standing behind it and with Pat Carsner standing beside Baker and behind another shorter cake.

Thanks to license plate expert Jeff Minard of Huntington Beach, California, for identifying the make, model, and license plate of each truck, and the year the photo was taken.

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California. Talk with Rose. 2004. July 18. Bill Baker owned these trucks, which he used to deliver his breads and other baked goods to Los Angeles, and to Ojai and Ventura County. One truck may have delivered to the Sansum Clinic in Santa Barbara. If you stood in the street and faced Bill Baker's Ojai Bakery at this time, it was on the right of a building which he owned, and which had a large gate in the middle and Mr. Burdick's music store on the left. Burdick rented his space from Bill Baker and lived in back of his music store in small living accommodations. When demand for his lima bean baked goods began to increase, Bill Baker took back the music store and installed a new lima bean bakery in that left half of the building.

946. Hauser, Bengamin Gayelord. 1934. Here's how to be

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healthy. New York, NY: Tempo Books, Inc. 48 p. 19 cm.
• ***Summary:*** A vegetarian cookbook about "health cocktails," the new international sensation made from raw fresh fruit and vegetable juices–with recipes. Instead of eating vegetables, you now drink them. Gives therapeutic uses of fruit and vegetable juices.

947. Pat Carsner and Bill Baker each standing behind a tall, elegant wedding cake (Photograph). 1934. Undated.
• ***Summary:*** See next page. Pat Carsner (an employee, dressed in a white shirt and cap) is on the left and Bill Baker (in a dark two-piece suit and tie) is on the right.

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California. Rose notes that Bill Baker–because he was very well known–created wedding cakes for many prominent people, especially when he was baking in Ventura, but also in Ojai. Pat Carsner drank alcohol more than Bill Baker liked him to.

948. Pretorius, Martin W.; Bournman, Lillian; Gillanders, Agnes White. 1934. Scientific feeding: A careful compilation of tried and approved health recipes arranged according to their respective classes, in order to assist the housewife who is interested in the health of her family to balance and prepare her meals scientifically and easily. 3rd ed. Hollywood, California: The Food Chemistry Educational Institute. 112 p. Index. 27 cm.
• ***Summary:*** Contents: Instructions for using this book. Proteins: Section I. Nuts, legumes (beans, peas, lentils, soy beans), meats, cheese, eggs, meat substitutes, fish and sea foods. Alkalinizing foods: Section II. Fruits, vegetables, cooked vegetables, vegetable salads, vegetable juice cocktails. Carbohydrates: Section III (Starches and sweets). Dried fruits, vegetable gelatin dishes, starches (cereals, breads, cakes, etc.), candies (made from dates, honey, preserves, etc.), natural starches (bananas, potatoes, etc.), ice cream. Hydrocarbons: Section IV (Fats and oils). Avocado calavo recipes, salad and other dressings.

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Note 1. This is not a vegetarian cookbook: It contains many recipes for red meat, poultry (p. 23-26), fish and sea foods (p. 45-48). However it also contains many recipes for meat substitutes.

Note 2. The text of this book is printed on only the front side of each page. The paper in each section is a different color (pink, light blue, yellow, etc.). Each of the recipes is numbered sequentially from 1 to 719. But a few pages (p. 74-A) and recipes (474C, 478A) seem to have been added at the last minute.

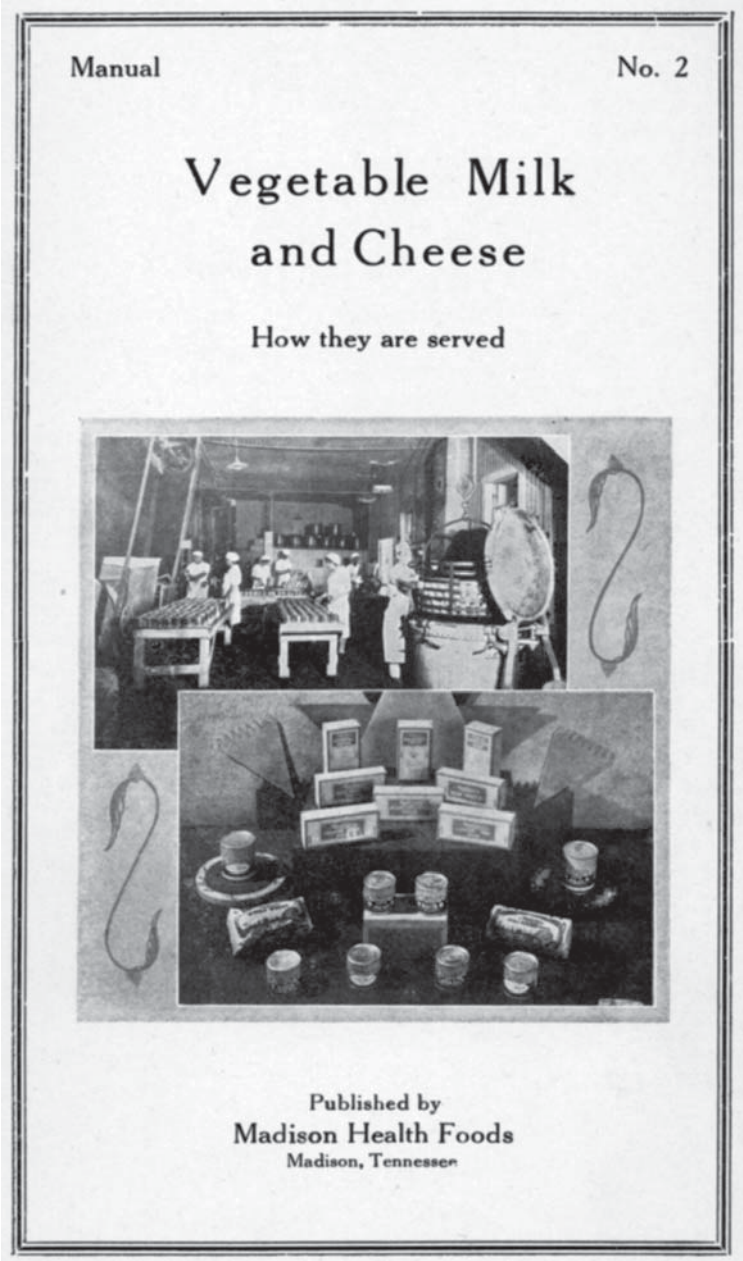
Note 3. Martin W. Pretorius (whose portrait photo appears on the title page) was the pen name of Martin Wessels (born in 1905).

Note 4. As of Sept. 2004, neither the 1st nor 2nd edition of this book is owned by any library in the USA. Address: Director, The Food Chemistry Educational Inst., P.O. Box 1857, Hollywood, California.

949. Madison Health Foods. 1934? Vegetable milk and cheese. How they are served. Manual No. 2. Madison, Tennessee. 21 p. Undated. 22 cm.

• ***Summary:*** See next page. Contents: Introduction. Composition of the soybean. Soybean–A food for infants. Salads: How to make a perfect salad (20 recipes, including 11 with soy cheese [tofu] and 7 with grated soy cheese): Tomato, pineapple, cheese salad (with grated soy cheese). Jellied soy salad (with grated soy cheese). Waldorf cheese salad (with grated soy cheese). Raisin and soy cheese salad (with grated soy cheese). Almond and soy salad (with grated soy cheese). Sliced fruit and cheese salad (with soy cheese). Soy peach salad (with grated soy cheese). Tomato and soy salad (with soy cheese). Baked apple with soy sauce (with grated soy cheese). Pineapple and cheese salad (with grated soy cheese). Apple, carrot and soy salad (with grated soy cheese). Soybean salad (with whole soybeans). Soybean sprout salad (with soybeans sprouted until the sprouts are about 2 inches long). Cold sliced curd (with thin-sliced soy cheese). Potato soy salad (with grated soy cheese). Stuffed egg with soy cheese. Vegetable soy salad (with grated soy cheese). Cheese, cantaloupe, and tomato salad (with grated

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soy cheese). Mock chicken salad (with grated soy cheese). Pea soy salad (with grated soy cheese).

Sandwiches (9 recipes, incl. 5 with soy cheese and 4 with grated soy cheese; one recipe uses Vegex). Cooked vegetable dishes with soy cheese (40 recipes, all use soy cheese except 2 which use soybean puree). Other soy dishes (3 recipes). Desserts (1 recipe for Soy cream custard, with soy milk). Diabetic foods (4 recipes, each using soy meal [flour]). Soups (5 recipes, using soybeans, grated soy cheese, and soy milk or soybean milk). Breakfast dishes (4 recipes, using canned soybeans, soy meal, or grated soy cheese).

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "grated soy cheese" to refer to grated tofu.

On the last page (inside back cover) are listed "Products for sale by Madison Health Foods Inc. (Madison, Tennessee): Soy cheese, 14 or 30 oz. Soy beans, 14 or 30 oz. Soy milk, 14 or 30 oz. Soy meal, 5 or 10 lb. Also many other health products. Write for information and prices."

Two photos on the cover show: (1) Students at work inside the Madison food factory, with two long tables and a retort cooker. (2) Various food products made by the company.

Note 2. Although this booklet is undated, the two photos on the cover appear in the *Madison Survey* issue of 14 March 1934 (p. 31). Address: Madison, Tennessee.

950. Baker's (Bill) Lima Bean Products. 1935. Bill Baker's original Lima and Soya Bean Bread: Toast and wafers (Ad). *California Health News* (*Hollywood, California*) 3(1):2. Jan. 11.
• ***Summary:*** "Shipped to any part of the United States. At all health food stores and better markets in the West." Address: Ojai, California. Phone: AN. 18425.

951. *California Health News* (*Hollywood, California*). 1935. Aluminum poison menaces humanity! Kitchen ware is being discarded. Ulcers, colitis, cancer and other troubles traced to use of common cooking utensils. 3(1):1, 12. Jan. 11.
• ***Summary:*** "If you cook in aluminum utensils you are jeopardizing the health of your family!" Within a few years the aluminum pan "will be relegated to the trash heap along with vaccination and a few other present-day mistaken ideas."

952. *California Health News* (*Hollywood, California*). 1935. Hauser, master of food science, is here again. 3(1):1, 14. Jan. 11.
• ***Summary:*** "Just before going to press, information was received from Hauser headquarters that Bengamin Gayelord Hauser, popular authority and internationally famous writer on diet and health topics, who arrived in Los Angeles last week from eastern campaigns and his European summer trip, will lecture here at Trinity auditorium on January 15th, 16th and 17th, at 8 p.m. (That's Tuesday, Wednesday and Thursday.)

"This is his first public appearance here in the past two years, his 1933 lectures being by invitation only.

"The past season has been a banner one for the Hauser organization, the most important development in his great work being the signing by King Features syndicate for a daily article, now appearing in most important American newspapers.

"His sparkling column has proven a great success, indicating that the world is greedy for practical information

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on food science."

A large photo shows Bengamin Gayelord Hauser. Caption: "His teachings are changing nations!"

953. *California Health News* (*Hollywood, California*). 1935. Latest news: Carque dies. 3(1):1. Jan. 11.
• ***Summary:*** "Otto Carque, dean of healthmen, of Los Angeles, struck by an automobile Sunday night as he was leaving Stop & Shop Health Food Store, Hollywood, died at General hospital early Thursday morning. He was 69 years old and leaves his widow, Lillian Carque. Next issue will carry his complete life story."

Note: This announcement, in large bold letters, appears in the lower right corner of the front page, surrounded by a bold border. Apparently the sad news arrived just as the issue was going to press.

954. *California Health News* (*Hollywood, California*). 1935. Carque's funeral. 3(1):2. Jan. 11.
• ***Summary:*** Inside a bold border we read: "From Hollywood Cemetery Chapel, 6000 Santa Monica Boulevard, 2:30 p.m. Saturday, January 12. Service conducted by Clarke Irvine."

955. *California Health News* (*Hollywood, California*). 1935. Leading health food stores' directory. 3(1):2. Jan. 11.
• ***Summary:*** Gives the name, address, and phone number of health food stores that distribute *Health News* in the following California towns and cities: Alhambra (1 store). Beverly Hills (1). Burbank (1). Glendale (2). Hollywood (9). North Hollywood (1). Huntington Park (1). Long Beach (3). Los Angeles (13). Pasadena (4). San Diego (3). Santa Barbara (1). Santa Monica (2).

956. *California Health News* (*Hollywood, California*). 1935. Book list: All prices include postage (Ad). 3(1):13. Jan. 11.
• ***Summary:*** "Hauser's works: *Food Science and Health,* $2.10. *Harmonized Food Selection,* $2.10. *Types and Temperaments,* $2.10. *Dictionary of Foods,* $2.60. *Keener Vision Without Glasses,* $2.60. *Child Feeding,* $2.50. *Health Day,* $1.10.

"Skipper Irvine's *Health,* With Remedies and Recipes, regular 75¢, with an acid-alkaline food chart, 10¢; total 85¢. Special, only 50¢.

"Aluminum Poisoning–by Dr. Charles T. Betts, who discovered in 1913 the damaging effects of aluminum cooking utensils. Price $2.50 postpaid. Cloth, 250 pages." Address: Hollywood, California.

957. Live Food Products Co. 1935. At last! The perfect vegetable juicer arrives from Europe (Ad). *California Health News* (*Hollywood, California*). 3(1):13. Jan. 11.
• ***Summary:*** Contents: Drink your way to health. Put life into your blood. Live Food Juicer no toy. "Famous health specialist endorses juicer. Paul C. Bragg, nationally famous health lecturer, says 'It's the greatest invention that has come to the health world in 150 years. Send for free booklet and health cocktails. Machine sent postpaid on receipt of $5.95." A photo shows the hand-turned juicer, with a stalk of celery in the hopper and many vegetables on the table. It looks and works quite like a hand-turned meat grinder.

Note: This is the earliest English-language document seen (July 2021) that contains the term "vegetable juicer" used generically (see title). This is also the earliest English-language document seen (July 2021) that mentions the "Live Food Juicer" or that uses the word "Juicer" in the brand name of a commercial product. Address: P.O. Box 428, Burbank, California.

958. *Los Angeles Times.* 1935. Obituary: Otto Carque. Jan. 11. p. 17.
• ***Summary:*** "Final rites for Otto Carque, 69 years of age, food scientist and fruit shipper, who died Wednesday [Jan. 9] from traffic accident injuries, will be conducted at 2:30 p.m. tomorrow at the Hollywood Cemetery chapel. Cremation will follow and his ashes will be scattered over the Hollywood hills. Mr. Carque was responsible for the development of the Black Mission fig. He leaves his widow at the family residence, 1315 Maple avenue."

959. *Los Angeles Times.* 1935. Official death list. Jan. 17. p. 15.
• ***Summary:*** Otto Carque, age 69, died in January. Address: N.D. [Naturopathic Doctor].

960. Bragg, Paul C. 1935. A tribute to my teacher, Otto Carque. *California Health News* (*Hollywood, California*) 3(2):7. Jan. 25.
• ***Summary:*** "News of the death of Otto Carque fills me with a sense of great personal loss. I mourn his passing as I would that of a brother. He was my friend and teacher. He it was who inspired me to carry over the United States his rules for health and longevity. Any degree of success which has followed my efforts is due largely to his encouragement and instruction. He was the most distinguished pioneer in the field of 'health promotion through the eating of natural foods only.' He lived and worked for an ideal–that God's foods should not be polluted, should not be profaned–and never once did he forsake that ideal for gold. He pointed out to thousands of sick and discouraged people the road to buoyant health. He lived a noble life, gathered lasting friendships, and the respect of all with whom he came in contact. To his foresight, courage, and ability, all who are engaged in health work must acknowledge a debt of lasting gratitude." Address: Burbank, California.

961. Brown, Eugene Wadsworth. 1935. "Auf Wiedersehen." *California Health News* (*Hollywood, California*) 3(2):7. Jan. 25.

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• ***Summary:*** "(Inspired at the bier of Otto Carque, Jan. 12, 1935).

We stand in reverent mood, my friend, beside his sacred bier. / We breathe a prayer, yet do not grieve, nor do we shed one tear. / We know this is not death for you, you live–a fuller life, / Above the world's impatient din; above its toil and strife.

"We've known you long, we've loved you well, as sincere, brave and true; / We feel our loss e'en more because God made so few like you! / God gives thee surcease from thy toil; He gives thee peace and rest. / You've given love–love flows to you from all who knew you best.

"We see the calm, we see the light, which rests upon thy face; / We miss you more because we know there's none to fill your place; / Still, we'd not wish you back again, go on–to higher planes, / 'Tomorrow' we shall pierce the veil, and clasp they hand again." Address: N.D., D.C. "Brown the Bread Man".

962. *California Health News* (*Hollywood, California*). 1935. Late bulletin. 3(2):3. Jan. 25.
• ***Summary:*** "Mrs. Carque has assured *Health News* that she will carry on with the Carque Company and his ideals."

963. *California Health News* (*Hollywood, California*). 1935. California Health Hotel (Ad). 3(2):5. Jan. 25.
• ***Summary:*** "Rates by week only. Fasting. Milk diet. Drugless treatment. Write for literature. Charles Sanford Porter, medical director. G. Le Roy Dale, health director. Edward M. Nelson, business manager." Address: 3261 Overland Ave., Palms, Los Angeles. Phone: SE. 2323.

964. *California Health News* (*Hollywood, California*). 1935. California owes Carque huge debt. 3(2):5. Jan. 25.
• ***Summary:*** "A quarter of a century ago black mission figs were almost unknown, but today many tons are sold all over the world as a valuable adjunct to the modern diet. Tons are used in candies, cookies, and so on.

"All this is due to the knowledge and efforts of Otto Carque, promoter of this wonderful food through his writings, lectures and huge mail order fruit business. Wherever fruit is grown and dried in California the name of Carque is a household word, and an asset, for Carque checks have put money in many a rancher's house up and down this coast.

"When he arrived here in 1905 with his life's work ahead of him, he had one idea, to market to the world the delectable dried fruits of California–richest in such yields–so he began with the lowly black fig. And he succeeded, as everyone in the trade knows.

"Ambitious to supply America with safe foods, in 1905 at Los Angeles, he organized the Carque Pure Food Co., and for 30 years has built up a name that stands for rational diet.

"His foundation was an education for business, starting in the wholesale grocery trade. He liked chemistry, specialized in food chemistry, all of which helped him in California, where he is acknowledged as the one who popularized the black mission fig, one of man's finest foods.

"His three decades in California were valuable to the world as well as to California."

965. *California Health News* (*Hollywood, California*). 1935. Vegetarians increase. 3(2):5. Jan. 25.
• ***Summary:*** As the standard of living rises the vegetarian tendency increases, according to a recent survey of meat preferences covering 16 representative American cities.

"The census disclosed that two thirds of the native white population has beef first on its marketing list, with pork, lamb, and veal in order. About 5 per cent use no meat at all, it seems that as intelligence increases mankind uses less flesh food, to his advantage, of course."

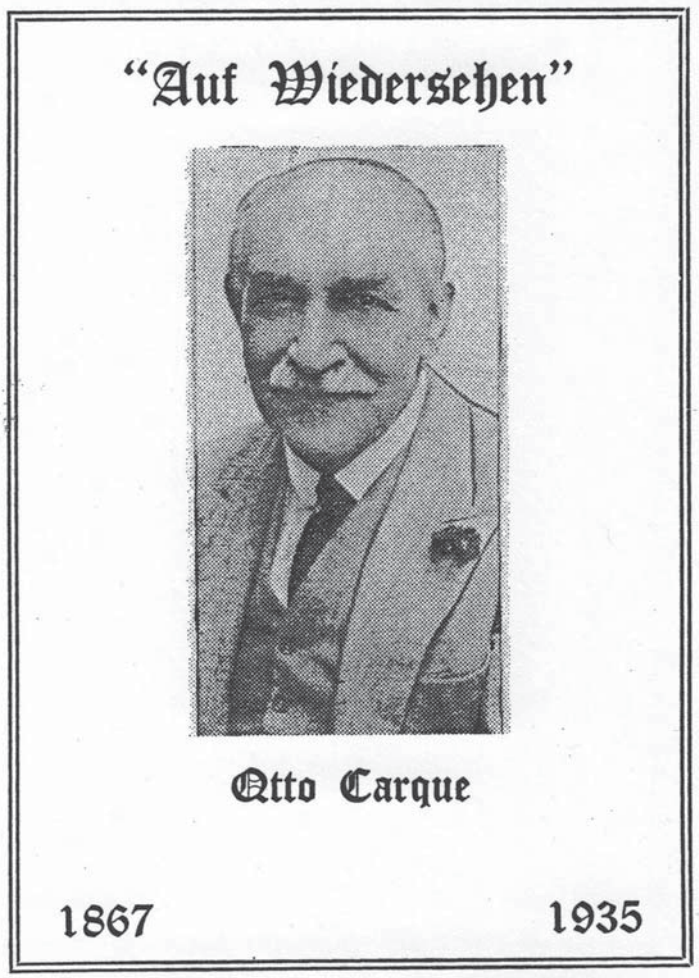
966. *California Health News* (*Hollywood, California*). 1935. Academy honors Carque. 3(2):5. Jan. 25.
• ***Summary:*** "At the last meeting of the California Academy of Health, where Carque was always a welcome guest and friend, a silence of one minute was observed in his memory.

"Clarke Irvine, founder of the organization, always declared that his entry into health educational work was due in a great measure to the inspiration of Carque."

967. *California Health News* (*Hollywood, California*). 1935. In memory of our beloved friend. 3(2):6. Jan. 25.
• ***Summary:*** See next page. In the center of this full page memorial is a large portrait photo of Otto Carque (1867-1935) titled "Auf Wiedersehen" [Goodbye]. Surrounding it are the names (and usually addresses) of 77 companies and individuals involved with health foods who wished to say goodbye. These include (listed alphabetically): Alvita Products, American Health Food Stores, Lima and Soya Bean Products (Mr. and Mrs. Bill Baker), California Food and Health Service (5 entries), California Health Food Store, California Health Hotel, Lillian Carque, Cubbison Cracker Co., Inc., Dr. Harry & Lucy Finkel, Defensive-Diet League of America, Health Cafeteria, Health Foundation of California, House of Better Living (Mildred Lager, 1207 West Sixth), Hygienic Food Co., Dr. Philip M. Lovell, Dr. Benedict Lust and staff, Oakland Health Food Store, The Old Mill, Paradise Health Resort, Martin W. Pretorius, Richter's Live Food Cafeterias, Rosenberg's Original Health Food Store (San Francisco), Santa Monica Health Food, Sexauer Natural Food, Vegetarian Cafeteria and Bakery (San Diego) [San Diego's Health Food Center, C.A. Thompson, proprietor; 1125 Sixth St. Phone F. 2744 {see p. 15}].

Note: This is the earliest document seen (July 2021) that contains a directory of health food stores and individuals in the United States.

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968. *California Health News* (*Hollywood, California*). 1935. Hundreds of tributes sing Carque praises. 3(2):12. Jan. 25.
• ***Summary:*** "The truth is that really great men are never justly honored until after their passing is graphically illustrated in the death of Otto Carque. Mrs. Carque and *Health News* have received hundreds of letters and a few telegrams from all over the country extolling the virtues of this humble man who spent over 30 years in an endeavor to make life safer and better for all mankind..." Here are a few:

In a letter to "Dr. and Mrs. Harry Finkel, Dr. Benedict Lust, editor of *Nature's Path*, said: 'There is one man who had no enemies.' He well remembered the day Carque landed from Mannheim, Germany, in 1887. He was associated with Dr. Henry Lane, in New York, father of iridiagnosis in this country. He mentioned how Carque worked hard, overcame many struggles, published his first book, 'Foundation of Food Reform,' later challenging Arthur Brisbane on vegetarianism, and became nationally known–but never mentioned it.

"'In 1915 we raced on the beach at Venice,' he wrote, 'and Otto won. He was always in fine shape. I loved him like a brother. Please express to all out west the sympathy of his many friends in the movement in New York.'"

"Bengamin Gayelord Hauser (from the platform)–Otto Carque was always at my lectures and we miss him tonight–all of us. He inspired me and you. When I came here he said, 'I am for you–you're just what America needs, you tell them.'"

969. *California Health News* (*Hollywood, California*). 1935. Destiny gave romance to life of Carque. 3(2):13. Jan. 25.
• ***Summary:*** "Nine years ago [ca. 1926] the threads of Otto Carque's destiny pulled him to New York on a lecture tour–and there he met his wife, Lillian.

"Mrs. Carque subsequently came to California, married Mr. Carque [on 6 Nov. 1927], heretofore an inveterate bachelor, at his ripened, yet youthful, age 61. He considered this the most important event in his career, ardently maintaining that 'the cosmic forces brought us together at a time the world was ready to receive a much needed message.'

"So together in the spirit of love and service Otto Carque, with a vigor reinforced by the sincere and earnest spirit of co-operation of a congenial and loving companion, ventured forth anew, continuing to persevere in his unswerving policy of dietetic and pure food merchandising activity."

970. *California Health News* (*Hollywood, California*). 1935. Carque lived in West 30 years. 3(2):13. Jan. 25.
• ***Summary:*** "Although he came here [to California] first in 1889, nearly half a century ago, it was not until 1905 that Otto Carque made the Golden State his permanent residence.

"'In 1889 I struck my beloved California for the first time,' he said in a recent interview. 'I returned to Germany, came back to America for the World's Fair (1893), lived in New York for a few years, and then in 1905 I went out to Los Angeles, where I have lived ever since.'

"Carque seldom spoke of his personal life or history. It is believed that he has one sister in Germany. He had no children. He thought that there was too much needed work in the world for one to talk about himself; to desire things and diversions; too much suffering to waste time enjoying personal pleasures. His great joy was work."

971. *California Health News* (*Hollywood, California*). 1935. First Carque visit told by woman editor. 3(2):15. Jan. 25.
• ***Summary:*** "Mabel K. [Kennedy] Alspaugh, publisher of Oregon's Health Herald, relates an interesting incident when she first met Otto Carque here.

"'I shall never forget it,' she writes, 'for it stands out like a beacon in my eventful life with the health movement. I made a trip to Los Angeles to gather information in regard to natural food and living. So, of course, I felt that I must see

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Otto Carque.

"'Reluctantly I went into the office and asked for him, half expecting to be told that Mr. Carque was busy. But no, they set out to find him. I was a little surprised when I looked at him, but I tried not to show that I had expected a man full of dignity and the other things that accompany it. He was so friendly, genial and kind, that I fell in love with him on the spot. We visited for an hour, and all of the time he made me think that he was the flattered one, and not myself!"

Also on this page is a poem of tribute to Otto Carque by Mrs. Alspaugh.

972. *California Health News* (*Hollywood, California*). 1935. Carque optimistic while facing death. 3(2):15. Jan. 25.
• ***Summary:*** "Although suffering intense pain with broken ribs, damaged lungs, possible skull fracture, general cuts and bruises, and terrific shock racking his body, Otto Carque, 68, but with the body of a man 20 years younger, according to physicians, carried on business details. He saw his wife and a few intimates during the four days from his accident to his death, which was painless. He passed two terrific crises, then entered a coma. He talked, joked, and even revealed a new food formula, little realizing that he would never rise again.

"Mr. Carque's indomitable spirit remained with him to the end. The morning after he was injured he declared to his wife: 'Oh, I'll be out tomorrow.' He went out, all right, but in a larger way than even he realized. Carque never was pessimistic or downcast. No matter what happened he was always happy and his spirit was buoyant."

973. *California Health News* (*Hollywood, California*). 1935. Natural foods saved Carque: But unnatural living took him off prematurely at only 68. 3(2):17. Jan. 25.
• ***Summary:*** "Like many healthmen, Otto Carque worked for the emancipation of man; sought his release from machines, stores, offices; worked always to help man back to the land, away from unnatural foods and modes of life, and strangely enough, although his life was preserved through natural foods and living habits, it was an unnatural death, a tragic accident, a violent death that ended his career of good work.

"In any company Carque was the healthiest individual around–yet he ate less, remained a vegetarian, used no liquor, tobacco, drugs or stimulants, and retained his buoyancy of mind and body until the very end.

"His boyish body was like a trim organic machine with few spare parts; usually bronzed, hard and enduring like the sturdy mountains that he so dearly loved to climb.

"Born in Germany near the French border, of French blood, Carque lived half his years with a smile on his face–no wonder he always beamed. Handicapped with a weak physique, he early took up physical culture. It restored him, along with right living and natural foods, which he found remedied his acute constipation. When quite young his mother died–'because of the doctors,' he claimed, causing him to reflect upon health, disease and death, which in time wrought the mighty brainpower that carried him down through the years in his work for humanity.

"At 28 he was a vegetarian, lived 15 years on raw foods, then fresh fruits and vegetables, varied occasionally with eggs, cheese and nut butters, unroasted, sustained him in arduous endeavors."

974. *California Health News* (*Hollywood, California*). 1935. Dr. Pietro Rotondi (Ad). 3(2):17. Jan. 25.
• ***Summary:*** This tiny ad states: "Hours 2 to 5 and by appointment. Residence calls: GR. 4492. Free health lectures. Mondays. 7:45 P.M." A small portrait photo shows Rotondi. Address: 1633 N. Argyle, Hollywood [California].

975. *California Health News* (*Hollywood, California*). 1935. Health News digs up interesting snaps of Otto Carque (Photo caption). 3(2):18. Jan. 25.
• ***Summary:*** This is a collage of 7 photos showing Otto Carque. In the top five photos he is wearing a hat. The lower caption and the story below that caption describes some of them, as follows (from top left): (1) On 11 May 1913 at Strathmore, standing in front of a grove of orange trees. (2) "He was an outdoor lover and was interested in agriculture, at one time owning a ranch near San Jose, where he is seen... coming down the steps of 'Villa Schultz,' on which he wrote about 1925." (3) Standing at the foot of a huge cross, on top of Mt. Hollywood, which he has just scaled. (4) Standing by a stream in a pretty canyon, in a dress suit and hat [circa 1925], "taken on one of the Wanderluster club hikes, led by Paul Bragg a few years ago. Skipper [Clarke] Irvine, Fred Hirsh, Bragg and Carque were cronies on these old Wanderluster trips." (5) Standing in front of some tall yucca plants, inscribed by himself: "Among the Century Plants–Porterville Park, Tulare Co., May 11, 1913." (6) With a group of about 20 men sunbathers, each with a white towel around his waist, "in a Los Angeles sunbath. You will recognize Mr. Carque, Charles James, and 'Daddy' Riecken, who formerly lived with Carque." (7) Five men and a dog standing around a delivery truck, "his early business wagon, probably around 1912, with a group of healthmen." Carque, with a large mustache, nearly bald head, and dark suit, appears to be standing by the rear corner of the vehicle. On one side of the truck is written "Carque's Pure Foods" in white letters. Note: It is hard to tell whether or not the wagon was motorized.

The caption below this collage reads: "Great men are unassuming and always seek the background, but fortunately several friends of the genial Otto sent these early-day pictures [some of] which show him over 20 years ago" [i.e. before 1915].

976. *California Health News* (*Hollywood, California*). 1935. Vinegar indicted often by Carque. 3(2):18. Jan. 25.

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• ***Summary:*** "Writing, teaching and selling thousands of boxes of dried fruits, Otto Carque undoubtedly changed the lives of millions all over the world; he made them realize the folly of trying to maintain health on unnatural foods."

In his book *Natural Foods: The Safe Way to Health* (1925), Carque indicts vinegar. "Like all alcoholic beverages, it is positively injurious to the digestive organs... The annual production of fermented cider in North America and Europe amounts to over 600 million gallons This is an enormous waste of good food material, for the valuable fruit sugar is converted into alcohol during the process of fermentation. Unfermented apple juice can be easily preserved" by canning.

Americans spent $10,000,000 for vinegar in 1924! "Vinegar has no place in the rational dietary... Health-minded folks never use vinegar."

977. *California Health News* (*Hollywood, California*). 1935. Carque was one of 41 killed. 3(2):18. Jan. 25.
• ***Summary:*** In the first 21 days of January in Los Angeles, 41 people died and 989 were injured in 763 traffic accidents–according to a *Health News* survey of L.A.'s traffic records. "Mr. Carque was struck, tossed several feet, run over and dragged. The car had to be lifted off of him, according to J. Lowenthal of Stop and Shop Market, where Carque had just left. He helped lift the car. Mr. and Mrs. Lowenthal closed shop, followed their injured friend to Hollywood emergency hospital, where first treatment was rendered."

978. *California Health News* (*Hollywood, California*). 1935. Many attend Carque funeral: Dean of healthmen mourned by the pioneers of nature-cure. 3(2):19. Jan. 25.
• ***Summary:*** "At a simple funeral, several hundred paid last tribute to Otto Carque, grand old man of the health movement in America, on Saturday, January 12, at Hollywood cemetery chapel, Skipper Clarke Irvine conducting the service, which followed natural philosophy.

"The plain gray coffin, humble as its occupant was in life, rested before beautiful flowers banked to the ceiling. Appropriate music included violin solos by Edward Babson, and piano and vocal solos by Miss Mayes Donoho, friends.

"Mr. Irvine, an old friend, sketched briefly the life and work of Mr. Carque, told of the survival of the spirit, how such a man must live on, and that those remaining should make his work their work; to do good and to teach about health and pure foods.

"Dr. Philip M. Lovell told how 'He'd want all of us to carry on the work. His purpose was not to acquire wealth, but to help humanity.'

"He mentioned Carque's huge task, investigating, writing all his manuscript in longhand, in perfect English, editing being unnecessary.

"'He was simple, naive, humble, yet capable of discussion in any field of knowledge,' he declared. 'He preached food reform, lived to see it come true. It's a pity he had to go so quickly–he was good for many more years. Work was his joy–from 7 a.m. to 10 and 11 p.m.–working for others, never for Otto Carque, and many are getting the benefit of his labors. They know him everywhere that Nature-cure is known. He left life as clean and wholesome as he found it, and in spite of all his fame he left it almost penniless!'

"Charles James, who made his home with Carque, told of his contact, painted a glowing picture of the man himself. 'I've known no more lovable, gentler soul,' in a voice that revealed profound sorrow.

"He related an incident at Christmas in a department store that well pictured the spirit of Carque, how they were searching for a Santa Claus, and spying Otto with his beaming face, approached him and said, 'Here–you're just the man! We want you to be Santa Claus.' Mr. James read his farewell poem, printed elsewhere.

"Dr. John Clough of a Theosophical school where the Carques were students, told his views on the continuance of life, the immortality of the soul and that there should be nothing sad about death. 'He will come again,' he reassured.

"The body was viewed, many old friends and associates being visibly affected. Cremation followed, the ashes to be scattered by Skipper Irvine on the Hollywood hills, so dearly loved by Mr. Carque, simple-souled friend of mankind."

979. *California Health News* (*Hollywood, California*). 1935. Carque killed in safety walk. 3(2):19. Jan. 25.
• ***Summary:*** "Otto Carque, 68, for over 30 years an international authority on health and food reform, died in general hospital, Los Angeles, shortly before midnight on Wednesday January 9, from injuries incurred the previous Saturday at 11 p.m., when struck in a crossing by an automobile driven by Mildred Methmann, on Santa Monica boulevard, near Western.

"Mrs. Methmann, 5423 Barton Way, was not held. At the inquest she testified that she did not see Mr. Carque; all she knew was that a large shadowy object suddenly loomed before her and then an impact–yet she drove in a lighted business district, and the 'shadow' was in a pedestrian 'safety' crossing.

"Mr. Carque, of French descent, who lived in Los Angeles, was born July 11, 1867, in Alsace-Lorraine, lived in Mannheim, Germany from where he migrated to America." "He was one of 41 killed by car in Los Angeles in only 21 days!"

Note: Carque was born on July 11, 1866, not 1867. He was born in Wiesloch, Germany, not in Alsace-Loraine, then had moved to Mannheim, Baden Wuerttemberg, Germany by 8 April 1892.

980. *California Health News* (*Hollywood, California*). 1935. Carque ideal was unsulphured fruit. 3(2):20. Jan. 25.

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• ***Summary:*** "Only a few years ago every packet of dried fruit emanating from California was sulphured, except prunes and raisins, dark fruits that need no bleaching chemical.

"When Otto Carque came here at 38, versed in food chemistry and aware of the damage being done the great American stomach through this commercial process, he had an ideal–to put out California fruits safe and without sulphur.

"As everyone who uses dried fruits today knows, he succeeded in placing the official ban on this dangerous practice. The uninformed always ask 'why no sulphur?' Sulphur produces sulphurous acid, which spoils the true flavor, bleaches it, harms the kidneys and lessens the red corpuscles, thus reducing immunity to illness, and generally undermining health. It kills bugs but preserves the color, like an embalming agent–so who wants to eat embalmed fruit!

"This revelation was made by the late Dr. Harvey W. Wiley, friend of Carque, so he carried on the work, eliminated chemical treatments, and perfected dehydration at 140 instead of scorching."

981. *California Health News* (*Hollywood, California*). 1935. Carque knew. 3(2):1. Jan. 25.
• ***Summary:*** "Fifty per cent of our foods are not good for us. Annually American spends ten billion dollars for food. Five billion of it is wasted money."

Note: This text appears in the lower right corner of the cover, and is surrounded by little stars. At the top center of the front page: "Carque Memorial Number."

982. Carque, Lillian. 1935. Character sketch of Otto Carque. *California Health News* (*Hollywood, California*) 3(2):7. Jan. 25.
• ***Summary:*** "Those who worked intimately with Otto Carque were at once impressed with his distinct simplicity of character, his humble bearing, typical of all true great men whose demeanors are always devoid of pride or arrogance, yet his personality radiated a charm that was singularly pleasing–an honesty and integrity that was truly genuine.

"Patience and self-control were part and parcel of the very depth of his soul. Never had he been known to utter an angry word, to speak without the utmost charity, mercy and consideration. This he termed conservation of vital force, ardently maintaining that a strenuous amount of nerve force is dissipated in fear, anger, hatred, jealousy and envy.

"An inherent faith in his ultimate victory over whatever obstacles impeded his progress in the difficult sphere of food reform–not even the greatest of upheavals could disturb his equilibrium. He stood there like a mighty mountain–poised and fearless, like a shining star out of the darkness of night and ignorance, holding up the torch of enlightenment. It mattered not how difficult the task–how cluttered and roughshod the path, he ventured forth unafraid, persisting in the life-duty he had deliberately chosen: offering for public consumption wholesome unadulterated foods.

"His vision and idealism left him unshaken, enabling him to be of greatest usefulness not only in his pure food merchandising activity, but in the realm of rational dietetics and practical food research. The various publications from his pen are monumental works, crystallizing a wealth of scientific information on food chemistry and nutrition, the culmination of a strenuous life of activity in his self-elected field.

"Detachment was another outstanding characteristic of Otto Carque–his work was performed in the spirit of duty, love and service regardless of reward, fame, fortune or glory–having yielded his energies wholeheartedly and unselfishly to the great tasks at hand. One of his ardent admirers stated with no intention of overestimating Otto Carque's accomplishments, that he was one of America's few really much-needed workers." Address: Wife of Otto Carque.

983. Finkel, Harry. 1935. In memory of Otto Carque. *California Health News* (*Hollywood, California*) 3(2):17. Jan. 25.
• ***Summary:*** A poem of seven stanzas in rhyming couplets. Address: N.D., D.C.

984. Hain Pure Food Store. 1935. Hain 100% pure: Fruit juices (Ad). *California Health News* (*Hollywood, California*) 3(2):3. Jan. 25.
• ***Summary:*** "Black cherry. Red raspberry. Strawberry. Blackberry. Loganberry. Pineapple. Prune. Pear. Apple. Concord grape.

"Pressed from fresh, mature fruit; packed under vacuum; utterly free from sugar, benzoate of soda, or preservatives of any kind; unboiled, uncolored–pure juices.

"Purchasable at most Health Food Stores, as well as at our own. Have you a copy of our Catalogue?" Address: 329 W. Third St. [Los Angeles, California]. Phone: MA. 2588.

985. Irvine, Clarke. 1935. Carque life had no embellishments: German-born French food scientist was like St. Francis in ideals. *California Health News* (*Hollywood, California*) 3(2):3. Jan. 25.
• ***Summary:*** "'To do good as long as I am alive.'

"That might be the motto of a modern order of altruists founded upon the life idealism of Otto Carque, because he admitted to intimates–of which I was one–that that was his ideal in life.

"Otto Carque lived it, yet he was a practical idealist, made a success in business. I spent several summers with this dear old chap. Everywhere we went homes and offices opened to him. He was greeted with open arms, his opinion was sought, his presence valued, his humor enjoyed, and his absence never gave opportunity of criticism or comment.

"He was buoyant, even to the end. At 60 he was just a big boy. Often we went sunbathing, and once in San Jose

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we had to steal our sun up on the roof of the 'Y' before sunbathing was popular–and permissible. So we trudged upstairs, swung out and climbed the fire escape to gain the coveted roof, where we drank in the sunlight.

"This man never cared anything much for himself. Yet he had all he wanted. His clothes were simple, usually well worn, and everything about him was plain and serviceable–in service to his fellow man. Carque was a Lincoln, a man with a vision, working to free the slaves of civilization. Embellishments on the humble Carque, friend of man, would have been as out of place as a silk hat on Jesus Christ!

"The days of observation at Carque's feet were days of character making for me; learning the lesson of service; finding laws of life that led me into health work, which pays little cash but large sums of understanding, sympathy.

"There was a light in the eyes of Mr. Carque that belonged to heaven; a glow from some plane far removed from this silly commercial one, and those who saw it shining knew their reward. I always introduced him in public with reference to his beaming face. Carque needed no reflector or lenses! He never even wore glasses. When he spoke before the Academy of Health last year, at the time we honored him for his quarter century in health work, he read quotations without glasses.

"He stressed self-control, which induces the simple, natural life. 'We should live close to the soil and go back to the land,' he would tell me.

"At that meeting he spoke on 'Foods in Relation to Health and Longevity,' citing how Mr. Busch, late brewer millionaire, killed himself, as do many rich men who die before their time. 'All premature deaths are caused by throwing the monkey-wrench of drugs, serums and wrong foods into the wheels of the human body,' he declared, in sketching the germ theory of Pasteur.

"Not until the principles of health, sunshine, fresh air and correct diet are taught and practiced in schools, will the present unsatisfactory social order change, he pointed out. These are the most important factors in building a new, better and happier race, he added. 'War is abnormal in man, due to too much meat and luxury, as Socrates said,' Carque quoted. 'The new society must be based on simplicity of eating and living. The land must be restored to the people.'

"Strangely, the mechanical age that Carque said we must eschew, killed him mercilessly. He always said that we must return to the land to survive. 'We can live to 100 years or more if we live rightly'; but city life killed him at only 68, and he was good for another 20 years of work, easily, and many years of retirement to his books and writings." Address: Secretary to Otto Carque, [Los Angeles, California].

986. Irvine, Clarke. 1935. Tomorrow. *California Health News* (*Hollywood, California*) 3(2):1. Jan. 25.
• ***Summary:*** "Death took a bow when Otto Carque died, but the dear old man is now the central figure and will never, never die!" Address: Editor and publisher [Hollywood, California].

987. Modern Health Products Supply Co. 1935. Revitalize "half sick" bodies with vegetable juice. The original, simplified, instant way! (Ad). *California Health News* (*Hollywood, California*) 3(2):13. Jan. 25.
• ***Summary:*** This is an ad for a hand-turned metal juicer, now named the "Health Mine Juice Extractor." Order it now and get a free copy of the *Vegetable Juice Cook Book*, by Bengamin Gayelord Hauser.

A photo shows the juicer mounted on a table. "Doctors and food scientists accept the fact that many physical disorders such as Rheumatism, Arthritis, Constipation, Colds, Anemia, Kidney and Gall Bladder trouble are caused by a deficiency of vital mineral salts and vitamines in the daily diet.

"Raw vegetable juices are very rich sources of these vital mineral salts and alkalinizing elements which the body requires. Instead of eating pecks of spinach or bunches of celery, you can extract the 'blood of the plant' with the aid of the new 'Health Mine' Juice Extractor."

Note 1. This is the earliest document seen (July 2021) concerning Gayelord Hauser in connection with Modern Health Products in Milwaukee.

Note 2. A short article on p. 15 of this issue notes that Hauser's "fruit and vegetable juice extractor" is now made in the USA [rather than in Europe], it "is a new production, distributed from Milwaukee by Modern Health Products, whose line he recommends. Its chief feature is simplicity, juice and pulp coming out the front without messiness or spilling. It was perfected after two years shopwork and trial of numerous juicers. It can't leak, is easily cleaned, and with it goes a free instruction and recipe book.

Note 3. This is the earliest English-language document seen (June 2006) that uses the term "Juice Extractor" in the name of or to refer to a juicer.

"Juice therapy and feeding were originated by Dr. Hauser when he gave the world potassium broth, liquid vegetables for re-vitalizing and chemicalizing the bloodstream." Also, Hauser has written another book titled *Here's How–to Be Healthy.* Address: 1428 North 24th Street, Milwaukee, Wisconsin.

988. Pennel & Jameson. 1935. Complete Carque line available (Ad). *California Health News* (*Hollywood, California*) 3(2):18. Jan. 25. *
• ***Summary:*** "At emphatic values" The Carque logo is shown. Address: 410 South Hill Street, Los Angeles.

989. Richter's Live Food Cafeterias. 1935. Health and beauty for you in living foods (Ad). *California Health News* (*Hollywood, California*) 3(2):19. Jan. 25.

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• ***Summary:*** Gives a list of products sold or served: "Delicious salads–26 varieties. Nut rolls. Vegetable nut loaf. Nutritious soups of vegetable juices. Fresh fruit pies with date-nut crust. Sun-dried breads of whole grains, dried fruits and nuts." "All unchanged by excess heat and harmful condiments." "Since 1917." Address: 833 S. Olive St.; 309 W. 2nd St. Both: Los Angeles, California.

990. Baker's (Bill) Lima Bean Products. 1935. Bill Baker's original Lima and Soya Bean Bread: Toast and wafers (Ad). *California Health News* (*Hollywood, California*). Jan.
• ***Summary:*** "Shipped to any part of the United States. At all health food stores and better markets in the West." Address: Ojai, California. Phone: AN. 18425.

991. Lovell, Philip M. 1935. Care of the body. *Los Angeles Times.* Feb. 10. p. K13-15.
• ***Summary:*** The section titled "Otto Carque" is his well-written obituary: "Orthodox medicine honors the men who have achieved greatness in its field: Pasteur, Metchnikoff, Koch, [Paul] Ehrlich.

"The field of natural therapy has its great pioneers. The last century produced Father Kneipp, Dr. Benedict Lust, and the late Dr. Harry Lindlahr, and several others–men who have fought, studied, and devoted every atom of their entire lives to the welfare of mankind.

"With these great men we must list our own beloved Otto Carque, who has gone on the journey which all of us must some day take. His name is known to practically every Care of the Body reader.

"Coming to Los Angeles nearly forty years ago, this French-named Alsatian [from Alsace-Lorraine, part of Germany from 1871 to 1918, after which it was returned to France by the Treaty of Versailles] was the first pioneer in the California pure food movement.

"Many knew him merely as a seller of health foods. Those who were more intimate with him–Harry Ellington Brook, myself, and scores of others who are doing research and investigation in the food movement–knew him as a great scientist, a thinker, an idealist, a lover of mankind.

"Otto Carque's name on food was virtually a warranty of its purity. He was the first to storm against the chemical pollution of foods–their adulteration with various vicious preservatives.

"He was a co-worker with great men, carrying on an active correspondence and joint endeavor with men of the stamp of the late the head of the Bureau of Chemistry of the nation [1901-1912], a man who has done perhaps as much as anyone in the world to better the food conditions of America.

"He had a keener knowledge of soils, of foods and their values, of ways and methods of maintaining good health through diet, than perhaps any other man in this country.

"In spite of his being nearly 70 years of age, one could find him doing his fourteen to sixteen hours' work each day, supervising, directing, and doing the manual labor incident to distribution of his foods which have reached nationwide circulation.

"He was the author of several extraordinarily fine books which have been read by scores of thousands.

"The sick and the well owe much to Otto Carque as a pioneer, as one unflinching in his zeal for their interests.

"He was in vigorous health to the moment of his fatal accident. His brain was clear; his mind as staunch of purpose as ever up to the time the carelessly driven automobile struck him.

"He was not driving when he was struck down. He was waiting for a street car on Santa Monica Boulevard. He lingered for five days with a crushed chest and died at the General Hospital.

"A pioneer of California has passed. A greater pioneer for the welfare of mankind has gone over the line.

"Someday we shall really know and understand Otto Carque for what he was–one of the nation's greatest champions for better health, pure food, correct scientific food research.

"Care of the Body, its readers, and its followers pause, thus, to do him this last homage."

Note 1. Dr. Harvey S. Wiley, chief chemist at USDA 1883-1912, was a pioneer in the pure food movement that began in the 1870s in America. He was instrumental in securing passage of the Food and Drug Act of 1906, and in its effective administration. He has been called the father of the FDA. Address: N.D. [Naturopathic Doctor].

992. Bower, Frank W. 1935. Re: Soy bean bread and advertising in book about dietetics. Letter to Mr. Bill Baker, Ojai, California, Feb. 26. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "Mr. Edward Higgins, the food distributor of Los Angeles, told me all about your advertising work as a baker, particularly about the soy bean bread. I had already heard of your national feats as a national man.

"I am writing a book on dietetics. The main feature of the book will be an elaborate food chart embracing over 1,000 foods and food combinations I am enclosing sample pages showing the legumes (beans) on the chart."

Describes how the book will be published and promoted. Ads cost $50 per page. "The first issue of the book will be 2,000 copies and will go through the health food stores of the State; to those who buy the health foods such as your bean bread." Address: B.A., Director, Dietetic Research Foundation, 451 W. Central Ave., Sierra Madre, California. Phone: 3231.

993. *Naturopath and Herald of Health* (*New York City*). 1935. Otto Carque [obituary]. 40(2):35. Feb.
• ***Summary:*** "In the passing of Otto Carque of Los Angeles, the health food movement loses one of its pioneers.

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"Late on the night of January 5th as he was leaving a health food store, he was struck by an automobile and dragged about 15 yards." He was taken to General Hospital, where he died on Jan. 10th. "Otto Carque was one of life's noblemen. Kind and considerate to all with whom he came in contact, no man was ever as genuinely and universally beloved as this aristocrat of our movement. He started making health foods long before the present generation of professional men and health food manufacturers were set out of their cradles."

"Otto Carque, unlike most men who devote their lives to business, was a scholar. His books were among the first to be written on foods and through the years enjoyed a wide circulation. He 'knew whereof he spoke' for they were the result of long and arduous research and experimentation.

"We knew and loved Otto Carque and we shall miss him very much. May his soul rest in peace."

994. *California Health News* (*Hollywood, California*). 1935. Memorial for Carque in N.Y. April 5. p. 12.
• ***Summary:*** "New York–A large memorial meeting was held here at Hotel Imperial, on March 21, under auspices of the League for Health Education, to Honor the late Otto Carque of Los Angeles as one of the outstanding leaders of the health movement.

"Guest speakers were Dr. John Maxwell, Chicago [Illinois], chairman; Dr. Benedict Lust, Ralph E. Sunderland, George E. Harter, president Defensive Diet League of America; Dr. Sidney E. Smith, Max Warmbrand, Samuel Rosenbloom, J.E. Sidimus, Vegetarian society" [of New York].

995. Rosenberg's Original Health Food Store. 1935. Where good health originates (Ad). *California Health News* (*Hollywood, California*). April 19. p. 10.
• ***Summary:*** "Also down-town branch in the commercial market, 825 Market Street, San Francisco, California. These two stores conveniently located to accommodate our patrons. Send for free 64-page catalog and manual of health foods and valuable health information."

Note: These stores are owned by Morris Rosenberg, a health food pioneer in San Francisco. Address: 1120 Market St., San Francisco, California. Phone: MArket 3033.

996. *California Health News* (*Hollywood, California*). 1935. Propose Otto Carque biography. April 19. p. 11.
• ***Summary:*** "John Stermer, who has a little ranch over in Hawaii, where he is living the natural life,... one time friend of Otto Carque, wrote an encouraging letter after the memorial for the late food chemist and friend of humanity. 'I wonder if a biography of Carque would have enough sales to justify printing? If so, you are he man to write it, Mr. Stermer suggested to Health News.

"'Most pioneers are men different from the ordinary run of humanity–hence 'character' is worth writing about.'

"'An incident: Carque used to catch the same street car to work every morning from 1605 Magnolia. He was sewing a button on his pants one morning and with his job only partly done, heard his car coming, caught it, and finished sewing on the button in the car!

"'That was Carque. A natural act to the natural minded, but excruciatingly disturbing to the formal minded.

"'Otto having nursed a swaddling infant (the sale of undenatured food) lived to see it become a healthy young giant, and similarly of drugless healing. But it was a shame that he was cheated of seeing the realization of his other dreams–the movement of agriculture to the tropics. He was 'the peasant scientist.' The future will respect that appellation instead of the derogatory sense in which it is now used.

"'He wrote me last year that it was the dream of his life to visit the South Seas–alas! he never lived to enjoy a much deserved trip to these lovely islands.'"

"Editor's Note–If everyone who knew or was in any way associated with Mr. Carque has any information, data, anecdotes, or stories pertaining to the life of this dear old man, please send them to the editor of Health News. It will be printed, and eventually a biography will be compiled, using this material with the utmost care and accuracy. Kindly send as early as possible so we can start this work, which should be completed to honor Mr. Carque's memory."

997. Crawford, Aird. 1935. San Francisco Bay and vicinity. *California Health News* (*Hollywood, California*). April 19. p. 10.
• ***Summary:*** The section titled "Health show success" states: "San Francisco–Over a thousand health fans attended the health show put on by the Vegetarian society, which cleared a profit while exhibitors had satisfactory sales. They plan a show for Civic auditorium next year. It lasted ten days, with Drs. Bowen, De Latorre, Sykes, Burke, and Murphy making regular talks. Music was by Fraternal fellowship orchestra. Exhibitors were: Malvitose, Pleiner's store, Dr. De Latorre products, Dr. Gould's, Fagley Supreme Cooker, Fraternal Fellowship Anti-Vivisection societies, and others."

Note: Next to the small article is a directory of health food stores in San Francisco Bay and Central California: San Francisco (5 stores), Oakland (2), San Jose (1), Santa Cruz (1).

998. *Frederick Post* (*Maryland*). 1935. Arrested for violation of District Act: Paul C. Bragg, formerly Y director of Frederick, held in $1,000 bond. April 26. p. 1.
• ***Summary:*** "As a capacity audience waited in the Masonic Temple in Washington [DC] Wednesday night to hear Paul C. Bragg lead them to health by revelation of South Sea secrets, he was being arrested in his dressing room. The charge placed against him is violation of the District of Columbia healing arts practice act."

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Bragg is well known in Frederick, Maryland, where he resided in 1919 while acting as physical director of the Y.M.C.A. "At the termination of his contract he departed for South Carolina and since that time has been reported variously as being in New York, California and the South Seas.

After being arraigned before judge Ralph Given in District Court Thursday, he waived his right to a jury trial. He was accompanied by his secretary, Miss June Day and his attorney, Herbert R. Grossman. His activities have been condemned by the American Medical Society, members of the District Medical Society and the Better Business Bureau in Washington, DC, and other cities.

"Bragg held a series of free lectures at the Washington auditorium starting March 22, and then a series of six special classes, for which $20 was charged. Between 350 and 400 attended the classes running from March 30 to April 4." The District government claims that the classes netted Bragg as much as $6,000 in a single week. The lectures and classes will be discontinued while the case is pending.

999. *Washington Post.* 1935. Arguments commence in Prof. Bragg trial. May 2. p. 30.

• ***Summary:*** Prof. Paul C. Bragg, health lecturer, has been charged with violating the District [of Columbia] healing arts practice act.

Prof. Bragg has testified that he does not attempt to cure or diagnose diseases; he only lectures on health, proper foods, and correct living.

Yesterday final arguments in the trial opened in Police Court and a motion to dismiss charges against Bragg was over-ruled by Judge Ralph Given.

Today the trial will go into its fifth day. Prosecutor Louis Whitestone and Defense Attorney Robert Grossman are expected to submit their cases to Judge Given.

1000. In the Superior Court of the State of California, in and for the County of Alameda: Complaint. Nettie C. Pendleton, Plaintiff vs. Harry J. Pendleton, Defendant. 1935. Alameda County, California. 7 p. May 6.

• ***Summary:*** The mother of Patricia Pendleton [later Patricia Pendleton Bragg] is filing for a divorce from Patricia's father. Patricia is about 6 years old (6 years and 7 days to be exact). Patricia's parents were married on 10 July 1928 [and have therefore been married 6 years, 9 months and 26 days]. Patricia's parents separated from each other on or about 10 November 1933, after they had been married for about 5 years and four months. At the time her parents separated, Patricia was 4 years, 6 months and 12 days old.

Section V lists is detail all community property belonging to Patricia's parents.

Section VI states that the couple has two children, the younger being Harry Pendleton Jr., born 31 June 1930.

Section VII lists the seven most important complaints / grievances of Patricia's mother against her father. In general she alleges that her husband "has willfully, wrongly, cruelly and inhumanely inflicted upon plaintiff, and still does... a course of great and grievous mental suffering and anguish." On numerous occasions he used violent language toward her and called her shameful names. He threatened "to throw her out the window and to do everything in the world to make life miserable for her." He constantly nagged her, found fault with her, and on numerous occasions ordered her from the house. In addition: "(e) The defendant, Harry C. Pendleton has for more than one year last past next immediately preceding the commencement of this action refused to contribute to the support and maintenance of plaintiff... [illegible] them with any money whatsoever for the necessities of life or of any money whatsoever.

"(f) That defendant, Harry C. Pendleton, refuses to meet current bills causing the gas, water, and milk services to be discontinued thus depriving plaintiff and said minor children of the necessities of life."

Section VIII describes the divorce settlement. The father earns about $400 a month. The mother has no money, means or funds with which to maintain and support herself and two minor children, or to pay the costs of this legal action. Therefore, the mother is awarded the sum of $100 each month (to be paid by the father) for ongoing maintenance and support, plus $25 for immediate costs of suit incurred and $500 to cover her legal fees.

Section IX. The mother "is a fit and proper person to have the care, custody and control of the minor children."

Part II is a second, separate, and distinct cause of action. The bonds of matrimony now existing are forever dissolved. The mother is awarded one half of all community property. Signed (signatures): The two attorneys for the plaintiff, incl. Edwin Wilcox. The plaintiff, Nettie C. Pendleton. The notary public, on 6 May 1935.

Note 1. The final judgment of divorce was issued on 8 Oct. 1935.

Note 2. Patricia later maintained in at least one interview that she had a very happy childhood.

Note 3. More about Patricia's father: 1900–A book by Harry C. Pendleton is published titled "The Exempt firemen of San Francisco: their unique and gallant record." Published in San Francisco by Commercial Publishing Co. 269 pages. Illustrated. As of April 2010, this book is owned by 15 California libraries. Note that this book was published six years *before* the San Francisco earthquake and fire of 1906. The firefighters were volunteers.

1911 Jan. 29–An article in the *Oakland Tribune* titled "Gambling in hotels" begins: "Chief of Police Seymour's crusade against gambling has brought to the surface and suppressed a number of games in the large hotels... Harry Pendleton's game at the St. Francis was one of these. Pendleton was a popular man about town who was supposed to play poker at his apartments at the St. Francis with his

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friends for diversion now and then." When manager James "Woods was informed by the police that Pendleton was charging a percentage from the players as a profit to himself, he promptly ordered the game stopped."

1921 Nov. 26–An article in the *Oakland Tribune* titled "Suit for divorce is begun by wife" states: "Mrs. Winnie Pendleton [Harry Pendleton's first known wife] of Piedmont has filed suit for divorce against H.C. Pendleton, charging that he remained out at night and on one occasion failed to attend his own birthday party after guests had been invited. The couple were married in 1911 and separated last year. There were no children." Address: Alameda County, California.

1001. *Frederick Post* (*Maryland*). 1935. Healer had no license, fined: P.C. Bragg, formerly of Frederick, pays $100 in Washington. May 17. p. 1.

• ***Summary:*** "'Professor' Paul C. Bragg, bronzed, curly-haired and now very much chagrined professor of South Sea health secrets, paid a $100 fine and packed his bags for California Wednesday after Police Court Judge Ralph Given found him guilty of practicing the healing arts without a license in Washington [DC].

"Arrested as he stepped onto the Masonic Temple stage last month, the self-styled teacher scowled and pouted through a week's trial in a court jammed with enthusiastic 'pupils.' But his flock was absent when the verdict was suddenly given after two weeks' advertisement."

The judge said Bragg had overstepped the bounds prescribed by the 1929 law. This was the first case to be prosecuted in Washington under the statute. Slightly dazed, Bragg said he had never intended to violate the law. He had distributed a questionnaire and recommended two products, Ok-Lax and Vitalier, as remedies for ills. He said he had lectured in almost every state in the USA during the past 18 months, and had never been in trouble before.

1002. *San Bernardino County Sun* (*The*) (*San Bernardino, California*). 1935. Company seeks to form corporation. June 27. p. 7, col. 8.

• ***Summary:*** "Articles of Incorporation of the Loma Linda Food Co. were filed with County Clerk Harry L. Allison yesterday. The company, a nonprofit organization, will manufacture health foods, it was said.

"Five of the directors are residents of Loma Linda and are E.H. Risley, H.H. Haines, Henry F. Meyer, H.B. Thomas and Otis A. Hudson. Other directors are I.J. Woodhouse, G.A. Roberts, F.R. Eastman, Percy T. Magan, G.H. Curtis, all of Los Angeles; Glenn Calkins, Glendale; E.H. Hackman, Riverside."

1003. Lager, Mildred. 1935. Food facts. Los Angeles, California: House of Better Living. 228 + 10 p. No index. 23 cm. [34 ref]

• ***Summary:*** Contents: 1. Purpose of food. 2. Classes of food. 3. Natural foods are best. 4. Acid-alkaline balance. 5. Minerals. 6. Vitamins. 7. Proteins. 8. Carbohydrates. 9. Fats. 10. Fruits. 11. Vegetables. 12. Beverages. 13. Better cooking. 14. Food combinations. 15. The mental side of health. 16. What is the "House of Better Living."

Pages 67-68 contain a very positive section on soy beans and foods made from them, including whole soybeans, "curd cheese, resembling cottage cheese [tofu], and soy bean milk... Other soy food products are soy butter [no description is given; this is probably soynut butter from T.A. Van Gundy's La Sierra Foods, but it could be margarine made from soy oil], soy loaf (combined with gluten), soy sandwich spread, soy bologna, soy oil, soy sauce, soy ready-to-serve breakfast foods, coffee substitute, as well as soy flour. Soy flour is yellow and fluffy, and can be used in all baking... Soy macaroni, noodles, spaghetti, bread, and pancake flour are also on the market. Soy beans are also sugar coated for candy and toasted as peanuts. They are a wonderful food for animals and have been used in that way in this country for years. Today the governments of Europe and America are devoting a great deal of attention to the soy bean as human food and the next few years will see an increased consumption, as well as many new soy products."

Page 75 contains a nutritional analysis of soy beans.

In the chapter on Acid-alkaline balance (p. 22-25), foods with the most acid ash are egg yolk and oysters, followed by eggs, most fish and meats. Foods with the most alkaline ash are lima beans, string beans, dried beans, spinach, raisins, figs, dates, and dried milk, followed by soy beans, soy bean tea, and most vegetables. The author believes that one should keep an alkaline balance in the body. Sleep is a great alkalinizer.

The subsection titled "Lima beans: states: "Dr. Sansum of Santa Barbara was instrumental in having lima bean flour made, and Bill Baker of Ojai, California pioneered this field, developing the original lima bean bread and lima bean pancake flour."

This is not a vegetarian book. Meat and dairy products are discussed at length, and their consumption is not discouraged. However this is the earliest book seen that uses the term "natural foods" prominently–in this case as a chapter title.

Also discusses (see index for page numbers): Acidophilus milk, alfalfa (alfalfa tea has alkaline ash, p. 35), almonds, almond oil, aluminum, avocado, bran, carob beans, chufas, cottonseed, cottonseed oil, garbanzas, kephir, lentils, lima beans, linseed, margarine / oleomargarine, olive oil, olives, palm oil, palm kernel oil, peanuts, peanut oil, rape seed oil, sago, sesame oil.

Note 1. This is the earliest document seen (Sept. 2009) concerning Mildred Lager and soy.

Note 2. This is the earliest document seen (Jan. 2014) that contains the term "soy food products."

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Note 3. This is the 2nd earliest document seen (July 2021) that mentions a food or drink product ("alfalfa tea") made from alfalfa. This is also the earliest English-language document seen (July 2021) that contains the term "alfalfa tea." It was used for its alkaline ash. Address: House of Better Living, 1207 West 6th St., Los Angeles, California. Phone: Mutual 2085.

1004. *California Health News* (*Hollywood, California*). 1935. Mrs. Carque carries on work of late husband. 3(15):1-2. Aug. 2.
• ***Summary:*** "Last January a woman motorist plowed over Otto Carque..." After the funeral, his wife decided firmly to carry on his work. "And Lillian Carque, New York girl, former advertising writer, and competent assistant to the beloved Otto, is still bravely carrying on at the spacious Carque plant, 1315 Maple, Los Angeles." She and her staff are determined to stand behind "every item bearing the famous Carque label which for 25 years has stood for pure, safe, undenatured natural foods.

"Mrs. Carque, in the six months that her husband has been gone, has worked night and day to grasp his end of the work, and declares that no one will ever comprehend the tremendous amount of toil and study that he accomplished, often working long into the night, and very early in the mornings. He did research work, financial matters, was main buyer, and supervised the production, while she attended to the business end."

"The Carque line is complete, with a large number of items, ice cream powders, an unfrozen ice cream bar, vegetable salt and seasonings, wholewheat pie flour, unsulphured fruits, nuts and nut butters, an improved clarified health honey. His last book 'Vital Facts about Foods' is still enjoying a worldwide sale.

"This firm is operating wholesale only, but a complete Carque line is available at Jones' Grain Mill, 322 South Hill, and of course at other health food stores everywhere.

"Mrs. Carque sums up her seven years' marriage to Otto Carque merely as 'an apprenticeship to give me the opportunity to carry on after his departure, hoping to perpetuate the hard pioneering work to maintain quality and purity in the nation's food supply.'

"We indeed salute Mrs. Carque!"

A large portrait photo shows Lillian Carque.

1005. *California Health News* (*Hollywood, California*). 1935. Where famous Carque foods were once made (Photo caption). 3(15):4. Aug. 2.
• ***Summary:*** The lower caption reads: "This is the old Hollywood plant of the Otto Carque company, at 729 Seward, (now the Alberty Foods building), taken about 1929. The late Mr. Carque is seen with Mrs. Carque at the right of the group behind the radiator of the company truck. Some of this staff are still with the firm."

Across the top of the two-story brick building is written "The Natural Foods Building." About 14 people are standing by the curb and a driver is inside the delivery truck, which has wooden spoke wheels and the word "Carque" legible on one side.

1006. *California Health News* (*Hollywood, California*). 1935. Soy bean bests meat by 3 to 1. 3(15):9. Aug. 2.
• ***Summary:*** "Dresden, Germany–Dr. Ragnar Berg, famed City hospital food scientist who wrote the *Dictionary of Foods* with Benjamin Gayelord Hauser, recently conducted fundamental researches on protein requirements, found that soy beans are a splendid source.

"In his paper he quoted Rose and McLeod who found that a human organism is able to store three times as much nitrogen from a soybean food as from meat. This food leaves the stomach in only 2 1/3 hours, while meat takes three to five hours. Unlike meat it is acid-reducing and does not overburden the stomach."

1007. *California Health News* (*Hollywood, California*). 1935. Carque plant supplies quarter million users. 3(15):8-9. Aug. 2.
• ***Summary:*** Photos show: (1) The exterior of the Carque Natural Foods plant, with employees standing in front of the building and parts of two cars at each side. (2) People working at a tables inside the plant, packaging foods.

The text below the photo reads: California fruits and food products that are used in every state and many foreign lands are put up in this modern factory of the Otto Carque Company, 1315 Maple avenue, Los Angeles, managed by Lillian Carque, widow of the late beloved Otto Carque, killed last January by an automobile.

This is the last picture made at the place while Mr. Carque lived. In the upper photo he stands with his wife by the door; below he is seen behind a loaded table at the right where he loved to work with his faithful staff, who have carried on his work with Mrs. Carque, seen at the extreme left checking orders for shipment to distant lands. Others are at work making Carque nut-butters, health candies and other pure, natural foods that have borne the Carque label for a quarter of a century, bringing fame to California. It was Otto Carque who developed and made popular the black mission fig of this state.

1008. Carque (Otto) Co. 1935. The symbol of trustworthy and unimpaired natural foods (Ad). *California Health News* (*Hollywood, California*) 3(15):16. Aug. 2.
• ***Summary:*** "California's natural foods pioneers." A large photo shows the full line of Carque products, about 37 in total. These include: Bottled olive oil. Black cherry juice. Grape Juice. Two samplers of fruits and nuts. Alfalfa flour. Wheatose. Fig cereal. Mint tea. The circular logo "Carque Natural Foods of California" appears in three places.

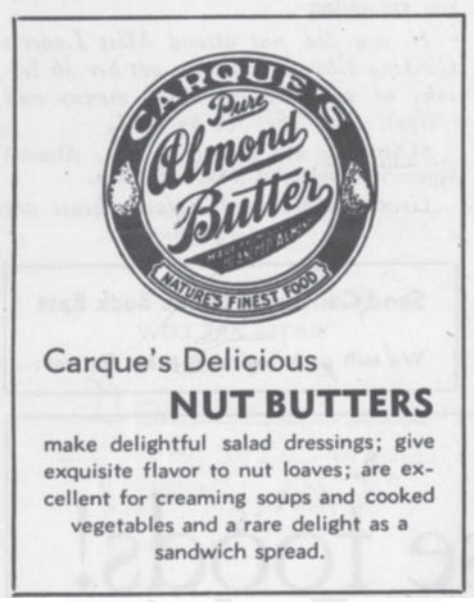
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Note 1. This is the earliest document seen (July 2021) that gives the company name as Otto Carque Co.

Note: This is also the earliest English-language document seen (July 2021) that contains the term "alfalfa flour." It was probably used for its alkaline ash. Address: 1315 So. Maple Ave. (Wholesale Only), Los Angeles, California. Phone: PRospect 1097.

1009. *Los Angeles Times.* 1935. The dial. Aug. 2. p. A10.
• ***Summary:*** This is a schedule of radio programs in the Los Angeles area throughout the day. Mildred Lager has a program on KFAC from 7:45 to 8:00 a.m. Note: This is the earliest document seen (Feb. 2004) that mentions Lager's program. However she apparently started on KFAC in Jan. 1934.

1010. Carque Pure Food Co., Inc. 1935. Carque's pure almond butter: Nature's finest food (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 1(1):3. Sept. 11.



• ***Summary:*** "Carque's delicious nut butters make delightful salad dressings; give exquisite flavor to nut loaves; are excellent for creaming soups and cooked vegetables and a rare delight as a sandwich spread."

Note 1. An illustration shows the circular label of this product. No company name or address is given. This ad was published 8 month's after Otto Carque's death.

Note: Mildred, always an excellent businesswoman, has now started to use her newsletter to attract paid ads from manufacturers whose products she sells. This and all subsequent issues contain many such paid ads. Moreover, when she sees a new health food product (such as Ficgo, a coffee alternative) whose maker is a potential advertiser, she will praise that product in her newsletter, and before long an advertisement will usually appear (For Ficgo, see Jan. 1936, p. 2).

1011. Lager, Mildred. 1935. History of The House of Better Living. *House of Better Living* (*Newsletter, Los Angeles*) 1(1):1. Sept. 11.
• ***Summary:*** The House of Better Living will be two years old on 25 Oct. 1935. "It was started, and still is, owned and operated by Mildred Lager, whose sole purpose was to teach people about food and healthful cooking. Health is more than food, and that is why she called it *Better Living.* Miss Lager... started with free healthful cooking classes, then came radio..." [by Aug. 1935].

The House of Better Living "is not a health food store, it carries only natural foods minus the highly advertised "Health Food Products... Tune in to KFAC [radio] every Monday, Tuesday, Wednesday and Thursday A.M. at 7:45, and listen to Miss Lager. Come to the free educational class every Wednesday P.M. at 1:30. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1012. Lager, Mildred. 1935. Healthful and different recipes. *House of Better Living* (*Newsletter, Los Angeles*) 1(1):1. Sept. 11.
• ***Summary:*** Gives 5 recipes using natural foods. "Soy or lima bean waffles may be made with Bill Baker Waffle Flour." Ice box dessert calls for "24 Cubbison Melba wafers, or Whole Wheat Vanilla Wafers, as made by the Grist Mill."

Melba toast dressing and bacon calls for "2 cups Cubbison's Melba toast crumbs." Address: 1207 West Sixth St., Los Angeles, California.

1013. Lager, Mildred. 1935. We carry: *House of Better Living* (*Newsletter, Los Angeles*) 1(1):3. Sept. 11.
• ***Summary:*** "One hundred per cent whole wheat cookies, crackers and bread. Have you tried Olson's 100% whole wheat raisin bran bread?

"We also have all the Soy Bean products, soy cookies, crackers, and Bill Baker's soy and lima bean bread.

"We carry a full line of all the Cubbison products, both in packages and bulk." Address: 1207 West Sixth St., Los Angeles, California.

1014. Lager, Mildred. 1935. Why natural foods are best. *House of Better Living* (*Newsletter, Los Angeles*) 1(1):2. Sept. 11.
• ***Summary:*** "Natural Foods, as Nature provided them, supply all our needs. All food is good. Use the proper amounts, properly prepared and combined.

"Natural foods contain what Nature intended they should contain. They may not be as good looking, keep as well, or be as palate tickling as devitalized foods, but are better from a health standpoint. Refined foods have part or all of the minerals removed, and minerals are what we need. Vitamins go hand in hand with minerals and if one is

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destroyed the other is also. Natural foods contain both the minerals and vitamins.

"Many minerals are found in the outer layers of foods, such as seeds, cereals, etc., and should not be removed. That is why brown rice, whole grains, 100% whole grain meals and flours are the best to use.

"Natural foods are 'live foods' and do not keep well. Bugs leave devitalized foods alone. For this reason it is best to buy small quantities as needed."

"Natural Foods do not have to be called Health Foods. To many it suggests sickness, diet, food fads, etc., and one does not have to be sick to use them. All natural foods are health foods." Address: 1207 West Sixth St., Los Angeles, California.

1015. Lager, Mildred. 1935. Healthful philosophy. *House of Better Living* (*Newsletter, Los Angeles*) 1(1):2. Sept. 11.
• ***Summary:*** "Let *Smiling Through* be your theme song." "Change your thoughts and you change your life."

"Soy beans are one of the most economical proteins."

"High alkaline ash foods: Lima beans, spinach, string beans, parsnips, potatoes, soy beans, celery, raisins, figs, dates, dried milk, almonds."

"Quality always pays. It is not what you pay but what you get for what you pay that counts." At the top of this column is a portrait photo of Mildred Lager.

Note: On page 4, col. 3, is a section about sesame oil. Address: 1207 West Sixth St., Los Angeles, California.

1016. *House of Better Living* (*Newsletter*). 1935-1940. Serial/periodical. Los Angeles, California: House of Better Living. Mildred Lager, editor. Monthly. Vol. 1, No. 1. 11 Sept. 1935 to Vol. 12, No. 59. Nov. 1940.
• ***Summary:*** See next page.The issues are numbered sequentially from 1 to 59. An original copy of each issue of this newsletter up to and including No. 36 (Dec. 1938) is owned by Soyinfo Center. Held in a 3-ring binder, they are preceded by Mildred Lager's personal 6-page handwritten index (by subject, in pencil, on lined paper) to important articles, recipes or information in all the issues. For example (using all those that mention soy plus a few others): Breads–Soy wheat germ muffins, [issue] #11, #14. Soy ginger muffins #19. Meats and dressing–Soy-vegetable hash, loaf, and patties #25. Natural foods #1. Proteins–Vegetable #3, #5. Pancakes–Soy and cornmeal #14. Soy beans–#22, #25, #29. Salads and dressing–Soy bean, celery, corn, carrot #21. Vegetables–Soy bean loaf #10. Soy beans, plain cooked #11.

After No. 36, Soyinfo Center owns only photocopies of No. 42 (June 1939), No. 46 (Oct. 1939), No. 49 (Jan. 1940), No. 53 (May 1940), and 59 (Nov. 1940).

In Oct. 1940 the address of the House of Better Living changed to 3477 West Sixth St. The phone no. changed to EXposition 8144. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1017. *Los Angeles Times.* 1935. What's doing today. Sept. 20. p. 22.
• ***Summary:*** Clarke Irvine will speak at the California Academy of Health dinner-dance, at the Royal Palms Hotel, 360 South Westlake avenue, 7 p.m.

1018. **Product Name:** Bill Baker's Soy and Lima Bean Bread (Unsliced).
Manufacturer's Name: Baker (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1935 September.
New Product–Documentation: House of Better Living. 1935. 1(1):3. Sept. 11. "We carry:... We also have all the Soy Bean products, soy cookies, crackers, and Bill Baker's soy and lima bean bread." House of Better Living Catalog. 1936. March. p. 8. $0.16/loaf. Talk with Ben Kahan. 1983. Dec. 4. Kahan founded Kahan & Lessin, which was Bill Baker's first distributor. Baker pioneered soy flour in Los Angeles baked goods. The elder Vandercook ground the flour for him at El Molino Mills. The product was probably 16-20% soy flour and the rest high gluten unbleached white flour.

Note: This is the earliest document seen (July 2021) that mentions El Molino Mills in connection with soy.

1019. **Product Name:** Bill Baker's Prepared Soy Bean Pancake or Waffle Flour.
Manufacturer's Name: Baker (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1935 September.
New Product–Documentation: House of Better Living. 1935. Sept. 11. p. 1. House of Better Living. 1935. Oct. 11. p. 3. House of Better Living Catalog. 1936. March. p. 5. 2 lb. for $0.30.

Ad in Let's Live. 1942. Dec. 15. p. 9. "Also rice and taro cookies, taro or soybean waffle and pancake flour. At leading health food stores all over America."

1020. Davis, Adelle. 1935. Optimum health. Los Angeles, California: California Graphic Press. 247 p. Index. 20 cm. [235 ref]
• ***Summary:*** Contents: Part I: The joy of optimum health. 1. The joy of optimum health. 2. Building resistance. 3. Vitamin-A requirements. 4. Our changing diet. 5. The need of healthy nerves. 6. Healthy connective tissues. 7. Prevent tooth decay. 8. Calcium and phosphorus needs. 9. Sterility, pregnancy, and lactation. 10. Longevity. 11. Mineral needs. 12. Alkaline-ash and acid-ash foods. 13. Food classes. 14. Proper elimination. 15. Build a strong chain. 16. The goal of optimum health.

Part II: The fun of reducing. 17. The fun of reducing. 18. Preliminary reducing diet. 19. "I can't eat so much." 20. Rapid reduction. 21. Incentives for reducing. 22. Mental attitudes toward reducing. 23. Successful reducing. 24.

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The House of



Better Living

Vol. I — Los Angeles, California, September 11, 1935 — No. 1

we go to press

in this our first appearance of a periodical, in which . . .

We hope to better acquaint you with the House of Better Living. How do you like it? If you do, we will continue making it a monthly publication that you can file with your recipes and menu sheets (please notice the punched holes for this purpose). In this publication we hope to give you notice of our activities, helpful ideas, recipes, etc. Any suggestion or requests that you have will be greatly appreciated. If you desire we can have an open forum, etc. It's another idea and let's see how it works out.

history of the house of better living

THE HOUSE OF BETTER LIVING is still an infant. It will be two years old October 25, and we suggest that you watch for that date. *The House of Better Living* is just the development of an idea, and many of you have watched its birth and growth. It was started, and still is, owned and operated by Mildred Lager, whose sole purpose was to teach people food and healthful cooking. Health is more than food, and that is why she called it *Better Living*. Miss Lager, who thoroughly understands her subject, started with free healthful cooking classes, then came radio, and so *The House of Better Living* has been one development after another. Today it is filling a real need, and has thousands of friends.

It is not a health food store, it carries only natural foods minus the highly advertised "Health Food Products." Miss Lager is very careful of what she indorses, and stresses food facts so everyone can judge for themselves.

Tune in to KFAC every Monday, Tuesday, Wednesday and Thursday A.M. at 7:45, and listen to Miss Lager. Come to the free educational class every Wednesday P.M. at 1:30. In October, Miss Lager will open her cooking classes for the year. Watch for further announcements on these.

The House of Better Living at the present time carries every type of natural food, reasonably priced, plus better kitchen ware, heavy pans of all kinds, ovenware, pottery, vegetable juicers, food choppers, etc., as well as the Gaffers & Sattler gas range and Leonard refrigerators. And now a beter book department. You are what you eat and think. *The House of Better Living* has both physical and mental food.

All this has been made possible through the cooperation of its hundreds of friends. If it has helped you, help share the burden of this educational institution. Tell your friends, come to *The House of Better Living* whenever you can, or telephone your order. Free deliveries are made with all $3.00 orders in Los Angeles, Glendale, Pasadena, and Beverly Hills. Five-dollar orders are shipped free one hundred and fifty miles from Los Angeles. Ask for the catalogue. *The House of Better Living* offers a real service—there is no other store like it. It tries to be all its name implies.

activities for september

September 4: "Body Building Menus." Mildred Lager.

●

September 11: "The Law of Power." Dr. Gilkerson.

●

September 18: "Adulteration of Foods." Prof. A. R. Beamon.

●

September 25: "Daily Doses of Mental Tonics." Mary Simpson of New Zealand.

●

October 2: "Food Fundamentals." Mildred Lager.

healthful and different recipes

whole wheat waffles

½ cup whole wheat pastry flour
1 teaspoon baking powder
½ cup cream 2 eggs pinch salt

Beat egg yolks, add cream, then flour, baking powder and salt. Beat until smooth. Fold in whites of eggs that have been beaten stiff, but not dry. Bake in ungreased waffle iron until golden brown all the way through. This will make three medium sized waffles.

Soy or lima bean waffles may be made with Bill Baker Waffle Flour.

buttermilk date ice cream

1 pint Knudsen's buttermilk
1 pkg. Vanilla Junket powder
¾ cup chopped dates, or
½ cup date sugar

This may be called a non-fattening ice cream, as no cream is added. The buttermilk and date is an especially good combination, as the acid of the buttermilk helps digest the date. Mix junket powder and buttermilk well, add dates or date sugar, and freeze.

olive oil honey dressing

½ cup olive oil ¼ cup lemon or grapefruit juice
¼ cup B-Z-B honey

Mix in electric mixer, or shake well until white in color and thoroughly emulsified. Keep in refrigerator. If oil separates, shake before using.

ice box dessert

1 pkg. strawberry Jell-well
½ cup whipping cream
24 Cubbison Melba wafers, or Whole Wheat Vanilla Wafers, as made by the Grist Mill

Dissolve Jell-well as usual and cool until it starts to congeal. Beat until frothy and add whipped cream. Place a layer in a glass loaf pan and let become firm. On top place eight cookies and cover with more beaten Jell-well and cream, another layer of cookies, etc., until three layers of each are used. Place in refrigerator for several hours, or until next day. Slice and serve topped with whipped cream and a sprinkling of Barker's Date Sugar.

melba toast dressing and bacon

2 cups Cubbison's Melba toast crumbs
1 cup chopped celery
2 tbsp. minced parsley
½ cup minced green ripe olives
½ cup minced mushrooms

Moisten with vegetable or mineral broth until it holds together. Season as desired. Place in buttered baking dish, cover with strips of bacon and bake in oven until bacon is crisp. If one does not wish to use bacon, nut butter, soy butter, or mashed avocado may be used. Serve as sauce over dressing.

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Understanding the scales. 25. A plea for slenderness.

Part III: The reward of gaining. 26. Which type are you? 27. Preparation. 28. The gaining diet. 29. The reward of gaining.

Part IV: Suggested menus.

Note 1. This is the earliest document seen (July 2021) concerning Adelle Davis and nutrition. It is also the earliest published book seen (July 2021) written by Adelle Davis. It contains much of the skeleton of what was to become *Let's Eat Right to Keep Fit.*

A brief biography: Adelle Davis was born in 1904. She studied dietetics and nutrition at the University of California at Berkeley. In 1938 she received her Masters (M.S.) degree in biochemistry from the University of Southern California (USC, a private university) medical school. Her early publications appeared both in England and the USA. She wrote many popular books, focusing on the need to get adequate amounts of vitamins and minerals. Her writings popularized foods such as yogurt, wheat germ, and Tiger's Milk. She practiced professional nutritional counseling for 35 years. She was one of the pioneers in the movement for healthier eating. She died of cancer in 1974 at age 70.

Note 2. At "Adelle Davis," Wikipedia (Aug. 2007) says: "In 1935 Stationers' Hall of London, England published Adelle's earliest writing, *Optimum Health,* and in 1939 published her second, *You Can Stay Well."* Address: Los Angeles, California.

1021. *House of Better Living* (*Newsletter, Los Angeles*). 1935. Food Facts, by Mildred Lager (Ad). 1(2):3. Oct. 11.
• ***Summary:*** "$2.00 per copy." On the same page is a small ad for "Bill Baker's Soy and Lima Bean Waffle Flour, Bread... Cookies."

On page 4 is a small ad for the "Grist Mill, 524 West Eighth Street. Health bakery and freshly ground whole grain products."

1022. Lager, Mildred. 1935. Healthful cooking classes: To reopen October sixteenth, every Wednesday at one-thirty. *House of Better Living* (*Newsletter, Los Angeles*) 1(2):1. Oct. 11.
• ***Summary:*** "There will be free classes open to the public Monday and Wednesday afternoons at 1:30 P.M., and Thursday evening at 8:00 P.M. The subject and guests of the next 3 classes are given.

Note: Mildred, always an excellent businesswoman, has now started to use her newsletter (page 1) to promote the cooking classes offered inside her store. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1023. Lager, Mildred. 1935. K.F.A.C.–7:45 A.M. *House of Better Living* (*Newsletter, Los Angeles*) 1(2):1. Oct. 11.
• ***Summary:*** "Mildred Lager. Every Monday, Tuesday, Wednesday and Thursday." Tells the subject of each program and her guest for the month of October and for "Anniversary week" (Oct. 21-31). Subjects include: Food fundamentals. Herbs and their use, with Dr. P. Rotondi. Cooking class, lesson No. 1. Course on child diet, with Dr. Virginia Hoeppner.

Note 1. Mildred has now started to use her newsletter (center of page 1) to promote her radio program. This feature will continue in all subsequent newsletters.

Note 2. Over the coming years, Dr. Pietro Rotondi was the most frequent guest on her radio program. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1024. Lager, Mildred. 1935. We are two years old. *House of Better Living* (*Newsletter, Los Angeles*) 1(2):3. Oct. 11.
• ***Summary:*** "October is a big month at the House of Better Living. It is the beginning of our year's work and it is also our anniversary month. Two years ago, October 25th, Miss Lager opened the House of Better Living. It was then an idea, today an institution.

Note: The house is owned and operated by Mildred Lager. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1025. Live Food Vegetable Juicer Co. 1935. Build radiant health–with vegetable blood (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 1(2):1. Oct. 11.
• ***Summary:*** "Science has at last found an amazing new way to put the vegetable mineral salts and health-giving vitamins into the body! The greatest utensil of the age.

"Food specialists and doctors agree that fresh, raw vegetable juices are builders of rich, red, healthy blood. With this new Live Food Vegetable Juicer you can take a carrot, put in juicer, turn the handle, out comes the life-giving carrot juice."

An illustration shows the hand-turned juicer. Note: This company is owned by Paul C. Bragg. This ad appeared in almost every subsequent issue of this newsletter, until at least June 1939. Address: Box 428, Burbank, California; 126 Liberty St., New York, NY.

1026. *California Health News* (*Hollywood, California*). 1935. Famous Bill Baker foods carry hikers up (Photo caption). Oct. 18. p. 16.
• ***Summary:*** This photo shows a group of about 30 hikers–men and women. The lower caption reads: "Here is the 1935 Mt. Whitney climb of the California Academy of Health as they appeared after the difficult scaling of United States' highest mountain, 14,500 feet, on a diet chiefly of lima and soybean products of Bill Baker, nationally known Ojai valley producer, who furnished the good products to these hikers in order for them to make a test of the nourishing qualities... This annual climb was started by Skipper Clarke Irvine, who founded the Academy in 1933." The names of those who

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made the three-day trip are given. Incl. Dr. Pietro Rotondi.

1027. **Product Name:** Bill Baker's 100% Soy Bean Fruit Cookies.
Manufacturer's Name: Baker (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1935 October.
New Product–Documentation: House of Better Living. 1935. Oct. 11. p. 3. House of Better Living Catalog. 1936. March. p. 8.

1028. Bullock's. 1935. Presents Adelle Davis (Ad). *Los Angeles Times*. Nov. 4. p. A7.
• ***Summary:*** "Consulting nutritionist and well-known author of 'Optimum Health.' Miss Davis will autograph copies of this book as well as discuss its contents, with answers to problems of the underweight and the overweight and the use of food combinations."

"Tuesday, November 5. 2:30 P.M. Tenth floor assembly. No charge." Address: Broadway, Hill, Seventh [Los Angeles].

1029. Baker's (Bill) Lima Bean Products. 1935. Bill Baker's new Lima and Soy Bean Bread: Pancake and waffle mixture (Ad). *California Health News* (*Hollywood, California*). Dec. 20. p. 11.
• ***Summary:*** "Lima and Soy Bean Bread shipped to any part of the United States. At all health food stores and better markets in the West. San Francisco distributor: Ruth's Health Food Store, 134 Mason and 333 Sutter. Northwest distributor: Clara M. Brewster's Health House, 1621 Third ave., Seattle" [Washington].

This ad also appeared in the issue of 3 April 1936 (p. 9). Address: Ojai, California. Phone: AN. 18425.

1030. *California Health News* (*Hollywood, California*). 1935. Quarters modernized by El Molino Mills. Dec. 20. p. 10.
• ***Summary:*** "Indicative of expanding business, El Molino Mills, 5604 Valley boulevard, operated by E.A. Vandercook, renewed the lease for five years and is undergoing $1,000 worth of improvements."

Note: This is the earliest document seen (Sept. 2009) concerning El Molino Mills.

1031. *California Health News* (*Hollywood, California*). 1935. Thirteenth Bill Baker Xmas cake to White House. Dec. 20. p. 10-11.
• ***Summary:*** "Ojai- Expert bakers are putting finishing touches to the monster presidential cake that Bill Baker, famous lima and soy bean baker, is sending to the White House for the Roosevelt's Christmas Dinner. The entire decoration is being executed by the noted Mr. Baker himself, an artist in this work. He is also an author, having written a textbook on cake decoration.

"Bill Baker's famous World's Fair cake is now on exhibit in the lobby of the Los Angeles Times building, and has been viewed by thousands."

A large photo shows last year's cake. Atop the White House in the center is written: "Christmas Greetings to President and Mrs. Roosevelt from California." The cake itself is made from a mixture of rare California fruits.

1032. Carque, Otto. 1935. Raisins for health. *California Health News* (*Hollywood, California*). Dec. 20. p. 11.
• ***Summary:*** "This is a tiny text on nutrition. The moral of the raisin is: 'Do not be deceived by appearances.' The raisin is a wonder for its size; possibly no other popular fruit contains so much goodness in so small a space."

1033. Carque Natural Foods of California. 1935. Kar-Kay Hygienic Worcestershire Sauce (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 1(3):3. Nov/Dec.
• ***Summary:*** "Wholesome natural meatless fluids, including Kar-Kay (imitation) vinegar, along with quality spices and pure vegetables enter into its competition."

A circular logo with diagonal slash through the middle shows the company's name.

Note: This ad also appeared in the Jan. 1936 issue (p. 3).

1034. Kowan (Dr. M.H.). 1935. Vitamix (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 1(3):3. Nov/Dec.
• ***Summary:*** "A delicious concentrated Food Source, unusually high in vitamins B and E; also a good source of vitamin A, B, D, E and G." "Large 20-ounce can (five weeks supply), one dollar.

Note: This nutritious liquid is a completely different product than the electric kitchen appliance of the same name that first appeared several years later. Address: Noted health authority and lecturer.

1035. Lager, Mildred. 1935. Soy beans are now in the Big League... *House of Better Living* (*Newsletter, Los Angeles*) 1(3):4. Nov/Dec.
• ***Summary:*** "... on the Chicago Board of Trade. Iowa University is experimenting on recipes. We have been doing that right along. New soy products are toasted soy beans, called Beanuts."

1036. **Product Name:** Granose Rissol-nut: Savoury Nut Mix.
Manufacturer's Name: Granose Foods Ltd.
Manufacturer's Address: Stanborough Park, Watford, Herts., WD2 6JR, England.
Date of Introduction: 1935.
Ingredients: Cashew nuts, wholewheat flake, wheatmeal flour, rusk, onion, soya nuts, salt, herbs, spices.
How Stored: Shelf stable.

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New Product–Documentation: *The British Vegetarian.* 1960. Sept/Oct. p. 249. Granose produces Rissol-Nut in packets, and this can be quickly made up into savouries, roasts, and pasties.

Manufacturer's catalog. 1980. April. "A ground mixture which with the addition of water is ready for making into all types of rissoles, grills, roasts, and pasties."

Note: Pasty (plural = pasties) is a British term (pronounced like the word *nasty*) that refers to a small meat pie or turnover. The term, first used in the 14th century, is derived from the word *paste* meaning dough.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1935. But a note says "Not Applicable." This product does not contain any soy products and is still on the market. The ingredients are now peanuts, rusk, Wholewheat (wheat, sugar, salt, malt), wheat flour, salt, onions, herbs, spices. Label sent by Granose. 1990. July 11. Red, yellow, black, and white box. Soynuts are no longer an ingredient.

Note: This is the earliest known commercial soy product made by Granose Foods Ltd., which is presently (Dec. 2013) owned by the Haldane Foods Group Ltd.

1037. Bragg, Paul C. 1935. Paul C. Bragg's personal health food cook book and menus. Burbank, California: Published by the author. Printed by Aetna Printing Co., Los Angeles. 201 p. No index. 24 cm.

• ***Summary:*** The Introduction to Chapter 22, titled "Meat substitutes or main dishes" states (p. 112): "Variety is the spice of life... Many people can live a vigorous, active, healthful life on a strictly vegetable diet, particularly those who are not engaged in a hard mental occupation. Even then, vegetable proteins, such as soy beans and nuts, can be substituted for meat. To take the place of meat there are the vegetables rich in protein–peas, soy beans, lima beans, kidney beans, Mexican beans, and lentils, and there are on the market many meat substitutes made of nuts and grains. The Battle Creek Sanitarium [Michigan] product, 'Protose,' is available at most fancy grocers and health-food stores. 'Savita' is a seasoning which gives a delicious meat-like flavor to all vegetable cooking. 'Vegex' is a product similar to 'Savita,'...

"The vegetable diet is a very alkaline diet, and should be used three or four times a week by everyone. Vegetable foods are porous, furnish bulkage to the intestines, and enrich the body with valuable organic minerals that are very necessary to maintaining perfect health.

"Soy beans are a marvelous source of vegetable protein, and should be fed to the family several times a week, and they furnish a rich source of energy-building food. They can be soaked over night, and then baked in tomato sauce, with a small amount of onion and chopped mushrooms. The soy bean is a food that the American public has not yet cultivated." Surprisingly, neither this chapter nor this books contains any soy bean recipes! However Vegetable shop suey (p. 116) is served with Savita Gravy or Soy sauce.

Bragg urges his readers to eat "real, natural, live food" (including whole wheat bread–the staff of life) to eat simply with a small number of foods at each meal, only when hungry. Do not worry about combining foods. Avoid white sugar, coffee and tea, salt, seasonings and spices, aluminum cooking ware, alcohol, preservatives, dyes, and white flour. He believes that eating meat (rare and unfried), fish, and eggs are important for building perfect health. Note 1. The 1930 edition of this book contained no recipes using meat or dairy products.

Chapter 11 acknowledges the use of recipes and suggestions from several health food writers and men in the field of Natural Living: (1) Dr. John T. and Mrs. Vera Richter, the leaders of the Raw Food movement in the West. (2) Dr. Philip M. Lovell, distinguished editor of the most widely read health column in the world, the Care of the Body section of the Los Angeles Times [Sunday Magazine. Note 2. The section contained many fascinating ads]. (3) Dr. Henry Lindlahr, the great pioneer Nature Doctor. (4) Otto Carque, chemist, research worker and crusader in the fight for natural foods. (5) Fannie Merritt Farmer's *The Boston Cooking School Cook Book.*

The last three pages each contain a full-page ad for mail-order products available from Bragg at Box 428, Burbank, California: (1) Bragg Dextronized [sic, Dextrinized] (Toasted) Meal with Wheat Germ will keep your energy high and your weight right. 60 cents for a 2 lb. box. (2) "Drink health." An illustration shows a hand-turned Live Food Juicer. Also mentions a large new book titled *Health Cocktails,* by Paul C. Bragg, "nationally famous Health Lecturer." The book "is full of live juice treats." Send $5.95 for both, postpaid to Live Food Products Co., Box 428, Burbank, California. (3) O.K. Lax is a marvelous laxative for relief of constipation and cleansing agent for internal sanitation. 50 cents for one package. Address: P.O. Box 428, Burbank, California.

1038. International Food Science Foundation; Brooklyn Academy of Music. 1935. International Food Science Foundation presents a new series of free lectures by America's foremost food scientist and health educator Bengamin Gayelord Hauser:... (Leaflet). Brooklyn, New York. 1 p. Illust. (Portrait). 23 x 16 cm. *

• ***Summary:*** "... whose daily newspaper column on the subject of "Your food and you" has over one million readers!"

Note: Bengamin Gayelord Hauser was an American advocate and teacher of health foods. Address: Brooklyn, New York.

1039. Kloss, Jethro. 1935. Back to Eden. Takoma Park, DC: Published by the author. 189 p. Mimeographed. 28 cm.

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Staple-bound (not saddle stitched).

• ***Summary:*** This treasury of herbal lore and vegan cookbook (it uses no dairy products or eggs, replacing them with soy products) is one of the most creative and original sources of early soyfoods recipes, and one of the two earliest Seventh-day Adventist cookbook to contain many soyfood recipes (see also Frances L. Dittes' *Food for Life* published in the spring of 1935). The predecessor to the popular published edition of Back to Eden, it has a dark imitation leather cover and contains many Biblical passages. This book has no title page, copyright page, publication date, or table of contents. The first page (verso) states: "Send orders for 'Back to Eden' to the author, Jethro Kloss, Takoma Park, Washington, D.C., U.S.A., when you cannot secure it from dealers in your locality. Special Notice: This book is now being revised. Some things may be eliminated, and many new things added. I have a regular experimenting outfit, and I am experimenting all of the time. No doubt there will be many new recipes made from soy beans in the Revised book... This Revised edition will be printed in Regular Book Form. Just as this book is being closed up, another most excellent article has been perfected, a Soybean, Whole Wheat Noodle. Send all orders for this product to The Royal Cookie Co., Takoma Park, Washington, D.C... This book is now being copyrighted. All rights reserved."

Underneath the copyright notice, Doris Gardiner has written "Copyright Jethro Kloss 1935." She does not recall where she got that information. No publisher is listed. Note: Takoma Park is now in Maryland, 6 miles north of Washington, DC.

This book is largely about herbs and natural healing. It contains many Biblical quotes.

Soy-related recipes include: Unleavened bread (with soy bean meal, p. 94). Gems (with soy bean flour). Soy bean bread (5:1 whole wheat flour to boiled soy bean meal, p. 97). Soy bean buns or cinnamon rolls (with soybean meal and soybean milk, p. 98). Soy bean cheese (fermented, with raw peanut butter, soy bean milk, and tomato puree, p. 104). Nut cheese No. 1 and 2 (made with raw peanut butter, water, and salt, p. 105. Can be made from different nuts; tastes like cream cheese made from whole milk). Ice cream (made with soy bean milk, dextro sugar, corn starch, and crushed fruits to taste, p. 105). Malted nut cream. Nut milk (with raw peanut butter and Soothe-a-lac {made with cocoa fat}). Soy bean milk (p. 106). Buttermilk (made from soy bean milk, p. 106). Malted nuts (with raw peanut meal), non-dairy butters (with ground peanuts and cocoa fat, p. 107). Nut sauce (made from Vegetarian meat). Peanut butter No. 4. Nayonnaise (with peanut butter and vegetable oil, p. 108). Canned soy beans (using soybeans sprouted about half an inch, p. 111). Soy beans and rice (using sprouted soy beans, p. 112).

How to sprout soy beans, lentils, and grains (p. 112). "Cover 1 pint of soy beans with water and let stand over night. Pour off water. Keep them moist. Rewash daily and keep moist for approximately three days until well sprouted. Allow to stand until sprouts are about ½ inch long. Lentils do not take as long as soy beans.

"Sprouting of any bean or pea turns the protein into peptogen to a very great extent and the starch into dextrose or maltose and the sprouts are very high in vitamines,..."

Original meat #1 and #2 (using gluten and peanuts, p. 112). Granola #3 (with only whole wheat flour and soy bean flour, p. 116). Soybean coffee (p. 118). Note that Kloss has no recipes using whole dry soybeans in an unprocessed or unsprouted form.

"Loma Linda Food Company, Loma Linda, California, Manufacturer of Health Foods," has an ad on p. 189. They list their products, but no soy products are mentioned. Nature's Original Food Co. in Muirkirk, Maryland, is listed on pages 196 and 198. They make or sell strictly vegetarian pure health foods, incl. "Fine grade soy bean flour."

One interesting section is titled "Aluminum utensils for cooking purposes" (p. 80-84); Kloss strongly advises against their use, presenting much convincing but anecdotal evidence describing health problems that both he and other people have had after using aluminum cooking utensils. For example, Kloss bought a tea kettle which was constantly standing on the stove with some water in it. He would drink 2-3 cups of this water each morning, then some more about an hour before dinner. He developed terrible bowel trouble. He tried all kinds of remedies but nothing worked. The conditions grew steadily worse until finally he said to his wife, "Unless something helps me, I will surely die." One day he described his condition to a man, and the man said that the symptoms were similar to those that aluminum poison would cause. He began to research the subject by reading various books and found that "every one who had any practical experience in it condemned aluminum cooking utensils." Yet Kloss does not say that when he stopped using aluminum utensils his health problems disappeared. Kloss then includes a 3-page statement by Dr. Chas. T. Betts of Toledo, Ohio, on the dangers of using aluminum cooking utensils. Dr. Betts became very ill soon after his family began using aluminum cooking utensils. He too investigated the subject in depth and regained his health within 8 weeks after he stopped using aluminum cooking utensils. He has enjoyed good health for the past 17 years. While studying the subject in Washington, DC. he found that the U.S. government had made a thorough investigation of the matter from 1920 to 1925. The Federal Trade Commission Docket 540 contained more than 4,000 pages of closely typewritten testimony from 158 witnesses during the 5 years, after which an official report was made by Edward M. Averill. "Many of the witnesses above mentioned were professors, deans, biologists, and toxicologists from many colleges, some of which are the highest schools of learning in America." Averill's report noted. "The evidence in this record does not prove that they are harmless... It does prove that there

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are substantial grounds upon which to predicate an honest opinion that they are harmful."

Doris Gardiner notes (Oct. 1990) that "in the revised 1939 edition of Back to Eden, Jethro Kloss eliminated many Biblical texts. He didn't want to turn off anyone that was not religious. He wanted to help everyone." Kloss moved to Brooke, Virginia, in 1920. From there, in the early 1930s (by Sept. 1932), he and his family moved to Takoma Park. Address: Takoma Park, DC.

1040. Photograph of (left to right) Bill Baker, his wife, Clarke Irvine and two other people standing near his home at Lake Sherwood, California. 1935. Undated.
• ***Summary:*** Baker had this home built in the 1930s. A row of concrete steps runs up to the house on the right. Large clumps of pampas grass are on the left. Near the top of the photo, beside the house, an American flag flies at the top of a tall white flagpole.

This 8 by 10 inch glossy photo was sent to Soyfoods Center by Rose Boggs of Ojai, California.

Detail of Bill Baker.

Detail of Clark Irvine.

1041. Photograph related to Sophie Cubbison and the Cubbison Cracker Co. of Los Angeles. 1935. Undated.
• ***Summary:*** *See next page.* The following undated black-and-white photo was donated to Soyfoods Center by Leo Pearlstein of Lee and Associates in Los Angeles, a long-time friend of Sophie Cubbison:

A white delivery truck backed up to a loading dock, where 3 men are loading cases of Mrs. Cubbison's Melba Toast through the rear doors. The California license plate is dated 1935. On the side of the truck is printed "Cubbison's–Bakers of Melba Toast and Melbetts."

1042. Photographs related to Sophie Cubbison and the Cubbison Cracker Co. of Los Angeles. 1935. Undated.
• ***Summary:*** See page after next. The following undated black-and-white photos were donated to Soyfoods Center by Leo Pearlstein of Lee and Associates in Los Angeles, a long-time friend of Sophie Cubbison:

(1) Nine dark delivery trucks and drivers lined up in front of a brick-walled bakery. The trucks appear to be models from the mid-1930s. On the side of each truck is printed "Cubbison's–Bakers of Melba Toast and Melbetts."

(2) Nine delivery trucks and drivers lined up in front

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of dry, grassy rolling hills. On the side of each is written "Cubbison's." In smaller letters: "Bakers of Melba toast, Cookies, Crackers."

1043. Battle Creek Food Co. 1935? Appetizing health food recipes and menus. Battle Creek, Michigan. 25 p. Undated. Illust. 15 x 17 cm.

• ***Summary:*** On the cover of this booklet is a 3-panel illustration of a family seated at the table enjoying a meal; the daughter is in the left panel, the wife and husband (with suit and necktie) in the center, and the young son (also in suit and tie) in the right panel. The booklet promotes and shows how to use the vegetarian food products made by Battle Creek Food Co.

Contents: The story of Battle Creek Health Foods (and its free diet service). Where these recipes are triple tested (the company's modern test kitchen). Dinner menus and recipes (p. 4-7). Luncheon and tea menus and recipes (p. 8-11). Breakfast menus and recipes (p. 12-15). Reducing menus and recipes (p. 16-17). Wholesome diabetic foods (p. 18). Brawn-building menus and recipes (p. 19). A brief description of Battle Creek Health Foods (p. 20-21). Health candies (p. 22).

On almost every page of recipes is an illustration of one of the company's products in its container/package, and in a prepared dish, followed by a description of each product on p. 20-21. The only two soy-related products are "Soy Biscuits–Best bread for diabetics. Contains less than 2% starch but is rich in protein and strength-building elements. (Also furnished in the form of a meal)."

Other products are: Agar (made from Japanese sea-

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biscuit (40%, containing less than half the starch of ordinary bread; fine for diabetic patients). Gluten flour. Graham crackers. Health chocolates. Health koko. Kaffir tea (caffeine free). Lacto dextrin. Laxa (a biscuit with bran and agar). Malted nuts (increases the flow of milk in nursing mothers). Marmalades. Meltose (a malt sugar made from grains). Minute brew (A caffeine-free cereal beverage). No-fat (for use in place of butter). Nuttolene ("A nut meat product having the consistency of cream cheese. Makes healthful croquettes, cutlets, and stews"). Oatmeal wafers. Paralax with agar. Paramels. Peanut butter (made from steamed rather than roasted peanuts to make it easier to digest). Preserved figs. Protose ("The vegetable meat–makes savory sandwiches, salads, meat pies, and roasts. Rich in iron, lime and protein for body-building"). Psylla. Ripe olives. Savita ("A vegetable [yeast] extract with a rich, meaty flavor, excellent for soups and gravies, Rich in vitamins, and wonderful for blood-building"). Sal-Savita (A vegetable seasoning with a meat-like flavor). Savita-yeast (new yeast with a rich meaty flavor). Starchless bran. Toasted rice flakes. Tomato soup. Vegetable gelatin. Vegetable soup. Vitamet (A savory vegetable meat that is rich in Vitamin B and food iron). Vita wheat (creamy hot cereal). Whole wheat cream sticks. Whole wheat flour. Whole wheat wafers. ZO ("The vitamin breakfast food, ready to eat with cream and sugar. Made from whole wheat and barley and enriched with Savita... Supplies the daily vitamins and minerals"). Zwieback.

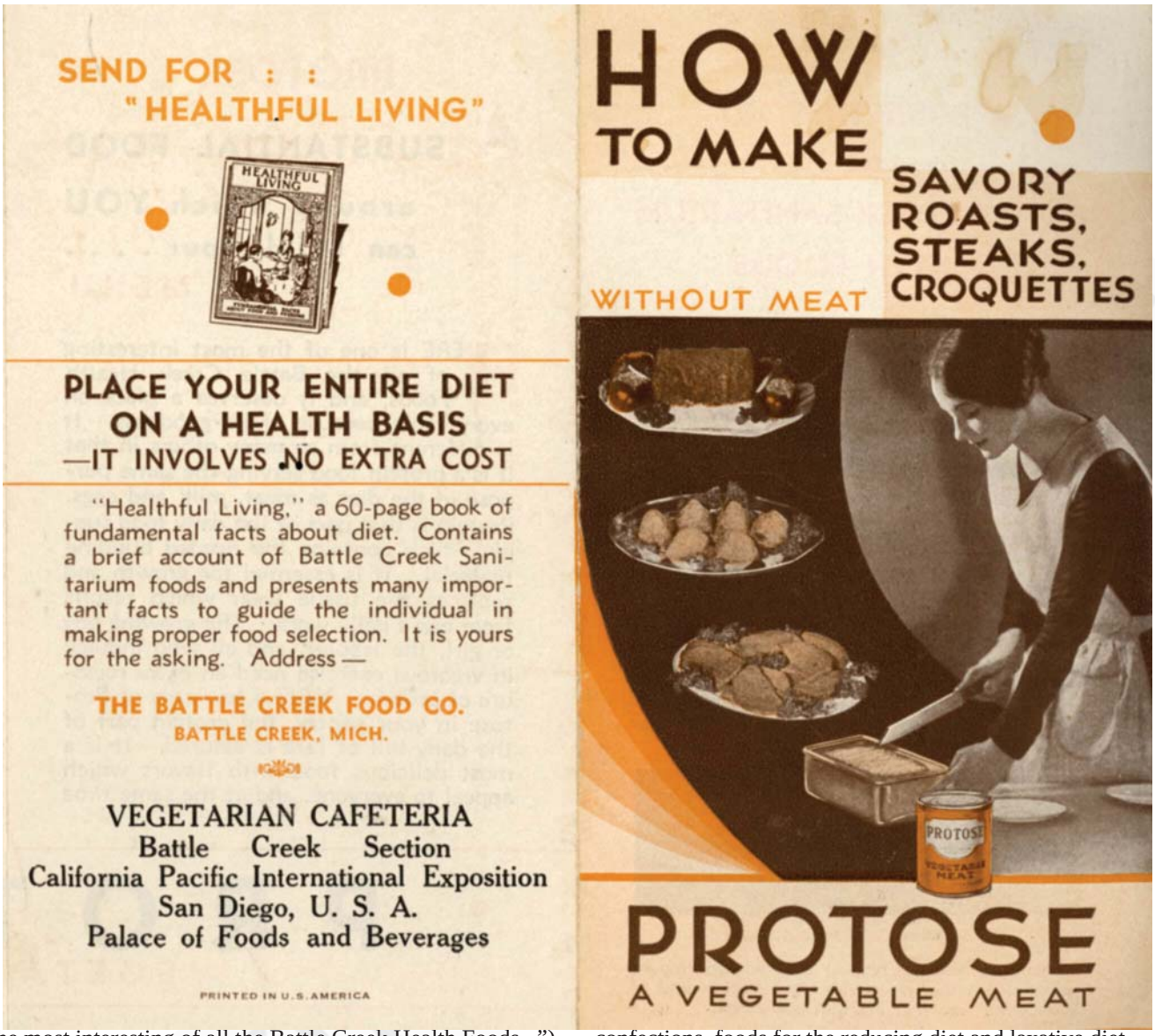
On page 23 is an ad for a 64-page booklet titled *Healthful Living: Fundamental Facts About Foods and Feeding.* Address: Battle Creek, Michigan.

weed). Almond butter. Bran biscuits. Cooked bran (from wheat). Bran gluten flakes (crispy toasted breakfast cereal). Branola (hot cereal). Fig and nut bromose (with malt honey). Brose (hot cereal with dates, figs or raisins, and cream). Sanitarium canned fruits and vegetables. Chocolate nut bar. Cooked whole wheat. Fig bran. Fig bran flakes. Food ferrin (supplies dietary iron from green vegetables). Fruit crackers. Gluten bread (Low in starch, shipped in air-tight cans, ready to eat. A healthful reducing food). Gluten

1044. Battle Creek Food Co. 1935? How to make savory roasts, steaks, croquettes without meat: Protose–A vegetable meat (Leaflet). Battle Creek, Michigan. 4 panels each side. Each panel: 16 x 8½ cm. Undated.

• ***Summary:*** See next 3 pages, Printed with brown and light orange on white. Contents: A brief history of Battle Creek Sanitarium Health Foods. Protose: A substantial food around which you can build your menu (2 panels; "Here is one of

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the most interesting of all the Battle Creek Health Foods..."). Six recipes using Protose. About Savita with 1 recipe. Send for "Healthful Living" (60 p. book).

Photos show: (1) On the front panel: A young lady in a white apron slicing a casserole containing Protose. (2) Three prepared Protose dishes. (3) A can of Protose. (4) Inside: The huge Battle Creek Sanitarium. (5) The huge Battle Creek Food Co. (5) The front cover of a 60-page book titled *Healthful Living.*

"A brief history of Battle Creek Sanitarium Health Foods: Battle Creek Sanitarium Health Foods were first made in 1899 for patients at the Battle Creek Sanitarium. Such Satisfactory results were obtained that soon outside demand made it advisable to stock them in leading grocery, drug, department and health food stores.

"At present there are over 100 Battle Creek Health Foods, including several groups covering almost every phase of diet–tasty vegetable meats, whole grain cereals, health confections, foods for the reducing diet and laxative diet, others for blood building, with a large assortment for diabetic and other conditions.

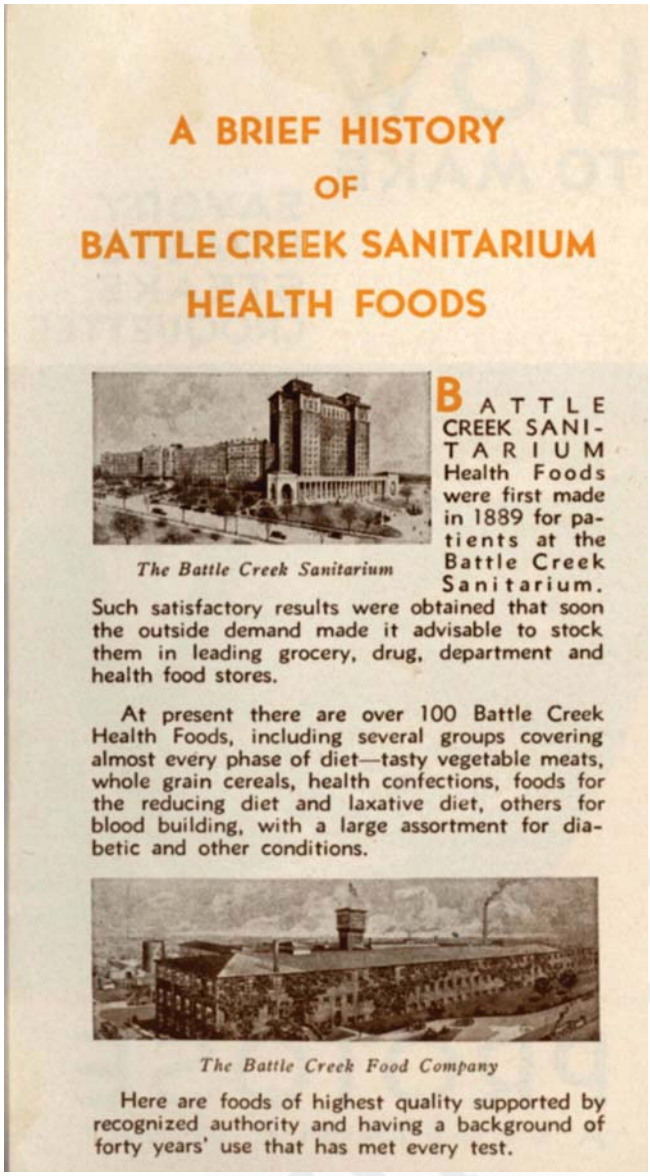
"Protose: A substantial food around which you can build your menu. Here is the most interesting of all the Battle Creek Health Foods.

This leaflet was apparently printed for an exposition in San Diego, California. At the bottom of the back panel is printed in large bold letters: "Vegetarian cafeteria. Battle Creek Section. California Pacific International Exposition. San Diego, USA. Palace of Foods and Beverages."

Note: This Exposition was held in 1935-36 at San Diego's Balboa Park. It opened on 29 May 1935 and closed on 9 Sept. 1936. Address: Battle Creek, Michigan.

1045. **Product Name:** Vita-Elm (With Slippery Elm). Blend of Cereal and Soy Flours plus Slippery Elm had started by 1948.

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A BRIEF HISTORY
OF
BATTLE CREEK SANITARIUM
HEALTH FOODS

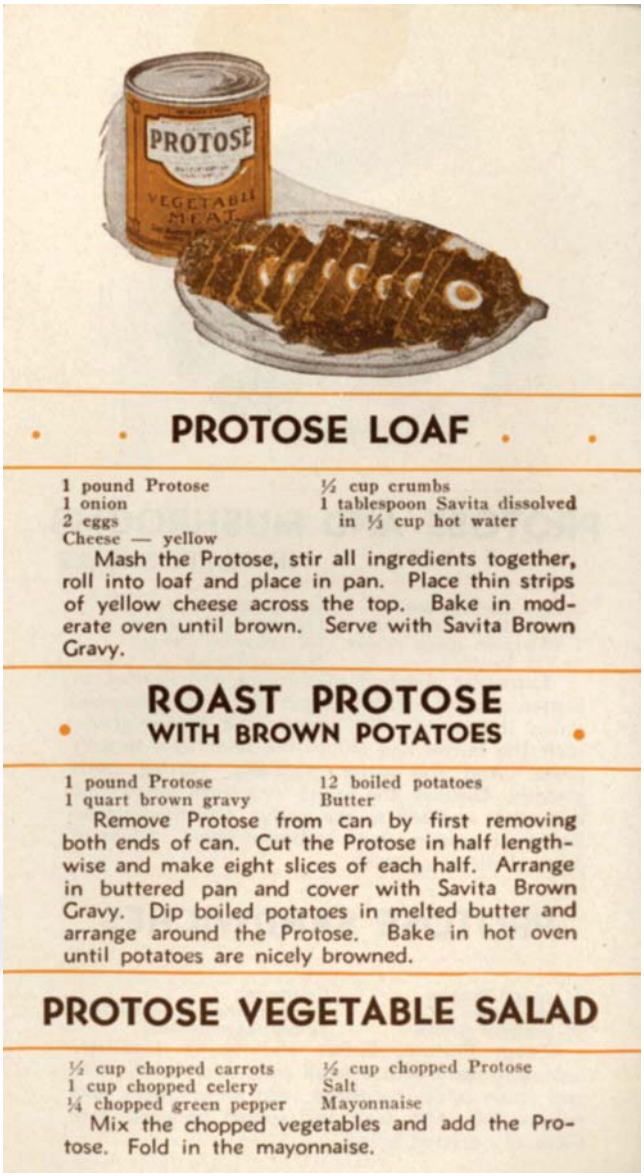
The Battle Creek Sanitarium

BATTLE CREEK SANITARIUM Health Foods were first made in 1889 for patients at the Battle Creek Sanitarium. Such satisfactory results were obtained that soon the outside demand made it advisable to stock them in leading grocery, drug, department and health food stores.

At present there are over 100 Battle Creek Health Foods, including several groups covering almost every phase of diet—tasty vegetable meats, whole grain cereals, health confections, foods for the reducing diet and laxative diet, others for blood building, with a large assortment for diabetic and other conditions.

The Battle Creek Food Company

Here are foods of highest quality supported by recognized authority and having a background of forty years' use that has met every test.



PROTOSE LOAF

1 pound Protose
1 onion
2 eggs
Cheese — yellow
½ cup crumbs
1 tablespoon Savita dissolved in ½ cup hot water

Mash the Protose, stir all ingredients together, roll into loaf and place in pan. Place thin strips of yellow cheese across the top. Bake in moderate oven until brown. Serve with Savita Brown Gravy.

ROAST PROTOSE
WITH BROWN POTATOES

1 pound Protose
1 quart brown gravy
12 boiled potatoes
Butter

Remove Protose from can by first removing both ends of can. Cut the Protose in half lengthwise and make eight slices of each half. Arrange in buttered pan and cover with Savita Brown Gravy. Dip boiled potatoes in melted butter and arrange around the Protose. Bake in hot oven until potatoes are nicely browned.

PROTOSE VEGETABLE SALAD

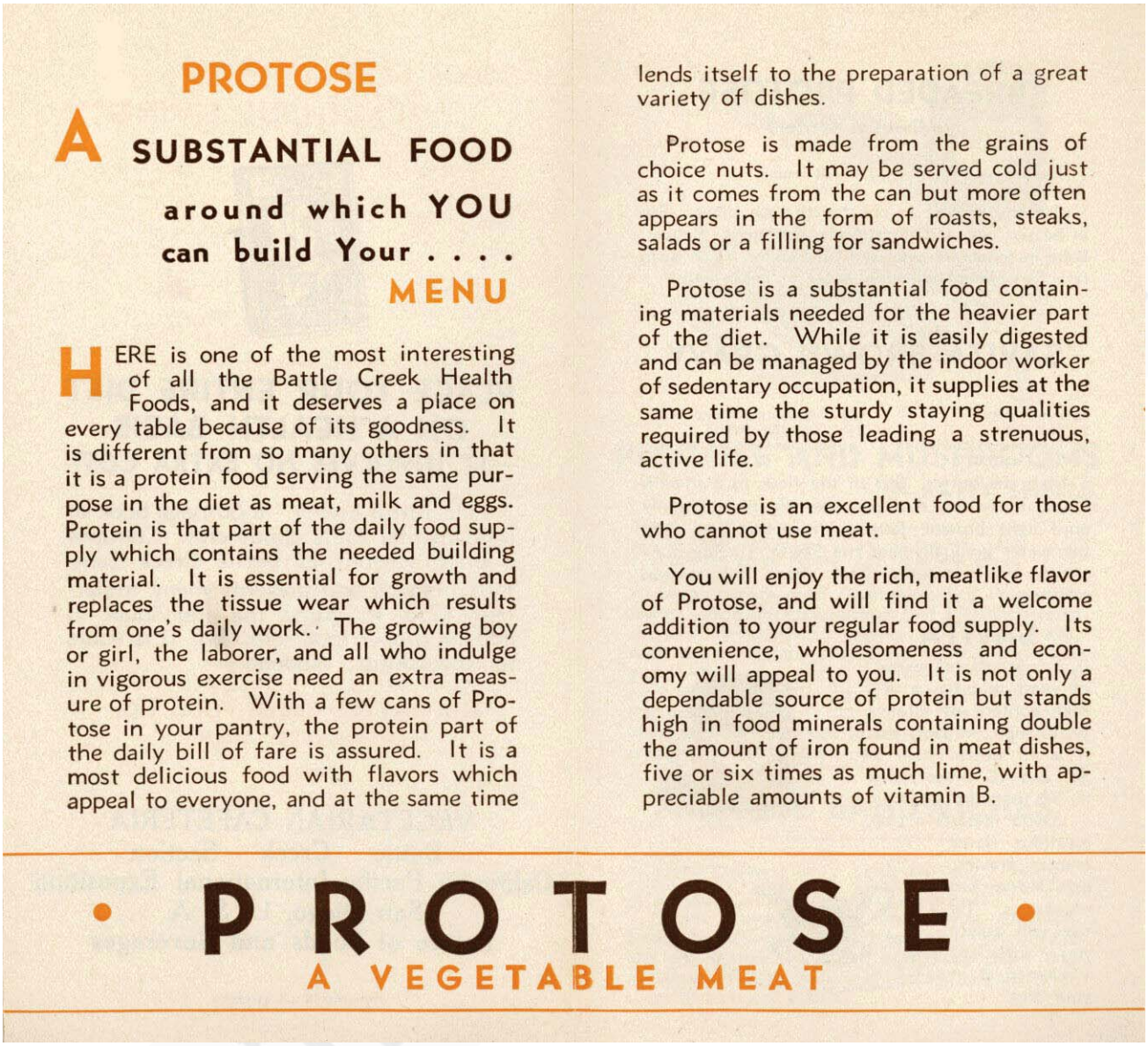
½ cup chopped carrots
1 cup chopped celery
¼ chopped green pepper
½ cup chopped Protose
Salt
Mayonnaise

Mix the chopped vegetables and add the Protose. Fold in the mayonnaise.

Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia. Phone: (03) 729-1738.
Date of Introduction: 1935?
Ingredients: 1995: Wholegrain wheat flour, barley flour, maize flour, oat flour, wheatgerm flour, wholegrain rye flour, whole soya flour (with oil and lecithin intact), and slippery elm.
Wt/Vol., Packaging, Price: Tin-plated steel can.
How Stored: Keep sealed. Store in a cool, dry, lightfree place.
New Product–Documentation: Ad in *Nature's Path to Health* (Melbourne, Australia). 1932. Oct. p. 21. "Good health by taking Vita Elm. Makes invalids strong. Children thrive on it. Invaluable to the athlete. Vita-Elm contains the germ of life of wheat, oats, barley, rye, and maize. [Note: Soy is not mentioned]. Abounding in all the valuable vitamines that give strength, energy and vitality. Delicious flavour. Nourishing. Nature's food. Obtainable at 342 St. Kilda Road, Melbourne, SC1."

Ad in Nature's Path to Health. 1935. May 1. Vita-Elm is now promoted as a "vitalizer" that can give "glorious health." Ad in Nature's Path to Health (Australia). 1937. Christmas. p. 36. "Natural health baby. Esmae Noelene Grimes. Aged four and a half months. Thrives on Vita Elm Dinner." A photo shows baby Esmae (the Roberts' granddaughter, aged 4½ months) sitting up and enjoying Vita Elm. Paul Smith notes (28 March 1995): "Esmae was reared on Vita Elm and Soy Compound and was using both at the time of the photo as her mother was experiencing difficulty in breastfeeding Esmae. As Esmae also later experienced difficulty in breastfeeding her own children, and resorted to

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PROTOSE

A SUBSTANTIAL FOOD around which YOU can build Your . . . . MENU

HERE is one of the most interesting of all the Battle Creek Health Foods, and it deserves a place on every table because of its goodness. It is different from so many others in that it is a protein food serving the same purpose in the diet as meat, milk and eggs. Protein is that part of the daily food supply which contains the needed building material. It is essential for growth and replaces the tissue wear which results from one's daily work. The growing boy or girl, the laborer, and all who indulge in vigorous exercise need an extra measure of protein. With a few cans of Protose in your pantry, the protein part of the daily bill of fare is assured. It is a most delicious food with flavors which appeal to everyone, and at the same time lends itself to the preparation of a great variety of dishes.

Protose is made from the grains of choice nuts. It may be served cold just as it comes from the can but more often appears in the form of roasts, steaks, salads or a filling for sandwiches.

Protose is a substantial food containing materials needed for the heavier part of the diet. While it is easily digested and can be managed by the indoor worker of sedentary occupation, it supplies at the same time the sturdy staying qualities required by those leading a strenuous, active life.

Protose is an excellent food for those who cannot use meat.

You will enjoy the rich, meatlike flavor of Protose, and will find it a welcome addition to your regular food supply. Its convenience, wholesomeness and economy will appeal to you. It is not only a dependable source of protein but stands high in food minerals containing double the amount of iron found in meat dishes, five or six times as much lime, with appreciable amounts of vitamin B.

• PROTOSE •

A VEGETABLE MEAT

the same two remedies... Esmae and family still purchase Vita Elm and Soy Crunch directly from us."

Ad in Nature's Path to Health. 1940. July. p. 36. "Vita-Elm builds bonny boys and girls. To avoid malnutrition and the many ills that beset children, a fully fortified food must be provided... Protect them from winter colds and deficiency disease by daily use."

Information brochure: "'Vita Elm' was originally developed as a therapeutic product to assist invalids of all ages to recuperate. Bland, nutritious, sustaining and easily digestible it is an ideal way to encourage people recovering from surgery or suffering from hiatus hernia, ulcers or diarrhoea [diarrhea] back onto solid foods. It also forms a valuable addition to the diets of infants, toddlers and children of all ages. Slippery Elm has long been recognised for its soothing, gelling properties and its ability to gently coat the sensitive linings of the human digestive system." Serve as a porridge, and a hot or cold drink or thickshake.

Letter from Paul Smith. 1995. March 14. "Interestingly none of the advertisements for Vita Elm from the mid-1930s into the 1950s acknowledge the use of soy in this product. However the practise of adding soy flour to Vita Elm was well established when my father, Ron, went to work for F.G. Roberts early in 1948, and he believes soy was used by the mid-1930s. Admittedly, it is a minor ingredient." "Esmae believes the soy was added to Vita Elm in 1937, when Roberts first became interested in it."

Letter from Paul Smith. 1995. April 1. Vita Elm was the most heavily, longest and continuously promoted of all the Roberts products from its inception in Oct. 1932 until 1947, in almost every issue of the magazine. A 2-page table shows, for each issue, on what page the ad appears.

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1046. *News-Pilot* (*San Pedro, California*). 1936. San Pedro Information Department: "Buy it in San Pedro" (Ad). Jan. 7. p. 2, cols. 7-8.
• ***Summary:*** "Health Foods–McDonald's Natural Food Shop–464 W. 6th.

"Let us help you with your dietary problems. Try Bill Baker's Soy & Lima Bean bread–practically non-starch. Our fruit juices and stewed fruits will give your breakfast added zest. Whatever your needs, see us."

1047. *California Health News* (*Hollywood, California*). 1936. Bragg's meal reaches film colony. 4(2):9. Jan. 24.
• ***Summary:*** A large photo shows Audrey Ferris, a Hollywood actress and one of many filmsters paying attention to her diet, learning about the new Bragg Meal. Paul "Bragg, famous American health lecturer, explains one of the delicious recipes for using his dextrinized cereal, which has a popularity all over the U.S. Bragg is now in Miami [Florida] lecturing."

1048. Bradford, Gardner. 1936. Our grand old names are vanishing! Historic family names linked with the infancy of the Golden State are disappearing... *Los Angeles Times.* Feb. 9. p. H16.
• ***Summary:*** The name "Lopez," which is Spanish, began in California with Ignacio, who came to San Diego with Portola and Fray Junipero Serra. He [and his wife] contributed ten daughters and eight sons to the Southland. "His youngest son, Claudio, became major domo of San Gabriel Mission. It was he who built El Molino (mill) in San Marino..."

Note: San Marino is a city in Los Angeles County, California, incorporated in 1912. The city was designed by its founders to be uniquely residential, with expansive properties surrounded by beautiful gardens, wide streets, and well maintained parkways. The city is located in the San Rafael Hills (Source: Wikipedia, Dec. 2014).

1049. *California Health News* (*Hollywood, California*). 1936. Attention Hollywood! Hansen's pure juices (Ad). 4(4):7. Feb. 21.
• ***Summary:*** "A new service for your convenience. Fresh, 100% pure vegetable juices–Delivery daily to your home or office." Address: Hollywood, California. Phone: HEmpstead 9110.

1050. *California Health News* (*Hollywood, California*). 1936. Film stars learn beauty secrets. 4(4):15. Feb. 21.
• ***Summary:*** A large photo shows Paul Bragg and actress Audrey Ferris standing behind a table with a juicer on it. The caption reads: "Just before Paul Bragg went to Miami [Florida] to lecture he put over the modern health message to Hollywood's screen colony. Result: many film notables now take their fresh carrot, celery and other juices to the studio. Instead of eating a heavy lunch, they drink it, and are able to do finer work–and look better. Here's entrancing Audrey Ferris, health movie girl, making Bragg a vegetable cocktail on his new electrified juicing machine which does away with cranking, and speeds up the process."

Note: This is the earliest English-language document seen (Junly 2021) that uses the word "juicing" or the term "electrified juicing machine" to refer to a electric juicer.

1051. *California Health News* (*Hollywood, California*). 1936. New machine for juicing. 4(4):8. Feb. 21.
• ***Summary:*** "Many leading dispensers of pure fruit and vegetable juices in Los Angeles and vicinity are using the newest machine offered by Hobart Manufacturing Co., 410 So. Los Angeles. This model handles all vegetables such as spinach, celery, carrot, beet, parsley, apple, eliminating need for extra equipment. The Hobart company, 18 years in Los Angeles, has made an extensive study of juices. In recent tests the latest models have run hours continuously without sign of protest."

Note: Unfortunately no photo or illustration of this machine is shown. However it sounds like an electric juicer.

1052. *California Health News* (*Hollywood, California*). 1936. Climbing juice trade demands new machine. 4(4):9. Feb. 21.
• ***Summary:*** "To meet the needs of a rapidly growing 'vegetable juice consciousness,' Modern Living Health Foods, 2611 W. 7th, owned by Mr. and Mrs. Dreibelbis, has installed a new press which exerts 14,000 pounds hydraulic pressure by hand. The new equipment was designed by Dreibelbis himself, who has a wide background in mechanical lines. It handles carrots, celery, spinach, parsley, apple and other fruit and vegetable juices."

Note: This is the earliest document seen (July 2021) describing a machine that uses hydraulic pressure to extract juice from vegetables.

1053. *California Health News* (*Hollywood, California*). 1936. Sexauer store moves: Serves health meals. 4(4):9. Feb. 21.
• ***Summary:*** "Santa Barbara–Moving across the street to 14 West Anapamu, Sexauer's Natural Food shop is in fine new quarters, is offering real health meals, served by Hoag and Baker. These people have served Montecito with vegetable juices for several months. Hoag became a health-minded vegetarian five years ago largely through the influence of Sexauer, vegetarian for 30 years, who is doing a fine work here in educating people to the health regime. Lectures are to be held here soon."

1054. *California Health News* (*Hollywood, California*). 1936. Pure juice habit hits Alaska town. 4(4):8. Feb. 21.
• ***Summary:*** "Juneau–The first power-driven vegetable juicer

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in the far north has been ordered for Health Foods Center, Second near Franklin, by Mrs. B.M. Kraft. The machine will come from the Hain Pure Food company, Los Angeles [California]. Vegetables are brought here by ship and then the juice extracted for health followers of this community."

1055. *New York Times.* 1936. Ocean travelers. Feb. 27. p. 16.
• ***Summary:*** "Arrivals today from Mediterranean ports on the Italian liner Conte Di Savoia include... Dr. Benjamin Gayelord Hauser,..."

1056. Hauser, Bengamin Gayelord. 1936. Foreword. *Horizon* (*Tempo Books, New York City*) 1(1):1. Feb.
• ***Summary:*** Hauser is the editor of *Horizon*, and this short article, located next to the table of contents in the first issue (Vol. 1, No. 1) states: "This first number of *Horizon* represents the fulfillment of a dream which has been in my mind since 1922, when I first began to teach America that 'living food makes living people.' Since that time, the seed which I planted has grown–even beyond my most extravagant expectations.

"In the past years there have come to me thousands of requests for a journal or magazine which would furnish a link between me and my students in every city in America. Thanks to this encouragement and support, I am now able to present *Horizon* to you.

"Since the editorial direction of *Horizon* will be entirely in my hands, I promise my readers that it will be free of all inconsistencies. I shall censor all material contained in our advertising columns and shall keep the editorial columns free of commercial influence. It is my one desire to present you with a résumé of all that is of interest and genuine value in the field of nutrition in its relation to health and beauty.

Since *Horizon* enters this field seeking no circulation records, and without any desire for financial profit, I know that this publication will live up to the implied promise of its name, keeping before its readers always the far horizons which can be reached only by those who know how to live intelligently and vitally."

He signs his name, Bengamin Gayelord Hauser.

On page 5 is a full page photo of this handsome young man, dressed in coat and tie, arms folded across his chest.

1057. Hollywood Health Cafeteria. 1936. A man digs his grave with his teeth (Ad). *Los Angeles Times.* March 15. p. 31.
• ***Summary:*** This large display ad shows a man in his grave in a graveyard digging it at one end with his huge mouth and teeth. "Good news! 'Where your health comes first.' Opens Monday noon, March 16th at 6225 Hollywood Blvd. (Pantages Theatre Bldg.–One block east of Vine). Modern health food store and health bakery in connection. Under the same management as the downtown Health Cafeteria, 6th St., between Spring and Broadway.

"Specializing in recipes and diets recommended by Dr. Philip M. Lovell. All the same delicious dishes, the same healthful Whole Wheat breads, pastries, pies–at the table and in the bakery. Diets for all purposes. A professional dietitian available for Free consultation.

"Free–opening day–only. To each diner, one box Trufood Chocolates... Open every day including Sundays."

Note: This cafeteria is an extension of the chain of health cafeterias started by Paul Bragg in Dec. 1926. Address: 6225 Hollywood Blvd. [Los Angeles].

1058. *Los Angeles Times.* 1936. Clubdom today. March 19. p. A6.
• ***Summary:*** "Lockwood P.T.A.–Business meeting 2 p.m.; speaker Miss Adelle Davis."

1059. **Product Name:** Bill Baker's Soy Toast (Melba Toast).
Manufacturer's Name: Baker (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1936 March.
New Product–Documentation: House of Better Living Catalog. 1936. March. p. 7. $0.30/lb. Melba toast, named after Nellie Melba (ca. 1925), refers to very thin bread toasted until crisp.

1060. *California Health News* (*Hollywood, California*). 1936. The Hollywood Health Cafeteria (Ad). March. *
• ***Summary:*** Six pages about this new restaurant at 6225 Hollywood Boulevard. It is based on diets and recipes by Philipp Lovell (DC–chiropractor). Beautiful girls to serve you. All their friends took out ads wishing good luck to the new restaurant. So everyone supported each other. The cafeteria took out an ad showing a guy biting into the lawn (like a lawn mower) with the caption "Man digs his grave with his teeth."

1061. Lager, Mildred. 1936. The House of Better Living Catalog. Los Angeles, California: Published by the author. March. 14 p. March. 28 cm. Second expanded edition, March 1938.
• ***Summary:*** See next 3 pages. On the front cover is a large illustration of the exterior of the House of Better Living, and a 4-stanza poem about the House by Mildred Lager. Below the poem we read: "Catalog. The most unusual store in Southern California. Owned and operated by Mildred Lager, food economist, author, and radio lecturer."

The first section, titled "The origin of the House of Better Living!" (p. 1) begins: "Is it fate? Often the handicaps and obstacles that we have to overcome lead us into our life work, help us to find ourselves. A few years ago a young school teacher was forced to give up her chosen profession because of arthritis deformans. It was a severe obstacle to overcome, but it was that experience that led Mildred Lager

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THE House OF Better Living

To some it's a house
To some just a store,
But many have found it
A little bit more.

Its shelves may be stocked
With things that you eat,
But it aims to have more
Than just physical meat.

Its aims are to teach
Of nature's great wealth,
Air — water — food — thought,
That really build Health.

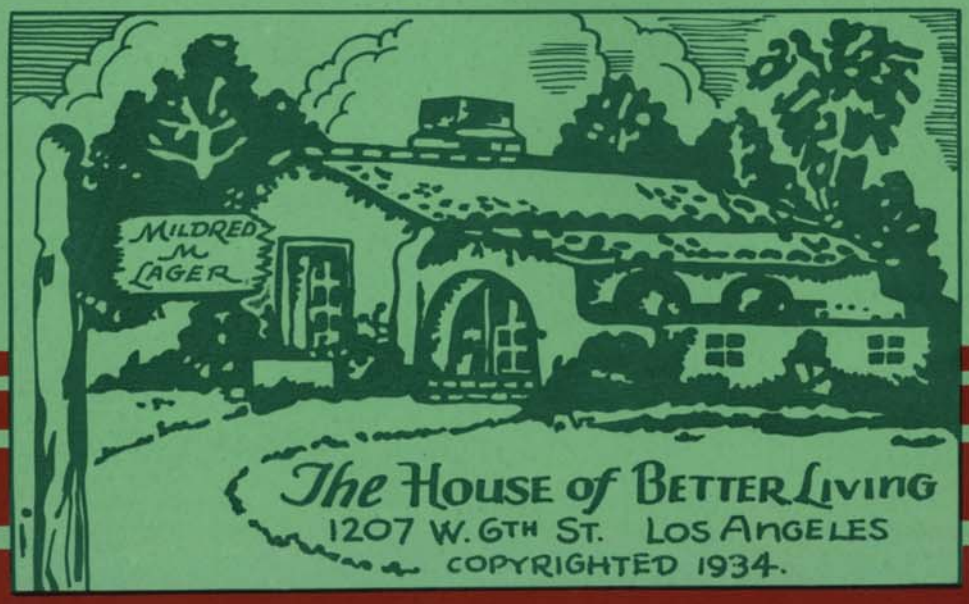
Its motive is service,
Both helping and giving —
That's why it is called
House of Better Living.

—MILDRED LAGER.

CATALOG

The most unusual store in Southern California

Owned and Operated by MILDRED LAGER, *Food Economist*
Author and Radio Lecturer



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into the study of foods and their relation to health, and led to the founding of the House of Better Living. No one *has* gained recognition as rapidly as Miss Lager. In a little over two years she has won her place among the 'leaders,' has

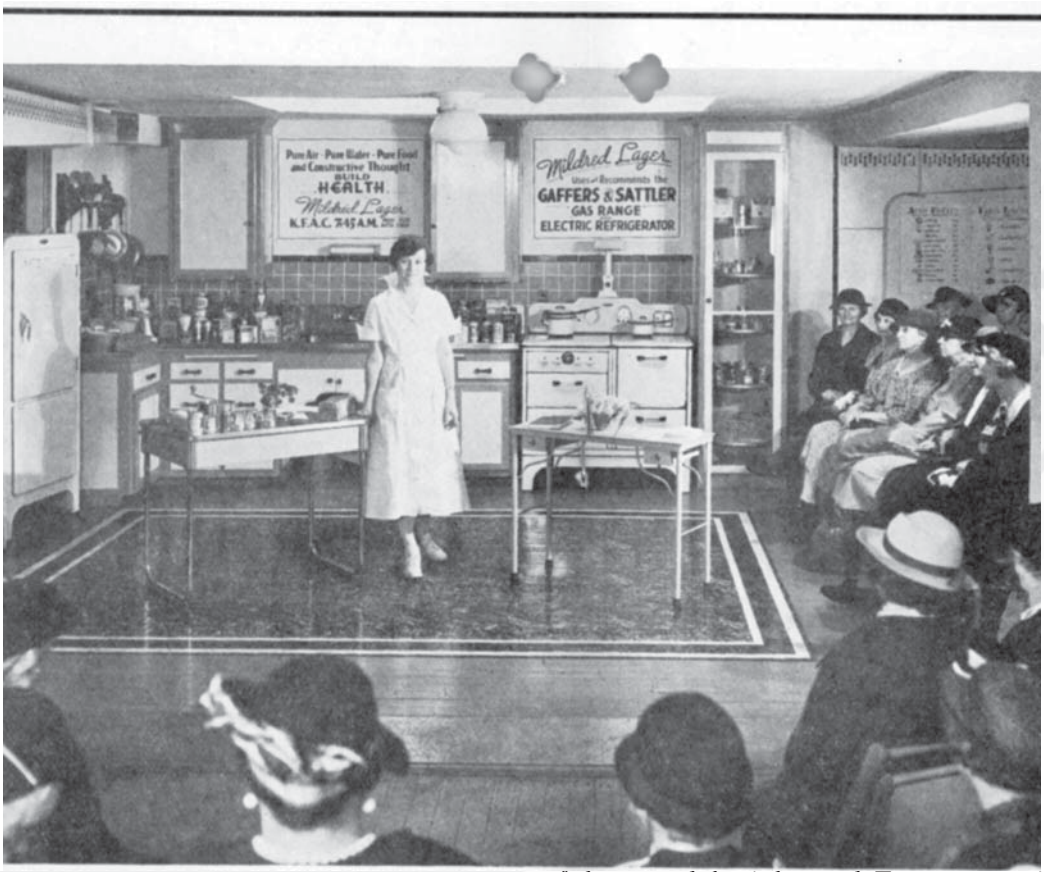


received both national and international recognition, and has established the House of Better Living as an institution in Southern California... Her perfect radio voice reaches thousands who cannot attend her classes.

"Miss Lager is teaching the ounce of prevention, the health insurance that pays dividends in years of health and happiness. Her slogan is that Pure Air, Pure Water, Pure Food and Constructive Thought plus exercise and sunshine build health.

"The House of Better Living is more than a Health Food Store. It is a bureau of food information and a place and means where Miss Lager can conduct her classes free

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HAIN

100% PURE FOODS

Hain Products are exactly what they purpose to be: healthful, uniform in quality, honestly dependable. Many others besides those named below. Catalog free on request. . . . . .

VEGE-JELL PUDDINGS

Made from pure, wholesome vegetable products. How much more healthful than animal-derived gelatine! Six different flavors to select from in these delicious puddings. Vege-Jell Desserts also, in six tasty flavors.

MAL-BA-NUTS

An appetizing concentrate of dextrinized Cashews and Almonds, flavored with maltose sugar. Mal-Ba-Nuts is in granulated form, like a fine meal. Rich in organic iron and other minerals. Easily digested.

POTASSIUM BROTH

No spices or condiments in this nourishing, delicious broth. Especially valuable because it helps compensate for the mineral deficiencies of ordinary foods, and restore alkaline balance.

COL-LAX

A natural, harmless and effective laxative—really a colon food. Ingredients: Powdered Psyllium, Powdered Agar, Lactose, in tested combination. Physicians and Patients alike report very satisfactory results from its use. Non-habit forming.

of charge–and *that* is her goal. Two years ago it seemed an impossibility–very few thought it would ever succeed. They did not know the sincerity and the spirit behind it... It is but two and a half years old. We cannot predict its future nor that of its charming founder–we can only wait and see, knowing that achievement and not time is the measure of success.–By one who has watched the growth from the start."

At the top of page 2 in large letters: "The House of Better Living offers you: 1. The best of natural foods at reasonable prices. 2. Free delivery of all $3.00 orders in Los Angeles. 3. Free cooking classes every Wednesday afternoon at 1:30. 4. Food classes Monday and Thursday afternoon at 1:30 (except during June, July and August). 5. Miss Lager's Radio talks every Monday, Tuesday, Wednesday and Thursday morning at 7:45 over KFAC."

Product categories and products mentioned include: Coffee substitutes (Soyco, Hollywood Cup, Breakfast Cup, Ficgo, Sipp). Broths (Vegebroth, Vegemineral Broth Concentrate, Hauser's Meatless Bouillon). Nut butters–Freshly ground (Soy Bean Butter, Almond butter, Cashew butter, peanut butter–dextrinized). Whole grain flour, meal, etc. (Soy Bean Flour, Bill Baker's Prepared Lima Bean Pancake or Waffle Flour, Bill Baker's Prepared Soy Bean Pancake or Waffle Flour {2 lb for $0.30}, whole wheat flour, wheat germ, bran, buckwheat flour, dextrinized flour, gluten flour, breakfast cereals–to cook {Cubbison's cracked

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wheat}). Ready to serve cereals (Soy bean breakfast food, wheat germ). Macaroni, noodles, etc. (Soy bean macaroni, garbanza shells). Legumes (soy bean {imported}, garbanza peas, natural brown rice, sesame seeds). Melba toast, crackers, cookies, etc. (Bill Baker's Soy Toast {$0.30/lb}, Cubbison's Melba Toast, Cubbison's Melbetts, Soy bean gluten cracker, Cubbison's whole wheat crackers, Cubbison's Whole Wheat Dunkeretts, Cubbison's wheat soda cracker, Cubbison's honey wheat cookies, Cubbison's Melba cookies, Soy bean wafers, soy bean macaroons, Bill Baker's 100% Soy Bean Fruit Cookies {$0.18/dozen}, Bill Baker's 100% Lima Bean Fruit Cookies {$0.18/dozen}, Olson's soy bean bread, sliced {$0.12}, Bill Baker's soy bean bread–unsliced {$0.16}, Bill Baker's Lima Bean Bread, unsliced {$0.16}). Natural aids (Agar, flaxseed, psyllium, Burbank kelp, kelp, Green kelp, Santay sea greens). Oils (Soy bean oil, sesame oil, Lindsay Cold Pressed California Oil). Meat substitutes (11 products, 5 with "Soy" in the name, such as Soyatose). Soy bean products (25 products! Makers incl. La Sierra, Loma Linda, etc.).

The 27 different soy products are: La Sierra Soy Beans, plain or with tomato sauce; Loma Linda Soy Beans, plain or with Proteena; Soy Beans, imported; Soy Beans, roasted; Soy Bean Loaf (meat substitute); Soy Bean Bologna; Soy Bean Spread; Soy Bean Butter (like peanut butter); Loma Linda Soy Mince Sandwich Spread; Soy Bean Sauce; Soy Bean Milk; Soy Bean Oil; Soy Bean Noodles, Macaroni, and Spaghetti; Soyco (Soy Coffee); Soy Bean Breakfast Food; Soy Bean Sprouts; Soy Bean Flour; Bill Baker's Prepared Soy Bean Pancake or Waffle Flour; Bill Baker's Soy Bean Bread; Olson Soy Bread (sliced); Bill Baker's Soy Toast; Bill Baker's Soy Bean Fruit Cookies; Soy Bean Macaroons; Soy Bean Wafers; Soy Bean Gluten Crackers.

Photos show: (1) A portrait of Mildred Lager smiling (p. 1). (2) Mildred conducting a free cooking class in her kitchen at The House of Better Living. Many men and women, all wearing hats, are seated around the perimeter of the kitchen (p. 6-7). (3) Packages of various "Bill Baker's Soy & Lima Bean Products" including Lime Bean Wafers, Pancake Waffle & Biscuit Lima-Bean "Neat Flour," Lima Bean Toast, Pancake Waffle & Biscuit Soya-Bean "Neat Flour," Lima Bean Bread, and Soy Bean Bread" (p. 10).

A small ad (3½ by 2¼ inches, p. 6) by the Cubbison Cracker Co. (3417-19 Pasadena Ave., Los Angeles, California) states: "Dextrinized and whole wheat products: Melba Toast, Melbetts, Cracked Wheat, Whole Wheat Crackers and Cookies." Note 1. This is the earliest document seen (June 2004) concerning the work of Sophie Cubbison with soyfoods.

A ¼-page ad (p. 12) titled "Hain 100% pure foods," describes Vege-Jell Puddings, Mal-Ba-Nuts (a powdered beverage), Potassium broth, and Col-Lax (whose ingredients are: Powdered psyllium, Powdered agar, and lactose).

Note 2. This is the earliest document seen (Aug. 2015) that contains the term "Soy bean gluten" or the term "Soy bean gluten cracker." Address: 1207 West Sixth St., Los Angeles, California.

1062. Lager, Mildred. 1936. Be a friend to your future self. *House of Better Living* (*Newsletter, Los Angeles*) 2(6):1. March.

• ***Summary:*** "If every ailing person would overcome four conditions, they would feel 100% better, and in most cases, be well. The conditions are: Constipation, sluggish liver, acid and toxic system, fermentation and putrefaction of foods–all can be aided by food or diet."

"Proper food, properly combined, overcomes this condition. Food does not cure. Food merely gives nature what she needs... Nature cures."

Note: Calavo means "California avocado" (May 1936, p. 3).

1063. Lager, Mildred. 1936. Better recipes, properly combined: Vegetable proteins. *House of Better Living* (*Newsletter, Los Angeles*) 2(6):1. March.

• ***Summary:*** "Legumes such as peas, beans, soy beans, etc. are a good source of protein. Also nuts and some cereals. Legumes are a splendid food, ad popular during the Lenten season. Below is a list of their protein content:" A table shows: Soy beans 33 to 42%. Lentils 25.7%. Peas 24.6%. Beans 22.5%. Lima beans 18.1%. Garbanza (Chick pea) 13.0%.

"Some legumes are highly alkaline, as the lima bean, soy bean and garbanza."

1064. **Product Name:** Soyco (Coffee Substitute).
Manufacturer's Name: Unknown. Perhaps Carque.
Manufacturer's Address: Los Angeles, California?
Date of Introduction: 1936 March.
New Product–Documentation: House of Better Living Catalog. 1938. March. p. 4. Note: This product could be Soy-co, a coffee substitute introduced by La Sierra Industries in 1929, and still made by them in 1936.

Talk with Ben Kahan of Kahan & Lessin. 1988. Sept. 24. He thinks this product was made by Carque, pronounced kar-KAY. See sheet he sent.

1065. *California Health News* (*Hollywood, California*). 1936. Electric-driven juice machine stirs interest. April 3. p. 8.

• ***Summary:*** "The much-heralded Bragg electric juicer is one of the many popular demonstrations at Health Cafeteria, 217 W. 6th. This juicer is the same as the hand model except that the crank is turned by motor. The machine is one-quarter horsepower, on 110 volts. Members of the health foods department report much interest in the new juicer."

1066. *California Health News* (*Hollywood, California*).

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1936. Small ad brings old Carque books. April 3. p. 8.
• ***Summary:*** "Health News classified ads are result-getters! A small ad asking for out-of-print copies of the late Otto Carque's 'The Folly of Meat-Eating,' printed 32 years ago, brought three replies in a hurry.

"One copy came from Skipper Clarke Irvine of Santa Monica, another from Los Angeles, a third from Lewiston, Idaho. What the beloved Carque had to say about meat three decades ago is still true today. 'The health and welfare of nations depends on rational nutrition.' When people stop killing animals to eat meat 'then the shadows of disease, famine, murder and war will disappear from our planet,' the book intimates."

1067. *California Health News* (*Hollywood, California*).
1936. Mrs. Hauser says line finds larger market. April 3. p. 8.
• ***Summary:*** "In anticipation of an increased demand for alkaline foods, Harry W. Hempstead, owner of Mrs. Hauser's Food Products company, 4617 Melrose [Los Angeles], is putting a brand new dress on his "Soy" brand hot cake and waffle flour. The alkaline food henceforth will be packed in a blue and white container." The products contain "cereals, legumes, milk and carob to neutralize."

Note: Mrs. Hauser's Food Products company was unrelated to Gayelord Hauser, even though both were involved with health foods in Los Angeles in the 1930s and 1940s. We are unaware of any person named "Mrs. Hauser" who was active at this time, and in this place and field.

1068. *California Health News* (*Hollywood, California*).
1936. Raw food cook book now in 15th issue. April 3. p. 9.
• ***Summary:*** "Indicating an ever-widening interest in health foods, the 15th edition of Mrs. Richter's 'Cook-less Book' has just been issued it is announced at the Live Food Cafeteria, 325 W. Third [Los Angeles]. This little volume is internationally famous for its unfired soups, salads, drinks, natural desserts, etc. Many of the tempting dishes offered at the cafeteria are included.

"Since the two cafeterias of Hill street and West Third were combined, business has more than doubled, the Richters report. Lectures almost every night, banquets, and special events have made the cafe a unique gathering place for the health-minded students of the new age." Address: Ojai, California.

1069. *J. of the American Medical Association.* 1936. Bureau of investigation: "Prof." Paul Bragg again. Is Washington's loss Miami's gain? 106:1408. April 18.
• ***Summary:*** "For years it has been known that those sections of the country in which elderly people and invalids congregate have more than their share of quacks and faddists. For this reason southern Florida is beginning to challenge the eminence of other resorts for this doubtful honor. This winter Miami has been visited by the quack who calls himself 'Professor Paul C. Bragg.' Readers of The Journal may remember what has been published regarding Bragg, who was described as a 'food faddist and sexual rejuvenator.' Bragg is one of those ignoramuses with a flair for public speaking who confer on themselves ornate titles and give 'free lectures,' which are really come-on advertisements for the books, the nostrums and the so-called private courses that they have for sale."

Below this is a reproduction of one of Bragg's advertisements in a Miami newspaper. He will give five free lectures in the Baptist Auditorium at N.E. 5th St. and 1st Ave. in Miami. A photo shows him wearing a lab coat and examining a test tube.

"Bragg seems to have found Miami a lush field this winter, but toward the end of the season he began to talk of going back north. A Miami paper, however, in its issue of March 8 carried a display advertisement in which it was stated that 'Miami Demands More Free Health Lectures by Professor Paul C. Bragg, Nationally Famous Health Teacher.' The advertisement stated further that because of the hundreds of demands that Bragg should remain in Miami a few days longer he had 'canceled his lectures in Washington, D.C.,' and would give five more 'free lectures.'

"Bragg's cancellation of his lectures in Washington, D.C., may have been due to the fact that suckers were still biting in Miami; but it is quite as probable that his action was at least partly predicated on the fact that when he conducted his lectures in Washington a year ago he was charged with practicing the healing art without a license, found guilty and fined a hundred dollars. He violated the law of the District of Columbia by attempting to diagnose diseases, by prescribing a 'patent medicine' of his own devising and by attempting to relieve certain diseases. He is estimated to have taken about $7,000 out of Washington, for he charged $20 a person for a series of six so-called classes which some 350 persons attended. Observers from the office of the Commission on Licensure and from the District Medical Society attended Bragg's 'classes' and obtained enough evidence to bring action against him in the police courts."

1070. *Health Foods Retailing.* 1936-1987. Serial/periodical. Published originally by Lelord Kordel in San Francisco, then Chicago, then New York, for National Nutritional Foods Association (NNFA), then in New York, NY, by Syndicate Magazines, Inc. Frequency: Monthly.
• ***Summary:*** Letter from Mr. Lelord Kordel, publisher, to Bill Baker of Ojai, California. 1940. July 24. The letterhead shows that *Health Foods Retailing* is now published from 846 Russ Building, San Francisco, California.

Classified ad in *Let's Live.* 1945. Sept. p. 22. "Health Foods Retailing–Official trade publication, National Health Foods Assn. A newsy magazine for store owner, jobber and manufacturer. Circulates coast to coast. Don't miss it. Bi-monthly $1 year... 100 Stevens Ave., Mount Vernon, New

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York."

In Dec. 1976 (Vol. 20, No. 12). the title page showed that this was the "Official Magazine of the National Nutritional Foods Assn." Published by Syndicate Magazines, Inc., 6 East 43rd St., New York, NY 10017. Publishers: J.T. Schwartz and L.D. Solomon. Editor: Frank Murray.

As of Aug. 1980 (Vol. 44, No. 8), this magazine is published monthly, plus the 'Merchandising Handbook,' which is published at the beginning of each year. Copyright by Syndicate Magazines, Inc., 6 East 43rd St., New York, NY 10017. Tel. 212-949-0800. Controlled circulation postage paid at Miami, Florida 33142.

Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 29, 53-54. *"Health Foods Retailing*, New York City, the oldest trade magazine in the health food industry, and the official magazine of NNFA, was started in April 1936 by Lelord Kordel." [Note: *California Health News*, started 3 years earlier in Jan. 1933 by Clarke Irvine, covered both consumer and trade topics]. "It was sold several years later to Jack T. Schwartz [of Syndicate Publications in New York. Schwartz was associated with Gayelord Hauser], who remained publisher until Feb. 1982, when he and his partner, L.D. Solomon, sold Syndicate Magazines, Inc. to Communication Channels, Inc. (CCI, Atlanta, Georgia), which, in turn is owned by Argus Press, a division of British Electric Traction Co., London, England. "The most recent editors of HFR have been Anthony Lord, now retired and living in Poughkeepsie, NY; Frank Murray, who is now Executive Editor; and Michael Spielman, the current editor. Joel Chriss and Paulo Colangelo are associate editors. Jack T. Schwartz lives in Rye, NY."

Talk with Frank Murray of New York. 1988. Sept. 26. Lelord Kordel (a man) now lives in Detroit. He started the magazine in San Francisco, then moved it to Chicago. Schwartz remained publisher until Feb. 1982. The magazine ceased publication in June 1987, in its 51st year. Back issues of *Health Foods Retailing* (which had a small format, like a large *Reader's Digest*) can be found at Communication Channels Co. in Atlanta, Georgia (Phone: 800-241-9834). He started to work with the magazine in 1963 in New York.

Talk with Howard Wainer of Whole Foods Communications Inc. 1992. Sept. 24. For years, prior to about 1982-83, *Health Foods Retailing* was the leading trade magazine in the health foods industry in terms of both circulation and advertising space. Then it was passed by *Health Foods Business.*

Library of Congress owns Oct. 1979 to June 1987. Some volumes are incomplete.

Talk with Frank Murray of New York. 2007. April 16. Does he have back issues of *Health Foods Retailing* or know where they can be found? "No. This is the worst tragedy that's ever happened to me. When I was in the New York office and *HFR* and *Better Nutrition* were sold, I, like an idiot, sent all of the bound volumes down to the Atlanta office. After Mr. Schwartz became ill, he sold the magazine to a group in Atlanta. Since then, the magazine has been sold at least twice. I've been trying to locate the bound volumes, but I'm afraid they have been lost or destroyed. Its the only history of the industry." About two years ago, Frank confirmed that the volumes he sent were still in Atlanta. Then he contacted a friend, Nicole Breshka, who is the editor of *Better Nutrition* and located in California. He asked her if she could follow up but he hasn't heard back from her. He is now very busy. Some volumes of the magazine (donated by Vic Boff, who died several years ago) are located at the University of Texas in Austin, but Frank is not sure if they have the older ones. Address: San Francisco, Chicago, New York.

1071. Health Book Service–Life Culture Center. 1936. Books on nature cure and natural living (Ad). *Naturopath and Herald of Health* (*New York City*) 41(4):129. April.
• ***Summary:*** A full-page ad with the bold banner title across the top. The books are divided into categories: Nature Cure. Diseases. Diet. Cooking. Hygiene. Child feeding. General books.

Note 1. This ad also appeared in the May 1936 issue (p. 161).

Note 2. The address is the same address as the Original Health Food Store. Address: 343 Lexington Ave., New York City.

1072. Lust (Benedict). 1936. Bound volumes of the Naturopath (Ad). *Naturopath and Herald of Health* (*New York City*) 41(4):127. April.
• ***Summary:*** "Every practitioner and every student in the field of Nature Cure should have a complete library of Bound Volumes of *Naturopath* magazine from 1902 to 1927, and 1934 and 1935. $10.00 per [bound] volume."

Note 1. From this ad we see clearly that this magazine was not published from 1928 to 1933. Note 2. This is the earliest document seen (Sept. 2007) showing Benedict Lust at 343 Lexington Ave., New York City. In Dec. 1936 (p. 381) the Original Health Food Store also appeared at this address. Address: Dr., 343 Lexington Ave., New York City.

1073. Ainsworth, Ed. 1936. Along El Camino Real. *Los Angeles Times.* June 21. p. A15.
• ***Summary:*** "Bill Baker, the baker of Ojai, has just moved in next door to Shirley Temple and Will Hays and Tarzan. Mr. Baker, as everybody ought to know, is the genius of the bakery who popularized lima and soya bean bread and has made a gigantic all-California fruit cake for the president of the United States each Christmas" for many years.

While he isn't old, Bill also isn't young, so he has decided to retire for a part of each week. He moved to a beautiful lake [Lake Sherwood, where many famous movies

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were filmed] and sort of commutes to his bakery in Ojai. He had owned a third of an acre of oak-covered hillside near the lake. "He had been pretty sick about a year ago" [i.e., in mid-1935], and he decided some vigorous outdoor work and rest would be helpful. Working as a laborer with a few carpenters, he built a lovely white house around a towering oak.

Note: This is the earliest document seen (March 2006) that mentions Bill Baker's home at Lake Sherwood (which is about 30 miles southeast of Ojai, near Thousand Oaks).

1074. *Naturopath and Herald of Health* (*New York City*). 1936. State news: Paul C. Bragg becomes grandfather. 41(6):177-78. June.

• ***Summary:*** From Health Research Bureau Bulletin: On 10 Feb. 1936 Paul C. Bragg's daughter, Polly Bragg-Sorrel, age 19, gave birth to a boy (weighing 7½ pounds) named Robert Paul Sorrell in Los Angeles, California. "This makes four generations of Braggs now living and all enjoying perfect health. This is a convincing proof of the wisdom of living on natural foods and keeping the body in an alkaline condition."

In large auditoriums where her father has lectured, Polly has appeared as "the perfect health girl" and she is known to thousands of people who try to live in accord with Nature's laws.

"In the summer of 1934, she won a prize at the International Culture Convention, held at Dansville, New York." Bernarr Macfadden, founder of *Physical Culture Magazine*, stated that "she was one of the finest specimens of womanhood he had ever seen."

1075. *Nature's Path to Health* (*Melbourne, Australia*). 1936. Soya Bean growing for the Australian garden. July 15. p. 35-36.

• ***Summary:*** Written by F.G. Roberts, pioneer of soyfoods and soybean cultivation in Australia. "Regarding the future of Soya Beans in Australia, the following may be quoted from an English contemporary: 'The seeds will soon be acclimatized to produce good crops in England. Besides proving a delightful new vegetable, the seeds saved should pay for all the trouble, and you will be able to say, "I grew them before the British farmer thought of doing so."'

"The two harvests that have since taken place have turned the above prophecy into accomplished facts.

"There appears to be no reason why every enthusiastic food reformer with a small garden should not try his, or her, hand at growing Soya Beans. The offering of acclimatized seeds, green, yellow, and brown, by the 'Pitman' Health Food Co., for the first time in their March, 1935, catalogue, resulted in their supplying a hundred packets within a few days, the demand continuing up to planting time, May 1st, when supplies were exhausted."

The soya bean should eventually provide "the farmer with an additional profitable crop for the oil crushers and a large number of other important purposes. The writer, who has made a hobby of gardening for more years than he cares to count, considers that his 1935 crop of soya beans is the first thing he has ever grown that has paid him financially...

"Four varieties were planted on May 1st, 1935, one row of black" (93 seeds) and five rows each of brown, green, and yellow (372 seeds each). Details of planting and growth are given. The whole patch was about 45 feet by 27 feet. On August 4th the different varieties were all healthy and of different heights: yellow 30-34 inches, green 12-18 inches, brown 20-24 inches, and black 18-24 inches. At the end of August the plants were all very strong but at different stages of flowering and bearing fruit. The black and brown varieties gave the best yields, increasing 56 fold and 50 fold in weight respectively. Green increased 35 fold and yellow 34 fold.

"The Soya Bean has been very successfully grown in Australia. There is a sample at 'Kalimna," Melbourne from Mrs. Drury's garden at Murrumbeena [a suburb in Melbourne, to the south east, in Victoria]. Others, too, have had equal success, which goes to show that Soya beans can be grown just as successfully in Australia in as Overseas. Remarkable success has also been obtained in England with the growing of the Soya Bean.

"As the Soya Bean is such a wonderful food, we feel sure it would be a very good food to encourage the growth of in Australia, therefore we will send to any subscriber a packet of beans on the receipt of 3d. in stamps to defray postage on the same–Editor."

Note 1. This is the earliest article on soybeans seen (July 2007) in *Nature's Path to Health.* Paul Smith of Soy Products of Australia (Pte.) Ltd. has examined issues dating back to Oct. 1932, and as late as Feb. 1950. The magazine was published by F.G. Roberts, a naturopath living in Melbourne.

Note 2. This is the earliest document seen (July 2007) concerning Soy Products of Australia Pty. Ltd. (Bayswater, Victoria, Australia), formerly F.G. Roberts Health Food Products (Melbourne).

Note 3. This is the earliest document seen (July 2007) concerning F.G. Roberts' and soybeans or soyfoods.

Note 4. This article was reprinted in the 1 Oct. 1938 issue of this magazine (p. 38-39).

1076. Anderson, Marion. 1936. Reminiscences of Otto Carque. *California Health News* (*Hollywood, California*) 4(14):2. July 17.

• ***Summary:*** "Mr. Carque possessed many winning ways. One little incident which occurred not so long before his death gives an insight into his character.

"He came into the office one morning to phone in an order, but he when dialed, buzz-buzz, came the busy signal. After a moment or two, he dialed again, but still busy. The third time found the line the same, and as Mr. Carque hung up the receiver again with an air of patient resignation, he

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just breathed a gentle sigh. He took it all so calmly that I felt compelled to remark, 'Mr. Carque, you seem just like a philosopher.' With his own mischievous smile, he shot back, 'Oh, but I am,' and proceeded for the fourth time to dial that pesky number and was finally successful in getting his party.

"That's the way he was always. Instead of fretting and fuming, slamming the receiver down and almost breaking the whole telephone like most of us would do in like circumstances, he was just calm and patient and finally obtained what he wanted without needlessly wasting any energy by getting into a temper.

"Another time the factory's stock of peaches was about all gone, so one of the employees went to Mr. Carque and told him rather excitedly that the peaches were almost all used and some more had better be ordered right away as they were badly needed. Mr. Carque calmly went on with what he was doing and said with a twinkle in his eye, 'Oh, don't worry about that. There are a lot of "peaches" up at 7th and Broadway,' (the bank)."

A portrait photo shows Otto Carque. Address: Secretary to Otto Carque, [Los Angeles, California].

1077. Austin, Marion. 1936. Carque surprised kids with play. *California Health News* (*Hollywood, California*) 4(14):16. July 17.
• ***Summary:*** "The forthcoming Otto Carque memorial birthday brings back memories of his gentle, almost childlike ways.

"I recall about 10 years ago when I was living in a health home of mine on a hill overlooking Silver Lake, that we decided to have a gathering of 'health nuts' one Saturday evening. I asked Mr. Carque to join us, and during the evening we played musical chairs. The youngsters thought that Mr. Carque wouldn't play because of his age, but they were mistaken for he was right there with bells on, and like everything else he did, he figured it out scientifically and won the game by being the last to get the last chair, and it was amusing to see his childlike glee over having won the game.

"He had such poise, such relaxation, such concentration. He was a dear, kindly soul and well earned a memorial for his many consistent good works and the example which he set."

1078. Baker's (Bill) Products. 1936. Bill Baker's products (Ad). *California Health News* (*Hollywood, California*) 4(14):16. July 17.
• ***Summary:*** A photo shows the front panel of about 14 packages of Bill Baker's brand products made with lima beans and / or soy beans. The legible ones are (from top to bottom, left to right): (1) California Lima Bean Wafers (made with lima bean flour and honey). (2) Original Pancake, Waffle & Biscuit: Lima Bean Wheat Flour. (3) Limabeen toast (4) Original Pancake, Waffle & Biscuit: Soya-Bean Wheat Flour. (5) Lima Bean Bread. (6) Soy Bean Bread.

"At all health food stores and better markets in the West. For Los Angeles orders phone AN. 18425. San Francisco distributor: Ruth's Health Food Store, 333 Sutter. Northwest distributor: Clara M. Brewster's Health House, 1621 Third Ave., Seattle [Washington]. Portland distributor: Bio-Chemic Food Shop, East Portland [Oregon]. San Diego distributor: Northpark Health Foods, 3915 30th St." Address: Ojai, California. Phone: AN 18425.

1079. *California Health News* (*Hollywood, California*). 1936. Carque birthday. 4(14):1. July 17.
• ***Summary:*** "The first annual observance Otto Carque's birthday on the Mount of Olives, Hollywood, was a signal event in the health world, to be reported in detail next issue. It was quite inspiring."

Note: At the top page 1 of this issue, in large bold capital letters: "Carque Birthday Number."

1080. *California Health News* (*Hollywood, California*). 1936. Rumors denied. 4(14):1. July 17.
• ***Summary:*** "Mrs. Lillian Carque who is carrying on the business of the late Otto Carque, requests *Health News* to deny reports that she is no longer head of the firm. She 'merely engaged services of management and marketing experts to assist her,' she declares."

1081. *California Health News* (*Hollywood, California*). 1936. Service was keynote of Carque character. 4(14):6. July 17.
• ***Summary:*** "From Los Gatos comes a tribute to the late food scientist, Carque, by Dr. A.J. Gerlach, old friend, who writes:

"'Otto Carque was all that a real gentleman of the highest type should be, in all truth. He was genuinely unselfish, tolerant, courteous, kind, sincere, honest, well informed, patient, pleasing, just, and interested in every good thing in the world that came to his attention. I never knew of a more even-dispositioned man. He was dependable in every way. He never saved himself in his desire to serve others in any capacity. No task was ever too humble for him to perform at any time for anyone.'"

1082. *California Health News* (*Hollywood, California*). 1936. Tilden sees Carque accident as murder. 4(14):15. July 17.
• ***Summary:*** "In a letter to Dr. J.A. Gerlach, Carque's intimate friend in Los Gatos, Dr. J.H. Tilden, famed Denver [Colorado] nature-curist said: 'Yours of Jan. 31 received conveying the very sad news of Otto Carque's murder, for that is exactly what it was. We are murdering people all over the U.S. by the thousands with automobiles. It is just terrible."

A small photo shows Otto Carque, dressed in a formal

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two-piece suit and hat, standing by a stream. The caption reads. "Carque was a real hiker. Everyone who ever tramped with Otto Carque appreciated his profound love of nature and his always agreeable character. Here he is in an evergreen canyon by a running stream. About 1925." Address: Dr.

1083. *California Health News* (*Hollywood, California*). 1936. Otto Carque at 38 [in about 1908] (Photo caption). 4(14):16. July 17.
• ***Summary:*** These portrait photos show two different views of Carque. In both he has a large mustache. On the left, he is rather bald headed, with a bow tie, looking to the right. On the right, he is wearing a broad-brimmed hat and a coat and necktie, looking strait ahead. The lower caption reads: "Here are two unusual pictures of the late Otto Carque dug up from a box of scrapbooks by Dr. A.M. [Alice, N.D.] Reinhold of Pasadena, who believes it was taken about 1908 when the noted Carque was only about 38 and had recently come to this country from Europe. Dr. Reinhold has two others, taken when he was even younger but has not been able to find them, but promises to send them along if found.

"In these early days Carque was quite interested in agriculture and even then had ambitions to found a colony where people could grown their own fruits and vegetables and live an ideal life. Alas, he never saw his ambition realized but he was able to see the lives of thousands the world over changed due to his research and teachings."

1084. Carque (Otto) Co. 1936. The symbol of trustworthy natural foods (Ad). *California Health News* (*Hollywood, California*) 4(14):7. July 17.
• ***Summary:*** A logo at the top of the ad reads "Carque Natural Foods of California." At the bottom we read: "Carqué foods are good!" Address: 1315 Maple, Los Angeles [California].

1085. Carque, Lillian. 1936. Highlights on Carque teachings. *California Health News* (*Hollywood, California*) 4(14):7. July 17.
• ***Summary:*** An article about her husband, Otto Carque. "Otto Carque's interest in the food question developed early in life, when he recognized the inadequacy of prevailing methods of cultivating food products, intensified by their artificial and irrational preparation. For 30 years, both in Europe and America, he was a close student of the laws of diet and health.

"His activity in the food industry was a protest against man's foolish attempts to improve on nature–modern machinery that was constantly being devised to rob natural foods of their rugged strength by milling and refining, coupled with the use of adulterants and poisonous preservatives to disguise their inferior quality."

"Mr. Carque was likewise a profound student of the soil–and its relation to food and health. He believed that as all our food comes directly or indirectly from the soil, its chemical composition is a most important factor in the



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production of healthy vegetation."

A photo, taken by his friend H.F. Sexauer (of Santa Barbara's health food store), shows Otto Carque standing among tall plants. The caption reads: He inscribed it "'Among the century plants,' as he fully believed he would reach the 100 year mark. He will–in influence and spirit, but alas he was cut down at only 68 when in perfect health. If Carque's simple teachings were followed today the world would be ideal." Address: [Los Angeles, California].

1086. Clark's (Ruth) Health Cafe and Food Center. 1936. Featuring foods that supply the body-building elements (Ad). *California Health News* (*Hollywood, California*) 4(14):7. July 17.
• ***Summary:*** "Also health breads: Soy Carob Bean, Soy Garbanza, Soy Alfalfa, Soy Bean Plain, Vitamin E. Baked by Bruce McGill. 317 S. Broadway, Los Angeles."

"Tune in on Ruth Clark KEHE (formerly KTM) Mondays 4:15." A small portrait photo shows Ruth Clark. Address: 410 So. Hill St. [Los Angeles, California].

1087. Faulkner, James. 1936. Carque's little "black bag" symbol of future doctor. *California Health News* (*Hollywood, California*) 4(14):14. July 17.
• ***Summary:*** "When I came to California in 1920, Otto Carque was the first health food man I called on. I had heard of him back East and wanted to meet the man. As I remember, he, Richter and Van Houten, were about the only ones here dealing exclusively in health foods. What a contrast now!

It was Carque who helped to develop and popularize the black mission fig, and he, perhaps more than any other man in California is responsible for the place this wonderful food holds.

"Otto was industrious, honest and at work all hours of the day and night spreading health methods. I soon learned that whatever meeting I attended pertaining to health he was sure to show up, many times late. And always with him he carried a black bag, a symbol of a new order of physicians. It carried black figs, nuts and other health goodies. from his supply store, and health literature–instead of drugs and sharp knives. This bag served as his lunchbox too, which he often referred to when sitting under an overly long or dry lecture–and at times I too had the pleasure of sharing the goodies.

"To him this health food movement was a work of art–he lived and preached his ideal and it is such men as he who laid the foundation for the rapid progress we now see all over the country. I am glad to have known Otto Carque as a personal friend."

A photo shows Carque standing on the peak of Mt. Hollywood, which he often climbed (1,652 feet above sea level). "This shows it in the old days when the cross was there. He was a great outdoors lover."

Note: "Richter" refers to Dr. John T. Richter N.D., Al.D., who with his wife, Vera, came to Los Angeles in 1917 and started the first raw-food restaurant, named The Eutropheon. "Van Houton" refers to Van Houten's Health Food Store located (in Aug. 1923) at 323 So. Hill St., Los Angeles, California. Address: Dr.

1088. Grist Mill (The). 1936. Angelus Cereal (Ad). *California Health News* (*Hollywood, California*) 4(14):6. July 17.
• ***Summary:*** "Ready to serve–Needs no cooking. Made of whole wheat. Sweetened with honey. A warm weather cereal. At all better health food stores. 15¢ package." Address: 524 W. 8th St., Los Angeles, California. Phone: VAndike 6550.

1089. Irvine, Clarke. 1936. Carque, man of tomorrow. *California Health News* (*Hollywood, California*). 4(14):2. July 17.
• ***Summary:*** Several articles in this issue are dedicated to Otto Carque (1867-1935).

"It is said that they never fully appreciate a good man until after his death–mostly long afterwards.

"These heroes are 'men of tomorrow'; men whose lives are being or have been lived for the good of their fellow men; lonely souls down here among men whose hearts are with humanity, whose heads are in the clouds, whose lives are consecrated to making things better here and now.

"Such a man was my dear friend Otto Carque, whose birthday we celebrated Sunday in a simple outdoor rite that touched the heartstrings of those who knew and loved this simple old man whose career was so cruelly cut down by a callous woman motorist while he walked across in a so-called safety zone.

"Following that simple but impressive funeral of this generous man, which I had the honor to conduct, Nature's Path, published by Dr. Lust, old time friend of Carque, carried a noteworthy story by Dr. Harry Finkel, another intimate of the food scientist, who called him 'one of the world's greatest characters in the health movement, who bore no animosity to anyone' and who believed 'that knowledge is common property and is meant for the good of all.'

"That was Otto Carque, 'man of tomorrow,' who is starting to come into his own, although he has been gone from among us for a year and a half." Address: Hollywood, Los Angeles, California.

1090. Live Food Cafeteria. 1936. Health Ice Cream (Ad). *California Health News* (*Hollywood, California*) 4(14):6. July 17.
• ***Summary:*** "From soy bean milk, fresh fruit, honey. A refreshing food. We make it. Delicious salads from garden to you. Send for free literature and health hints."

Note: This ice cream was served in the Richter's raw-food cafeteria; we have no evidence that it was a commercial product, sold elsewhere. Address: 325 West Third St., Los

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Angeles, California.

1091. Pae, Niel. 1936. Carque was a master. *California Health News* (*Hollywood, California*) 4(14):6. July 17.
• ***Summary:*** "It is lovely to remember Carque in the great open spaces for that was his world and country and to do good was his religion.

"Carque was a god. He was handicapped, as we are all, in different degrees. The greater the god the greater the handicap and Carque was unable to rise above his environment and never reached the possibilities which lay upon his very fingertips." Address: San Jose, California.

1092. Pae, Niel. 1936. Carque was always a big boy. *California Health News* (*Hollywood, California*) 4(14):11. July 17.
• ***Summary:*** "It may interest you to know that years ago I woke up one morning and found Otto Carque in bed with me!

"That's how we met and it changed my entire life from darkness to light, but through the pathway that was to first make me a pauper, then gradually to the richest man in the world, but not in dollars.

"I had been invited to spend the night at a home and Carque, to whom time didn't exist, drifted in after all had retired and climbed into bed with me. From that day to the last we were close friends. Many a night in my home where he often was a guest, I found him at one, two, yes three o'clock in the morning, writing his letters of advice to half the world without one cent of compensation, and at last would find him with his head upon the table, his big heart bleeding for humanity–misunderstood.

"He taught me patience and to blot anger from my life, and I know when he was taken from under that car, that ended his career, he had a smile and a kindly word for the girl who unconsciously removed a Living God from this stricken, sickly world."

A photo shows Otto Carque in 1925, looking very happy and walking down a flight of stairs at the Shultz home, San Jose. "He was well known among fruit ranches around San Jose where he bought tons of prunes, apricots, peaches." Address: Santa Cruz, California.

1093. Silver, Jack. 1936. Irvine to make Eastern tour for health promotion. *California Health News* (*Hollywood, California*) 4(14):1, 13. July 17.
• ***Summary:*** Clarke Irvine will address the national chiropractic convention in Indianapolis, Indiana, on Aug. 14. On the way, he plans to visit many friends and readers across America. He has invitations to visit the Battle Creek Sanitarium (in Michigan), Physical Culture Hotel, etc. The chiropractors first heard from Irvine last year at their national convention in Hollywood.

Note: A large portrait photo shows Clarke Irvine.



1094. Nye, Mary. 1936. Chat awhile with Mary [about Bill Baker of Ojai]. *Ventural County Star and the Ventura Daily Post and Weekly Democrat* (*Ventura, California*). July 18. p. 8, cols. 7-8.
• ***Summary:*** "The scrapbook–I must tell you about it–is intriguing. It has newspaper clippings, pictures, letters, and pastcards from the whole nation. All are full of praise. Mr Baker has kept it for years–treasuring the record of his consistent success. There is another book, not of clippings, but of photographs of cakes. You will smile at the first picture in the album which shows Bill Baker in 1906 standing beside the cake which won his first prize at the Philadelphia International exhibit thirty years ago."

"At Christmastide in 1933, Mr. Baker sent his first cake to President and Mrs. Roosevelt. It was a rare and beautiful thing, with 12 of the El Camino missions around it. By a surprising coincidence, the maker found out that the cake was still on exhibition in the private dining room three months after the holiday season."

1095. **Product Name:** Green Shelled Soy Beans (Canned).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1936 July.
Wt/Vol., Packaging, Price: 19 oz can.
How Stored: Shelf stable.
New Product–Documentation: L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Green shelled soy beans (canned)."

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Price List. 1937. Price List. 1940. Soy Beans, green. 19 oz. can. Distributed through health food stores. In tins.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Green Soybeans in tins. Distributed through health food stores.

Note: This is the world's earliest known canned green vegetable soybean product.

1096. **Product Name:** Soy Milk (Canned). Condensed and Canned by 1940. Brand-named Soygal by April 1942.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1936 July.
Wt/Vol., Packaging, Price: 10 oz can.
New Product–Documentation: L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Battle Creek Food Factory, Battle Creek, Michigan: Milk (canned)."

Price List. 1940. 10 oz. can.

Good Health (Battle Creek, Michigan). 1942. April. p. 52-53. "Cow's milk a common cause of allergy." Soybean milk, now available under the commercial name of Soygal, is "wholly free from the unpleasant taste of the soybean."

1097. **Product Name:** Thin Things (Wafers made with soy flour).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1936 July.
Ingredients: Whole soy bean flour and wheat flour.
How Stored: Shelf stable.
New Product–Documentation: Madison Survey. 1936. July 15. p. 114. A photo shows a package of Thin-Things.

Madison Health Messenger. 1938. Spring. Page 4. "Thin-Things. Madison's new soy wafer for salads, soups, etc., is now on the market. The dainty one-bite size and delicate flavor make it especially desirable for guest dinners and luncheons. Thin-Things are made of whole soy bean flour and choice wheat flour and they do not contain soda or baking powder of any kind. 2–5 oz. packages 25 cents."

Madison Health Messenger. 1940. 2(3):5.

1098. **Product Name:** Date Stix (Naturally sweet snack crackers made with soy flour).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1936 July.
Ingredients: Wheat flour, Kreme O'Soy Flour, dates, honey.
New Product–Documentation: Madison Survey. 1936. July 15. p. 115. Date Stix are mentioned.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Madison Health Messenger. 1938. Spring. Page 4. "Date Stix. The wholesome blend of choice wheat flour, Kreme O'Soy Flour, dates, and honey combines several very nourishing foods into one irresistible delicacy. The flaky, appetizing biscuit holding the date filling makes Madison Date Stix and immediate for luncheons, dinners, parties, and school lunches. Children enjoy them with a glass of milk or crumbled in cream for dessert. When children ask for sweets, give them nature's best. 15 cents per package–6½ oz.

Madison Health Messenger. 1940. 2(3):5.

1099. **Product Name:** Fruit Stix (Soy flour biscuit filled with figs, raisins, and dates).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1936 July.
Ingredients: Soy flour, figs, raisins, dates.
How Stored: Shelf stable.
New Product–Documentation: Madison Survey. 1936. July 15. p. 115. Fruit Stix are mentioned.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Madison Health Messenger. 1938. Spring, p. 4. "Fruit Stix. A soy flour biscuit filled with choice figs, raisins, and dates. 15 cents per package–6½ oz." Madison Health Messenger. 1940. 2(3):5.

1100. **Product Name:** Kreme O'Soy (sliced bread).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1936 July.
Ingredients: Wheat flour, water, soy flour, sugar, shortening, salt, yeast, malt...
New Product–Documentation: Madison Survey. 1936. July 15, p. 114-15. "Kreme O'Soy Bread."

Walter M. Kollmorgen. 1943. Tennessee Planner. Sept/Oct. p. 16-17. A photo shows a package of Kreme O'Soy, a sliced bread. The ingredients (though hard to read) appear to be: "Wheat flour, water, soy flour, sugar, shortening, salt, yeast, malt..."

1101. *California Health News* (*Hollywood, California*). 1936. Famous Bill Baker is real baker, author and genius. 4(15):1, 7. Aug. 7.
• ***Summary:*** Bill Baker is the most interviewed man in his field. Only recently Frank Kilbourne, Ojai's noted writer, said of him: "Baker began his career 48 years ago. Baking machinery, patent yeasts and food substitutes were practically unknown then He made the baking business his hobby, learning all branches from A to Z. He even wrote a

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book on baking and fancy cake decorating which has become a standard reference work for all bakers."

Further compliments were paid Baker by Ed Ainsworth in his column in the *Los Angeles Times* (21 June 1936, p. A15). Baker's friends know about his famous scrapbook, which displays his awards, ribbons, and certificates.

Photos show: (1) A portrait of Bill Baker. (2) His various products in their packages.

1102. Brewster, Clara M. 1936. The Soya bean: A four-star food. *Horizon* (*Tempo Books, New York City*) 1(3):9, 26-27. Aug.

• ***Summary:*** "Like the Fountain of Youth, the Perfect Food is a myth. There is, however, a well-nigh ideal substitute. It is 5,000 years old, yet fully appreciated only so recently that it can well be called the food of tomorrow. This food is the Soya bean–a four-star tiny seed, with one star for its exceptionally fine and healthful chemical composition, one star for its cheapness, one star for its taste, and the final star for its adaptability, which makes it a blessing to every health-minded housewife!

"In the Orient, the Soya bean takes the place of meat, eggs, milk, cheese, butter and wheat. Over its supply wars have been fought. On a diet of it entire races have been nourished and thrived. To approximately half the population of the world, it is food and drink day in and day out.

"And it is no wonder. An analysis of the chemical composition of the Soya bean shows that it is composed of 40% protein, 20% fat, and the rest is balanced carbohydrates and minerals. Also, research has shown that the Soya bean contains all the vitamins, both the fat-soluble and the water-soluble."

"The Soya bean is a complete vegetable protein containing all of the amino acids in assimilable form; one pound of Soya beans equals the protein value of two pounds of beef, which is much more expensive. Also, quite the opposite of meat, which is highly acid forming, the Soya bean is alkaline, possessing more than twenty times the alkalinity of cow's milk."

From Soya beans we can make Soya bean milk, oil, "a perfect substitute for lard and other kinds of indigestible shortening," a substitute for fresh butter (when the lard substitute is colored with a bit of carrot juice and seasoned with a little Nu-Vege-Sal), a delicious flour (good for use in pancakes, soups, etc.), toasted soya bean (which resemble peanuts in flavor and texture), coffee substitutes and chocolate substitutes (from toasted soya beans–alkaline in reaction and minus all harmful stimulants), toasted soya flour (which has a nut-like flavor), sprouted soya beans, green vegetable beans (picked when the plant is three quarters ripe; they are easy to shell after boiling in the pods for five minutes), tofu (one of the most popular foods made by the Chinese from soya beans, it is a cheese resembling our cottage cheese but pressed into cakes), the curds used to make soya cheese (use in salads or other recipes calling for cottage cheese).

"There are 250 varieties of soya beans. Recipes are given for: Soya beans a la Hauser (boiled [whole dry] soya beans, seasoned with Nu-Vege-Sal and made into a casserole). Raw soya bean salad (with sprouted soya beans). Soya milk. Clabbered soya milk ("The pulp [okara] strained out of the milk may be used in a multitude of ways..."). Mock oyster patties (with 1 cup soya pulp). Soya muffins (with 2 cups toasted Soya Flour). Soya waffles (with soya flour). Soya fiddle sticks (with soya flour, raw sugar, dates, and nuts). Soya flour fruit cake. Soya sand tarts (with soya flour).

Note 1. Nu-Vege-Sal ("Nutrofied salt") is made by Modern Health Products (Milwaukee, Wisconsin), which has a full-page ad in each issue and also makes Swiss Kriss (natural herbal laxative), Sym (formerly called "Slim"), Vitana (ripe banana food), Santay Swiss Teas, Santay Meatless Bouillon, Sea Greens ("sea vegetables" in tablet form), Sipp (drink instead of coffee), and Aydee Vitamin Tablets.

Note 2. This stylish, spiral bound, quarterly magazine, edited by Bengamin Gayelord Hauser, began publication in early 1936. It is published by Tempo Books (580 Fifth Ave., New York City), the publisher of Hauser's many books with titles like *Eat and Grow Beautiful, Food Science and Health, Harmonized Food Selection, New Health Cookery, Types and Temperaments, Dictionary of Foods, Child Feeding* (written for mothers), *Health Day* (*Gesundheitstag*), *Here's How To Be Healthy* (sensational "health cocktails"). Focusing on "Health, beauty, vitality," it emphasizes that all are related to a good diet. Hauser (whose full-page, dapper photo appears near the front of issue no. 1) "has been called into consultation by the world's most beautiful women, stars of the stage, screen and opera; and for the past two summers he has been Dietetic Director of Elizabeth Arden's exclusive 'Siesta' in Maine." Hauser appears to advocate a vegetarian diet (though he does not say so); he makes no mention of meat, fish or poultry in the text or recipes in the first four issues.

1103. Hauser, Bengamin Gayelord. 1936. A year passes. *Horizon* (*Tempo Books, New York City*) 1(3):8, 34. Aug.

• ***Summary:*** The great celebrity, international traveler, man-about-town, and self-promoter describes the highlights for him of 1936 and some of his plans for 1937. On 15 Dec. 1935 he sailed for Europe on the liner *Europa.* 1935 had been a "big" year. He had successfully completed another nation-wide tour, the manuscript of his new book, "Eat and Grow Beautiful," was in the hands of his publishers, the first issue of his own magazine, "Horizon," was in production, and his syndicated newspaper column, "Your food and you," was "proving to be a sensational success. He felt he had earned a vacation and now he resolved to leave all cares

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behind.

He spent late December in Germany enjoying Christmas and the snow [he did not mention Hitler], followed by a "series of whirlwind, colorful experiences, New Year's Eve in Prague [Czechoslovakia], a week in Budapest [Hungary], Vienna [Austria], Zurich [Switzerland], and finally Paris" [France]. Near Dresden he spent 10 days of rest and seclusion at a small sanitarium, indulging in a very rigid "house cleaning"–a diet of herb teas and fruit juices for 10 days. But he felt like a "million dollars" as he set sail for New York on an Italian liner.

His first lecture of the new season was in Philadelphia at the invitation of the Philadelphia Hauser Club. In Chicago, Illinois, thousands had to be turned away from his lectures because the Grand Ballroom of the Hotel Sherman seated only 2,000.

After addressing one-night "rallies" in Boston (Massachusetts), New York City, Philadelphia (Pennsylvania), and St. Louis (Missouri), he was anxious to return to "Sunrise Hill," the home he had purchased in Beverly Hills the year before–so he could see his bed of choice iris blooming. On May 28 he arrived home, where he was greeted by his cook, butler, and Mexican gardener. There followed a joyful summer with never a dull moment. His house became a "beehive of activity" with interior decorators, carpenters, and landscape gardeners hard at work. A new swimming pool was being created. Miss Katherine Hepburn was his neighbor. He lists his many visitors. Then his strenuous fall lecture series arrived, etc.

A photo shows Hauser writing at his desk.

1104. Modern Health Products, Inc. 1936. Group of foods and diet-accessories open new avenues to health! (Ad). *Horizon* (*Tempo Books, New York City*) 1(3):29. Aug.
• ***Summary:*** The top one-third of this full page ad shows photos of about 20 health products–including Staf, Nu-Vege-Sal (nutrofied food), Sym (formerly "Slim"), Santay Swiss Teas, Santay meatless bouillon, Correcol, Hauser potassium broth (improved), Vitana (the ripe banana food), Swiss Kriss (modern laxative), Sea greens (tablet form–"A valuable mixture of sea vegetables"), Nutro-link (the fortifying elements), Sipp (instead of coffee).

The bottom two-thirds contains a description of each product and an order form with prices (postpaid). Address: 1428 North 24th Street, Milwaukee, Wisconsin.

1105. Modern Health Products, Inc. 1936. Vegetables from the sea! Santay sea greens–a combination of three sea vegetables. *Horizon* (*Tempo Books, New York City*) 1(3):34. Aug.
• ***Summary:*** "In concentrated tablet form to help you overcome iodine deficiency. Protection against goitre. Normalizing the glandular and nervous system. Toning-up the body. Stimulating vital gland functions. Most of us suffer from some degree of iodine deficiency... Don't deprive your body of the precious minerals it needs... They are recommended by Bengamin Gayelord Hauser. 30 day supply $1.00." A photo shows a package of "Sea Greens."

Note: This is the earliest English-language document seen (June 2008) with the term "sea vegetables" or the term "vegetables from the sea" in the title. Address: 1428 North 24th Street, Milwaukee, Wisconsin.

1106. **Product Name:** Roberts Soy-Wheat Macaroni.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 430 St. Kilda Road, Melbourne, S.C.2, Victoria, Australia.
Date of Introduction: 1936 August.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1936. Aug. 15. p. 8. "Look for the name on the packet. Health Brand (a logo illustration shows a stylized portrait of F.G. Roberts wearing a bow tie). 12 ozs. Nett. "Obtainable at all Health Centres." Note: It is not clear who manufactured this product, and where it was made.

Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1937. Sept/Oct. p. 34. "The perfectly balanced food. Made by and obtained at Roberts Health Services throughout the Commonwealth." Address: 40 Chapel St., St. Kilda. Same ad in Nov/Dec. 1937 issue, p. 14 and in the Christmas 1937 issue, p. 19 and 28. However on p. 28 we read: F.G. Roberts, N.D., D.O. [Doctor of Osteopathy], 430 St. Kilda Road, S.C.2.

Note: This is the earliest known commercial soy product made in Australia. In fact, F.G. Roberts Health Food Products, which made only vegetarian food products, launched the first twelve commercial soy products in Australia. The first soy product introduced by Sanitarium Health Food Co. in Australia was launched in 1954. It was named "Soya Beans in Tomato Sauce."

1107. Three small photographs of Mildred Lager (1936-1937). 1936.
• ***Summary:*** See next page. All three photos are black and white, each is 2½ by 3½ inches, and each is interesting more for what is written on the back than for the photo itself.

(1) Aug. 1936. Mildred in a white coat standing outside of Big Basin Inn.

(2) Aug. 1936. Mildred in a white coat and the same dress as in (1) sitting on a bench with a man wearing a coat and tie seated behind her.

(3) Mildred standing on a ship's deck, with many lei's (of flowers) hanging around her neck, probably on the way home from Hawaii in July 1937.

1108. Cubbison Cracker Co. 1936. Makers of... (Ad). *House*

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of Better Living (*Newsletter, Los Angeles*) 3(10):2. Sept.
• ***Summary:*** "... Melba Toast, Melbettes, Whole wheat crackers and cookies." Note 1. This is the earliest document seen (Feb. 2004) in which the spelling "Melbettes" appears; formerly they were called "Melbetts." Note 2. A similar ad appears in the June 1939 issue of this periodical (p. 4). Address: [Los Angeles, California].

1109. Lager, Mildred. 1936. New items. *House of Better Living* (*Newsletter, Los Angeles*) 3(10):3. Sept.
• ***Summary:*** "Dry Soy Milk, ready to mix with water. Soy Cocolette–soy milk cocoa not sweetened. Soy steel cut coffee. Soy milk prepared ice cream powder. Soy milk and soy milk chocolate bars. Soy milk and soy milk chocolate diabetic candy. Soy Gluten Noodles and wafers. Red Soy Beans–cook in 25 minutes when soaked over night... Soy bean oil."

On page 4 are recipes for Soy bean loaf (with 1 can Loma Linda Soy Beans) and Soy bean thousand island dressing (with Loma Linda soy mince spread). Address: 1207 West Sixth St., Los Angeles, California.

1110. Lager, Mildred. 1936. Two new booklets by Mildred Lager (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 3(10):1. Sept.
• ***Summary:*** Price 25¢ each–30¢ by mail. Including postage and sales tax. (1) Give nature a chance. (2) Menus and aids for the arthritic.

1111. Loma Linda Foods. 1936. Soy milk (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 3(10):4. Sept.
• ***Summary:*** "... with a pleasing taste, and full of nutrition, Soy Milk is one of several Loma Linda Soy Products." A logo, with "Loma Linda Foods" written on a black oval background, shows the company's name. Address: [California].

1112. **Product Name:** Glantone.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40a Chapel St., St. Kilda, Melbourne, Victoria, Australia.
Date of Introduction: 1936 September.
Wt/Vol., Packaging, Price: Price: 2/6 (Postage extra).
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1936. Sept. 15, p. 15. "Glantone–'Gland-tone' means perfect health." The ad features a stylized face of F.G. Roberts. "The Health Food of a Nation. F.G. Roberts' Health Food Products. 40a Chapel Street, St. Kilda." Another ad for Glantone is found in the July/Aug. 1937 issue, p. 36.

Note: This product contained no soy. But note that it was apparently manufactured at 40a Chapel St., a factory that

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F.G. Roberts would later own.

1113. LeClerc, J.A. 1936. Partial list of manufacturers of soybean flour. Washington, DC: Food Research Div., Bureau of Chemistry and Soils, USDA. 1 p. Oct. 19. First ed, Oct. 1933. Unpublished manuscript.
• ***Summary:*** The following are listed: 1. Funk Brothers, Bloomington, Illinois. 2. A.E. Staley Manufacturing Co., Decatur, Illinois. 3. Shellabarger Grain Products Company, Decatur, Illinois. 4. Soya Millers, Inc., Seattle, Washington. 5. American Soya Products Corp., Evansville, Indiana. 6. Fearn Soya Food Products, 355 W. Ontario Street, Chicago, Illinois. 7. Allied Mills, Inc., Peoria, Illinois. 8. The Glidden Co., Union Trust Bldg., Cleveland, Ohio. 9. Archer-Daniels-Midland Company, Chicago, Illinois. 10. Madison Foods, Madison, Tennessee. 11. Battle Creek Food Factory, Battle Creek, Michigan. 12. Cereo Company, Tappan, New York. 13. LaSierra [La Sierra] Industries, Ontario, California. 14. MacDowell Brothers, Brookville [sic, Brockville], Ontario [Canada]. 15. The Dietetic Supply House, Inc., 1750 W. Van Buren St., Chicago, Illinois. 16. Hilkrest Health Products, 120 Carroll Ave., Takoma Park, Maryland. 17. The Wilbur-Gardner Company, Glendale, California. 18. General Soya Corp., 120 Broadway, New York, New York. 19. Soybean Products Company, 4900 W. Flournoy Street, Chicago, Illinois. 20. El Molino Mills, 5604 Valley Blvd., Los Angeles, California. 21. Mitchell Milling Co., 5613 Lexington Ave., Los Angeles, California.

Note: This is the earliest document seen (Sept. 2009) concerning El Molino Mills and soy. Address: Washington, DC.

1114. *California Health News* (*Hollywood, California*). 1936. Mildred Lager celebrates third year of teaching. 4(20):1, 12. Oct. 23.
• ***Summary:*** "On nature's eternal law of compensation: for every effort there is return, that in the give and take of the world, everyone receives his just reward, Mildred Lager has developed herself and her activities into an institution of national distinction. She is one of the few in the U.S. today who is giving a continuous large amount of health education through various means, all free. This is her idealistic goal."

Mildred is a natural teacher, having graduated from the Superior State Teachers' College of Wisconsin. She is the author of several books; the best known is *Food Facts.* She is the best known woman speaker on radio in Los Angeles, with her own show on KFAC (Monday to Thursday, 7:40 a.m.). "Thousands listen to her breakfast hour and start the day with her cheerful, healthful philosophy. She is teaching the 'ounce of prevention' to many... In Health News, her column has become a regular feature. She writes for many women's magazines... As a speaker she is continuously in demand for club, church and other meetings." She gives her free classes and carries on her work at The House of Better Living (1207 West Sixth)–which opened in 1933. Her slogan: "Pure air, pure water, pure food, constructive thought, plus exercise & sunshine build health." She started by having 2-3 free classes a week, conducting most of them herself. Later, she added guest speakers. "Today Miss Lager gives a cooking class every Wednesday, also a food class every Monday at 1:30 p.m." She now has a stone buhr mill, so that "all kinds of fresh wholegrain flours are available, also freshly ground nut butters."

"The House of Better Living has become a food prescription store. Doctors send patients here knowing they will not only get what they should have, but receive authentic advice on its preparation. Miss Lager's latest venture is a food class for doctors and nurses, meeting the second Thursday evening of each month.

"Miss Lager also edits an attractive healthful monthly which is distributed free at the House of Better Living. They also have an outstanding catalog. Because of her own trouble, arthritis, and her great interest in its cure, Miss Lager is organizing one of the first arthritic clubs in the U.S., also free of any charges, first meeting is Monday, Oct. 26, 1:30 p.m.

"In celebration of her third anniversary in this work, KFAC is conducting a program honoring Miss lager on the evening of Wednesday, Oct. 28. Recently Southern California Business, monthly of the L.A. chamber of commerce, described the House of Better Living as one of the outstanding institutions of the state."

A large, excellent portrait photo shows Mildred Lager. Address: Food Economist and Director, House of Better Living, 1207 West Sixth, Los Angeles.

1115. Lager, Mildred. 1936. Recipes. *House of Better Living* (*Newsletter, Los Angeles*) 3(11):1. Oct.
• ***Summary:*** Recipes for: Plain cooked red soy beans. Eggless soy wheat germ muffins (with soy pastry flour).

1116. Lust, Benedict. 1936. State news: New York. *Naturopath and Herald of Health* (*New York City*) 41(10):306-07. Oct.
• ***Summary:*** "Another visitor who graced our home and table during August [1936] was the well-known editor of the California Health News, of Hollywood, California, Mr. Clarke Irvine, known to his intimates as the 'skipper.' It was a genuine pleasure to have this interesting and charming man with us..."

"Mr. Irvine is an advocate of natural foods and a believer in strict vegetarianism. He has to his credit the formation of the California Academy of Health and the Health Food Dealers Association. He is dead set against smoking and was particularly disgusted with the manner in which restaurants and theatres in New York and elsewhere have their air polluted with the smoking of men and women."

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1117. Olson's. 1936. Use Olson's... (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 3(11):4. Oct.
• ***Summary:*** "... 100% whole wheat bread, plain or raisin. Sliced soy bean bread 12¢."

Note 1. It is not known whether the soy ingredient in this bread is soy flour or cooked whole soybeans that have been mashed or pureed.

Note 2. This small ad ran for many years. In the March 1937 issue the title was changed to "Better Breads... Olson's" and the bread name to "Sliced soy." The price was still 12 cents.

1118. *Naturopath and Herald of Health* (*New York City*). 1936. American Health Food Association: Anthony A. Berhalter, D.N.S. 41(11):333. Nov.
• ***Summary:*** "Thirty years ago [in 1907] Mr. Berhalter, now a nationally known health food manufacturer and dealer, started a health food factory and store in Chicago.

"It was a New Idea then to run a store that manufactured and made a specialty of natural, healthful foods. Much educational work had to be done but Mr. Berhalter, after having regained lost health through correct eating and living, became imbued with the true pioneer spirit, to spread this knowledge to the public and did not count the cost in time and effort to make his newly chosen field of effort a success.

"Others have followed in his footsteps, by starting similar stores and factories, until today there are literally thousands of health food factories and dealers throughout the United States.

"With this background of experience, knowledge and interest in the health food field, Mr. Berhalter is peculiarly fitted to head the American Health Food Association as Founder and President. He is fired with the ambition to unite all health food dealers and manufacturers, and all health minded laymen into one great and strong organization, so that they may share in a unified effort to hasten the common benefits to be derived.

"Mr. Berhalter invites all who are interested in the progress and growth of the health food field to join with each other, and with him, and in that way become a powerful and influential body of people for the benefit of the cause they love."

Note: This is the earliest document seen (July 2021) that mentions the American Health Food Association (later renamed the NNFA) or that proves it was founded in 1936. Other accounts have said incorrectly that the organization was founded in 1938 or 1937 (*One More Slingshot*, 1984, p. 11, 20).

1119. *Los Angeles Times.* 1936. Ojai baker will ship White House cake today. Dec. 13. p. B14.
• ***Summary:*** "Ojai, Dec. 12.–The latest masterpiece of W.C. (Bill) Baker, 'cake maker for Presidents,'" is ready to ship to President and Mrs. Roosevelt. Weighing about 100 pounds, and 72 inches in circumference, it features a replica of the White House made of sugar atop the single layer. A photo shows the cake.

1120. Baker's (Bill) Products. 1936. To everybody! A Merry Christmas and a happy prosperous new year (Ad). *California Health News* (*Hollywood, California*) 4(24):16. Dec. 18.
• ***Summary:*** A photo shows the front panel of about 12 of Bill Baker's products made with soy beans and / or lima beans. "At all health food stores and better markets in the West. For Los Angeles orders phone AN. 18425. San Francisco distributor: Ruth's Health Food Store, 333 Sutter. Northwest distributor: Clara M. Brewster's Health House, 1621 Third Ave., Seattle [Washington]. Portland distributor: Bio-Chemic Food Shop, East Portland [Oregon]. San Diego distributor: Northpark Health Foods, 3915 30th St." Address: Ojai, California. Phone: AN 18425.

1121. Lager, Mildred. 1936. Better natural foods (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 3(13):4. Dec.
• ***Summary:*** These natural foods are sold at the House of Better Living. "Stone ground flours: Wholewheat bread, Wholewheat pastry, also Soy–Lima–Rice–Gluten...

"All the better cereals: Whole and cracked wheat, Crushed and Scotch oats, Brown and wild rice, Wheat germ.

"Nuts and nut butters: Nuts–Shelled, blanched, or in shell, Nut butters–dextrinized. Peanut butter–Raw and toasted, Almond butter–cashed, Pecan and Soy butter."

1122. Original Health Food Store. 1936. Soybean products (Ad). *Naturopath and Herald of Health* (*New York City*) 41(12):381. Dec.
• ***Summary:*** Down the left side of this 4.75 by 5½ inch ad is a list of soybean products by brand a price is also given for each: "BakerLust" brand: Soybean milk powder, plain or banana flavored, 14 oz, 1½ lb, or 5 lb. Soya bean vegetable soup powder, trial size, 14 oz, 1½ lb bag. Soy muffins, ½ dozen. Soy bean bread, 14 oz or 26 oz loaf. Soy beans–raw, per lb.

"Vita-Soy" brand: Soybean milk powder, 1 lb, 2 lb, 5 lb. Soya bean vegetable soup powder, ½ lb or 1 lb. Soya confection powder, ½ lb or 1 lb. Soya date sugar, 1 lb.

Madison brand: Soy fruit stix, 6½ oz. Soy date stix, 6½ oz. Soy koff, 12 oz.

Morey brand: Soy cocoa, 4 oz, 8 oz, or 16 oz cans.

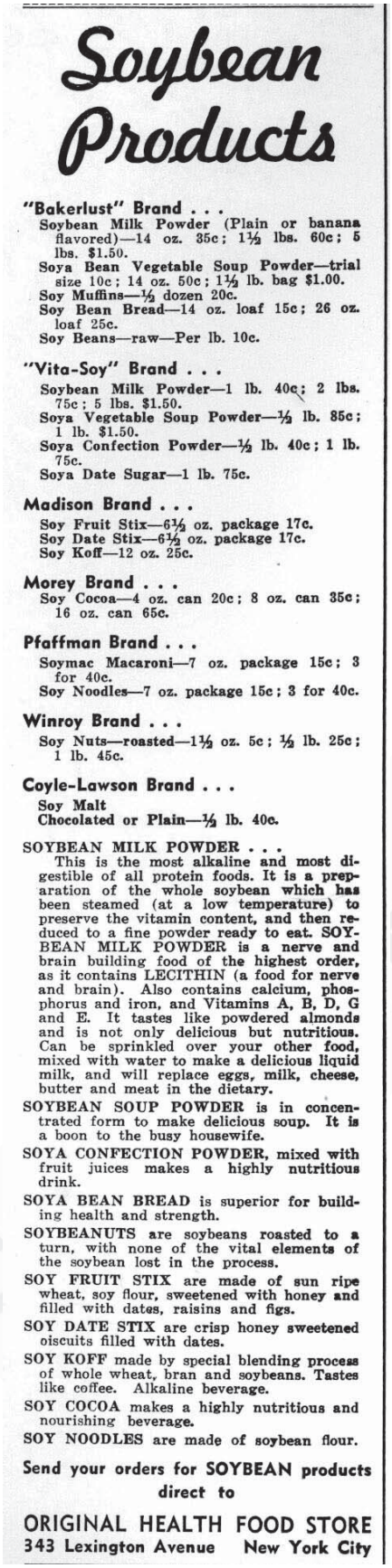
Pfaffman brand: Soymac macaroni, 7 oz package. Soy noodles, 7 oz package.

Winroy brand: Soy nuts–roasted, 1½ oz, 8 oz, or 16 oz.

Coyle-Lawson brand: Soy malt–chocolated or plain, ½ lb.

Down the right hand side, under the title "Products of the marvelous soybean," is a brief description of each type of product. The first item, and that with by far the longest description, is "soybean milk powder."

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Soybean Products

"Bakerlust" Brand . . .
Soybean Milk Powder (Plain or banana flavored)—14 oz. 35c; 1½ lbs. 60c; 5 lbs. $1.50.
Soya Bean Vegetable Soup Powder—trial size 10c; 14 oz. 50c; 1½ lb. bag $1.00.
Soy Muffins—½ dozen 20c.
Soy Bean Bread—14 oz. loaf 15c; 26 oz. loaf 25c.
Soy Beans—raw—Per lb. 10c.

"Vita-Soy" Brand . . .
Soybean Milk Powder—1 lb. 40c; 2 lbs. 75c; 5 lbs. $1.50.
Soya Vegetable Soup Powder—½ lb. 85c; 1 lb. $1.50.
Soya Confection Powder—½ lb. 40c; 1 lb. 75c.
Soya Date Sugar—1 lb. 75c.

Madison Brand . . .
Soy Fruit Stix—6½ oz. package 17c.
Soy Date Stix—6½ oz. package 17c.
Soy Koff—12 oz. 25c.

Morey Brand . . .
Soy Cocoa—4 oz. can 20c; 8 oz. can 35c; 16 oz. can 65c.

Pfaffman Brand . . .
Soymac Macaroni—7 oz. package 15c; 3 for 40c.
Soy Noodles—7 oz. package 15c; 3 for 40c.

Winroy Brand . . .
Soy Nuts—roasted—1½ oz. 5c; ½ lb. 25c; 1 lb. 45c.

Coyle-Lawson Brand . . .
Soy Malt
Chocolated or Plain—½ lb. 40c.

SOYBEAN MILK POWDER . . . This is the most alkaline and most digestible of all protein foods. It is a preparation of the whole soybean which has been steamed (at a low temperature) to preserve the vitamin content, and then reduced to a fine powder ready to eat. SOYBEAN MILK POWDER is a nerve and brain building food of the highest order, as it contains LECITHIN (a food for nerve and brain). Also contains calcium, phosphorus and iron, and Vitamins A, B, D, G and E. It tastes like powdered almonds and is not only delicious but nutritious. Can be sprinkled over your other food, mixed with water to make a delicious liquid milk, and will replace eggs, milk, cheese, butter and meat in the dietary.

SOYBEAN SOUP POWDER is in concentrated form to make delicious soup. It is a boon to the busy housewife.

SOYA CONFECTION POWDER, mixed with fruit juices makes a highly nutritious drink.

SOYA BEAN BREAD is superior for building health and strength.

SOYBEANUTS are soybeans roasted to a turn, with none of the vital elements of the soybean lost in the process.

SOY FRUIT STIX are made of sun ripe wheat, soy flour, sweetened with honey and filled with dates, raisins and figs.

SOY DATE STIX are crisp honey sweetened oiscuits filled with dates.

SOY KOFF made by special blending process of whole wheat, bran and soybeans. Tastes like coffee. Alkaline beverage.

SOY COCOA makes a highly nutritious and nourishing beverage.

SOY NOODLES are made of soybean flour.

Send your orders for SOYBEAN products direct to

ORIGINAL HEALTH FOOD STORE
343 Lexington Avenue New York City

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word "BakerLust." It appears to be used as a brand name only for soy products.

Note 2. Benedict Lust apparently owned this store (See ad in the Feb. 1937 issue, p. 64). His brother, Louis Lust, owned a bakery (established in 1903) at Corner 105th St. and Park Ave., New York City. He baked wholegrain breads and related baked goods. Louis used (and may have coined) the brand name "BakerLust" to refer to products he made or sold.

Note 3. This ad also appears (with the same content but in a different form) in the Jan. 1937 edition of this magazine (p. 27), and of *Nature's Path* (New York City) (p. 38). It appeared in the same form in the July 1937 (p. 224) issue. Address: 343 Lexington Ave., New York City.

1123. **Product Name:** Saucettes (Meatless Sausages).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1936.
New Product–Documentation: Gray. 1936. All About the Soya Bean. p. 121.

1124. **Product Name:** Canned Whole Soybeans (With Mixed Vegetables).
Manufacturer's Name: Berhalter Food Stores.
Manufacturer's Address: 1423 N. Clark, Chicago, Illinois.
Date of Introduction: 1936.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal.* June 25. p. 14. "Soy bean–The magic plant. Article XI." "Berhalter Food Stores, Chicago, Illinois: Canned whole soybeans with mixed vegetables." International Inst. of Agriculture. 1936. Manufacturers of soy products. p. 205. "Conserves de sojas entieres, avec d'autres légumes en mélange."

1125. **Product Name:** Manchu Soybean Milk.
Manufacturer's Name: Eastern Health Food Stores Assoc.
Manufacturer's Address: Washington, DC.
Date of Introduction: 1936.
New Product–Documentation: Gray. 1936. All About the Soya Bean. p. 122. This is the 2nd earliest known commercial soyfood product made in Washington, DC.

1126. **Product Name:** Soy-Koff (Alkaline Coffee Substitute. Renamed Zoy-Koff in about 1939) [Regular, or Fine Grinds].
Manufacturer's Name: Madison Foods (Renamed Nutrition International Corp. in about 1965).
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1936.

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Ingredients: Soybeans, bran, brown sugar.
Wt/Vol., Packaging, Price: 12 oz box or 1 lb bag.
How Stored: Shelf stable.
Nutrition: 6 oz. liquid: Protein 0.8%, fat 0.0004%, carbohydrates 0.98%, ash 0.12%, calories 4.3/100 gm.
New Product–Documentation: Madison Survey. 1936. July 15. p. 115.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Ad in Nature's Path (USA). June 1943. p. 227. "Zoy-Koff: Coffee flavor without coffee after-effects." Taylor. 1944. *Soy Cook Book.* p. 201.

Madison Health Messenger. 1949. V. 49-2. p. 5.

Madison Health Messenger. 1949. V. 49-3. 1949. p. 5. "Soy-Koff–an alkaline beverage used in the place of coffee. Contains no coffee–no nerve stimulants. Serve to young and old. Two grinds–regular and fine. Prepare like coffee. Ingredients: soybeans, bran, brown sugar. 1 lb. bag."

Soybean Blue Book. 1950. p. 84.

Francis Kalnay. 1959. House Beautiful. May. p. 174-75. "Soybean has all the answers." A photo shows the bag and label. The front panel reads: "A satisfying hot beverage made of soy beans and molasses." Also listed in 1963 Blue Book (p. 97) as Zoy-koff. Soybean Blue Book. 1965. p. 111.

1127. Bragg, Paul C. 1936. Building health and youthfulness nature's way. Burbank, California: Live Food Products Co. 246 p. Illust. 20 cm. A 2nd ed. was published the same year. *
Address: Burbank, California.

1128. Carqué, Otto. 1936. Vital facts about foods: A guide to health and longevity. 3rd ed. Los Angeles, California: Published by the author. 208 p. *
• ***Summary:*** Note: Since this "3rd ed." has the same number of pages as the 2nd ed. (Dec. 1934) the contents are probably the same. Address: Los Angeles.

1129. Davis, Adelle. 1936. Optimum health. London: Published by the author. *
Address: Los Angeles, California.

1130. Gray, George Douglas. 1936. All about the soya bean: In agriculture, industry and commerce. London: John Bale, Sons & Danielsson Ltd. ix + 144 p. Introduction by James L. North. Late curator, Royal Botanic Gardens, Regent's Park, London. Index. 28 cm. [19 ref]
• ***Summary:*** A comprehensive, early work on the soybean. Gray was a Scotch physician. Contents: 1. Introducing the soya bean. 2. The soya bean plant and its cultivation. 3. The soya bean as food: Dietetics, immature green beans, mature dried beans, soya bean coffee, soya bean chocolate, soya bean sprouts, soya bean milk, soya bean flour (incl. Berczeller flour, Soyvita bread made by Messrs. Wm. Beattie, Ltd., Glasgow), bean curd [tofu], soy (also called soya bean sauce, Chinese bean sauce, or shoyu), miso, fermented bean curd (p. 66-67). 4. Soya bean oil. 5. Soya bean trade. 6. The soya bean in agriculture.

Addenda: Soya bean products in the USA. Dieting and recipes. Statistics. India. Bibliography.

In the chapter on "Soya bean oil" we read (p. 75): "In England, the bean oil trade is carried on by the following firms:–The British Oil and Cake Mills Ltd., the ordinary shares of which are held by Lever Bros., Ltd., so that they are a branch of Unilever, Ltd.

"The Hull Oil Manufacturing Co., Ltd., Hull, now merged in the foregoing concern.

"The Premier Oil Extracting Mills, Ltd., Hull.

"Messrs. Wray Sanderson & Co., Hull.

"The Medina Refinery Ltd., Deptford, London.

"Messrs. J. Bibby & Sons Ltd., Liverpool.

"The Erith Oil Works Ltd., Erith" [Kent].

The first addendum, titled "Soybean products exhibited by the American Soybean Association" (at Washington, DC, p. 120-24) lists the following companies and each of the soy products that they manufacture: American Lecithin Corp. (Atlanta, Georgia), Archer-Daniels-Midland Co. (Milwaukee, Wisconsin), Armstrong Paint and Varnish Works (Chicago, Illinois), Battle Creek [Food] Factory (Battle Creek, Michigan), The Blanton Co. (St. Louis, Missouri), Cereo Co. (Tappan, New York), The Davies-Young Soap Co. (Dayton, Ohio), Detroit Graphite Co. (Detroit, Michigan), Eastern Health Food Stores Association (Washington, DC), Funk Brothers Seed Company (Bloomington, Illinois), Harshaw Essential Foods, Inc. (Cleveland, Ohio), Keystone Macaroni Mfg. Co. (Lebanon, Pennsylvania), Kloss, Jethro (Takoma Park, Maryland: Fresh [soybean] milk. Pumpkin pie [soybean milk and soybean flour]. Soybean cheese. Soybean bread [20% soybean flour]. Soybean buns. Soybean sprouts. Soybean cake), Laucks, I.F., Inc. (Bloomington, Illinois–home office, Seattle, Washington), Madison Food Company (Madison, Tennessee; Vigorost, Cheese [Tofu], Soybeans canned with Tomato, Soybeans canned plain, Dixie Fruit Crackers), Mead Johnson and Co. (Evansville, Indiana; Makes Sobee [Infant Formula]), Oriental Show-You Co. (Columbia City, Indiana), Paintcraft Co. (Galesburg, Illinois), Prince Macaroni Mfg. Co. (Boston, Massachusetts), Purina Mills (St. Louis, Missouri; makes Cresol disinfectant, Purina turkey and growing fattening chow, Purina lay chow, Purina egg chowder, Purina breeder egg chowder, Purina fitting chow, Purina rabbit chow, Purina chick Growena chow, Purina 34% cow chow, Purina chowder, Purina bulky cow chow, Purina 24% cow chow, Purina pig and hog chow, Protena all mash starting and growing food), Shellabarger Grain Products Company (Decatur, Illinois), Soyex Company, Inc. (Nutley, New Jersey), Staley Sales Corporation (Decatur, Illinois), The Stamford Rubber Supply Company (Stamford, Connecticut),

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Dr. Roy Monier, President, Board of Managers, State Hospitals (Jefferson City, Missouri), United Drug Company (Boston, Massachusetts), Vi-tone Company (Hamilton, Canada), Woolsey Paint and Color Co., C.A. (Jersey City, New Jersey), Bureau of Chemistry and Soils, Department of Agriculture (Washington, D.C.). Page 120 adds: "The exhibit also contained some 200 soybean products, mostly foods, brought from the Orient by Mr. W.J. Morse, Senior Agronomist, Department of Agriculture, Washington, DC, U.S.A." Note 1. Morse and P.H. Dorsett were in East Asia from 1929 to 1931, when they collected many samples of soybeans and soyfoods.

In the second addendum, recipes, the author notes that soy flour is widely used in diabetic diets. Two leading firms who make soy flour in England and who also incorporate it in various products are: Soya Foods, Ltd., Rickmansworth, Herts, and Dietetic Foods Ltd. 124 Victoria St., London, S.W. 1. "The former specialize in Soyolk which is flour prepared on the principles laid down by Professor Berczeller; it is a mealy powder, fatty to the touch. The latter firm are the sole distributors in Great Britain of the well-known 'Heudebert' Dietetic Food products, a French concern which makes different kinds of diabetic breads." The following recipes are then given; * = Calls for Soyolk soy flour: Soybeans, southern style. Soybean salad. Roasted soybeans [like dry-roasted peanuts]. Soybean croquettes. Soybean soufflé. Stuffing for baked fish*. White sponge pudding*. Shortbread*. Madeira cake*. Soya soup à la Reine (uses Heudebert soya flour). Soya chocolate (with soya flour). Soya vegetable soup (with soya flour). Soya bean sprout salad.

Note 2. This is the earliest English-language document seen (Jan. 2013) that uses the term "soya bean sprouts" to refer to these sprouts. Address: M.D. (Scotch physician), C.B.E., England. Late medical officer to H.B.M. Legation, Peking, China. Lieut.-Colonel, Retired.

1131. Hagstotz, Gideon David. 1936. The Seventh-day Adventists in the British Isles, 1878-1933. Lincoln, Nebraska: Union College Press. 231 p. Index. 23 cm. [611 ref]

• ***Summary:*** Chapter 1 begins with a historical sketch of the early Seventh-day Adventist church in the United States, plus general organization, work and doctrine: 1831-1844–William Miller of Low Hampton, New York, delivers his famous prophetic lectures concerning Christ's return to earth in 1844 (based on Daniel 14 in the Bible). 1844–The "disappointment" when Christ fails to appear, and attempts to predict another date (based on Revelation 14:6-14). Ellen Harmon experiences her first "vision" at age 17. 1845 (about)–A new religious movement is started by Captain James Bates, James White, and Ellen G. White; they follow the Ten Commandments, start to keep the Sabbath on Saturday, and preach the word of God for the "cleansing of the sanctuary" in heaven.

1848 Oct. 30–Ellen Harmon and Elder James White (a Methodist) are married. 1849–A newspaper titled *Present Truth* is published in Middletown, Connecticut, largely under the aegis of James White. "Shortly after this time Mr. and Mrs. White moved their headquarters to Rochester, New York. 1855–They relocated in Battle Creek, Michigan, which later became the SDA denominational headquarters. 1860 Oct.–The name Seventh-day Adventists is adopted at a conference held in Battle Creek. 1863–There are now about 3,500 Seventh-day Adventists having about 125 churches. 1873–There are now about 5,875 Seventh-day Adventists. 1893–The number of the SDAs has increased to 37,404. 1903–The SDA denominational headquarters is moved to Washington, DC, from Battle Creek.

Chapter 2 is "Organization of the British Union Conference," and Chapter 10 is "Medical Work and Health Food Factory." A merged chronology follows: From 1878 "until 1 July 1902, when the British Union Conference came into existence, the General Conference of Seventh-day Adventists located at Battle Creek, Michigan, directly controlled the denominational mission program in the British Isles." The headquarters was in London.

1898–Definite denominational medical endeavors began when Dr. D.H. and Dr. Lauretta Kress arrived in England under the auspices of the General Conferences of SDAs.

1899–These physicians began to publish a magazine devoted to healthful living titled *Life and Health.* They also "started a small 'health home' in Dunedin, a country villa Meadville, near Redhill Surrey, which they reported full to capacity by November of the first year."

1899 (about, p. 146)–"The first venture at manufacturing health foods by the Seventh-day Adventists in England began in conjunction with the Sanitarium work of Dr. D.H. and Dr. Lauretta Kress near Redhill, Surrey. Here the International Health Association purchased Harley Mill, which it enlarged and called Salford Mill before starting production of health products. The management imported some of the machinery and purchased the remainder in England. The products resembled the noted Kellogg and Post health foods; in fact the association had procured the 'rights' to make Battle Creek foods in England.

"Early in 1900, just after the factory gave promise of developing into a profitable industry, fire destroyed the plant... With the undamaged machinery as a nucleus for a new start, the Association leased property in Birmingham [far to the northwest, between London and Manchester] the following November [1901] where it functioned as a stock holding company under British law. Unfavorable conditions in the form of high rent and improper location" led to "a financial loss of £1,500 at the end of the first year of operation." Thereafter "each year the plant showed a profit in spite of some competition created by substitutes for the commodities it produced."

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In the spring of 1900, Dr. and Mrs. Kress had to leave England. But before they left, Dr. A.B. Olsen and his wife, also a physician, had arrived in England to replace them. The first magazine was discontinued.

1901 Oct.–A new health journal, *Good Health*, appears on the market thanks to a gift of $300 from Dr. J.H. Kellogg and $400 worth of advance subscriptions. By Feb. 1902 this periodical had reached a circulation of 30,000. Note: It advocated a vegetarian diet.

1902 Aug.–During the Bank Holiday the SDA food factory's products were served as refreshments at the Salvation Army gathering at the London Country Athletic Grounds, Herne Hill; they were widely praised.

1903 March–Dr. Olsen completes the purchase of a small hydropathic institution in Caterham, Surrey, 18 miles south of London. The new property is named Caterham Sanitarium and Surrey Hills Hydropathic. The Sanitarium as soon thriving.

1906–A company named the Seventh-day Adventist Union Ltd. was created at the annual meeting to care for SDA property and transact all legal business with dispatch. "After some negotiations the company purchased an estate known as The Stanboroughs for £8,250. This property, located near Watford, England, about 15 miles northwest of London, included fifty-five acres, a large residence and stables all surrounded by timber. Here the British Union Conference located its publishing plant, food factory, college, and sanitarium." In Dec. 1906, when the Union Conference gained possession of the property, the denominational headquarters was moved to here from London, where it had been located since 1877.

1907 Oct.–The SDA food factory closes in Birmingham and starts to operate at Watford, 15 miles northwest of London. From 1907 to 1914 the SDA health food factory liquidated a deficit of $7,000 and indicated a yearly profit of $3,000 to $400.

1908 Dec. 31–Organizations owned by the British Union Conference include "The International Health Association Limited, The Good Health Association Ltd., and Stanborough Park Training College..." (p. 28).

1913–The International Health Association recorded a net profit of $3,930. Then came World War I and hard times, but business continue to improve.

1918–By the end of this year "the factory could no longer supply the demand, although operating on a twenty-four hour schedule with forty employees." Assets totaled $28,800 whereas liabilities were only $5,400.

1926–The International Health Association is renamed Granose Foods Ltd. By year's end the company had no more liabilities.

Note 1. Seventh-day Adventists appear to have been the first to make health foods in the UK, starting in 1899. In 1896 or 1897 a vegetarian restaurant opened in a new building on Corporation Street in Birmingham. James Henry Cook was appointed the manager. The landlord asked the consortium of businessmen funding the restaurant if they would like to use the whole seven story building and convert the upper five stories into a hotel. They agreed to do so. Thus, in the summer of 1898, the Pitman Vegetarian Hotel, the first Vegetarian Hotel in England, opened in Birmingham, again with James Henry Cook appointed manager. In about 1902, James Henry Cook opened a health food store either in the hotel or nearby, and some time after that he began to manufacture health foods in Birmingham. The manufacturing company was initially named the Pitman Health Food Co., but in about 1929 it was renamed Vitaland. Unfortunately the last two dates are not known. (See Ray Hill. 1998. *The Health Food Store* (p. 10-11). Also Kathleen Keleny. 1996. *The First Century of Health Foods*).

Note 2. This book is very well documented with 515 footnotes and 96 bibliographical references from both primary and secondary sources. Gideon David Hagstotz was born in 1896. Address: PhD.

1132. Lager, Mildred. 1936. Menus and diet aids for the arthritic. Los Angeles, California: House of Better Living. * Address: Los Angeles, California.

1133. Lager, Mildred. 1936. Give Nature a chance: Six weeks to better eating. Los Angeles, California: House of Better Living. *
Address: 1207 W. 6th St., Los Angeles.

1134. Richter, John T. 1936. Nature–The healer. As edited by Henry Winfred Splitter, M.A. (Univ. of Wisconsin). Los Angeles, California: Published by the authors. 433 + [6] p. Illust. Index. 21 cm.
• ***Summary:*** John T. Richter was born in 1864. He earned his Doctor of Chiropractic and Naturopathy in Minnesota, but he did not practice "since coming to California. The management of his restaurants and educational work connected with the live-food movement have demanded his entire time." This book is dedicated to "to humanity whom we serve."

Perhaps the most interesting part of this book is the Biography (on unnumbered pages at the front). "My father was a country physician of the conventional medical type. He also owned a drug store in the little North Dakota town of Fargo" in which I was raised. He wanted me to be a medical doctor, just as he was; but, as it happened I had worked as a young man, for nine years in his drug store, and had had plenty of experience in the compounding of inorganic and organic drugs. I had observed their effects on my father's patients. He decided to send me to the Rush Medical College in Chicago [Illinois], and he thought it was strange when I showed no desire to fulfill his wishes."

He did go to Chicago and earned some type of diploma from an unnamed "institute" that taught the "'movement-

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cure' in which the general theory and practice of vegetarianism of the cooked food type was incorporated.

When he returned home, his father, upon seeing his degree said it was "quack." John drove with his father on rounds to see his patients. Some 20-30 were incurable charity patients. John offered to take all these from his father. Soon he had cured them all. "Notice all that all these cures were accomplished under the Battle Creek system of diet–cooked food vegetarianism, with a considerable amount of green vegetables and fruits. The results I had obtained were marvelous."

"After having lived for 15 years largely on a cooked-food diet (no meat, of course). I noticed that something was physically wrong with me. My kidneys were not functioning properly. I seemed to lack recuperative energy." He often felt tired. He then read an article in a naturopathic magazine "describing how a certain Dr. Lust had been invited by Dr. George Drew of Chicago to partake of an uncooked food dinner." He decided to give the new diet a trial. "Dr. Drew came to Minneapolis to teach me as well as the class I had organized for him." After 9 months he felt much better. Tests showed his blood had changed from acid to alkaline. His weight, which began at 145 pounds, dwindled to 123, but eventually returned to 145 plus a little more. "For 25 years now I have lived according to this [raw food] system." He was in his late 40s when he started. "Today, at age 72 (I was born in 1864), I can do more work, can do it more accurately, than I could when I was 35."

This book consists of a number of health conditions / problems, foods, and stimulants, arranged in alphabetical order, and his advice concerning each. For example: Abscesses, acidity, adenoids, adhesions, alcohol, aluminum, anæmia, apoplexy, appendicitis, appetite, arthritis, asthma, auto-intoxication, bacteria and germs, etc. Other interesting sections include drugs and drug poisoning, eggs (forbidden), fasting, food–cooked, meat, milk, patent foods, philosophy of live food, sex, tobacco, vaccination, vegetable and olive oils, and vegetables and legumes.

He repeatedly advises people to "eat natural foods" and to live naturally. Richter was opposed to alcoholic beverages, coffee, cooked foods, dairy products, meat, salt, sugar, tobacco, and vaccination. He advocated conservation of bodily energy through continence–except for the purpose of reproduction. A full page portrait photo (frontispiece) shows John T. Richter.

Note 1. The index is largely useless, since it simply lists health conditions in alphabetical order.

Note 2. Despite the bibliography, this book contains relatively little information about John Richter's life. When and where did he earn his "Doctor of Chiropractic and Naturopathy"? How long did it take him to complete the course? When did he move to California (by 1917) and when did he start each of his living food Eutropheon restaurants there (by Sept. 1923)? When and where did he meet his wife (who was very active in his restaurants and educational work)? When and where were they married? Address: 2844 Avenel St., Los Angeles 26, California.

1135. Walker, Norman Wardhaugh; Pope, R.D. 1936. Raw vegetable juices: What's missing in your body? Long Beach, California: Norwalk Laboratory. 68 p. *
Address: M.D. Phone: INC.

1136. Irvine, Clarke. 1936? Health! With remedies and recipes: The book of the new race. Hollywood, California: Clarke Irvine. 78 p. Undated. No index. 18 cm. [1 ref]
• ***Summary:*** Filled with mostly wise and practical advice. On the title page of this 9th edition published in Hollywood we read: "Evolved from the author's original card 'Eleven Rules for Health,' published in 1924. First edition was three years in writing; printed in Auckland, New Zealand, 1927. In loving dedication to all little children; also to our dear mothers and fathers–they did the best they knew. No copyright; please credit. Published by the author in an effort to help suffering humanity." Facing the title page is a large portrait photo of "Skipper" Clarke Irvine. Above it: "Health is wealth." Below: "This book has helped you; buy another and pass it on."

Contents: Introduction. 1. Breathe. 2. Drink. 3. Sleep. 4. Eat (vegetarian natural foods, uncooked, in season, especially fresh fruits and juices). 5. Eliminate. 6. Exercise–work. 7. Play. 8. Think. 9. Improve. 10. Examine. 11. Love. Remedies. Recipes.

Concerning soy: "Soy bean milk is replacing animal milk" (p. 26). The last chapter, titled "Recipes," mentions" Soy milk (p. 75) recommended as a "nightcap" or drink before bedtime. Raw peanut butter (p. 76, 77). Garbanzas (p. 76). Soy or lima bread (p. 77). A liquefier helps to make delicious drinks (p. 77).

All editions are undated. An early edition is listed in the Jones Grain Mill Natural foods catalog, probably published in 1933 (p. 49). The 4th edition was the most recent on sale in Jan. 1937. The 7th edition was published in about 1945. The 9th edition is 78 pages and bears the extra subtitle "The book of the new race." It must have been published after Jan. 1935, the month that Otto Carque died (see p. 56).

Irvine, Clarke. 1964. Letter re: Irvine family genealogy to Myra, his only sister. May 5. He wrote "one little book which I've sold 10,000 on my own by mail,..."

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. Clarke wrote and began publishing this long before she met him, in 1941. It went into a 10th or 12th edition and was being sold during the 1940s and 1950s. One could probably determine when it was first published by looking through issues of *California Health News* from the 1930s. She does not have a copy. Address: Hollywood, California.

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1137. Jones Grain Mill. 1936? Natural foods: Catalog, recipes, information. Los Angeles, California. 74 p. Undated. 22 cm.

• ***Summary:*** On the cover is a white mill behind a mill wheel (unrealistic) on a mill pond. Contents: Foreword. Health recipes: Cereals (incl. Soy bean or Mamenoke {Mamenoka, Mamenoko} breakfast cereal), breakfast cakes (incl. soy hot cakes with soy milk and Mamenoka flour, soy waffles, soy bean griddle cakes), desserts, breads (incl. soy bean flour gems, whole wheat bread), candies. Vital information: Vitamins and minerals essential to life.

Price list (prices are given for each item listed on pages 46-72): Alberty products, Alvita products, Battle Creek Sanitarium Health Foods [Michigan] (p. 47-48), beverages–coffee substitutes (Loma Linda Breakfast Cup, Soyco {soy bean coffee}, Javex {soy bean}, Carque's Soy Bean Coffee), books (by Dr. Benjamin Gayelord Hauser, Paul C. Bragg, Mrs. Alberty, Martin W. Pretorius, Otto Carque, Clark Irvine, Dr. Harry Finkel), Dr. Paul Bragg products, Jones Grain Mill Bakery (operated by Alberty Specialty Bakers), Burbank products, Carque's products, crackers and toast (Cubbison's bulk or packaged), honey, jams & jellies, juices (fruit & vegetable), KAL products, kelp products (products of the sea, incl. sea lettuce, dulse, Parkelp), Kovac products, Loma Linda Foods (Soy products: Soy beans–plain, tomato, or tomato and Proteena, Soy milk–8½ oz, No. 1, or No. 2, Soy Mince sandwich spread), macaroni & noodles (incl. soy bean macaroni, soy bean noodles), meat substitutes (incl. Simoein [Smoein], Soy loaf, Alfa Soy Spread, Soy Mince) McCollum products, maple syrup and candies, Martin Pretorius products, nuts and butters, Nature Ade products, Nutro Links (Santay, Swiss, Hauser), oils, olives, Radiance products, salts (vegetable, vegetized, and vegetablized), salad dressing and mayonnaise (made with lemon and vegetable oil), health sugars and sugar substitutes, seeds, soya bean products, teas.

The price list of "Soya bean products" (p. 72) reads as follows: "Breakfast Cereal with Carob Flour ([and soya beans] tastes like Grape Nuts), pkg., 25¢. Breakfast Cereal (prepared [with soya beans]), pkg., 25¢. Soya bean flakes, pkg., 30¢. Soya bean grits, pkg., 25¢. Soya bean bread, lb. loaf, 14¢. Soya bean melba toast, lb., 30¢. Soya bean wafers, lb., 40¢. Soya bean cookies (sweetened with dextrose), doz., 15¢. Soya bean coffee cakes (sweetened with honey), each, 5¢. Soya beans cooked: Soya beans (plain cooked), No. 2 can, 13¢. Imported soya beans from Manchuria, lb., 10¢. Pre-cooked soya beans (easily prepared in 30 minutes), lb., 15¢. Soya beans with tomatoes (ready to serve), No. 2 can, 15¢. Cooked soya beans with Proteena, No. 2 can, 15¢. Other soya bean products: Non-fattening [sic] soya bean oil (for all cooking purposes), pint, 40¢. Soya bean coffee, lb., 25¢. Soya bean flour, lb., 10¢; 3 lbs., 25¢. Dextrinized soya bean flour, lb., 15¢. Soya bean milk flour, lb., 60¢. Soya bean candy (with pure chocolate and Dextrose), lb., 50¢. Soya bean sandwich spread, 25¢. Soy sauce, 20¢. Soya bean loaf, No. 2 can, 25¢. Soya bean milk, No. 2 can, 15¢. Soya bean cheese (made from soya bean milk), lb., 30¢. Soya bean mince, 8-oz. can, 25¢. Soya bean spaghetti, lb., 25¢. Soya bean macaroni, lb., 25¢. Soya bean noodles, lb., 25¢. Soy beverage (Cocoalette), 10¢.

Ads include: Hollywood Cup (p. 20). Otto Carque Co. (Glendale, California, p. 30). Loma Linda Foods (p. 33, sells soy wafers, three styles of soy beans, liquid soy milk, soy mince). Vita-Pekan (p. 46, formula includes soya bean as a major ingredient). Alberty dried brewers yeast (p. 50). Kovac Laboratories (p. 67). Cubbison (p. 73, incl. Soya Toast, Soya Cookies, Soya Gluten Crackers).

Note 1. The is the earliest English-language document seen (Jan. 2019) that contains the term "Soya bean grits." Note 2. This catalog was probably published in 1933, since the company's location in Beverly Hills is not mentioned; it opened in 1934. Moreover, the book titled *Vital Facts about Foods,* by Otto Carque was first published in 1933. Address: 322 So. Hill St. and 504 So. Broadway. Both: Los Angeles, California.

1138. Kahan (Ben) Co. 1936? The staff of life (Leaflet). Los Angeles, California. 2 panels each side. Each panel: 16 x 8 cm. Undated.

• ***Summary:*** On the front panel, below the title, is a large photo of Bill Baker's Soy Bean Bread, in a clear wrapper.

A banner headline in a rectangle across the top of the inside 2 panels reads: "The family bread." Below that, reasons that father likes it, mother likes it, and the children like it. The text on panel 2 begins: "Bread being the staff of life and our most important food, always insist on getting the best–Bill Baker's Soya Bean Bread." It is nutritious, healthful, and tasty." Panel 3 notes that two other products are Bill Baker's Soya Bean Pancake and Waffle Flour, and Bill Baker's Soya Bean Toasts.

On the back panel is one photo of about 14 Bill Baker products. These include: Soya Bean Cereal, Soya and Lima Bean Cookies, and Assorted Soya and Soya Oatmeal Cookies. "Ask for folder–'What are Soya and Lima Bean Breads,' by W.C. Baker." Address: 2522 Folsom St., Los Angeles, California. Phone: ANgelus 19045.

1139. Ojai Bakery. 1936? What are soya and lima bean breads? (Brochure). Ojai, California. 8 p. Each page: 22 x 10 cm. Undated.

• ***Summary:*** On the front panel is a photo of about 14 of Bill Baker's packaged products, stacked neatly atop one another. They include: Bill Baker's Pancake Waffle-Biscuit Mix (with Soya Bean and Wheat Flour). Bill Baker's Soy Bean Bread. Panels 2-6 are text by W.C. Baker about the subject of the brochure; they include: (1) Table showing chemical analysis of Bill Baker's Soya Bean Bread as now being produced. (2) Chemical analysis of his lima bean bread. (3) Table showing percentage of base-forming and acid-forming elements in the

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lima bean bread. (4) Photo (taken in 1934) of four delivery trucks parked in front of Bill Baker's Ojai Bakery in Ojai, California.

On pages 6-8 are sections titled: "Bill Baker's Lima Bean Wafers and Lima Bean Toast." "Bill Baker's Biscuit-Waffle-Hotcake Mixture" ("Latest additions to the famous family are two 'quick biscuit' mixtures made from both soya and lima bean flours." Just add water to make delicious biscuits, muffins, hotcakes, or waffles). Table showing the acid-ash foods. The alkaline-ash foods (both from a booklet by Dr. W.D. Sansum of Santa Barbara).

At the bottom of the back panel: "Other non-acid products include: Bill Baker's Lima Bean Bread. Bill Baker's Lima Bean Hotcake-Biscuit-Waffle Mixture. Bill Baker's Soya Bean Cookies. Bill Baker's Lima Bean Wafers. Bill Baker's Lima Bean Toast. Bill Baker's Soya Bean Toast. Bill Baker's Delicious Soya Bean Cereal." Address: Ojai, California.

1140. Ojai Bakery. 1936? Bill Baker's soya bean products (Ad). Ojai, California. 9 x 6 cm. Undated.
• ***Summary:*** This undated ad from an unknown source features a photo of a wrapped loaf of Bill Baker's Soya Bean Bread at the top. Below the ad's title are listed the following products: "Bill Baker's Soya Bread. Bill Baker's Lima Bread. Bill Baker's Gluten Bread. Bill Baker's Soya Hotcake, Biscuit-Waffle Mixture. Bill Baker's Soya Fruit Bars. Bill Baker's Soya Toast. Bill Baker's Delicious Soya Cereal.

"A profitable, healthful line that will build repeat business for your store. Soya Products, Ojai Bakery." Address: Ojai, California.

1141. Carque (Otto) Co. 1937. The symbol of trustworthy & unimpaired natural foods (Ad). *California Health News* (*Hollywood, California*). Jan. 8. p. 15.
• ***Summary:*** "Carque's raw sugar and honey confections are deliciously wholesome. Safe for the kiddies. At all health food stores." On the circular logo is written: "Carque Natural Foods of California." Address: 4328 San Fernando Rd., Glendale, California. Phone: OMaha 34066.

1142. Carque, Lillian. 1937. Nutritional research. *California Health News* (*Hollywood, California*). Jan. 8. p. 15.
• ***Summary:*** "Natural foods are much more economical than unnatural ones–an important factor for one with a restricted budget.

"Those denatured and irrationally prepared foods rob us of 30% to 50% of organic salts and vitamins and make it necessary to consume much more to appease hunger than would be necessary if natural foods, rationally prepared, were consumed.

"These figures show tremendous unnecessary waste 'in the usual preparation of our daily foods. Of the total



expended,

"41% goes for meat, poultry, fish.

"15% for cereals, most of which are denatured and demineralized

"7% for refined sugar, refined sugar candies and ice cream.

"21% for milk and dairy products.

"5% for salt, spices, condiments, vinegar, etc.

"Only 4% goes for fruit (fresh, dried and canned); 3/4% for nuts and only 7% for vegetables (fresh and canned), most of which are badly prepared, making a total of not quite 12% only for nature's best foods.

"On soft drinks alone (mostly artificially sweetened and colored) we spend $250 millions. On drugs and patent medicines the American public spends $500 millions to expel from the body waste poisons generated from inappropriate foods. On drugs sold illegally like cocaine and opiates, $250 millions are spent.

"An insufficient intake of those alkaline elements found in fruits and vegetables renders it impossible for the body to neutralize fatigue and waste poisons. This causes craving for some stimulant to whip our declining vital forces into action. No intelligent person can maintain that the enormous consumption of meat, alcohol, coffee, tea, tobacco and other stimulants and cathartics indicates a true physiological requirement. As man learns to enjoy exquisite and inimitable flavors of natural foods, desire for stimulants, condiments and artificially prepared dishes to tempt the palate will vanish, and with it will go the appalling waste in appropriating funds for perverted needs and cravings.

"Not only does a simple, natural diet correct the evils of

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overeating and disease, but experience has shown that a meal composed of a few simple, natural and nutritious articles costs less money, requires much less labor to prepare and appeals to the highest sense of taste and enjoyment. There is another vast saving that makes the actual food cost most insignificant: that made in good health, higher efficiency, more capacity for doing things, longer life and keener enjoyment in living. Herein lies true economy–for Health is Wealth." Address: [Los Angeles, California].

1143. *Los Angeles Times.* 1937. Hints help (Photo caption). Jan. 9. p. 12.
• ***Summary:*** This photo shows a portrait of Mildred Lager. The lower caption notes that this week, she started her 4th year of broadcasting on KFAC. She gives household hints at 7:45 a.m.

1144. Walker, Ronald W. Assignor of one-half to Geraldus W. Warren, Megargel, Texas. 1937. Fruit juice extractor. *U.S. Patent* 2,067,555. Jan. 12. 3 p. Application filed 8 May 1935. 5 drawings.
• ***Summary:*** "The invention relates to means for expressing the juice from fruit and provides a device especially adapted for extracting the juice from citrous [citrus] fruit since it embodies a cutter for severing the skin, a plunger for applying pressure, a lever for conveniently exerting force, a strainer for separating the pulp and seed, and a yieldable support and ejector." While the drawing ill

The inventor's full name and signature is given at the lower right corner of the page showing five figures. Address: Megargel, Texas.

1145. *California Health News* (*Hollywood, California*). 1937. This is the cake that Bill baked (Photo caption). Jan. 22. p. 13.
• ***Summary:*** This photo shows a large cake with the White House on top. The lower caption states: "No wonder president Roosevelt smiled so broadly in his Christmas pictures. This is the 100 pound 100 percent health cake made for him by Bill Baker of Ojai, and delivered by two special express messengers."

1146. House of Better Living. 1937. Miss Lager's recipe sets–10 cents each (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 4(14):4. Jan.
• ***Summary:*** "Food combinations. Alkaline acid foods. Meat recipes. Meatless recipes. Soy bean recipes. Healthful salads. Healthful desserts. Combined menus. Lunch suggestions. Canning without sugar. Better cookies. Better candies. Better pies. 16 eggless recipes.

"10¢ each. Complete set $1.00. Also 32 cooking lessons 25¢... 30¢ by mail."

Note: This ad ran until at least June 1939. Address: 1207 West Sixth St., Los Angeles. Phone: MUtual 2085.

1147. Lager, Mildred. 1937. If you cannot use milk. *House of Better Living* (*Newsletter, Los Angeles*) 4(14):1. Jan.
• ***Summary:*** "Milk can be made from soy beans and it is a common food in Asia. You can buy it or make it. When bought, it comes in cans, usually unsweetened, sweetened with dextrose, or with chocolate flavor. It also comes in powdered form and then one only needs to add water. It can be made from soy flour. Use 1 cup flour to 4 cups water. Mix and cook in double boiler 20 minutes. Strain.

"Almond milk is made from raw almond butter. Use 1 tablespoon to 1 cup water."

1148. Lager, Mildred. 1937. Soy butter... *House of Better Living* (*Newsletter, Los Angeles*) 4(14):1. Jan.
• ***Summary:*** "... is a very inexpensive protein. Use as is on crackers, wholewheat bread, etc., or mix with ground dried nuts, honey, or minced green ripe olives for sandwich spreads. Thin with cream or vegetable broth and use as gravy over vegetables or mix with tomato juice for salad dressing."

Note: It is not clear whether this is commercially available or not.

1149. Lager, Mildred. 1937. Recipes. *House of Better Living* (*Newsletter, Los Angeles*) 4(14):1. Jan.
• ***Summary:*** Includes recipes for: Wholewheat muffins. Eggless wholewheat muffins. Entire soy flour muffins (with soy flour, and no other flours). Soy-wheat scones.

1150. Lust's Health Food Bakery, Inc. 1937. Enjoy the greater joy of life and abundant health on these famous soya health foods: BakerLust–Original soya bean products (Ad). *Nature's Path* (*New York City*). Jan. p. 19.
• ***Summary:*** A 1/3 page ad. (1) Soya bean milk powder: 14 oz. container–35¢. 1½ pound bag–60¢. 3 pound bag–$1.00. 5 pound can–$1.50. (2) Soya bean bread–15¢. Soya bean bread, large size–25¢. (3) Soya bean cookies: The most enjoyable sweet for children–10¢ per package. 12 packages for $1.00.

(4) Soya flour. 1 lb.–20¢. 5 lbs.–90¢.

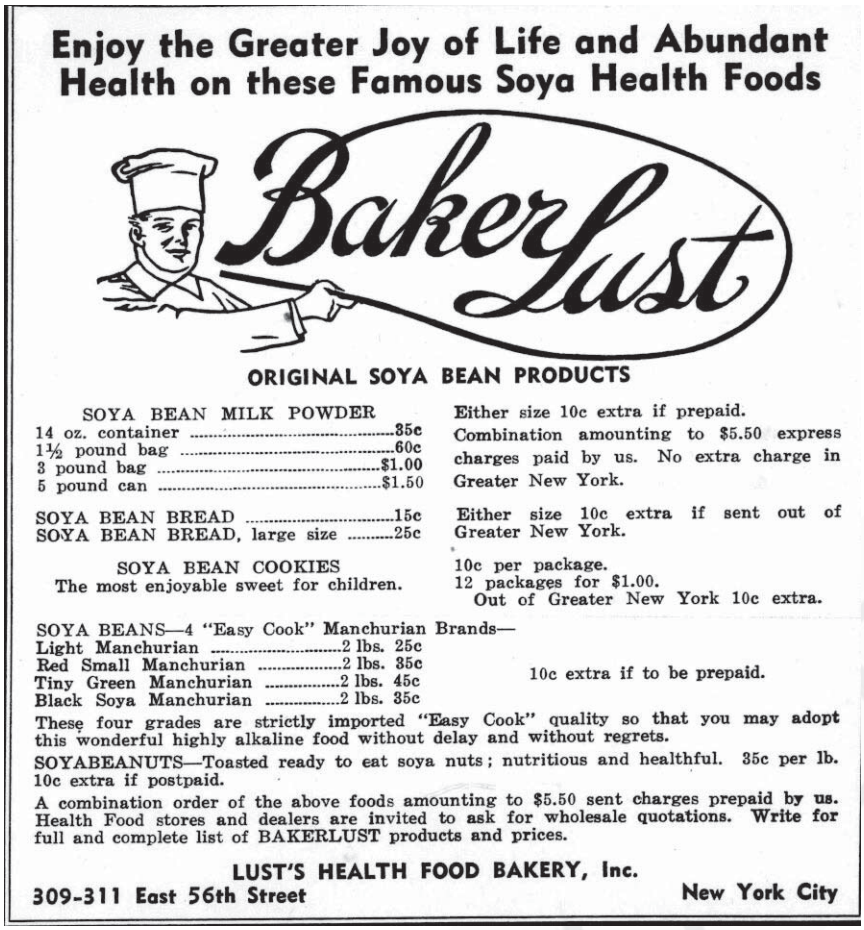
(5) Soya beans–4 "Easy Cook" Manchurian brands–Light Manchurian, 2 lbs.–25¢. Small red Manchurian, 2 lbs.–35¢. Tiny green Manchurian, 2 lbs.–45¢. Black soya Manchurian, 2 lbs.–35¢. "These four grades are strictly imported 'Easy Cook' quality so that you may adopt this wonderful highly alkaline food without delay and without regrets."

(6) SoyaBeanuts–"Toasted ready to eat soya nuts; nutritious and healthful. 35¢ per lb.

Note 1. This is the earliest English-language document seen (Dec. 2012) that uses the word "SoyaBeanuts" or the term to "soya nuts" to refer to soynuts.

"A combination order of the above foods amounting to $5.50 sent charges prepaid by us. Health food stores and

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Enjoy the Greater Joy of Life and Abundant Health on these Famous Soya Health Foods

BakerLust

ORIGINAL SOYA BEAN PRODUCTS

SOYA BEAN MILK POWDER
14 oz. container 35c
1½ pound bag 60c
3 pound bag $1.00
5 pound can $1.50

Either size 10c extra if prepaid. Combination amounting to $5.50 express charges paid by us. No extra charge in Greater New York.

SOYA BEAN BREAD 15c
SOYA BEAN BREAD, large size 25c

Either size 10c extra if sent out of Greater New York.

SOYA BEAN COOKIES
The most enjoyable sweet for children.

10c per package.
12 packages for $1.00.
Out of Greater New York 10c extra.

SOYA BEANS—4 "Easy Cook" Manchurian Brands—
Light Manchurian .....2 lbs. 25c
Red Small Manchurian .....2 lbs. 35c
Tiny Green Manchurian .....2 lbs. 45c
Black Soya Manchurian .....2 lbs. 35c

10c extra if to be prepaid.

These four grades are strictly imported "Easy Cook" quality so that you may adopt this wonderful highly alkaline food without delay and without regrets.

SOYABEANUTS—Toasted ready to eat soya nuts; nutritious and healthful. 35c per lb. 10c extra if postpaid.

A combination order of the above foods amounting to $5.50 sent charges prepaid by us. Health Food stores and dealers are invited to ask for wholesale quotations. Write for full and complete list of BAKERLUST products and prices.

LUST'S HEALTH FOOD BAKERY, Inc.
309-311 East 56th Street **New York City**

dealers are invited to ask for wholesale quotations. Write for the full and complete list of BakerLust products and prices."

Note 2. It seems possible, even likely, that Louis Lust (who owned this bakery), purchased soya beans, then milled and baked them himself to create the above line of six different soy products.

Note 3. The large logo near the top of the ad shows the outline of a baker, from the chest up, wearing a baker's hat, and holding out his right hand, in which is a sort of light wand that has taken the shape of the word "BakerLust." Address: 309-311 East 56th St., New York City.

1151. *Nature's Path* (*New York City*). 1937. New and old–Health products and services: The House of Hain. Jan. p. 28.
• ***Summary:*** "California can rightfully boast of having more health food stores, health resorts, sanitariums, practitioners and manufacturers or health food products to the square inch than any place in this country. Outstanding among them is the 'House of Hain,' known officially as Hain Pure Food Company of Los Angeles." Their "practical dietitians" have developed a line of tasty, nutritious foods including: Hain Potassium Broth, a concentrate of 14 vegetables. Mal-Ba-Nuts, a concentrate of dextrinized nuts and maltose sugar. Col-Lax, to promote normal elimination [and combat constipation]. Lactose-Dextrine, a colon food.

Readers interested in starting or building a health food business can get much free, valuable information by writing directly to Hain.

1152. *California Health News* (*Hollywood, California*). 1937. Dr. Pietro Rotondi (D.C.) (Ad). 5(4):6. Feb. 19.
• ***Summary:*** This tiny ad states: Hours 2 to 4 and by appointment. Residence calls: GR. 4492. Located 1 block north of Sunset near Van Ness. "Free health lectures. Monday. 8:00 pm." A small portrait photo shows Rotondi, doctor of chiropractic. Address: 5815 Harold Way, Hollywood, Los Angeles, California.

1153. *California Health News* (*Hollywood, California*). 1937. Bill Baker on trip. 5(4):9. Feb. 19.
• ***Summary:*** "Ojai, California.–Bill Baker, the famous soy and lima bean baking expert, has just returned from San Diego, LaJolla, El Centro, Palm Springs, and Los Angeles. He reports business increasingly rapidly everywhere."

1154. *California Health News* (*Hollywood, California*). 1937. Leading U.S. health food stores. Where to buy *Health News.* 5(4):19. Feb. 19.
• ***Summary:*** The first half of this directory is organized alphabetically by cities and neighborhoods in Southern California–especially the greater Los Angeles area. There is one store in each area unless otherwise noted: Alhambra, Arcadia, Beverly Hills, Burbank, Compon, Glendale (2), Hollywood (6), Huntington Park (2), Inglewood, La Jolla, Long Beach (5), Los Angeles (14), Monrovia, Newhall, Ontario, Pasadena (2), Pomona, Riverside, San Bernardino, San Diego (2), San Pedro, Santa Barbara, Santa Cruz, Santa Monica (2), Van Nuys, West Los Angeles.

Then there are listings for Central California: Fresno, San Francisco (4), Oakland (2), and San Jose (2). The last 40% of the ad gives the same information for other states.

Note: This is the earliest document seen (July 2021) that contains a real directory of health food stores and individuals in the United States.

1155. *California Health News* (*Hollywood, California*). 1937. Bragg students tramp in rains. 5(4):3. Feb. 19.
• ***Summary:*** "Braving last Sunday morning's rain like real healthers, over 100 from Paul Bragg's current Los Angeles class of some 600, climbed Mt. Hollywood. Many were in shorts, others with bare skins above the belt. Half went

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barefoot following Bragg and Irvine, who often hike minus shoes.

"Songs and yells punctuated the mist of the famous hilltop and all trotted down again to hear brief talks by Bragg, Irvine, and Dr. B. [Bernard] Jensen. It was a thrilling hike, everyone said, especially the newcomers."

Note: This is the earliest English-language document seen (July 2021) that contains the word "healthers," which refers to those acting so as to promote their own good health and physical fitness.

1156. Irvine, Clarke. 1937. Skipper Irvine enjoys old Boston, then turns homeward. *California Health News* (*Hollywood, California*) 5(4):3, 10. Feb. 19.
• ***Summary:*** After leaving Dansville, New York, he went to Boston on his "9,000 mile jaunt." He was impressed by the abundance of fruit grown in California. "The biggest kick on the trip was seeing the vast industry of Nature's Health centers, headed by Henry Rosenberger, with a huge warehouse at 716 Columbus; one cafe, just opened, and 15 other shops, all busy. They employ 200, have complete production plant and wholesale business... Young Henry is a genius; his father [Andrew Rosenberger], a clever business man."

A full-body photo shows Irvine, in coat and tie, standing in front of a tree. Address: Hollywood, Los Angeles, California.

1157. **Product Name:** Soy Bean Bread, and Soya-Bean Wheat Flour.
Manufacturer's Name: Baker's (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1937 February.
New Product–Documentation: Ad in *California Health News.* 1937. 5(4):16. Feb. 19. "Soy Bean Bread, Soya-Bean Wheat Flour, Lima Bean Wafers, Lima Bean Toast, Lima-Bean Wheat Flour." A large photo shows all of Bill Baker's products.

1158. Carqué, Lillian. 1937. Fruit juices at their best. *Nature's Path* (*New York City*). Feb. p. 46, 74-75.
• ***Summary:*** By fruit juices the author means unfermented and unsweetened pure fruit juices. Many of the fruit juice beverages of commerce are diluted with water and sweetened with white cane sugar. "Fruit juices preserve and increase the alkaline reserve in the blood stream;..."

A large illustration shows a lovely, long-haired maiden in flowing robes, with her left breast bare, standing on a grassy slope by a cornucopia of fruits and vegetables, holding its uplifted base with her right hand and a cluster of grapes in her outstretched left hand.

Note: Lillian is the widow of health food pioneer Otto Carqué, who died in an accident when an automobile struck him in Jan. 1935 in Los Angeles. Address: [Los Angeles, California].



1159. **Product Name:** Soya Flour.
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 5604 Valley Blvd., Los Angeles, California.
Date of Introduction: 1937 February.

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New Product–Documentation: Ad in California Health News. 1937. 5(4):4. Feb. 19. "Soya flour: Goessel process." Soybean Blue Book. 1947. p. 70. Same address. Flour and grits. Continuous listings until 1980.

Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 14. "Soya Flour." 1 lb.

June Ranill. 1976. The El Molino Cookbook. p. 75. This product was sold in 1976 but was apparently discontinued by 1980.

Frank Murray. 1984. More than One Slingshot. p. 45. Edward Allen Vandercook began the Mill in 1926. An early product was El Molino Stone-Ground Whole Wheat Flour. In 1970 the company was acquired by Archon, Inc.

Whole Foods. 1991. Sept. p. 19. "El Molino purchased by holding Company." "El Molino, founded in 1929, is described as the oldest food company in the natural foods industry." It was sold by American Health Plus Corp. of Pearl River, New York, to a new holding company, El Molino Ltd.

1160. *Nature's Path* (*New York City*). 1937. Directory of health aids (Ad). Feb. p. 80.
• ***Summary:*** A full page ad. (1) Soya products: Soya Bean Milk Powder (Plain or banana flavored). Soya Bean Soup Powder (Soy-Veg). From: Lust's Health Food Bakery, Inc., 309-211 E. 56th St., New York City.

(2) Buy soybean milk powder in bulk. At new reduced prices. "Vitasoy" 25 lbs. @ 20¢ per lb–$5.00 100 lbs. @ 18¢ per lb–$18.00. From: Soya Health Products. North Main St., Spring Valley, New York.

"Natural treatments. Let Nature make you well. She can if you allow her to! Dr. Jesse Mercer Gehman. P.O. Box 1725. Paterson, New Jersey."

1161. *Nature's Path to Health* (*Melbourne, Australia*). 1937. Directory of health aids. Jan/Feb. p. 25.
• ***Summary:*** This is a directory of F.G. Roberts' health stores, services, and clinics in Melbourne, Ballarat, Geelong, Adelaide, Cessnock, Bundaberg, Newcastle, Sydney, Toowoomba, Brisbane, Rockhampton, and Maryborough. A nurse, osteopath, or "consulting practitioner" is in attendance at many locations.

Roberts describes his own work and headquarters as follows: "Victoria. Home of the Nature Cure Movement. 430 St. Kilda Rd., Melbourne. Phone: Win. 4206. Treatments in harmony with Nature. Curative Dietetics, Osteopathy, Chiropractic, Hydrotherapy, Spinal Diagnosis, Iridiagnosis, Urinalysis, Diathermy, and Blood Washing, etc. All the latest methods of natural treatment obtainable. Experienced and qualified nurses in attendance. Herbal Foods, Herbal Pills, and All Natural Remedies Obtainable. F.G. Roberts, N.D., Principal, assisted by G.M. [Gladys Maud] Roberts and Staff."

Also in Melbourne are located (1) the Elmsdale Guest House at 428 St. Kilda Road. "Under the personal supervision of Mr. and Mrs. F.G. Roberts." Phone: Win. 4606; (2) F.G.R.'s Health Food Products, 40a Chapel St., E. St. Kilda. (Note: In Aug/Sept. 1933 Mr. W.H. Willson, a nature cure dentist, had his offices at 40 Chapel St.); and (3) Joyce's Health and Dining Service, 300 Little Collins St.

Harold S. Grimes, N.D., is in attendance at the Sydney location. The Brisbane shop and clinic is "Now under F. E. Roberts, Jr., N.D., Supervisor, who cordially invites you to Free Consultations on all your Health Problems."

Examples of names of other organizations listed are: "Roberts Health Service Pty. Ltd." (Ballarat, Victoria). "Health Centre and Clinic" (Chessnock). "Natural Health Store" (Bundaberg, Queensland), "Health Food Store and Milk Bar" (East Street).

A similar but revised directory is published in the 1 Aug. 1938 issue of this magazine, p. 46. Address: Australia.

1162. Richter's Health Cafeteria. 1937. KFAC–Sunday 2:15 p.m. (Ad). *Los Angeles Times.* March 28. p. 8.
• ***Summary:*** "Free lecture. Tuesday, 8 p.m." Note 1. This lecture apparently can be heard live at Richter's Cafeteria and on KFAC radio. Note 2. This is the earliest document seen (July 2021) showing that the Richters had an enterprise at 325 West 3rd St. Note 3. A similar ad appeared in the April 11 issue of this newspaper (1937, p. C10); the lecture was also on Sunday, but at 1:15 p.m. Address: 325 West 3rd St., Los Angeles, California.

1163. Los Angeles Times. 1937. Commercial guide: To business and professional services (Ad). *Los Angeles Times.* April 16. p. A18.
• ***Summary:*** "Today's 'cream' listings of business opportunities:" Includes: "Health Food Cafe, good paying Bus." [Business].

Note: This is the earliest English-language document seen (March 2007) that contains the term "Health Food Cafe" (or "Health-Food Cafe").

1164. Los Angeles Times. 1937. Classified ad: Health Food Cafe. *Los Angeles Times.* April 25. p. B3, col. 6.
• ***Summary:*** "Doing $60 [per] day downtown, low rent, clears $200 month. Will teach business, for details see Mr. Engesser, Monday. 808 S. Hope."

1165. Lager, Mildred. 1937. Something new–delicious. *House of Better Living* (*Newsletter, Los Angeles*) 4(17):4. April.
• ***Summary:*** "No chocolate is added to real soy chocolate. The dark color is from the browning of the bean. We have soy cocolette as well as the soy candies. We also have new banana soy milk powder."

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1166. Loma Linda Food Company, Inc. 1937. Seven items of a quality line (Ad). *Health* (*Mountain View, California*) 4(4):25. April.
• ***Summary:*** The ad describes and a photo shows each package of Soy Mince Sandwich Spread, canned Soy Beans, Garbanzos, Syl-Dex Breakfast Wheat, Fruit Cereal, Date Sandwich, and Fruit Wafers. The company, which now makes 19 products (sold at health-food stores, markets, and groceries) is listed as "Loma Linda Food Company, Inc., Loma Linda, California." Address: Loma Linda, California.

1167. **Product Name:** Kreme O'Soy Flour (Whole Soy Flour).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1937 April.
New Product–Documentation: *Madison Survey.* 1937. "The soy bean marches on." April 21. p. 59-60.

Madison Health Messenger. 1939. Sold in 2 lb. or 5 lb. bags.

1168. Bragg (Paul C.). 1937. Health Science Church Inc. Presents Paul C. Bragg (Ad). *New York Times.* May 15. p. 24.
• ***Summary:*** "At Pythian Temple Auditorium, 135 West 70th Street. May 16, 17, 18, 19, 20, 21, 23, 24 at 8 P.M. under the auspices Health Science Church. Admission free."

Note 1. What was this church? Who established it? When? A digital search of the *Washington Post* from 1877 to 1992 (and then of ALL ProQuest Historical Newspapers) retrieves only two document in which the term "Health Science Church" appears. The other was 6 Feb. 1939 in Washington, DC (which see). Both were connected with Paul Bragg lectures.

Note 2. This ad appeared on the "Religious services" page of this newspaper under "Other services." Perhaps such "public service" listings / announcements were free or less expensive than regular commercial advertisements.

1169. Carqué, Lillian R. 1937. Romance of the sea and kelp. *Nature's Path* (*New York City*). May. p. 164, 180.
• ***Summary:*** Pacific Ocean kelp, *Macrocystis pyrifera,* is a rich source of minerals. A portrait photo shows Lillian Carque. Address: [Los Angeles, California].

1170. Lust's Health Food Bakery, Inc. 1937. Enjoy the greater joy of life and abundant health on these famous soya health foods: BakerLust–Original soya bean products (Ad). *Naturopath and Herald of Health* (*New York City*) 42(5):157. May.
• ***Summary:*** This 1/3 page ad is identical to that which first appeared in the Jan. 1937 issue of *Nature's Path* (New York City)–except that the large logo near the top of the ad has a horizontal bold black rectangle (1½ by 3½ inches) as background. On it, in white, is the outline of a baker, from the chest up, wearing a bakers hat, and holding out his right hand, in which is a sort of light wand that has taken the shape of the word "BakerLust." Address: 309-311 East 56th St., New York City.

1171. *Los Angeles Times.* 1937. Harmonica band will launch series today. June 9. p. 12.
• ***Summary:*** "Mildred Lager, food authority, author and radio personality," heard Monday through Thursday over KFAC at 7:45 p.m. [sic, a.m.], will leave for Hawaii on the Lurline, June 26.

1172. *Desert Sun of Palm Springs* (*California*). 1937. "The hermit of Palm Canyon"–William Pester. June 13.
• ***Summary:*** This is a long except from an article about Pester from an article by J.H. Dyer of Hoopeston (or Hoopston), Illinois, published in *Hoopston Chronicle.* It is one of the best biographies seen of William Pester.

Pester was born in Saxony, Germany, in 1885. He advocated the return to a simple life, close to nature, and a simple diet.

1173. Carver, G.W. 1937. Re: Peanut milk. Letter to Mrs. L.C. Barnes, 459 Marlborough Road, Yonkers, New York, June 21. 1 p. Typed, without signature (carbon copy).
• ***Summary:*** "Dear Madam: Peanut milk is not on the market and is not being manufactured. I suggest that you get in touch with the Nashville Agricultural Normal Institute, Madison College, Madison, Tennessee. They manufacture many kinds of health foods from soybeans including soybean milk, which is similar in many respects to peanut milk. They make an excellent product."

John Ferrell, who located this document, adds (Dec. 1992). "Carver seemed to like Madison College. I've noted maybe six letters much like this one to people who enquired about soybeans." Address: Director, Research and Experiment Station [Tuskegee, Alabama].

1174. **Product Name:** Bill Baker's Soy Cereal (Dextrinized, Ready to Eat). By March 1938 renamed Bill Baker's 100% Soya Cereal.
Manufacturer's Name: Baker's (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1937 June.
New Product–Documentation: Ad in *California Health News.* 1937. June 4. p. 23. "Bill Baker's new delicious Soy Cereal. Dextrinized. Ready to eat." "The wonderful new breakfast cereal dish prepared from 100% soya beans. Combines well with all foods. Energizing. Alkaline. A new companion for Bill Baker's famous Lima and Soy Bean Breads, Toast, Pancake and Waffle Mixture, etc. Shipped to any part of the U.S. At all health food stores and markets in the West." Logo: "Bill Baker's Lima Bean Products" inside

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the shape of a lima bean. "For Los Angeles orders phone AN. 18425. San Francisco distributor: Ruth's Health Food Store, 333 Sutter. Northwest distributor: Clara M. Brewster's Health House, 1621 Third Ave., Seattle [Washington]. Portland [Oregon] distributor: Brammert's Radiant Health Food Store, 811 S.W. 6th Ave. San Diego distributor: Northpark Health Foods, 3915 30th St."

House of Better Living Catalog. 1938. March. p. 16. 12 oz. pkg. for $0.28.

1175. *Nature's Path to Health* (*Melbourne, Australia*). 1937. F.G. Roberts Health Food Products. May/June. p. 20-22.
• ***Summary:*** On page 20, a full-page black-and-white photo shows the front of Roberts Health Service, a health food store at Geelong. There are many boxed and canned products in the two large front windows. On page 21 is a photo of the interior of the Geelong store. Paul Smith has photos of similar stores at Ballarat, Fremantle, and Toowoomba.

On page 22 a full-page photo shows a "View of our main factory and store." This is a fairly small but neat red brick factory, with delivery trucks parked at the side and front.

Note 1. This, factory was located at 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia. Roberts' original factory, it remained virtually unchanged until 1954.

The inside back cover of this issue states: "F.G. Roberts, N.D., F.S.D., Australia's leading naturopath. 430 St. Kilda Rd., Melbourne."

Note 2. Other issues of this magazine published in 1937 show health food stores that are part of the Roberts Health Service: Rockhampton (Jan/Feb. p. 19), Maryborough (March/April, p. 19), Newcastle "Health Academy" (March/April, p. 20). Address: Australia.

1176. List or manifest of in-bound passengers (citizens) for immigration officials at port of arrival. 1937.
• ***Summary:*** Name of passenger: Mildred Lager. Arrival date [in Los Angeles]: 17 July 1937. Age: 36. Birth date: abt 1901. Gender: Female. Ship name: Malolo. Port of Arrival: Los Angeles, California. Port of Departure: Honolulu, Hawaii.

Note: The Aug. 1937 issue of her *House of Better Living* (Newsletter, Los Angeles; p. 1) states that she just returned from a wonderful 10-day trip to the Hawaiian islands. "I studied the tropical foods first hand, saw them grown, learned what the University of Hawaii had to say about them, saw them picked, canned and gotten ready for shipment."

1177. *California Health News* (*Hollywood, California*). 1937. Carque sold. July 23. p. 9.
• ***Summary:*** "The Otto Carque Co., 4328 San Fernando Rd., Glendale, Calif., for some time poised near bankruptcy has been sold to the Confection Co., of California, operated by Drs. W.H. and D.H. Garrison (M.D.) and Wm. Ade who have been handling the major part of the products for some time. It will be known as the Carque Natural Foods division, to be supervised by the Lantz Corp., which has been in charge for some time. Mrs. Lillian Carque will act as publicity director. A new staff is already at work including Ed Eisenhart, manufacturer, Betty Burke, secretary, and Mary Chapman, bookkeeper. Gertrude Van Noord has taken an extended vacation. New telephone number is Omaha 35050."

1178. *California Health News* (*Hollywood, California*). 1937. Hain's first tour. July 23. p. 9.
• ***Summary:*** "New York, Philadelphia, Washington [DC], and Cleveland [Ohio] are giving warm welcomes to Harold Hain, touring the east. Many stores have sold his products for years and are now meeting him for the first time.

"'People everywhere are becoming more food conscious, eager for authentic diet knowledge,' he reports. A visit to Washington [state] and Oregon is planned before the return to the laboratory and warehouse in Los Angeles."

Note 1. This is the earliest publication seen (May 2019) that mentions Harold Hain.

Note 2. This is the earliest document seen (May 2006) showing that Hain is now selling this health food products nationwide.

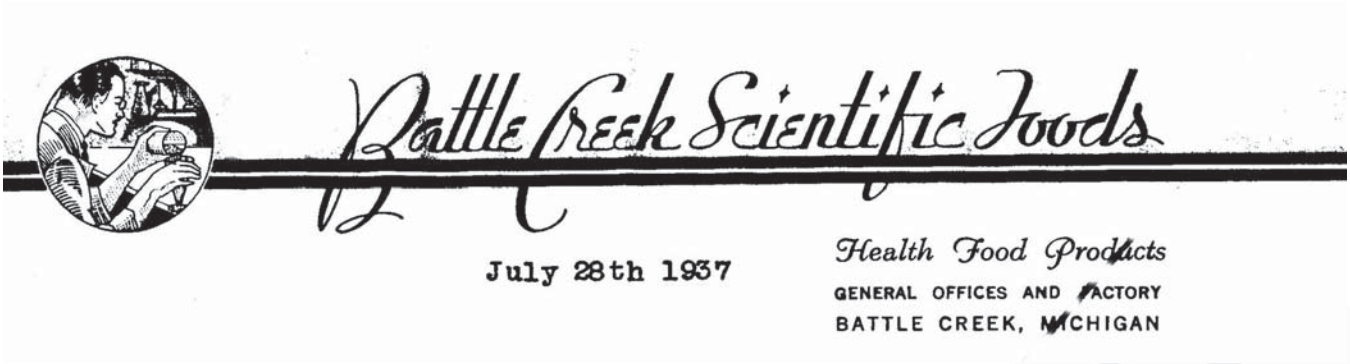
1179. *California Health News* (*Hollywood, California*). 1937. See blue Hawaii. "Had a marvelous time." July 23. p. 9.
• ***Summary:*** "Singing the praises of Hawaii, Mildred Lager has just returned to her House of Better Living, 1207 W. Sixth, after a three-weeks trip."

"Her radio fame having preceded her, Miss Lager was invited to speak over KGU, NBC station where Skipper Irvine presented "Roaming in the South Seas" for two years... A delightful luncheon visit was with Mrs. Agnes B. Bonell, Battle Creek Health Food store, 183 S. King street, Honolulu... The trip to Hawaii was on the Lurline, return on the Malolo." A large portrait photo shows Mildred Lager.

1180. Sadacca, Albert V. 1937. Re: Health addicts in California. Offer to distribute Fearn products in middle west. Letter to Dr. Charles E. Fearn, Fearn Soya Foods Co., 355 West Ontario St., Chicago, Illinois, July 28. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "Dear Dr. Fearn: With much interest I digested your letter of July 27th. I do believe that it is a good move for you to go to California inasmuch as most of the health addicts are located there." The writer then offers to distribute Fearn products in Chicago and the "middle west," "either under our brand name or under our own."

Note: Battle Creek Scientific Foods is not connected in any way with Dr. John Harvey Kellogg or any other member of the Kellogg family. Across the bottom of the letterhead

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are printed six products made or distributed by the company, including one named "Soy-O." Address: Battle Creek Scientific Foods, Health Food Products, General Offices and Factory, Battle Creek, Michigan.

1181. Carqué, Lillian R. 1937. Sensible feeding of children. *Nature's Path* (*New York City*). July. p. 244, 264-65.
• ***Summary:*** "Pure roasted and unsalted Almond Butter, diluted with warm water to the consistency of milk," to which a little honey has been added, may occasionally take the place of animal milk. "Almond milk should be made fresh every day."

"In China and Japan, soy bean milk is frequently used in feeding infants and children in place of animal milk."

Note: This last sentence may possibly be true about China but it is not true of Japan. Address: [Los Angeles, California].

1182. Lager, Mildred. 1937. Recipes. *House of Better Living* (*Newsletter, Los Angeles*) 4(19):1. June/July.
• ***Summary:*** Includes a recipe for: Soy ginger muffins or bread (eggless, with soy flour and whole wheat pastry flour).

Note: In the Aug. 1937 issue (p. 1) is a recipe for "Soy bean salad."

1183. *Los Angeles Times.* 1937. Dietetic expert. Aug. 3. p. A12.
• ***Summary:*** "Adelle Davis, dietetic authority, will be heard on a new KFWB series starting today at 10 a.m." A large photo shows Adelle Davis. Note: She is strongly sanpaku, i.e., the whites of her eyes can be seen between the iris (the colored part of the eye surrounding the pupil) and lower lid as she gazes directly forward.

1184. *California Health News* (*Hollywood, California*). 1937. America's No. 1 Baker (Photo caption). Aug. 6. p. 2.
• ***Summary:*** This photo shows Bill Baker in a two-piece suit standing next to the front of an automobile and holding a copy of "Health News." The lower caption states: "Here's the man who bakes those wonderful soy and lima bean breads and whose new soy breakfast cereal is helping the healthwise to make a perfect start of every day: genial Bill Baker of Ojai on a visit to Hollywood in his new Graham" [an automobile made by Graham-Paige Motors Corp.].

1185. Hain Pure Food Co. 1937. Hain fruit juices: Pure–Natural (Ad). *California Health News* (*Hollywood, California*). Aug. 6. p. 3.
• ***Summary:*** "You may select from a great variety. In fact, 12 different kinds of delicious drinks that cool and quench. At the same time they fill the system with life-giving elements and principles.

"At our own store, 329 W. Third, Los Angeles, and other health food store and markets." Address: 602 Mateo St., Los Angeles, California.

1186. Kellogg, John Harvey. 1937. Re: The soybean is an excellent food. Soy products made by Battle Creek Food Company. Letter to Mr. Richard Haughton, Valley Mill Farm, Great Valley Mills, Paoli, Pennsylvania, Aug. 26. 3 p. Typed, with signature on letterhead.
• ***Summary:*** Mr. Haughton wrote Dr. Kellogg on Aug. 26 that "One of your patients at Battle Creek has advised me that we should look into Soy Bean as a food." It is said to be helpful for intestinal disorders.

Dr. Kellogg replies: "You have been correctly informed. The soybean is an exceedingly useful food and ought to be widely used. It is on the whole, I believe, the most remarkable and most useful of all food products...

"If you will address a letter to W.J. Morse, Bureau of Plant Introduction [sic, Plant Industry], U.S. Department of Agriculture, Washington D.C., you will obtain a large amount of literature about the soy bean which you will find very interesting.

"The Battle Creek Food Company makes a number of products from the soy bean, among which are soy gluten biscuit, which consists of equal parts of soy flour and wheat gluten. It is extremely toothsome and the most highly nourishing of all foodstuffs with which I am acquainted." Address: Florida.

1187. Lager, Mildred. 1937. New radio program, KECA, 7:45 a.m. (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 4(20):1. Aug.

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• ***Summary:*** "Starting July 19 Miss Lager began broadcasting over station KECA at her regular time, 7:45 A.M. She will talk every Monday, Tuesday and Wednesday mornings. Tune in for these educational talks. KECA–1450 kilocycles..."

1188. *Los Angeles Times.* 1937. Smoking protested. Sept. 4. p. A8.
• ***Summary:*** Yesterday Clarke Irvine told the City Council that he has heard many protests concerning smoking in the new streamlined street cars; it is annoying non-smokers. The council referred Irvine's complaint to the Public Utilities Committee.

1189. Donnelly, Antoinette. 1937. 'Beauty Day' good plan for loveliness. *Chicago Daily Tribune.* Sept. 18. p. 15.
• ***Summary:*** This is a positive book review of *Eat and Grow Beautiful,* by Benjamin Hauser (publ. by Tempo). A key idea is to establish a "Beauty Day" for yourself once a week (on any day), to give your body some much-needed rest, at which time you also give the body a periodic inner cleaning.

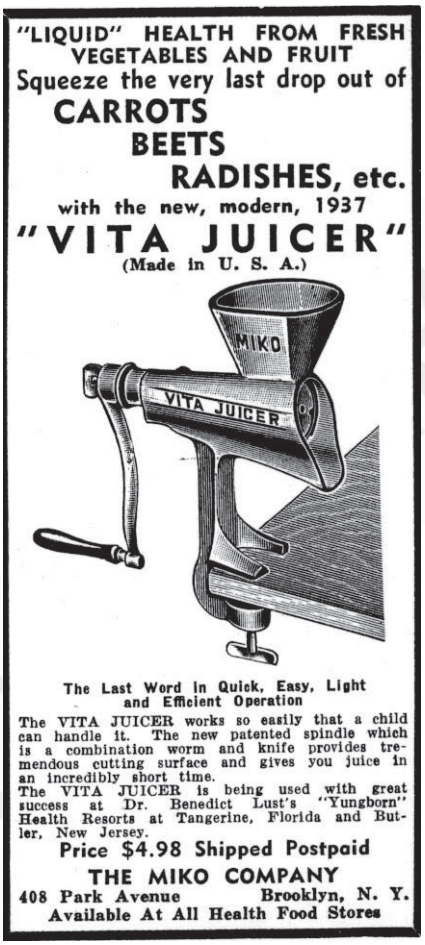
"On your beauty day you confine your food to your favorite fruit juices and vegetable juices and your favorite fresh, crisp salads." If possible, become a lady of leisure and have someone serve you.

1190. *Health News* (*Hollywood, California*). 1937--. Serial/periodical. Clarke Irvine, Editor and Publisher. 4647 Russell Ave., Hollywood, California. Vol. 1, No. 1, Jan. 1933 (4 p.). Biweekly.
• ***Summary:*** Preceded by California Health News (Jan. 1933+). Starting with the issue of 17 Sept. 1937, the title was shortened to *Health News.* On 15 May 1942, it became *Let's Live.* Most issues (except all those for 1938) are still owned by *Let's Live* (Franklin Publications) in Los Angeles, California. Note: According to OCLC, not one library in the USA owns a single issue of this pioneering periodical. Address: Hollywood, Los Angeles, California.

1191. Lager, Mildred. 1937. New items [products] (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 6(21):3. Sept.
• ***Summary:*** "New candies, many of them soy. Chocolate coated raisins.

"Soy malted milk in almond, banana, chocolate, and mocha flavors. Two sizes–40¢ and 70¢."

1192. Miko Company (The). 1937. "Vita Juicer" (Ad). *Nature's Path* (*New York City*). Sept. p. 347.
• ***Summary:*** "'Liquid' health from fresh vegetables and fruit. Squeeze the very last drop out of Carrots, Beets, Radishes, etc. with the new, modern, 1937 "Vita Juicer" (Made in U.S.A.). The last word in quick, easy, light and efficient operation... The Vita Juicer is being used with great success at Dr. Benedict Lust's 'Yungborn' Health Resorts at Tangerine, Florida, and Butler, New Jersey. Price $4.98 shipped postpaid. Available at all health food stores." Address: 408 Park Ave., Brooklyn, New York.



1193. *Naturopath and Herald of Health* (*New York City*). 1937. We observe and comment: Health 'expert' jailed here; lacked license. 42(9):280. Sept.
• ***Summary:*** "Duluth News Tribune, July 15, 1937. Martin Pretorius, self-styled authority on corrective eating and body culture, who had been lecturing at the Hotel Duluth, was arrested last night by Duluth police on the charge of unlawfully practicing healing."

"In a pamphlet issued following free lectures, Pretorius promises to remedy numerous ailments by means of selftreatment courses for which fees are charged." Although he has no certificate in the basic sciences, he offered to cure ailments–which is illegal.

Note 1. There is a fine but apparently clear line between health education and teaching people how to heal themselves for a fee.

Note 2. Shortly after this arrest, Pretorius began to sell electric blenders in Los Angeles, California–a field that he pioneered.

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1194. Therapy, Ltd. 1937. We carry these four fine products (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 6(21):3. Sept.
• ***Summary:*** "Theradophilus: A condensed pure culture of Bacillus Acidophilus in Soy Bean Milk. For intestinal poisoning.

"Theradiet: A food supplement permitting safe reducing.

"Therabroth: A delicious uncooked vegetable concentrate–for broths, sandwich spread or as seasoning for soups and gravies.

"Therallium: A concentrated garlic and parsley tablet. Tasteless and odorless.

Note: Apparently only the first of these four contains soy. Address: Pasadena, California.

1195. *Los Angeles Times.* 1937. The dial. Oct. 12. p. 12.
• ***Summary:*** From 9 to 10 a.m. on KWFB radio station in Los Angeles, one can hear: "Dr. Reynolds, 9:15. Adelle Davis, 9:30. News, 9:45." Note: Adelle's show ran for 15 minutes. The listing for Nov. 9 (p. 10) says it was aired from 12:15 to 12:45. The listing for Nov. 23 (p. 14) says it was aired from 4 to 4:15 p.m. That is the last listing we can find in the L.A. Times; so apparently her program didn't last for long.

1196. Hain Pure Food Company. 1937. Hain health foods are attractive and appetizing as well as wholesome (Ad). *Nature's Path* (*New York City*). Oct. p. 377.
• ***Summary:*** "A complete line comprising 125 different items, all the utmost perfection in quality foods.

"Cal. [California] vegetable broths, seasonings and gelatines: Prepared from vegetables especially raised in the rich soil of California's Sunshine Valleys–Full of health-giving vitamins.

"Pure fruit juices: From choicest California fruits. Lightly pressed. No added sugar, preservatives or coloring. 12 kinds of fruit and berry flavors.

"Delicious meat substitutes: Protone, Nutone, Soytone or Soy Sandwich Spread. Prepared from nuts, protein of wheat and soy beans. Free from acid forming proteins.

"California pure honey: Unusual flavors–Orange blossom and mountain sage.

"Sea salts and hundreds of other good things to eat. Send today for new catalog, or ask your store for literature. The Hain logo reads "Hain 100% Pure" inside two circles and a fluted outer circle. This ad also appears in the November (p. 421) issue of this magazine.

Note: Protone, Soytone, and Nutone are made by Hollywood Foods, according to a June 1940 Rosenberg's catalog. Address: 602 Mateo St., Los Angeles, California.

1197. Lager, Mildred. 1937. Facts on soy beans. *House of Better Living* (*Newsletter, Los Angeles*) 6(22):2. Oct.



• ***Summary:*** "No food known to science has the protein value of soya bean. According to Dr. A.A. Horvath, of the University of Delaware, a recognized soy bean authority in this country, soy beans have the following qualities:

"1. The soy bean protein is similar in composition and nutritive value to the proteins of milk, meat and eggs, and is readily assimilated.

"2. The soy bean oil is assimilated to the extent of 95% to 100%.

"3. The soy bean is rich in phosphatides (lecithin and cephalin), averaging from 1.65% to 3.18%.

"4. The soy bean is rich in vitamins A, B, and E, and contains also a substantial amount of vitamins D and B-2.

"5. The soy bean ash is rich in phosphates and is strongly alkaline."

1198. **Product Name:** Soy-Burger. Renamed Soyburger or Soyburger Loaf in 1939 (Canned Meatless Loaf, Sandwich Spread, or Entree). Renamed Zoyburger in 1939.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1937 October.
Ingredients: Soybeans [actually okara], wheat gluten, raw

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peanut meal, tomato paste, vegetable seasonings.
Wt/Vol., Packaging, Price: No. 2 can, 20 oz.
How Stored: Shelf stable.
Nutrition: Protein 12.5%, fat 6.7%, carbohydrates 19.0%, ash 1.4%, calories 187/100 gm.
New Product–Documentation: *Chicago J. of Commerce.* 1937. "Ice cream, milk from soy beans: Tennessee scientists start new industry." Oct. 13. p. 9, col. 8. Having developed good milk, the group next "sought to compete with cattle as food producers in the form of beef. A product called soy-burger has been produced. It tastes like hamburger."

Madison Health Messenger. 1939. "Soyburger." Ad in House of Better Living. 1940. May. p. 4. "Soyburger."

Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Soyburger is one of five basic food products made and sold by Madison Foods.

Taylor. 1944. *Soy Cook Book.* p. 201.

Madison Health Messenger. V. 49-2. p. 5.

Madison Health Messenger. 1949. V. 49-3. p. 5. Zoyburger–excellent for sandwich spread, serve like steak with onions. Ingredients: soybeans, gluten, raw peanut meal, vegetable seasonings. 14 & 20 oz. cans."

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual.* 1st ed. p. 95. Zoyburger contains 20.90% protein, 3.10% fat, and 11.85% carbohydrate.

Letter from Sam Yoshimura. 1981. March 19. Okara was used in the Madison Zoyburger exclusively. The product consisted of wheat gluten, okara, tomato paste and seasonings. It was a canned, meat loaf type of product.

Note: This is the earliest known commercial vegetarian "burger" (with the word "Burger" or "Burgers" in the product name) made in the Western world.

1199. Siegmeister, Walter. 1937. Developing a business on the soybean. *Bean-Bag* (*The*) (*Lansing, Michigan*) 20(5):9, 15, 19. Oct.
• ***Summary:*** "About two years ago I first became interested in the soybean and began to study the various foods that could be made from this bean. I then commenced to send out to some friends some 'Soybean Powder,' processed from steamed soybeans, and having a delicious milky taste when eaten raw. So great was the demand for this, that we got our own containers and labels and started to pack it, and in a short time orders came from all over the country for our products both from stores and individuals.

"Since then we added a number of other products to our line, including a soup powder, a soybean-banana powder that makes a tasty drink, a soy butter, a soy coffee; a soy cereal; etc. The name of our firm is Soya Health Products, which is a mail order company situated at Spring Valley, New York. We also publish a magazine devoted to the soybean called 'Regeneration,' and we will gladly send a sample copy to anyone who writes us."

On page 15 (lower right) we read: "And from the Soya Health Products, Spring Valley, New York, we received samples of a lot of soybean products that really are superb. There is a soy bean milk, a soy breakfast food, roasted soybeans, and soy flour. Write this firm and see for yourself."

Then on page 19 (lower right) is the expected small advertisement: "Soybean milk powder. A protein substitute for meat, eggs and dairy products. 40¢ per lb.–$1.00 for 3 lbs. Free sample on request. Write for free sample copy of 'Regeneration.' The soybean magazine contains valuable information on the soybean and diet. $1 per year. Ask for price list on New Soybean Health Foods. Soya Health Products, Spring Valley, New York." Address: Dr., Soya Health Products, Spring Valley, New York.

1200. *Los Angeles Times.* 1937. Ojai baker to send president usual 100-pound Christmas cake. Nov. 9. p. A15.
• ***Summary:*** "Ventura, Nov. 8.–Bill Baker, Ojai's nationally famous craft baker, today announced he will send President Roosevelt a Christmas cake weighing 100 pounds and surmounted by a miniature replica of the Golden Gate Bridge"–the new bridge that everyone in California is talking about.

After the cake is displayed in Tulare and Oakland, California, a special messenger will accompany it to Washington, DC, where "Representative Alfred J. Elliott of Tulare will deliver it to the President."

1201. *Madison Survey* (*Madison, Tennessee*). 1937. Manufacture of foods. 19(42):167. Nov. 10.
• ***Summary:*** "Madison is giving a message of healthful living to the public, and in this program the food factory plays an important part. Among the products it is placing on the market are crackers of various composition; foods to use in place of meat, such as, Vigorost, Soy Cheese, Soybeans canned with Tomato; a beverage to take the place of coffee called Soy-Koff. Kreme O'Soy Milk, plain and chocolate, is also on the market in cans."

1202. Lager, Mildred. 1937. Start your day with Miss Lager's cheery philosophy: KFAC–8:45 A.M. *House of Better Living* (*Newsletter, Los Angeles*) 6(23):1. Nov.
• ***Summary:*** Mildred's morning radio program has returned to station KFAC but at a better time–8:45 A.M. instead of 7:45. Up until last month her program was on KECA at 7:45 A.M.

1203. **Product Name:** Kreme O'Soy Milk (called Kreme-O-Soy in 1947) [Plain, or Chocolate].
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1937 November.
Ingredients: Fall, 1948: Soybeans, soy oil, dextrose, calcium phosphate, sodium chloride.

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Wt/Vol., Packaging, Price: 15 oz, 19 oz, or 20 oz can.
How Stored: Shelf stable.
Nutrition: Protein 3.5%, fat 3.9%, carbohydrates 4.9%, ash 0.7%, calcium 0.34%, iron 4.4 mg/k.
New Product–Documentation: Madison Survey. 1937. Nov. 10. p. 167. "Kreme O'Soy Milk, plain and chocolate, is also on the market in cans."

Madison Health Messenger. 1938. "The only homogenized soymilk on the market to date."

Madison Health Messenger. 1948. Fall. p. 3. "A unique food developed." A black-and-white photo shows a can of Kreme O'Soy." A table compares the composition of Kreme O'Soy, human milk, and cow's milk. A list of ingredients is given on p. 4. Madison Health Messenger. 1949? V. 49-2. p. 5.

Shurtleff & Aoyagi. 1984. Soymilk Industry and Market. p. 25-26. "By May 1929 fresh soymilk and tofu were being served occasionally in the dining hall and sanitarium, and soymilk was used in place of water in some yeasted breads. Soymilk was first sold commercially in 1931 and canned in 1932. It became popular nationwide." Soybean Blue Book. 1947. p. 69. Sold in Chicago by Dietetic Supply House. Soybean Blue Book. 1950. p. 88. No brand name given. Soybean Blue Book. 1956. p. 100. "Kreme-O-Soy."

Note: This is earliest commercial soymilk product seen worldwide to be fortified with calcium. It is also the second earliest commercial soy product seen introduced by a Seventh-day Adventist company that contained chocolate.

1204. Food Chemistry Educational Institute. 1937. Pretorius says, "Its so new! So different! You won't believe your eyes." The Liquefier makes juice extracting obsolete (Ad). *Health News* (*Hollywood, California*) 5(23):5. Dec. 10.
• ***Summary:*** "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 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 spinach drink you have ever tasted will be the result.

"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."

Price: $20.75. Extra jars: $2.75 each.

"This new Liquefier 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." A large illustration shows the Liquefier, which looks very much like a modern blender.

Note 1. This is the earliest document seen (July 2021) concerning an electric blender–although the word "blender" is not used. In a careful search (July 2004) of *Health News*, looking backward from this issue, Chef Akasha Richmond is unable to find any earlier reference to an electric blender or liquefier under any name.

Note 2. A comparison of this illustration with two illustrations of the "Waring Mixer" from the year 1938, and with a photo published in *Better Homes and Gardens* (Feb. 1941, p. 41), shows clearly that this machine was made by Waring. So Pretorius apparently bought his machines from Fred Waring, renamed them, and sold them. This is the earliest image seen of a machine made by Waring.

Note 3. This is the earliest document seen (July 2021) that mentions the "Liquefier," an early brand of electric blender.

Note 4. This is the earliest English-language document seen (July 2021) that uses the verb "to liquefy" ("liquefies vegetables"), or the verb "to run" ("run the machine for a minute or two") in connection with an electric blender.

Note 5. Martin Pretorius is a health food authority in Los Angeles. Address: Box 1857, Hollywood [California].

1205. Hain's Pure Food Store. 1937. Xmas. shopping for the most appetizing and healthful foods will surely take you to Hain's (Ad). *Health News* (*Hollywood, California*) 5(23):5. Dec. 10.
• ***Summary:*** "An infinite variety of nuts, nut butters, fruit juices, dried fruits, home made fruit cakes, candies, and all other good things for the Christmas table or tree–and all 100% pure. Be sure to see our Special Packs and Gift Boxes of assorted good things to eat, trays, boxes and baskets. They make wonderfully original gifts, to be long remembered." Inside a circular logo is written "Hain 100% Pure." Address: 329 W. 3rd St. [Los Angeles, California].

1206. *Los Angeles Times.* 1937. Feminine favorites on dial (Photo caption). Dec. 13. p. 12.
• ***Summary:*** This portrait photo shows a youthful-looking Mildred Lager. The lower caption states that she invites you to "tune her House of Better Living today (KFAC–8:45 a.m.)."

1207. Nedvidek, T. Louise. 1937. The forty-first congress of the American Naturopathic Association. *Naturopath and Herald of Health* (*New York City*) 42(12):360-61. Dec.
• ***Summary:*** Continued from the November Naturopath: "Another outstanding feature of the musical session was the beautiful singing of Howard Berhalter, son of Dr. A.A. Berhalter. A Naturopathic Convention would not be

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complete without having Howard Behalter with us. Since he was a little boy it has been an outstanding fact that Howard Berhalter has honored us with his presence at all Conventions or Naturopathic gatherings that have taken place in Chicago, and it is a very interesting fact to notice the great progress he is making... we know he is headed for a great operatic career." Howard was recently married and introduced his charming wife. Address: Dr., Convention Manager.

1208. **Product Name:** Soy-Bev (Tea or Coffee Substitute).
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 48 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1937 December.
Ingredients: Incl. roasted and ground soybeans, chicory.
Wt/Vol., Packaging, Price: Canned.
New Product–Documentation: Ads in *Nature's Path to Health* (*Melbourne, Australia*). 1937. Nov/Dec. p. 15 and 27. "A Delicious Beverage to take the place of Tea or Coffee. Made from the best Soya Beans. An F.G.R's Health Food Product." The address is given as 48 Chapel St., St. Kilda, Melbourne. But it is not clear what kind of facility was located at this address.

Ad in *Nature's Path to Health.* 1937. Christmas issue. p. 34. "Soy-Bev. The national nightcap. A Delicious Beverage to take the place of Tea or Coffee. Invigorating. Health giving. Blood purifying. Fortifies the system. A sure thing against insomnia. Made by F.G. Roberts & Sons. In the Health Food Factory. 48 Chapel St., St. Kilda, Melbourne. At all Health Centres. The new health beverage that everybody is drinking." See also smaller ad on p. 19.

Ad in *Nature's Path to Health.* 1938. Aug. 1. p. 40. "Soy-Bev. The ideal night-cap. Why upset your system by taking tea or coffee?" Made at 48 Chapel St., St. Kilda, Melbourne. An illustration shows a man and woman seated in chairs by their fireplace each enjoying a cup of Soy-Bev. Below this is a steaming cup of Soy-Bev–which looks like coffee.

Ad in *Nature's Path to Health.* 1946. Aug/Sept. p. 23. "Your best moment. When the drink is Soy-Bev or Soya-Choc. These are the nicest drinks. Freshly made from the choicest soya beans in our modern factory, St. Kilda, Melbourne. In Hygienic ½ lb. and 1 lb. Tins at all Health Centres Throughout Australia." This ad also appeared in the April/May 1949 issue (p. 8) of this magazine.

Note from Paul Smith of Soy Products of Australia (Pte.) Ltd. 1995. March 14. Paul thinks Soy-Bev was first introduced in about 1936-36. It was made with roasted soybeans and chicory, The product was discontinued in 1973.

1209. **Product Name:** Soy Flakes.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1937 December.
Ingredients: Soybeans.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1937. Nov/Dec. p. 15. "Cooking eliminated! Now we have–Soy Flakes. The greatest things ever placed before health reformers. Gives to busy housewives the best food product ready to use. Soy bean has been welcomed by all vegetarians. Worry of preparation, waste of gas, labour in preparing. Soy-flakes large flakes of specially-prepared soy beans." Another ad is found in the Christmas 1937 issue, p. 12.

Note: This is the 2nd earliest English-language product or document seen (June 2013) that contains the term "Soy Flakes."

1210. Barnard, W.G.; Barnard, W.G., Jr. 1937. Health via the carrot: How you feel tomorrow depends on what you eat today. Cleveland, Ohio: Natural Foods Institute. 40 p. *
• ***Summary:*** Note: Soyfoods Center has never been able to see a copy of this early edition, although the National Library of Medicine owns one copy. Fortunately, in 1970, Provoker Press (St. Catharines, Ontario, Canada) published a reprint edition with a several words missing from the title ("Health Via the Carrot and Other Vegetables," xiv + 144 p.), of which Soyfoods Center has a copy; please refer to it for details. Notice, however, that the 1970 edition has more than 3.5 times as many pages as the original 1937 edition.

This book mentions some interesting early terms: "A new machine called a liquefier propelled by electricity liquefies vegetables in from one to three minutes and marvelous Health-Cocktails can thus be prepared at least once each day for the entire family." Note: This liquefier (blender) would soon become known as the Vita-Mix or Vitamix, which Barnard's company would market. During the 1960s it was redesigned to be much more powerful than typical household blenders. Address: Cleveland, Ohio.

1211. Walker, Norman Wardhaugh; Pope, R.D. 1937. Raw vegetable juices: What's missing in your body? Rev. ed. Long Beach, California: Norwalk Laboratory. 68 p. *
• ***Summary:*** "Compiled under the direction of R.D. Pope." Note: Norwalk makes the Norwalk juicer. The author says that the most aggravated case of constipation can be overcome in a few days or a week by drinking raw spinach cocktails every day. Note: Norman Wardhaugh Walker was born in 1876. Address: M.D.

1212. *Diet Digest* (*Beverly Hills, California*). 1937-. Serial/periodical. Gayelord Hauser, Editor. Published at 9889 Santa Monica Blvd., Beverly Hills, California. Quarterly. No. 1.

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1937.
• ***Summary:*** Issue No. 1 appeared in 1937, probably late in the year. No. 9 of this quarterly was on sale in the spring of 1940, edited by "Bengamin Gayelord Hauser" (See ad in *Diet Digest*, p. 8). Starting with issue No. 27 (1947) the magazine began to be published in New York by Diet Digest Publication, Inc., 100 Stevens Ave., Mount Vernon, NY. Starting with issue No. 36 (1950) it began to be published at 15 West 44th St., New York, NY. Starting with issue No. 43 (1953) it began to be published at 7 West 44th St., New York, NY. Gayelord Hauser was still editor-in-chief.

Soyfoods Center has parts of No. 17 (dated 1943) to No. 19 (1944) and No. 26 (1946) to No. 44 (1953). Address: Beverly Hills, California.

1213. Postcards of William Pester of Palm Canyon (near Palm Springs, California). 1937? Palm Springs, California. Undated. 17 x 10 cm.
• ***Summary:*** There are two postcards: One the front of the first (#86-03-56) is a photo of William Pester seated on a stool, with long hair, a sleeveless shirt, and sandals, playing a slide guitar. On the front of the second are four photos of Pester.

The following in printed on the back of both in Spanish: The laws of nature are the laws of God. If you live in disaccord with them, you will have nothing but problems; and if you live in harmony with them, you will always have health.

Eat fresh fruits and vegetables, drink pure water, bathe in the sun and running water, and your health will always remain perfect. Meat, lard / fat, starch, salt, sugar, coffee, tea, alcohol, and tobacco are bad for your health. Address: Palm Springs, California.

1214. Lager, Mildred. 1938. Recipes. *House of Better Living* (*Newsletter, Los Angeles*) 7(25):1, 4. Jan.
• ***Summary:*** Includes recipes (p. 4) that all include quick-cooking cracked soy beans (Cook for 10 minutes). Soy sandwich spread (with cooked cracked soy beans; May be made into patties, broiled, and served as meat balls). Soy vegetable hash (baked). Soy vegetable loaf (baked).

Note: On the same page is an ad titled "Mildred Lager's quick cooking family," that includes Cracked soy beans. 1 lb package–18¢. 2 lb package–35¢. 5 lb bulk–80¢.

1215. *Los Angeles Times.* 1938. Divorce suits filed: Moore, Elizabeth against William M. Feb. 25. *
• ***Summary:*** The filing took place the previous day. Elizabeth's first husband was Paul Bragg.

1216. Osius, Frederick J. 1938. Disintegrating mixer for producing fluent substances. *U.S. Patent* 2,109,501. March 1. 5 p. Application filed 13 March 1937. 5 drawings.
• ***Summary:*** An "improved method and apparatus for disintegrating, mixing and aerating materials to produce palatable or beneficial drinks or the like." Current drink mixers "cannot be effectively utilized to produce a suitable mixture of ingredients such as fresh fruits and vegetables with each other or with fluent materials... in order to create a uniform and creamy fluent mixture." Prior "drink mixers may be classified as a relatively inexpensive and inefficient luxury." The top of this mixer is in the shape of a 4-leaf clover. Throughout the claims, this electric appliance is referred to as a "drink mixer."

Note 1, This is first and only patent for a blender ever issued to Fred Osius. He and Fred Waring, transformed it into the Waring Blendor, which first started to be sold (under the name Liquefier) in late 1937.

Note 2. This is the earliest English-language document seen (July 2021) that uses the verb "to disintegrate" ("for... disintegrating"), or the verb "to mix" ("for... mixing") in connection with an electric blender.

Note 3. This is the earliest English-language document seen (July 2021) that uses the word "disintegrating mixer" (as a generic term) to refer to an electric blender.

Note 4. A search for other patents issued to Frederick J. Osius shows the following (in chronological order): 1916 May 18–Improvements in electric motors. British Patent 191,515,792.

1917 Aug. 2. Improvements in machines for cutting or comminuting coffee and similar materials. British Patent 108,260.

1920 Jan. 6–Machine motor. U.S. Patent 1,327,209.

1920 Jan. 6–Sewing-machine motor. U.S. Patent 1,327,210.

1926 Aug. 3–Carpet sweeper. U.S. Patent 1,594,685 (Hamilton Beach Mfg. Co.).

1927 April 19–Vacuum cleaner. U.S. Patent 1,624,969 (Hamilton Beach Mfg. Co.). Address: Miami Beach, Florida.

1217. Hauser (Bengamin Gayelord). 1938. Three free lectures on how to live longer, look younger by Bengamin Gayelord Hauser (Ad). *Washington Post.* March 13. p. M15.
• ***Summary:*** "America's foremost diet advisor. Formerly dietetic director of Elizabeth Arden's 'Beauty Farm.' Beginning Tuesday at 8:15 P.M. Hauser brings hew help and new hope to every sick, ailing and discouraged man or woman!... You simply cannot afford to miss one of these lectures.

"Remember the dates, March 15th, 16th & 17th at 8:15 P.M. Masonic Temple. New York Ave. at 13th St. N.W." A portrait photo shows Hauser.

1218. *Los Angeles Times.* 1938. Drink raw vegetables, fruits & nuts! *Electric* Liquefier makes this wonder possible (Ad). March 28. p. 4.
• ***Summary:*** This tiny ad, containing no company name or address, states: "Best machine on the market. For Home

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demonstration call CApitol 0983. Delivered $25."

1219. **Product Name:** Bill Baker's Soy-Fruit Slices.
Manufacturer's Name: Baker's (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1938 March.
New Product–Documentation: House of Better Living Catalog. 1938. March. p. 13. $0.18/dozen.

1220. **Product Name:** Cubbison's Soya Gluten Crackers.
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1938 March.
New Product–Documentation: House of Better Living Catalog. 1938. March. p. 13. "Cubbison's Soy-Gluten Crackers, $0.35 lb." Taylor. 1944. Soy Cook Book. p. 201. Note: In May 1936 (according to the House of Better Living Catalog), Cubbison Cracker Co. was located at 3417-19 Pasadena Ave., Los Angeles, California. They were not yet using soy in their crackers. Taylor. 1944. The Soy Cook Book. p. 201. Soybean Blue Book. 1947. p. 71. "Crackers."

1221. **Product Name:** Cubbison's Soya Cookies. Renamed Cubbison's Wheat Soya Cookies by 1951.
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1938 March.
New Product–Documentation: House of Better Living Catalog. 1938. March. p. 22. $0.30/lb.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 4. Soya Cookies contain 40% soya; have national distribution.

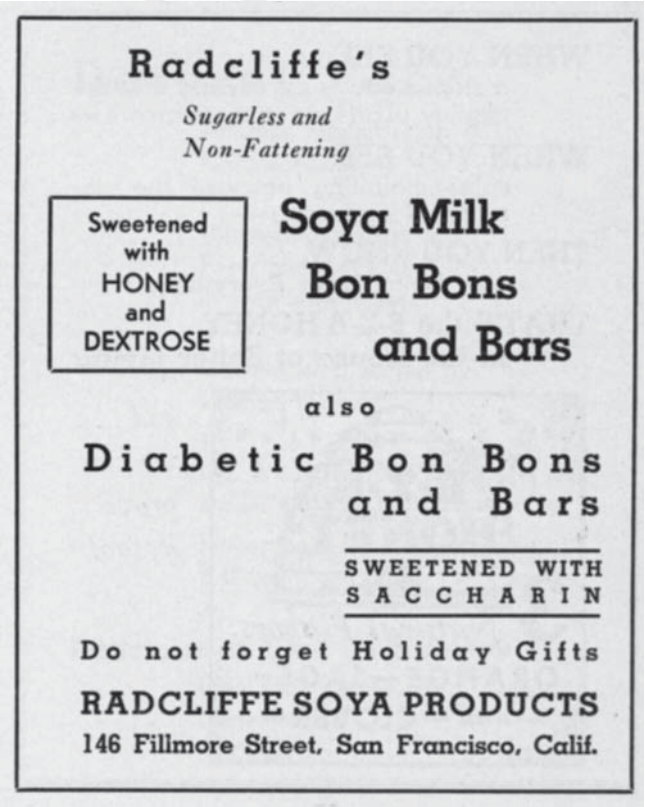
Taylor. 1944. Soy Cook Book. p. 201. Soybean Blue Book. 1947. p. 70. Same address. Also listed in 1955.

Soybean Digest. 1951 "Cubbison pushes soy on West Coast." July. p. 20, 22. The company's Wheat Soya Cookies are a blend of high protein wheat flour and soy flour, "the richest of all known foods in protein, with the exception of dried egg white. They are sweetened with honey."

1222. Lager, Mildred. 1938. The House of Better Living Catalog: Finer natural foods. Los Angeles, California: Published by the author. 36 p. March. 23 x 10 cm.
• ***Summary:*** The single most important document showing the creative development of commercial soyfoods in California in the late 1930s. This catalog contains a large section on Diabetic Foods, consisting mostly of soyfoods, and an even larger section titled "Soy Bean Products."

The Foreword (p. 1) begins: "The House of Better Living is as unusual as its name. Its aim is to teach better living, and has made possible Mildred Lager's free



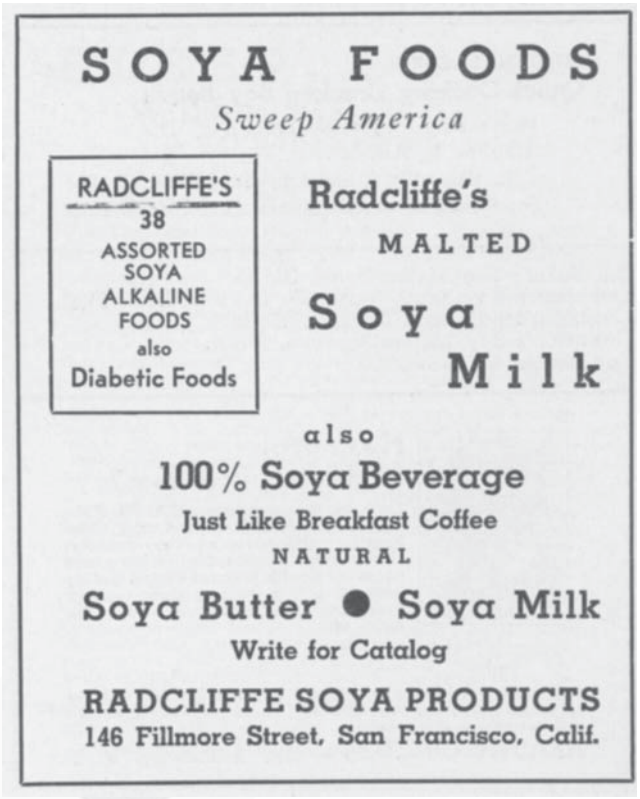


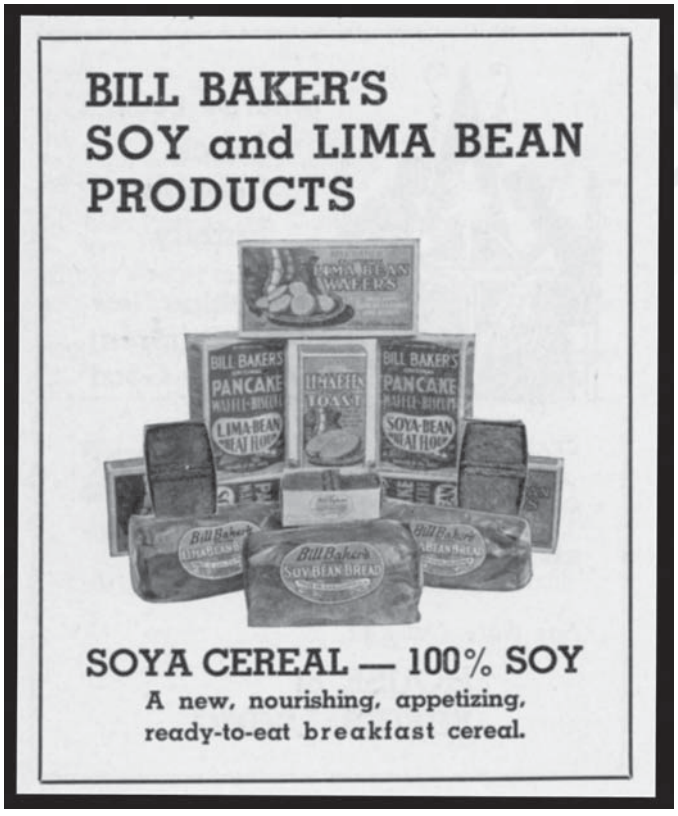
educational program by radio and class work. Become a member of our ever-growing family. Secure one of our creed cards–Realize life can be a game and not a battle, and if you give to the world the best you have, the best will come back to you.

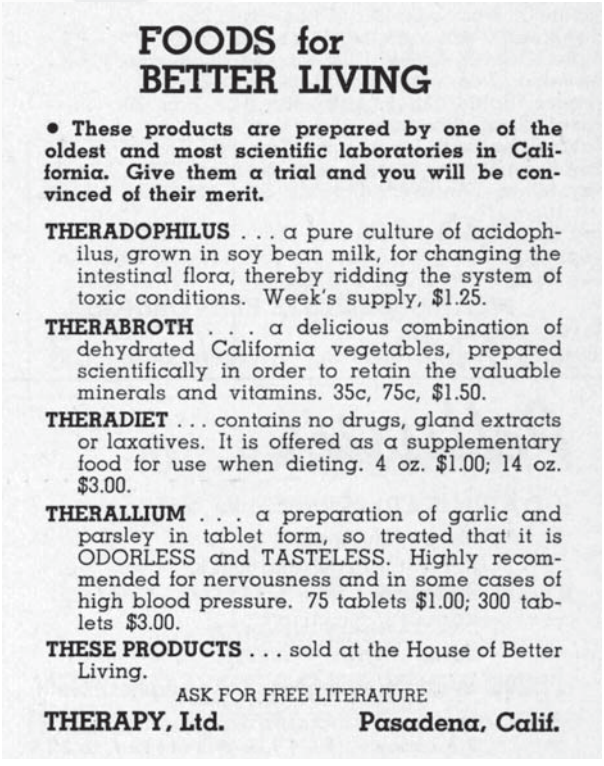
"The House of Better Living has grown in four years from what was called a brain storm to an institution. It is outstanding, unique, and built on the ideals of sincerity

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and service. It is teaching the ounce of prevention–the health insurance that pays dividends in years of health and happiness. It carries for you, Finer Natural Foods, selected by Mildred Lager."

A full page of delivery and order information (p. 2) shows that Mildred was shipping foods (such as California nuts and fruits, fresh and dried) all over the United States.

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This catalog contains a total of 42 soyfood products, including 26 such products not found in the 1936 catalog. Soy (and other interesting) products are listed as follows (prices and weights are given for each): Beverages–Coffee substitutes: Radcliff's soy bean, Soy-Co. Other beverages: Dr. Fearn's Proteinized Cocoa, Radcliff's Malted Soya Milk, Radcliff's Soya Bean Cocolette, Soy-Malt (plain or chocolate). Sugars and syrups: Radcliff's Golden Soya Honey Spread (4-oz. glass). Natural sweets–Candies: Carque's health candies, bar, 5¢, Halvah bars, Sesame brittle, Soya candy sticks, 1¢ each, Soy milk "chocolate" bars, in Bavarian, cocoanut, mint, cherry, pineapple, and creme de mint flavors, Soy milk "chocolates," ½-lb. box or 1-lb. box, Soy chocolate, 1¢ square, ½-lb, 1 lb, 60¢, or bulk.

Desserts: Agar–Parfait mix, Agar–Hain Vege-Jell, Agar–Sanitarium vegetable gelatin. Diabetic foods: Gluten flour, Soy bean flour, 10¢ lb, Soy Bean Pancake and Waffle Flour (Bill Baker's Prepared; 2-lb. pkg. 30¢), Dr. Fearn's Soya Cereal, Dietetic Soyrina Cereal, Dr. Fearn's Soya-Date Breakfast Food, Battle Creek Dietetic Bran, Battle Creek toasted gluten bran flakes, Soy breakfast food, Cubbison's soy-gluten crackers, Soy-gluten wafers, Loma Linda soy bean wafers, Bill Baker's 100% soy-fruit slices, Bill Baker's soy bean bread, Olson's soy bread, Soy bean macaroni, spaghetti and noodles, Soy beans–imported, Soy beans–cracked, Soy beans–red, Soy beverages (without sweetening), Bill Baker's soy melba toast, Cubbison's soy melba toast.

Nut butters: Almond butter, Almond meal, Cashew butter, Peanut butter (dextrinized or raw), Pecan butter, Soy bean butter (lb or 8-oz. can). Whole grain flours, meals, etc.: Lima bean flour, Soy bean flour (1 lb, 3 lbs, or 10 lb), Soy bean pancake and waffle flour (Bill Baker's prepared), Soy bean pancake and waffle flour (Mrs. Hauser's), Whole wheat flour, wheat germ. Breakfast cereals (to be cooked): Mildred Lager's quick cooking cracked soybeans, Dr. Fearn's soya cereal, Dietetic Soyrina Cereal. Breakfast cereals (ready to eat): Battle Creek Zo, Dr. Fearn's soya-date breakfast food, Soya breakfast food, Bill Baker's 10% soya cereal. Melba toast, crackers, cookies: Cubbison's soy toast, Bill Baker's soy toast, Cubbison's Soy-Gluten crackers, Soy-gluten crackers, Loma Linda soy bean wafers, Cookies: Cubbison's soy cookies, Bill Baker's 100% soy fruit slices. Bread: Olson's soy bean bread (sliced loaf), Bill Baker's soy bean bread (unsliced loaf 16¢). Macaroni noodles: Soy bean macaroni, spaghetti and noodles. Legumes: Soy beans–imported, Soy beans–cracked, Soy beans–red. Meat substitutes: Nuteena (7 oz. can 15¢), Nut Meat, Nuttose (Battle Creek), Proteena, Protose, Soy bean butter (30¢ lb.), Soy mince sandwich spread, Soy bean spread, Soy bean ravioli (12¢ and 20¢ can).

Soy bean products (40 products; those mentioned above may be omitted here): Loma Linda soy beans (plain or tomato flavored, No. 1 can), Loma Linda soy beans with Proteena (No. 1 can), Dry soy beans (quick cooking red), Soy bean spread, Soya bean honey spread, Loma Linda soy mince sandwich spread, Soy bean sauce (5 oz for 18¢ or 2 oz bottle for 10¢), Soy bean oil (45¢ pint bottle), Soyco (Soy coffee), Soya bean milk powder, Milk of soya bean (6 oz or 12 oz can), Soy-Malt, Proteinized cocoa, Radcliff's 100% soya bean beverage (1 lb package), Cubbison's soy bean cookies, Cubbison soy-gluten crackers, La Sierra Soy breakfast cereal, Diamel Soyarina cereal, Diamel breakfast cereal. Salad dressings: Imitation Worcestershire sauce (Carque's, 5 oz bottle for 25¢). Powdered dry vegetables: Dulse, Dulse leaf, Irish moss, Kelp, Kelp–fancy, Sea lettuce (leaf or powdered), Soy-banana powder. Laxative foods: Agar, Psyllium, Swiss Kriss, Sym, Tam (laxative jam). Natural aids: Savita yeast tablets, Sesame seeds, Theradophilus (4 oz bottle 75¢, 8 oz bottle $1.25). Electric appliances: Electric juicers are not yet on the market. Index (p. 36).

There are ads for the following: Battle Creek Sanitarium Foods (p. 5; ask for literature). Ficgo coffee substitute (display ad, p. 6). Racliffe's Soya Products (p. 9, 21). Mildred Lager's quick cooking family (incl. cracked soy beans), Bill Baker's soy and lima bean products (photo display, p. 16). Therapy, Ltd.–Foods for Better Living (Theradophilus, soy bean milk, p. 19, 29).

A photo (p. 1) shows Mildred Lager.

Note. This is the earliest English-language document seen (Aug. 2013) that contains the term "soya bean beverage," which probably refers to powdered soya milk. Address: 1207 West Sixth St., Los Angeles, California.

1223. **Product Name:** Malted Soya Milk [Banana, Soya Mocha, Nut, or Choklateen].
Manufacturer's Name: Unknown. Perhaps Hain or Radcliffe's.
Manufacturer's Address: Los Angeles, California.
Date of Introduction: 1938 March.
Wt/Vol., Packaging, Price: 8 oz or 16 oz can.
New Product–Documentation: House of Better Living Catalog. 1938. March. p. 22. 8 oz. can for $0.40 or 16 oz. can for $0.70. Talk with Ben Kahan of Kahan & Lessin. 1988. Sept. 24. He thinks that Hain Pure Foods in Los Angeles may have made this. The company was first sold during World War II. They were one of the pioneer companies, founded by Harold Hain. They used to have retail stores as well as manufacturing, but they gave up the stores to concentrate on manufacturing. A very interesting company.

1224. *Evening Telegram* (*Superior, Wisconsin*). 1938. Superior girl success as manager of 'health store.' May 27. p. 4, col. 6.
• ***Summary:*** Mildred Lager, who left Superior after doctors gave her only a few years to live, is now manager of a health food store in Los Angeles, California, "supplying special

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nutritive aids to patients under doctor's care."

A graduate of Superior State Teachers' College, Miss Lager was active in college affairs and a member of Tau Alpha Chi sorority. She "became a saleslady in a shoe store in Superior soon after her graduation, then became a co-partner in the store when ill health forced her to quit.

"As a result of intensive study of foods and their value to health, she became a demonstrator for Dr. Frank McCoy, noted health specialist whose health talks appear daily in *The Evening Telegram* [this newspaper in Wisconsin] in the column, 'How to keep well.'

"Traveling throughout the United States appearing before large audiences of both men and women showing how health advocates prepare food, Miss Lager returned here six years ago [i.e., about 1932] to conduct a cooking school and institute at Concordia Lutheran Church. Large crowds attended.

"Four years ago, Miss Lager left the McCoy institute to go into business for herself, opening a health food store [named The House of Better Living, on 25 Oct. 1933] in Los Angeles, the largest of its kind in the United States.

"The store handles special canned foods for diabetics, imported flour and fruits, fruit juices and other products not in stock at the regular grocery store. Patients on special diets are sent to the store on advice of their physicians. A mother in Texas sends regularly for special almond milk, necessary for her child's health because it has an allergy to cow's milk.

"Two years ago Miss Lager went to Honolulu [Hawaii] to spend several months studying the pineapple industry and how the fruit affects health when used in the diet. She herself is strict in her own food desires.

"In connection with the store, Miss Lager conducts a cooking school once a week supplemented by talks by prominent food specialists, chiropractors, dieticians and doctors. A writer of note herself on nutrition, one of her articles was printed recently by a magazine in England.

"She conducts a 15-minute radio program [in Los Angeles] five times a week which is rated by critics as having one of the largest followings for a program of its kind on the west coast."

A portrait photo shows pretty Miss Mildred Lager.

Note: Frank McCoy's "health institute" was in Los Angeles, where he lived from roughly 1924 to 1931; he wrote a book on health and had a column in the *Los Angeles Times.*

1225. Lager, Mildred. 1938. New items. *House of Better Living* (*Newsletter, Los Angeles*) 7(29):3. May.
• ***Summary:*** Includes: Bulk soy candies. Cocoanut milk. Improved electric juicer. Small cans of soy bean ravioli.

1226. **Product Name:** Kreme O'Soy Crisps (Ready-to-Eat Breakfast Cereal. Renamed Wheatasoy in Jan. 1940).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1938 May.
Ingredients: Whole soy bean flour, whole wheat, malt.
Wt/Vol., Packaging, Price: 9 oz box.
How Stored: Shelf stable.
New Product–Documentation: Madison Health Messenger. 1938. Spring. Page 4. "Kreme O'Soy Crisps is a high quality breakfast cereal, ready to eat. The combination of whole soy bean flour, whole wheat, and malt presents a rich assortment of choice nutritional elements. A special malting and baking process makes it easy of digestion, which together with its being alkaline makes it a protective balanced breakfast food. 13 cents per package." A photo shows a young boy at the breakfast table (dressed in a white shirt and bow tie) eating "Breakfast Crisps."

Ad in *Nature's Path* (USA). 1939. Sept. p. 337. "Alkaline breakfast food: Kreme O'Soy Crisps." Madison Foods: "Devoted to the protection of your health."

Ad in *Nature's Path* (USA). 1940. Jan. p. 19. "Alkaline breakfast food: Wheatasoy (Formerly Kreme O'Soy Crisps)." "Malted-Dextrinized. Combines the nourishment of whole wheat, soybeans and malt." Madison Foods.

Taylor. 1944. Soy Cook Book. p. 201.

1227. Melick, Weldon. 1938. Self-supporting college. *Reader's Digest.* May. p. 105-08.
• ***Summary:*** About Madison College in Tennessee. "In 1904 the Nashville Agricultural Normal Institute at Madison, Tennessee, consisted of 11 students and some dilapidated farm buildings on 400 acres of worn land purchased with the last cent of its founders–Dr. E.A. Sutherland and four other teachers. In addition, however, it had one invaluable asset: Dr. Sutherland's idea that a college education should be made available to any boy or girl willing to work for it."

Today "Madison's curriculum includes 27 campus industries, run by the students to support the college and themselves... 15 years of research in food chemistry have resulted in new food products too useful to confine to campus menus.

"Hence, Madison Foods–an industry that is largely responsible for making the soy bean appetizing to Americans. The school's food chemists, experimenting with 200 varieties of soy beans, eliminated objectionable taste and produced savory breakfast foods, bread, coffee substitute, condensed milk, and meat substitutes which look and taste like beef but are even more nutritious and digestible. Vigorost, made from soy loaf after the milk is extracted [i.e. okara], is featured by a cafeteria chain in New York City. More than $60,000 worth of Madison's packaged and canned foods was sold in 27 states last year, and the Institute runs its own health-food cafeterias in Nashville and Louisville.

"Madison Foods have developed soy milk until it is now not only cheaper than cow's milk but, on the authority of the

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American Medical Association, better for babies. Observers have come from Africa, India, and other countries where milch cows are scarce, to study the methods of Madison's soy bean 'dairy.'...

"With twice as many applicants as can be provided for, Madison as a rule accepts only those who could not otherwise arrange for a college education."

Note 1. As a result of this article, the school received nearly 5,000 inquiries concerning the school plus a flood of student applications. The next year was the highest in the history of the College with a total of 450 college students enrolled.

Note 2. This is the earliest article on soy seen (Aug. 2002) in *Reader's Digest* magazine.

1228. Nelson, G.A. 1938. Re: Request to use Dr. Fearn's name on Vitona product labels. Letter to Dr. Charles E. Fearn, 355 West Ontario Street, Chicago, Illinois, June 11. 2 p. Typed, with signature on letterhead.
• ***Summary:*** "Since writing you yesterday, your letter of June 6 addressed to the Giloma Research Laboratories has been turned over to me, inasmuch as I have the general management and control co-jointly with Doctor Proctor of the Vitona Health Products Incorporated. Your letters are always interesting for it is plainly evident that you are thinking along parallel lines with us. We have gone over the products you have sent us with a great deal of interest. We are quite convinced that you are manufacturing something of outstanding merit..." Vitona plans to work closely with the Medical profession and to establish a foundation–the Charitable Clinical Institution.

"A short time ago, Dr. [Keller] Beeson of the American Soy Bean Association recommended to us that we employ Miss Dorothea Van Gundy to take charge of our Dietetic Department under the direction of our President, Dr. F. Earle Brown. Although Miss Van Gundy was employed as a Dietitian for the largest Health Food Restaurant in California, she has resigned from that position as of the 25th, this month, and is joining our organization at that time. Miss Van Gundy brings with her all that we could expect, in addition to having the happy faculty and ability of being able to lecture–to write–and to handle radio programs."

Mr. Nelson then suggests to Dr. Fearn that Vitona would like, "out of respect for the work you have heretofore done, to incorporate your name on the products which are of your manufacture. The name of our product will be overprinted on the label." Vitona has decided to change the name of its bread to "Vitona Soy" from "Ches-Nu-Soy" thereby side stepping "coined" names.

"In the case of your products, taking the infant food as an example, or the cereal, we would simply overprint on your label, in the space for the name of the item–'Dr. Charles E. Fearn's Infant Food,' or in the case of the 'Soy-O,' 'Dr. Charles E. Fearn's Soybean Cereal,'"... or "on the back of the package state something along the order of: 'This cereal is specially prepared for Vitona Health Products Incorporated by Doctor Charles E. Fearn." Address: Vitona Health Food Products Inc. of California, 527 West 7th, Los Angeles. Phone: Tucker 1317.

1229. *Los Angeles Times.* 1938. Interesting personalities around Los Angeles: Produce distributors. June 18. p. 5.
• ***Summary:*** Food specialist–Harold Hain. Southern California has become a Mecca of health-seekers. In 1926 Harold Hain opened a "retail pure food store at 320 West Third street." Today he is owner of the Hain Pure Food Company and owner of a modern plant (at 640 Mateo street), where he makes a complete line of more than 100 pure foods that are distributed internationally. His present line includes "products of only the very finest fruits and vegetables, juices, nut butters, syrups, cereals, desserts, soy foods and meat substitutes." Hain's newest product is a line of canned vegetable juices, which keep without refrigeration and are easily shipped.

A portrait photo shows Harold Hain.

1230. Nelson, G.A. 1938. Re: More problems with McBride. Letter to Dr. Charles E. Fearn, 355 West Ontario Street, Chicago, Illinois, July 18. 2 p. Typed, with signature on letterhead.
• ***Summary:*** Nelson thanks Dr. Fearn for the latter's letter of July 15. "Since last writing you I sent for McBride and had him come to the office. I suggested in talking to him over the phone, that he bring samples of the items that he was manufacturing, and you may believe me when I tell you that it was a very comprehensive Dr. C.E. Fearn line.

"I would like very much to send you samples of the things that he submitted, but I haven't had time as yet to go over the items with Mr. Fisher. I think what we will do is to take the envelope that contains what he submitted, and send you half of each sample. That will give you a pretty good idea of what he has been doing. Meanwhile Mr. Rhodes has already written him a letter, but he probably did not receive that until today.

"He denied absolutely, in his talk to me, that he was turning out any of your products at the present time... At the same time the catalogs of a great many of the retail distributors do have his material under your name as was evidenced by the clipping of The House of Better Living catalog which I sent you."

Mr. Rhodes, Vitona's regular attorney, will do this work for Dr. Fearn at no charge. "I doubt that McBride has the guts to resist a court action..."

"I note you have given me amounts that he bought, and that also I will turn over to Rhodes, but will not do so until such time as I can discuss the situation with him. In all probability tomorrow."

You [Dr. Fearn] "say that you found McBride unreliable.

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This is the same identical statement that he made about you. As a matter of fact, "I had two stenographers taking down every word he said while he was in the office, so everything he said is a matter of record in case there is ever a necessity of using it."

"He stated explicitly that you were unreliable, that you didn't know your business, and that your products were not worth a damn In making that statement I am quoting him Ver Batum. He also said that he thought that I had better sense than to be deluded by an old codger like you, who had nothing to offer except what he learned from other people.

"He more-over stated that you did not manufacture any of the merchandise you offer but bought it second hand and then distributed it."

"Rhodes will handle this thing in such a manner that there is no danger of bringing me into it, which will make it possible for this organization to keep our relationship with him, that way we will gain information as we desire it.

"Personally I would hate to trust him with a dime, even if the dime was made by Roosevelt and was only worth four cents.

"He took it upon himself to warn us of all the pitfalls and the hurdles and the brambles and the bushes and what have you, that we would either have to surmount or wallow through before we learned anything about this business. He told us that he had taught you all you knew about it, and that may be a good thing because through you we might be able to learn something ourselves.

"The picture that you have painted of the McBride situation is so obviously the existing one that it is extremely interesting. It is not a very pleasant topic for discussion, but it is one of those things that it is impossible to avoid. It is far better to face the facts as they exist at this time, than to wait until he might be placed in a position to use the things that we are attempting to do jointly, to the benefit of his own ulterior motives and devises.

It "is my opinion that he is extremely illiterate, unprincipled, unscrupulous, and a damned poor business man.

"I think that tells the story. Very truly yours... GAN:jp"

Note: How confusing! Vitona and Vitana in Los Angeles, and Viana in Chicago–all somehow working with and/or competing against one another. Address: Vitona Health Products Inc. of California, 527 West 7th, Los Angeles. Phone: Tucker 1317.

1231. Sanford's Cafeteria. 1938. "World's most unique cafeteria!" ... Say previewers and you'll agree! (Ad). *Los Angeles Times*. July 26. p. 4.

• ***Summary:*** This big ad announces the grand opening of a healthy cafeteria on Tuesday, July 26. "Fully air-conditioned. We acknowledge with gratitude the co-operation of the firms listed below:

Acidofilac–Radiance Products Co.

Bragg Meal & California Mint Tea–Live Food Products Co. [Paul Bragg].

Cocoanut Milk Powder & Cocolette–Radcliffe Products.

Cottage cheese & buttermilk–Knudsen Creamery Co.

Healthful Candies–Hassey Candy Co.

KAL–The calcium phosphorus food–Makers of KAL.

Mal-Ba-Nuts & vegetable juices–Hain Pure Food Co.

Nuteena, Syl-Dex & Savorex–Loma Linda Food Co.

Papaya & guava juice–Milo Frank.

Soy milk powder–Viana [Malcolm McBride].

Soy waffle flour & soy macaroni–Mrs. Hauser's Food Products Co.

Swiss Kriss, Vitana, Staf & Juicex [electric juicer]–Modern Health Products Co. [Gayelord Hauser].

Soyolate, The soy chocolate–Theo. Hollie Co.

Theradophilus & Theradiet–Therapy, Ltd.

Unsulphured figs & jumbo prunes–F.E. Hadley & Sons.

Virgin olive, peanut & soy bean oils–Solar Food Products Co.

Keep fit by eating right. Modern cooking insures digestibility ("Either whole wheat and soy bean flours, vegetable shortening in baked goods–no cheap artificial substitutes Whatever!"). "Outstanding features to help you keep fit:" Cafeteria, Dietetic food store, bakery (using "whole wheat and soy bean flours"), health bar ("An exclusive feature of Sanfords. Fresh fruit and vegetable juices squeezed right before your eyes and concocted into tantalizing non-alcoholic cocktails that will send you along with a new spring in your step and sparkle in your eye"). "All employees required to pass a physical examination. Open every day of the year, 7 a.m. to 8 p.m." "Cooking that's kind to your stomach."

Photos show: (1) The inside of the cafeteria with white tablecloths. (2) Thirteen waitresses in uniform. (3) Bar stools around the health bar. (4) The dietetic food store.

Note: This is the earliest document seen (July 2021) that mentions the Juicex, an early electric juicer. Address: 720 South Hill St. [Los Angeles, California].

1232. Lager, Mildred. 1938. Five years ago... *House of Better Living* (*Newsletter, Los Angeles*) 8(34):1. Oct.

• ***Summary:*** "... the House of Better Living first opened its doors to the public." "My aim was to teach and not merchandise, and to always make my classes free of charge."

"The House of Better Living aims to be far more than a food store–as a store it has a policy of quality, service, and fair prices. Its aims are to teach Better Living–to teach you to help yourself–to help you to realize that sensible living pays big dividends and is the secret of a healthier, happier, and more prosperous life." Recipes for October (p. 1) include: Soy bean loaf. Soy vegetable hash.

Sidebar: "Start your day with Mildred Lager's cheery philosophy. KFAC [radio]–8:45 A.M. Tuesday, Wednesday, Thursday, and Friday mornings." Address: 1207 West Sixth

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St., Los Angeles, California. Phone: MUtual 2085.

1233. Lager, Mildred. 1938. Recipes. *House of Better Living* (*Newsletter, Los Angeles*) 8(34):1. Oct.
• ***Summary:*** Includes recipes for: Soy bean loaf (with 1 can soy beans), Soy vegetable broth (with 2 cups cooked cracked soy beans).

1234. **Product Name:** Soya Beans in Tomato (In glass jar. Canned by June 1940. Renamed The Versatile Soyabean in Tomato Sauce by 1953).
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1938 October.
Ingredients: Incl. soya beans, tomatoes.
Wt/Vol., Packaging, Price: 12 oz jar. Canned by June 1940.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1938. Oct. Half-page ad. "For your health's sake, eat Soya Beans in Tomato. The Protein food with the high Vitamin content, prepared under Hygienic conditions, hermetically sealed by F.G.R. Health Food Products (Registered), 40 Chapel Street, St. Kilda. Directions for use. Place jar in water and heat. To open, lever lid with coin. Obtainable from Roberts Health Centre, 284 Post Office Place, Melbourne, C.1. Phone: Central 3394." A photo shows the jar and label. At the bottom of the label is written: "Manufactured at 40a Chapel St., St. Kilda."

Ad in *Nature's Path to Health.* 1940. June. p. 26 "Just what you've waited for! Better health foods." An illustration (line drawing) shows the four canned products, with the Soy Bean & Tomato in the smallest can. Ad in NPH. 1940. July. p. 8. "Roberts' Better Nut Foods." An illustration (line drawing) shows the four canned products, with the Soy Bean & Tomato in the smallest can. Small ad in Aug. 1940 issue, p. 5. "Roberts' Soy Bean in Tomato." "Packed in a new style in tin in convenient sizes and sold at all Roberts' Health Food Shops throughout Australia."

Ad in *Nature's Path to Health.* 1940. Nov/Dec. p. 30. "Roberts' Soy Nut Recipes." Same line drawing as in July issue. "Supplies always available at the Roberts Health Food Shops Throughout Australia."

Letter (fax) from Paul Smith of Soy Products of Australia. 1995. March 14. From 1940 to 1954 these soybeans were contract canned outside the Roberts' plant. From 1954 to 1974 they were canned in house. The product had to be discontinued in 1974 due to falling sales, its high labor cost and low profitability, and the lack of capital to further automate the process. Long before 1954 the Sanitarium (Adventist) retail shops sold this product under the Roberts brand name. Sanitarium studied the product then introduced their own version of it as a logical extension of their extensive range of canned vegetarian "meat analog" type products. They had economies of scale which Soy Products of Australia lacked. As Sanitarium Sales increased, ours declined. Beans in Tomato were processed continuously from 1940 to 1974 by SPA and previously under the F.G. Roberts brand.

1235. **Product Name:** Roberts' Soy Nut Roast.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1938 October.
Wt/Vol., Packaging, Price: Tin-plated steel can.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1938. Oct. Back cover (p. 50). A photo shows the label: "The ideal meat substitute. 10 ozs. Nett. Another Roberts 100% protective health food."

Note: The same page shows that Roberts also made a coconut ice cream named Robert's Cocoanut; it was apparently a non-dairy product.

1236. Hastings, Milo. 1938. A college that feeds itself. *Physical Culture.* Nov.
• ***Summary:*** About Madison College near Nashville, Tennessee. About 500 people now live on the campus, of which 300-350 are students. About 90% of the vegetables (including soybeans) consumed by all these people are grown by student labor. The college has its own mills for whole-grain products and its own bakery, "which also serves whole-wheat and soy-bean bread to over one hundred retail stores in the nearby city of Nashville."

"The address Madison College, Tennessee, has become familiar to patrons of health food stores as the place of origin of a distinctive line of products made from soy-beans." The reason for that grew out of an interesting combination of circumstances. First, the college was founded upon the idea that the "students should by their own labor produce as nearly as possible all their own food supply for a completely nourishing diet. Second: Madison College and Sanitarium are strictly vegetarian, and, as at the Battle Creek Sanitarium, the vegetarianism has been worked out as part of the school dietary as well as the sanitarium dietary. To students and patients alike the importance of proper food for the body is emphasized.

"Third: one phase of the work at Madison College has to do with the training of medical missionaries. That has not only brought to the teaching staff people who have had experience in the Orient, but has also brought students from those countries. (At present there are six Japanese and ten Chinese students.)

"Out of these circumstances came the development of a new line of foods which we may call the Americanization of

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the second most important food material in the Eastern world and the greatest of all vegetarian sources of protein–the soy-bean."

To Madison College, with its interest in perfecting a vegetarian diet, came Perry A. Webber, as professor of chemistry. He had taken his doctor's degree at Michigan State College after a fourteen years' residence in Japan. It was a happy combination of circumstances, and the American chemist, with his Japanese experience, set to work to Americanize the soy-bean as a source of human food.

"It also happened that one of Dr. Webber's Chinese friends, Philip S. Chen, was a fellow student of chemistry at Michigan State College, having come to America to study science. When he had completed his chemical work for a doctor's degree at Michigan, he entered Madison College as a special student to take up practice teaching in the Department of Chemistry under Dr. Webber. The two men, each with a knowledge of soy-beans as used in the Orient, now worked together as chemists in the American college.

"After two years of this cooperation Dr. Webber was called back to Japan to become the head of a school there. Dr. Chen then became the professor of Chemistry at Madison College and continued to work on soy-bean products."

Though Dr. Chen says soy-bean milk has been used in China for 3,000 years, the type made at Madison "is new because it is different and superior to the older forms of the Oriental product." It has been made "more acceptable to American tastes and to the more exacting demands of present-day nutritional science. This also applies to the substitutes for meat and the cheese products made from soy-beans, and to the use of soy-bean flour as an ingredient in bakery and cereal products. Today all this is of special interest to vegetarians and to those who follow the latest forms of health foods. These advances in food science will later become of far greater significance."

Dr. Frances L. Dittes, head of the Department of Nutrition, specializes in soybeans, "both in nutritional research and menu applications. Thus, the new food products developed from soy-beans, along of course with other vegetarian dishes, were worked out and tried out in the students' dining hall and also in the Madison Sanitarium. Patients cured at the sanitarium naturally wished to continue the use of the food products after returning home. This gave the nucleus of a health food manufacturing business.

"This, in turn, provided another campus industry for the work-your-way college, giving occupation for the students in which they could take an especial interest and pride, since the business grew out of the research work of the college and was closely tied in with both their agricultural and their health work."

Note: This article is reprinted near the back of the 1989 edition of *Madison–God's Beautiful Farm.*

1237. *Health and Life* (*London*). 1938. Recommended health food stores and restaurants [in Great Britain]. Nov. p. 362-64.
• ***Summary:*** Health food stores and restaurants are listed in 70 cities in the UK; they are listed alphabetically by city. The name and address of each is given. There are 25 listings in London alone, 2 in Belfast [Ireland], 3 in Bristol, 2 in Croyden, 4 in Glasgow [Scotland], 2 in Ipswich, 2 in Worthing, etc. The symbol "(R)" is used to designate restaurant. Most stores have the words "Health Food" in their name, but some have "Health Centre," "Health Store," "Pure Food," "Food Reform Depot," etc.

In Manchester, the Vegetarian Society store is at 39 Wilmslow Road, Rusholme. Also–"Coventry: 'Pitman' Health Food Stores, 6 City Arcades."

1238. **Product Name:** Soya Cream Cheese.
Manufacturer's Name: Wigmore Health Shop., Ltd.
Manufacturer's Address: 89 Wigmore St., London W.1, England.
Date of Introduction: 1938 November.
Wt/Vol., Packaging, Price: Box. Retails for 9 pence (11/38, London).
New Product–Documentation: *Health and Life* (London). 1938. Nov. p. 365, 363. "Recommended health and remedial foods." "Soya Cream Cheese (Wigmore Health Shop). Can be cut like cheese or spread like paste. Boxes 9d."

Note 1. This is the world's earliest known commercial soy-based cream cheese.

Note 2. This is the earliest English-language document seen (July 2021) that uses the term "Soya Cream Cheese" to refer to soy cream cheese.

Note 3. Note: This is the earliest English-language document seen (July 2021) that contains the term "Health Shop" (or "Health Shops," regardless of capitalization).

1239. *Los Angeles Times.* 1938. Bill Baker of Ojai prepares White House dinner dessert. Dec. 12. p. 25.
• ***Summary:*** "Ojai, Dec. 11.–Bill Baker of Ojai, who has been making Christmas cakes for presidents since the administration of Warren G. Harding [president 1921-1923], has another ready for shipment..." The 125-pound cake will have a replica of Treasure Island, site of the Golden Gate International Exposition, on top, with a garland of red roses surrounding it and the caption "Greetings to President and Mrs. Roosevelt." The presidential shield and Bay bridges will adorn the base. As in the past, it will be made entirely of California products and be sent by special messenger.

A photo (captioned "Christmas cake for president") shows Lavonne Carsner putting finishing touches on the cake. Behind her is an American flag across the wall.

This is the only document seen (July 2021) stating that Bill Baker first baked a Christmas cakes for President Harding. His obituary in this newspaper (1942 May 24, p. A3) says that he first baked a Christmas cake for Calvin Coolidge [president 1923-1929].

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1240. Fiene, F.; Blumenthal, Saul. 1938. Handbook of food manufacture: A handbook of practical food information... New York, NY: Chemical Publishing Co. vi + 603 p. See p. 89. Index. 24 cm.

• ***Summary:*** This book contains many commercial scale formulas / recipes. Chapter 2, "Description of raw materials," includes brief descriptions of "corn oil (maize oil), cottonseed oil, arachis oil (also called peanut, ground nut, and earth nut oil), sesame oil (gingli oil, teel oil), soy bean oil, and rape oil" (p. 70-71).

Chapter 3, "Milk and milk products," includes subsections titled "Infants' milk, synthetic" (a recipe for a dry mix in which "Soya bean powder, 125 g." is the main ingredient), "Soya bean vegetable milk" and "Soya bean curd" (p. 89). Concerning the milk: "Soya bean meal after the oil is extracted or whole soya bean meal may be utilized quite as well as the whole bean. The milk can be used successfully in numerous preparations, such as breads and cakes, in creaming vegetables, in milk chocolate, and in custards. After separating the liquid from the solid material, the residue is still very rich in nutritive substances and can be dried and used for cattle feed or made into flour for human food."

Note 1. This is the earliest English-language document seen (Aug. 2013) that uses the term "Soya bean vegetable milk" to refer to soymilk.

Note 2. This is the earliest English-language document seen (Jan. 2019) that uses the term "soya bean meal" or the term "whole soya bean meal" to refer to whole soy flour.

Concerning the curd: "This curd, after being drained or pressed, represents bean curd of [sic, or] tofu, which is extensively eaten and forms the basis of numerous fermented, smoked, and dried cheeses in China and Japan... In many cities of the United States having a large oriental population fresh bean curd may be found in Chinese and Japanese markets."

Chapter 5, on canned foods, notes in the section titled "Dried beans" (p. 126) that "Soya" beans sold in cans.

Chapter 17, on "Bread" contains two formulas (p. 378-79) for "Soya bean flour bread," the first containing 260 lb. wheat flour, 65 lb. "Soya flour," etc., and the second containing 25 lb. "Whole soya flour," 25 lb "Whole wheat flour," etc. The straight dough method is used.

Chapter 23, titled "Health foods" begins (p. 445): "Natural and vitamin-laden health-building foods and drinks are essential for healthy muscles, nerves, glands, and for the growth and maintenance of a healthy, vigorous, and sound mind." The best diets are those containing plenty of fresh foods and juices. "Nuts and soya beans are good substitutes for meats, fish, eggs, and sea foods." A section in this chapter on the "Soy bean" begins (p. 447): "The soy bean is justly entitled to be called the king of the legumes. Not only because it is lowest in starch but also because, firstly, it is the most complete and best protein for both growing children and adults and, secondly, because of its unusually high mineral content being quite high in alkaline potassium, calcium, and magnesium... it is an alkaline food."

Formulas for health foods include (p. 454-55): "Health dry cereals" (six formulas, two if which contain "Soy bean middlings" [medium size soy grits, probably made by cracking whole soybeans]). Coffee substitutes and health drinks (three formulas, the 3rd containing only 75 oz. roasted whole wheat and 25 oz. roasted soy bean middlings). The next health-food subsection, titled "Flour, meals, etc." states (p. 455): "Soy bean flour, with or without a high percentage of fat, is used to make bread, biscuits, noodles, mayonnaise, candy, etc."

Chapter 24, "Acid-forming and alkali-forming foods," states: "When foods yielding an acid ash predominate in the diet, a condition of acidosis may result unless the resulting constituents are neutralized with alkaline ash foods."

Next come two lists: (1) "Acid-forming foods, starting with those foods having the least amount of acid-forming ash." The foods with the *most* acid-forming ash are: 1. White bread. 2. Cheese. 3. Meat, chicken. 4. Fish, haddock. 5. Meat, venison. 6. Meat, beef, lean. 7. Meat, veal.

(2) "Alkali-forming foods, starting with those foods having the least amount of alkali-forming ash." The foods with the *most* alkali-forming ash are: 1. Soy bean. 2. Olives. 3. Beans, lima, dried. 4. Linseed oil meal. 5. Spinach. 6. Raisins. 7. Beans, dried. 8. Almonds. Address: 1. PhD, Food Research Chemist; 2. B.S., Consulting Food Chemist and Director of Shirley Labs., New York City.

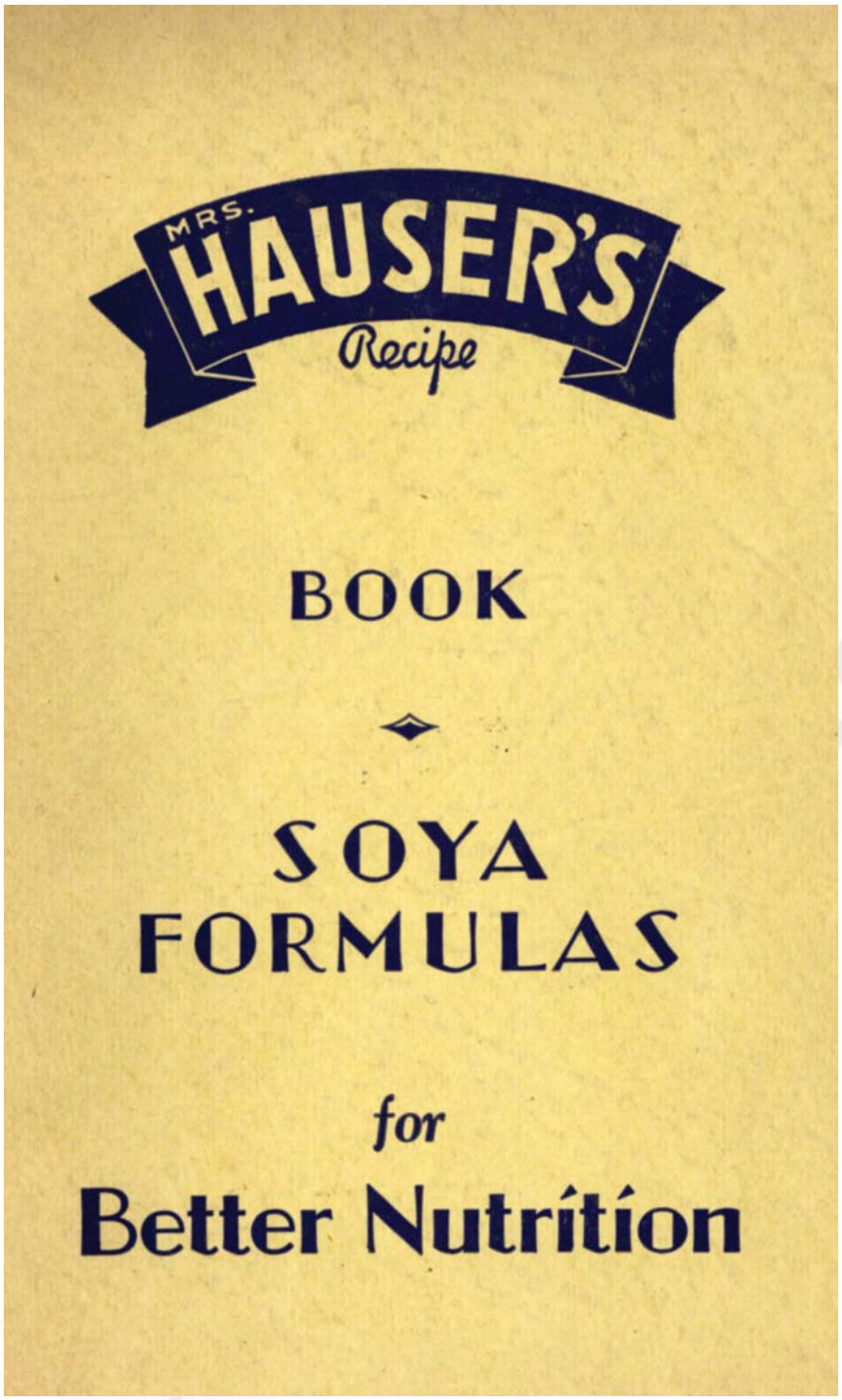
1241. Hauser, Bengamin Gayelord. 1938. Better eyes without glasses. New York, NY: Tempo Books, Inc. 80 p. Illust. 24 cm. *

• ***Summary:*** A British edition was published in 1941 (London: Faber & Faber).

1242. Hauser's (Mrs.) Food Products Co. 1938. Mrs. Hauser's recipe book: Soya formulas for better nutrition. Los Angeles, California. 32 p. 24 cm.

• ***Summary:*** The cover of this booklet is light blue on beige. Contents: The purpose of this book. The nutritional marvel– *Soy or Soya Beans "Soya max."* Soya Bean high lights. Analysis of Soya Bean Flour. Soy Bean facts. Soya briefs. Hot and cold food stuffs. Eat relaxing alkaline foods. Breathe correctly. Five day efficiency diet. The water we drink. Practical "low carbohydrate" diets. Soups. Drinks. Salad dressing. Bread–biscuits–muffins. Meat substitutes. Recipes to be used when preparing Mrs. Hauser's paste goods. Cakes. Cookies. A good breakfast for health. Desserts. Sandwiches. Miscellaneous (incl. Baked delight {with ground Soya Nuts}, Tofu or Soya Bean Cheese {made from soya milk curded with lemon juice or citric acid}). About vitamins: Vitamin A, B, C, D, E, G. Soya beans are a good source of

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vitamin G. Foods and their minerals. Soya beans are rich in copper, iron, phosphorus, and calcium. Food which are alkaline: Incl. soya beans.

The types of soyfoods called for in these recipes include: Mrs. Hauser's "Soy" Sauce. "Soy" Brand Elbow Macaroni (p. 18-19). "Soy" Brand Hot Cake and Waffle Flour. "Soy" Brand Macaroni. "Soy" Brand Noodles. "Soy" Brand Spaghetti. Soya bean flour (also called "Soya flour"–by far the most common ingredient called for). Soya bean mush (p. 25). Soya beans (canned or cooked). Soya milk. Soya nuts (p. 15-16). Soya oil.

The booklet ends with these words (p. 32): "A liberal use of the Soya Bean and Soya Bean Products in the average diet is a very distinct aid in the digestion of meats, poultry, fish, and, in fact, all animal foods. (Recipes of this nature will be given in future publications.)"

Note 1. Many of the recipes call for "Mrs. Hauser's Sea Salt." Note 2. Mrs. Hauser is apparently not related to Gayelord Hauser, who is also in the health foods business in Los Angeles. Address: 4617 Melrose Ave., Los Angeles, California.

1243. White, Ellen G. 1938. Counsels on diet and foods: A compilation from the writing of Ellen G. White by the Board of E.G. White Trustees. Takoma Park, DC: Review and Herald Publishing Assoc. 511 p. Index. 17 cm.

• ***Summary:*** The Foreword states: "Early in 1926 there was issued by the Loma Linda college press, a paper-bound volume entitled 'Testimony studies on diet and foods.' This was compiled by Dr. H.M. Walton from the writings of Mrs. E.G. White for use in the College of Medical Evangelists... The continued call for the book... justifies the issuance of this new and enlarged edition."

Quotations from previous writings by a founder of the Seventh-day Adventist faith are arranged by the following subjects: Reasons for reform. Diet and spirituality: The relation of diet to morals. Health reform and the third angel's message. The proper dietary: The original diet, the simple diet, the adequate diet, diet in various countries. Physiology of digestion. Improper eating a cause of disease. Overeating. Control of appetite. Regularity in eating: Number of meals, eating between meals. Fasting. Extremes in diet. Diet during pregnancy. Diet in childhood. Healthful cookery. Health foods and hygienic restaurants. Sanitarium dietary. Diet a rational remedy. Fruits, cereals, and vegetables: Fruits, grains, bread, vegetables. Desserts: Sugar, milk and sugar, pie, cake, pastry, puddings. Condiments, etc.: Spices and condiments,

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soda and baking powder, salt, pickles and vinegar. Fats: Butter, lard and grease, milk and cream, olives and olive oil. Proteins: Nuts and nut foods, eggs, cheese. Flesh meats (proteins continued): Progressive dietetic reform in Seventh-day Adventist institutions. Beverages: Water drinking, tea and coffee, cereal substitutes for tea and coffee, cider, fruit juice. Teaching health principles: Instruction to be given on health topics, how to present the principles of health reform, cooking schools. Appendix: Personal experience of Ellen G. White as a health reformer, a statement by James White relating to the teaching of health reform. General subject index.

Concerning the consumption of milk, dairy products, and eggs, Ellen G. White stated (year of quotation, number in book): "Fruits, grains, and vegetables, prepared in a simple way, free from spice and grease of all kinds, make, with milk or cream, the most healthful diet. They impart nourishment to the body, and give a power of endurance and a vigor of intellect that are not produced by a stimulating diet" (1890, #601).

"Some, in abstaining from milk, eggs, and butter, have failed to supply the system with proper nourishment, and as a consequence have become weak and unable to work. Thus health reform is brought into disrepute... The time will come when we may have to discard some of the articles of diet we now use, such as milk and cream and eggs; but it is not necessary to bring upon ourselves perplexity by premature and extreme restrictions. Wait until the circumstances demand it, and the Lord prepares the way for it" (1909, #602).

"Milk, eggs, and butter should not be classed with flesh meat. In some cases the use of eggs is beneficial. The time has not come to say that the use of milk and eggs should be wholly discarded. These are poor families whose diet consists largely of bread and milk...

"Let the diet reform be progressive. Let the people be taught how to prepare food without the use of milk or butter. Tell them that the time will soon come when there will be no safety in using eggs, milk, cream, or butter, because of wickedness among men" (1902, #603).

"If milk is to be used, it should be thoroughly sterilized; with this precaution, there is less danger of contracting disease from it" (1905, #607).

"We place no butter on our table. Our vegetables are generally cooked with milk or cream and made very palatable... We think a moderate amount of milk from a healthy cow is not objectionable" (1870, #611).

Concerning the idea that the strictest diet is not the best, especially for the poor, see White's letter of 1901, #612. She feels that all people should stop consuming flesh meats, tea and coffee, but that the subject of giving up milk, eggs, cream, and butter needs to be handled carefully, especially by poor families. "No extremes in health reform are to be advocated. The question of using milk and butter and eggs will work out its own problem."

"The health food business is in need of means and of the active cooperation of our people, that it may accomplish the work it ought to do. Its purpose is to supply the people with food which will take the place of flesh meat, and also milk and butter, which, on account of the diseases of cattle, are becoming more and more objectionable" (1900, #583).

"Large quantities of milk and sugar eaten together are injurious. They impart impurities to the system. Animals from which milk is obtained are not always healthy. They may be diseased... Could we know that animals were in perfect health, I would recommend that people eat flesh meats sooner than large quantities of milk and sugar" (1870, #533). Large amounts of milk and sugar "clog the system, irritate the digestive organs, and affect the brain" (1870, #534). "Especially harmful are the custards and puddings in which milk, eggs, and sugar are the chief ingredients" (1905, #536).

Concerning cheese (made by fermentation): "Cheese is still more objectionable [than butter]; it is wholly unfit for food" (1905, #633).

Concerning vegetarian restaurants: "In our cities interested workers will take hold of various lines of missionary effort. Hygienic restaurants will be established. But with what carefulness should this work be done! Those working in these restaurants should be constantly experimenting, that they may learn how to prepare palatable, healthful foods. Every hygienic restaurant should be a school for the workers connected with it. In the cities this line of work may be done on a much larger scale than in smaller places. But in every place where there is a church and a church school, instruction should be given in regard the preparation of simple health foods for the use of those who wish to live in accordance with the principles of health reform. And in all our missionary fields a similar work can be done (#412, 1900).

"Our Restaurants Stand for Principle: You will need to guard constantly against the introduction of this and that, which, though seemingly harmless, would lead to the sacrifice of principles that should ever be maintained in our restaurant work... We must not expect that those who all their life have indulged appetite will understand how to prepare food that will be at once wholesome, simple and appetizing. This is the science that every sanitarium and health restaurant is to teach...

If the patronage of our restaurants lessens because we refuse to depart from right principles, then let it lessen. We must keep the way of the Lord, through evil report as well as good report.

"I present these things to you in my letters to help you to cleave to the right and to discard that which we cannot bring into our sanitariums and restaurants without sacrificing principle (#413, 1902).

"Avoid Complex Combinations: In all the restaurants in

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our cities, there is danger that the combination of many foods in the dishes served shall be carried too far. The stomach suffers when so many kinds of food are placed in it at one meal. Simplicity is a part of health reform. There is danger that our work shall cease to merit the name which it has borne.

If we would work for the restoration of health, it is necessary to restrain the appetite, to eat slowly, and only a limited variety at one time. This instruction needs to be repeated frequently. It is not in harmony with the principles of health reform to have so many different dishes at one meal. We must never forget that it is the religious part of the work, the work of providing food for the soul, that is more essential than anything else.

"The Mission of Hygienic Restaurants: It was presented to me that we should not rest satisfied because we have a vegetarian restaurant in Brooklyn, but that others should be established in other sections of the city. The people living in one part of Greater New York do not know what is going on in other parts of that great city. Men and women who eat at the restaurants established in different places will become conscious of an improvement in health. Their confidence once gained, they will be more ready to accept God's special message of truth.

"Wherever medical missionary work is carried on in our large cities, cooking schools should be held; and wherever a strong educational missionary work is in progress, a hygienic restaurant of some sort should be established, which shall give a practical illustration of the proper selection and the healthful preparation of foods" (#416, 1902).

Other entries: Why use secondhand food? "The diet of the animals is vegetables and grains. Must the vegetables be animalized, must they be incorporated into the system of animals, before we get them? Must we obtain our vegetable diet by eating the flesh of dead creatures?" (1896, #703). Note: A revised edition was published in 1946.

Note: This is the earliest English-language document seen (July 2021) that contains the term "health restaurant" (or "health restaurants").

1244. Wrench, G.T. 1938. The wheel of health. London: The C.W. Daniel Co., Ltd. 147 p. Reprinted 1954 by Lee Foundation for Nutritional Research, Milwaukee, Wisconsin. [12+* ref]

• ***Summary:*** An English physician, Dr. Wrench apparently never visited the Hunzas; he wrote this book by reading the writings of those who did visit them. He focuses on the subject of health–rather than sickness–among the Hunzas, a tribe occupying the Kulu Valley, a small valley in Kashmir on the border between India and Tibet. He found them to be among the world's healthiest people, and much of his book examines the reasons for their good health and well-being. He concluded: "Diseases only attack those whose outer circumstances, particularly food, are faulty..."

Contents: Introduction. 1. The Hunza people. 2. A revolution in outlook. 3. The transference of experimental science. 4. The start. 5. Continuity and heredity. 6. Other whole-diet experiments. 7. Fragmentation. 8. The causation of disease. 9. The Hunza food and its cultivation. 10. Progress by recoil. 11. An entire experiment.

Page 141: The author lists twelve points, based on the Hunza way of life, that are essential to good health and physique. These include: Eat wholemeal [whole-wheat] bread and whole foods, eat sprouted grains and beans in the winter and spring, drink more fresh milk, eat green-leafed and root vegetables, and plenty of fruit, eat less meat.

Soya beans are mentioned on p. 145–but in speaking of China. Address: M.D. (London).

1245. Cook, James Henry. 1938? How to run a health food store successfully. Four Oaks, Warwickshire, England: Pitman Health Food Company. 181 p. Undated. 19 cm. *

1246. Photograph of two delivery trucks owned by the Ben Kahan Co., distributors. 1938? Undated.

• ***Summary:*** See next page. This is an undated black-and-white photo (8 by 10 inches) showing these two white delivery trucks, each of a different shape and model, parked in Southern California. On the front door of each truck is written: "Ben Kahan Co., Distributors. Phone AN-19045." On the back side panel of each truck, inside a dark shape like the cross section of a bean, is written: "Bill Bakers Soya Bean Bread." Two palm trees are in the background, behind the trucks.

1247. Photographs of Madison College in Madison, Tennessee. 1938? Undated.

• ***Summary:*** See next 3 pages. These black-and-white prints were sent to Soyfoods Center in 1983 by Ed Bisalski. Most are pasted onto heavy brown cardstock paper in a 3-ring scrapbook, which has a neat, handwritten description of each photo in black ink.

The photos are: (a) A display of Madison Foods featuring Soy-Koff ("coffee flavor without coffee effects, alkaline," 20 cents for 25 cups), Kreme O'Soy Milk ("a pure tasty vegetable milk," plain or chocolate, homogenized, 15 cents or 25 cents) and Kreme'O-Soy Crisps (ready-to-eat, malted soy crumbles, 13 cents or 2 for 25 cents).

(b) "Madison Foods college industry. Bread molding. specializing in the manufacture of soy bean foods–bread, crackers, cereals, flour, cheese, milk, coffee substitute, canned soy beans, meat substitutes. Sold in 48 states–Health Food Stores, Department stores, Specialty Grocers, etc."

(c) Madison Foods plant.

(d) The 400-acre farm provides for the stock [animals], for the college kitchen, sanitarium kitchen, and campus store. A female student in the "Soy bean patch."

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1248. Waring Mixer Corporation. 1938? A new 'eye'-dea for completing every mixing job–with fascinating customer appeal and pleasing decorative beauty (leaflet). New York City, New York. 2 panels. Single sided. Each panel: 14 x 22 cm. Undated.

• ***Summary:*** This leaflet is meant to be folded in half like a "tent" display on a table, probably in a bar or restaurant. On one side is a description: "The Waring Mixer does a swell job on your 'regulars' in a new and fascinating and practical way... Imagine reducing whole rings of pineapple to a fluffy, creamy-smooth drink in a few seconds–It's swell with ice (cuts it to snow), a stimulant if you like and ready to serve with NO straining. Thousands of combinations with all kinds of fruit. Then there's the vegetable angle–puree if corn, celery, carrots, spinach, and all through the list. The limits of the Waring Mixer are truly inestimable."

On the other side are two illustrations of the Waring Mixer, one a side view, the other more from the top while it is blending. "The '4 in 1' container... no splashing. Modern design. Modern beauty. Modern performance." Address: 1697 Broadway, New York City.

1249. Hain Pure Foods. 1939. Canned vegetable juice (Ad). *Health News* (*Hollywood, California*). Jan. 27. *

• ***Summary:*** Mentions canned vegetable juice, vegetable cocktail. They must be using a juicer.

Talk with Akasha Richmond. 2004. June 9. Hubert Hansen is said to have started Hansen Juices in 1930.

1250. Bragg (Paul C.). 1939. If you want health, don't miss hearing Paul C. Bragg (Ad). *Washington Post.* Feb. 6. p. 3.

• ***Summary:*** "The man who can bring you health. 8 free health lectures. Learn how to be healthy, live longer and look younger. Feb. 8, 9, 10, 12, 13, 14, 15 & 16. At 8 P.M. Masonic Temple. 13th & New York Ave. N.W., Washington, DC.

"(Sponsored by Health Science Church)."

Note: This ad also appeared in the next day's issue of this newspaper (p. 2).

1251. *Health News* (*Hollywood, California*). 1939. Teaches soy flour use. 7(4):9. Feb. 24.

• ***Summary:*** "Inexpensive menus featuring soy flour have been Mildred Lager's topic at Wednesday afternoon cooking classes, House of Better Living, 1207 W. Sixth, L.A. Attendance has been large."

1252. *Health News* (*Hollywood, California*). 1939. Vegetaria success causes new policy. 7(4):9. Feb. 24.

• ***Summary:*** "Mounting business has made possible a policy change at Los Angeles' Downtown Vegetaria, 343 S. Hill, announces Proprietor Ben Lieberman.

"'Increased volume enables us to serve large portions at extremely low prices now,' he states."

A small ad on the same page shows that this is "A self-service Health dining room. All prices 5¢ to 7¢. Breakfast,

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lunch, dinner."

1253. Carqué, Lillian R. 1939. Man alone is out of tune. *Naturopath and Herald of Health* (*New York City*) 44(2):41, 56-57. Feb.
• ***Summary:*** The "entire universe is built on the laws of music or rhythm, for that which is orderly, lawful, good, beautiful, natural and healthy vibrates in unison with the harmonies of the universe and is in alignment with the constructive principle of Nature." "Man alone is out of time."

Discusses the chemistry of white sugar and its very harmful effects on the body. Yet natural sugar cane juice appears to be a healthful food that maintains our vital force.

1254. *Western Baker.* 1939. Presented in honor of the baking industry of the state of California (Photo caption). 34(2):8. Feb.
• ***Summary:*** "The large crowd that attends the opening of the Golden Gate International Exposition on Treasure Island in San Francisco Bay, February 18, and every day thereafter, will see this beautiful cake baked and decorated by Bill Baker, Ojai, California, and presented in honor of the Baking Industry of the State of California. Occupying one of the outstanding positions in the Food Building, this beautiful cake will be seen by the several million who are expected to attend the Fair. The cake is 3½ feet high, 15 feet in circumference, and weighs 1000 pounds. Shown on the top is the San Francisco Bay Region in accurate scale; below are shown the California missions."

Note: Yerba Buena Island is the natural island through which the Bay Bridge now passes. Treasure Island is man-made, constructed around the northern side of Yerba Buena Island during the Great Depression by the New Deal-era WPA. Construction began in Feb. 1936 and was completed in Jan. 1939. It was built for the purpose of hosting the Golden Gate International Exposition to celebrate the engineering marvels achieved by the completion of both the Bay Bridge (Nov. 1936) and the Golden Gate Bridge (May 1937), as well as to acknowledge the ascendancy of California and San Francisco as an economic, political, and cultural force in the increasingly important Pacific region. The Golden Gate International Exposition (GGIE) opened in Feb. 1939. It reopened in May 1940 and eventually closed in Sept. 1940. Throughout this time, the island was adorned with exhibits and works of art and architecture. Its theme was "Pageant of the Pacific."

1255. *New York Times.* 1939. Sights to be seen: Wonders of the world today and preview of tomorrow await the fair visitor. March 5. p. XX3, col. 4.
• ***Summary:*** "Fifty million visitors are expected to attend the New York World's Fair between opening day, April 30, and closing day, Oct. 30." Covering 1,216 acres, the dazzling Fair city has been built in two years at a cost of almost $150 million.

"Florida will have its own pavilion." "In the building's patio will be a fruit juice bar where Florida products will be on sale."

Note: This is the earliest English-language document seen (July 2021) that contains the terms "juice bar," or "fruit juice bar."

1256. Modern Diet Products, Inc. 1939. Swiss Kriss: Herbal laxative (Ad). *Naturopath and Herald of Health* (*New York City*) 44(3):89. March.
• ***Summary:*** A 1/6 page ad. "Swiss Kriss contains: Peppermint leaves, dandelion leaves, licorice root, fennel seeds, senna leaves, caraway seeds, juniper berries, centuary, cyani flowers, parsley, anise seed, strawberry leaves, peach leaves. Free samples on request."

Note: Gayelord Hauser was a founder of this company. Address: 1428 N. 24th St., Milwaukee, Wisconsin.

1257. Sanfords Cafeteria. 1939. Eat for your health (Ad). *Los Angeles Times.* April 2. p. I22.
• ***Summary:*** This small ad states: "Perfect health cooking–all your old favorite foods–with a new taste thrill. Open daily 7 a.m. 'til 8 p.m. Sunday 12 noon 'til 8 p.m. Health food store. Whole wheat bakery. Health juice bar."

Note: This is the earliest document seen (July 2021) that contains the term "Health juice bar." Address: 720 South Hill

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St., Los Angeles, California.

1258. *Madison Survey* (*Madison, Tennessee*). 1939. Madison College and Sanitarium. 21(8):29-30. April 19.
• ***Summary:*** This article, appeared in *The Old Hickory News* (15 Dec. 1938), published in the city across the Cumberland River. It features the leading institutions and business concerns at Madison, and begins with some early history of "The Ferguson Farm, old and worn, stretching along the west bank of the Cumberland River at the neck of Neely's Bend, across from and some 12 miles distant from The Hermitage, renowned home of the great Tennessee President of the United States [Andrew Jackson], and ten miles from the heart of Nashville, was nothing more or less than another homestead that had been handed down from father to son for a century–nothing more until it fell into the hands of a group of educators... In 1904 the institution was chartered as Nashville Agricultural Normal Institute." Today it has an enrollment of 350 to 400 students.

"The commercial world probably knows the institution [Madison College] best through the department designated as Madison Foods whose products are handled by health food stores, the health food sections of department stores, specialty grocery stores, delicatessens and restaurants scattered the country over, including such firms as Gimbel Brothers, Milwaukee [Wisconsin]; Cobb, Bates and Yerxa, Boston [Massachusetts]; Martindale's, Philadelphia [Pennsylvania]; and similar well known firms from Michigan to Miami.

"The exploitation of the soybean, a unique health food enterprise, has given wide publicity both foreign and domestic, that without a question places Madison Foods as the outstanding pioneer in the United States in the development of the soybean. Articles concerning this industry have appeared in the *Chicago Journal of Commerce, Food Industries, The Reader's Digest, New York Times, The Los Angeles Herald and Examiner* (*California*), *The Globe and Mail* (*Toronto*), *Physical Culture Magazine,* and many others.

"A concrete fireproof addition to Madison Foods plant is part of the 1939 development plan which is consistent with the growth of the business which has shown an increase of 500 percent in five years. Among the early pledges of Madison Foods, dating back nearly 30 years, was its slogan, 'Devoted to the protection of your health,' symbol of the ideals of the founders."

Madison Sanitarium and Hospital is a 100-bed medical institution having six resident physicians.

1259. Cubbisons. 1939. Cubbisons (Ad). *Los Angeles Times.* April 28. p. B21.
• ***Summary:*** This small ad states: Melba Toast–plain 12¢. Melbetts–white or whole wheat 12¢. Melba Zwieback–(white–whole wheat–cinnamon) 12½¢. Wheat soda crackers–box 09¢. Cookies–assorted varieties bag 10¢. Featured at Ralphs. Note: No address is given.

1260. Live Food Cafeteria. 1939. New book–*Nature the Healer,* by John T. Richter (Ad). *Los Angeles Times.* May 14. p. I22.
• ***Summary:*** "Since 1917." Address: 325 West 3rd St., Los Angeles, California. Phone: MAdison 4061.

1261. Hopper, Hedda. 1939. Screen: Hedda Hopper's Hollywood. *Los Angeles Times.* June 14. p. 12.
• ***Summary:*** Hedda's column begins: "Bengamin Gayelord Hauser, who made spinach fashionable on three continents, has captivated our Greta Garbo. Maybe she read his latest book, 'Eat and Grow Beautiful," which, goodness knows, she doesn't need." Hopper hears she has given up symphonies and Stokowski for Hauser and vegetable juices.

A portrait photo shows Hedda Hopper.

1262. *Newsweek.* 1939. Radio–81 melodious madcaps: Waring's Pennsylvanians reach new peak in 20-year climb. 13(25):40-41. June 19.
• ***Summary:*** Tells the story of Fred Waring's rise to musical success, starting in about 1919. Starting June 19, the 81-piece orchestra and glee club, under a two-year radio broadcasting contract with the Liggett & Myers Tobacco Co., will promote Chesterfield cigarettes five days a week. Fred Waring, a small, dark man with wavy hair and blue eyes, is married and the father of three. His Broadway offices, which occupy an entire floor in the theatrical district of New York City, also serve as the headquarters of two Waring side lines. One of these, "a hobby, has grown into a sizable business. It is the Waring Mixer, an electric churn that will turn you out an ice frappé while you look at it. He has already sold 60,000."

Note: This is the earliest document seen (July 2021) that mentions Fred Waring in connection with the electric blender, or that mentions his "Waring Mixer."

1263. El Molino Mills. 1939. Free! Be sure to ask at your health food store for leaflet–Diet–Soya flour as an admixture–reprint from "American Miller" (Ad). *Health News* (*Hollywood, California*) 7(12):7. June 23.
• ***Summary:*** "Do not miss this instructive article–it has information on Soya flour you cannot afford to miss! Soya flour is used by all leading bakers in Soya bread–nutritious, healthful, non-acid, non-fattening. One fifth to one fourth El Molino Soya Flour can be used in baking bread, cake and cookies, also soya milk, soya cheese, and soya candy. Get your soya recipes at your health food store." Address: 5604 Valley Blvd., Los Angeles, California.

1264. *Time magazine.* 1939. Radio: Fred Waring, Inc. June 26. p. 52-53.

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• ***Summary:*** Fred Waring, age 39, is a musical businessman, who studied architecture and engineering at Penn State [Pennsylvania State Univ.]. His main business, Fred Waring, Inc., has picked up two subsidiaries, including "a $250,000 venture in an electric drink and food mixer he thought up two years ago. The Waring mixer in its first year and a half sold 60,000, is still going strong." A photo shows Fred Waring with several of his band members.

Note: This article (which is based on a *Newsweek* article of June 19) implies that the Waring mixer was first sold commercially in about Jan. 1938.

Note: This is the earliest English-language document seen (July 2021) that uses the word "mixer" (as a generic term, "an electric drink and food mixer") to refer to an electric blender.

1265. *Los Angeles Times.* 1939. Lunch given new members. June 27. p. A7.
• ***Summary:*** Today's luncheon of the Soroptimist Club will honor new members, including Mildred Lager.

1266. Carqué, Lillian R. 1939. Are we multiplying morons? *Naturopath and Herald of Health* (*New York City*) 44(6):165, 184-87. June.
• ***Summary:*** "Eugenics, the science of breeding better men and women, maintains that if Luther Burbank could breed cactuses without thorns and persimmons without pucker, why can't we breed humans without diseases or criminal tendencies?" Discusses the pros and cons of eugenics.

1267. *House of Better Living* (*Newsletter, Los Angeles*). 1939. Olson's Germ'ako Bread (wheat germ). Something new! (Ad). 9(42):2. June.
• ***Summary:*** "Sliced 12¢ loaf. Makes delicious toast. We also carry the Olson 100% Whole Wheat Breads, Raisin Bran, Raisin Nut and Soy Breads."

1268. Robinson (J.W.) Co. 1939. J.W. Robinson Co. (Ad). *Los Angeles Times.* July 11. p. 11.
• ***Summary:*** In the lower left part of this full-page ad we read: "New! two clever aids for smart homemakers. Whiz-Mix–the electric mixer that whirls food into particles so fine they're liquid. Grand for drinks, desserts and making strained foods for infants–$13.95."

A small illustration shows the Whiz-Mix. The other aid is a Cafex Pyrex glass coffee maker. A similar ad appears in the 28 May 1940 issue of this newspaper (p. 11).

Note 1. This is the earliest English-language document seen (July 2021) that uses the verb "to whirl" ("whirls food into particles so fine") in connection with an electric blender.

Note 2. This is the earliest document seen (July 2021) that mentions the "Whiz-Mix," an early brand of electric blender. Address: Seventh Street at Grand Avenue [Los Angeles]. Phone: MUtual 0333.

1269. *Los Angeles Times.* 1939. Beau peep whispers. July 16. p. D2.
• ***Summary:*** Guests were in for a real surprise when they attended Juanita and Howard Elliott's party on Sunday afternoon. When they arrived at 5:00 "they found Howard enthroned behind a counter labeled 'Health Bar' and ladling forth only the most healthful of beverages. Even the town's highest fliers surrounded raw vegetable hors d'oeuvres and quarts of carrot, pineapple, or watercress juice."

A portrait photo shows Mrs. Howard Elliott.

1270. Bragg, Paul C. 1939. Paul C. Bragg wins right to lecture in Kansas City (Letter to the editor). *Naturopath and Herald of Health* (*New York City*) 44(7):219, 223. July.
• ***Summary:*** Bragg sent his manager, Mr. J.W. Dickensen, to Kansas City to prepare for his lecture series. They rented the biggest hall in town, the Ivanhoe Masonic Temple, and advertised using newspapers, radio, street-cars, etc. But when he went to get a City license, which is required for lectures in this city, he was "turned down cold." "But you know me and how I feel about this natural living." So Bragg decided to buck the city's powerful political machine, consisting of the white bread interests, the druggists, etc. He went to court and got a license, then enrolled a class of some people in Kansas City.

Speaking to Dr. Benedict Lust: "I thought this would be of special interest to you as you have made such a valiant fight all your life. I just wanted you to know that some of the younger fellows out in the field were making their fight also."

1271. *Health News* (*Hollywood, California*). 1939. National directory: Distributors, wholesalers. Rates upon request. Aug. 11. p. 8.
• ***Summary:*** Gives the name, address, phone number, and functions of each. California–Los Angeles: Hain Pure Food Co., 602 Mateo St., MA 2588. Manufacturer, distributor of health foods. Illinois–Chicago: Health Food Jobbers. New York–New York City: Sherman Foods. New York–Rochester: Vegetable Juice & Food Products Co.

Note: This is the earliest document seen (July 2021) that lists various health food distributors and wholesalers.

1272. *Health News* (*Hollywood, California*). 1939. New truck for El Molino. Aug. 11. p. 8.
• ***Summary:*** "Alhambra–El Molino Mills has just put on a new Chevrolet 5-ton truck to handle the growing health store trade, reports shipments of grain products to Wellington, New Zealand, obtained through *Health News.*"

1273. *Health News* (*Hollywood, California*). 1939. Miss Lager flies East. Aug. 11. p. 8.
• ***Summary:*** She is scheduled to attend the National Health

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Food Association's convention in Chicago, Illinois, Aug. 29 to Sept. 1. Miss Lager, of the House of Better Living, will make the trip by plane.

1274. *Health News* (*Hollywood, California*). 1939. Vegetarian beach cafe. Aug. 11. p. 9.
• ***Summary:*** Venice, California. Now you can have good meals when out for a day at the beach–at the Dairy and Vegetarian Cafeteria, at 1301 Ocean Front.

1275. *Health News* (*Hollywood, California*). 1939. San Diego's health food center; Vegetarian Cafeteria and Bakery (Ad). Aug. 11. p. 9.
• ***Summary:*** C.A. Thompson, Proprietor. Free dietetic service. Address: Sixth St., San Diego [California].

1276. Loma Linda Foods. 1939. Start your day with Kris-Bits (Ad). *Health News* (*Hollywood, California*). Aug. 11. p. 8-9.
• ***Summary:*** Crunchy. Combines corn, oats, and figs. Address: Arlington, Riverside [California].

1277. Sanfords Cafeteria. 1939. Where to eat healthful meals: Breakfast, lunch, dinner (Ad). *Health News* (*Hollywood, California*). Aug. 11. p. 8.
• ***Summary:*** "Crisp, cool salads of fresh fruits and vegetables. Dressings made with lemon juice instead of vinegar. Delicious entrees that give you new taste thrills every day. Over 20 sparkling-cool fruit and vegetable juices, freshly squeezed. Vegetables flavor-sealed in their own juices to preserve vitamins and minerals. Wholesome desserts of whole wheat or soy flour, honey and fresh fruits. No white flour, white sugar, vinegar, soda or pepper. Quiet, air conditioned. You'll enjoy eating at Sanford's! Open daily from 7 a.m.–8 p.m." Address: 720 South Hill St. [Los Angeles].

1278. *Chicago Daily Tribune.* 1939. Business bits. Aug. 29. p. 22.
• ***Summary:*** "The second annual convention of the National Health Foods association will open today at the La Salle hotel, according to Dr. John L. Maxwell, president of the association."

1279. Smith's Health Foods. 1939. New location–244½ Main St. Telephone 3600 (Ad). *Californian* (*The*) (*Salinas, California*). Sept. 14. p. 8, col. 1.
• ***Summary:*** "We are authorized dealers for: Battle Creek Food Co., Loma Linda Food Co., Seibert's, Hollywood, Carque.

"And many other standard brands of Health Foods.

We sell Bill Baker's genuine Soy Bean Bread and Pancake Flour.

"Fresh raw vegetable juice made every day.

"We co-operate with your doctor in your Diet Requirements. We help you to build and maintain perfect health by right eating.

"We will be glad to have you call at our store for Free Samples and Literature."

1280. Irvine, Clarke. 1939. Guest editorial: Health teaching bearing fruit. *Nature's Path* (*New York City*). Sept. p. 331.
• ***Summary:*** Irvine has watched with satisfaction for more than a decade as the child known as "Better Living" has been growing. Ideas such as "vitamines," diets, good foods, and care of the body are becoming more popular. "This is an excellent indication that our infant, the Health Movement, is getting out of its swaddling clothes; is preparing to take the nation by storm. for everywhere there is a seething, restless urge on the part of the long-suffering public, to arise, to eat, to live!" Hopefully those who suffer ill-health will "become enlightened and change their awful food habits..." Perhaps American will "lead the entire world out of its morass of dietary darkness..." A portrait photo shows Clarke Irvine. Address: Editor, "Health News," Hollywood, California.

1281. Lust's Health Food Bakery, Inc. 1939. Demand Baker-Lust pure natural–unroasted Almond Butter (Ad). *Nature's Path* (*New York City*). Sept. p. 359.
• ***Summary:*** "Demand the original Baker-Lust Almond Butter from your health food dealer or send for a liberal sample jar postpaid 35¢. All sizes: 4 oz., 10 oz. jars; 1 lb., 2 lbs., 10 lbs., cans at reduced prices." Address: 309 East 56th St., New York City, Neew York.

1282. **Product Name:** Malto-Soy Drink (Tea or Coffee Substitute).
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1939 September.
Ingredients: Incl. roasted and ground soybeans, chicory.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1939. Sept. p. 20 and Oct. p. 13. "Malto-Soy Drink. The improved natural drink. Replace your tea and coffee with Malto-Soy Drink, the 100% Protective Drink. There is no better drink for your morning cup than Malto-Soy Drink. Ladies enjoy it for their afternoon refresher drink. Combine Malto-Soy Drink with wholemeal bread, Glumatose and cream. You will be delighted with the result.–Never be without Malto-Soy Drink. Obtainable at all F.G. Roberts' Health Food Stores."

Ad in *Nature's Path to Health.* 1940. Feb. p. 44. This ad for Malto-Soy Drink now uses the illustration formerly used with Soy-Bev. An illustration (line drawing) shows a man and woman seated in chairs by their fireplace each enjoying a cup of Malto-Soy Drink. Below this is a steaming cup of

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Malto-Soy Drink.

1283. **Product Name:** Soy Milk Compound (Renamed Soy Compound in 1981).
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1939 September.
Ingredients: Incl. soybeans, lactose.
Wt/Vol., Packaging, Price: Tin-plated steel can.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1939. Sept. p. 27 and Oct. p. 13. "Soy Milk Compound. Contains natural lecithin and amino acids. This milk compound is a hormone building food and therefore can be used by children and adults with most beneficial results. Soy-Milk Compound is highly recommended for infant feeding. For those who cannot use cow's milk Soy-Milk Compound proves eminently satisfactory. Use Soy-Milk Compound daily either with hot or cold milk. Drink Soy-Milk Compound and strengthen the brain by Lecithin contained in this Defensive Food. Obtainable at all F.G. Roberts' Health Food Stores. Addresses, Page 47." Same ad in the following 1940 issues: Feb. p. 38, March p. 30, April p. 16.

Information brochure sent by Paul Smith of Soy Products of Australia. 1995. March 10. "Soy Products of Australia Pty. Ltd. evolved from F.G. Roberts' interest in using soy as an alternative to milk in treating allergy problems, particularly in children. The soy component of Soy Compound [soy flour] was imported between the 1930s and 1950s. Since 1954 Roberts' soy flours and grits have been manufactured in Australia from Australian grow soybeans... Soy Compound was formulated in the early 1930s as a result of F.G. Roberts' combined interest in the work of Dr. Harry Willis Miller with soy milk and children in China, during the 1920s and 1930s, and in treating cow's milk allergy problems–eczema, colic, mucus and related infection problems–particularly in children... Lactose is used in Soy Compound because it is a valuable, naturally occurring, complex carbohydrate present in the milks of all suckling mammals from human beings to whales and dolphins."

Note from Paul Smith of Soy Products of Australia (Pte.) Ltd. 1995. March 14. Paul thinks Soy Milk Compound was first introduced in about 1933-34.

1284. Kahan, Ben. 1939. Re: Ben Kahan agrees to buy the route, merchandise, and equipment of Irving Kahan. Letter of agreement signed by Irving Kahan (seller) and Ben Kahan (buyer), Oct. 2. 1 p. Typed, with signature on letterhead.
• ***Summary:*** The letterhead of the Ben Kahan Co. states: "Distributors of Bill Bakers Soya Bean Products, Ayers & Held Quality Dried Fruits." The agreement begins: "I,



Irving Kahan, here after known as the seller agree to sell and convey? my route, merchandise, and equipment in consideration of $605.75... to Ben Kahan, hereinafter known as the buyer."

"2. Equipment shall consist of 1934 Dodge panel truck. 3. List of stores attached hereto. 4. Merchandise sold to consist of all merchandise on truck as of this date." Witness: M. Gerston.

Note: This is the earliest document seen (July 2021) concerning Ben Kahan or Kahan & Lessin Co. Address: 1940 Bailey Street, Los Angeles, California.

1285. *Los Angeles Times.* 1939. Tattletale. Oct. 8. p. D8.
• ***Summary:*** Frey Brown gave a dinner and dancing party not long ago at the Victor Hugo to honor June Preissner and her sister, Mrs. David Hopkins. "Other guests were Dr. [sic] Gaylord [sic, Gayelord] Hauser and Edna and John Torrence."

1286. *Health News* (*Hollywood, California*). 1939. Cooperation with doctors brings new recognition to Bill Baker. Oct. 13. p. 15.
• ***Summary:*** Bill Baker "has just won new recognition that indicates a surge of popularity for his products in Oakland and the Bay region [San Francisco Bay Area] generally. The Medical Association there has recognized his good work by admitting his advertisement into its restricted Medical Supplement of the *Oakland Tribune* Sept. 28.

"'When I started baking lima and soya bean breads 15 years ago, I was opposed on all sides and put in a class called food fakers,' says Baker commenting on the new honor. 'All these years I have worked with untiring effort to prove the value of the bean breads in the human diet. My sincerity has kept me producing the best quality and for this reason I have been able to hold up in business. Hundreds of cheap imitators have made inferior cheap breads with the result that they had to quit. Hundreds of unsolicited letters have come from grateful people all over the country telling me of benefits derived from my breads. Doctors and dietitians have been successfully using my products for years and praise my work... Medical recognition of soya and lima bean breads is expected to influence many to try them who hitherto have hesitated, and important health benefits are considered likely.'"

A photo shows Bill Baker in a two-piece suit standing

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next to the front of his Graham automobile and holding a copy of *Health News.*

1287. Baker's (Bill) Products. 1939. Another triumph–A new zweiback toast (Ad). *California Health News* (*Hollywood, California*). Oct. 27. p. 16? or 13? or 12?
• ***Summary:*** A photo shows a loaf of Bill Baker's original Soy Bean Toast. Address: Ojai, California.

1288. Lager, Mildred. 1939. The march of progress. *House of Better Living* (*Newsletter, Los Angeles*) 10(46):1. Oct.
• ***Summary:*** "I was one of the speakers at the recent Health Food Dealers convention in Chicago [Illinois]. I went back there and had my eyes opened. We are apt to think that California ranks tops as to interest in the food field, but I think others are right up there with us. There is a tremendous interest all over the United States. The East Coast is wide awake–so is Washington, DC; the mid-west and even parts of the south." Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1289. Chapman, James. 1939. San Francisco Bay and central California. *Health News* (*Hollywood, California*) 7(22):6. Nov. 24.
• ***Summary:*** This half-page column contains many news shorts related to health foods in San Francisco, Oakland, Sacramento, Berkeley, etc. For example: "Denis enlarges building. Oakland, California.–John Denis, Jr., operating the Food Mill, with Charles, his father, 3033 Hopkins, is building an addition in the rear of their attractive establishment for warehouse, juicing machines, and cereal mills. Above will be an apartment. He reports splendid results with mimeoed bulletins. They have been five years on the street [i.e., since ca. 1934] and one year at this new location."

In the section are 4 ads: (1) Sunshine Health Food Store, 1345 Fillmore St., San Francisco. F.A. O'Marzu, proprietor. (2) Oakland Health Food Store, 1741 Telegraph, and San Francisco Health Food Store, 415 Sutter St. Wholewheat bakery. (3) Ruth's, 333 Sutter, San Francisco. Store, Health cocktail bar, cafeteria, bakery products, Write for free 64-page catalog. (4) Rosenberg's original health food store, 1120 Market St. (opposite 7th St.). Send for free 72-page catalog. Address: Correspondent, P.O. Box 1329, San Francisco.

1290. Chapman, James. 1939. Denis enlarges building. *Health News* (*Hollywood, California*) 7(22):6. Nov. 24.
• ***Summary:*** "Oakland, California–John Denis, Jr., operating the Food Mill, with Charles, his father, 3333 Hopkins, is building an addition in the rear of their attractive establishment for warehouse, juicing machines, and cereal mills. Above will be an apartment. He reports splendid results with mimeod [mimeographed] bulletins. They have been five years on the street, one year at this new location. Business is increasing steadily."

1291. *Health News* (*Hollywood, California*). 1939. Madison foods feast. 7(22):8. Nov. 24.
• ***Summary:*** "*Los Angeles*–E.M. Bisalski of Madison Foods [Tennessee] sponsored a big dinner for local dealers at Sanfords, November 14, featuring his company's products.

"The purpose was to introduce Milo Frank as California distributor of their foods.

"The turnout, large, enthusiastic, included about 100 dealers. The meal was delicious. Barney Edelman, Sanfords manager, was chairman.

"Bisalski praised local and national dealers' organizations, urged scientific food study, praised Edelman's cooperative attitude. Clarke Irvine, *Health News* publisher, and Mildred Lager, local dealers' president, also voiced optimism for progress through cooperation."

1292. *Health News* (*Hollywood, California*). 1939. Food dealers dine at Sanfords Dec. 1. 7(22):8. Nov. 24.
• ***Summary:*** "Los Angeles–Members of the local Health Food Dealers' Association plan a dinner at Sanfords cafeteria, 720 S. Hill, Friday, December 1, at 8 p.m., announces Mildred Lager, president. 'This will be purely a social, not business, gathering,' she states. 'There will be an excellent speaker with a message important to every dealer in Southern California.' The association is working on a twofold program: to educate the public through radio and food shows, and to train dealers to improve merchandising methods."

1293. Lager, Mildred. 1939. Better living: Agar, dulse, Irish moss. *Health News* (*Hollywood, California*). Nov. 24. p. 6.
• ***Summary:*** This small column is 5¼ column inches. Address: Teacher and Director, House of Better Living, 1207 W. 6th, Los Angeles.

1294. Natural Foods Institute. 1939. Know the joy of vigorous health: Vita-Mix, revolutionary new food liquefier (Ad). *Health News* (*Hollywood, California*). Nov. 24. p. 6.
• ***Summary:*** "Stop over-taxing your digestive organs and poisoning your system with the wrong foods. Be alive, vibrant, vigorous. Drop carrots, lettuce, spinach, celery, tomatoes peppers–all vegetables, into the quart-size bowl of the Vita-Mix and you'll actually be drinking these same vegetables in less than three minutes. Vita-Mix makes the finest drinks, soups and raw apple sauce in three minutes.

"Vita-Mix is powerful and fast. It mixes, chops, whips, liquefies. Stainless steel blades. Two-speed motor. Chrome plated base. Heavy clear glass bowl. Guaranteed for one year."

"Free: W.G. Barnard's 40p. book, 'Health Via the Carrot and Other Fruits and Vegetables' [published ca. 1939

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by Natural Foods Institute, Cleveland, Ohio]. Explains the therapeutic value of fruits and vegetables in the care of constipation, arthritis, kidney trouble, ulcers, hyper-acidity, high and low blood pressure, sinus trouble and other diseases."

A photo shows the Vita-Mix and a lady drinking a glass of juice. Note 1. This is the earliest document seen (July 2021) that mentions the "Vita-Mix," an early brand of electric blender.

Note 3. This is the earliest English-language document seen (July 2021) that uses the verb "to chop" ("it... chops"), or the verb "to whip" ("it... whips") in connection with an electric blender. Address: 807-F St. Clair Ave., Cleveland, Ohio.

1295. May Company (The). 1939. Home-y gifts spread Christmas joy over years (Ad). *Los Angeles Times.* Nov. 30. p. 10.
• ***Summary:*** Near the bottom of this full-page ad is a small but clear illustration of an electric blender (it has no brand name) with this caption: "Pictured right–If you've heard Fred Waring over the radio you know all about this almost magic blender and liquefier. $19.95."

Note: This is the earliest document seen (July 2021) that mentions Fred Waring or that uses the word "blender" or the word "liquefier" (generically, without the first letter capitalized) in connection with an electric blender. Apparently Fred Waring promoted this blender by radio. In a careful comparison of this illustration with two illustrations of the "Waring Mixer" from the year 1938, all three appear to be identical in shape and design. Address: Broadway, Eighth and Hill, Wilshire at Fairfax [Los Angeles, California].

1296. Davis, Adelle. 1939. You can stay well. Los Angeles, California: Published by the author. 317 p. First printing, Nov. 1939. Index. 33 cm. [208 ref]
• ***Summary:*** One of her early books, written as a dialogue in storybook fashion, made her the Queen of the health food movement.

The 36 chapters are short, with scientific references at the end of most, and have titles such as "3. It can be done. 4. No women admitted. 5. As good as your food. 6. Extravagance. 7. Humility. 8. Misconceptions. 9. Don't keep them. 10. Dangerous. 11. Rhyme without reason." Soy is not mentioned.

Murray (1984, p. 20) notes: "But the biggest boom, and perhaps the most long lasting was the Adelle Davis books that brought people to the health food stores in droves for natural vitamins and supplements."

Note: Adelle Davis was the pen name of Mrs. George E. Leisey. Address: A.B., M.S., Consulting nutritionist, 2606 West Adams Gardens, Los Angeles, California.

1297. *Bakers' Helper* (*Chicago, Illinois*). 1939. "Bill" Baker is honored by fair officials. 72(897):1004. Dec. 9.
• ***Summary:*** The 1,000 lb fruit cake that Bill Baker baked and decorated, then donated to the Golden Gate Exposition in San Francisco "in honor of the baking industry" attracted great attention. On 29 Oct. 1939, the day the fair officially closed, "Mr. Baker was surprised to receive the handsome parchment scroll reproduced on this page, a beautiful color memorial signed by the President of the Fair.

The fruit cake was dismantled and cut and served to several thousand people on Thursday afternoon, Oct. 19. Many people saved parts of the decorations as souvenirs.

The handsome scroll contains illustrations of the Earth and sun, a skyscraper, the Golden Gate Bridge, and several sailing ships. The text on the scroll reads: "Bill Baker. 1939. A pageant of the Pacific. Golden Gate International Exposition on San Francisco Bay–on Treasure Island. In Appreciation of Your Generous Services to the Exposition. Lima and Soya Bean Bakery, Ojai, California."

1298. Parsons, Louella O. 1939. Close-ups and long-shots of the motion picture scene. *Washington Post.* Dec. 21. p. 12.
• ***Summary:*** Ran into Gaylord [sic, Gayelord] Hauser and Frey Brown. Wonder if Greta Garbo is coming on? "Hauser didn't mention her and neither did I, but I still say he gave her a diamond engagement ring."

1299. Gehman, Jesse Mercer. 1939. Health: The trend of national food producers' advertising. *Naturopath and Herald of Health* (*New York City*) 44(12):364, 374. Dec.
• ***Summary:*** It is gratifying to see that makers of top quality health foods are "beginning to put the health appeal first in their advertising." Such foods include lemons, oranges, and grapefruits.

1300. **Product Name:** Cheze-O-Soy (Seasoned Tofu. Sometimes Advertised as Soy Cheese, or spelled Chez-O-Soy or Ches-O-Zoy after 1953).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1939.
Ingredients: Coagulated soybean proteins, seasonings.
Wt/Vol., Packaging, Price: No. 2 can. 20 oz.
How Stored: Shelf stable.
Nutrition: Protein 26.7%, fat 10.8%, carbohydrates 0.12%, ash 0.71%, calories 204/100 gm.
New Product–Documentation: Ad in *House of Better Living.* 1940. May. p. 4. "Soy Cheese." Madison Health Messenger. V. 49-2. p. 5.

Madison Health Messenger. 1949. V. 49-2. p. 5. "Chese-O-Soy–a curd made from soybean milk, to be used in salads, sandwiches, spaghetti, etc. Ingredients: coagulated soybean proteins [tofu], seasonings. 14 & 20 oz. cans."

William C. Sandborn. 1953. *The History of Madison*

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College (PhD thesis, George Peabody College for Teachers, Tennessee). p. 124 states that Ches-O-Zoy is made at the Madison food factory.

Soybean Blue Book. 1954. p. 106. Spelled Chez-O-Soy from 1954 on. Address: Madison College, Tennessee. Also listed in 1965, but business name is now Nutrition International Corp, Box 415, Madison, TN 37115. Last listing was 1972. Letter from Sam Yoshimura. 1981. Feb. 20. Contained 26.7% protein.

Note: This is the earliest known seasoned or flavored tofu product sold in the Western world.

1301. **Product Name:** Not-Meat (Smooth-Textured Loaf for Meatless Entrees or Sandwiches or Salads).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1939.
Ingredients: Whole peanut meal, soy flour, seasonings.
Wt/Vol., Packaging, Price: No. 2 can. 20 oz. Also 14 oz.
How Stored: Shelf stable.
Nutrition: Protein 13.4%, fat 19.2%, carbohydrates 5.4%, ash 2.1%, calories 248/100 gm.
New Product–Documentation: Mildred Lager. 1940. *Madison Health Messenger* (Madison, Tennessee) 2(3):1-4. "Foods for summer health." Not-Meat is made with unroasted peanut meal and seasoning.

Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Not-Meat is one of five basic food products made and sold by Madison Foods.

Madison Health Messenger. 1949. V. 49-2. p. 5. "Not-Meat–a smooth-textured loaf for vegetable roasts, salads, sandwiches, etc. Ingredients: whole peanut meal, soy beans, and seasonings. 14 & 20 oz. cans."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 161. Lists the ingredients in "Not-Meat (Nutrition International Corporation)." They are: Peanuts, processed soybeans, yeast extract, salt, hydrolyzed vegetable protein. Note: By 1971 Nutrition International Corp. had become part of Worthington Foods. The plant at Madison had been closed in Aug. 1970.

1302. **Product Name:** Stake-Lets (Meatless Meat Loaf in a Rich Meatlike Sauce) [Sliced, or Bite-Size].
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1939.
Ingredients: Gluten, soybeans, soy sauce, seasonings. In 1960 the ingredients were gluten, whole wheat, soy flour.
Wt/Vol., Packaging, Price: No. 2 can. 20 oz.
How Stored: Shelf stable.
Nutrition: Protein 18.2%, fat 4.3%, carbohydrates 2.1%, ash 0.5%, calories 120/100 gm.
New Product–Documentation: Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Stake-Lets is one of five basic food products made and sold by Madison Foods.

Madison Health Messenger. V. 49-2. p. 5. Taylor. 1944. The Soy Cook Book. p. 201.

Madison Health Messenger. 1949. V. 49-3. p. 2, 5. "A photo shows a front of the can's label. "Now you can get Stake-Lets in the 14, 20, and 30 ounce sizes.

"Madison Stake-Lets are tender and so meat-like you'll wonder how it is possible to make them so meaty in flavor without any animal products. And they are so easy to prepare. No fussing or waiting–just open the can, dip them in egg batter and crumbs or potato meal and brown in a well oiled pan. If you want gravy make this with the sauce remaining in the can the same as you would a brown beef gravy. If not, save the remaining sauce for soup flavoring.

"This Is the Original Gluten-Soy Stake-Let. A Complete Protein Food. Costs No More."

Page 5: "Stake-Lets–a combination of gluten and soybeans sliced in meatlike sauce. Ingredients: gluten, soybeans, soy sauce, seasonings. 14, 20 & 30 oz. cans."

Page 5: "Bite-Size Stake-Lets–gluten and soy bits in rich sauce simulating stewed bits of beef in rich gravy. A choice food. 20 oz. cans. A statement of ingredients, use and recipes is on each package and can of Madison Foods."

1303. **Product Name:** Proast (Meatless Gluten-Based Meatloaf).
Manufacturer's Name: Special Foods, Inc. Renamed Worthington Foods, Inc. in Dec. 1945.
Manufacturer's Address: Worthington, Ohio.
Date of Introduction: 1939.
Wt/Vol., Packaging, Price: 8 oz, 17 oz, and 30 oz can.
How Stored: Shelf stable.
New Product–Documentation: Wholesale price list. 1941. Oct. 1. 8 oz retails for $0.20 and 30 oz for $0.55. This dark gluten-based meatloaf analogue, made with wheat gluten, peanuts, and a little defatted soy grits or flakes, resembled Battle Creek's Protose.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual.* 1st ed. p. 95. Proast contains 25.40% protein, 8.88% fat, and 9.28% carbohydrate. *Chopletter* (Worthington Foods, Ohio). 1960. "What you should know about Worthington Foods." April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Proast.

Note: This is the earliest known food product made by Special Foods, Inc. It is also their earliest known products that uses wheat gluten as a major ingredient or soy (soy flour) as a minor ingredient.

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1304. Baker, Charles H., Jr. 1939. The gentleman's companion. 2 vols. New York, New York: The Dairydale Press. Index. 25 cm.

• ***Summary:*** Vol. 1 is titled *Being an Exotic Cookery Book or around the World with a Knife, Fork and Spoon.* A section titled "Heaven's gift to the amateur chef–the Waring Mixer" (p. 8-11) begins: "The world is so full of indirect commercialism in these civilized days that many publishers of standing actually hesitate to mention a thing of merit by name, for fear of being thought a sponsor with a material interest in the item involved... We debated the question... and have decided to speak our own mind without fear. Certainly no one hesitates extolling genius in Alexander Graham Bell, Simeon Lake, or Dr. Alexis Carrell, for their telephones, submarines and antiseptics, and we fail to see why Mr. Fred Waring should be ignored in these pages when his contribution to food and drink preparation is just as vital in its own special way... Mr. Waring has always appeared to us a gentleman, a scholar, and probably the best golfer in modern musical circles... Mr. Waring proved himself a still more able citizen by pouncing on an invention designed primarily to agitate fluids and ice–with a nicely controlled violence and centripetal activity which does things in sixty seconds to a New Orleans Fizz which it took Mr. Ramos' six or eight active bartenders five or six minutes of progressive effort and fatigue to produce.

Vol. 2. Being an exotic drinking book.

"But what it was able to do to food was something we wager even its parent never dreamed of from the start. For reducing green groceries such as spinach, carrots, celery and the like, to health-giving pulps or vitamin drinks for the aged and young, it has nor peer. For purees or any fine blending it is a pearl beyond price.

"Wherever our antique English or French cookery books coyly say, 'Rub through sieve,' or 'Pound fine in a mortar,' we turn a superior shoulder and toss the whole assembly in the Waring Mixer, and presto, the job is done..." In recipes throughout this book, the Waring Mixer is referred to as *The Mixer* (e.g., in the recipe for Black Bean Soup, Barranquilla, Colombia, p. 36-37). "And those who read, mark, learn and inwardly digest its uses will call us thrice blessed for time and labour saved, entirely aside from any mechanical thoroughness in the job it does."

In vol. 2, titled *Being an Exotic Drinking Book...* the author pays homage to Fred Waring and his "Waring Mixer" because of drinks such as the "new style Daiquiri." "Just as in the volume on cookery, we again remind our readers that a decent electric mixer is just as necessary on any well-equipped bar these days as a horse in a stable. "As explained before, we do not even know Mr. Waring, but we like his music and his Mixer. It is fairly expensive but is assembled from as fine materials as man can make–to give hard professional service; to last." There will probably be imitative, cheaper electric mixers... For cooling Daiquiris, gin fizzes, making grenadine juice from pomegranates, for a dozen and one unexpected uses, we find this deft gadget indispensable." Again, in recipes, it is referred to simply as "The Mixer."

Note 1. None of the following words or terms appears in this book: "Blendor," "blendor," "blender," "Waring Blendor," "Waring Blender."

Note 2. There are two recipes for "Tiger's Milk," both dated from Peking, 1931, and a third dated from Bangkok, Siam, in 1932 (p. 129-31).

Note 3. This is the earliest English-language document seen (July 2021) that uses the verb "to blend" ("fine blending") or the noun "puree" (or "purees"–"For purees or any fine blending...") in connection with an electric blender ("the Waring Mixer"). Address: World traveler.

1305. *Federal Trade Commission Decisions: Findings, Orders, and Stipulations* (*USA, GPO*). 1939. 02087. Food products–Qualities, composition, and medical indorsements. Mildred Lager, an individual trading as House of Better Living... 26:1456-57.

• ***Summary:*** "... 1207 West Sixth St., Los Angeles, California, vendor-advertiser, was engaged in selling food products designated Vegeminerals and Oil of Garlic, and agreed in soliciting the sale of and selling said products in interstate commerce to cease and desist representing directly or otherwise:

"(a) That Vegeminerals constitute a dietary treatment for anemia, malnutrition, run-down condition, arthritis, nerve or blood disorders;

"(b) That Vegeminerals are 'new ideas in health';

"(c) That all the properties in 52 fruits and vegetables are found in Vegeminerals, or that Vegeminerals contain any number of vegetables or fruits in excess of those actually included in the formulas;

"(d) That the use of Vegeminerals #3 is an aid in the treatment of colitis or is a dependable remedy for constipation, or the best remedy for constipation, or that the okra contained therein 'will aid in "overcoming" constipation';

"(e) That the system cannot utilize vitamins unless they are taken with minerals;

"(f) That Vegeminerals supply 'ample' phosphorous metabolism;

"(g) That Oil of Garlic is the best aid for high blood pressure;

"(h) That doctors advise or prescribe Oil of Garlic Capsules to ward off colds;

"(i) That garlic is an intestinal antiseptic or normalizes the system, or is the latest discovery of science for this purpose;

"(j) That garlic is an excellent source of organic sulphur, or combats colon troubles, or that garlic is a competent treatment for arthritis;

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"(k) That doctors are getting 'surprising results' with Oil of Garlic, or that doctors say one should use them for 'all colon troubles';

"(l) That Oil of Garlic will 'keep the colon the way it should be.' (March 28, 1938)."

1306. Hauser, Bengamin Gayelord. 1939. Hauser diet highlights. New York, NY: Tempo Books, Inc. 34 + [6] p. No index. 13 cm. *

1307. Ojai Bakery. 1939? Bill Baker's Soy Bean Products (Business card). Ojai, California. 4 panels. Undated. Front and back. Each panel 6.5 x 9.5 cm.
• ***Summary:*** The front and back panels consist of two 1939 awards. The front is all fancy text and designs in beautiful gold and navy blue: "For Distinguished Service to the Baking Industry–W.C. "Bill" Baker, Ojai, California–is hereby declared an Honorary Life Member of the Retail Bakers Council of Northern California." Signed, A.B. Hughes, President. "March 7, 1939."

The back is largely an illustration showing a globe of the Earth and prominent San Francisco landmarks. On a meandering ribbon-like scroll we read: "Bill Baker–1939. A pageant of the Pacific. Golden Gate International Exposition on San Francisco Bay–on Treasure Island." On a square scroll in the lower left corner: "In appreciation of your generous service to the Exposition." On a horizontal scroll below the illustration: "Lima and Soya Bean Bakery, Ojai, California." The typeset caption below that: "Reproduction of a Scroll of Merit presented to the Ojai Bakery by the Golden Gate International Exposition, 1939."

The inside right panel shows the title (above) in bold letters inside a soybean, with symmetrical designs on both sides. Below that in large letters: "50 Years of Service in the Bakery Business." Across the bottom: W.C. (Bill) Baker. Ojai Bakery, Ojai, California. Note: This shows that he had been a baker since 1889.

The inside left panel shows 4 delivery trucks parked in front of the Ojai Bakery. The caption reads: "Ojai home of Bill Baker's Soya and Lima Bean Products." Address: Ojai, California.

1308. Photograph of four delivery trucks owned by the Ben Kahan Co., distributors. 1939? Undated.
• ***Summary:*** This is a photocopy of an undated black-and-white photo (8 by 10 inches) showing these four delivery trucks parked outside a building that looks like a warehouse. On the side panel and door of each truck is the company name and phone number.

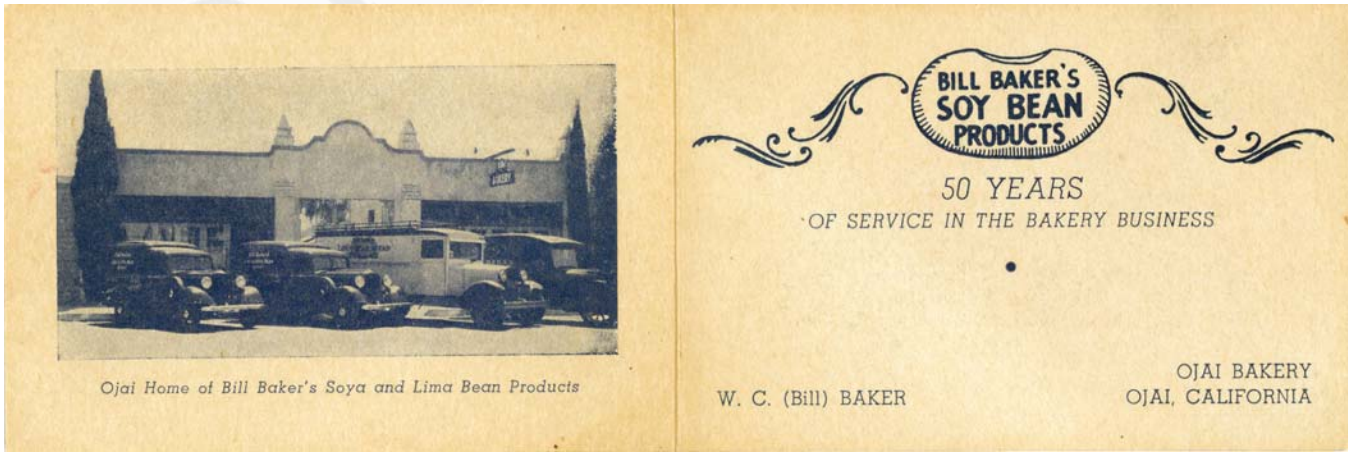
1309. Photograph of four delivery trucks owned by the Bill Baker of Ojai. 1939? Undated.
• ***Summary:*** This is a photocopy of an undated black-and-white photo (3 by 5 inches) showing these four delivery trucks parked outside a building with a tile roof. A driver is standing on the road next to each truck. On the side of the first truck is written: "Bill Baker's Soya Bean Bread."

1310. Ralphs Grocery Co. 1940. Nationally known products displayed in Ralphs mammoth free food show (Ad). *Los Angeles Times.* Jan. 26. p. B17.
• ***Summary:*** This full-page ad states across the top: "The following nationally known food products and manufacturers will be represented in the food show and demonstrations to be staged as a feature of the opening of Ralphs newest store at the corner of Exposition and Crenshaw Blvds..."

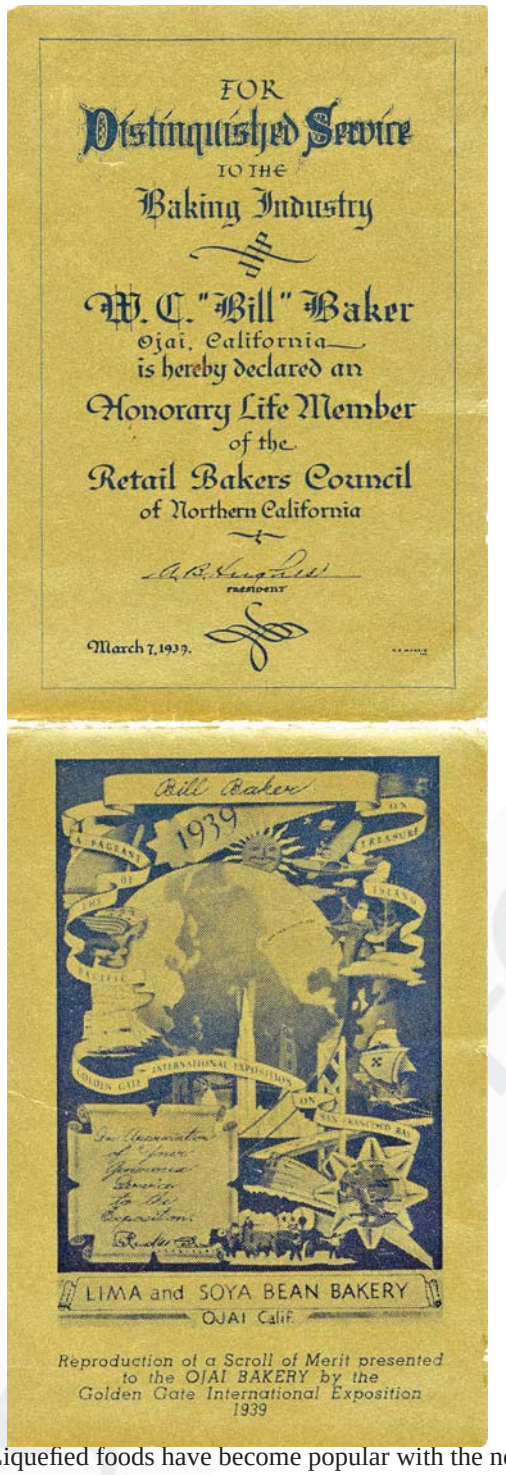
Includes: Battle Creek Health Foods... Cubbison's Cracker Co. Products... Ficgo [coffee substitute] Hollywood Cup Coffee... Loma Linda Foods Co. Address: [California].

1311. Lager, Mildred. 1940. Healthful philosophy. *House of Better Living* (*Newsletter, Los Angeles*) 11(49):2. Jan.
• ***Summary:*** New items include "Canned Soy Cheese. Soyburger. Full line of Madison Foods."

"We carry liquefiers at four different prices: $29.95, $19.95, $14.95 and "13.95." Contains a recipe for Carrot soy milk. Ingredients: 1 cup carrot juice, add 1 tbsp. soy flour or milk powder, 1 tsp honey or plain Joyana.



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"Liquefied foods have become popular with the new electric mixers. They are fine and a boon to the person with poor assimilation and digestion..." A number of combinations are given, all starting with fruit juice. "Soy flour or soy milk powder may be added to juice or broth for soy milk drinks." A portrait photo shows Mildred Lager.

Note 1. A section titled "Soyburgers" on p. 4 explains that the Soyburger and Canned Soy Cheese mentioned above are both made by Madison Foods of Tennessee. Separately, soy chocolate is mentioned.

Note 2. A small ad on p. 3 is for waffles: Soy wheat-wheat germ. Soy corn (contains no wheat). Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1312. **Product Name:** Wheatasoy (Ready-to-Eat Breakfast Cereal). Formerly Kreme O'Soy Crisps.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1940 January.
Ingredients: Incl. whole wheat, soybeans, malt.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Nature's Path* (USA). 1940. Jan. p. 19. "Alkaline breakfast food: Wheatasoy (Formerly Kreme O'Soy Crisps)." "Malted-Dextrinized. Combines the nourishment of whole wheat, soybeans and malt." "Madison Foods. Madison College, Tennessee. Devoted to the protection of your health."

1313. Madison Foods. 1940. Free! $1,000.00 in valuable prizes (Ad). *Madison Health Messenger* (*Madison, Tennessee*) 2(3A):2. Undated.
• ***Summary:*** See next page. This ½-page ad contains a photo that shows the front panel of each of 13 products made by Madison College; a brief description of each food is also given.

The text above the ad reads: "Contest closes at 12 midnight, February 15, 1940–and here are the famous Madison Health Foods approved by he Madison Messenger."

Those not mentioned in the previous issue are Wheatasoy (a breakfast cereal). Soyburger (new name for Soyburger Loaf). Stake-Lets (a gluten-soy loaf).

A price list, similar to but expanded from that in the last issue, appears on page 6. Address: Dep. HMH-1, Madison College, Tennessee.

1314. Madison Foods. 1940. Valuable prizes: 3 Veg-O-Mat juice extractors. Retail price $99.50 each (Ad). *Madison Health Messenger* (*Madison, Tennessee*) 2(3A):3. Undated.
• ***Summary:*** This is a ¼-page ad for an early electric juicer. "No more laborious hand-grinding–no more dribbles of juice and waste of good fruit and vegetables. The Veg-O-Mat puts an end to the unsanitary, wasteful, and tedious old methods of juice extraction by hand. The Veg-O-Mat, a midget in size but a giant in power, comes in one compact unit which is easy to clean and economical to use. It employs the most advanced process of juice extraction, it thoroughly triturates every cell and fibre of the vegetable, and then subjects the pulp to a pressure of many tons. This insures that the juice will contain the most valuable minerals and vitamins, those found only in the interior of the fibre.

"Guaranteed for one year; 8 inches by 14 inches; has a

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. . . and here are the famous MADISON HEALTH FOODS approved by The Madison Health Messenger

WHEATASOY
SOY-KOFF
SOYBURGER
NUT-MEAT
VIGOROST
SOY CHEESE
WHOLE WHEAT WAFERS
THIN-THINGS
BRAN WAFERS
STAKE-LETS
KREME O'SOY MILK
SOY BEANS

SOY-KOFF. A delightfully satisfying beverage containing no coffee nor caffeine. Prepared the same as coffee. No jangled nerves or upset stomach. Price.....25¢

WHEATASOY. A high quality breakfast cereal, made of sun-ripe whole wheat and soy beans, malted and dextronized, easily digested and alkaline. Price.....13¢

SOY BEANS. A rich alkaline food. A low starch food with tomato sauce ready to eat. Delicious tasting and containing rich supplies of phosphorus, calcium, copper and iron. Price....7¢ and 15¢

SOYBURGER. Used in place of meat for steaks, cutlets, roasts, salads. An economical, complete, protein food—easy to digest. Contains no animal products. Price ..... 23¢ and 46¢

STAKE-LETS. A gluten soy loaf sliced in tasty soy sauce. It tastes like meat but contains no meat products. A complete protein food. Price .....25¢

NUT-MEAT. Here is a wholesome loaf used in place of meat that will give real backbone to your meal as a protein food. A ready-to-eat treat. Price.....10¢ and 25¢

SOY CHEESE. In salads, sandwiches, croquettes, omelets or soups adds a delightful zest. Many diabetics use this alkaline food, low in starch and rich in protein. Price.....10¢ and 25¢

VIGOROST. Contains no meat yet has a delicious meat flavor. Ready to eat, hot or cold. A fine protein loaf. Price.....10¢ and 25¢

KREME O'SOY MILK. A pure soybean milk homogenized ready to drink. A rich alkaline food. It contains the nutritive value of mothers' milk. Price.....15¢

KREME O'SOY FLOUR. A rich, alkaline, starch-free food with a delicious nut-like flavor. Contains vitamins A, B, D, E, and G; rich in minerals. Price.....2 lbs.—35¢

THIN-THINGS. A new flaky wafer for soups and sandwiches. A different one-bite size wafer made with choice wheat flour, soy bean flour, vegetable shortening and honey. Price .....12½¢

BRAN WAFERS. Here is bran in a tasty form. An appetizing delicious beneficial food containing vitamin B. Mildly laxative. Price .....12½¢

WHOLE WHEAT WAFERS. A thin crisp and flaky whole-grain wafer rich in the nourishing elements found in sun-ripe whole wheat. Blended with honey and baked, a truly delicious wafer. Price.....12½¢

Try These Soyburger Sandwiches

Brown slices of Soyburger a half-inch thick on a griddle till well done, then place in bun or between slices of bread and spread out to cover the entire slice or bun. Place in griddle and toast. After removing from the toaster, you may add onion or a vegetable relish.

capacity of sixteen to twenty pints per hour."

A photo shows a lady using the juicer in a kitchen. Address: Dep. HMH-1, Madison College, Tennessee.

1315. **Product Name:** Soya Choc-Malt (Later Renamed Soya-Choc).
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1940 January.
Ingredients: Incl. water, soybeans.
Wt/Vol., Packaging, Price: Tin-plated steel can.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1940. Jan. p. 46. "Fresh from the Factory Soya Choc-Malt comes to you charged with Phosphorus, Calcium, Magnesium, Potassium, Iron. No better Food Drink has yet been made. Give it to your children and use it in the sick room and on your breakfast table regularly. Made from carefully selected ingredients this new Food Drink may be used by all persons of every age and position in life. Purchase your supplies at the Roberts Health Food Shops. Branches in every state." This same ad was published during 1940 in the following issues: Feb. p. 32, May p. 40, June p. 40.

1316. Associated Press. 1940. Garbo, Dr. Hauser arrive in Nassau. *Washington Post.* Feb. 18. p. X6.
• ***Summary:*** Nassau, Bahamas, Feb. 17–Elusive cinema star Greta Garbo, and Dr. [sic] Gaylord [sic, Gayelord] Hauser arrived today in Nassau in a chartered airplane from, Miami, Florida, and boarded the yacht Southern Cross.

This yacht belongs to Alexis Wenner Gren, a Swedish manufacturer, "at whose Nassau home Miss Garbo, Dr. Hauser and a companion, Frey Brown, were expected to stay for about three days."

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1317. Hastings, Milo. 1940. Modern acceptance comes to an ancient food. *Health News Reporter* Winter. *
• ***Summary:*** "The most advanced work of actually introducing soy beans to the American consumer has been pioneered by our own group of health food manufacturers. Among the outstanding developments in this field has been the work done at Madison College, Tennessee."

1318. *Madison Survey* (*Madison, Tennessee*). 1940. Rapid growth of Madison health food production and consumption. 22(5):17-19. March 13.
• ***Summary:*** "When, the last of November in the year just past, a carload of health foods started for the Pacific Coast–the first shipment of that size–it seemed that a decided step had been taken in the advancement of the health food industry. Milo Frank, Los Angeles, is jobber distributor for the South Pacific. He services 250 health stores in California. The North Pacific region, Western Canada, and Alaska are served by Western Natural Foods, Seattle [Washington].

"Coming east, we find Health Food Jobbers, Chicago [Illinois], serving metropolitan Chicago; Sherman Foods, serving metropolitan New York; and Modern Foods, Wollaston, Massachusetts, serving metropolitan Boston."

Madison Foods' products mentioned in this issue are: Nutmeat, Soy Beans, Soyburger, Soy Cheese, Soy-Koff, Vigorost, Wheatasoy.

Periodicals mentioned include: (1) *Health News Reporter,* winter issue, 1939-1940. (2) *Health Foods Retailing* (Chicago), edited and published by Lelord Kordel; it is a bi-monthly trade journal for the health food industry.

1319. U.S. Department of the Interior, Census Office. 1940. Louis Carque and his wife Margaret in the 1940 U.S. Census in Jersey City, Hudson Co., New Jersey. Jersey City., New Jersey. April 5.
• ***Summary:*** Line 43. Louis Carque head of household

He is age 61. He was born in Germany. this person at work for pay during the past week? Yes.

Margaret, his wife, age 59, was born in Ireland. She is not working.

1320. Brady, William. 1940. Here's to health! Remonstrance from a miller. *Los Angeles Times.* April 9. p. A7.
• ***Summary:*** A miller of fine whole wheat flour says Brady's advice that everyone should eat 4 ounces of wheat germ daily is impossible. Nobody who tried it would want to eat that much.

Brady then continues: "I am indebted to Adelle Davis, A.B., M.S., consulting nutritionist, for these practical suggestions as given in her books 'Optimal Health' and 'You Can Stay Well." He then quotes from the parts of these books that give many different suggestions for serving wheat germ. Adelle notes: "As soon as I told them that wheat germ was the cheapest source of the Vitamin B complex and that it increased pep, produced healthy appetites, normal digestion and steady nerves, Mr. Taylor went directly to the flour mill and bought a 60-pound sack. I think it cost him a about 4 cents a pound." Address: M.D. [Los Angeles].

1321. Parsons, Louella O. 1940. Close-ups and long-shots of the motion picture scene. *Washington Post.* April 15. p. 16.
• ***Summary:*** Ciro's was so packed after the Academy short preview "that even [Greta] Garbo had trouble getting a table when she appeared with Gaylord [sic, Gayelord] Hauser, Mrs. Harrison Williams and Frey Brown."

A small portrait photo shows Louella Parsons.

Note 1. Ciro's was a nightclub in West Hollywood, California, at 8433 Sunset Boulevard on the Sunset Strip, opened in January 1940 by entrepreneur William Wilkerson. It became a famous hangout for movie people of the 1940s, 1950s and early 1960s. It was one of "the" places to be seen and guaranteed being written about in the gossip columns of Hedda Hopper and Louella Parsons. Note 2. Frey Brown was Gayelord Hauser's close friend and companion.

1322. *Los Angeles Times.* 1940. World affairs talk scheduled. April 25. p. A9.
• ***Summary:*** "At the luncheon following [the talk of Dr. T. Walter Wallbank on the place of the Mediterranean in world affairs], Adelle Davis, author of 'You Can Stay Well,' will discuss 'Your Health Problems'" at the Friday Morning Club.

1323. Lager, Mildred. 1940. Summer foods for health. *Madison Health Messenger* (*Madison, Tennessee*) 2(3B):1-4. Undated.
• ***Summary:*** A large photo shows Miss Lager, next to a KFAC microphone. For 6½ years she has been broadcasting over the radio four times a week on station KFAC is Los Angeles. "She is the founder of the House of Better Living, and a tireless worker for better living. Her weekly free classes draw hundreds of people for instruction in healthful cookery and healthful living."

She writes that now is a good time "to cut down on rich foods and the acid-forming foods, using instead the alkaline-forming foods and the bulk foods for the natural eliminative effects... With a liberal intake of the alkaline-forming foods, one may be assured of the natural alkalizers which neutralize body acids and in this way assist in the protection of health... Acid wastes produce fatigue; alkaline-forming foods neutralize the acid wastes to restore the normal body tone and stamina.

"The summer diet must necessarily contain adequate complete proteins, for protein foods are necessary for cell repair and growth... A lack of protein may cause retarded growth, lack of vigor, and poor appetite... The vegetable proteins are nuts, soy beans, legumes, and in general they are

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found in all vegetables. The proteins of nuts and soy beans are classed as complete proteins and are therefore especially desirable. The animal proteins are acid-forming, whereas the vegetable proteins are alkaline-forming. Animal proteins are also more putrefactive than vegetable proteins. The soy bean and nuts can be used in a great many tasty ways."

Among the many recipes for summer the following include soyfoods: Cocktails–Soy milk and carrot ("Soy milk is a fine, alkaline, soft food. Excellent for those with sore conditions of the digestive tube)." Protein salads–Soy bean salad. Soy cheese [tofu] tomato salad. Mock shrimp salad (with Zoyburger). Entrees–Soy cheese cutlets. Zoyburger and mushroom sauce. Mock turkey legs (with Vigorost as the main ingredient). Broiled Vigorost with ripe olive sauce. Platter of cold cuts (Vigorost and Zoyburger). Hot Zoyburger sandwich. Stake-Lets (canned) for picnic dinner. Alkaline breakfast food–Wheatasoy. Alkaline beverage–Zoy-Koff (coffee substitute). Soy bean milk (Kreme O'Soy). Complete protein foods: Zoyburger, Vigorost, Stake-Lets, Not-Meat (made with unroasted peanut meal and seasoning), Soy Cheese, and Soy Beans. A brief description, nutritional analysis, and price is given for each product. "None of the Madison Foods contain animal products." A portrait photo shows Mildred Lager next to a KFAC radio microphone. The caption states that for 6½ years Miss Lager been broadcasting over the radio in Los Angeles. "She is the founder of the House for Better Living, and a tireless worker for better living. Her weekly free classes draw hundreds of people for instruction in healthful cookery and healthful living. Miss Lager is the author of *Food Facts.*"

Note 1. This is the earliest document seen (Oct. 2014) that mentions or gives a recipe for a soy-based meatless turkey. Vigorost, a meatless / vegetarian roast introduced by Madison Foods in 1932, used wheat gluten and tofu as its two main ingredients.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the word "Zoyburger," an early, popular vegetarian burger in the United States.

Although this issue is not dated, it contains the reprint a current article published in March 1940.

1324. Madison Foods. 1940. Price list [of products made by Madison Foods] (Ad). *Madison Health Messenger* (*Madison, Tennessee*) 2(3B):5. Undated.

• ***Summary:*** Breakfast cereal: Wheatasoy (9 oz).

Beverages: Zoy-Koff (No caffein [caffeine]; 12 oz.). Kreme O'Soy Milk (plain, liquid, 15 oz and 29 oz; chocolate, liquid, 29 oz). Crackers: Thin-Things ** (5 oz). Whole wheat wafers ** (5 oz). Bran wafers ** (6½ oz).

Canned protein foods (used in place of meat): Zoyburger (14 oz, 30 oz). Stake-Lets (14 oz, 30 oz). Not-Meat (5 oz, 14 oz, 30 oz). Vigorost (5 oz, 14 oz, 30 oz). Soy cheese [tofu] seasoned (5 oz, 14 oz, 30 oz). Soy Beans with Tomato (5 oz, 14 oz, 30 oz). Kreme O'Soys, plain (14 oz).

Flour: Kreme O'Soy Flour (2 lbs, 5 lbs).

Note 1. Asterisks in the printed list indicate that all products except Whole wheat wafers, bran wafers, and Not-Meat are "Soy Bean Foods." ** = Wheat germ added.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the word "Zoyburger" (or "Zoyburgers").

Although this issue is not dated, it contains the reprint of a current article published in March 1940.

1325. **Product Name:** Kreme O'Soys [Plain].
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1940 April.
Wt/Vol., Packaging, Price: 14 oz can. Retails (by mail order) for $0.15.
New Product–Documentation: Madison Health Messenger. 1940. 2(3):5. "Large jumbo hand-packed soy beans, a new variety in a special soy sauce, await your trail in Kreme O'Soys. So completely different are these extra-large delicious soy beans that you will be surprised with this new flavor and another new food."

1326. El Molino Mills. 1940. Soya flour: We grind wheat and corn on stone buhr mills (Ad). *Health News* (*Hollywood, California*) 8(10):9. May 24.

• ***Summary:*** "No bitter beany taste. Ask your health food store, or call CApitol 13813." Address: 5604 Valley Blvd., Los Angeles, California. Phone: CApitol 13813.

1327. Gian-Cursio, Christopher. 1940. Antiquarian nature cure: First health food store. *Health News* (*Hollywood, California*) 8(10):9. May 24; 8(12):16. June 28.

• ***Summary:*** The first U.S. health food store was opened in 1837. "The American Physiological Society of Boston was organized 103 years ago. The purpose was to teach the public the laws of health. Strictly for nature-cure, it emphasized vegetarian nutrition. More than 200 members followed its principles religiously.

"Early in 1837 they issued a notice that they wanted to procure foods of highest quality produced according to physiological principles. Farmers were invited to submit samples of products, to be scrutinized for possible use. The notice stressed that 'preference will be given to articles... raised on pure unadulterated soil... without aid of any artificial process by which they might become the procuring cause of diseases... Objection will also be made to articles raised on lands unfavorable to their reaching maturity before growth is checked by early frosts or cold weather.'

"Also in 1837, seeing the need of buying foodstuffs of high biological quality, they opened the world's first health food store called 'the Physiological Society's Provision Store,' with Nathaniel Perry, manager, in Fayette Court,

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Boston, Massachusetts.

"Baked foods from McShipley's bakery were featured. All baked goods were made from Graham flour. This was quite different from the wheat flour of that period. Ordinary wheat flour was stone ground but bolted. Sylvester Graham sought to remedy this by insisting on flour made from whole wheat.

"Also in 1837, George W. Light opened a health book shop for the sale of publications on health reform and vegetarianism. Success of the first, in Boston, led to his opening a second, in New York City, the Health Depository." Address: Dr., Rochester, New York.

1328. Bragg, Paul C. 1940. Not for sissies! Bragg foods are for people who want to tingle with the joy of living! (Ad). *Eat For Health* (*Rosenberg's, San Francisco*). Spring. Inside back cover.
• ***Summary:*** A full page ad. A photo shows 4 smiling people together in a swimming pool: Paul Bragg, his grandson Shocky (on his shoulders), his daughter, and his father [Robert R. Bragg]. A separate photo shows pretty Alice Everett, in a swim suit, about to throw a beach ball. A "perfect example of vibrant health," she "has eaten Bragg foods for years." There is a coupon for Bragg's famous monthly *Health Bulletin* (with "health secrets galore"), sent free of charge. Bragg's products include Bragg Meal (breakfast cereal made of 4 whole grains and wheat germ), California Mint Tea (caffeine free), and O.K. Lax (to relieve temporary constipation). Address: No. 1 Sunshine Orchard, Burbank, California.

1329. Cubbison's. 1940. New–Cubbison's Rice Polish Cookie (Ad). *Eat For Health* (*Rosenberg's, San Francisco*). Spring. p. 8.
• ***Summary:*** "51% rice bran. 49% entire wheat. Dextrose–No sugar. 6 oz. packages–5 lb. caddy bulk."

Cubbison also makes: "Wheat germ crackers. Vegetized crackers. Wheat germ toast. Soya melba toast." Address: [Los Angeles, California].

1330. *Eat For Health* (*Rosenberg's, San Francisco*). 1940. Here's an easy way to balance your diet. Spring. p. 2-5.
• ***Summary:*** A table (p. 4) titled "Essential foods for a balanced diet" gives a good summary. One should eat foods from four groups: Foods containing–(1) Body-building proteins: Cheeses, eggs, milk, nuts, whole-grain breads, flours, pasta, soy beans, dried peas, peanuts, dried peas [no meats, poultry, or fish]. (2) Body-heating fats. (3) Energy carbohydrates: Butter, cream, olive oil, honey, fruits, etc. (4) Regulatory substances: Whole grain cereals and their products (for cellulose or roughage), foods rich in vitamins and minerals like fruits and vegetables, and "all natural foods." Address: Rosenberg's Original Health Food Store, 1120 Market St., San Francisco, California. Phone: MArket 3033.

1331. Lager, Mildred. 1940. Healthful philosophy. *House of Better Living* (*Newsletter, Los Angeles*) 11(53):2. May.
• ***Summary:*** Begins with a cheery poem by an unknown author. A portrait photo shows Mildred Lager.

A display ad on this page shows a box of Ficgo coffee substitute, made by the California Ficgo Company, Los Angeles. "If coffee disagrees–stop! but do not break away from it abruptly, if it discomforts you. Use 'half Ficgo and half coffee' at the start and gradually get the Ficgo-drinking habit." Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

1332. Madison Foods. 1940. Satisfying meatless entrees (Ad). *House of Better Living* (*Newsletter, Los Angeles*) 11(53):4. May.
• ***Summary:*** "Soyburger. Stake-lets. Vigorost. Not-meat. Soy cheese [tofu]. These foods have been designed by a group of experts in the field of nutrition to adequately take the place of meat.

"Get a free copy of the *Madison Health Messenger,* for complete list of foods and recipes." Address: Madison College, Tennessee.

1333. **Product Name:** Roberts' Soy Nut Brawn, Soy Nut Cheese.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1940 May.
Wt/Vol., Packaging, Price: Tin-plated steel can.
How Stored: Shelf stable.
New Product–Documentation: Article in *Nature's Path to Health* (*Melbourne, Australia*). 1940. May. Article in *Nature's Path to Health* (*Melbourne, Australia*). 1940. June. "Just what you have waited for! Better health foods." A large illustration (line drawing) shows the four canned products, with the Soy Nut Roast in the largest can (1 pound) and the Soy Bean & Tomato in the smallest. "Among the more recent additions to the many lines of food produced by F.G. Roberts is a line of Better Nut foods. Very shortly now this line of health foods will be available for the purchasers of Nut Foods in all the Roberts Health Food Shops, and later in other wide awake grocer shops."

Ad in *Nature's Path to Health.* 1940. July. p. 8. "Roberts' Better Nut Foods." The same line drawing described above is shown. The cheese, brawn, and roast are described briefly in non-specific terms. "Packed in three sizes: 16 oz., 8 oz., 4 oz." Ad in Aug. 1940 issue, p. 6. "Roberts' Better Nut Foods." A photo shows the cans. The same photo and a similar ad appeared in the May/June 1943 issue, p. 26, and the Oct/Nov. 1946 issue, p. 24. However

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in these last two issues, only Soy Nut Roast and Soy Nut Cheese are described in the ad text.

Ad in *Nature's Path to Health.* 1940. Nov/Dec. p. 30. "Roberts' Soy Nut Recipes." The same line drawing described above is shown. The following recipes are given: Quick cutlets (made with Soy Nut Roast). Tomato stew (made with Soy Nut Roast). Nutmeat mince (made with Soy Nut Roast). Roast soya nut cheese (made with Soya Nut Cheese, which is sold in ½-lb or 1-lb tins). "Supplies always available at the Roberts Health Food Shops Throughout Australia."

1334. Rosenberg's Original Health Food Store. 1940. Whole grain products from our bakery department (Ad). *Eat For Health* (*Rosenberg's, San Francisco*). Spring. Back cover.
• ***Summary:*** "Soy bean bread (low in starch)... 15¢

"Soy bean muffins... 25¢/doz." Note: This store and magazine are owned by Morris Rosenberg. Address: 1120 Market St., San Francisco, California. Phone: MArket 3033.

1335. Rosenberg's Original Health Food Store. 1940. Every home needs these two miracle working health aids: Juicex and Fletcherizer (Ad). *Eat For Health* (*Rosenberg's, San Francisco*). Spring. p. 1.
• ***Summary:*** Juicex is an electric juicer. "For extracting fresh, healthful vegetable and fruit juices... Juicex–the wonder machine–converts celery, carrots, spinach and other fruits and vegetables into pure, strained *juice!* A glass a minute. Just flip the switch, drop in the vegetables and the strained juice, ready to drink, flows immediately... AC or DC operation. 110 volts. Only one part to be cleaned. $49.50." Fletcherizer is an electric blender. "Liquidizes, mixes, chops... Stainless steel cutting blades, heavy glass bowl, 2-speed, extra powerful motor. White enamel base." "Juicex and Fletcherizer are the only products of their kind endorsed and recommended by Gayelord Hauser. Demonstrated at our store." Photos show each of the two electric kitchen appliances.

Note 1. This is the earliest English-language document seen (July 2021) that mentions a "Fletcherizer," an early brand of electric blender. A similar ad appears on the back of Rosenberg's 1940 "Catalog of Health Foods..."

Note 2. This is the earliest English-language document seen (July 2021) that uses the verb "to liquidize" ("Liquidizes") in connection with an electric blender. Address: 1120 Market St., San Francisco, California. Phone: MArket 3033.

1336. Parmelee-Dohrmann. 1940. Parmelee-Dohrmann (Ad). *Los Angeles Times.* June 10. p. A8.
• ***Summary:*** In the lower left quarter of this half-page ad we read: "Now you can drink your vegetables. Whiz-Mix Food Liquefier. Mixes and blends any liquids, fruits, vegetables, or meats with a speed that is amazing. Doctors recommend it for diet cases where liquids are needed. Ideal for making malted milks, or for bar use. See it demonstrated now. Priced complete: $13.95." A large illustration shows the electric Whiz-Mix.

Note: This is the 2nd earliest English-language document seen (July 2021) that uses the verb "to blend" ("Mixes and blends any liquids,...") in connection with an electric blender. Address: 510 West Seventh at Olive [Los Angeles, California]. Phone: TRinity 1331 or Zenith 2224.

1337. Hawaiian Taro Sales Co. 1940. Re: Poyo cookies. Letter to Mr. W.C. Baker, Ojai Bakery, Ojai, California, June 18. 1 p. Typed, without signature on letterhead.
• ***Summary:*** "When I write you the other day I forgot to mention that I had called on quite a number of doctors in Los Angeles and told them about both your new health bread and Soya cookies."

"They were all very much interested in the new bread and all requested that it be placed in the grocery department of the May Company." "I am glad to hear you are making further progress on the cookies... I am forwarding you in today's parcel post a 14 ounce tin of the cookies."

"I kept one bag of Soya cookies and took it with me to Berkeley. I had this bag stores in the back end of my car for three days [in the summer]. I noticed that these cookies were rather soft and had lost their crispness by the time I opened them in Berkeley. It may be that this new cellophane may be just the thing, not only for Poyo cookies but also for some of your other cookies." Note: In a rectangle at the top right of the letterhead: "Poyo products." They clearly contain taro, probably in place of wheat. Address: 2148 Fourth St., Berkeley, California. Phone: Ashberry 6900.

1338. *Bakers' Helper* (*Chicago, Illinois*). 1940. In appreciation–From one friend to another. 73(911):1245. June 22.
• ***Summary:*** Early this year Bill Baker, of the Ojai Bakery in California, "promised his friend, Walter Terry, of the Polly Ann Bakery, San Francisco, that he would make him a showpiece for the window of his new bakery." A photo shows the result, an elaborate and stunning cake topped by a church with spires–made out of sugar. It "took all of Mr. Baker's spare time for about four weeks to complete it." The church itself is 24 inches wide, 26 inches high, and illuminated with colored lights. Mr. Baker has a studio at his bakery which he uses only for decorating cakes. A smaller inset photo shows some of his decorating tools, as well as the photos which he used to guide him in decorating the cake.

1339. Stegner, Mabel. 1940. Let the blender do it for you! If you like cooking shortcuts in summer, use a liquefier-blender to whirl together superb soups, beverages and desserts. *New York Herald Tribune, This Week magazine.* June 23. p. 14-15.
• ***Summary:*** This article appears on the first page of the

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section titled "Herald Tribune Home Institute." The "new electric blenders, recently come on the market" enable you to make delicious dishes at home. "How does a blender work? A sturdy electric motor is housed in the metal base. The heat resistant glass container has a blending device built into the bottom of the container. Place the glass container on the base, switch on the electricity, and it blends, whips, creams, mixes, or liquefies. All of these processes take less than two minutes.

"For instance: place a few ounces of milk, fruit juice, tomato juice or any desired liquid in the food container. Add a banana, or strawberries, or pitted cherries, or diced vegetables. Place the container on the base, switch on the electricity and in less than a minute out comes a banana milk 'smoothie,' a fruit nectar, or a raw vegetable cocktail.

"Its only a step from fruit nectars to sherbets frozen in your mechanical refrigerator, from milk fruit 'smoothies' to ice cream mixtures with fruit blended to a velvety, non-crystallizable consistency."

Note: This is the earliest English-language document seen (July 2021) that contains the word "smoothie" or "smoothies" (spelled that way).

Recipes include: Pineapple carrot cocktail (with pineapple juice and crushed ice; no milk). Raspberry ice cream (with condensed milk and heavy cream). Hollandaise sauce (with 3 egg yolks and ½ cup butter). Shrimp mousse Photos show a [Waring] blender next to: (1) A table filled with blended "Garden-fresh vegetable or fruit cocktails." (2) A Raisin-grape pie. (3) Quick-frozen shrimps about to be blended into a mousse. (4) Raisin-grape pie. Address: B.S., Univ. of Wisconsin, Home Economics Consultant.

1340. Baker's (Bill) Products. 1940. Your health demands soya or lima bean bread (Ad). *Health News* (*Hollywood, California*) 8(12):16. June 28.
• ***Summary:*** "Prepared by the world's well known baker of Ojai, California. Try Bill Baker's special Soya and Lima Bean Mixtures for muffins or biscuits. All ready to make by simply adding required amount of water." Address: Ojai, California.

1341. **Product Name:** Nut Bars–Chocolate Covered.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Confections–Nut Bars–Chocolate Covered. $0.10."

1342. **Product Name:** Bran Gluten Flakes, Gluten Biscuit (40%), Gluten Biscuit (Pure), Gluten Bread.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Diabetic and Reducing Foods–Bran Gluten Flakes. $0.40. Gluten Biscuit (40%) $0.35. Gluten Biscuit (Pure) $0.45. Gluten Bread, 8 oz tin. $0.35."

1343. **Product Name:** Lima Bean Flakes.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Diabetic and Reducing Foods–Lima Bean Flakes, 8 oz. $0.30."

1344. **Product Name:** Cubbison's Soyfee (Coffee Substitute).
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1940 June.
Ingredients: Soybeans [roasted], fruits.
New Product–Documentation: Ad in *Health News* (Hollywood, California). 1940. June 28. p. 16. "Cubbison's Soyfee. A natural alkaline drink. Made of soybeans and fruits. Ask at your health food store."

Ad in *Health News* (Hollywood, California). 1941. May 23. p. 5. "Cubbison's Soyfee. Coffee substitute. Quality foods."

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 4. Soyfee contains 25% soya; it has national distribution.

Taylor. 1944. Soy Cook Book. p. 201; Soybean Blue Book. 1947. p. 69.

1345. **Product Name:** Protone-Soytone-Nutone.
Manufacturer's Name: Hain Health Foods.
Manufacturer's Address: Los Angeles, California.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 42. "Hain's Products: Hollywood Foods (Meat Substitutes)–Protone-Soytone-Nutone. 7½ oz. can $0.15. 14 oz. can $25."

1346. **Product Name:** SoyBean with Tomato Sauce.
Manufacturer's Name: Hain Health Foods.
Manufacturer's Address: Los Angeles, California.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 42. "Hain's Products: Hollywood Foods (Meat Substitutes)–

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SoyBean with Tomato Sauce. 16 oz. can $0.10." Note: This product may have been made for Hain by Loma Linda Foods.

1347. **Product Name:** SoyBeans T.S. & Protone.
Manufacturer's Name: Hain Health Foods.
Manufacturer's Address: Los Angeles, California.
Date of Introduction: 1940 June.
Ingredients: Incl. whole dry soybeans.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 42. "Hain's Products: Hollywood Foods (Meat Substitutes)–SoyBeans T.S. & Protone. 16 oz. can $0.15." Note: T.S. probably stands for "Tomato Sauce." This product may have been made for Hain by Loma Linda Foods.

1348. **Product Name:** Soya Sandwich Spread.
Manufacturer's Name: Hain Health Foods.
Manufacturer's Address: Los Angeles, California.
Date of Introduction: 1940 June.
New Product–Documentation: Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 42. "Hain's Products: Hollywood Foods (Meat Substitutes)–Soya Sandwich Spread. 5 oz. $0.10." Note: This product may have been made for Hain by Loma Linda Foods.

1349. Rosenberg's Original Health Food Store and Whole Wheat Bakery. 1940. Catalog of health foods and manual of valuable health information. San Francisco, California. 76 p. Undated. Illust. 17 cm. Index
• ***Summary:*** Cover title: "Health from foods." Also on title page: "Eat to get well. Eat to keep well." "Where good health originates." "No branch stores." Contents: About your health, by Morris Rosenberg, president. Shop by mail. Parcel post scale. Eat to get well–Eat to keep well (rules and guidelines, p. 4). Vitamin chart (for each: Functions, results of deficiency, most reliable sources, p. 5-8). Biological chemistry of foods–Minerals (p. 9-10). List of products available, by product type, with weight and price. Incl. Soy bean bread, Soy toast, Soy bean wafers, Soy cookies (p. 12). Natural brown rice. Sun-dried, unsulphured California fruits. Salted nut meats (almonds, peanuts, cashews, pecans, p. 16), Nut butters (unroasted and unsalted: Almond butter, Nut cream butter {Carque}, Peanut butter, Cocoanut butter, Smucker's apple butter, Peanut oil (2 brands). Parkelp (minerals of the sea). Salt substitutes.

List of products available, by manufacturer or source, with weight and price. Incl. Battle Creek Health Products [Michigan] (p. 18-19): Beverages (SoyKee, Kaffir Tea), Gluten biscuit, Vegetable meats (Protose), Savita yeast, Psyllium seed. Cellu Dietetic Products: Canned vegetables (Soy bean oil, Soy bean spread, Soy flakes, Soy grits). Dia-Mel (dietetic food products): Gluten crackers, Soy-Rina cereal (to be cooked). Alberty Food Products: Cero-Fig coffee substitute. Modern Diet Products [Gayelord Hauser], incl. Juicex (electric juicing machine), and Fletcherizer (juicers). Radiance Health Products (Los Angeles, p. 30-31). Tam Products (Joyana, the remarkable soybean health drink, plain or chocolate flavor). McCollum Laboratory Products (Soy-A Granules–Soy breakfast food). Penna Soya Products (soy foods): Tenderized whole soybeans, Toasted soy flakes, Toasted soy nut butter (8 or 16 oz), Soy malt–chocolate flavor, Creamee Soy Best (soy milk powder). Mrs. Hauser's Soya Products: Hot cake and waffle mix, Pancake and muffin mix, Soya cereal. Hain's Products (Hain Pure Food Co.): Nature's Best Foods: Assorted candy bars, Fruit juices (6 types), Vegetable juices (7), Hollywood Foods (Meat substitutes: Protone-Soytone-Nutone, SoyBean with Tomato Sauce, SoyBeans T.S. & Protone, Soya sandwich spread), Nut butters (raw–Almond, cashew, pecan). Nut butters (roasted–Almond, cashew), Olive oil (California virgin). Hain's vitamins. Alvita Products. Live Food Products (Paul C. Bragg). Books by Paul C. Bragg (*Paul C. Bragg's Personal Health Food Cook Book. Building Health and Youthfulness Nature's Way. Awaken Health and Happiness. The Art of Feminine Loveliness. Health Cocktails, The New Way to Health, Beauty and Youthfulness. The Chart of Scientific Diet.* Note: The first 4 books cost $1.00 each. The last two cost $0.25 and $0.10, respectively). Loma Linda Foods (Tasty, wholesome, nutritious): Cereals (5), Soy products (Soy beans–plain, Soy beans with tomato, Soy beans with Proteena, Soy milk, Soy mince sandwich spread, Soy milk, Soy mince sandwich spread, Soy weet wafers, Fruities, Fruit wafers, date sandwiches), Vegetarian meats (Proteena {plain, smoked flavor, or mushrooms}), Nuteena, Gluten steaks), Other choice foods (Garbanzos, Savory lentils, Wheat kernels, Savorex). Radcliffe's Famous Soya Products: Diabetic soya bars (flavors–maple, mocca, dark), Soya bon bons (light or dark), Soya candy bars, Soy milk powder, Soy milk powder–Cello, Cocoanut milk powder (8 or 16 oz), Soya malt (8 or 16 oz, 5 lb; Flavors–Nut, mocca, banana, plain chocolateen), Soya beverage–coffee, Malvitose beverage (8 or 20 oz), Soya paste [pasta?] (7 or 14 oz), Soya ravioli, spaghetti, macaroni (7 or 15 oz, 2 lb), Unsweetened soya bean chocolate. Cubbison's whole wheat products. Bill Baker's flour: Lima and pancake flour, Soya and wheat flour, Lima bean cookies, Soy bean cookies. Figco instead of coffee. Carque's natural foods. Carque natural brands. Books by Carque. Therapy, Ltd. (Pasadena): Theradophilus (a pure condensed acidophilus culture in soy bean milk). Health publications (22).

Health recipes (p. 68-71): Soya cup cookies. Soya loaf with rice. Soya cup custard. Soy bean goulash. Soy bean bread. Soy flour applesauce cake. Soy bean vegetable soup. Soy macaroni, noodles, or spaghetti. Baked soy bean croquettes.

Key to calories. The four types of foods: Regulatory, body-building, energizing, heating. Index.

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On the back cover is an ad for the Juicex ("makes fresh, pure, undiluted vegetable juices"–$49.50. A photo shows this modern-looking electric juicer. Fruits and vegetables as pushed–using a wooden pusher–into a small hopper on top. The juice runs out of a spigot into a glass) and Fletcherizer [electric blender] ("The new 1940 model has all the latest improvements in construction and appearance. It liquidizes, whips, mixes, and chops..." $14.95). Across bottom of ad: "See these products demonstrated at our store."

Note: This 1940 date, plus other internal evidence, gives us a good estimate for the date of this undated catalog. Address: 1120 Market St., San Francisco, California. Phone: MArket 3033.

1350. Schudlich, Henry F. 1940. W.C. ("Bill") Baker's contribution to Ojai, California. *Bakers' Helper* (*Chicago, Illinois*) 74(912):26, 82. July 6.

• ***Summary:*** The author recently visited Bill Baker in Ojai, both to renew their friendship and "to get firsthand information on how he became interested in specializing in soya bean bread."

Bill Baker first made his mark as an outstanding cake baker, decorator, and conditor [confectioner, pastry cook]. Then he had the idea of making a specialty bread that could fill the needs of people who refrain from eating white bread–largely due to wheat allergy. His first venture was to develop a bread made from lima bean flour. "After much experimental work with lima bean flour a loaf was developed and marketed under the name of lima bean bread, which with intelligent merchandising effort did receive acceptance from a certain group of people."

He then began to look for a companion product. "When he learned that soya bean flour was a highly alkaline food, possessing an abundance of nutritive food value, his ambitions received a new impetus." He now hoped to "realize his long cherished ambition to produce a specialty bread still more suitable to that group of people who demanded something different form white bread for their diet." During preliminary experimentation, he discovered that "the high alkalinity in soya bean flour had a deleterious effect upon fermentation. After a great deal of research a method was discovered to overcome this.

"Success was finally achieved and a loaf developed with uniform grain, good volume, and symmetry, possessing a unique flavor. A survey was conducted to determine consumer acceptance and the results showed potential sales channels. The next step was to find out whether any government standards had been set up for this type of bread. It was found there were none and cooperation with the government for a ruling was necessary to avoid subsequent misunderstanding. All this entailed the loss of much time before the loaf could be marketed. Further marketing could not be confined to one area or community and it was exigent that dealers be found in other cities before production on a large scale would be justified.

"Mr. Baker met every obstacle that stood in the way of marketing his new product, and today he is reaping the benefits of his labors for he is enjoying a very lucrative business on his soya bean bread. His three oven shop is now used exclusively for the manufacture of lima bean and soya bean bread, several thousand loaves being made every day. While much of this bread is being shipped to jobbers and retailers, shipments going daily to most every State in the Union, to Alaska, and to the Hawaiian Islands, he maintains a number of trucks in the Los Angeles are to supply grocery and [health] food stores. Mr. Baker has done an outstanding job with a specialty bread and without question has made Ojai, California the 'Soya Bean Bread' capital of the country."

Photos show: (1) Baker's Ojai Bakery with 4 delivery trucks parked in front, facing toward the left. The former driveway under the arch is now closed in. Each bears this message to the public: "Bill Baker's Original Soya Bean Bread made in California. The oblong panel on each truck carries a reproduction of the parchment scroll presented to Mr. Baker at the close of the Golden Gate Exposition in 1939, 'In Appreciation for Your Generous Service to the Exposition.' The beautiful colored memorial was signed by the President of the Fair." (2-3) "Interior views in the Ojai Bakery, which Mr. Baker enlarged several months ago, closing in the driveway and putting in an extra 60-foot room. He added another reel oven of the same capacity as the former one."

1351. *Los Angeles Times.* 1940. Jimmy Fidler in Hollywood. July 15. p. A14.

• ***Summary:*** "Si Wills (Joan Davis' husband who should be doing big things on the screen himself) is netting a movie-star income from that liquefier which makes health-producing liquids out of whole foods."

1352. Kordel, Lelord. 1940. Re: Promotion in Health Foods Retailing. Letter to Mr. Bill Baker, Ojai, California, July 24. 1 p. Typed, with signature on letterhead.

• ***Summary:*** "This will acknowledge, with thanks, receipt of the mat to be used in the next issue of *Health Foods Retailing.*

"As soon as the new cookie is ready won't you please give me full details, as I want to give it a writeup." Address: Health Foods Retailing, 846 Russ Building, San Francisco, California.

1353. Cubbison Cracker Co. 1940. Cubbison's Soya Toast (Ad). *Health News* (*Hollywood, California*) 8(14):9. July 26.

• ***Summary:*** "Rich in muscle building protein–Low in fat-inducing carbohydrates. Non-acid–thoroughly dextrinized. Ideal for camping trips or picnics, keeps indefinitely. At your health food store."

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1354. Gian-Cursio, Christopher. 1940. Antiquarian nature cure: A movie of health reform. *Health News* (*Hollywood, California*). July 26. p. 9.
• ***Summary:*** "Hollywood has produced many historical and biographical films that proved not only entertaining but also educational and inspirational. In the field of old nature-cure, abundant material awaits a producer who could create an interesting picture and disclose episodes and situations in American life unknown to moderns.

"Romance and adventure filled health reform 100 years ago. Lives of Sylvester Graham, William Alcott, Mary Gove and others held events so dramatic that I cannot help wishing that my birthday had been 100 years sooner.

"Powerful scenes would be those showing the riots against Sylvester Graham. In his writings and lectures, he denounced bread made from white flour and deleterious ingredients, urging the people to divorce themselves from bakers and eat only bread made at home from entire wheat, to assure purity and wholesomeness.

"Bakers were at first annoyed but as his influence grew and they were hit in the pocketbook, their resentment grew. Finally they made a plot to destroy him. The conspiracy resulted in the events that produced turmoil in staid old Boston early in 1837." Address: Dr., Rochester, New York.

1355. *Health News* (*Hollywood, California*). 1940. Soya toast carried by hikers, campers. 8(14):9. July 26.
• ***Summary:*** "Los Angeles–'Don't start for camp or on a picnic without a generous supply of Cubbison's Soya Toast!' Healthfolk off on vacations are packing this alkaline-reacting food because they know it can be depended upon for good nourishment and keeps indefinitely without spoiling or molding.

"'Rich in muscle-building protein, thoroughly dextrinized, non-acid, low in fat-inducing carbohydrates...'"

The Cubbison Cracker Co. is located at 3411 Pasadena Ave., Los Angeles.

1356. Madison Foods. 1940. Satisfying meatless entrees (Ad). *Madison Health Messenger* (*Madison, Tennessee*) 3(1):3. Undated.
• ***Summary:*** See next page. A full-page ad. Note: On page 5 of this issue are many "Requested recipes" that call for Madison Foods. Address: Madison College, Madison, Tennessee.

1357. Gian-Cursio, Christopher. 1940. Antiquarian nature cure: Early health products. *Health News* (*Hollywood, California*) 8(16):9. Aug. 23.
• ***Summary:*** "*Granula*, made from whole wheat flour, is believed to have been the first trade name of a health food. It was manufactured nearly 90 years ago by the nature-cure physician, Dr. James C. Jackson, Dansville, N.Y.

"An early coffee substitute, if not the first, to have a trade name was Soma, made from a combination of grains, also in Dansville.

"A few years after the civil war, health enthusiasts all over the country were able to secure supplies from the Health Food Company, New York City. This firm manufactured and sold dried Granulated Wheat (a fine Graham flour), White Wheat Gluten (free from starch and bran) and Pomarus [sic, Pomarius] (a fruit product, free from sugar and gelatin, and made into a dense jelly by evaporation of water).

"One of this store's popular products was Granulated Wheat Biscuit, made from whole wheat flour that had been reduced to fine powder by pounding." Address: Dr., Rochester, New York.

1358. *Health News* (*Hollywood, California*). 1940. Stickler for health food. 8(16):9. Aug. 23.
• ***Summary:*** "Los Angeles–Successful operation for 16 years is the proud record of Stickler's, 3615 S. Vermont, opened in 'pioneer days' by a woman of vision, Elizabeth Stickler. Her slogan, 'Eat to live, not live to eat,' is now used throughout the U.S. to promote health foods.

"Mrs. Stickler learned food values when making a 'miraculous comeback' from terrible suffering diagnosed as cancer, pernicious anemia and complications. She has held certificates from nutrition schools for 10 years, seven years from Battle Creek [Michigan].

"Mr. Stickler has long shared the work at the store. Their motto, 'Quality Rightly Priced,' holds customers perennially."

1359. Hayward, J.W. 1940. Soybean oil meal: Its current consumption. *Proceedings of the American Soybean Association* p. 21-23. 20th annual meeting. Held 18-20 Aug. at Dearborn, Michigan.
• ***Summary:*** The soybean arrived in America in 1804. During the past ten years the production of soybean oil meal as such has increased in the United States from about 39,000 tons to approximately 1,250,000 tons. Practically all of this production has been used as a feed for livestock and poultry.

For the past several years production of soy flour has held between 11,000 and 15,000 tons. "Before leaving this subject on food, I do wish to give credit to the increasing popularity of edible green soybeans, many specialty soybean products and special health foods, such as soy milk, etc."

Properly processed soybean oil meal is a better feed than raw uncooked soybeans. "In most cases, I think you will find that protein can be purchased cheaper in soybean oil meal than it can be supplied by feeding soybeans at market prices even though they were raised on your own farm." Several calculations are given to prove this point.

Note: This is the earliest English-language document seen (June 2009) that uses the term "edible green soybeans" to refer to green vegetable soybeans. Address: Chairman,

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Satisfying MEATLESS ENTREES

A Madison FOOD



SO outstanding has been the development of Madison College and Madison Foods that *Reader's Digest*, the New York *Times*, Chicago *Journal of Commerce, Coronet, Physical Culture, Food Industries, Printers' Ink*, in all more than 400 newspapers and magazines in 37 countries, have published articles and pictures concerning the college and its products. In search of complete protein foods to take the place of meat, Madison College chemists sought to develop these foods from soy beans, peanuts, wheat gluten, and various vegetables. Thus the formulas of Zoyburger, Not-Meat, Vigorost, and Stake-lets have been designed by a group of experts in the field of nutrition to adequately take the place of meat.

Try This New Food



STAKE-LETS are the newest development of Madison Foods laboratories. Extensive experiments show that the combination of gluten and soy with a special meatlike sauce, an exclusive Madison formula, is superior in both flavor and texture to gluten itself. Already sliced in the can for your convenience with sauce. Dip in egg batter and crumb to serve as a Stake-let.

ZOYBURGER STEAK
with onions

Place half-inch slices of Zoyburger on well-greased pan, with desired amount of onions. Prepare to a medium brown on both sides. Salt to taste. Serve with onions as the meat portion of a dinner. Zoyburger Steak may be served without onions or by substituting mushroom sauce, Creole sauce, tomato sauce, gravy, etc. If a sauce is used, prepare it separately and place on top of Zoyburger Steak when served.

BROILED VIGOROST
with mushroom sauce

Cut Vigorost through center lengthwise, then crosswise, into half-inch slices. Arrange in greased baking pan. Put melted butter on top of each piece and broil until brown. When finished, arrange on serving platter, overlapping the slices. Garnish the edges with sliced tomatoes and crisp lettuce, and pour over the Broiled Vigorost a hot mushroom sauce. Serve with baked potatoes and garden peas. Zoyburger, Not-Meat, or Stake-lets may be used in this recipe in the place of Vigorost.



Fourteen - ounce can serves 5 with 2 pieces. 30-oz. can serves 8 with 2 large pieces.



BREADED CUTLETS — Dip half-inch slices of Not-Meat into beaten egg and crumb. Place a small chip of butter on each slice and salt. Prepare on top of stove or in oven in well-greased pan until brown. Serve with parsley garnish as the meat portion. Vigorost, Zoyburger, or Stake-lets may be used in the place of Not-Meat. Fourteen-ounce can makes 5 medium cutlets; 30-oz. can makes 8 large cutlets. Large cutlets may be sliced in two.

"Devoted to the protection of your HEALTH"

Madison Foods are available throughout the United States in stores specializing in natural foods.

MADISON FOODS —

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Soybean Nutritional Research Council.

1360. Schmitt, R.P. 1940. The versatile soy bean: Food of a thousand uses. *Nature's Path to Health* (*Melbourne, Australia*). Aug. p. 5-6.
• ***Summary:*** "Before 1935, the soy bean was an insignificant factor in the health food store. Since then, however, its increase in popularity has been phenomenal, with the result that it is now one of the major sellers in the field. One reason for this growth is the soy bean's versatility: from it are produced flour, milk and cheese, bread, crackers, cereals, meat substitutes, candies and canned soybeans to be served as a vegetable. Almost no other item of food can claim such diversification of products. And the ways of preparing it are infinite..." It is also a good source of protein, vitamins, and minerals, and its low starch content makes it valuable in diabetic diets. It is easy to digest, "is not gas-forming, and does not encourage the growth of putrefactive bacteria in the intestinal tract, as do other high protein foods. On the contrary, it builds up acidophilus bacteria, which combat putrefaction in the digestive system.

"Then, too, it is alkaline in action: it has 20 times the alkalinity of cow's milk, and five times that of citrus fruits... Yet it one of the most economical foods." Address: Penna Soya Products [Williamsport, Pennsylvania], USA.

1361. Butler, H.A. 1940. Re: Selling of cookies via Southern Pacific Company outlets. Letter to Mr. G.J. Richenburg, Ojai, California, Sept. 25. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "The sample of cookies submitted by Mr. Baker of the Ojai Bakery is considered of good quality, but the only outlet we have for an item of this kind would be our news stands, soda fountains, etc. in 5¢ and 10¢ packages or bags.

"Will you please advise Mr. Baker accordingly, and if he is prepared to pack 5¢ and 10¢ packages will you please have him submit one or two samples... for our further consideration. Very truly yours."

At the bottom of the letterhead: "The West's greatest transportation system. All trains on Southern Pacific's four scenic routes are completely air conditioned." Address: Southern Pacific Co., Manager, Dining Car, Hotel, Restaurant and News Service Dep., 65 Market St., San Francisco, California.

1362. Gian-Cursio, Christopher. 1940. Antiquarian nature cure: First health restaurants. *Health News* (*Hollywood, California*) 8(18):6. Sept. 27.
• ***Summary:*** "The world's first health food restaurants were in conjunction with Graham boarding houses. Meals served there were exact in principles, would meet the approval of precise modern nature-curists. Animal products were taboo; only fruit and vegetable dishes were served.

"First health dinners became available in old New York about 1831 and in 1836 at 23 Brattle Street, Boston. in 1839, Rochester, N.Y., was the only other city in the U.S. with an establishment specializing in health cuisine.

"Bathing in early America was not only a luxury but a rarity–but not at Graham boarding houses. Every boarder was expected to abide by the rule: exercise and bathe before breakfast! The shower was a favorite; others preferred the hand bath. Another health rule was 'No person is entertained as a boarder who uses tobacco or intoxicating drink.'

"The great and near-great partook of health meals. A patron describes the table as 'bountifully furnished with Nature's luxuries, so cooked as to retain their natural excellences instead of being saturated with that repulsive extract from hog's meat called lard, or mingled with pepper and spice enough to burn its way through the stomach.'

"Altruism, not money profit, was the incentive for these health restaurateurs. Obstacles were great and only the urge to create a better humanity made them surmountable. (To be continued)." Address: Dr., Rochester, New York.

1363. Lindlahr, Victor H. 1940. You are what you eat. New York, NY: Natural Nutrition Society. 128 p. Sept. No index. 27 cm.
• ***Summary:*** Victor H. Lindlahr is the son of Dr. Henry Lindlahr, founder and head of the Lindlahr Sanitarium in Chicago, Illinois. Dr. Henry Lindlahr, "who first uttered the phrase, 'You are what you eat.'... and was one of a handful of pioneers who alone thought or knew much about diet in its relation to the prevention and cure of illness."

This book contains a wealth of interesting information on the history of nutrition. During 25 year "tenure of the Lindlahr Sanitarium, we used diet with excellent results in the treatment of more than 50,000 patients." In 1929 Victor shifted from sanitarium work to radio broadcasting. A major goal is to eat a balanced vegetarian diet. On page 43 are the "Ten Commandments of eating."

Contents of Part II: Vitamin tables. Vegetables and fruits highest in vitamins. Caloric value of vegetables and fruits. Mineral tables. Vegetables and fruits highest in minerals. Food classes. Pot liquors and fruit juices. Dry yellow soybeans are listed among the best sources of vitamins B-1, and E, and the single best source of vitamin G. They are a rich source of the minerals calcium, and an excellent source of protein. Green soybeans are an excellent source of vitamins A, B-1, and G, a good source of the minerals calcium, phosphorus, iron, and a good source of protein (p. 44-50).

In Part III, the section on vegetables contains a subsection on beans (p. 81-87), which includes "Soybeans, green-shell. Health factors: "Practically a 'life' staple in Oriental countries where meat is scarce. Protein in the diet supplied by soybeans; contain all essential amino-acid constituents of animal *proteins*, and, in some instances, have twice the quantity. Soybeans used to replace all various products of the cow: meat, milk, butter, and cheese.

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"Soybean milk similar in appearance and properties to animal milk. By certain processes, some of protein may be precipitated from it, forming a gray-white curd. This protein comparable to casein (the protein of animal milk); has been commercialized in form of powder which may be used in special feeding cases.

"Soybean oil more similar to butter in Vitamin A content than any other vegetable fat. Soybean flour or meal mixed with its proper constituents not only can be made into various types of bread and confections, but is today used in invalid and infant dietetics.

"Soybeans not so well known to Americans as they justly should be. Green-shell soybeans not readily available, although their cultivation is being encouraged.

"Excellent source of Vitamin A, especially the varieties that are deepest green in color. Also excellent source of Vitamins B-1 and G. Can be relied upon as a good source of essential minerals, calcium, phosphorus and iron.

"Alkaline-ash. Should not be used on soft diets unless puréed, as high in roughage. Comparatively high in calorie content, but only 6 to 12 per cent of their carbohydrate is available to the body. Starch makes up a very small part of total carbohydrate; hence soybeans may be used occasionally by reducers. Soybean meal is used in preparing breadstuffs sufficiently reduced in starch content to be used by diabetics." Also discusses: Selection and care. Preparation. Basic method of cooking. Similar information is given under "Soybeans, dried," which are better known in the USA than green-shell soybeans.

Chapter 2, titled "Different foods do different things," contains one of the many interesting stories about the history of nutrition. "Hippocrates believed and taught that all foods served the *same purpose,* all contained a basic nourishment which he called the 'universal aliment.' Some foods, he taught, had more of the universal aliment than others, but insofar as a choice of foods was concerned, the only necessity was to eat enough foods containing the universal aliment, and all would be well.

"For almost 2300 years, physicians and laymen believed implicitly in this idea... Hippocrates' theory was accepted blindly, even by top-ranking scientists, until little more than a century ago. The few chemists who began to question it then were afraid to oppose authority and state their misgivings. Even when undeniable proof was finally presented that there was more than one kind of nourishment in foods, the great majority of physicians and scientists were unwilling to depart from the idea of Hippocrates. Those who believed that different foods have different purposes were called fools, fanatics, faddists and worse!"

As recently as 30 years ago [1910] the universal aliment idea "was so 'respectable' that 'rebels' like my father, who challenged it, felt the full weight of scientific scorn.

"The first wedge was driven in Hippocrates' theory a little over 150 years ago. In the late 1700's, a brilliant French scientists named Antoine-Laurent Lavoisier proved that the food you eat is gently burned (oxidized) in your body with the help of oxygen contained in the air you breathe into your lungs. He proved that *certain parts* of foods provide the body heat. Lavoisier, and a colleague by the name of Pierre-Simon Laplace, even developed a method by which the heat-producing value of foods could be measured.

"Later, an American by the name of Ben Thomson devised a unit of measurement for the heat which food produces in the body. This unit was called a *calorie*–the very same calorie that overweight people have been reckoning with ever since."

"Once the important role played by food in creating body heat was understood, scientific circles began to talk of a food's value only in terms of its calorie content, its heat-producing potentialities. The calorie became a tyrant; it was to rule most physicians and dietitians until the War of 1914.

"Lard and butter, with approximately 250 calories per ounce, became premium foods. Carrots, spinach, onions and other vegetables which have a low calorie content, sank to uncharted depths in scientific esteem. Sugar (approximately 120 calories per ounce) was a 'wonderful' food; ready-to-eat cereals (120 calories per ounce) became the 'finest nourishment' anyone could partake of!"

On the inside back cover is a description of many "Food & Health Guides" by the Lindlahrs. The back cover shows that in March 1941 this book was the No. 3 best seller nationwide in the category "General non-fiction."

A portrait photo on the inside front cover shows Victor Lindlahr. For the past 10 years he has been a lecturer on health and nutrition, with a radio program broadcast by stations nationwide. He is also the author of: *The Guide to Balanced Health. Natural Way to Health. Eat and Reduce. Seven Day Reducing Diet. The Lindlahr Vitamin Cookbook. How to Win and Keep Health with Foods.* Address: Editor, Journal of Living, 1819 Broadway, New York City. President, National Nutrition Society, Inc., New York.

1364. Sprague, Paul E. 1940. Edible soy flour in 1940 (Continued–Document part III). *National Farm Chemurgic Council, Chemurgic Paper* [No. 49]. 15 p. Sept. [5 ref]
• ***Summary:*** (Continued): "(d) That it is realized in their army circles that the work they have been doing in regard to utilizing soy flour is not only important for the combat forces but is an example for civilian consumption thereof in times of peace.

"(e) Part of the shortage of fats in Germany arises from the fact that there, as everywhere else, a large part of the total consumption is not due to actual essential human nutritive requirements but instead to the factors of taste and technique in preparing the foods. They point out that the utilization of fats by even distribution is as effective as much larger quantities less evenly distributed. The fat in full soy flour is perfectly distributed and hence completely effective.

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Germany has for years been the largest European consumer of soybeans."

Note: This is the earliest English-language document seen (Jan. 2019) that uses the term "full soy flour."

"I am glad to report that through the work of our Soy Flour Association our own military authorities are engaged in a critical study of these possibilities and surely soy flour products should begin to take the place to which they are entitled in army and navy dietary. Among these are in hashes, stews, in bread and baked goods and in the concentrated soups, beverages and pellets for combat or invasion rations.

"It is obvious that there is a tremendously important place for these products in connection with the feeding of starving populations or in connection with group feeding problems that result from catastrophic situations that cause a breakdown in all ordinary means of transport and require that concentrated foods be used regardless of past habits. It only remains to get this fact imbedded in the public mind.

"Present Uses and Consumption: The consumption of edible soy flour and grits in the United States has remained around 25 million pounds annually for the past few years. This is equivalent to approximately 650,000 bushels of beans per year.

"The uses which have thus far been developed on a commercial scale for edible soy flour may be described as follows:

"A. In the Confectionary Industry: Soy flour is used here as a constituent of fudge, caramel, kisses, and crunch type candies, and is used in percentages of from 3 to 10%. The reason for its use lies in the fact that it aids in better emulsification of the fats used in the manufacture of candy and tends to prevent drying out of the finished candy.

"B. Dietary Foods: The specific nutritional characteristics described previously account for the wide variety of dietary foods built on soy flour. The low starch content makes it an ideal ingredient of food for diabetics, or for those allergic to starch, or those affected with the tendency toward acidosis that results from a wheat flour or a high starch ration. Certain types of infant foods are derived from soy flour for the same reasons. Countless brands of dietary and diabetic food flours are on the market at a wide range of special prices. Those interested in the use of soy flour for this purpose can secure details, sample recipes, both from publications of the Department of Agriculture and from the manufacturers and merchandisers of these health flours and health food combinations or from the Soy Flour Association.

"C. Brewing Industry: Considerable work has been done in demonstrating the effectiveness of soy flour as a foam stabilizer in the manufacture of beer. There are various technical and commercial aspects to this and the usage for this purpose has so far been quite limited.

"D. Baking Industry: (1) In sweet goods, cakes, pie dough, doughnuts, and so forth, soy flour is being used in various percentages running from 3 to 7%. The main purpose of this use is to produce baked goods having better distribution of the shortening used and also to retain freshness for a longer time due to slowing up of the drying out process which normally occurs in all goods of this type.

"2. Macaroni, noodles, and Spaghetti. Various percentages of soy flour are being used successfully in these items and the makers are generally favorable to its use under option or labeled standards.

"3. Bread and Rolls. A great deal of work has been done in the adaptation of soy flour to bread mixtures both with wheat flour and other components. A well risen bread can be made with as much as 20% soy flour mixed with wheat flour and such bread contains 40 more protein and 15% more of the salt free minerals than are found in the white wheat bread. Such bread is also characterized by a decrease in the carbohydrates of around 17%. Since soy flour contains 12 times as much calcium as wheat flour, the amount of calcium in 20% soy flour bread is more than 50% greater than it is in the standard white bread. Some time ago the Bureau of Chemistry, Department of Agriculture, found as a result of biological experiments that a soy breed containing 25 soy flour contained proteins and water soluble vitamins adequate for normal growth and that the protein from such bread was 2 to 3 times more digestible than that from ordinary white bread. Regardless of those facts however very little soy flour is used at this time in bread except in isolated spots and that which is used is employed primarily for the purpose of the moisture retaining effect that it imparts. Three to five percent in bread apparently is sufficient to make it possible to retain freshness in a loaf for one day longer than can be obtained without the admixture of soy flour. The reasons for failure of the baking industry to use more soy flour are considered to be economic and for lack of consumer acceptance or demand.

"4. Muffins, biscuits, griddle cakes, waffles. Soy flour is capable of admixture with wheat flour or other ingredients in goods of this kind over quite a range of quantity.

"Use in Meat Packing Industry:

"A. Sausage: Soy flour has found a substantial use in the manufacture of sausage. Its legitimate function in meat sausage has been to serve as a binding agent rather than as a filling agent or as a substitute for meat or as a means of cheapening the sausage due to its ability to increase the water content thereof.

"Since much of the controversy about soy flour usage in meat products centers around sausage, I will go into this subject briefly. Most sausage is prepared using some cereal substance as a binding agent. These substances may be corn flour, wheat flour, skim milk powder or tapioca flour, potato flour, etc. All sausage however does not contain an added binder. Sausage can be made without the use of binders if good lean meats together with bull meat emulsion are used. Because of the high cost of these cuts of meat, cheaper cuts

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of meat which have good nutritional value have to be used. In those cases it is necessary that a binder be incorporated so that the ground particles will keep in good shape so that when the product is chewed it does not crumble in the mouth. Binders tend to retain the moisture within the sausage and give a nice juicy appearance. Many sausage manufacturers claim the use of a binder means a cheaper product which has frequently been true because instead of using the proper cereals or soy flour as binding agents they have been used as fillers and they have been used excessively in several cases. This has produced antagonism and objection from a section of the meat packing industry. This will be discussed later in this paper.

"The members of the Soy Flour Association are today promoting the use of soy flour for sausage on the basis of a definite policy of not recommending it as a substitute for meat but rather to recommend it as a binder for use to the extent of 3% in the sausage, the same as is allowable in respect to the use of any other cereal or binding agent.

"B. Meat Loaves or Special Labeled Loaves: Soy flour is used in fair amounts in products similar to meat loaves and is also used to a certain extent in meat loaves and canned meat products, with proper labeling. The function performed in this use is that of an excellent binder similar to its function in sausage and of course it has a definite protein value.

"Under the regulations of the Bureau of Animal Industry, soy flour is not acceptable in loaves that are called meat loaves including those designations associated with a particular kind of meat such as veal loaf or pork loaf unless the addition of soy flour is plainly and conspicuously declared on the label in connection with the name of the product. Soy Flour may be used in other than meat loaves or so-called meat loaves without any declaration. This may include loaves that are stuffed in casings and properly labeled.

"C. Frankfurters and Bologna: Soy flour is adapted for use in frankfurters and bologna in the same way and for the same reason as it is adapted for use in other meat products. In Government inspected meat packing plants no soy flour may be used in any quantity whatsoever in products designated as frankfurters or bologna. This restriction greatly reduces the amount of soy flour that could be acceptably used in these product.

"D. Stews, Soups, Hash, Chili Con Carne: Soy flour finds an acceptable use and its use is permitted by the Bureau of Animal Industry in these products, and it may be used without label declaration therein provided the products are prepared with salt" (Continued). Address: Vice President, The Glidden Co., Cleveland, Ohio.

1365. Sprague, Paul E. 1940. Edible soy flour in 1940 (Continued–Document part VI). *National Farm Chemurgic Council, Chemurgic Paper* [No. 49]. 15 p. Sept. [5 ref]
• ***Summary:*** (Continued): "Without doubt these products have a great and important future in this country. The time factor, however, by which this further consumption can be realized is less clear. The short term prospects are easier to predict. Excluding regimentation of this country for war, it seems unlikely that any sudden large increase in soy flour usage will occur until the regulatory restrictions now existing are modified. Indeed the consumption may decline. If the new analytical methods are found adequate to permit soy flour usage or if the B.A.I. should for other reasons permit soy flour to be used to the same extent as cereals are admissible in sausage (that is up to 3½%) then there could be 15,000,000 to 30,000,000 additional pounds used in the meat packing industry–more than double the existing total volume. This increase should occur rapidly and would be at the expense of other cereal binders of lesser merit now used, and probably very little, if at all, at the expense of meat. 20,000,000 additional pounds of soy products would require about one-half million bushels of beans. In addition there should be steady increases of consumption right along resulting from the growing familiarity of the public through the utilization of soy flour containing baked goods and specialty food items of various types. These increases are to be expected without any retail distribution of packaged flour for domestic utilization, but solely through the baking industry and others making specialty foods. I am advised by concerns who have recently placed certain soy specialties on the market that they are meeting with favor.

"There is no general distribution of soy flour through retail channels at present except through the limited facilities of the health food stores and there at quite high prices. Many baking establishments have wholesale supplies. This is not because processors have not tried to develop such distribution. Several efforts have been made. These were not on a national scale and were unsuccessful principally because the merchandising problem involved was not clearly understood and the public not ready to accept the product.

"The long term future for soy flour and grits is therefore bound up with those controlling but unponderable factors that can cause changes in public acceptance and in habits of eating. A report made recently to the Soy Flour Association points out that an enormous volume of consumption is inevitable and is to be achieved by deliberate planning intended to overcome the disadvantage of a new product not well known in the United States and to overcome the objections of vested positions of other proteins in recognized food standards and to change in eating customs. It is necessary, too, that correction occur in the present popular conception that soybean products are adapted entirely for industrial rather than for food uses. It is a job of first magnitude to effect a change in the eating preferences and habits of the people or a regional group. Realization of this has properly restrained the industry from rushing ahead with large promotional expenditure lest they be found lost in a bottomless pit. Obviously, the first step to bring the product

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into its own is to push the understanding of its value and its proper use in the public mind. This corresponds to education and training. It is a part of the broad objective of better nutrition for the whole population. A cogent outline of what has to be done to obtain such results may be found in current nutritional literatures (2) and (3).

"Should our army authorities include soy bearing food items in the dietary of the men in the conscription and military training camps, the results may well be far reaching and greatly hasten the day when the promotion of packaged distribution of soy flour and grits to retail channels will be commercially feasible. Attainment of this objective would not only bring into use millions of bushels of soybeans, but would mean as great a single contribution of the proper nutrition of our people as can be visualized today. The Secretary of Agriculture has recently stated that '99% of the children of the United States have a heredity good enough to enable them to become productive workers and excellent citizens provided they are given the right food, education, and opportunity. Fundamental to this is food. 50% of our population do not get enough of the protective foods to enable them to enjoy full vigor and health. A large proportion of these do not get it because they cannot afford it. It is the duty of the farmers, the business man, the government, and labor to see that these people are better fed than their parents were.'

"Again I quote: 'In the past science has conferred on those people who have availed themselves of the knowledge of infectious diseases better health and longer life. Now and in the future science promises those who will take advantage of the newer knowledge of nutrition a larger stature, greater vigor, increased longevity, and a better level of cultural attainment. This is where the future of soy flour lies, and it is bright.'

"I hope these remarks will aid in promoting the proper understanding of soy flour and grits.

Endnotes:

(1) "The Composition and Characteristics of Soybeans, Soybean Flour, and Bread" by Bailey, Capen, and LeClerc. Food Research Division, Bureau of Chemistry and Soils, U.S. Department of Agriculture, 1935.

"Soya Flour" by LeClerc and L.H. Bailey, Food Research Division, Bureau of Chemistry and Soils, U.S. Department of Agriculture, Cont. 303.

(2) (5) "Can Food Habits Be Changed?" Paul E. Howe

(3) (5) "Food Habits, Old and New." Hazel K. Stiebeling

(4) "The Potential Role of Soy Beans in the Occidental Diet." Woodruff, MacMasters and Klaas, University of Illinois. 1943.

(5) Yearbook U.S. Department of Agriculture, 1939. Address: Vice President, The Glidden Co., Cleveland, Ohio.

1366. Marx, Victor E. 1940. Re: Sample cookies received by *Bakers' Helper.* Letter to Mr. Bill Baker, The Ojai Bakery, Ojai, California, Oct. 1. 1 p. Typed, with signature on letterhead.

• ***Summary:*** "Your letter of September 22nd telling us of your latest invention and the sample cookies are at hand and have caused considerable flurry." He gave some of the cookies to the youngster next door who is "one of those unfortunates who likes cake, but still is allergic to some of the ingredients."

"We have had a photograph of the can and the cookies made and we are planning to run an article in *Bakers' Helper* about your latest work. I certainly admire your perseverance and ingenuity..."

At the top right of the letterhead: "The helpful magazine for bakers. Western Office: 530 West 6th St., Los Angeles." Address: Staff Chief & Editor, Bakers' Helper, 330 South Wells St., Chicago, Illinois. Phone: WAbash 5282.

1367. Gian-Cursio, Christopher. 1940. Antiquarian nature cure: First health restaurants (Concluded). *Health News* (*Hollywood, California*) 8(19):5. Oct. 11.

• ***Summary:*** "From the start, proprietors and patrons of health restaurants have been ridiculed by the ignorant and antagonistic. An early aggressor was the *New York Review.* An article in 1837 condemned proper eating as 'dietetic charlatanry,' stated, 'We think one of the rarest spectacles in the world must be a Graham boarding house at dinner hour. Along a table are seated some 30 lean-visaged, cadaverous disciples, eyeing each other askance, their looks lit up with a certain cannibal spirit... The gentlemen resemble busts cut in chalk or flint, the lady-boarders mummies preserved in saffron.' Modern health reformers are confronted with similar false denunciations.

"In rebuttal, a health reformer pictured an orthodox eating place of the 1830's: 'As dinner hour approaches, eager fainting gourmands gather toward the scene of operations, portly gentlemen with forms which might have shamed Falstaff, visages which should provoke the envy of a turkey-cock. Bloated apoplexy, trembling palsy, racking rheumatism, gout, delirium tremens, the thousand ministers of death, all are there selecting each his victim and goading him on to the indulgence which will render him a speedier and surer prey.'

"The pioneer health restaurants were too far ahead of their time. In less than 10 years they ceased to exist and, as far as is known, there was not another in the U.S. until the dawn of the 20th century. Today we are in the midst of a glorious revival. With splendid styling and magnificent appointments, health restaurants of 1940 are replicas of centers that helped to make the 1830's a great decade of health and medical reform." Address: Dr., Rochester, New York.

1368. Morris, Minnie A. 1940. Re: Item on Poyo Cookie in Oct. 12 issue of *Bakers' Helper.* Letter to Mr. W.C. Baker,

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Ojai Bakery, Ojai, California, Oct. 11. 2 p. Typed, with signature on letterhead.
• ***Summary:*** On page 653. Address: Assoc. Editor, Bakers' Helper, 330 South Wells St., Chicago, Illinois. Phone: WAbash 5282.

1369. *Bakers' Helper* (*Chicago, Illinois*). 1940. W.C. ("Bill") Baker making another new product. 74(919):653. Oct. 12.
• ***Summary:*** During the days of World War I, Bill Baker won an award for developing a "wheatless" bread. However that loaf "was not strictly wheatless, because at that time the idea was just to conserve wheat, not to meet any needs of people allergic to cereal. Because of his experience in handling the production of materials other than wheat Mr. Baker has in the last few years been urged by doctors to attempt the development of a truly wheat-free bread for patients with certain allergies..." While experimenting, he realizes keenly that these baked products must also taste good.

He has experimented with sesame shortening, obtained from the Galen Drug Co., a wholesaler in Berkeley, California. Soon Galen's manager visited Bill Baker to discuss Galen's development of a cooky ["cookie"] made with taro flour from Hawaii. Baker agreed to experiment and is now producing at Ojai.

The dainty "Hawaiian Poyo Cookies," each 1½ inches in diameter, are sold in 8 oz tins with an Hawaiian design of sunset, palms, and the sea in 6 colors. "They are labeled 'A cookie for a purpose,'" which those with wheat allergies or the whole family can enjoy. "The ingredients are taro flour, sesame shortening, cane sugar, cane syrup, salt, with artificial flavor. The cans are labeled 'Made by Bill Baker–Original–Ojai, California,' with the note: Manufactured and marketed under license and supervision of Galen Company, Inc., Berkeley, California, pursuant to its exclusive formula and trademark 'Poyo.'" A photo shows the tin with several Poyo Cookies on a lace doily nearby.

1370. **Product Name:** Cubbison's Soy-B-Malt (Food Beverage).
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1940 November.
New Product–Documentation: House of Better Living. 1940. Nov. p. 4. 8 oz. for $0.25. Listed under heading of "Salts" or seasonings; Taylor. 1944. Soy Cook Book. p. 201. This might be the product listed as "Soy-Malt (Plain or Chocolate), 8 oz pkg., $0.40. 1 lb pkg., $0.75" in the House of Better Living Catalog. 1938. p. 7.

1371. *House of Better Living* (*Newsletter, Los Angeles*). 1940. Zippy juicer for your health (Ad). 12(59):3. Nov.
• ***Summary:*** This handsome display ad shows an electric Zippy Juicer, round, with a stainless steel top. Juice is flowing out of a spigot on the left and an electric cord is going off to the right. "At last! Pure fresh fruit and vegetable juices in your home–made possible by a machine of splendid speed and efficiency!"

Note: The name and address of the juicer's manufacturer are not given. Text in the center column of this page states: "A silent effective machine with a 1/6 Horsepower General Electric motor, fully guaranteed for one year The Zippy sells for $49.50... Let us demonstrate it to you."

1372. Lager, Mildred. 1940. Healthful philosophy. *House of Better Living* (*Newsletter, Los Angeles*) 12(59):2. Nov.
• ***Summary:*** "Try our new soy noodle, artichoke noodles, soy noodle quick soup..." "If you cannot tolerate milk, why not try soy milk? It comes in cans and can be used as regular milk. The Madison soy milk is homogenized, thick and creamy, with lots of food value. Comes plain or chocolate flavor." A portrait photo shows Mildred Lager.

Across the bottom of the page: "We serve fruit and vegetable juices–5¢ and 10¢ a glass. Try carrot and cocoanut."

Note: With this issue, the House of Better Living has a new address (3477 West Sixth St., Los Angeles) and phone number (EXposition 8144). It is still owned and operated by Mildred Lager. Address: 3477 West Sixth St., Los Angeles, California. Phone: EXposition 8144.

1373. Lager, Mildred. 1940. New items not listed in our catalog. *House of Better Living* (*Newsletter, Los Angeles*) 12(59):4. Nov.
• ***Summary:*** Items are listed by category in 2 full-page columns. Bakery goods: Penna 100% soy cookies, pkg. 18¢ (Lemon, almond, vanilla and chocolate flavor). Soy orange drops, doz. 15¢. Bill Baker's 100% soy bean cookies, pkg. 10¢.

Breakfast foods: Soy grits, lb. 20¢.

Coffee substitutes: Brevy. Nuveco. Ficgo in bags, box 25¢. Soy Koff, regular or drip, pkg. 25¢. Kofy Sub, Dr. Jackson. Cassa Fistula Bean. Date sugar.

Figs: Black Mission. Kadota. Calimyrna.

Dulse tablets, Thompson. Cereophyl tablets or powder (powdered grass [like chlorophyll]).

Juices–unsweetened: Soy and carrot juice, 8-oz. 10¢; 16-oz. 15¢.

Kitchen equipment: Zippy juicer, $49.50. Juice-O-Mat, $3.29. Hollywood Liquifier, $24.75. Note 1. This is the earliest English-language document seen (July 2021) that uses the word "Liquifier" to refer to an electric blender, or that mentions the "Hollywood Liquifier," an early brand of electric blender, or that contains the word "Hollywood" in the name of an electric blender.

Meat substitutes: Vegelona, 10¢, 25¢ can. Yum, 10¢, 25¢, 50¢ can. Gluten steak, 17¢, 27¢ can. Note 2. This is the earliest English-language document seen (July 2021) that

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contains the term "Gluten steak."

Noodles: Pfaffman [Williamsport, Pennsylvania] soy noodles, pkg. 13¢; 2 for 25¢. Gluten noodles, pkg. 25¢. Peanut oil, unrefined.

Penna Soya Products: Toasted soy nuts, pkg. 5¢; ½-lb 20¢; 1-lb. 36¢. Tenderized soy bean, 1-lb pkg. 25¢. Rokusun soy bean, lima type, 1-lb. pkg. 25¢. Soya puffs, ½-lb. can 25¢. Soya malt, ½-lb. 23¢; 1-lb. 43¢. Soya cocoa malt, ½-lb. 23¢. Soya cocoanut, ½-lb. 23¢. Soya banana, ½-lb. 30¢. Soya milk powder, plain, 1-lb. can 25¢. Soya milk powder, sweetened, 1-lb. can 25¢. Soya roast, 15-oz. 25¢. Soya loaf, 15-oz. 25¢. Soya sauce, 4-oz. 12¢; 8-oz. 19¢; 16-oz. 35¢. Soya virgin oil, 4-oz. 15¢; 8-oz. 23¢; pint 37¢; quart 67¢; ½-gallon $1.05; gallon $1.95. Soya cookies, 100%, pkg. 18¢.

Salt: Bragg Sprinkle, can 50¢. Soy-B-Malt, Cubbison, 8-oz. 25¢.

1374. **Product Name:** Yum (Bologna-Like Canned Meatless Loaf with Tofu).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1940 November.
Ingredients: Soybeans, gluten, soy cheese [tofu], whole peanut meal, seasonings.
Wt/Vol., Packaging, Price: No. 2 can. 20 oz.
How Stored: Shelf stable.
Nutrition: Protein 19.1%, fat 11.1%, carbohydrates 11.5%, ash 2.5%, calories 221/100 gm.
New Product–Documentation: Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1940. Nov. p. 428. "Yum, a new food." "For years Madison Laboratories have been experimenting with this new food to make it very tasty and yet being ever careful not to season it to the point of limiting its appeal to those who like the very spicy foods... Compounded from wheat gluten, soy beans, nut meal and vegetable seasonings, this new food... is right on the front row of body-building protein foods." Gives two recipes: Yum meatless balls. Breaded Yum cutlet. "Free: the *Madison Health Messenger* with new health news, soy bean information, new recipes, charts, etc. Obtain from your health food store or write to: Madison Foods, Madison College, Tennessee."

Madison Health Messenger. V. 49-2. p. 5. Can be used hot or cold.

Madison Health Messenger. 1949. V. 49-3. p. 4-5. A photo shows the front of the can's label. "The convenient 14 oz. size Yum now available.

"Yum is the favorite with those that like seasoned full body meaty flavors with a zest. Here is a food that is compounded from nature's rich grains, legumes, and vegetables. It is not a by-product of scraps and cooking juices, but a scientifically constructed food that provides rich complete protein and plain good eating. Yum is economical and easy to prepare. It may be used as taken from the can, sliced as a cold cut, or braised slightly in a well oiled pan, or mixed with sauer kraut (diced), or mixed in salads (diced)."

"Yum is Flavor-Full. A Complete Protein Food. Economical."

Yum–a mild, bologna-like-flavored, meatless loaf, used hot or cold. Ingredients: soybeans, gluten, soy cheese, whole peanut meal, seasonings. 14 & 20 oz. cans."

Taylor. 1944. *The Soy Cook Book.* p. 201.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual.* 1st ed. p. 95. Yum contains 16.00% protein, 5.20% fat, and 11.26% carbohydrate. Not listed in the 1965 *Diet Manual.*

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 162. Lists the ingredients in "Yum (Madison)." The ingredients are now: Wheat protein [wheat gluten], processed soybean, peanuts, soya flour, rolled oats, soy sauce, vegetable oil, tomato puree, onions, yeast extract, salt, garlic, MSG, hydrolyzed vegetable protein, sage.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned product resembling cold cuts, made from wheat [protein] soy, and peanuts. It can also be used in salads or sandwiches. Now made by Worthington Foods.

1375. Slavick's. 1940. Twelve months to pay starting February (Ad). *Los Angeles Times.* Dec. 9. p. 7.
• ***Summary:*** This large pre-Christmas display ad features many modern electric kitchen utensils, each illustrated. "Waring Blendor. Converts fruits and vegetables into a smooth liquid. Mixes drinks, eggs, or batters. $29.75."

Note: this is the earliest document seen (July 2021) that mentions the "Waring Blendor" (which looks very similar to today's basic design) or that uses the noun "Blendor" (or "Blendors") in the trade name of an electric blender. Address: 427 W. 7th, Los Angeles.

1376. **Product Name:** Soy Gluten Wafers (42% Soya).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940.
Wt/Vol., Packaging, Price: 3.5 oz.
How Stored: Shelf stable.
New Product–Documentation: Battle Creek Food Co. Price List. 1940. 3.5 oz. 42% soy. Distributed through health food stores.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Soy Gluten Wafers, containing 42% soya (probably in the form of soy flour). Distributed through health food stores.

Taylor. 1944. Soy Cook Book. p. 200. "Savory crackers made with soy flour, low starch content." Soybean Blue Book. 1947. p. 70.

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1377. **Product Name:** Soy Kee or Soykee (100% Soybean Roasted Coffee Substitute).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940.
New Product–Documentation: Price List. 1940. 16 oz.; Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Beverages–SoyKee $0.35." Miller. 1943. Distributed through health food stores.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Soykee, made of 100% soya. Distributed through health food stores.

Taylor. 1944. Soy Cook Book. p. 200.

1378. **Product Name:** Soy Spread.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1940.
Wt/Vol., Packaging, Price: 8 oz can.
New Product–Documentation: Price List. 1940. 8 oz. can.

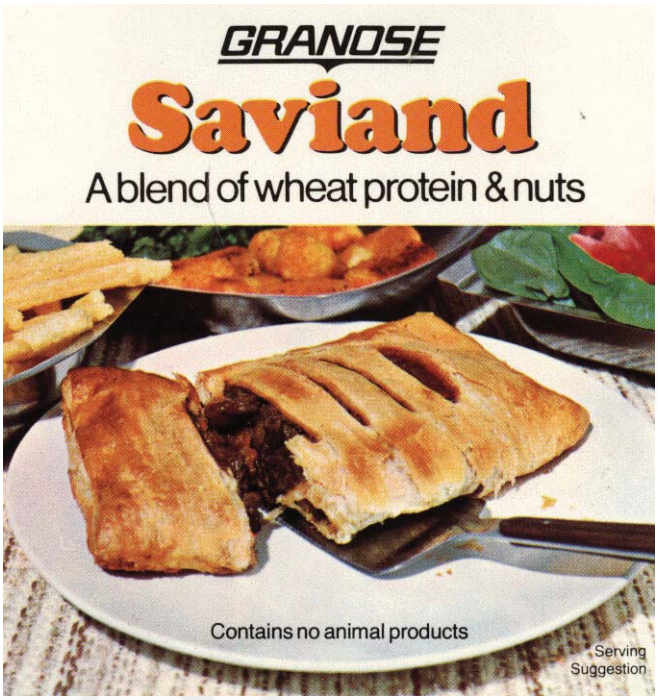
1379. **Product Name:** Granose Protose (Formerly named Nutmeat).
Manufacturer's Name: Granose Foods Ltd.
Manufacturer's Address: Stanborough Park, Watford, Herts., WD2 6JR, England.
Date of Introduction: 1940.
Ingredients: Wheat protein, cashew nuts, peanuts, wheat flour, soya flour, yeast, salt, hydrolised vegetable protein.
New Product–Documentation: Manufacturer's catalog. 1980. April.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1940. It has been discontinued.

1380. **Product Name:** Granose Saviand (A Meatless Savoury).
Manufacturer's Name: Granose Foods Ltd.
Manufacturer's Address: Stanborough Park, Watford, Herts., WD2 6JR, England.
Date of Introduction: 1940.
Ingredients: Wheat protein, cashew nuts, soya flour, yeast, salt, hydrolised vegetable protein, onion, caramel.
Wt/Vol., Packaging, Price: 284 gm (10 oz) can.
New Product–Documentation: *The British Vegetarian.* 1960. Sept/Oct. p. 249. Granose produces Saviand, containing wheat gluten, ground nuts, yeast extract, onion, and caramel.

Manufacturer's catalog. 1980. April. "A product similar to Protose but with the addition of onion flavouring."

Form filled out and Label sent by Granose Foods Ltd.



1990. June 13. States that the product, made by Granose, was introduced in 1940. Label. 1990. 8.5 by 3.75 inches. Orange, black, and yellow on white. Two color illustrations of a Savoury (like a U.S. turnover, with a crust) on a plate with a spatula underneath it. "A blend of wheat protein and nuts. Contains no animal products. Saviand is a delicious savoury which is ready to serve either cold with salads or hot in pies, hot pots, etc. Slice or dice it. Ingredients: Wheat protein, water, peanuts, soya flour, yeast, salt, hydrolysed vegetable protein, onion powder, caramel. Dietary analysis upon request." This canned product is similar to Spam or Nuttolene. It is not sold in the pastry crust.

1381. Los Angeles City. 1940. Index to register of voters: Los Angeles City Precinct No. 998. Los Angeles, California. Los Angeles, California. 1 p.
• ***Summary:*** Under the letter "L" we read: "Lager, Miss Mildred M., 1901 West 2nd St., Merchant, R" [Republican].

Note: This is the earliest document seen (Sept. 2009) that shows Mildred Lager living at 1901 West 2nd St. We do not know where she lived before moving to this address. Perhaps she lived at her House of Better Living.

1382. Bragg, Paul C. 1940. The four generation health food cook book and menus. Los Angeles, California: Published by the author. Printed by Aetna Printing Co., Los Angeles. 169 p. Illust. No index. 24 cm.
• ***Summary:*** This book is especially interesting for the genealogical information and family photos it contains. Paul Bragg is now a grandfather [with two grandchildren], apparently unmarried, with three living children: Lorraine Bragg Stoddard, Polly Bragg, and Bobby Bragg. Lorraine

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has a son named Shocky. Paul's father, also apparently no longer married [to Carrie Chappius], is called "Daddy Bragg" and "Grand-daddy" Bragg; his true name [Robert E. Bragg] is not given. A nice portrait photo shows each of the family members separately; they all look healthy and happy. The cover photo shows Paul Bragg standing by a stove wearing a chef's white top hat and white clothing, and holding up a tasting spoon. The frontispiece is a half page photo showing Paul, his father, Lorraine, and Shocky seated, side by side on a wall, facing forward, each with arms around the back of the person setting next to him or her. The text states: Each of them displays the highest type of physical perfection in normal weight, abundance of energy, vitality, and absolute freedom from sickness." They attribute this perfection to their diet, but they "are not faddists."

Contents: Part I: Four generation menus. 1. Daddy Bragg's first generation menus: Everyday menus for the 'past middle age' group, high energy diet for the youthful maturate. 2. Paul Bragg's second generation menus: The gaining diet, the reducing diet, maintaining normal weight, supreme vitality diet. 3. Lorraine's third generation menu: The modern housewife's health and beauty menu. Polly's third generation menu. Bobby's third generation menus: The athlete's menu, the camper's menu. 4. Shocky's fourth generation menus: Baby's diet, children's foundation diet.

Part II: Important principles of modern health food cookery: Introduction, food combinations–are they necessary? (no), condiments (avoid vinegar, cayenne pepper, Worcestershire sauce), cooking utensils (avoid aluminum and tin), health cocktails (made of fruit or vegetable juices), should we drink liquids at meals? (fine if you wish), how to enjoy food, milk (important for its calcium), shortenings (some are OK, as from peanut oil, sesame seed oil, soybean oil, corn oil, etc.), salt (use in moderation, or use Sprinkle), white sugar (avoid), white flour (avoid), foods to avoid (long list, starting with alcoholic beverages, soft drinks, tea, coffee, tobacco, and drugs), the adequate diet (includes a serving of soybeans once a week, and 2 tablespoons of vegetable oil, such as soybean oil, daily), the importance of supplementary feeding (vitamin and mineral supplements plus orange juice and Tava–a drink rich in vitamins).

Part III: Recipes. 1. This is the way to prepare delicious, healthful soups. Chapter 10 is about meat substitutes, and calls frequently for Bragg Meal Wafers, Bragg Broth or Bevron, Bragg Meal cereal, etc. Chapter 11, which is about meats, begins: "Meats are one of the greatest energy building foods we have when properly prepared." Recipes call for steak, chicken liver, sweetbreads, veal kidney, boiled heart, scrambled brains, stewed tripe, roast beef, meat loaf, leg of lamb, roast chicken, roast turkey, etc.

The most important principle is (p. 25): "Eat food as close to Nature as you possible can. Keep it primitive." Brown rice is the best type of rice. Molasses must not contain sulphur dioxide. Honey is the best sweetener, followed by raw sugar or brown sugar. Raw milk is preferred. Avoid foods that contain "benzoate of soda or lye" [preservatives] or any other synthetic ingredient. Unsulphured dry fruits are the best. Use natural cheese, not processed. Avoid cured meats such as ham, bacon, corned beef, salami, bologna, or frankfurters. Buy whole grain flour and cereals. Avoid vinegar and baking soda. Try to save and eat the skins of vegetables, such as potatoes, carrots, beets, tomatoes, etc.

Note: Polly Bragg married a Mr. Sorrel and on 10 Feb. 1936 gave birth to a boy, Robert Paul Sorrel, in Los Angeles. Address: P.O. Box 428, Burbank, California.

1383. Carque, Otto. 1940. Vital facts about foods: A guide to health and longevity with 200 wholesome recipes and menus and 250 complete analyses of foods. 4th ed. Glendale, California: Natural Brands, Inc. 239 p. 23 cm. Revisions and supplements by Mrs. Lillian R. Carqué. [20+* ref]

• ***Summary:*** This manual of food reform discusses the importance of a simple vegetarian diet, fresh air, pure water, exercise, and rest. Also discusses acid and alkaline foods, the treatment of disease, and food preparation. The author lived 1867-1935.

The nutritional value of soy beans is discussed briefly on pages 113, 145, 153, 162, and 174. The section titled "The Soy Bean, a Remarkable Food" (p. 176-78) describes and discusses boiled soy beans, soy bean milk, tofu, soy sauce, and soy bean sprouts; recipes for Baked soy beans, Soy bean loaf, and Soy bean bread are given. The content of this section is slightly different from that of the 1933 edition.

A table (p. 221) gives the average chemical composition of various legumes, including soy beans.

Note: This enlarged 4th edition contains 239 pages, compared with 208 pages in the first 3 editions. The type for the entire book appears to have been reset. Address: Los Angeles.

1384. Davis, Adelle. 1940. Optimum nutrition. London. 247 p. *
Address: Los Angeles, California.

1385. Mariposa. 1940. Hollywood glamour cook book. Miami, Florida: Glamour Publications. Distributed by M. Barrows & Co. xviii + 427 p. Portrait. No index. 21 x 16 cm. [3 ref]

• ***Summary:*** The author presents herself as a glamour girl, who lives in Miami, Florida. She is "Your 'Mystic Pot, with herbs and spice. I charm your meals and make them nice." "Foreword: You must have wondered how the Movie Stars keep so glamorous, vivacious, young-looking and slender, they seem more like gods and goddesses than real people. No wonder they are fairly worshipped by the Movie Fans! This book will disclose to you the beauty secrets of the Movie Stars..." The key is a healthy diet and herbs.

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Recommended foods: Whole wheat and soy bean spaghetti, La Choy Soy Sauce and La Choy Molasses Sauce, Soy bean crackers, goat's milk (not cow's milk), all seafoods, fish, poultry, rabbit, venison, lamb, frogs' legs. Foods to avoid: White bread, white flour, white sugar, white rice, spaghetti etc, made of white flour, beef, veal, pork, lard, suet, grease, sulphur dried fruits, table salt ("free running," iodized, but "bag salt" is OK), most soda fountain drinks, "pop" or any drink put up with carbonated water, gassed, dyed, or faked foods. Soy-related: "Legumes" include soy beans (p. xi). Soy honey bread (with soy bean flour and soy milk, p. 7). Soy honey rolls (p. 8). Soy corn sticks (with soy bean flour, p. 22). Soy vegetable flour sticks (p. 23). Soy waffles (p. 24). Soy [pie] crust (p. 35-36). Soy short cake (p. 52). To make soy bean milk and corn milk (from soy bean flour, p. 78-79). Soy milk and carrot juice (p. 79). Soy bean coffee (p. 83). Coffee substitutes (incl. soy, p. 85). Canapes d'amour (with soy bean bread, p. 102). To cook Soy Sea Shells or Soy Macaroni (p. 122). Soy kidney pie (p. 132). Soy macaroni or spaghetti (with soy or Savita Sauce, p. 200). Soy beans–highlights (p. 213-14). Soy baked beans (p. 214). Proteins (incl. soy, p. 386-87).

Also discusses: Garbanza pie crust (p. 36, 212). Electric vegetable juicer (p. 68). Importance of alkaline diet (p. 68-69, 238-39, 388-91). A table (p. 101), titled "Raw nut butters," lists 12 types: "Peanut, butternut, lychees, almond, pecans, pignolia nut, pistachio nut, paradise nut, cocoanut, hazelnut, beechnuts, cashew, walnut, chestnut, Brazil nut, and sesame tahini. Note: These butters are sold at the fancy grocer's or Health Food Stores." Note: This is the earliest English-language document seen (Aug. 2017) that mentions "tahini" or "sesame tahini"–a smooth paste of sesame seeds. According to *Webster's Dictionary,* the word "tahini" comes from the Turkish *tâhin* and was first used in English in about 1899.

Carrot peanut butter canape (p. 101). Mock liverwurst. Vegetarian dinner party (p. 287).

Glamour guide (p. 360-61). Planetary foods and menus (by astrological sign, p. 277-341). Tables showing the best food sources of various vitamins and minerals (p. 365-417).

In the chapter titled "Snacks and Beverages" is a recipe (p. 76-77) for a Date and goat's milk shake, which is "better than any soda treat" and which calls for use of an "electric blender." The recipe for "Orange honey nanny shake" (p. 77) states: "For a more frothy drink, whip with electric blender..." See recipe for soymilk made from soy flour. Recommends buying foods and herbs in health food stores.

In the section titled "Recognition and gratitude" (p. 392) near the end of the book, she thanks "Henry Lindlahr, M.D.," "Otto Carqué, Mausert, M.D.," and many other lesser-known people.

Talk with Chef Akasha Richmond. 2004. June 5. Akasha has been able to find out very little about the author of this book, who she thinks self-published it. Although she lives in Florida, she talks about "glamour girls" and Hollywood. Address: 1265 S.W. 11th St., Miami, Florida.

1386. Photographs of Clarke Irvine, founder, editor and publisher of *California Health News.* 1940. California.



• ***Summary:*** These three black-and-white photos were sent by Celeste Damron, Clarke Irvine's daughter. (a) Clarke in about 1910, a whole-body photo, dressed is a U.S. Navy sailor's uniform, leaning against a post. (b) Clarke in about 1940 dressed in a light suit and tie, wearing a small mustache with his hair parted in the middle.

(c) Clarke in about 1960, wearing a darker suit and tie, with his hair parted on the right, and a few gray hairs at his temples. (4) A photo of a typed letter dated May 5, 1964, to "Dear Myra." In it he attempts a brief genealogy his branch of the Irvine family (see separate record).

1387. Waring Corporation (The). 1940. Recipes to make your Waring-go-round. New York, NY: The Waring Corporation. 48 p. No index. 15 x 23 cm.

• ***Summary:*** See next page. Within its 47 pages of recipes, this booklet contains 12 early recipes for "Milk smoothees" [smoothies]–Apricot, chocolate mint, banana, marshmallow mint, peach, date, pineapple-mint, pineapple, peanut, prune, strawberry, and melon. Directions for all: "Place milk (1 cup) in the Container. Add other ingredients (e.g., 1 medium-size ripe banana). Add 1 cup of finely cracked ice to chill Smoothee. Put cover on Container. Turn on Waring and run until contents are thoroughly blended. One-half cup of ice

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cream added to any Smoothee makes a richer drink. Two marshmallows may be added instead of ice cream with favorable results. Yield: 1 pint."

Contents: Beverages. First courses. Main courses and snacks. Relishes and jellades [sic]. Hot breads. Canapes and sandwich spreads. Salads and salad dressings. Cakes and cookies. Desserts. Special diets. Cocktails and party drinks (bar section). Lubricating and operating.

On the blue and white cover is an illustration showing how the four-leaf clover cross-sectional design causes the liquid contents to be drawn into the blade at the center. Page 2 states: "The Waring Blendor is produced in two models, the standard and the de luxe. The recipes in this booklet are for both models. The de luxe has a two-speed motor. Both have glass containers. On page 48 is one-year warranty. On the back cover is the product's registered trademark, the words "Waring Blendor" in a four-leaf clover perimeter.

Note 1. This is the earliest document seen (July 2021) that uses the word smoothee (spelled that way) to refer to a smooth, thick, refreshing beverage made in an electric blender. The basic ingredients for most seem to be milk, fruit, and finely cracked ice or ice cream. In two, the fruit is replaced by chocolate or peanut butter.

Note 2. This is the earliest English-language document seen (July 2021) that uses the verb "to run" ("run until contents are thoroughly blended") in connection with an electric blender. Note that it also uses the verb "to blend." Address: 1697 Broadway, New York, NY.

1388. Waring Products. 1940. 340 recipes for the new Waring Blendor. New York, NY: Waring Products Corp. 63 p. Illust. No index. 15 x 23 cm.

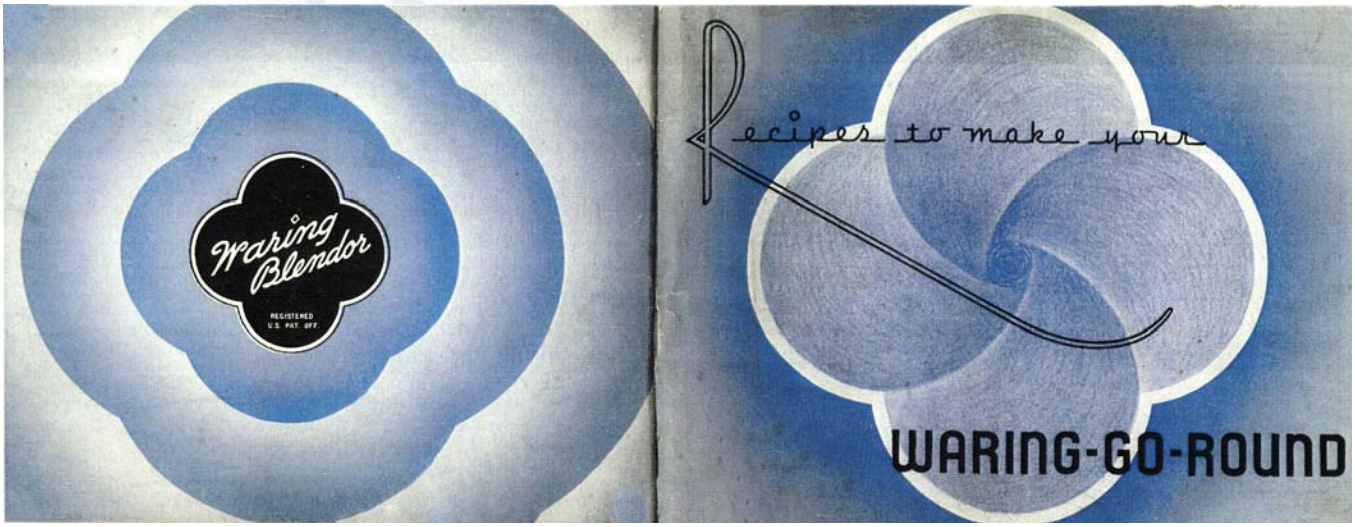
• ***Summary:*** This book is incorrectly cited using the words that appear on the cover rather than those on the title page, and using the string of copyright dates that appear at the bottom of the title page: "Copyright 1940, 1942, 1946, 1947.

The correct title for 1940 is: "Recipes to make your Waring-go-round." (48 p.).

The correct title for 1942 is: "Tested recipes: For hostess, mother, dietician. Waring Blendor." (64 p.).

This incorrect citation appeared in the *Oxford Encyclopedia of Food and Drink in America.* 2 vols. (2004), in the entry for "Blenders" (Vol. I, p. 104), by Meryl S. Rosofsky. Address: New York, NY.

1389. *Better Nutrition.* 1940--. Serial/periodical. Established by Jack Schwartz.



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• ***Summary:*** Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 53-54. This magazine is now owned by Communication Channels, Inc. (CCI, Atlanta, Georgia), which, in turn, is owned by Argus Press, a division of British Electric Traction Co. of London, England. "*Better Nutrition* was started by Jack T. Schwartz in 1940 following service in World War II. Its most recent editors have been Dr. Maurice Shefferman; Anthony Lord... and Frank Murray, the current editor."

Talk with Helen Reiser, wife of Sam Reiser of Balanced Foods. 2006. April 10. This was a consumer magazine, 8½ by 11 inches in size, which was sold in bulk to health food stores, to be given free of charge to their consumers in order to educate them and inspire them to but that store's products. Many stores had their name, address, and phone number printed in large letters in a blank rectangle near the bottom of the magazine's cover.

1390. Ellis, Grace McIlrath. 1941. The Ellises meet the Blenders–and all hands applaud. *Better Homes and Gardens* 19(6):41, 88. Feb.

• ***Summary:*** Before she started researching them, the writer had a hunch that her family would like "one of today's new 'food blenders'... one of those whipping, chopping, liquefying whizzers." How about something that "will whiz up a vegetable or fruit health drink, pulverize a lemon peel, blend nut meats into a fruit drink, zip together a velvet gravy-thickening, or crumble a dozen crackers to crumbs–and do each job in less than a minute at the flip of a switch? Then you'll delight in a 'food blender.'

"Blenders are new in the family kitchen but old hands at lunch bar and soda fountain. A blender isn't a mixer substitute." It has "a sturdy motor housed in a metal base, with a covered glass container atop. At the bottom of the container are the whirring blades that do the business."

With a blender you can "swizz in a few chives or mushrooms." It "purées soaked dried fruits for whips..." "Let your own young fry mix their own Fruit Smoothies. They'll guzzle their milk–and love it." The Ellises hope you, too, will "soon be swizzing up delectable foods." Photos show: (1) Three kids around a Knapp-Monarch Liquidizer, each drinking from a glass through a straw. The caption: "Banana Smoothie! Oh Boy! Betty and Billy Ellis and Cousin Peggy mix their own!" Ingredients: Two and one-half cups milk, 2 big *ripe* bananas (yellow peel flecked with brown) and one tablespoon sugar." (2) Mr. Ellis with the "cheese spread he's just whizzed up" in a Waring Blendor. (3) Aunt Grace just zipped up a prune puree in her Universal Mixablend.

In the section titled "Teases appetites–boosts health" (p. 88) we read: "At home they're constant tempters for lazy appetites. Let your young fry mix their own Fruit Smoothies. They'll guzzle their milk–and love it."

Note 1. This is the 2nd earliest English-language document seen (July 2021) that contains the word "smoothie" (or "smoothies"–spelled that way).

Note 2. This is the earliest English-language document seen (July 2021) that uses the verb "to purée" ("purées soaked dried fruits"), or the verb "to swizz" ("swizz in a few chives" or "swizzing up delectable foods"), or the verb "to whiz" ("will whiz up a... drink" or "just whizzed up"), or the verb to zip ("zip together a velvet gravy thickening") ("Grace just zipped up a prune puree") in connection with an electric blender.

Note 3. This is the earliest English-language document seen (July 2021) that uses the word "Liquidizer" to refer to an electric blender (it is part of a brand name). It is also the earliest English-language document seen (July 2021) that mentions the Knapp-Monarch Liquidizer.

1391. *Soybean Digest.* 1941. Classified ad: Market Street. Feb. p. 12.

• ***Summary:*** This section contains two ads. (1) "Edible soybeans–Bansei and Aoda. Purity 99.5 percent. Germination 96 percent. No samples. No sales under two-bushel lots. Write 'Soybean Johnson, 1151 Claytonia Terrace, Richmond Heights, Missouri. Shipments from farm, northwestern Ohio."

(2) "Try our delicious all-purpose flour and vacuum packed soybean health foods. Judd Mill and Cannery, Asheville, North Carolina."

1392. Frank, Milo O. 1941. Just what is health food? *Health News* (*Hollywood, California*) 9(5):5, 9. March 14.

• ***Summary:*** "Two meanings are attached to 'health foods.' The wider includes all nutriment that the body can digest with benefit. The narrower refers to *selected products of high natural value* and to *supplements* prepared for specific purposes. But in every case, a real health food, is truly beneficial.

"On the distributor rests the duty of investigating every product to make certain that it meets this definition.

"Are you aware that the sugar problem is solved? The National Sugar Refining Co. has heard our demands and agrees that we must have what we want. Health shops are busy selling *Grans,* 'raw sugar at its best.' It's wholesome with natural cane juice..."

"Some firms have won such a reputation that the very *name* is a guarantee. One of these is the Pfaffman Co., Cleveland [Ohio]. They began in 1873 and in 1914 pioneered health foods. From the start, they catered to those demanding utmost purity, served hospitals and other institutions where nutritive values are important. No one really knows how good macaroni can be unless familiar with their Soymac brand made of the highest quality durum wheat to which whole soybean flour has been added. And everybody likes their 'Kwik Soup'–even the sternest dieticians!"

"Also outstanding in the health field are the famous

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Madison products from Madison, Tennessee, delicious new soy foods and meat substitutes that accomplish more than arguing to produce enthusiastic vegetarians." Address: 2027 Hillhurst Ave., Los Angeles, California.

1393. Hain. 1941. Delicious protein dishes in Lent (Ad). *Health News* (*Hollywood, California*) 9(5):5. March 14.
• ***Summary:*** "Each of Hain's delicious nut-meats contain almost twice the protein value of meat, without being acid-forming. Any or all of these will make Lenten dishes deliciously tempting and heartily nourishing for all appetites! Hain Protone, Soytone and Nutone, together with Soy Sandwich Spread and Hain Soy Beans, are the finest foods prepared! Nearly twice the protein value of meat is contained in these excellent foods and, unlike meat, they are not acid-forming. Hain's variety of Soy and Nut Meats offers you a never-tiring combination of rich protein foods.

"Look for the Hain label at all Health Food Stores. It's your Guarantee."

1394. *Health News* (*Hollywood, California*). 1941. As Hollywood dines, so dines the nation. 9(5):4. March 14.
• ***Summary:*** "Hollywood has been the film capital for decades. Then it made first [sic] for radio broadcasts. Aviation hereabouts is now tops. It's also recognized as leader in fashions, beauty and cosmetic sensations. But today it has swept to the top again, this dizzy, 9 o'clock town, for out of it has come the latest race, the race for health, physical fitness and good looks.

"Here emanate the latest tips on raw juices, health recipes, liquefiers, juicing machines, health cocktails, books, chemical gardens, research and new products. Film stars and executives read Health News, eat raw salads, drink raw juices, and get healthier and happier."

1395. *Health News* (*Hollywood, California*). 1941. Health food industry expands: Fresh opportunities opening. 9(5):1. March 14.
• ***Summary:*** "No sickness, no dramatic recovery, but straight thinking led genial Milo Frank into this work and prepared him for his current prominence as wholesale distributor for California, Arizona, New Mexico." At Cornell University, he studied agriculture, nutrition, and chemistry. Graduating in 1915, he entered the wholesale fruit business in New York City, then ultimately came to California as his firm's western representative. In 1937 he made the decision that began his new career. He recently finished a built-to-order warehouse at 2037 Hillhurst, Los Angels. A large portrait photo shows Milo Frank.

1396. Irvine, Clarke. 1941. Did you know? *Health News* (*Hollywood, California*) 9(5):5. March 14.
• ***Summary:*** This is a composite of illustrations / cartoons and accompanying information (some serious, some silly) in a box, with a large portrait illustration of "Skipper" Clarke Irvine, the writer. For example: "Editor of *Health News* [Irvine], when regaining his health, hiked from San Diego to L.A. [Los Angeles] eating only avocadoes–a six day grueling trip of 133 miles."

1397. Irvine, Clarke. 1941. Health! With remedies and recipes, by Clarke Irvine (Ad). *Health News* (*Hollywood, California*) 9(5):9. March 14.
• ***Summary:*** "A fine book for beginners in the health life; 5th edition. 50¢ at health shops or by mail from *Health News.*" A small portrait photo shows Clarke Irvine. Address: 1702-D N. Vermont, Hollywood, California.

1398. Soroyal Brands. 1941. Profitable lifetime business (Ad). *Health News* (*Hollywood, California*) 9(5):9. March 14.
• ***Summary:*** "Financially responsible distributor wanted representing Seroyal Brands, complete line Vitamin and Mineral Foods. Appoint subagents. Excellent opportunity. Seroyal Brands. Orinda, California." Address: Orinda, California.

1399. *Soybean Digest.* 1941. Classified ad: Market Street. March. p. 12.
• ***Summary:*** This section contains two ads. (1) "Try 2-pound package delicious Soy Bean Flour and vacuum packed soy products. Judd's Health Foods, Asheville, North Carolina." (2) "Edible soybeans–Aoda variety. Purity 99.9 percent, germination 94 percent. Write for price. Frank C. Gees, Lebanon, Illinois."

1400. *Los Angeles Times.* 1941. Classified ad–Wanted, men. April 27. p. B3.
• ***Summary:*** "Salesmen to sell and demonstrate, the Hollywood Liquifier. Apply mornings, 4156 Beverly Blvd." Address: 4156 Beverly Blvd. [Los Angeles, California].

1401. Madison Foods. 1941. A family of health foods: For the whole family (Ad). *Madison Health Messenger* (*Madison, Tennessee*). Campmeeting '41. p. 6. Undated.
• ***Summary:*** A full-page ad, with the best photos seen to date of the individual packages.

Note: On pages 2 and 4 are excerpts (indicated by paragraph number) from the very important book *Counsels on Diet and Foods*, a compilation from the writings of Ellen G. White. Address: Madison College, Madison, Tennessee.

1402. Ferri, N.A. 1941. Soya oil valued above butterfat. *Health News* (*Hollywood, California*) 9(10):4. May 23.

1403. Gaines, Tom. 1941. How health shops began and spread. *Health News* (*Hollywood, California*) 9(10):5. May 23.

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• ***Summary:*** "American health food history began over 100 years ago. In the 1830's, Sylvester Graham called for diet reform. Fearless amidst ridicule and even physical attacks, he exposed the evil of depleting whole grains to manufacture lifeless white flour products that 'keep.'

"Editors leaped to action. *Journal of Health* (1829-'33), *Moral Reformer* (1835-'37), *Library of Health* (1837-'42) and other predecessors of *Health News* began the work. A second reform wave in the 1870's brought *Science of Health* and *Herald of Health.*

"First health restaurants were in Graham boarding houses, according to Dr. Christopher Gian Cursio, nature-cure historian. Strict dietetic principles prevailed there and flesh foods, tobacco and alcohol were spurned. New York City had the first (1831), Boston [Massachusetts] the second (1836, at 23 Brattle St.), Rochester, N.Y., the third (1839).

"In 1850, James Jackson, M.D., began to manufacture the first health product with its own trade name, *Granula,* from wholewheat flour. Soon after this came his grain coffee substitute, *Soma,* precursor of the many food beverages now so popular.

"First of shops resembling today's was Health Food Company, New York City, in the 1870's, which manufactured and sold direct to consumers *granulated wheat* (fine, wholegrain flour) and *wholewheat gluten,* free from starch, also *Pomarus* [*sic, Pomarius*], a sugarless fruit product made into thick jelly by evaporation.

"In those days, health magazines carried ads for wholegrain crackers, Anger's wholewheat bread, health resorts.

"Although intelligent individuals saw the harm in processing foods, condemned the depletion of common staples, and applauded the Pure Food laws of 1906, the movement did not gain force until the world war [1914-1918]. Then Alfred Watterson McCann astounded physicians by curing the scurvy-suffering seamen on the German raider *Kronprinzessin Cecilie* at Newport News, Va. [Virginia], with orange juice. This was the first dramatic vitamin victory in the U.S. McCann's books and articles attracted nationwide attention and other progressives joined the fight to save 'starving America.'

"In the early 1920's, health foods stores began to become more important. At first some resembled a sanitarium, all white, with foods hidden away mysteriously on shelves or under glass. Others operated by humanitarians without business experience, looked like grocery museums, wild confusion. Little by little, sound commercial methods were introduced. Today health foods have become an established industry. Dealers have associations, trade organizations. Trained dieticians and other counselors assist in guiding patrons. The public recognizes the need for products containing natural nutritional values in tasty and high potency concentrations.

"Other healthguards are now on sale, selected cooking utensils, shredders, juicers, cosmetics, etc. Foods include vitamin and mineral concentrates, dried fruits, juices, wholegrains, ingenious vegetarian meat substitutes, herbs, goat milk and cheese, sweets from fruit and honey, etc. Today huge vitamin purchases by the U.S. government and federal efforts to improve public eating habits forecast a new expansion for health foods."

A tiny portrait photo shows Father Kneipp, of European water-cure fame.

1404. Grand Central Public Market. 1941. Dried apricots (Ad). *Los Angeles Times.* May 30. p. A7.
• ***Summary:*** "Liquefiers–ea. $13.95. Dependable Whiz-Mix machine. Fast and sturdy. Has power and utility. Ask for demonstration.

"Jones Grain Mill. 322 S. Hill Street. Telephone MIchigan 7473." Address: Between 1st and 4th sts. [Los Angeles, California].

1405. **Product Name:** Stakelets (Vegetarian Beefsteak).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1941 May.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Los Angeles Times.* 1941. March 7. p. A6. During Lenten season enjoy: Madison Foods. Includes "Stakelets."

1406. *Health News* (*Hollywood, California*). 1941. Star makes juices (Photo caption). 9(11):9. June 6.
• ***Summary:*** This photo shows a female movie star dropping a piece of fruit into her Hollywood Liquefier (an early blender). The lower caption reads: "Lynn Bari, one of filmdom's famed ones, is a happy user of the Hollywood Liquefier which has found its way into so many homes of screen stars. They have found that liquefied foods beat any other form of 'pick-up' after a hard day's grind before the sound cameras."

1407. Hollywood Liquefier Sales. 1941. Many physicians say the Hollywood Liquefier is the master invention of the twentieth century and may well change the eating habits of the American people (Ad). *Health News* (*Hollywood, California*) 9(11):8. June 6.
• ***Summary:*** "Modern science tells us that vegetables and fruits contain essential minerals and vitamins necessary for the proper maintenance of the human system. Lack of minerals and the living vitamins lead to many conditions such as constipation and its attendant evils.

"The Hollywood Liquefier, with its tremendous speed of 25,000 R.P.M. thoroughly liquefies fruits, vegetables, meats and nuts, thereby supplying the body with all essential minerals, chemicals, vitamins and natural salts in easily

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digested and quickly assimilated form."

A small illustration shows the Liquefier [blender], with fruits and vegetables going into the top of the open glass jar. The base is tear-shaped, not round.

Note: Next to this ad is an article about Hollywood stars who use and like the Hollywood Liquefier, including Spencer Tracy, Tyrone Power, Shirley Temple, and Milton Berle. Address: 4156 Beverly Blvd., Hollywood, California. Phone: FE 2166 or 2167.

1408. Madison Foods. 1941. A treat without meat (Ad). *Nature's Path* (*New York City*). July. p. 273.
• ***Summary:*** "Steaming hot or cold, you may have delectable foods without using meat of any kind. From these five basic food [products]–Soyburger, Stake-Lets, Vigorost, Not-Meat, and Yum–dozen of tasty entrees may be served to the delight of the most fastidious guests. Duplicate your favorite meat dish... All five basic foods contain complete protein... All five of these foods are hermetically sealed in enameled cans. Prices range from 10¢ for a 5-ounce can to 50¢ for a 39-ounce can. Available at health food stores and health food departments.

"Free–new issue *Madison Health Messenger* with newest information about soy beans, recipes, etc. Copies available at health food stores." Address: Madison College, Tennessee.

1409. *New York Times.* 1941. Promotion urged for health foods: Eddy tells producers public must be educated on value of vitamin products. 'Enriched' bread is cited: Sales poor because buyers 'don't know what it's all about,' convention hears. Aug. 27. p. 33.
• ***Summary:*** The National Health Foods Association is holding its fourth annual convention at the Hotel McAlpin in New York City, before 500 manufacturers and retailers of health foods. The entire industry includes an estimated 50 manufacturers, whose plants specialize in turning out $75,000,000 a year worth of health foods, which are sold at more than 500 retail outlets.

Dr. Walter R. Eddy, Professor Emeritus of Physiological Chemistry at Columbia University, has been studying sales of a special "enriched bread," fortified with vitamins and minerals and enthusiastically sponsored by nutrition experts and doctors.

There were special exhibits of canned and fresh vegetable juices, dried fruits enriched with vitamins, dietetic candies, vitamin capsules, etc. The convention will conclude on Friday.

1410. *Oakland Tribune.* 1941. Last rites set for state pioneer: Salt industry leader succumbs in Contra Costa County. Sept. 2.
• ***Summary:*** Obituary for Ross W. Coward, who died last Friday [29 Aug.] at Concord, Contra Costa Co., California. Born in Oakland in 1875, his father was Hamilton Graham Coward. He is survived by a widow, Lucy Coward.

Note: Ross Coward was Patricia Pendleton Bragg's great-uncle on her mother Nettie's side. He was in partnership with his brother, Patricia's maternal grandfather (who, in the 1920s was referred to locally as "The West Coast Salt King"), in a solar salt reclaiming business in the Bay Area.

1411. Bragg (Paul C.). 1941. Washington! Look! Tonight at 8:00. Paul C. Bragg (Ad). *Washington Post.* Sept. 22. p. 22.
• ***Summary:*** "One of America's foremost nutritionists will tell you how little mistakes in eating can keep you from enjoying vibrant health. Learn how to eat your way to better Health. Absolutely free at 8 P.M. National Press Club Auditorium, 14th and F Sts. N.W., Washington, D.C."

1412. International Nutrition Laboratory. 1941. New items for the table: Soy products by Miller (Ad). *Soybean Digest.* Sept. p. 17.
• ***Summary:*** A 1/8 page ad. The three new soy products are: "Soy-A-Malt–A delicious wholesome soy-malted milk–a pure vegetable beverage containing all and more of the food qualities of milk."

"Canned Green Soybeans–Delicious creamed, buttered, or in soups and salads.

"Soyalac–Spray-dried Infant Food–the perfect formula for the newborn infant–especially fine for malnutrition and allergic conditions.

"Available in Health Food Stores everywhere or for further particulars regarding these Miller Soya Foods write International Nutrition Laboratory, Mount Vernon, Ohio."

Note: The meaning of the term "Canned Green Soybeans" is unclear. They were probably canned mature soybeans with green seed coats rather than canned green vegetable soybeans. Address: Mt. Vernon, Ohio.

1413. Ralphs Grocery Co. 1941. "68 years of progress." Celebrating the opening of Ralphs new store at 14049 Ventura Blvd. (corner Hazeltine) (Ad). *Los Angeles Times.* Oct. 25. p. 8.
• ***Summary:*** This full-page ad lists many products that will be on sale from Oct. 25th to 28. Part of the ad is for "Loma Linda. Ovensweet Ruskets, malted toasted whole wheat biscuit, 12-oz. pkg.–12¢. Ovensweet Kris-bits, 13-oz. pkg.–12½¢. Oven cooked wheat, 1-lb. Cello–12¢. 2-lb. Cello–20¢.

Another part is for "Cubbison's. Assorted toast, per pkg.–13¢. Vegetized wheat cookies, per pkg.–13¢. Assorted cookies, Honey macaroons, or Dunkerettes, per pkg.–8¢. Wheat soda crackers, per pkg.–9¢.

Also: "Ficgo coffee substitute. 1-lb. pkg. or Individual bags (25 to a pkg.)–each 25¢." Address: [California].

1414. *Business Week.* 1941. A point for soya: Millers cheered

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as their flour wins place in Army's new "para-ration" but price and supply problems persist. Nov. 1. p. 32, 36.
• ***Summary:*** The Army's new vest-pocket "para-ration, which contains 3,726 calories (see *Business Week*, 25 Oct. 1941, p. 24) has made the millers of soya flour happy. Exactly 975 of the calories in the compact super-diet are supplied by a new biscuit which contains soya flour, and to which the military has given the time-honored name of pemmican.

Note: Pemmican is a concentrated mixture of fat and protein used as a nutritious food. The word comes from the Cree word *pimîhkân*, which itself is derived from the word *pimî*, "fat, grease". It was invented by the native peoples of North America, by combining dried meat with berries and nuts (Source: Wikipedia, Nov. 2013).

"The soya millers, always looking for something to boost their product from the status of a health food to that of a grocery-store staple, think that this is just the recognition they have been waiting for."

Three manufacturers have been working on the biscuit: Loose-Wiles Biscuit Co., National Biscuit Co., and Miller-Parrot Co. of Terre Haute, Indiana.

The ingredients for one bakery batch are: 103 lb. wheat flour, 73 lb. whole-wheat flour, 100 lb. low-fat soya flour, 112 lb. whole eggs, 114 lb. shortening, 70 lb. fine-cut oatmeal, 32 lb. gelatine, 70 lb. dried skim milk, 24 lb. sugar, 12 lb. molasses, 3 lb. ammonium bicarbonate (used like baking soda {sodium bicarbonate} as a raising agent for flat baked goods), 3.75 lb. salt, and 9 oz. cinnamon.

In recent years, the total U.S. demand for soya flour has averaged about 25 million lb. a year. This year lend-lease for Britain is taking 3-4 million lb. every month, which is 150-200% of total previous output.

1415. Lust's Health Food Bakery. 1941. BakerLust–Sends you a hearty Christmas greeting, and a popular priced Christmas special offer (Ad). *Nature's Path* (*New York City*). Dec. p. 459.
• ***Summary:*** This ad (two-thirds page) lists various foods and their prices. Soyfoods include: ½ lb. Soynuts (Crisp-coated) $0.20. 2 pkgs. Soya cookies (a real alkaline sweet). $0.24. One 14 oz. box Soya milk powder $0.35. Address: 309-311 E. 56th St., New York, NY.

1416. Prehn's Health Food Store. 1941. Headquarters for soybean products (Ad). *Soybean Digest.* Dec. p. 12.
• ***Summary:*** "Let us supply you with Soybean Foodstuffs. Choose from such a wide variety as Dr. Miller, Dr. Fearn, Madison College, Soy Good, Battle Creek, Happy Hour, Penna Soy, Mother's Choice, Veta-Roni, Loma Linda, Bill Baker, Mrs. Hauser.

"Write for a Price List. We ship to 44 states. Why not let us ship to you... Located on the campus of the University of Illinois one block east of the Old Agriculture Building." Address: 700½ South Goodwin St., Urbana, Illinois. Phone: 6-1691.

1417. Gerlach, A.J. 1941. Re: Your valuable work and Rokusan soya nut. Letter to Mr. W.C. Baker, Ojai, California. 1 p. Typed, with signature on letterhead.
• ***Summary:*** "You are developing an interesting, intriguing and invaluable line of vital and healthful foods. Your work will never be forgotten by this age. You have made alkaline foods desirable and available for our people.

"I have been very much concerned with soya bean. The only soya that meets with my full approval now is the Rokusan soya nut. The analysis shows this one to have the highest alkaline content with the minimum of objectionable substances and the most desirable arrangement of alkaline salts according to my understanding of the subject. You know your beans... I have nothing for sale. I am after only the truth. Sometime please tryout this Manchurian Rokusan or Illini soy nut if you have not done so already. For flavor it has no equal.

"To date I have not received the sample soya puffs you wrote about some time ago."

Note: The elaborate letterhead states that the Defensive-Diet League of America, is an international organization, founded in May 1922 as "The Voice of health" and a "Professional clearing-house of dependable dietary information." The executive office is a 1409 North 27th St., Milwaukee, Wisconsin. The names of the 7 members of the executive council and 8 officers are given. Many have an M.D. degree, but there are also some chiropractic, osteopathic, and naturopathic doctors. Address: M.A., D.O., D.C., Professional Advisory Board, Defensive-Diet League of America, Route 1, Box 39, Los Gatos, California.

1418. Thayer, Gilbert. 1941. Health for 100 years: A daily guide to permanent health. Lafayette, Indiana: G. Thayer Publishing Co. 70 leaves. Portrait. 28 cm. *
Address: Lafayette, Indiana.

1419. Ojai Bakery. 1941? [Catalog and price list]. Ojai, California. 1 p. Undated. Typed on letterhead. 28 cm.
• ***Summary:*** All product names begin with the brand "Bill Baker's." (1) [Soya bean products]: Soya Bean Bread–per 1 lb. loaf 10¢. Soya Bean Pancake & Waffle Mixture–2 lb. pkg. 20¢. Soya Bean Cookies–made of 100% soya flour–1 doz. in pkg. 10¢. Soya Bean Wafers–in pkg 5½¢. Soya Bean Toast–in pkg 10¢. Soya Bean Cereal–prepared ready to eat in as oz. pkg 16¢. Soya Bean and Oatmeal Wafers–15 in pkg 5½¢. Soyapuffs–a breakfast food ready to eat in pkg 5½¢.

(2) [Lima bean products]: Lima Bean Bread–1 lb. loaf 10¢. Lima Bean Pancake & Waffle Mixture–2 lb. pkg. 20¢. Lima Bean Toast–in 6½ oz. pkg 10¢. Lima Bean Wafers–in 12 oz. pkg 20¢. Lima Bean Cookies–1 doz. in pkg. 10¢.

(3) [Other baked goods]: Poyo Cookies–made of

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Hawaiian taro flour (per case $5.40)–per can 25¢. Rice and Taro Wheatless Cookies–per can 15¢. Wheatless Pancake–Waffle–Muffin Flour–per can 15¢. Wheatless Bread–per loaf 10¢. Salt Rising Bread–per loaf 10¢. Wholewheat Salt Rising Bread–per loaf 10¢. Gluten Bread–per loaf 20¢.

Note 1. This is the last catalog seen (July 2021) of Bill Baker's specialty baked products issued during his lifetime.

Note 2. At the top center of this letterhead is a logo in the shape of a bean. Inside it is written: "Bill Baker's Soy Bean Products." Below that in large, bold letters: "The Ojai Bakery." Below that, in small italic letters: *W.C. Baker, Prop.* [Proprietor]. Then in bold: "Home of Bill Baker's Lima and Soya Bean Products." Bottom line: "Ojai, California." Address: Ojai, California.

1420. Rochford, Rebecca C. 1941? Re: Please send a list of your products. Letter to Bill Baker, Ojai, California. 1 p. Undated. Handwritten, with signature on letterhead.
• ***Summary:*** She has been unable to order his products because of the freight and distance. She asks if he has a distributor in the East. She plans to divide shipments and shipping expenses with a friend, Sarah Hauser, of Buffalo, New York. "Please include material on your new Poyo cookies." Address: Natural Food for Health, 1116 Temple Building, Rochester, New York.

1421. Bragg (Paul C.). 1942. You've got to have health to whip the Japs and Hitler (Ad). *Oakland Tribune.* Jan. 10. p. 2.
• ***Summary:*** "Not just our fighting men–all of us. We need more energy, more drive and... To be free from sickness. Let Paul C. Bragg tell you about the new, quick way to eat your way to Health. It's free. One grand evening of health. Monday, January 12th at 8 p.m. Ebell Society. 1440 Harrison Street, Oakland." A photo shows Paul Bragg dressed in a white suit and dark tie, smiling.

1422. *Chicago Daily Tribune.* 1942. Chicago draws thousands to food meetings. Jan. 25. p. A7.
• ***Summary:*** The food industry is part of the war effort. "Among the conventions and meetings to be in session to this week in Chicago with be those of the... American Health Food association."

1423. Prehn's Health Food Store. 1942. Build morale for defense: Eat soybean products (Ad). *Soybean Digest.* Jan. Inside front cover.
• ***Summary:*** A 1/8 page ad. "We have all kinds of soy foods from macaroni to chocolate clusters. Special 2 lbs. Soy Milk Powder 55¢. Write for price list." Address: 700½ S. Goodwin, Urbana, Illinois. Phone: 6-1691.

1424. Prehn's Health Food Store. 1942. Vital foods for victory: Eat soybean products (Ad). *Soybean Digest.* March. p. 2.



• ***Summary:*** "Let us help you plan unusual menus for your parties. Why not try Dr. Fearn's Soy-O Cereal 25¢. Soy-O Pancake Flour 25¢. Write for a Price List." Note: This store is located on the campus of the University of Illinois one block east of the Old Agriculture Building. Address: 700 S. Goodwin, Urbana, Illinois. Phone: 6-1691.

1425. Los Angeles Times. 1942. Important: Marion Manners, Times Home Economics Director, invites you to take advantage of an evening Red Cross canteen and nutrition course (Ad). *Los Angeles Times.* April 21. p. A6.
• ***Summary:*** "For businessmen and women. First session will be held April 23, from 5:30 to 7:30 P.M. in the Times Roof Garden Auditorium, First and Spring Streets. Classes will be held each Thursday evening at the same time for 10 weeks and will be under the direction of:

"Miss Adelle Davis, noted nutritionist. At the end of the course, Red Cross Nutrition Certificates will be given to the students who successfully complete at least 8 of 10 courses."

Note 1. The United States has not entered World War II. A follow-up article about the course, which appeared on May 1, p. B3, said that Adelle Davis and Marion Manner are co-operating in presenting the course. The article directly above this, title "Cookery classes held weekly..." told of classes taught by Marion Manners. She stresses the importance of "nutritional diet and economy in buying," and discusses Victory Gardens and "Meat Extenders."

1426. El Molino Mills. 1942. Soya flour (Ad). *Health News* (*Hollywood, California*) 10(8):10. April 30.
• ***Summary:*** "We grind wheat and corn on stone buhr mills. Soya flour. No bitter beany taste. Ask your health food store or call Cumberland 3-1055."

Note: *Merriam-Webster's Collegiate Dictionary* (1998) defines buhrstone as "a siliceous rock used for millstones." Address: 3072 W. Valley Blvd., Alhambra, California. Phone: Cumberland 3-1055.

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1427. *Health News* (*Hollywood, California*). 1942. Women voters boost soybean to win war. 10(8):1. April 30.
• ***Summary:*** Not politics but health foods are winning the attention of the New York City League of Women Voters. They have adopted the slogan "Know your soybeans" in a better nutrition drive.

"Would you eat beans for democracy?" ask league workers. From their headquarters at 151 East 50th street, they distribute soy recipes for soups, main dishes, casseroles, etc. "At Freedom Forums, they urge the use of soybeans for their morale vitamin (B-1).

"Health shops have long featured soy products in wide variety, highly favored for nutritive factors and alkaline reaction."

1428. *Health News* (*Hollywood, California*). 1942. Leading U.S. health food stores selling *Health News.* 10(8):10. April 30.
• ***Summary:*** This directory is organized alphabetically by state. Within each state, the entries are arranged alphabetically by city; for each is given the name of the store, its address and phone number. A bold dot before the city means that the store also serves health meals. The states are: Arizona (4 stores). Arkansas (1). California (66). Colorado (2). District of Columbia (1). Florida (2). Georgia (2). Hawaii (1). Illinois (10). Indiana (3). Iowa (1). Kansas (2). Michigan (10). Minnesota (2). Missouri (8). Nebraska (3) New Jersey (1). New York (18). Ohio (9). Oklahoma (1). Oregon (3). Pennsylvania (9). Texas (7). Utah (1). Washington state (11). Wisconsin (5).

Thus, the states with the most stores listed are: California (66). New York (18). Washington state (11). Michigan (10). Within California, there are 27 stores in the greater Los Angeles area (incl. Beverly Hills, Glendale, Hollywood, Huntington Park, Long Beach, Los Angeles, North Hollywood, Santa Monica, West Los Angeles), 7 in San Diego, 6 in San Francisco, and 1 in Berkeley.

Fifteen of the stores have the term "Natural Food(s)" in the store name; most of these are in California. Only one has the word "Vegetarian"–San Diego, California, Vegetarian Cafe & Bakery, 1125 6th St. Phone: Main 3159. Well-known stores include: House of Better Living, Los Angeles. Richter's Cafeteria, Los Angeles. The Food Mill in Oakland. Sexauer Natural Foods in Santa Barbara. Huni Health Products and Lust's Original Health Foods in New York City.

1429. *Health News* (*Hollywood, California*). 1942. Health foods please booming in San Diego. 10(8):11. April 30.
• ***Summary:*** Thriving shops in "Boom Town" (San Diego) include "Vegetarian Cafe, 1125 Sixth St. downtown" [Phone: Main 3159]. The shop has a fountain, cafeteria, and bakery.

1430. *Health News* (*Hollywood, California*). 1942. Health book reviews: Complete book of soy–*The Soybean Industry,* by A.A. Horvath. 10(8):7. April 30.
• ***Summary:*** "What a thrill to old timers who remember when the public knew soy only as a mysterious Chinese bean, and even the few U.S. producers thought of it merely as fodder. Here is revealed a giant young industry even now expanding to meet war needs.

"Dr. Horvath was *invited* to author this book."

"Since 1934 Dr. Horvath has been frequently quoted in *Health News* and has sent first hand fresh data to Clarke Irvine personally."

The price of this cloth [hardcover] book is $4 from the publisher.

1431. Dies, Edward J. 1942. Americanizing soy foods (Document part). In: E.J. Dies. 1942. Soybeans: Gold from the Soil. New York, NY: The Macmillan Co. 122 p. See Chap. 13, p. 90-94. April. 21 cm.
• ***Summary:*** The soybean, used as a food, got off to a bad start during World War I. In those patriotic days of food substitutes, some misguided scientist ground whole soybeans into a flour and promoted its use as a replacement for wheat flour in bread. But the flavor was terrible and the flour got a bad reputation.

Later it was realized that the key to Americanizing soy flour was to remove its strong "beany" flavor. This was first achieved by removing the hulls then processing the dehulled soybeans with heat and steam to carry off the odors and leave the mild, nutty flavor of the flour intact. By 1926 soy flour was sold as a health food flour. By 1935 it was shown to be a truly acceptable product with a variety of food uses. The amount of soy flour made in the USA increased from about 25 million pounds a year before 1940 to about 100 million pounds in 1942–and growing.

Soy flour is used in a big way by Germany in its army rations and recipes–to extend the protein of meat and bread. German "field kitchens started into the war with more than two hundred soy recipes."

The British, understanding the value of soy flour, promptly requested it from Lend-Lease. "American meat packers provided sausage for the British army containing 20 percent soy flour or grits to increase the protein content in the can and prevent the loss of fats fried away."

Makers of soy flour in the United States include: (1) Allied Mills Inc., Chicago, Illinois. (2) Archer-Daniels-Midland Company, Minneapolis, Minnesota; (3) Central Soya, Inc., Fort Wayne, Indiana. (4) The Glidden Company, Chicago, Illinois. (5) I.F. Laucks, Inc., Portsmouth, Virginia. (6) Spencer Kellogg and Sons, Inc., Decatur, Illinois. (7) A.E. Staley Manufacturing Company, Decatur, Illinois.

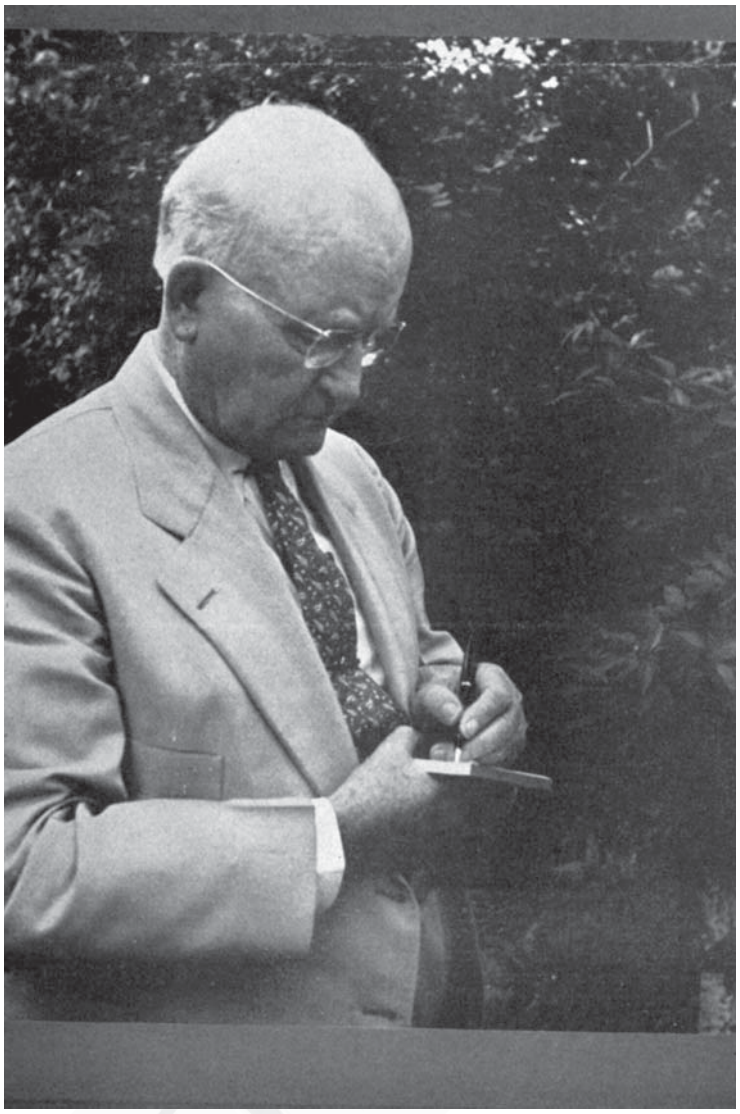
Note 1. This is the earliest English-language document seen (Sept. 2011) with the term "soy foods" in the title; it is a book chapter.

Note 2. Most of these 7 companies are soybean crushers,

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and probably therefore make defatted soy flour for food use. Address: USA.

1432. *Madison Health Messenger* (*Madison, Tennessee*). 1942. Dr. E.A. Sutherland, Health Educator. Campmeeting '42. p. 1-2.



• ***Summary:*** An excellent biography of the President of Madison College, with a large portrait photo. He was a student at Battle Creek College in Michigan, where he "earned a large portion of his school expenses by canvassing [selling Christian books door to door] during the vacation periods and by other work he could pick up. His student days were in the era of denominational controversy over health reform, and students took sides. Keen in their study of the Spirit of prophecy, Sutherland and his friend and roommate, Percy T. Magan, persuaded the college matron to give the fleshless diet advocates a vegetarian table. Thus began a many-sided career in the field of health education.

Walla Walla College was founded as a Seventh-day Adventist college in the state of Washington–a first in the northwestern United States. Edward Sutherland, still a young man and newly married, was chosen to be president of this pioneer effort. As a health reformer, he saw that students at Walla Walla College were served a fleshless [vegetarian] diet.

In 1897 he became president of Battle Creek College. He became a leader in a country life movement, which at the turn of the century resulted in the transfer of Battle Creek College to a beautiful 300-acre fruit farm on the banks of the St. Joe River; it was rechristened Emmanuel Missionary College (EMC [in Berrien Springs, Michigan]). "Here, the health principles were taught by precept and practice."

Then Madison College was founded. "At Madison, another and important step came with the purchase of what had once been the conference-operated food factory at Edgefield Junction [formerly operated by Jethro Kloss]. The wrecked structure was rebuilt on Madison College campus, where, with meager facilities but with the pioneer spirit of former years and the faith of a Joshua, Dr. E.A. Sutherland and Mother Druillard set the pace for a health food manufacturing center that today [as Madison Foods] is distributing its products in the 48 states of the Union and some places across the sea.

"Madison Foods has carried on experimental work in its laboratories, especially with that rich, Oriental legume, the soybean, that has given Madison preeminence in its use as a successor of animal flesh.

"For fifty years, Dr. Sutherland has pioneered a many-sided work of health. He has ventured often into untried fields." "In the field of health, he is recognized by many as the one who, in God's hand, is responsible for the restoration of health. Through fifty years of unremitting service, he has come forth still sturdy in health, largely because of a consistent practice of the great principles he so strongly advocated and with a buoyancy of spirit that still serves to stimulate faith in many a faltering mind. To many who know him intimately, he is a fine example of the results of wholehearted commitment to the great principles of Christian education, with all that term implies, together with a simple personal acquaintance with the Saviour that makes it possible for him to say under all circumstances, 'We know that all things work together for good to them that love God.'"

1433. *Los Angeles Times.* 1942. Women in wartime. May 4. p. A7.

• ***Summary:*** "A class in nutrition, open to the public without previous registration, will start at Ebell of Los Angeles clubhouse at 2 p.m. tomorrow [Tuesday], closing at 4. The class will continue for 10 weeks. Miss Adelle Davis is the

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instructor, supplied by the Board of Education."

Note: Adelle is becoming busy; she also teaches a Red Cross nutrition class each Thursday evening from 5:30 to 7:30.

1434. *Los Angeles Times.* 1942. Death calls Bill Baker, famed maker of cakes: Ojai man hailed for development of health foods and artistic offerings to presidents. May 24. p. A3.

• ***Summary:*** "Ojai, May 23.–William C. (Bill) Baker, 69, of Ojai, internationally famous as an artistic pastry cook, died today in Foster Memorial Hospital, Ventura."

Funeral services will be at 2 p.m. Tuesday at the J.E. Barker Funeral Home in Ventura. He leaves his widow Helen, two brothers (Otto Koch of Morris Plains, New Jersey, and Christian Koch of Redondo Beach, California), and a sister (Marie Koch, of Philadelphia, Pennsylvania).

He and his Ojai bakery were known for health food products, which Baker first developed in 1925. He was the "originator of many well-known health foods, including lima-bean bread. Baker had attracted wide attention to this little valley town by baking Christmas cakes each year for three Presidents–Coolidge, Hoover, and Roosevelt." Each Christmas his huge fruit cakes were sent to the White House.

His skill as an artist and pastry chef won him employment in many fashionable hotels, including the Bellevue-Stratford in Philadelphia, the Waldorf-Astoria in New York City, the Arlington in Washington, DC, the St. Charles in New Orleans, Louisiana, and the Hotel Huntington in Pasadena, California.

In 1919 he came to Ventura "after winning first, second and sweepstakes prizes in a government-sponsored contest for the development of wheatless bread. On this project he collaborated with 64 other food experts and was Assistant Food Administrator for Southern California at the time. His wartime experiments led to development of lima-bean bread which brought him his widest fame."

His new bread made a new and good use of thousands of sacks of lima beans then being grown in Ventura county. It "quickly gained full endorsement as a health food and his business was extended to all the 48 States and Alaska and the Hawaiian Islands and many foreign countries.

"But the creation of sensational cake sculptures remained his hobby until his last illness. His masterpiece was the 1000-pound cake which he baked for and donated to the Golden Gate International Exposition in 1939. It was one of the wonders of the Exposition, where millions of persons saw it in the center of the Pure Foods Building."

1435. *Los Angeles Times.* 1942. Rites arranged for Bill Baker. May 26. p. 14.

• ***Summary:*** Ventura, May 25. "Ventura County will pay its final tribute to the man who made its lima beans famous in bread form..." Bill Baker died on 23 May 1942 and will be buried at Ivy Lawn Cemetery. Known across the USA as "Bill Baker, the Ojai Baker," he brought wide fame to his vocation and his adopted home town.

He was born William C. Kick [sic, Wilhelm Koch] on 4 May 1873 in Marburg, Germany. He developed many health foods, including bread from lima beans grown in Ventura County. Each year he sent huge Christmas cakes to Presidents Coolidge, Hoover, and Roosevelt.

"His 1,000-pound fruit cake occupied a center place in the pure foods display at the San Francisco Golden Gate Exposition and he sent another huge cake to the Chicago World's Fair."

Note 1. The Golden Gate International Exposition was held in 1939-1940 on Treasure Island, San Francisco. The Century of Progress Exposition was held in 1933-1934 in Chicago.

Note 2. Bill Baker seems to have been one of the many Germans interested in natural and health foods who emigrated to the Los Angeles area in the early 1900s.

Note 3. Ventura and Ojai are both in Ventura County, just northeast of Los Angeles County. Venture is on the coast and Ojai is about 12 miles inland, near the edge of Los Padres National Forest.

1436. *Los Angeles Times.* 1942. Final tribute paid to famed baker: Rites held for man who baked presidents' cakes. May 27. p. 26.

• ***Summary:*** "Ventura, May 26. In a chapel filled with flowers sent from many parts of the United States, funeral services were conducted this afternoon for William C. (Bill) Baker, whose Christmas cakes were welcome annual gifts for three Presidents." Mr. Baker, who died Saturday, was also known throughout the country for the development of healthy foods.

The simple Episcopalian service was read by Dean S.R. Hammond, followed by burial at the near-by Ivy Lawn Cemetery. The chapel of the J.E. Barker Funeral Home was filled and overflowing. Friends came from several places: (1) The Lake Sherwood area, where Baker often spent his vacations among prominent Southern Californians. (2) Ventura and Ojai, where everyone knew him as "Bill Baker, the Ojai baker."

1437. *Ojai* (*The*). 1942. County mourns passing of Ojai business figure [Bill Baker]. May 29. p. 5. Friday.

• ***Summary:*** "A large company of friends from this county [Ventura], Santa Barbara, and Los Angeles gathered at the Barker chapel in Ventura Tuesday afternoon when the Very Reverend S.R. Hammond of St. Paul's Episcopal church conducted last rites for W.C. ('Bill') Baker, long a noted figure in the baking industry in America."

"Mr. Baker was born May 4, 1873 in Marburg, Germany, and came to this country alone at the age of 16, inspired with the ideals of democracy."

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"As a child he had shown exceptional talent as a sculptor and a career as an artist was mapped out for him. Then changes in the family affairs upset all plans and when he came to the United States he made his livelihood at the baking trade. Here his exceptional ability rapidly took him to the fore. He was employed in the catering departments of some of America's finest hotels." These are listed.

He experimented with wheatless breads. "Later on request of medical men in Santa Barbara he developed a successful bread from lima beans, as an anti-acid bread and one suitable for diabetics. This product and his later experiments with soy bean bread, equally successful, spread his fame around the world and for years an unending stream of health products had gone forth from his Ojai plant..."

"As a hobby he ornamented beautiful cakes for his friends and many a Los Angeles and Ventura county wedding boasted his handiwork as the chief ornament of the reception refreshment table. Later he took to making huge cakes as Christmas gifts for U.S. presidents... He was commissioned to make cakes for fairs and festivals in many places. His most ambitious creation was the he San Francisco Golden Gate Exposition 1000-pound fruitcake" [1939].

His survivors are listed. His brother, Otto Koch, is critically ill at his home in Morris Plains, New Jersey. His sister, Sister Marie, has for many years been the Lutheran deaconess at the Lutheran hospital in Philadelphia, Pennsylvania; she came west for the funeral.

Note 1. This is the earliest document seen (July 2021) about Bill Baker in the local Ojai newspaper. Note 2. Other obituaries say that he came to this country with his parents.

1438. **Product Name:** Cubbison's Soyettes (Crackers).
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles, California.
Date of Introduction: 1942 May.
New Product–Documentation: Natural Brands. 1942. Spring Catalog. 5 lb carton for $1.10.

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 4. Soyettes (crackers) contain 30% soya; have national distribution.

1439. *Let's Live.* 1942-. Serial/periodical. Clarke Irvine, Editor and Publisher. 4657 Hollywood Blvd., Hollywood, California. Vol. 1, No. 1, 15 May 1942. Biweekly, then weekly from early 1942.
• ***Summary:*** Preceded by *Health News,* whose title from Jan. 1931 until Sept. 1937 was *California Health News. A National Journal of Better Living. Health News* changed its title to *Let's Live* on 15 May 1942. The publisher and editor remained Clarke Irvine. In Aug. 1988 *Let's Live* celebrated its 55th anniversary. Let's Live (444 North Larchmont Blvd., Los Angeles, California 90004. Phone 213-469-3901) has bound volumes from 1933.

Masthead of *Let's Live.* 1944. March. p. 2. "Published by Clarke Irvine. Since 1933 at 4657 Hollywood Boulevard, Hollywood 27, (Los Angeles), Calif., monthly on the 1st, (deadline 5th of preceding month). Subscriptions $1 a year, Canada and foreign $2. Phone NOrmandy 9017... No Copyright; any matter may be reprinted but kindly give credit. Advertising rates upon application. None accepted for drugs, liquor, tobacco."

This magazine was sold by Clarke and Alice Irvine to Godfrey Thomas in about Feb. 1949. The last issue published by the Irvines was the Feb. 1949 issue, which (along with the Jan. 1949 issue) was the half the typical height and width, and with many fewer pages. The March 1949 issue was full size and was titled *Godfrey's Let's Live*–the word "Godfrey's" remaining in the title for many years.

The Sept. 1953 masthead of Godfrey's *Let's Live:* Godfrey Thomas, publisher. Kay K. Thomas, editor. Editorial and business office, 1133 N. Vermont Ave., (Hollywood) Los Angeles 29, Calif. Phone: NOrmandy 3-2121. Published monthly on the first by Godfrey Thomas Publishing Co. Subscriptions: $2.00 per year in advance (USA); $3.50 for two years. Thomas wrote a regular editorial which contained his small portrait photo. He was tall, stately, retired, balding, and wore glasses. Godfrey Thomas was publisher from 1949 to 1958. He was succeeded by his wife, Kay. In Aug. 1961 the address was still 1133 N. Vermont Ave., (Hollywood), Los Angeles 29, California.

Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 55. *"Let's Live*, based in Los Angeles, was started in 1933 [as *California Health News*]. Mrs. W.J. Basset is publisher; Peggy MacDonald, associate publisher; John DeDominic, general manager and art director; and Keith Stepro, managing editor."

As of Nov. 2003 *Let's Live* is published by Franklin Publications in Santa Monica, California. Phone: 310-445-7504. They still have all back issues. For many years (starting on 20 April 1934), Mildred Lager wrote a column titled "Food Facts," which she later compiled into a book. Every year Clark Irvine would host a big healthy Christmas dinner at a Methodist church. Sometimes there would be a Christmas issue printed with green ink and red ads. During World War II the magazine contained fewer pages, was printed on newsprint, and with no color. By the 1960s it became less interesting as most of the ads were about protein powders and vitamins. By the 1990s it was mainly about food supplements and the implicit message was: Buy food supplements for good health and long life.

Talk with Beth Salmon. 2003. Nov. 20. They print more than a million copies of each issue. Many of these are mailed to health-minded people who have a GNC Gold Card. Address: Hollywood, Los Angeles, California.

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1440. *Bakers' Helper* (*Chicago, Illinois*). 1942. W.C. "Bill" Baker passes away. 77(962):999. June 6.
• ***Summary:*** This obituary begins: "With the passing of William C. (Bill) Baker, Ojai, California, the baking industry on the West Coast loses on of its most colorful figures. As a contributor to *Bakers' Helper* for about twenty years, his articles on Cake Decorating in Practice, which appeared regularly for many years, and other contributions added to the recognition and fame he gained throughout the country through his versatile ability. Mr. Baker passed away on Saturday, May 23, in the Foster Memorial Hospital in Ventura, where he had gone about two weeks before for treatment. Though he had been in poor health for some time he was apparently improving when he became a victim of poison oak poisoning while working in his garden."

Born in Germany, he came to this country as a youth and first worked as a pastry cook. California had no more zealous citizen than Bill Baker. During World War I he served the country in the Food Administration and in 1918 won first prize California's wheatless bread contest. His principal achievements were "probably the development of lima and soya bean bakery products."

In the mid-1920s, he moved his business and home from Ventura (where he operated 2 bakeries) to Ojai. At both places his barbecues were famous. "About two years later, September 1927, he opened a new modern shop and store designed and built in accordance with his ideals of what a retail bakery should be like. In November, 1928, he added a special shop for the production of his lima bean bread and wafers and the demand for these products grew steadily until he devoted practically all of his bakery production to them..."

"Cake decorating proved an enjoyable outlet for Mr. Baker's artistic abilities and he followed it as both hobby and specialty. At Ojai he had a special room for this work... which brought him a wide reputation... A number of his elaborately decorated cakes have represented California at local, State, and even international expositions, notably those at Chicago [Illinois] in 1933 and 1934; the latter had complete reproductions, made to scale, of twelve of the Missions."

"Mr. Baker was always thoughtful of others and in all his activities constructive as well as original." He did not compete with others in the baking industry. "This was typical of his spirit toward his fellow members of the baking industry as well as toward humanity in general and no doubt accounted for most of the popularity he gained and the many fast friends he made in all of his contacts in business and social life."

A photo shows Bill Baker.

1441. *Let's Live.* 1942. Bill Baker's passing ends unique career. June 15. p. 15.
• ***Summary:*** This good obituary begins: "Ojai, California.–This valley mourns its most famous citizen, Bill Baker, originator of the alkaline soy bread... The famous alkaline loaves, staple in health shops, credited with helping to restore health and save life, will continue to be produced by his widow and staff in the factory he built here."

"In March, 1939, The Bakers' Council of Northern California presented a scroll of honor on his half century of success in the industry, and made him a life member.

"A big, hearty, sociable man, Bill Baker overcame illness in 1935 by vigorous outdoor work on his grounds at Lake Sherwood where he was neighbor to Will Hays, Edgar Rice Burroughs and Shirley Temple.

"His alkaline loaves have the distinction of being the first bread to be flown to users by air express. (The world has lost a fine man and a very good friend.–Editor)."

A portrait photo shows Bill Baker. The caption: "His memory honored and beloved, his long job well done, Bill Baker still served humanity through his products."

1442. *Madison Survey* (*Madison, Tennessee*). 1942. For several months the Food Factory remodeling project has been under way... 34(4):52. July 8.
• ***Summary:*** "... supervised by Professor William Sandborn, head of the Industrial Arts Department. Another sixty days should conclude this work, which means that the Factory has been enlarged and in many ways brought up to date to meet growing business demands." Note: Actually, a practically new structure was built.

1443. USDA Bureau of Plant Industry. Div. of Forage Crops and Diseases. 1942. Firms manufacturing or handling soybean food products. Washington, DC. 3 p. July. Mimeographed unpublished manuscript.
• ***Summary:*** The companies are listed alphabetically by state, and within state by city. Numbered codes after each company, keyed to a list of 35 soyfood types in the back, explain which foods are made by each company. Unfortunately, it is not clear from this list which companies are manufacturers and which are "handlers" (retailers or distributors).

California: Arlington (Loma Linda Foods), Berkeley (Golden Gate Food Products Co.), Glendale (Hygenic [Hygienic?] Food Co.), Los Angeles (El Molino Mills, Mrs. Hauser's Soya Foods Co. {4617 Melrose Ave.}, Kevo Co., Klein Soup Co.), San Francisco (Radcliffe Soya Products {146 Fillmore St.}), Santa Cruz (Daglish Health Food Service). Delaware: Milton (Draper Canning Co.). Illinois: Bloomington (Funk Bros. Seed Co.), Chicago (Allied Mills, Armour & Co., Dewey Food Products Inc., Dietetic Supply House, Durkee Famous Foods, Fearn Soya Foods Co. {355 W. Ontario St.}, Glidden Co., Great China Foods Co., Griffith Laboratories {1415 W. 37th St.; handles soy flour and grits}, John F. Jelke Co., Soybean Products Co. {210 N. Carpenter St.}, Swift & Co.), Decatur (Spencer Kellogg and Sons, A.E. Staley Manufacturing Co.), Elgin (B.S.

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Pearsall Butter Co.), Urbana (Prehn's Health Food Store). Indiana: Columbia City (Oriental Show-You Co.), Decatur (Central Soya Co.), Indianapolis (Standard Margarine Co.). Iowa: Des Moines (Soy Products Co.). Maryland: Baltimore (J.H. Filbert, Inc., The Wm. Schluderberg–T.J. Kurdle Co.), Takoma Park (Hillcrest Health Products Co.). Massachusetts: Boston (Prince Macaroni Co.), Newton Centre (W.L. Cummings & Co.). Michigan: Battle Creek (Battle Creek Food Co.), Detroit (Shedd Products Co.). Minnesota: Minneapolis (Archer-Daniels-Midland Co.). Missouri: Kansas City (Harrow-Taylor Butter Co.), St. Louis (Blanton Co.). New Jersey: Vineland (George A. Mitchell). New York: Brooklyn (Agash Refining Corp., Cosmo Packing Co., Soy-Malt Co. {234-A Marion St.}), Elmhurst, Long Island (American Lecithin Co.), Glandale, Long Island (Beskor, Inc. Note: As of May 1997 there is no place named "Glandale"–or "Glendale"–on Long Island), New York City (Barrett & Eastwood, Borden Company, Enco Chemical Corporation, Franklin Mills Co., National Biscuit Co., Soya Corporation of America {Rockefeller Plaza}, Stein, Hall & Co.), Rochester (Vegetable Products Co.). North Carolina: Asheville (Judd's Health Foods), Lexington (Vitro Nu Foods Corp.). Ohio: Cincinnati (The Churngold Corp., Miami Butterine Co.), Circleville (Winoor Canning Co.), Cleveland (Barton Nut & Candy Co., Pfaffman Egg & Noodle Co.), Columbus (Capital City Products Co.), Greenville (O'Brien Milling Co.), Mount Vernon (International Nutrition Laboratory [Dr. Harry Miller]), Worthington (Special Foods, Inc.). Pennsylvania: Paoli (Great Valley Mills), Philadelphia (J.S. Ivins' Son, Inc., C.F. Simonin & Sons, Tastee Soy Foods), Williamsport (Penna Soya Products Co.). Tennessee: Madison College (Madison Foods). Wisconsin: Hortonville (Fox Valley Canning Co.), Oostburg (Oostburg Canning Co.), Owen (Owen Canning Co.).

The soy food types are: "1. Albumin or protein. 2. Beans–baked. 3. Beans–canned green. 4. Beans–roasted. 5. Breakfast foods. 6. Butter–soy. 7. Candies. 8. Chips or meats. 9. Chocolate. 10. Chocolate and other beverages. 11. Coffee substitute. 12. Crackers, wafers, cookies, puddings, etc. 13. Curd or cheese. 14. Diabetic foods. 15. Flakes. 16. Flavorings. 17. Flour. 18. Flour–prepared. 19. Grits. 20. Health foods. 21. Ice cream powder. 22. Infant foods. 23. Lecithin. 24. Macaroni products. 25. Malted products. 26. Meat-like products. 27. Milk. 28. Molasses–bean. 29. Oil. 30. Puffs. 31. Sauce. 32. Shortening. 33. Soups. 34. Soybeans. 35. Spreads–sandwich. 36. Toast."

Note: This is the earliest document seen (Dec. 2015) that mentions Griffith Laboratories. Address: Washington, DC.

1444. *J. of the American Medical Association.* 1942. Bureau of Investigation: Stipulations. Agreements between Federal Trade Commission and promoters of various products. 119(18):1522-23. Aug. 29.

• ***Summary:*** "The following items are abstracts of stipulations in which promoters of 'patent medicines,' or medical devices have agreed with the Federal Trade Commission to discontinue certain misrepresentations in their advertising. These stipulations differ from the 'Cease and Desist Orders' of the Commission in that such orders definitely direct the discontinuance of misrepresentations. The abstracts that follow are presented primarily to illustrate the effects of the provisions of the Wheeler-Lea Amendment to the Federal Trade Commission Act on the promotion of such products."

"Bragg's Grass Tablets.–This product is put out under the trade style Live Food Products Company, Burbank, California, by a Paul C. Bragg who has posed as a health specialist, food expert and some other things. Bragg represented that the preparation is rich in vitamin A, will prevent sickness, promote health and stimulate activity. In October 1941 the Federal Trade Commission accepted a stipulation from him in which he agreed that he would discontinue these misrepresentations and also cease implying in his advertising that his product has any dietary value other than as a supplemental source of vitamin A to the extent of the number of International Units that it contains."

1445. **Product Name:** Bragg Soya Shred Soup Mix.
Manufacturer's Name: Live Food Products Co.
Manufacturer's Address: 33 E. Magnolia Blvd., Burbank, California.
Date of Introduction: 1942 August.
New Product–Documentation: Catalog of Copyright Entries. Part 4. Works of Art, Etc. New Series By Library of Congress. Copyright Office.

1446. Davis, Adelle. 1942. Vitality through planned nutrition. New York, NY: The Macmillan Co. xii + 524 p. Sept. Illust. Index. 22 cm.

• ***Summary:*** This book is written for young people. Soybeans and their nutritional value are discussed throughout. "Dedicated to the high-school student who appreciates both the immediate and the future values of full health."

Of the 23 amino acids, all but 10 can be made by the body. These ten are called "essential amino acids" and must be obtained from food. Protein foods "containing all ten of the essential amino acids in generous amounts are called complete proteins, or proteins of high biologic value." "The proteins of eggs and milk have the highest value." The proteins in glandular meats (liver, kidney, etc.) rank second in value. "Proteins from nuts, soybeans, wheat, especially wheat germ, and cottonseed flour and meal are complete proteins" (p. 58-59).

"Proteins and vegetarianism. Many thousands of people in the world, particularly the Eskimos, Laplanders, and nomad tribes, eat little or no proteins from vegetable sources. Other thousands eat only vegetable proteins, because of poverty or religious scruples, such as the millions of people

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in India and China. Races which have a high animal-protein intake appear to have excellent physiques and virility and a capacity for endurance which far surpasses the energy and physiques of those eating only vegetable proteins.

"When the complete proteins of wheat, soybean, cottonseed, peanuts, and other nuts are eaten, and the diet is planned with utmost care, it is possible to supply the body with sufficient amounts of the essential amino acids. Some of the world's leading athletes have been vegetarians. If milk and eggs are generously added to an otherwise vegetarian diet, it can be made adequate in proteins though it is likely to be deficient in iron. There is no argument against a person's being a vegetarian, except that unless he is trained in nutrition, he is likely to become an unhealthy vegetarian." (p. 67, 71).

Many vegetable proteins, such as those in soybeans and other legumes, are not well digested unless heated (p. 69). Boys age 13-15 require 85 gm/day of protein, increasing to 100 gm/day for boys age 16-20. Adult women need 60 gm/day and adult men need 70 gm/day (p. 70).

Soybeans (and soy flour) are a good source of B-complex vitamins, including thiamin (p. 160), niacin (p. 186-87), pyridoxin [pyrodoxine] (incl. soybean oil; p. 193), pantothenic acid (p. 194). Since vitamins of the B complex cannot be stored in the body, "the daily diet must be carefully planned if full health is to be maintained." "Buy only wheat breads and cereals with 100 per cent whole grain marked on the labels. Use wheat-germ breads... and soybean bread whenever possible." Also blackstrap molasses and brewers' yeast. "Use soybeans, baked or in a loaf or patties, as meat substitutes... Cultivate a taste for liver, brain, kidney, heart and sweetbreads and use them more frequently than other types of meat (p. 208-09).

"Salted peanuts and roasted soybeans are ideal candy substitutes which build rather than destroy health. Both are excellent sources of vitamins of the B complex" (p. 210).

Wheat germ is the richest natural source of vitamin E, which is "also found in cottonseed oil, corn oil, sesame oil, soybean oil, and peanut oil" (p. 286-87). There are at least three forms of vitamin E, which are called the vitamin-E complex: alpha-, beta, and gamma-tocopherol. "Alpha-tocopherol is the most active and has been made in the laboratory."

Calcium: "Many Oriental races obtain their calcium principally from soybeans and soybean curds [tofu], which form a staple food."

Note: This is the earliest English-language document seen (April 2013) that uses the term "soybean curds" to refer to tofu.

Bones are used as a major source of calcium by Eskimos, Africans, and (formerly) American Indians. Adults should consume at least 750 mg/day of calcium, the amount found in 3 glasses of milk (p. 312-15). "Another vegetable which is rich in calcium is the soybean, a food all too little used in America. Soybean flour is fourteen times richer in calcium than refined wheat flour, and baked soybeans are many times richer in calcium than baked navy beans. Every person should learn to enjoy this highly nutritious food and make it an important part of his diet." (p. 319).

In Chapter 29, The functions of the blood" (p. 328-30), Davis discusses the effect of acid and alkali, but in a much different way than former health food advocates. She does not advocate alkaline foods, but shows how the body keeps its fluids near neutrality, or very slightly alkaline. "Soybeans are extremely rich in iron, of which 80 per cent reaches the blood. In a mixed diet as a whole, only about 50 per cent of the iron in foods is available" (p. 340).

Iodine is necessary to prevent goiter. "Since early times, the eating of seaweed has been known to affect goiter favorably" (p. 350). Salt (sodium chloride) is essential to good health. In very hot weather and dry air, so much can be lost through perspiration that death results. "Death due to salt deficiency occurred during the first years of work at Boulder Dam... In milder forms, a lack of salt causes heat cramps or heat stroke," which is "accompanied by nausea, dizziness, general exhaustion, and muscular cramps in the legs, back, and abdomen. Without salt, the more water drunk, the worse the condition becomes." "During very hot weather salty foods such as salted peanuts, popcorn, or soybeans, salty cheeses, or potato chips should be kept near the drinking water" (p. 367).

The section titled "Your body's requirements" (p. 386-89) lists 8 food groups or foods that are the best sources of required nutrients. These include: "7. One serving of meat, fowl, fish, eggs, or a meat substitute such as baked navy beans or soybeans,..."

"Dried fruits should be the main candy substitute... Other health-building candy substitutes are unsweetened chocolate, salted peanuts or soybeans, chocolate-covered peanuts, and cracker jack made with black molasses" (p. 400-01).

A table (p. 484-85) gives the nutritional composition of soybeans: (1) dried, cooked; (2) dried, uncooked. Address: A.B., M.S., consulting nutritionist, Los Angeles, California.

1447. *Madison Health Messenger* (*Madison, Tennessee*). 1942. Soy bean exhibit at National Health Foods Convention. 4(4):3. Undated.

• ***Summary:*** "'The World of Tomorrow in Soybeans' was the theme of the Madison Foods exhibit at the National Health Foods Convention in New York City. A picture of this very beautiful exhibit is shown at the bottom of this page.

"Many new varieties of soybeans were shown to health food dealers from all over the United States, who saw for the first time at the National Health Foods Convention a comprehensive exhibit of various soybean products. There were small black soybeans, brown soybeans, green soybeans, yellow soybeans, of various sizes, shapes, and varieties.

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There were breakfast foods ready-to-eat and cooked. Other items in the exhibit consisted of soy flour, various kinds of soy oil, soy hydrogenated shortening, soy lecithin, stock feed, poultry feed, dog and cat foods; canned soybeans plain, canned soybeans in tomato sauce, meat substitutes, soy cheese, soy milk, soy albumin, soy bread, soy muffins, soy toast, soy coffee substitute, soy macaroni, soy noodles, soy sauce, linoleum, and plastics.

The exhibit was finished in an automobile lacquer with a photographic smear of soybeans covering the entire front of the exhibit around the display of sample bottles of various soybean products on the right wing of the exhibit, and the Madison Foods products on the left wing of the exhibit, the soybean smear was finished in a sepia tone to approximate the natural color of the soybean, and the lettering on the top of the exhibit was cut-out wood, raised letters, finished in automobile lacquer. It was one of the most outstanding exhibits ever shown at a National Health Foods Convention from the standpoint of its educational value as well as its artistic layout and beautiful finish. Visitors to the exhibit were profuse in their commendatory comments of the exhibit, and E.M. Bisalski, Manager of Madison Foods, and Ulma Doyle Register, Chemist, were busy receiving visitors to the exhibit, who came from all parts of the forty-eight states to attend the National Health Foods Association Convention, Hotel McAlpin, New York City, August 26-29.

"Next year the convention will be held in Los Angeles, California, at approximately the same time."

1448. Prehn's Health Food Store. 1942. Announces the new firm of Prehn-Cochrun Health Food Store (Ad). *Soybean Digest.* Sept. p. 22.
• ***Summary:*** New store is located at 504 South Neil St., Champaign, Illinois. "The home of the University of Illinois, right in the heart of the Soybean Belt. For September we feature: 5 lbs. Superior Soy Flour 79¢ (A rich source of the anti-gray hair factor). Write for a complete price list of health foods." "We are in business for your health." Address: 504 S. Neil St., Champaign, Illinois. Phone: 5929.

1449. Levinson, A.A. 1942. Soybean products in food manufacture. *Soybean Digest.* Nov. p. 4-5, 11.
• ***Summary:*** Discusses the history of commercial soy flour in the USA. The first products, made by grinding whole soybeans, had a "highly roasted or burnt flavor... This flour had a moderately high percentage of hulls, was coarsely ground, and was quite dark in color. This flour was first purchased by the health food stores, to be mixed in with other preparations, and was also sold direct to the consumer."

Next came low-fat soy flours; attempts to sell them to the baking industry were not very successful, except for full-fat flours used in bread (at levels of 15-25%) sold in health food stores. Also discusses use of soy in sweet goods, pork sausages, canned dog food, macaroni, concentrated soups

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(for Lend-Lease),

When "canned dog foods were first put on the market they were labeled as being fit for human consumption." Soy protein products are not mentioned. Address: The Glidden Co., Soya Products Div., Chicago, Illinois.

1450. Poplawski, Stephen J. 1942. Food and beverage mixer. *U.S. Patent* 2,304,476. Dec. 8. 5 p. Application filed 24 June 1940. 6 drawings.
• ***Summary:*** Note the word "food" in the title. This is Poplawski's first real blender. It looks like a modern blender and its basic structure and function are those of a blender. But Fred Osius had patented the blender by 1938. "This invention relates to improvements in food and beverage mixers of the type wherein the food or beverage to be mixed is placed in a container having an agitator therein adapted to be driven from an electric motor housed within the base of the machine upon which the container is removably set."

"A further object of this invention is to provide a container having a glass side wall and a metal bottom which is screwed onto the lower end of the side wall." In the glass container is "preferably square in cross section and provided with a circular neck at its lower end. The neck has threads formed thereon similar to those on conventional fruit jars. In the container are "agitator blades." "A rubber gasket between the [lower] edge of the neck and the adjacent wall of the bottom insures a liquid tight connection." "Ribs in the side walls of the glass sleeve [container] cooperate with its square cross-sectional shape to improve the mixing action... A removable cover is provided. Address: Racine, Wisconsin.

1451. *SoyaScan Notes.* 1942. Stephen J. Poplawski and the invention of the electric kitchen blender (Overview). Dec. 8. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** A search for patents issued to Stephen J. Poplawski prior to 1943 shows the following (in chronological order): 1923 Dec. 27–Motor-driven mixer. U.S. Patent 1,475,197 (Gilchrist Co.)

1924 Jan. 15–Beverage mixer. U.S. Patent 1,480,914 (Arnold Electric Co.)

1924 Jan. 15–Drink mixer. U.S. Patent 1,480,915 (Arnold Electric Co.)

1924 March 17–Drink mixer. U.S. Patent 1,529,830 (Arnold Electric Co.). Russell A. Blish is lead inventor.

1928 May 15–Drink mixer. U.S. Patent 1,669,689 (Arnold Electric Co.). Russell A. Blish is lead inventor.

1930 June 17–Drink mixer. U.S. Patent 1,765,095 (Arnold Electric Co.)

1932 March 15–Fruit juice extractor. U.S. Patent 1,849,112 (Hamilton Beach Mfg. Co.).

1933 Sept. 19–Mixing cup. U.S. Patent 1,927,184.

1933 Nov. 7.–Drink mixer. U.S. Patent 1,934,445.

1935 April 16.–Drink mixer. U.S. Patent 1,997,873.

1942 Dec. 8.–Food and beverage mixer. U.S. Patent 2,304,476.

1452. Baker's (Bill) Products. 1942. Super Soya Bread: Triple rich in vitamin B-1 (Ad). *Let's Live.* Dec. 15. p. 9.
• ***Summary:*** This 4½ by 2-inch ad states: "For your war worker and family! It's easier to smile to work, school, wherever duty calls when the lunch kit includes America's original... Pure, wholesome, alkaline. Not artificially fortified. Also rice and taro cookies, taro or soybean waffle and pancake flour. At leading health food stores all over America." An illustration shows a smiling worker walking with his lunch box in one hand.

This ad also appeared in the following issues of this magazine: July 1943, p. 14 (illustration of a baseball runner reaching first base). Jan. 1944, p. 14 (illustration of a baker with top hat holding a loaf). March 1946, p. 29 (illustration of a boy, girl, and dog running together). Address: Ojai, California.

1453. El Molino Mills. 1942. Soya flour: We grind wheat and corn on stone buhr mills (Ad). *Let's Live.* Dec. 15. p. 8.
• ***Summary:*** This small (2¼ by 1½ inch) ad states: "No bitter beany taste. Ask your health food store or call CUmberland 3-1055."

This ad also appeared in the following issues of this magazine: 30 Dec. 1942 (p. 5). July 1943 (p. 7). Sept. 1945 (p. 24).

Note: Alhambra is just northeast of Los Angeles. Address: 3072 W. Valley Blvd., Alhambra, California. Phone: Cumberland 3-1055.

1454. *Let's Live.* 1942. San Diego's Health Food Center–Vegetarian cafeteria and bakery (Ad). Dec. 15. p. 8.
• ***Summary:*** This tiny (2¼ by 1-inch) ad states: "C.A. Thompson, proprietor. Free dietetic service." Address: 1125 Sixth St., San Diego, California. Phone: M. 3159.

1455. Ryt Diet. 1942. Soy: Noodles, spaghetti, macaroni, soup mix (Ad). *Let's Live.* Dec. 15. p. 8.
• ***Summary:*** This small (2¼ by 3-inch) ad states: "Smashing the price front! Now at all health food stores, 10¢. Milo O. Frank. Wholesale only." Note: We later learn that Milo Frank is a wholesale distributor, not a manufacturer. Address: 2037 Hillhurst Ave., Los Angeles, California. Phone: NOrmandy 1-8665.

1456. **Product Name:** Super Soya Bread.
Manufacturer's Name: Baker's (Bill) Products.
Manufacturer's Address: Ojai, California.
Date of Introduction: 1942 December.
New Product–Documentation: Ad in *Let's Live* magazine. 1942. Dec. 15. p. 9. "Super Soya Bread: Triple rich in vitamin B-1." "Pure, wholesome, alkaline. Not artificially fortified... At leading health food stores all over America."

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Ad in *Let's Live.* 1945. Sept. p. 7. "Everyone can keep fit and full of pep with Bill Baker's wonderful Super Soya Bread."

1457. *Nature's Path* (*New York City*). 1942. 50th anniversary [of Benedict Lust in the USA]. Dec. p. 478.
• ***Summary:*** "Fifty years ago on November 17 [1892] a young immigrant stepped ashore on the Battery in New York from a fast steamer that had brought him from Liverpool. He was not blessed with worldly riches, but determined to carve himself a career and to become worthy of his newly adopted country." His goal was to spread the teachings of Father Kneipp in the New World. "Today his magazines, his books, his Original Health Food Store (the first in this country), his school of Naturopathy, his two health resorts in Butler, New Jersey, and Tangerine, Florida, are the framework for his educational work... We wish to express our appreciation for the privilege of working for him, and pray that he may be preserved in good health for many more years." Signed: "The editorial staff and employees of Dr. Benedict Lust."

1458. Schmidt, Frances M. 1942. Edible soybeans (Ad). *Nature's Path* (*New York City*). Dec. p. 476.
• ***Summary:*** "... Are a protein food and can be substituted in your diet for meat. They are full of vitamins, minerals, and flavor. New crop, Bansei variety. 10 lbs. for $1.25, not postpaid. 30 recipes included.

Note: On the same page is an ad for "Baker Lust natural unroasted Peanut Butter" from Lust's Health Food Bakery, Inc., 309-311 E. 56th St., New York, NY. Address: Plainfield, Illinois.

1459. *Soybean Digest.* 1942. A soybean casserole: Some recipes from a new book on beans. Soybeans... and people. Dec. p. 8.
• ***Summary:*** "The following recipes are taken from *Soy Bean Recipes* [2nd ed.], a 48-page booklet by Mildred Lager of the House of Better Living, 3477 West Sixth St., Los Angeles, California, that gives more than 150 ways to use soybeans as meat, milk, cheese, or bread. The booklet is well worth the 55¢ by mail asked for it.

"Miss Lager, who has been talking soy foods over Radio Station KFAC for eight years, writes, 'At the present time [during World War II] I am teaching nutrition at the American Women's Volunteer Service and you can be sure that soybeans will be given their proper place in the diet. I am not a vegetarian, a food faddist or a soybean nut of any kind, but I do believe that the soybean belongs in our present nutritional program from the economy standpoint.'"

Contains recipes for: Omelet (with 2 cups mashed or sieved soybeans and 4 eggs). Soy fudge (with 1 cup soybean flour). Soy pie crust (with ½ cup soy flour). Soy wheat muffins (with 1 cup soy flour). Soybean casserole (#1 & 2, each with 2 cups cracked cooked soybeans). Photos show: A portrait of Mildred Lager. A soybean casserole (Courtesy Illinois State Bureau of Home Economics). Address: Los Angeles, California.

1460. U.S. Department of War. 1942. World War II draft registration card for Anthony Albert Berhalter. Washington, DC.
• ***Summary:*** This government record shows: Registration card (Men born on or after April 28, 1877 and on or before February 16, 1897).

Serial No.: 4390. Name in full (Print): Anthony Albert Berhalter. Place of residence (Print): 1423 N. Clark St., Chicago, Cook County, Illinois. Mailing address: Same.

Telephone: Del 8913. Age in years: 63. Place of birth: Ellenberg, Germany. Date of birth: October 30, 1878. Name and address of person who will always know your address: Cosmopolitan Bank (Mr. Darmsteadt). Employer's name and address: (?). Place of employment or business: Health Food Store & Bakery, 1423 N. Clark St.

I affirm that I have verified above answers and that they are true [signature]: Anthony A. Berhalter.

1461. U.S. Department of War. 1942. World War II draft registration card for Louis Sebastian Carque, son of Louis Eduard Carque and nephew of Otto Carque. Washington, DC.
• ***Summary:*** This government record shows: Serial No.: 964. Name in full (Print): Louis Sebastian Carque. Order number: 3154. Address (Print): 86 Spring Valley Ave., Hackensack, Bergen, NJ [New Jersey].

Telephone: Hack-2-3806. Age in years. Age in years: 23. Place of birth: Jersey City, New Jersey. Date of birth: Nov. 18, 1916. Country of Citizenship: U.S.A., born. Name and address of person who will always know your address: Mr. Louis Edward Carque. Relationship to that person: Father.

Address of that person: 190 Bower St., Jersey City, Hudson Co., NJ. Employer's name and address: National Coal Storage Co. Inc., 60 Hudson St., New York City, N.Y.

I affirm that I have verified above answers and that they are true [signature]: Louis Carque.

Note: No date is given for the date this card was signed. While the cards were created on April 27, 1942, they pertain to men born on or between April 27, 1877, and February 16, 1897.

1462. Bragg, Paul C. 1942. Outwitting illness. 4th ed. Burbank, California: Published by the author. 273 p. Illust. (portraits). No index. 24 cm.
• ***Summary:*** Contents: A new world ("that recognizes only physical fitness and power." The strong rule and the weak perish). The price of neglect. Constipation–The root cause of disease. Avoiding foods that cause disease (incl. alcoholic beverages, soft drinks, tea, coffee, tobacco, drugs, white flour and products, white sugar and products, etc.). Cell purification. The miracle healer–Fasting. Thermostatic skin

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control. The master accellerator–Breathing. Streamline figures through exercise. Seek the sub for life. How vitamins keep you healthy. The relation of minerals to health. Foods. The plus high "E.Q." [Energy Quota] diet (incl. vitamins, minerals, and chlorophyll). The importance of the rhythm breakfast. The adequate diet. Eating to defeat illness and premature old age. How to break bad habits (e.g., the alcohol habit). How to have a healthy head of hair. Can we discard our glasses. The care of the feet. Bathing. Prenatal feeding. Reducing. Gaining weight.

Disease. Rupture and hernia. Nervousness. Swollen ankles and abdominal swelling. Biliousness. Building blood for anemia. Diabetes. The climacteric or menopause. Prostatitis and male menopause. Cataract. Tuberculosis. Heart trouble. Gall bladder trouble. Kidney trouble. Liver trouble. Rheumatism, sciatica and neuritis. Goiter and thyroid trouble. Hardening of the arteries. Sleep and insomnia. Colitis and ulcers. Skin disease. Arthritis. High blood pressure. Low blood pressure. Sinusitis, asthma, hay fever, chronic catarrh, deafness and colds. Varicose veins, piles and hemorrhoids. Tranquility of mind.

Foods rich in iron include soybeans (p. 115). Good foods include "fresh green soy beans," "dried soy beans" (p. 120-21), and meats, fish, cheese, milk, whole grains and whole-grain products (p. 131-35). An adequate diet includes a serving of soy beans once a week (p. 147). People who are underweight should consume plenty of dried legumes; "lentils peas, Lima beans, garbanzos, and soy beans should be used" (p. 192).



Full page black-and-white photos show: (1) Portrait of Paul Bragg, smiling (frontispiece). (2) Paul Bragg in a bathing suit, lifting one barbell high over his head and another to just above his right shoulder. Address: P.O. Box 428, Burbank, California.

1463. Lager, Mildred. 1942. Soy bean recipes: 150 ways to use soy beans as meat, milk, cheese, & bread. Los Angeles, California: House of Better Living. 43 p. Index. 21 cm.



• ***Summary:*** See also next page. Contents: History of the soy bean. Food value. Analysis. Comparison with other legumes. Ash analysis. Soy beans in low starch diet. Alkaline in ash. Recipes: Green beans. Dry beans. Meat substitutes. Soy milk. Soy cheese. Soy butter [soynut butter]. Salads. Salad dressings. Soy spreads. Soy cereal. Soy macaroni, spaghetti and noodles. Soy bread and muffins. Waffles and pancakes. Cakes and cookies. Candies. Beverages. Toasted soy beans. Bean sprouts.

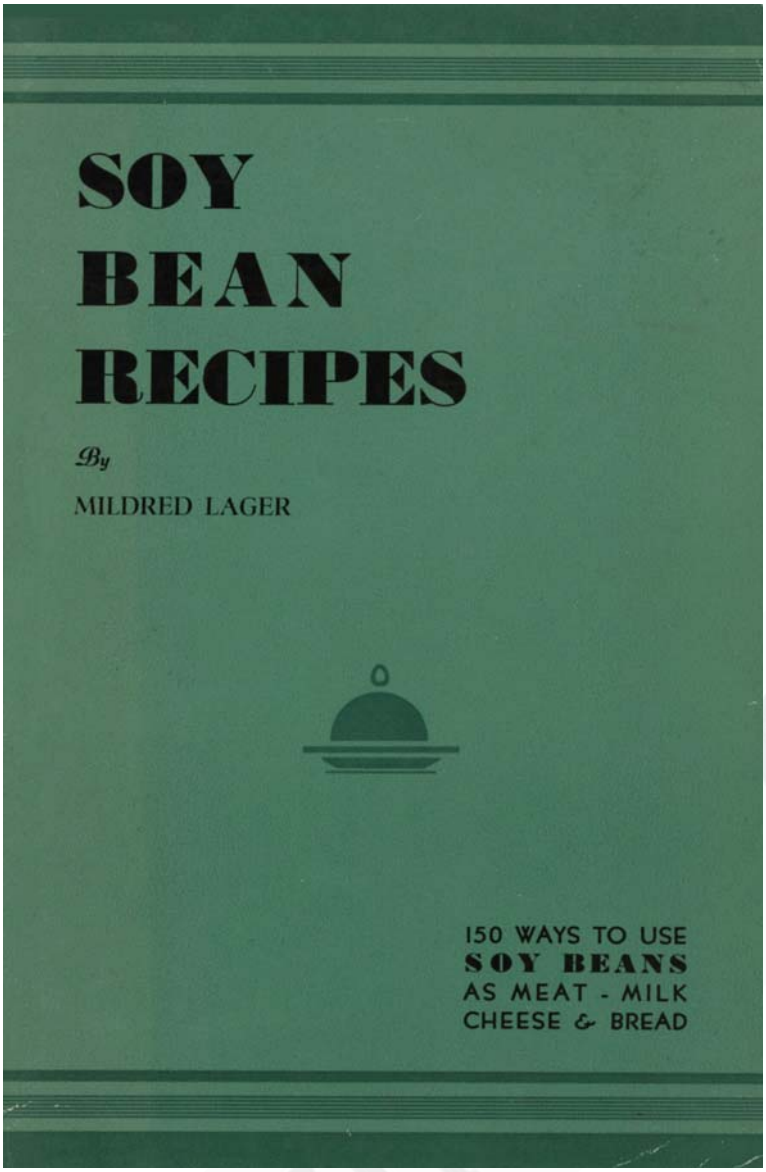
"Alkaline in ash: Soy beans have one great advantage over many proteins especially the meat proteins, in that they are alkaline in their chemical reaction or ash. This applies to the soy bean itself and to the other 100% soy bean products. The alkalinity will naturally be less in products where soy beans are mixed with acid ash foods."

A small portrait photo (p. 1) shows Ms. Lager and notes: "I want to acknowledge the aid received from Madison College, Tennessee; Loma Linda Food Company, El Molino Mills, Penna Soya Products Company, and from the many friends who gave me suggestions and recipes." Address: 3477 West 6th St., Los Angeles, California.

1464. Lager, Mildred. 1942. Soy bean recipes: 150 ways to use soy beans as meat, milk, cheese, & bread. 2nd ed. Los Angeles, California: House of Better Living. 43 p. Index. 21 cm. Reprinted in 1943.

• ***Summary:*** Contents: Soy beans and soy bean recipes. The versatile soy bean. History of the soy bean. Food value. Analyses. Comparison with other legumes. Ash analysis. Soy beans in low starch diet. Alkaline ash. Soy bean recipes: From soup to nuts. Green soy beans. Dry soy beans. Canned soy beans. Soy bean salads. Cracked soy beans. Cracked soy beans as meat substitute dishes.

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Soy milk. Cooking with soy milk. Tofu or soy bean cheese (including canned tofu or soy cheese, and recipes for soy cheese from soy milk, tofu steak, mock fish tuna, scrambled tofu, tofu in soup, fresh tofu in desserts, cocoanut tofu). Recipes for canned soy cheese or curd (10 recipes). Soy butter [soynut butter]. Recipes for soy butter. Soy spreads. Salad dressings.

Soy flour. General rule for using soy flour. Soy bread and muffins. Soy gluten recipes. Soy pancakes and waffles. Pie crusts, cakes, cookies. Puddings. Soy noodles, macaroni, spaghetti. Soy candies. Soy beverages. Soy cereals. Toasted soy beans. Soy sprouts. Index. The versatility of the soybeans (full-page diagram on inside back cover from USDA *Farmers' Bulletin* No. 1617).

A photo (p. 1) shows Ms. Lager and notes: "I want to acknowledge the aid received from Madison College, Tennessee; Loma Linda Food Company, El Molino Mills, Penna Soya Products Company, and from the many friends who gave me suggestions and recipes." Address: 3477 West 6th St., Los Angeles, California.

1465. Los Angeles City. 1942. Index to register of voters: Los Angeles City Precinct No. 998. Los Angeles, California. Los Angeles, California. 1 p.
• ***Summary:*** Under the letter "L" we read:
"Lager, Gustaf, 1901 West 2nd St., Retired, R [Republican].
"Lager, Mrs. Hilda M., 1901 West 2nd St., Housewife, R [Republican].
"Lager, Miss Mildred M., 1901 West 2nd St., Merchant, R" [Republican].

1466. Waring Corporation. 1942. Tested recipes: For hostess, mother, dietician. Waring Blendor. New York, NY: Waring Corp. 64 p. No index. 15 x 23 cm.
• ***Summary:*** On the color cover: "340 recipes for the new Waring Blendor"–plus an illustration of a Waring Blendor and 7 dishes made with it.
Within its 64 pages, this book contains the same 6 recipes and directions for "Milk smoothees" [smoothies] (p. 5) as found in the 1940 ed., except that the plum smoothee has replaced the date smoothee. However, this book contains a new section of "Recipes for children" (p. 52-63), by Mabel Stegner, Home Economist. There (p. 53) we find a page titled "Children's milk smoothies" which contains 14 recipes: Apricot, banana, cantaloup [cantaloupe], carrot. liver, peach, peanut, pineapple, Postum, prune, spinach, strawberry, tomato, and yellow turnip. The directions do not include the addition of ice or ice cream. Note that 4 of these recipes use vegetables instead of fruit, and one uses meat (liver, with chocolate malted milk to mask the flavor).

On the inside front cover is a photo of a Waring Blendor, at the beginning of a 2-page section titled "Instructions for operating your new Waring Blendor." The one-year warranty in the last page is the same. Address: 1697 Broadway, New York, NY.

1467. International Nutrition Laboratory. 1942? Soyalac: Optimal nutrition in infant feeding. Mt. Vernon, Ohio. 12 p. Each page 22 x 10 cm. Undated.
• ***Summary:*** Contents: Mothers milk simulated in Soyalac. Solves feeding problems ("While Soyalac is an ideal food for non-problem infants, it becomes tremendously important in cases of milk allergy"). Composition of Soyalac (two forms: Soyalac dry powder {22.31% protein}, and reliquified Soyalac {2.79% protein}). Preparation of baby's feedings (always add the powder to water, not water to powder). 24 hour feeding formulas. Canned liquid Soyalac. Soyalac

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hypoallergenic. Laxative correction. Supplementary feeding (starting 3rd month). Soyalac benefits mothers. Quick, nourishing for children and adults. Medical supervision. The home of Soyalac (photo of large brick building at Mt. Vernon, Ohio). You can get Soyalac ("mainly through health food stores"). Miller's high protein soya foods: 1. Soyalac All Purpose spray dried soya milk. 2. Soyalac Malt Flavor. 3. Soyalac Liquid. Soyalac Chocolate. Soyalac Infant Food–Powder (1 lb cans). Soyalac Infant Food–Liquid (20 oz cans). Miller's Cutlets. Cutletburger. Giant Green Soya Beans. Soya Beans in Tomato Sauce. Soyaspread ("Delicious sandwich filler"). Vegetable Chili Con Carne (with soya beans and wheat gluten). Vegetable Chop Suey (with soya beans and wheat gluten). Address: Mt. Vernon, Ohio.

1468. Portrait of Mildred Lager (Photograph). 1942? Undated.

• ***Summary:*** This 7 inch diameter black-and-white photo was taken by Arthur Mitchell, whose name is written in black pen in the lower right corner. Mildred looks quite young–but



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she always looked younger than her real age. Nothing is written or stamped on the back.

Note: This photo first appeared in print (as far as we know) in 1942 in Mildred's book *Soy Bean Recipes.*

Sent to Soyfoods Center in May 1981 by Dr. & Mrs. George L. Bower of Redding, California. Lois Bower was Mildred's stepdaughter.

1469. Social Security claim for Louis Carque. 1943.
• ***Summary:*** Name: Louis Carque.
Birth date: 13 April 1877.
Birth place: Federal Republic of Germany.
Claim date: 29 April 1943. Note: The claim date is probably his death date.
SSN [Social Security Number]: 146038665.
Notes: 04 Feb 1977: Name listed as Louis Carque.
Source: U.S. Social Security Applications and Claims index.

1470. *Los Angeles Times.* 1943. Obituary: Edesse Irvine. May 19. p. 18.
• ***Summary:*** Edesse was the widow of Clare B. Irvine, who died several years ago [sic, in 1928]. Clare was employed by *The Times* from 1904 to 1924 as correspondent in the Santa Monica Bay area. Mrs. Irvine, who died Monday, is survived by two children, both of Santa Monica: Clarke Irvine (a son), and Mrs. Myra LaGuardia [probably Myra C. Guardia].

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. Myra was Clarke's only sister. Her first marriage was to Mr. Guardia; they had one son, Bobby Guardia, a detective in Reno, Nevada. She may have changed this from "Guardia" to "LaGuardia." He second marriage was to Mr. "Kirk" Kirkendall.

1471. Sansum, W.D. 1943. Re: Bill Baker's statements in promotional brochures. Letter to Mrs. Helen Baker, Ojai, California, June 18. 1 p. Typed, without signature on letterhead (carbon copy).
• ***Summary:*** "Your husband's folders or advertising were never submitted to me... He made a number of statements which I am sure were not scientifically correct.

"His chemical analysis shows the soya bean products do have an alkaline ash. Whether this has any value in the treatment of any type of diseased condition remains yet to be proven.

"There is no reason to assume that it has any effect whatsoever on the stomach acidity. We have definitely proven here that the reaction of the blood cannot be changed by any type of dietary procedure. The blood is never acid. Hence, any statement about counteracting blood acidity is erroneous.

"I therefore feel that the criticisms made by the Federal Trade Commission in Washington [DC] are just. It seems to me that you can say safely say that soya bean bread and products have an alkaline ash but any claims about their use in the treatment of any body condition have not as yet been proven. My kindest regards. Very sincerely yours," Address: M.D., Chief of Staff, The Sansum Clinic, 317 West Pueblo St., Santa Barbara, California.

1472. House of Better Living. 1943. Beat the meat shortage: *150 Ways to Use Soybeans as Meat, Milk, Cheese and Bread,* by Mildred Lager (Ad). *Nature's Path* (*New York City*). June. p. 237.
• ***Summary:*** This book sells for $0.55 by mail. Address: 3477 West 6th St., Los Angeles, California.

1473. Madison Foods. 1943. Zoy-Koff: Coffee flavor without coffee after-effects (Ad). *Nature's Path* (*New York City*). June. p. 227.
• ***Summary:*** A similar ad appeared in the Feb. 1944 (p. 66) issue of this magazine. Address: Madison College, Tennessee.

1474. **Product Name:** Soya-Choc. Introduced in Jan. 1940 as Soya Choc-Malt.
Manufacturer's Name: Roberts (F.G.) Health Food Products.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1943 June.
Ingredients: Incl. water, soybeans.
Wt/Vol., Packaging, Price: Tin-plated steel can.
New Product–Documentation: Ad in *Nature's Path to Health* (*Melbourne, Australia*). 1943. May/June, p. 15. "Your best moment. When the drink is Soy-Bev or Soya-Choc. These are the nicest drinks. Freshly made from the choicest soya beans in our modern factory, St. Kilda, Melbourne. In Hygienic ½ lb. and 1 lb. Tins at all Health Centres Throughout Australia." An illustration shows a man and woman seated in chairs by their fireplace each enjoying a cup of Soy-Bev or Soya-Choc. Below this is a steaming cup of the hot beverage. This ad also appeared in the Feb/March 1946 issue (p. 25), the Aug/Sept. 1946 issue (p. 23), and the April/May 1949 issue (p. 8) of this magazine.

Note from Paul Smith of Soy Products of Australia (Pte.) Ltd. 1995. March 14. Soya-Choc = Soy Compound with added cocoa. Soya-Choc = Soya Choc-Malt of 1940. Paul thinks Soya-Choc was first introduced in about 1933 or 1934.

1475. Morehouse, P.B. 1943. Re: Bill Baker's statements in promotional brochures. Letter to Mrs. Helen Baker, Ojai, California, July 5. 1 p. Typed, without signature on letterhead (carbon copy).
• ***Summary:*** "It is requested that you please advise me whether any advertising agency prepared or participated in the preparation of the two booklets entitled '4 Reasons' and

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'What are Soya and Lima Bean Breads?'

"Also, it has not been made clear to me whether Mr. Baker operated his business as a sole proprietorship or whether you and he were partners in the enterprise, and it will be appreciated if you will advise me as to that question. Very truly yours,... Cc: William Francis Ireland."

Note: This letter was probably written on July 5, but the date is a little unclear on this carbon copy. Address: Director, Federal Fair Trade Commission [Washington, DC].

1476. Ireland, Wm. Francis. 1943. Re: Concern about letter from Federal Fair Trade Commission. Letter to Mrs. Helen Baker, Ojai Bakery, Ojai, California, July 12. 2 p. Typed, with signature on letterhead.

• ***Summary:*** "I received a copy of a letter from P.B. Morehouse of the Federal Fair Trade Commission, a copy of which is herein enclosed."

"If you have any information, whether Bill [Baker] had any advertising agency participating in the preparation of the two booklets mentioned in the 2. paragraph, please inform him directly or forward the information to me and I will send it on." He asks whether she was a partner in the business or whether Bill operated it as a sole proprietorship.

"I have been able to keep Bill out of trouble for a long time and believe you do not need to worry about the matter but please, see me before making any direct answer to Mr. Morehouse."

In a P.S. he answers Helen's inquiry about the U.S. Food and Drug Administration picking up samples in the bakery, and says it may be a routine procedure. Address: Secretary-Manager, Associated Bakers of Southern California, 325-6-7-8 Coulter Bldg., 213 South Broadway, Los Angeles, California. Phone: MUtual 5925.

1477. Holt, Jane. 1943. News of food: New products made from soy beans include a flour, cooking oil and bread. *New York Times.* July 29. p. 22.

• ***Summary:*** The soy bean has been called the "vegetable meat" because its protein is of such excellent quality.

The first food produced, named Soysage, is made by the Imperial Brands Company of Chicago. It comes in the form of a yellow flour that contains soy flour, peanut flour, cottonseed flour, wheat bran, wheat germ, dehydrated onion, and spices. A dry mix, it is designed to be used as a substitute for sausage. The New York Times kitchen developed (and printed) its own recipe for making the Soysage in place of the one on the package. It may also be used for breading cutlets, and two tablespoons can be added to a basic recipe for muffins or other quick breads, or to pancakes or waffles, to improve the nutritive value. It sells for about $0.50 a package that is said to make 35 one-ounce patties. It is sold at Lust's Health Food Store, 343 Lexington Ave., and at Kubie's Health Food Shop, 136 East 57th Street.

The 2nd product is a golden-brown loaf of bread sold under the trade name of Vita-Soya, which contains soy bean flour, and which made its debut in June at a luncheon given by Governor and Mrs. Thomas E. Dewey under the sponsorship of the New York State Emergency Food Commission. G.P. Wuest, who is both a chemist and a baker, spent about six months developing this bread, which contains about 20% soy flour. He reported that the chief difficulty lay in blending the soy flour, which is too low in gluten to provide a well-leavened loaf when used alone, with wheat flour, which has plenty of gluten. "The bread is firm, fine-grained and yellow-beige in color." Because of the high fat content of the soy flour it is said to stay fresh for at least a week. The maker claims that it contains 40% more protein that regular white bread and much less starch. It costs $0.20 a loaf and is undeniably "filling."

The 3rd item is Royal Cook, a blend of soy, corn and cottonseed oils.

1478. Paddleford, Clementine. 1943. Meet the soy! Try the new tasty products of this versatile, nutritious bean. *Los Angeles Times.* Sept. 5. p. G18.

• ***Summary:*** "This mighty little bean, the soy, is on its way to changing the food habits of the nation. The grocery store of the future will be crammed with soy foods. Soy items are moving out of the food-fad class, out of the health stores into regular grocery channels to play an important role in everyday dining."

The soybean "is a near-perfect food" which for 5,000 years has been the "staff of life" in the Orient."

"Dry soys can be made to sprout into a new 'miracle' food containing large quantities of nutritious proteins plus Vitamin C." Anyone can grow soy sprouts at home in a kitchen flower pot. They will be ready to harvest in 4 days. It's a Victory so rich in Vitamin C and protein that nutritionists at Cornell University say the sprouts can substitute for meat, fresh vegetables, and even citrus juice.

A sprout garden requires neither sunshine nor soil; sprouts need water and prefer darkness. When the "soy sprout" is 2 inches long, much of the bean itself still remains. Both the sprout and the bean are cooked and eaten together. Cook for 10-20 minutes, just long enough to remove the raw taste. They are nice sautéed or when steamed and served with a sour sauce or with chow mein.

Note: Clementine Paddleford was a very important and influential food writer, who wrote syndicated articles. She was the food editor of the *New York Herald Tribune* and *This Week* magazine. Born and raised in Kansas, she lived most of her professional life in New York City.

This article also appeared on Sept. 5 in the *Atlanta Constitution* (p. 18).

1479. Rhoades, E.L. 1943. Soybean protein as related to national nutrition and agricultural economics. *National Farm Chemurgic Council, Chemurgic Paper* No. 266. 3 p. Sept.

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29.

• ***Summary:*** Presented "at the Fourth Mid-American Chemurgic Conference, Cincinnati, Ohio, September 29, 1943.

"The national emergency, with its problems of adequate protein nutrition, has brought forth a large volume of the Hollywood type of glorification of the super-colossal miracle bean of the Orient. Its natural and unquestioned nutritional properties has made it a subject for much editorial romancing that might lead us to believe that we are going to quit using food proteins to which we are accustomed and shift the nation entirely onto the consumption of soybeans, and there has been some indication that diets in the future might be made entirely of soybeans from soup to nuts.

"The nation is undoubtedly going to continue getting its protein supply largely from meat, wheat, eggs, cheese, milk, and the other old standards in the future as we have in the past. However, there is a definite place and a definite need for soybean protein as well as soybean oil in the American diet in the future. Forsaking all flights of fancy, let us review some of the present solid, substantial indications of the future of this food item.

"The first chapter of the story of soybean food in the United States was begun in 1943, when more than 75,000,000 people in the United States consumed some small quantity of soybean protein in their various foods. What had come before in previous years was more in the nature of a prologue and preface to the story.

"This first chapter may have been a surprise or disappointment to some of the people who thought we were going to wake up some day or some month to find a large number of people living on soybean protein. There has been no such crashing climax or episode in the first chapter, and there probably will be none in the chapters that extend on into the future. The food manufacturers of the United States have quietly been adding during the past year small percentages of concentrated soybean protein in the form of soy flour or otherwise, to a large variety of foods. Their primary purpose has been to use this protein to supplement and activate the incomplete proteins, such as cereal proteins, without substantially changing the identity of the food, but merely with some improvement in palatability, flavor, and texture. It has been difficult during the past year for anyone normally purchasing doughnuts, bread, pies and other bakery products, soups, meat loaf, candy, and many other prepared foods, to avoid consuming some soybean protein to their own nutritional advantage. In this development, the tonnage so consumed has probably been vastly overestimated, while the number of people consuming this food and the nutritional benefits derived from it have probably been vastly underestimated. More people during the last year have learned to prepare dry soybeans by pressure cooking and other methods. More green vegetable types have been grown and consumed. More have been canned; more people have purchased soy flour and soy grits from grocery stores in which they are beginning to become available to the public. Substantial offerings of these products to the retail trade will be made during the months of October and November, and public consumption of these items is expected to increase substantially during the winter.

"It is a problem for either the housewife or the food manufacturer to introduce any new item into their recipes or their formulae. There is evidence that the housewives are doing this rather effectively. Great numbers of food manufacturers have been experimenting very carefully with this item, and large numbers of them are now adding it for technical improvement, as well as nutritional improvement of various products. In so doing, they are contributing much to better protein nutrition in the future.

"In addition to the technical problems of adding soy flour as a new ingredient to foods, food manufacturers have run into some difficulties in connection with official standards of the Food and Drug Administration that have not yet made adequate and proper allowance for new ideas in the improvement of foods, but find it most convenient to stick to the practices of the past without readily admitting any valuable ingredients for the improvement of foods. This, in some cases, results in suppressing improvement in food quality rather than protecting the nutritional quality of foods. Perhaps this is due, in part, to the fact that much of the food use of soybeans in this country in the past was limited to diabetic foods and other health food lines. There is showing up a tendency on the part of the Food and Drug Administration to make it difficult for food manufacturers to place this valuable protein in some foods unless enough of it is put in to please the diabetic or the food faddist, but not be acceptable to the manufacturer of foods for the general public. We have no doubt that this tendency will be corrected as nutritional information is more fully taken into account.

"Looking into the future, we see soybean protein performing three basic functions: (1) adding a nutritional protein plus to a national diet that has not always been adequate in quantity or quality of proteins: (2) providing a flexible protein supply that will insure adequate protein nutrition in any type of emergency, and (3) providing an exportable protein for the American farmer.

"Leading nutritional authorities have always recognized a lack of adequate protein nutrition either in terms of quantity or quality in large sections of the public, particularly those of lower purchasing power. Our experience with the boys in the United States armed forces is giving a spectacular demonstration of the effects of better protein nutrition. While all of the difference is not traceable to protein improvement, the fact that the protein consumption for great numbers of these boys has been practically doubled since they entered the Army brings home to the public the actual value of better protein nutrition in the future, with more protein to provide better bodies, better health, more vigor and effectiveness

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in working, and a generally happier population, without supplanting or replacing any of the proteins used in the past. The American public could well use an additional 5 grams or even 10 grams of soy protein per day to promote maximum health and vitality.

"Since a relatively small percentage of the soybean crop is all that would need be diverted from other uses to food uses, the reservoir of soybean protein in the future will stand as a flexible protection against emergencies of any type, such as our present war emergency and those that arise out of droughts, those that arise for the individual as a result of his loss of a job, or any condition of general depression when purchasing power is extremely low for many.

"In the soybean crop, the American farmer will, in the future, have an export market for protein food to help him to further diversify his farming and make for a more stable agriculture. The American farmer has not been able to export proteins for a number of years. It has been a long time since we exported beef. We have not been able to export pork to any great extent in recent years. Such products, when produced under American costs, cannot be generally purchased in normal times by the low purchasing power of world markets in general.

"We now have a highly nutritious protein food that can be produced with tractors and combines, and as a nonperishable protein concentrate, may practically flit about the world on low transportation costs, in small stowage space, and sell even in the low purchasing power parts of the world at a favorable price. This should result permanently in the diversion of some American acreage from what have been surplus crops in the past, which we have been obliged to pay farmers not to produce. Soybean processors of the United States seem to be outstripping the rest of the world in the quality of food that they are making from the soybean. This will give the American farmer a distinct advantage in maintaining and promoting the foreign market for this low cost protein food.

"The improvement of soybean foods, discarding the bitterness of flavor, but retaining all the protein, mineral, and vitamin nutrition is another great triumph of chemistry, which I am glad to present to the Farm Chemurgic Council as a further achievement of chemistry in solving at the same time, some of our nutritional and some of our agricultural economic problems." Address: Secretary, Soy Flour Assoc., Chicago, Illinois.

1480. *Dr. Shelton's Hygienic Review* (*San Antonio, Texas*). 1943. The health food store. 5(1):14-15. Sept.
• ***Summary:*** The American Physiological Society was founded in Boston, Massachusetts, in 1837 by a group that had started to meet in late 1836. As stated in its constitution, the Society's purpose was "to acquire and diffuse a knowledge of the laws of life, and the means of promoting human health and longevity." The official organ of the society was *The Graham Journal of health and Longevity*, a weekly. Its first issue was dated 4 April 1837.

The strictness of the dietary laws down by Graham and Dr. William A. Alcott made it difficult for the members to obtain supplies of good food, which were to be vegetable foods [vegan; no animal products], grown on good soil without the use of manure or fertilizers.

In 1837, to help supply such food, the Society opened a store known as the "Physiological Society's Provision Store." In the issue of Sept. 26, it is first mentioned in the Graham Journal, which states: "The provisions in this store are mostly vegetable, and such as a best calculated to preserve health and longevity, and are selected with great care from the best the market affords, and consists of wheat, Indian corn, rye and oatmeal, or otherwise prepared for hominy, mush, gruel, etc. Also rice, peas, beans, tapioca, sago, sugars and molasses, garden vegetables, the best of fruits, milk, and a good supply of coarse wheaten or dyspepsia bread and crackers from Mr. Shipley's bakery, etc.

"Graham flour constantly on hand."

The writer [Shelton] observes: "That was the first advertisement of the world's first health food store. It appeared more than a hundred years ago and, when contrasted with the ads of health food stores of today, is remarkable for more than its modesty."

It was established to meet a specific need: that of supplying wholesome natural foods that could not be obtained in regular grocery stores and bakeries. When health food stores were established in various parts of the nation, they seem to have had the same goal. [Otto] "Carque supplied the people with sundried fruits. [Anthony] Berhalter and others made it possible for them to get genuine whole wheat flour, whole wheat bread, whole or brown rice, whole corn meal, and other whole natural foods." Since men did not get rich on this kind of business, only those with high ideals went into it.

All but a few of today's health food stores are very different. Few have resisted the temptations of commercialism. They resemble drug stores.

1481. Hauser, Gayelord. 1943. Delicious and nutritious food for the duration. *Diet Digest* (*Beverly Hills, California*) No. 17. p. 40-41, 62.
• ***Summary:*** Recipes include: Delicious baked soya beans. Soya bean loaf. Soya butter (toast whole soya beans then grind very fine. Add soya oil and a pinch of salt until the consistency of peanut butter). Soya and peanut butter patties. Soya sprouts. Soya bean milk. Soya wheat germ waffles (with soya flour). Wheat germ soya muffins (with soya flour).

The article ends: "Note: For the duration it will be wise for you to go to your health food store and secure several pounds of wholewheat germ, wholewheat pastry flour, and soya flour (preferably toasted)." Plus several supplements sold by Hauser's Modern Products in Milwaukee, Wisconsin.

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Note 1. This is the earliest English-language document seen (April 2012) that clearly uses the term "soya butter" to refer to soynut butter.

Note 2. This is the earliest English-language document seen (Jan. 2013) that uses the term "soya sprouts" (or "soya sprout") to refer to these sprouts. Address: 9889 Santa Monica Blvd., Beverly Hills, California.

1482. Kerr, Adeliade. 1943. "Food will rebuild the world"–says Gayelord Hauser. *Diet Digest* (*Beverly Hills, California*) No. 17. p. 5-7. [1 ref]
• ***Summary:*** "Reprinted from an Associated Press release to the nation's newspapers." "The starving people of Europe can be rehabilitated after the war with soya beans, vegetables, and fruits from the new world, says Gayelord Hauser. Dr. Hauser, known to the movie stars, is the diet expert who has made Hollywood diet-conscious."

"Soya beans can take the place of meat. A handful of soya beans has as much food value as a small porterhouse steak." "Shiploads of toasted soya bean flour... can be sent abroad after the war." A full-page photo shows Hauser with Edna Torrence Chester, the famous dancing star. A sidebar gives Hauser's "7 points for the duration."

For a coupon to order *Diet Digest* (5 issues for $1), see p. 60.

1483. *Let's Live.* 1943. Classified: Periodicals (Ad). Sept. p. 23.
• ***Summary:*** *American Vegetarian*–Only vegetarian newspaper in the world. Send 10 cents for sample copy. R.L. Pratt, editor, Pismo Beach, California.

Health Foods Retailing–Official trade publication of the National Health Foods Association. A newsy magazine for store owners, jobbers, and manufacturers. Bi-monthly. Circulated coast to coast. $1.00 per year. Health Foods Retailing, 100 Stevens Ave., Mount Vernon, New York.

"*Nature's Path*, established 1896 by Dr. Benedict Lust. America's pioneer magazine devoted to Natural Living and Nature Cure." "10 cents a copy, $1.00 a year. Canadian and foreign, $1.50. Send orders to Dr. Benedict Lust, Dept. C., Lexington Ave., New York City."

Note: This is the earliest document seen (April 2007) that mentions the National Health Foods Association–which later became the NNFA.

1484. *Let's Live.* 1943. Classified: Get acquainted with health folk (Ad). Sept. p. 23.
• ***Summary:*** "Join our group of modern, health-minded young and old (with young minds, bodies) and enjoy new friendships by mail or in your area. Health Pals, founded in 1935 by Clarke Irvine has flourished and grown all over U.S. Confidential list with name, address, description, hobbies, etc., published regularly; service only $1 yearly. Send today, increase your fun in life, lots of service boys now on list, cheer them up and receive wonderful letters from them all over. Health Pals, 4657 Hollywood Blvd., Hollywood, 27, California."

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. Clarke, like a matchmaker, wanted to bring together like-minded people interested in health. If a person sent in their personal information plus $1, Clarke would add it to the list and send out the updated list once a year to all contributors.

1485. **Product Name:** Kreme O'Soy Butter Muffins.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Nashville Agricultural Normal Institute, Madison, Tennessee.
Date of Introduction: 1943 October.
Ingredients: Incl. Wheat flour, water, soy flour, sugar.
New Product–Documentation: Walter M. Kollmorgen. 1943. Tennessee Planner. Sept/Oct. p. 17. A photo shows a package labeled "Kreme O'Soy Butter Muffins: A New Taste Thrill."

1486. Marks, Alice. 1943. Soybeans for your family's good health! *Let's Live.* Oct. p. 8.
• ***Summary:*** "This small nutritional wonder comes into its own and is now famous. It is hard to believe that so many vitamins and minerals can be stored inside its little jacket, and these mites are destined to play a dramatic role in the American diet. They not only rival meat in nutritive value but are an excellent source of high quality protein with a sufficient supply of amino-acids for growth purposes and can, therefore, take the place of animal proteins. This marvel bean also has enough iron and copper for building good blood cells and healthy bones.

"Sprouts from these wonders of nature are being used more and more in place of the ordinary bean sprout."

Recipes include: Soybean waffles with mapeline syrup (incl. ½ cup soy flour). Scrambled eggs with sprouted soybeans.

1487. Woodward, Patricia. 1943. Attitudes toward the use of soybeans as food (Continued–Document part II). Washington, DC: Committee on Food Habits, National Research Council, National Academy of Sciences. 11 p. Oct. Mimeographed unpublished manuscript. [2 ref]
• ***Summary:*** (Continued): "The essays and interviews furnish a number of clues indicating the kinds of information people would like to have about soybeans, and the ways in which they might accept them most readily. For example, the reasons given by the respondents who were enthusiastic about the beans–if not mere taste reactions–have suggested some of the attributes which are associated positively with soybeans, particularly if there is no negative counterpart of these favorable reactions. If there is, the negative statements indicate that this particular characteristic is controversial,

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one to which some people react both favorably and others unfavorably, or that it is one concerning which further education is necessary.

"In addition to these positive and negative reactions, however, there were many others–in fact, the largest number of the responses fell into this category–which indicated uncertainty, indecision, or what we have called ambivalence, meaning a confused emotional attitude in which the person expresses reservations or qualifications of either a positive or negative attitude, (such as 'They might be all right if they are good for you,' or 'I wouldn't eat them unless it becomes necessary'), or combined a positive and a negative attitude in the same statement. These statements have been particularly useful in determining some of the obstacles which stand in the way of complete acceptance of soybeans, and also show what sort of education and information is most needed. All three types of attitudes have been classified so that those related to one characteristic of soybeans (such as 'cheapness') can be considered together.

"A. Considerations in an Educational Program

"1. The most frequently mentioned attribute of soybeans was their nutritional value, expressed in both general terms–as 'healthy.' 'nourishing,' 'good for you,' 'good food,' 'will improve the diet'–and specific terms–as 'contains lots of vitamins,' 'lots of proteins,' 'as much protein as steak,' 'high fat content,' etc. This same general quality was mentioned in the ambivalent responses in conditions under which the soybean would be accepted, such as 'if nutritious,' 'if good for you,' 'if it's what it's cracked us to be,' 'if it has vitamins,' 'if it contains proteins,' etc: It is particularly interesting that this is one of the few categories of responses in which no mention of nutritional value in a negative sense was made. A few misconceptions appeared, such as that soybeans are starchy like other beans, and consequently undesirable, or have 'lots of spice in it,' but no one said they were not nourishing, or that they do not have any useful food value.

"The lack of any negative statement about the nutritive value of soybeans, and the mention of this characteristic in both positive and ambivalent statements suggests that this is one of the first points on which the public would like to have further information about soybeans. People are willing to accept them if they are nutritious. This attitude is one indication of the present-day emphasis upon essential food elements, vitamins, etc, and provides good evidence that a well-rounded educational campaign composed of scientific facts about the nutrients in soybeans would do much to promote their acceptability,

"However, caution must be observed, and the facts should not be over-emphasized. In our culture, we are likely to place in separate categories in our thinking the foods that are 'good for one' and the foods that are 'good to eat.' The first are nourishing; the second are pleasurable. In general, we prefer the taste of the second group of foods more than the first. If a great deal of emphasis is placed upon the nourishing qualities of a certain food, it is mentally categorized as 'good for you,' with the resultant interpretation that it cannot be expected to taste very good. This is aptly illustrated by the comment of one of our respondents, who said, 'Anything that tastes that bad must be good for you.' Other reactions to an over-emphasis on the 'healthful qualities' of soybeans are the following: 'Perhaps another reason for my distaste for them may be caused by the fact that they are often used as a health food:' 'The only thing I have heard about them was from health-conscious fanatics and I have never put much stock in their opinions.' These indicate the danger in placing too much stress upon the nutritional aspects of soybeans.

"2. Another factor closely related to the first one is the tremendous prestige of the scientist at the present time. Some respondents said they would 'accept any food O.K.'d by the doctors. Others said they would eat soybeans 'if O.K.'d by the doctors, by the scientists,' or 'if the food authority proves them wholesome.' There were no negative statements given to contradict this suggestion. Taken together with point #1, this means that the statements as to the nutritional values of soybeans should be made by recognized authorities, and by a number of them, as different people look to different authorities for sanction.

"3. The need for an educational campaign was expressed in other ways, chiefly in ambivalent comments, such as 'if publicity is given to the product,' 'if recipes are furnished,' or 'if people know how to prepare them.' Suggestions that the people need to be educated to use them, that soybeans should be 'talked about in the papers,' and 'by important people,' that 'a campaign is necessary to get the public to understand that soy is good for you,' and that there should be 'an active advertising campaign.' The only negative comment related to these ideas, namely, 'People don't know much about it,' Also pointed out the need for further information. These remarks furnish additional evidence that soybeans are strange and unfamiliar, and that the greatest need is to provide the public with accurate and detailed information concerning them. Specific information and recipes are necessary, and a new food cannot be included in the diet pattern until the housewife is familiar with ways of preparing it.

"4. The *newness* of soybeans, a characteristic which is unavoidable, should not in itself be emphasized. except as they are described as a new development or new varieties, etc., thereby linking the newness with scientific progress. Our respondents reacted both ways, saying 'People like to try new things,' and 'People don't like to try new things.' Some were not interested in trying them because they had never heard of them as part of the American diet. (See point #6 below.)

"5. The idea of newness is undoubtedly related to the idea that such a food as soybeans is very unusual and uncommonly used, so that the individual using it may feel

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he is regarded as 'different' by his neighbors. A number of the respondents expressed unwillingness to be 'that different,' saying, for example, 'It isn't popular enough.' Others used ambivalent ways of expressing their attitudes, 'If everybody eats it,' 'Once people start using it,' 'If everyone else does,' 'If it becomes popular,' etc. These are indications that conformity is generally prized in our culture; one doesn't want to be considered 'different,' as this often carries the connotation of being peculiar. 'Keeping up with the Jones,' not appearing different from the members of one's community, are important forces in regard to food habits, as well as to other areas of behavior. Consequently, any program introducing such a completely new food must present it as a food to be used by most people, one which will fit into anyone's diet, for if the food appeals only to a few, it is not so likely even to remain a real part of their diet (8). One way of handling this is to point out that soybeans have already been accepted by a great many people. The increased sales records of the products such as the salted 'nuts' could be used to emphasize this point.

Footnote 8: "The reader may immediately think of foods which are used fairly regularly only by people in one area of the country, or by a limited number of people throughout the country. This may be because of local custom, in which case the individual is conforming to the customs of his particular neighborhood, which matters most of all to him, or it may be that the food is class-typed, that is, used by the members of a certain socio-economic group, in which case the individual is again behaving as his group does, and even if separated from them geographically, may still consider himself a member of this group and pride himself more on remaining like then than in adopting the customs of his new neighbors. The food faddists are an exception to this general interpretation, as their motivation in the choice of food is quite different, but they need not concern us here as they are a relatively small group in this country." (Continued). Address: Committee on Food Habits, National Research Council.

1488. Brewster, Clara M. 1943. The soya bean–A four star food. *Diet Digest* (*Beverly Hills, California*) No. 18. p. 32-34. [1 ref]
• ***Summary:*** This is a reprint of an article with the same author and title first published in Aug. 1936 another Hauser magazine: *Horizon* (Tempo Books, New York City) 1(3):9, 26-27.

1489. Hauser, Gayelord. 1943. The Gayelord Hauser News Letter: Circulated privately to students of nutrition. *Diet Digest* (*Beverly Hills, California*) No. 18. p. 50-55. [1 ref]
• ***Summary:*** Describes his recent nationwide tour, which ended in New York City early in June. He returned to his home at "Sunrise Hill" in Beverly Hills. Does extensive promotion of his own products via Modern Products in Milwaukee, Wisconsin. Address: Gayelord Hauser Enterprises, 9889 Santa Monica Blvd., Beverly Hills, California.

1490. Modern Products, Inc. 1943. Jumbo size! (Ad). *Diet Digest* (*Beverly Hills, California*) No. 18. p. 2.
• ***Summary:*** This full-page ad shows bottles of Sea Greens (a blend of dulse and kelp, iodine bearing ocean plants), StafTabs (calcium and phosphorus with vitamin D), B Family (vitamins), and Adiron (for iron deficiency anemia). The price of each is given. Address: 1428 North 24th St., Milwaukee 5, Wisconsin.

1491. USDA War Food Administration, Food Distribution Administration. Grain Products Branch. comp. 1943. Soya products distribution. Washington 25, DC. 6 p. Dec.
• ***Summary:*** A 5-page table with 4 columns gives a partial list of companies that retail products containing "soya." The columns are: (1) Company name and address. (2) Product name. (3) Type. (4) Indicated distribution.

For example: Pillsbury Flour Mills Co., Minneapolis, Minnesota. "Golden Bake Mix." For pancakes, waffles, muffins, containing 20% soya grits. Expected to be national. Now all of east as far south as parts of Virginia...

The company names and addresses are:

Commander-Larrabee Milling Co. Minneapolis, Minn.

Durkee Famous Foods, Division Glidden Co., 82 Corona Avenue Elmhurst, Long Island, New York.

A.E. Staley Mfg. Co. Decatur, Illinois.

Soya Corporation of America, 30 Rockefeller Plaza, New York City.

Cooperative G.L.F. Farm Products, Ind., Terrace Hill, Ithaca, N.Y.

H.D. Lee. Mercantile Co. Kansas City, Missouri.

P.D. Ridenour Co., Merchandise Mart Chicago, 54, Ill.

Vee-Bee Company, 608 S. Dearborn St. Chicago 5, Ill.

Allied Mills, Inc., Board of Trade Bldg. Chicago, 4, Ill.

Confections, Inc. 160 N. Loomis St. Chicago 7,

P. Duff & Sons, Inc. Grant Bldg. Pittsburgh 30, Pennsylvania.

Georgie Porgie Mfg. Co., 21st Street, Council Bluffs, Iowa.

Soy Food Mills, Inc. 100 West Monroe St. Chicago 3, Ill.

Golden Grain Macaroni Co., 4715 Sixth Ave. S. Seattle, Washington

Jellum, Inc., Joliet, Ill.

Mission Macaroni Co. Inc., 1102. 8th South Seattle 4, Wash.

The Pfaffman Company, 6919 Lorain Avenue, Cleveland, Ohio.

Prince Macaroni Mfg. Co., Prince Avenue, Lowell, Massachusetts.

Quality Macaroni Co., 348-52 Wacouta St., St. Paul, 1, Minn.

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Sturdiwheat Co., Red Wing, Minn.

General Baking Co., 420 Lexington Ave. New York, N.Y.

Orowheat Baking Co., 404 Sixth St. San Francisco, California.

National Biscuit Co., 449 W. 14 St. New York, N.Y.

Cubbison Cracker Co., 3407 Pasadena Ave. Los Angeles, Calif.

Dewey Food Products, Inc. 2251-53 N. Knox Avenue Chicago, Ill.

American Lecithin Co., Inc., Elmhurst, L.I., N.Y.

Eureka Tea Co., 900 W. 20th St. Chicago, Ill.

The Battle Creek Food Co., Battle Creek, Michigan.

"International Nutrition Laboratory., Miller's Soya Foods, Mount Vernon, Ohio

H.W. Walker Co., 918 Armitage Ave. Chicago, Ill. Address: Washington, DC.

1492. **Product Name:** Soy Protose (Meatless Potted Meat with 32% Soya).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1943.
New Product–Documentation: USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Soy Protose, containing 32% soya (it is not clear in what form). Distributed through health food stores.

Taylor. 1944. Soy Cook Book. p. 200. Soybean Blue Book. 1947. p. 71.

1493. Year Book of the Seventh-day Adventist Denomination. 1943. Washington, DC: Review and Herald Publishing Assoc. 397 p. See p. 72, 292-93. Index. 20 cm.
• ***Summary:*** Partial contents: Institutions: Educational (p. 208-250). Publishing houses (p. 251-62). Periodicals issued (p. 263-76). Sanitariums (p. 277-88). Dispensaries and treatment rooms (p. 289-91). Food companies (p. 292-93).

The section titled "Food companies" includes: Boulder-Colorado Sanitarium Food Company (established 1895). Buenos Aires Food Company (Alimentos Granix, Sociedad Anonima, est. 1938 [Argentina]). Copenhagen Food Factory (Denmark). Food Factory "Pur Aliment" (Paris, France). German Health Food Factory (Hamburg; De-Vau-Ge Gesundkostwerk Vollmer & Lühr (formerly: Deutscher Verein für Gesundheitspflege Hamburg {e.V.})). Granose Foods, Ltd. (British Health Food Factory; Stanborough Park, Watford, Herts, England. Est. 1899). Gland Hygienic Food Factory (Fabrique de Produits Alimentaires Hygeniques "Phag," Gland, Switzerland. Est. 1896). Loma Linda Food Co. (Arlington, California. Incorporated 1935). Sanitarium Health Food Company (Head Office, "Mizpah," Fox Valley Road, Wahroonga, NSW, Australia).

"Wholesale food branches" (of Sanitarium Health Food Company, in Australia and New Zealand; each has a manager): Adelaide, South Australia–151 Gouger St. Brisbane, Queensland–Garrick St. Melbourne, Victoria–118 Union St., Windsor. Newcastle, New South Wales–Tudor St. (Hamilton). Papanui, New Zealand–P.O. Box 11. Perth, West Australia–240 Lake St. Sydney, New South Wales–Brown St. (Lewisham).

Cafes and retail food stores (in Australia and New Zealand; the first two have a manager): Auckland, New Zealand–174 Queen St. Brisbane, Queensland–138 Adelaide St. Camberwell, Victoria–791 Burke St. Christchurch, New Zealand–698 Colombe St. Dunedin, New Zealand–8 George St. Hobart, Tasmania–43 Elizabeth St. Laucestan, Tasmania–82 Charles St. Melbourne, Victoria–293 Little Collins St. Newcastle, New South Wales, 14 and 18 The Arcade. Perth, West Australia–757 Hay St. Sydney, New South Wales–13 Hunter St. Wellington, New Zealand–83 Willis St.

On p. 72 is a directory of in "Health food factories" in the Austral-Asian Union Conference. All but one have the same name: "Sanitarium Health Food Co." They are located at: (1) Cooranbong, NSW. (2) 62 Randolph St., Auckland, New Zealand. (3) Papanui, Christchurch, New Zealand. (4) Sanitarium Buyers and Packers, Sydney, NSW. (5) Warburton, Victoria. (6) Carmel, West Australia. (7) Brisbane, Queensland. (8) Adelaide, South Australia. (9) Lewisham, Sydney, NSW. "Sanitarium Health Food Co." Address: Battle Creek, Michigan.

1494. Holt, Jane. 1944. News of food: Experts point out many advantages of adding soy beans to American diet. *New York Times.* Feb. 16. p. 20.
• ***Summary:*** Soy is a bean, and for many people "beans symbolize all that is humdrum in cookery." This may be one reason that some people have given soy beans a cool reception. As they struggle for recognition (with not much success), soy beans must confront the "natural suspicion with which people regard new foods and the resistance they show to efforts to 'reform' their eating habits." Another problem "may be the indifferent quality of some of the soy products that have been offered at retail and that have prejudiced customers."

"These explanations of why the bean is not more popular despite Federal and State campaigns urging its greater use were advanced yesterday by speakers at a luncheon given under the joint auspices of the New York State Emergency Food Commission and the Neighborhood Luncheon Club." The meeting took place at the Hotel Wellington, which has been exhibiting various soy products this week. Those now available in New York City stores include oil, flour, grits, sauce, etc.

Miss Adeline Hoffman, a nutritionist on the staff of the commission, gave an address in praise of soy beans; "she

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reminded her audience that they were an admirable stand-in for meat," and gave numerous reasons why.

Pre-cooked, canned whole soybeans are very convenient for the woman who doesn't like to spend much time in the kitchen. They can be "served cold in a salad or hot with seasonings, or they may be enhanced with a tomato sauce" or transformed into other dishes. One such product, sold under the trade name of "Miller" in a tin weighing 1 lb. 4 ounces, is available at Gimbels for 25 cents.

Another interesting and tasty product is soy macaroni, which is sold at Health Food Distributors, 123 East 34th St. A 7-ounce cellophane bag sells for 15 cents.

For more information on soy cookery and recipes, write to the commission's offices, 247 Park Ave., New York City 17.

Note: This is the earliest document seen (Sept. 2009) that discusses the slow acceptance of soy food products during World War II.

1495. **Product Name:** Battle Creek Soy Beans (Tender Casein?).
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1944 February.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: Florence Paine. 1944. House Beautiful. Feb. p. 86. "I was skeptical about soy beans." Photo of a can and its label. Last word in subtitle is not clearly legible. The can appears white with black print and no illustrations.



1496. Madison Foods. 1944. Zoy-Koff: Restful sleep with Zoy-Koff's zestful flavor (Ad). *Nature's Path* (*New York City*). Feb. p. 66.
• ***Summary:*** "Prepare Zoy-Koff as you would coffee. Two grinds–Regular and fine. Available at health-food stores and specialty groceries. Devoted to the protection of your health." A photo shows the "new flavor-fresh package." A small illustration shows a woman sleeping soundly in bed. Address: Madison College, Tennessee.

1497. Paine, Florence. 1944. I was skeptical about soy beans. *House Beautiful* 86:33, 88, 97, 101, 104. Feb.
• ***Summary:*** The first page contains a large photo of a housewife standing by a table filled with commercial soy products including Soy-B-Prep, Battle Creek soy beans, Arcadia soya puffs, Golden wheat-soy mix for griddle cakes and waffles, Walker's soya sauce, Me-T-Soy extender, and Vivasoy (a high protein soya product). All are available from Kubie's Health Shop in New York City.

The article describes how to sprout soybeans at home and contains recipes for: Chopped bean sprouts with beef. Baked soy beans. Soybean perfection salad (with soybean sprouts). Tangy soy bean soup. Soya nut bread (with soy flour). Meatless chop suey (with soy sauce).

The author was originally turned off to soy after eating a "Soy Bean Loaf" at a vegetarian restaurant. "My shifting from soy-bean avoider to booster began last summer after attending a luncheon given [in New York] by Governor Dewey at which soy beans were fed to a critical and skeptical group in salads, souffles, bread, and as vegetables. The dishes really were delicious, and I could hardly wait to get home and do some experimenting myself. I have been trying them out ever since on my family and friends. I'll let you in on a secret, though. At first I made the mistake of telling my guests what they were being served. In nine cases out of ten they were anti-soy beans because of some previous experience, and so were antagonistic right away and I could seldom change their opinion. So I changed my tactics. I now wait until I get a favorable verdict before I make my announcement. The new system works like a charm."

1498. Orjene Co., Inc (The). 1944. Age lines fade! See smoother, softer, younger-looking skin in 7 days (Ad). *Nature's Path* (*New York City*). March. p. 92.
• ***Summary:*** "Apply this famous cream which is formulated with Olive Oil at bedtime." 4-Purpose. Cleansing.

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Foundation. Address: 100 Fifth Ave., New York City.

1499. Yami Yogurt Products Co. 1944. This young girl will probably live to be 100–why? Yogurt (Ad). *Life and Health* 59(3):29. March.
• ***Summary:*** "Not because she's Bulgarian; but because (being Bulgarian) she is sure to make Yogurt an important part of her daily diet.

"Authentic statistics show, that in the Balkans, 1,500 people out of every million live to be 100. In Central and Western Europe only 9 in a million reach this great age. In our own America the figure is still smaller.

"What's the secret? Metchnikoff, the Great Russian microbiologist, attributed this longevity to the daily use of yogurt.

"Years of research convinced him that this cultured milk-food–eaten regularly and adequately–introduces into the gastro-intestinal tract certain 'friendly' lactic acid organisms. These counteract the putrefactive process in the intestines and thus retard the break-down of vital organs which inevitably spells premature old age.

"It is now possible for you to secure a Yogurt culture that is genuine and fool-proof–and that will enable you to make Genuine Bulgarian Yogurt in your own home. This culture is prepared by scientists in the world-famous Rosell Bacteriological Institute at the Trappist Monastery in Canada. You simply add the culture to ordinary raw or pasteurized milk and follow our A B C directions.

"Leading health-food stores are being stocked with this Yogurt as rapidly as possible; but if your dealer is not yet supplied, mail the quick-action coupon below.

An illustration or photo shows a huge 5-story building. Above it is written: "The Rosell Institute in Canada where our Genuine Yogurt Culture is made."

"For the attached $1.80 send me postpaid, direct from the laboratory, enough culture to make my own Yogurt for a month." Address: (Dep. H) 2412 West 7th St., Los Angeles, 5, California.

1500. Carqué, Lillian. 1944. Colloidal minerals–Explained. *Nature's Path* (*New York City*). April. p. 130, 146.
• ***Summary:*** These are minerals which have dissolved in hot water. Address: Sc.D., Affiliated with Dietary Research Laboratories [Los Angeles, California].

1501. Lepkovsky, Samuel. 1944. The bread problem in war and in peace. *Physiological Reviews* 24(2):239-76. April. [138 ref]
• ***Summary:*** During World War I, the Allied blockade of 1917 cut off imports into Denmark. On a diet largely of whole grain and bran bread, barley porridge, potatoes, greens, and dairy products, the Danish people survived the war with improved health and lowered mortality rates. The author praises whole wheat flour and is highly critical of refined white flour and white bread which (even if enriched) have been deprived of much of their nutritive value. Address: Div. of Poultry Husbandry, College of Agriculture, Univ. of California, Berkeley.

1502. Striegel, Joseph R. 1944. Unpolished rice. *Nature's Path* (*New York City*). June. p. 234.
• ***Summary:*** From Let's Live: Christiaan Eijkman (1858-1930), a Dutch physician and pathologist in Java during the early 1890s, "noticed that chickens confined in a yard where they had nothing to eat but polished rice sickened and died from a disease similar to beriberi. Other chickens which had the run of the grounds and so followed a more varied diet, remained healthy."

Based on these observations, Eijkman designed an experiment in which he cooped up two groups of chickens and fed one group polished rice and the other unpolished rice. The result was just as he had predicted. He then applied the results to the hundreds inmates of the beriberi hospital; he fed them all unpolished rice and they recovered.

Note: Eijkman's experiments led to the discovery of vitamins. Together with Sir Frederick Hopkins, he was awarded the 1929 Nobel Prize for Physiology or Medicine. Address: Cpl. [Corporal].

1503. Gehman, Jesse Mercer. 1944. Health–Man's natural state. *Nature's Path* (*New York City*). Aug. p. 285, 305, 311.



• ***Summary:*** Good health should be the result of proper living. Yet civilization has taught us to satisfy appetite, rather than hunger, to eat and drink when we are not hungry or thirsty, it has confined us indoors away from fresh air, has taught us indulgence and over-indulgence, has taught us to ride rather than walk.

Civilization is a mixed blessing in terms of our good health. We all live unnatural lives, eat unnatural foods, and

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die of unnatural diseases. Address: Dr.

1504. Butler Food Products. 1944. New foods from the wonder bean (Ad). *Soybean Digest.* Sept. p. 11.
• ***Summary:*** See next page. A full page ad. "Mean a greater demand for soybeans and high prices for soybean growers." "Butler's Soya Butter was developed to meet the specific need of those who have allergic reactions to dairy products and for those who wish to maintain a strictly vegetarian [vegan] diet. Only Butler's Soya Butter can fill the above specific need. Butler's Soya Butter is available only to Health Food Stores and other outlets catering to those whose diet requires specialty foods." Photos show cans of each of these five Butler products: Butler's Soya Cheese [tofu]. Butler's Vegeburger. Butler's Soya Nut-Loaf. Butler's Vegetarian Chops. Butler's Soya-Butter.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the word "Vegeburger" to refer to a meatless / vegetarian burger. Address: Cedar Lake, Michigan.

1505. Lust's Health Foods. 1944. Lust–the oldest name in health foods does it again! "Balanced Blend" all-in-one tablets, of vitamins and minerals (Ad). *Naturopath and Herald of Health* (*New York City*) 49(9):273. Sept.
• ***Summary:*** Just four tablets a day give you the following: Lists the exact amount of 7 vitamins and 4 minerals. Note: This seems to be an early one-a-day multiple supplement. Address: 143-40 Oak Ave., Flushing, New York.

1506. *Chicago Daily Tribune.* 1944. Chicagoland weddings. Oct. 8. p. F2.
• ***Summary:*** "Marilee A. Miles, daughter of Mrs. Mark A. Miles, 919 Carmen av., to Sgt. Howard A. Berhalter, son of Mr. and Mrs. Anthony Berhalter, 1423 N. Clark st., on Aug. 26. Mrs. Berhalter attended the Art institute and was graduated from Northwestern university. She is living in Detroit [Michigan], where she is employed in government work, while her husband is stationed in Fort Benning, Georgia."

1507. **Product Name:** Battle Creek Steaks, Battle Creek Skallops, and Meatless Wieners.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1944 October.
Ingredients: Skallops in 1971: Wheat protein [wheat gluten], water, salt.
New Product–Documentation: These three meat alternatives, introduced during the early 1940s, were made from varying combinations of nuts (mainly peanuts), wheat gluten, and natural flavorings. None of them contained any soya. Worthington Foods, Inc. 1960. Oct. 15. "Battle Creek Food Company, authorized dealer price list." "Vegetable Skallops" and "Vegetable Steaks, regular or small cuts" are listed. Note: This is the earliest commercial meat alternative seen which has a name clearly indicating that it is an alternative to fish, shellfish, or other seafood products.

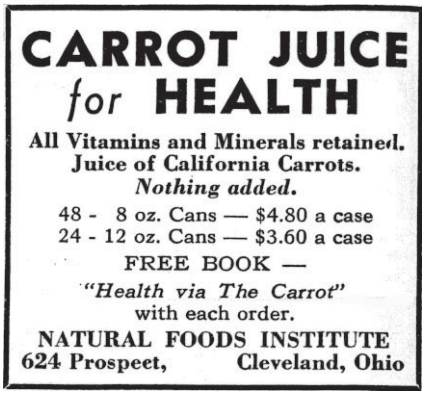
Richard W. Schwarz. 1970. John Harvey Kellogg, M.D. p. 122. "The doctor's interest in new vegetarian meatlike protein foods continued active until shortly before his death. Among some of the more popular creations later developed in his laboratories were Protose, Battle Creek Steaks, and Battle Creek Skallops. Various combinations of nuts and wheat gluten composed the principal ingredients in the imitation meats."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 162. Lists the ingredients in "Skallops (Battle Creek–by Worthington)."

Letters from Charles R. MacIvor or Hendersonville, North Carolina. 1981. March 4 and April 28. Battle Creek Steaks and Battle Creek Skallops were launched sometime before 15 Oct. 1944, as they were listed in the 1944 dealer retail price list. Neither of these products contained any soya.

Talk with Allan Buller of Worthington Foods. 1994. July 14. Battle Creek Steaks was mainly a gluten product, which was part of the product line that Worthington took over in 1960.

1508. Natural Foods Institute. 1944. Carrot juice for health (Ad). *Nature's Path* (*New York City*). Oct. p. 394.



• ***Summary:*** A small (2¼ inch square) ad. "All vitamins and minerals retained. Juice of California carrots. Nothing added.

"48–8 oz. cans–$4.80 a case. 24–12 oz. cans–$3.60 a case. Free book–'Health Via the Carrot' with each order."

Note: This company was a pioneer in the electric kitchen blender industry. Their blender was eventually re-named "Vita-Mix." Address: 624 Prospect, Cleveland, Ohio.

1509. Williamson, Maydene. 1944. The health food store from the doctor's viewpoint. *Nature's Path* (*New York City*). Nov. p. 413.
• ***Summary:*** The average person "eats too much food, but it is devitalized food." Drugless doctors welcome the arrival of

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NEW FOODS

From the

Wonder Bean

MEAN

A Greater Demand for Soybeans and High Prices for Soybean Growers.



Butler's Soya Butter

was developed to meet the specific need of those who have allergic reactions to dairy products and for those who wish to maintain a strictly vegetarian diet.

Only BUTLER'S SOYA BUTTER can fill the above specific need.



BUTLER'S SOYA BUTTER is available only to Health Food Stores and other outlets catering to those whose diet requires specialty foods.

BUTLER FOOD PRODUCTS

CEDAR LAKE, MICH.

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health food stores, but modern medicine "would like to have the name 'health food store' abolished as misleading, claiming that 'all foods are health foods.'" A portrait photo shows Maydene Williamson.

Note: A large ad (p. 426 of this issue) shows that Maydene Williamson is one of three women chiropractors who own "The Natural Health Clinic, Inc., 2915 West Grand Boulevard, Detroit, Michigan. Phone: Trinity 2-3555." Address: Sc.D., D.C. [Detroit, Michigan].

1510. *Chicago Daily Tribune.* 1944. Death notices. Dec. 18. p. 14.
• ***Summary:*** "Berhalter–Catherine Berhalter, Dec. 10, of 1423 N. Clark street, beloved wife of Anthony A. Berhalter, mother of Sgt. Howard R. Berhalter, U.S.A. overseas. Services at chapel, 1253-55 N. Clark street, Tuesday, Dec. 19, at 2 p.m. Interment private."

1511. Loosli, J.K. comp. 1944. Manufacturers and distributors of soybean products (Brochure). In: New York State Emergency Food Commission. 1944. Leaflet No. 40. Dec. 4 p. on unnumbered pages.
• ***Summary:*** The names and addresses, of sources most readily available to the New York State trade, appear under the following headings: Soy flour, grits and flakes: Manufacturers, wholesale distributors. Flour mixes for pancakes, muffins, etc. Dry soybeans: For cooking, for sprouting. Canned soybeans. Sprouted soybeans (LaChoy Food Products, Inc., Archbold, Ohio. Most Chinese restaurants).

Note: This is the earliest document seen (Jan. 2013) stating the LaChoy Food Products sells sprouted soybeans.

Macaroni, spaghetti, noodles (The Pfaffman Co., 6919 Lorain Ave., Cleveland, Ohio). Beverages. Bakery products: Soy bread, Soy cookies, crackers, wafers, etc. (Incl. Cubbison Cracker Co., 3407 Pasadena Ave., Los Angeles, California. Tom Soya Foods, Inc., P.O. Drawer 510, Williamsport, Pennsylvania). Breakfast cereals (Soyawheat, Soyawheat Co., Red Wing, Minnesota. Tom Soya Puffs and Exploded Soybeans, Tom Soya Foods, etc.).

Soybean curd [tofu] (International Nutrition Laboratory, P.O. Box 326, Mt. Vernon, Ohio). Meat-like products (The Battle Creek Food Co., Battle Creek, Michigan. Madison Foods, Madison College, Tennessee. Natural Health Products, 143 W. 41st St., New York, New York). Soups. Soy nuts (Dewey Food Products, Inc., 2251-3 N. Knox Ave., Chicago, Illinois. La Choy Food Products, Inc., Archbold, Ohio. Soybean Products Co., 9025 Monroe, Chicago, Illinois. Tom Soya Foods, Inc., etc. Vegetable Products Co., Rochester, New York). Spreads. Address: Vice-Chairman, Soybean Committee, Cornell Univ., New York.

1512. Macfadden, Bernarr. 1944. Hidden treasures in health foods–Constipation. *Nature's Path* (*New York City*). Dec. p. 449.
• ***Summary:*** "This country is becoming health conscious... Usually this much prized treasure has no value until we lose it." Constipation is one of the worst enemies of good health. The number of Health Food Stores has increased dramatically during the last year or two. An illustration shows Bernarr Macfadden.

1513. *American Naturopath: The National Naturopathic Journal.* 1944-1964? Serial/periodical. Published in Hollywood, California. *
• ***Summary:*** Description based on Vol. 15, no. 6 (Sept. 1959).

1514. **Product Name:** Bragg Wheat Soya Noodle Soup Mix.
Manufacturer's Name: Live Food Products Co.
Manufacturer's Address: 33 E. Magnolia Blvd., Burbank, California.
Date of Introduction: 1944.
New Product–Documentation: Taylor. 1944. The Soy Cook Book. p. 199. "Dehydrated soup packed with wheat soy noodles and capsule of real chicken fat–5 servings."

1515. Hauser, Bengamin Gayelord. 1944. Diet does it. New York, NY: Coward-McCann, Inc. 248 p. Index. 20 cm. Rev. ed. 1951 (117 p., 28 cm), and 1952.
• ***Summary:*** In the preface, the author states that for 20 years he has been a pioneer in the field of scientific eating. The author does not advocate a vegetarian diet, but he does recommend use of soya beans, and consumption of plenty of vitamins and whole (unrefined) grains. For example, at the start of chapter 3 titled "Normal Nutritional Regime" is a section on "Proteins Come First." It says: "Protein foods are of two kinds, spoken of as first class and second class proteins. The first class proteins keep the body in excellent repair. Such proteins are found in egg yolk, cheese, milk, yogurt, and glandular meats such as liver, kidney, brain, and sweetbreads. The muscle meats which we eat as roasts, chops, and steaks are also first class proteins but are less valuable to the body than glandular meats. A few vegetable foods contain first class protein: soya beans, nuts, wheat, especially wheat germ..." An active man should eat 75 gm of protein daily to maintain buoyant health. Half of the amount should be supplied from animal protein. "Recent studies have revealed that about 60% of the people in America obtain too little protein to build full health. With the higher costs of eggs, fish, and meat, protein deficiencies of a more severe nature may be expected. For that reason you should acquaint yourself with 'the honorable soya bean' or the 'meat without bones' as it is called in the Orient. Prepared correctly as directed in the 'New Health Cookery,' Chapter 20 [sic, 21, of this book], soya beans can be delicious and fortunately contain first class protein."

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Cooked soya beans are a good source of vitamin B-1 (p. 32). "Buy only whole wheat or soya bean macaroni, spaghetti, and noodles which are sold at stores specializing on health-building foods. Use brown rice rather than the white variety. Eat soya beans, baked, in "meat" loaves and patties" (p. 34).

Soy-related recipes include: Cream of soya soup (with cooked soya beans, p. 217). Soya nut croquettes (with baked soya beans mashed, p. 224). Soya bean loaf (p. 224). Soya and peanut butter patties (with cooked soya beans, p. 224). Delicious soya muffins (with soya flour, p. 228). Soya cream waffles (with soya flour, p. 229). Soya nut waffles (p. 229). Delicious soya cake (with soya flour, p. 229). Soya cookies (with soya flour, p. 230). Whole soya flour pie crust (p. 232; with "½ cup whole wheat flour and 1½ cups soya flour" etc.). Soya bean sprouts (homemade, p. 234; "They are also often used with soya bean curd and vegetables in chop suey."). Soya bean milk (homemade, p. 235). Address: Beverly Hills, California.

1516. Hughes, Dorothy. 1944. Let's sing songs of California. Los Angeles, California: Kenneth Miles. 1 score (24 p.). Illust (colored). 31 cm. *

• ***Summary:*** Ten songs written for youth. Mentions Clarke Irvine and Paul Bragg.

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. Clarke wrote a song titled "Sing an anthem for love, not for hate." It was a catchy little tune. Nothing came of it–except this.

1517. Los Angeles City. 1944. Index to register of voters: Los Angeles City Precinct No. 998. Los Angeles, California. Los Angeles, California. 1 p.

• ***Summary:*** Under the letter "L" we read:

"Lager, Gustaf, 1901 West 2nd St., Retired, R [Republican].

"Lager, Mrs. Hilda M., 1901 West 2nd St., Housewife, R [Republican].

"Lager, Miss Mildred M., 1901 West 2nd St., Merchant, R" [Republican].

1518. McCarrison, Robert. 1944. Nutrition and national health: Being the Cantor Lectures delivered before the Royal Society of Arts, 1936. London: Faber & Faber. 75 p. Illust. Index. 23 cm. [12 ref]

• ***Summary:*** Contents: I. Food, nutrition, and health: The cell, food, nutrition, health, the experimental method in research on nutrition, food and physical efficiency (comparison of diets of various peoples of India), freedom of well-fed animals from disease, a good diet and a bad one, food and peptic ulcer, experimental beri-beri and 'stone,' variety of disease in improperly fed animals.

II. Relation of certain food essentials to structure and function of the body: Oxygen and water, proteins, mineral salts–calcium, phosphorus, iron, iodine; the vitamins–A, B-1, B-2, C, D, vitamins in general.

III. National health and nutrition: Deficiency diseases in India, diet and incidence of disease, partial degrees of vitamin insufficiency, national ill health, the death-rate and national health, effects of improved diets, chief faults of British diets, prevention of disease by diet, maternal mortality, building an A1 nation, education, conclusion. Index. The section titled "Food and physical efficiency" (p. 18-24) is largely a comparison of the diets of various peoples / races of India. Those in the northwest region of the Punjab (Maharatta, Sikh, Pathan, Hunza) consume good diets and are of fine physique. As we move "down the Gangetic plain to the coast of Bengal, there is a gradual fall in the stature, bodyweight, stamina, and efficiency of the people." The strong races of northwest India eat whole wheat as their main food, followed by milk and milk products, dhal (pulse, legumes), and vegetables and fruit. The weaker races of Bengal and Madras eat white rice, little milk or milk products, and not many fresh vegetables or fruits. White rats fed the diets of each race ended up looking like that race.

The section on "Proteins" (p. 32-33) states: "Much greater use should also be made of the better class vegetable proteins, such as those of soya bean, legumes, and nuts, and much less of the flesh of animals."

On p. 67 we read: "A notable attempt has been made in Bombay to improve the diet of the common people... This has been achieved by inclusion in it of whole cereal grains, dried skim milk, soya bean, ground-nut, pulses and green-leaf vegetables."

Sir Robert McCarrison made a thorough study of the Hunza people and spent considerable time performing various experiments with their soil and food. He stated elsewhere: "These people [the Hunzakuts] are unsurpassed by any Indian race in perfection of physique. They are long-lived, vigorous in youth and age, capable of great endurance, and enjoy a remarkable freedom from disease in general."

Note 1. A full-text search of the HathiTrust library shows the following number of different spellings (Sept. 2013): Hunzakut 134 total (122 in English). Hunzakuts 284 total (266 in English). Hunzukut 72 total (62 in English). Hunzukuts 252 total (210 in English).

McCarrison, a northern Ireland physician and nutritionist was made a Companion of the Indian Empire (C.I.E.) in 1923, received a knighthood in July 1933, and was appointed as Honourable Physician to the King in 1935. Address: Major-General, Sir, C.I.E. [Companion of the Indian Empire], M.D., D.Sc., LL.D., F.R.C.P., Formerly Director of Research on Nutrition, India.

1519. White, Julius Gilbert. 1944. Abundant health: Expounding the Learn-how-to-be-well system of daily living. 4th ed. Madison College, Tennessee: Published by the author. xix + 437 p. Illust. 24 cm. [21+ ref]

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• ***Summary:*** The maintenance of physical and mental health can be achieved through a vegetarian diet and wholesome living. Interesting sections include: Meat not necessary (p. 150-52; 13 quotes from authorities). Denmark's food experiment under Dr. Hindhede during World War I (p. 152-53). Sixteen reasons for vegetarianism (p. 153-). The animal kingdom a reservoir for disease (p. 165-). Note that Madison College is a Seventh-day Adventist college and sanitarium.

Soya is discussed on the following pages: Soybeans and soybean products as a replacement for meat (p. 151-52). One section titled "The Soybean: The Wonder Food" (p. 345-59) discusses many aspects of soybeans and how to use soybeans: In baking. In general cooking. As beans. As beans ready-cooked. As meat. As milk (gives 3 recipes for making soybean milk and ways for using "the pulp left after making milk"). As cream. As cheese ("A very satisfactory soybean cheese is now available in the health food stores. It has a texture something like cottage cheese..."). As butter. As oil. As home-made soy butter (made from 4 tablespoons each soy flour and water, 1 cup of oil, a little salt and butter color if desired). As home-made soy mayonnaise (based on the above home-made soy butter). As soy acidophilus milk (also often called soy buttermilk). As greens (soy sprouts). As soy sauce. As coffee. As substitute for egg white.

On page 389 begins a long treatise on the safety of aluminum in connection with cooking and foods, a subject which is causing much debate. Address: Madison, Tennessee.

1520. Gotham, Lucille J. 1944? Allergy to certain foods. *Madison Health Messenger* (*Madison, Tennessee*) 6(1):1-2. Undated.
• ***Summary:*** A reader writes to ask: "I am on a diet eliminating wheat, milk, and eggs. What products and foods can I substitute for them while I am experimenting?" The author answers: "Milk is the hardest problem. Through the years nut milks and soy milks have been developed, and they may be used in cooking in place of cow's milk, with satisfying results for almost everyone. They are also very nutritious. The soy milks are liquid or dry... If you make your own nut or soy milk you had better ask your physician about the advisability of adding some dicalcium phosphate with viosterol and some vitamin A. These additions will not change the flavor noticeably, and they will safeguard your health.

"You will like soy cheese in place of real cheese. Health food stores have these special foods." The following recipes are then given: Nut milk (almonds make the best milk). Soy milk (made from soy flour). Plantation cocktail (with soy milk). Creamy soup (with soy milk and Savita [a product made from brewer's yeast]). Soybean apple crisp (with soy flour). Soy cookies (with soy flour). Creamy rice pudding (with soybean milk). Soy piecrust (with soy flour). Corn soy mush (with soy flour). Mayonnaise (with soy flour). Address: Dietitian.

1521. *Oakland Tribune.* 1945. Junior Forum Concert ushers entertained at garden tea (Photo). Jan. 28. p. 33.
• ***Summary:*** A large photo shows three smiling young ladies seated on a bench, including Patricia Pendleton at about age 16. The caption reads: "Admiring the terraced Italian gardens at the home of Mrs. Horace O. Lanza, in El Cerrito, Piedmont, where they were guests at tea this week are: left, Miss Patricia Pendleton, Miss Janice Dayton Froehlich and Miss Mary Kay Lawson."

Note: In Paul Bragg's Last Will and Testament (Jan. 1958) he stated that Patricia Pendleton was his adopted daughter.

1522. **Product Name:** Pitman Nutmeats [Soya, Savoury, and Nuto Cream].
Manufacturer's Name: Pitman Health Foods Ltd.
Manufacturer's Address: Vitaland, Four Oaks, Sutton Coldfield, England.
Date of Introduction: 1945 April.
Wt/Vol., Packaging, Price: Hermetically sealed tin. Retails for £1/- to £1/11 (4/45, England).
How Stored: Shelf stable.
New Product–Documentation: Ad (half page) in *Vegetarian Messenger and Health Review* (*Manchester, England*). 1945. April. Opposite inside front cover. "Pitman Nutmeats are still available to all who enjoy a tasty and palatable dish. In three varieties: Soya, Savoury, and Nuto Cream. Ask your Health Food Store for these grand foods." Note: It is not clear whether these are soynuts, or tree nuts seasoned with soy sauce. And it is not clear what Nuto Cream is made of.

Ad in Vegetarian Messenger. 1946. Nob. p. iii. "Pitman Nutmeats" The Soya is £1/1 per tin.

1523. Shippey, Lee. 1945. Leeside. *Los Angeles Times.* June 22. p. A4.
• ***Summary:*** The section titled "She knows beans" is about Mildred Lager (who has been a cooking authority for more than 8 years) and her new book "The Useful Soybean." She says the "red points" are unnecessary if we use soybeans, and that they provide protein for more than half the world's population.

1524. *Soybean Digest.* 1945. "The Useful Soybean"... Health stores introduced it to the public. July. p. 14-15.
• ***Summary:*** This very favorable review of Mildred Lager's book titled *The Useful Soybean,* which contains 350 recipes, says of Miss Lager: "The author conducts a health food store in Hollywood, has had her own [radio] program on the air, is past president of the Health Food Dealers of Southern California and past vice president of the National Dietary Association... The author, who says that soybeans originally were 'thrust upon' her, has her own dietary philosophy.

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She gives little comfort to a public currently trying to solve all dietary problems by taking a few food pills daily. She says, 'Synthetic vitamins and minerals will never equal the intricate combinations of natural foods... We must go back to the use of more natural, unrefined foods with their known and unknown vitamins. We must replenish our soils and strive to produce foods that contain what nature intended them to contain.'"

1525. *Madison Survey* (*Madison, Tennessee*). 1945. Madison health foods. 27(16):63. Aug. 29.
• ***Summary:*** "A letter written some weeks ago from Addis Ababa, Ethiopia, by Mrs. Della Hansen, housekeeper in the Emperor's palace, addressed to Madison Foods, says:

"'His Majesty, the Emperor of Ethiopia, has seen your advertisement in *Life and Health,* and has asked me to write requesting a sample of each of your products.'

"Samples of Zoyburger, Yum, Vigorost, Soy Cheese [tofu], Stakelets, Not Meat, and Soy Koff were sent to the Emperor via the Ethiopian minister in Washington [DC].

"Never before in the history of the food manufacturing department of Madison has there been such evident interest in foods that meet the protein needs of the family dietary."

Note: This is the earliest document seen (March 2021) concerning soybean products (canned meatlike products from Madison Foods) in Ethiopia. This document contains the earliest date seen for soybean products in Ethiopia (1945); soybeans as such had not yet been reported by that date.

1526. *New York Times.* 1945. Obituaries: Dr. Lust, advocate of water healing. Sept. 6. p. 25.
• ***Summary:*** "Butler, New Jersey, Sept. 5–Dr. Benedict Lust, who founded the American Naturopathic Association in 1896 and has been its president ever since, died here last night in his sanitarium of a heart attack." He has lived in the USA since 1892 and was a naturalized citizen. His office in New York was at 343 Lexington Ave.

He established one of the first health-food stores in New York City on East 58th St.

Members of the American Naturopathic Association do not believe in drug treatments, vaccination, vivisection [dissection of live animals], or drug treatments.

He is survived by two brothers, Louis Lust of Flushing, Long Island, owner of the Lust Health Food Bakery at 311 East 56th Street, New York, and Leo Lust of Butler.

Note: This article is a special to the New York Times. Address: Butler, New Jersey.

1527. Baker's (Bill) Products. 1945. Everyone can keep fit and full of pep with Bill Baker's wonderful Super Soya Bread (Ad). *Let's Live.* Sept. p. 7.
• ***Summary:*** This display ad (4½ by 2½ inches) states: "'Fortify' the picnic lunch this easy way. Pure, wholesome, alkaline, not artificially fortified. Also taro or soybean waffle and pancake flour. At all leading health food stores all over America." An illustration shows a family seated on low stools in front of a tent, eating sandwiches. Address: Ojai, California.

1528. Coolidge, Marian. 1945. Soy is original, not substitute (Abstract). *Let's Live.* Sept. p. 8.
• ***Summary:*** This ½-page article is "Highlighted from an article by Jas. L. Doig in *Soybean Digest."* That article is: Doig, James L. 1945. "Soy is a valuable food ingredient, not a substitute." *Soybean Digest.* May. p. 16, 18, 20.

1529. Gaymont Laboratories. 1945. Thank you Gayelord Hauser for your endorsement of Dr. Gaymont's yogourt culture products (Ad). *Let's Live.* Sept. p. 9.
• ***Summary:*** "For making delicious yogourt. The amazing milk-food at home. 6 weeks supply. $1.50." An illustration shows a bottle of the culture.

Note: A slightly different with the same message appears on p. 16 of this issue. Address: 4554 Broadway, Chicago 40, Illinois.

1530. Golden Rule Health Foods. 1945. Golden Rule Health Foods (Formerly Hain Pure Food Co.) We recommend Avagold Face Cream and Hand Lotion (Ad). *Let's Live.* Sept. p. 18.
• ***Summary:*** This 4½ by 2½ inch ad states: "We now have available for you a complete list of our products. Anyone desiring these please notify us by mail. We carry a complete line of all major health foods." Address: 317 S. Hill St., Los Angeles 13, California. Phone: MUtual 8737.

1531. Let's Live Bookshop. 1945. It pays real dividends (Ad). *Let's Live.* Sept. p. 21.
• ***Summary:*** This 2¼ by 5 inch display ad states: "Every couple benefits by reading and following Clarke Irvine's book 'Health! With Remedies and Recipes.' Now in its seventh edition. One of the best little books ever completed on this subject. A splendid approach to the modern Health Movement. Makes a fine gift for anybody any time. 50¢ at Health Food Stores or send to: Let's Live Bookshop!" Address: 4637 Hollywood Blvd., Hollywood 27, California.

1532. *Let's Live.* 1945. Delicious Cubbison's Soyfee (Ad). Sept. p. 24.
• ***Summary:*** This small (2¼ by 2 inch) display ad states: "Contains no caffein [caffeine]–is mellow and satisfying. Made of soybeans, figs and barley perfectly blended, Soyfee is a refreshing drink–good for all the family. At health and grocery stores." An illustration shows a box of Cubbison's Soyfee. Each box appears to contain several packets.

1533. *Let's Live.* 1945. Classified ad: For sale, health food

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store, Los Angeles. Sept. p. 22.
• ***Summary:*** "Owner of a very profitable health shop is retiring. This is a bona fide deal, books open to seriously interested buyer, nice mail order trade, fine chance to expand, attractive fixtures, complete stock, juices, etc. 10 years in choice location. Price right at about $4,000 cash (inventory governs). Write me for details. Clarke Irvine, 4657 Hollywood Blvd., Hollywood 27."

Note: Clarke Irvine inserted this ad in his own publication for a friend. He never owned a health food store.

1534. *Let's Live.* 1945. Hollywood Cup: In place of coffee (Ad). Sept. p. 6.
• ***Summary:*** This small (2 by 3 inch) display ad states: "The perfect food drink–nutritious and flavorful. No caffein [caffeine]. Made of California barley, figs and bran–skillfully roasted. Wholesome & palatable." An illustration shows a cup of coffee.

Note: The name and address of the manufacturer are not given. By 1950 the product was made by Cubbison.

1535. *Let's Live.* 1945. Prize-winning dogs (Photo caption). Sept. p. 17.
• ***Summary:*** This photo shows Clarke Irvine holding a hammer using the toes of his left foot. The lower caption reads: "A few years ago Skipper Irvine on a lecture tour was examined by a group of chiropractors who voted his feet the most perfect on a white male in the U.S.A."

1536. *Let's Live.* 1945. Health food wholesalers (Ad). Sept. p. 18.
• ***Summary:*** Gives the name, address, and phone number of 11 such distributors. One in Chicago, Illinois; 2 in Detroit, Michigan; 1 each in Rochester and New York City, New York; and the rest in California, mostly in Los Angeles. Includes The Landstrom Co. (San Francisco), and Carque Natural Brands in South Pasadena.

Note: This is the earliest document seen (March 2006) that mentions The Landstrom Co., a health-food distributor in San Francisco.

1537. Marks, Alice. 1945. School day specials. *Let's Live.* Sept. p. 6.
• ***Summary:*** This column begins: "Better foods make better students." "Pack kiddies' lunch box with sandwiches using soy, lima, and wholegrain breads." On cold days try "hot vegebroth or soup" in a thermos bottle. Concludes with 3 recipes. A small portrait photo shows Miss Marks.

1538. Myco Biological Laboratories. 1945. A wonderful food drink–Almon-O (Ad). *Let's Live.* Sept. p. 17.
• ***Summary:*** This 4½ by 2 inch ad states: "The all-year, all-round nourishing product, rich in almonds. Once you drink Almon-O you will always like it. Ask for it at your health food store." Address: 2075 North Fair Oaks Ave., Pasadena 3, California.

1539. *Madison Survey* (*Madison, Tennessee*). 1945. Food-manufacturing industry. 27(19):76. Oct. 17.
• ***Summary:*** "Again Madison Foods has made a carload shipment of nearly 65,000 pounds to the Pacific Coast, to distributors in Los Angeles [California] and Seattle [Washington]. This car contained Zoy Koff, the cereal drink, 350 cases of Kreme O'Soy Milk, and 1,350 cases of the protein foods-Vigorost, Yum, Zoyburger, Not Meat, Stakelets, and Soy Cheese."

"It is now an established fact that we are not dependant on flesh foods for the protein content of the daily rations." After discussing an article about soybeans in *Reader's Digest* titled "How we can help feed Europe's hungry" (Sept. 1945, p. 50-52), the *Madison Survey* concludes: "Madison is fortunate at such a time as this to be able to manufacture and market products that are helping in the solution of the greatest food problem the world has known."

1540. *Vegetarian Messenger and Health Review* (*Manchester, England*). 1945. Health foods, natural remedies, vegetarian footwear, etc. Oct. p. 204.
• ***Summary:*** This is a directory of stores where these products may be purchased. The Imperial Stores and Health Centre, 14 & 15 High Street, High Wycombe, Bucks, carries various vegetarian health foods, including "Soya Nut Meats 1/3, and Soya Flour 5d/lb."

1541. *Record Eagle* (*Traverse City, Michigan*). 1945. Smoothie home mixer... $9.95. Dec. 19. p. 2. *

1542. *Soybean Digest.* 1945. Grits and flakes... from the world of soy: House of Better Living in Los Angeles sold by Mildred Lager. Dec. p. 24.
• ***Summary:*** "House of Better Living, health food store in Los Angeles, which had been owned and operated by Mildred Lager for 14 years [since 25 Oct. 1933], has been sold to Victor and Marvin Lemon. Miss Lager, who is the author of *The Useful Soybean*, announces that she will continue to teach and write."

1543. Lager, Mildred. 1945. The useful soybean: A plus factor in modern living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. Illust. General index. Index of recipes. 22 cm.
• ***Summary:*** One of the most important and innovative books on soyfoods ever written. Contents: Preface. 1. Agriculture's Cinderella: America discovers the soybean, our wonder beans, soy as a food in the United States, soy in rehabilitation food programs, soybeans as an emergency crop, soybean terminology. 2. World-wide use of soybeans: A real antique, monarch of Manchuria, soybeans in mechanized

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warfare–Germany, soybeans in other countries (USSR, Italy, Spain, Belgium, Holland, Norway, Denmark, Sweden, Great Britain, Canada), soybeans in Lend-Lease and United States Agricultural Marketing Administration, Food for Greece, soybeans and the Mexican Indian, soybeans in Hawaii (Mr. C.G. Lennox). 3. Soybeans and industry: The versatile soy, uses of soybean in industry, soybean paint (from soy oil, incl. Duco finishing), soybean protein (used in making plywood, plastics, water paints, paper sizing, leather finishes, and insecticide sprays), Henry Ford and soybeans, soybean glue (I.F. Laucks and the firms he has licensed turn out some 30,000 tons of soybean glue annually), rubber substitute (Norepol), paper industry (Glidden), plastics, soy-cotton helmets, firefighting compounds, lecithin, fertilizers. 4. Nutritional nuggets: Food value of soybeans and soy products (vegetable or edible types of soybeans, protein, fat & carbohydrate, minerals, vitamins, lecithin, alkaline ash, economy, exaggerated claims), principal uses of soybeans and soy products (meat substitutes, meat enrichers, fortifying foods with soy flour). 5. From soup to nuts: Green beans, dry beans, frozen beans, roasted soybeans, sprouted soybeans, the cow of China–soy milk, the meat without a bone–tofu or soy cheese, the little giant among protein foods–soy flour, soy grits, puffed grits, soy oil, miscellaneous soy products (soy butter [soynut butter, p. 99-100], sandwich spreads, malts, coffee substitutes, soy sauce, soy albumen–a new product, greatly improved during the past two years, is now used to "replace egg albumen in candy manufacture" [as in marshmallows]).

Note 1. This is the second earliest document seen (Aug. 2002) in which the soybean is called the "cow of China."

Note 2. This is the earliest English-language document seen (Dec. 2015) that uses the term "soy albumen" (or "soy albumens") to refer to isolated soy protein as a product.

6. The blazed trail: Introduction (history and pioneers), our tardy acceptance, food pioneers (health-food stores, Dr. W.D. Sansum of Santa Barbara and soy bread, allergy studies, vegetarians, Seventh-day Adventist food companies, meatlike products, Madison College of Tennessee, Loma Linda Food Co., the International Nutrition Laboratory and Dr. H.W. Miller, special dietary concerns and diabetic diets), establishing soybeans in the kitchen (The Edison Institute and Henry Ford, the USDA and the U.S. Bureau of Home Economics, the Agricultural Marketing Administration, U.S. railroads, the Soy Products Division of the Glidden Co., the Soy Flour Association). 7. The challenge of nutrition: The dangers of hidden hungers, nutrition and health, corrective nutrition, starch-restricted diets, meatless diets, allergy diets, bland diets, building diets, reducing diets, acidophilus culture, lecithin. 8. Our wonder crop: Jack and the beanstalk, early history, new varieties, aids to the industry (Regional Soybean Industrial Products Laboratory, American railroads, American Soybean Association, Fouts Brothers of Indiana, *Soybean Digest* and George Strayer in Hudson, Iowa, Soy Flour Association with Edward Kahl as first president, Soya Kitchen in Chicago (Illinois) opened in Jan. 1943, National Soybean Processors Assoc., National Farm Chemurgic Council), educational program, restrictive regulations. 9. Soybeans and the farmer: Varieties, sources of information, seeding and inoculating, harvesting, grading, soybean diseases, crop rotation, damaged beans. 10. Tomorrow: Acreage and production, soybeans on the farm, soybeans in nutrition, postwar industrial uses, future improvements. 11. A few suggestions for better living: Kitchen diplomacy, personal opinions, soybeans for everyone. Recipes: Green soybeans, dry soybeans, sprouted soybeans, roasted or toasted soybeans, meat-substitute dishes, soy-enriched meat dishes, soy noodles, macaroni, spaghetti, sauces and gravies, soups, salads, dressings, soy spreads, soy milk, tofu or soy cheese, soy butter, soy cereals, soy desserts, soy candies, soy beverages, soy-flour recipes, bread and muffins, pancakes and waffles, soy gluten recipes, baking-powder biscuits, pastry, cookies and doughnuts, cakes.

Contains recipes for "Soy milk molasses shake (p. 238). Soy puddings. Soy ice cream (p. 250; "Soy milk may be used in place of regular milk in ice-cream recipes... adding whipped cream"). Soy fruit ice cream. Soy chocolate dessert (Eggless) (p. 250-51). Soy shake "(p. 254, made in a "liquefier or mixer").

The story of Allied aid to Greece [p. 24-26] is one of the great mercy stories of World War II. Starting in March 1942, as many Greeks were starving, the first mercy ship sailed to Greece with food and medicine. Up to Nov. 1943, the United States through Lend-Lease sent 82 million pounds of food to Greece. A number of these foods (including soup powders, stew mixes, and spaghetti) were based on soy flour and grits, and specifically developed to suit Greek tastes.

Concerning Henry Ford (p. 35-38), his "first experiments were made in a laboratory in connection with the Edison Institute in 1930. In these experiments, several tons of wheat were used, also several thousand bushels of carrots; sunflower seeds, which have a high oil content; cabbages; onions; and cornstalks. It was not until December, 1931, after a long series of experiments with the soybean, that Mr. Ford and his chemists felt that they were at last approaching a solution to the problem of finding a basic farm material from which the ordinary farmer could develop a commercially profitable product."

Note 3. This is the earliest published English-language document seen (Sept. 2013) that uses the term "Soy ice cream" (p. 250).

Note 4. This is the earliest document seen (July 2007, one of two) that uses the word "Cinderella" in connection with the soybean. The author, however, does not elaborate on this idea.

Note 5. This is the earliest English-language document seen (Jan. 2019) that contains the term "soy-flour"–however it is used as an adjective. Address: Southern California.

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1544. Lager, Mildred. 1945. America discovers the soybean (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 1-3.

• ***Summary:*** "The soybean is a bean with a past, present, and future–a vital present and a tremendous future. Yet, the average American knows very little about it; in fact, he hardly knows what it looks like. He has not been interested in a bean raised for cattle food, hay, or soil improvement. He has never dreamed that one day the humble soybean would be classed as one of the five great protein foods, and that its bodybuilding and life-sustaining powers would be recognized along with those of meat, milk, eggs, and cheese. Neither has he realized that soybeans could be made into flour, flakes, grits, and a host of other products that can be added to everyday foods without his being aware of their presence.

"The soybean came to this country as a stray immigrant about 1804. It took us over a hundred years to realize its value. Up to twenty-five years ago, soy pioneers who saw commercial, industrial, and nutritional possibilities in the beans were classed as fanatics. As far as the general public was concerned, the Chinese bean did not register at all. Even growers saw it only as a hay crop, a cattle food, or a soil improver. Industrial uses were merely dim possibilities, and its nutritional merits were left entirely to food-minded individuals and the so-called 'food cranks.'

"The First World War gave soy its first real chance. Fats and oils are precious in wartime and, because the soybean contains 18% or more of oil that can be used for industrial and edible purposes, it became important as an oil crop. The result was that soybean oil entered the American kitchen as a refined oil for salad dressings and shortenings. During the First World War, we also became aware of the nutritional value of the bean for army rations and as a human food, but nothing further was done about it at the time. Bill Baker, of Ojai, California, one of the early pioneers of soy bread, used to say, 'The First World War discovered the value of the soybean and the Second World War will put it where it belongs.'

"Nutritionally the Second World War put the soybean in its rightful place. It is no longer considered a diet food, a fad, or a substitute, but it is now a food that can stand on its own merits. The global conflict had thrust soy into our diet, and soy will leave a lasting imprint."

"We are going to meet soy in every form imaginable–as a dry bean or a tender sprout, and in everything from appetizers to chocolate sodas. We might expect soybeans in soy bread, soy cereal, or crackers, but hardly in lunch meats, pretzels, ice cream, candy, or chocolate. Yet chances are it will be there in some form or other, and we shall never know the difference in taste." Address: Southern California.

1545. Lager, Mildred. 1945. Soybeans in Hawaii (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 27-29.

• ***Summary:*** "The food situation in Hawaii, since it has become the front line in a war zone, opens up new territory for the soybean to conquer. The Hawaiian Islands are now faced with the necessity of increased home food production to make their population more self-sustaining."

"Hawaii must select crops that can be grown, and of these she must pick those that contain the necessary nutriment to meet the present emergency. The soybean can fulfill these requirements and ranks as a food crop for wartime Hawaii."

"C.G. Lennox, in a discussion of the edible soybean in Hawaii says: 'The edible soybean assumes a position of prominence as a source of substitutes for animal proteins and oils in Hawaii's program of self sustenance.

"'The high protein content of the green shelled beans, quickness in developing a crop, freedom from serious insects, pests, and diseases, and cheapness of planting, cultivating, and harvesting in terms of man-days per ton of green beans, all contribute to the value of the soybean as an emergency food crop.

"'Success with the year-round production of soybeans in Hawaii hinges principally upon the correct choice of varieties for planting in the different seasons; secondly, upon sufficient fertilization with nitrogen and phosphorus.'"

"Edible soybeans are not new in Hawaii. They have been experimentally grown since 1908 but have never been a food crop of the Islands. Growing conditions in Hawaii are suitable for year-round production of most vegetable crops but not of the soybean. It is a plant whose time of flowering responds to the length rather than the temperature of the day. Mr. Lennox gives the following explanation of why it has not so far been grown successfully the entire year:

"'The soybean is one of a large group of plants which flowers under the stimulus of a long period of darkness. Although the day length of the shortest day in Hawaii is only two and one-half hours shorter than the longest day this is quite sufficient to have a profound effect on the soybean. During the summer season the plants come into flower in exactly the same length of time as recorded on the mainland, but as the days shorten the flowering commences sooner. Nearly all the flower bloom at the same time on the soybean plant and if the flowering is initiated before a full-sized plant has developed, the number of flowers is proportionately reduced. The reduction in number of pods per plant results in a reduced yield per acre. It is this stimulus of the short day resulting in small crops that has retarded the interest in soybeans as a vegetable crop for Hawaii.'" Address: Southern California.

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1546. Lager, Mildred. 1945. Madison College (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 106-07.
• ***Summary:*** "There are several large and small Seventh-day Adventist food concerns in this country that manufacture a complete supply of soy products, most of which are cooked and ready to use.

"As pioneers, all these Adventist concerns have done considerable research on soybeans, and most of them employ chemists who have had firsthand experience with the beans in China. These men know the food value of the bean, what it has meant nutritionally elsewhere, and they strive to perfect formulas for well-balanced and complete vegetable protein foods to take the place of meat. Most of these concerns also manufacture soy milk, fortified to equal dairy milk in food value. Their meatlike products at first were for the use of their own people, their hospitals and institutions; but demands for vegetable protein have brought them into health-food stores and food specialty shops. Sales on these products have been steadily increasing with a rapid rise in the last 3 years, climaxed by meat and cheese rationing..."

"Perhaps the best known of the pioneer institutions is Madison College, Tennessee. It is doing an outstanding job in maintaining a self-supporting college and a sanitarium and in developing a complete line of soy products that are being sold on an international scale. Madison's curriculum includes 27 campus industries run by the students to support the college and themselves. A 900-acre college farm is operated entirely by student labor and is also self-supporting. The student canning factory was started when the college was in its infancy, almost forty years ago; and several years of research in food chemistry have resulted in many new products built around the soybean. Madison College is largely responsible for making soybeans appetizing. They have developed a soy milk that has received world recognition; observers have come from Africa, India, and other countries where milch cows are scarce, to study the methods of Madison's soybean dairy. They also make soy cheese [tofu] and several meat substitutes, as well as a soybean beverage. These foods are now well distributed over the United States and some foreign countries, including South Africa."

Note. This is the earliest English-language document seen (Aug. 2013) that uses the term "soybean beverage" to refer to soy milk. Address: Southern California.

1547. Lager, Mildred. 1945. Bill Baker of Ojai, California (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 91-92
• ***Summary:*** The section on "Soy flour" states (p. 91-92): "Soy bread is the best known and the most widely used of all soy-flour products, and it is sold in many grocery stores; but even so, its use so far has been more or less restricted to certain areas, and it has been consumed only in small quantities. A small amount of soy bread has been on the market ever since the making of soy flour.

"Bill Baker of Ojai, California, famous for his sugar artistry and his 'White House cakes' (he sent the President an elaborately decorated fruitcake every Christmas for many years), was one of the early pioneers in soy bread, and his efforts have done much to establish it in the American diet. About fifteen years ago [i.e., ca. 1930] Mr. Baker started making a few loaves of soybean bread for special diet cases. The results convinced him of its nutritional value, and he set out to make a loaf that would have universal appeal. Today his establishment devotes its entire time to the making of soy- and lima-bean products and ships them to all major cities of the West. Even now, the bread is shipped as far east as Chicago; before the war it was sent as far as New York, Hawaii, and Alaska. Bill Baker bread contains more soy flour than the average loaf of soy bread, and its only sweetening is honey.

"Bill Baker and his devotion to soy products have put the little city of Ojai, Calif., on the map. He had first to perfect his formula and then to convince doctors, grocers, and the general public of its merit. It is one of the ironies of fate that Bill Baker could not live to see the fulfillment of his prophecies."

Note: He died in May 1942. Address: Southern California.

1548. Lager, Mildred. 1945. Nutritional nuggets: Alkaline ash (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 61-62.
• ***Summary:*** "Last, but not least by any means on the nutritional side, is the fact that soybeans are alkaline in their ash, being rich in potassium and other alkaline-bearing salts. This reason alone has gained them much favor. Since the majority of our protein foods are acid in ash, the alkaline soybean provides a welcome balance. Its alkaline ash has made it extremely valuable in corrective and special diets as an aid in relieving acidosis. Also, soybeans have often been suggested in place of such animal proteins as meat, fish, and eggs for the same reason. Soybeans are the only complete protein that are highly alkaline in its ash." Address: Southern California.

1549. Lager, Mildred. 1945. Preface (Document part). In: Mildred Lager. 1945. The Useful Soybean: A Plus Factor in Modern Living. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. vii-ix.
• ***Summary:*** "We of the occidental world are just discovering that soybeans are indeed nuggets of gold in our modern

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civilization. During the last twenty-five years [i.e., since 1920], they have mushroomed from an almost unknown forage crop to one of our most important cash crops, vital to the fields of agriculture, commerce, nutrition, and industry. Nutritionally soybeans have become a vital food for a world at war and a postwar world at peace. Industrially they are a challenge to the chemists' flasks and test tubes; for more than two hundred commercial products have been made from the little beans. Hence soybeans and soybean products are indeed destined to be a vital plus factor in our world of tomorrow.

"Food has always been my hobby. When Fate, that unseen hand that sometimes guides us to our rightful groove in life, gave me firsthand experience with the miracles of proper diet, teaching fundamental facts on nutrition became my goal. I have tried to pass on the message of better eating via the platform, the printed page, and the radio, and for the last dozen years have enjoyed the unusual opportunity of occupying a vantage point on a busy crossroad of nutrition. I have seen, too, the value of soybeans in the so-called 'corrective regime,' and it has convinced me of their rightful place in the average diet.

"I experimented with soy as a food, secured special soy products for special diets, made up recipes, and in my classes taught the cooking of soybeans when they were practically unknown, when soy was eaten because it was soy and regardless of taste or palatability. In 1942, when soybeans became prominent as a war emergency food, a collection of these recipes was published under the title of '150 Ways to Use Soybeans.'"

"Because my main interest in soybeans and soy products is nutritional, the purpose of this book is to help bridge the gap from the unusual to the usual. I have tried to present the story of Asia's ancient food in a true, authentic manner–to give credit where credit is due. I am not a vegetarian, not affiliated with any organization or group advocating a meatless diet. I believe that proper nutrition and common-sense living are man's best medicine."

"I want to acknowledge the material, encouragement, and help that I have received from the men and women of medicine, research, industry, and business as well as homemakers and friends. I am especially grateful to

"Edward J. Dies, Soy Flour Association, Chicago, Illinois.

"E.L. Rhoades, Soy Flour Association, Chicago, Illinois.

"Kent Pellett, Soybean Digest, Hudson, Iowa.

"Edward Kahl, Los Angeles, California.

"National Soybean Processors Association, Chicago, Illinois.

"Dr. Walter C. Alverez, Mayo Clinic, Rochester, Minnesota.

"Dr. Francis Pottenger, Jr., Monrovia, California.

"Dr. Irving D. Ewart, Hollywood, California.

"Dr. J.A. LeClerc, U.S. Department of Agriculture, Washington, D.C.

"W.J. Morse, Department of Agriculture, Washington, D.C.

"Dr. Louise Stanley, Chief, Bureau of Home Economics, Washington, D.C.

"Donald S. Payne, Chief of Soya Products Section, Food Distribution Administration, Washington, D.C.

"Dr. Clive M. McCay and Mrs. Jeanette McCay, Cornell University, Ithaca, New York.

"Dr. H.W. Miller, International Nutrition Laboratory, Mount Vernon, Ohio.

"Col. Rohland A. Isker, Quartermaster Corps, Chicago, Illinois.

"Prof. Oscar Erf, The Ohio State University, Columbus, Ohio.

"National Farm Chemurgic Council, Columbus, Ohio.

"Agricultural Experiment Station, University of Illinois, Urbana, Illinois.

"Agricultural Experiment Station, Iowa State College, Ames, Iowa.

"Purdue University, Lafayette, Indiana.

"College of Agriculture, University of California, Berkeley, California.

"Department of Home Economics, University of Illinois, Urbana, Illinois.

"Bureau of Home Economics, U.S. Department of Agriculture.

"A.A. Levinson, Glidden Company, Chicago, Illinois.

"H.A. Olendorf, Spencer Kellogg & Sons, Inc., Decatur, Illinois.

"James L. Doig, Floya Milling Company, Montreal, Canada.

"J.A. Audiss and L.E. Bauer, Loma Linda Food Company, Arlington, California.

"Russell G. East, The Pennsylvania Railroad, Richmond, Indiana.

"Ollie Jones, Los Angeles, California.

"Madison College, Madison College, Tennessee.

"Ford Motor Company, Dearborn, Michigan.

"The Fox Valley Canning Company, Hortonville, Wisconsin.

"The Michigan Paper Company, Plainwell, Michigan.

"I.F. Laucks, Inc., Seattle, Washington.

"The Baltimore & Ohio Railroad, Baltimore, Maryland.

"John Deere, Moline, Illinois.

"Hawaiian Sugar Planters' Association, Honolulu, Hawaii.

"Maren Elwood, Hollywood, California (for her help in editing the manuscript).

"Ellender McGraw, my secretary." Address: Southern California.

1550. New York City directory. 1945.
• ***Summary:*** "Lust, Benedict Health Foods 343 Lexington Ave, Phone LE 2-1263

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"Lust, Benedict Naturopathic Inst. 343 Lexington Ave, Phone LE 2-1263

"Lust Health Food Bakery Inc., 311 E. 56, Phone PLaza 3-7687

"Branch 100 E. 105 Phone LEhigh 4-2111 [Lust, Lewis does not appear in this edition other than the Lust Health Food Bakery but his name is not listed with the bakery. Could he be in Florida or Cuba?]

Note 1. This is the first edition of this city directory in which phone numbers are given.

Note 2. 1946 is the same as 1945.

1551. Cemetery record for Louis Carque. 1946. Bergen Co., New Jersey. 1 p.

• ***Summary:*** Birth: Unknown. Death: 16 Feb. 1946.

Burial: Holy Cross Cemetery, North Arlington, Bergen County, New Jersey.

Plot: Blk 14, Sec D, Gr-214 1A. Memorial ID: 205002562.

1552. *Sun* (*Baltimore, Maryland*). 1946. This man always opens a new doorway to health. You don't have to be sick! (Ad). April 28. p. 22.

• ***Summary:*** "Paul C. Bragg, famous diet advisor to stage and film stars, brings to you his Toxicless Diet System– an amazing new Health discovery for keeping the body internally clean. Intestinal ills don't correct themselves–you must learn how to clean the 30 feet of intestines and learn how to keep them clean.

"Surveys show that 98% of the public at some time suffer from constipation, gas, bad breath, and toxic poisoning that sometimes produces arthritis, heart troubles, sinusitis, skin troubles, as well as 1001 tormenting ailments and premature old age."

"You can have health at any age. Revealed in his free health lecture–Don't miss it! One night only. Tuesday, April 30, at 8 P.M. I.O.O.F. Temple. Saratoga and Cathedral Sts. Baltimore, Maryland.

"Free! Present this ad at Paul Bragg's lecture and receive his sensational new book, 'Vital Health Through Internal Cleanliness'–Free."

A portrait photo at the top left shows Paul C. Bragg.

1553. Lager, Mildred. 1946. The meat without a bone. *Soybean Digest.* April. p. 22.

• ***Summary:*** "To anyone interested in unusual foods soy cheese is indeed fascinating. While it will never become popular in this country it is worth knowing about and trying at least once.

"Soy cheese or curd is known to the Chinese as tofu and it has been aptly described by them as 'the meat without a bone.'... The bean curd or soy cheese is the coagulated casein of the soybean and is made from soy milk very much as we make cottage cheese. The result is a white, very soft, watery substance, that can be pressed into a cake or soft cube. It is an easily digested food, fairly high in protein, and can be used as a meat, egg, or fish substitute, as a cheese, or as a topping or dessert.

"Every Oriental settlement has its tofu factory or factories which supply the restaurants and markets with fresh cheese. The methods used in some of them are very crude and primitive but the result is an excellent cake of cheese. There is an interesting little place in the heart of new Chinatown in Los Angeles run by two old Chinese who claim no knowledge of English, and can't be bothered with curious visitors. They did, however, allow me to watch from a distance. A large size coffee mill run by a little motor ground the beans. The curds were cooked in a clean wash tub and the cakes were pressed between two boards held down by a wooden bar which was attached to the wall at one end and weighted at the other end with a pail of sand. Naturally their output was limited but their product was excellent. Here was the old world working in the midst of the new making an ancient food that was yet new and novel."

Describes how to make tofu at home (vaguely), how to store it, basic preparatory techniques, and serving suggestions. It is delicious as a dessert "Some ingenious cooks even use it for cheese cake." Canned tofu is more in demand than fresh because it is more widely available. "Canned it is known as soy cheese, soy food or soy curd and the taste, texture and moisture varies with the different brands."

"Soy cheese will never become popular in this country. A certain amount will always be used, however, by the vegetarian, especially by those who do not use any animal products whatsoever [i.e., vegans], and by those who have developed a taste for it. It is an unusual food that does not appeal to everyone. It is becoming more and more popular in corrective nutrition because it often fills a need in the special diet.

"'The meat without a bone' is one of the interesting variations of the versatile bean. This ancient food is gaining a toe hold in our American diet and is filling a dietary need for many persons."

A photo shows a woman in a Korean market selling cakes of tofu on a round woven bamboo tray. Address: Author of "The Useful Soybean" [California].

1554. *New York Times.* 1946. Mrs. Eula McClary, publicist, was 60. Sept. 14. p. 5.

• ***Summary:*** "Mrs. Eula McClary, former newspaper writer and one of the first woman publicists, died Wednesday at her home in Washington, D.C." at age 60.

She led a campaign during World War I to make the nation "calorie conscious." In Jan. 1917, as a press agent for the Life Extension Institute, she went to Washington, DC, to try to "interest President Woodrow Wilson in the campaign for 'cheaper but substantial meals.'" She proposed breakfasts

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that would cost 7 cents, lunches 8 cents and dinners 10 cents.

She had won great favor for the new idea of "calorie content" and was said to have exacted a promise from the president "to proclaim a national health food day during which no one would spend more than 25 cents for food. The indifference of the White House, especially that of the culinary staff, is said to have prevented the acceptance of her idea."

1555. Taylor, S.; Farrington, W.M. 1946. Annual report of the Vegetarian Society for the year ended 31 August, 1946. *Vegetarian Messenger and Health Review* (*Manchester, England*). Dec. p. 238-45.
• ***Summary:*** Contents: Introduction. Vegetarians and rationing. Obituaries. Annual meetings and May meetings. Affiliated societies (names of the 23 are given). Lectures presented. Literature published. Vegetarian Messenger and Health Review (now in its 98th year). Health food store. Financial statements of The Vegetarian Society (of the U.K.). The future.

The Society's expenses were £5,536. Of these, the main ones were for salaries and wages (£1,616), and printing of Vegetarian Messenger (£843). Cash in bank was £1,065. Address: 1. Chairman; 2. Hon. Secretary.

1556. Bergeron, Trader Vic. 1946. Trader Vic's book of food and drink. New York, NY: Doubleday & Co. 272 p. Illust. Index. 20 cm.
• ***Summary:*** The only soyfood mentioned in this books is soy sauce. "Soya sauce, which was once eyed distrustfully and termed 'bug juice' by the uninformed, is now accepted on familiar terms and we are even beginning to appreciate its usefulness in our own kitchens" (p. 157).

The recipe for Chicken livers with water chestnuts (p. 183) concludes: "For added flavor, dip the livers first in soya sauce." The next recipe, Chicken livers in egg batter (p. 183-84), begins: "Cut chicken or duck livers in small strips, dip them first in soya sauce and then in a very light..."

The chapter on "Barbecuing" contains the most information on recipes using soya sauce (p. 237-41): "A word about soya sauce before we proceed. The use of this little-known ingredient in cooking introduces an indescribable flavor that cannot be equaled. It gives a beautiful brown glaze to all meats and makes the fat crisp and appetizing. Most people associate soya sauce with the little jugs on the tables in Chinese restaurants; it is vulgarly called 'bug juice' by the uninitiated. It belongs in the kitchen right along with your other seasonings and as you experiment with it you'll find yourself using it as often as you would salt and pepper. Try basting a leg of lamb with it–the flavor and color are superb. Lamb chops, too, whether you fry, broil, or barbecue them, are improved by the use of soya sauce" (p. 237).

"Steak Hawaiian: This recipe illustrates perfectly the value of cooking with soya sauce. You'll find the steak has color and an indescribable flavor, and the fat has a crisp brownness that can't be achieved in any other method of cooking." The steak is marinated on both sides for about 15 minutes total in a mixture of finely minced garlic and ½ to 1 cup of soya sauce. Then it is barbecued, fried, or broiled.

"Barbecued squab [young domestic pigeon]: Brush whole squabs inside and out with soya sauce and barbecue" for 20-25 minutes. Or roast for about the same time. If desired, the "squab may be basted occasionally with a mixture of soya sauce and melted butter while cooking."

Barbecued lamb, first marinated in a mixture that contains 6 tablespoons soya sauce. Javanese Saté calls for "4 teaspoons Saté spice," which is sold in Jars at Trader Vic's Trading Store, 6500 San Pablo Ave., Oakland, California. Note: It probably contains soya sauce. Saté is an Indonesian / Malay word.

Barbecued shrimp: "Peel large gulf shrimp; dip them in soya sauce..." Smoked oysters: "Dip oysters in soya sauce," skewer, then barbecue. Barbecued chicken livers: "Dip in soya sauce, skewer on wire, and barbecue..."

A recipe for Trader Vic's daiquiri (p. 92-93) states: "This drink should be made in a Waring type mixer with one large handful of fine ice, and no more than three should be made at one time."

Note 1. This is the earliest document seen (May 2010) concerning soy ingredients used in Indonesian-style recipes, food products, or dishes outside of Indonesia.

Note 2. In this book Trader Vic shows his love of rum and of swearwords. Address: Oakland, California.

1557. Davis, Adelle. 1946. You can stay well (Condensed ed.). Chicago, Illinois: Graphic Arts Research Foundation. Frederick H. Bartz, director. 90 p. No index. 22 cm.
• ***Summary:*** Cover title: "Tells the amazing relationship between food and health. Endorsed by many top scientists and physicians. Your food as it affects insomnia, arthritis, eye disorders, goiter, neuritis, tuberculosis, virility, indigestion, fatigue, heart disorders, and most other conditions." This book is written in an informal, conversational format. A table of nutritional composition has entries for soy bean flour (p. 66), cooked dried soybeans, and uncooked dried soybeans (p. 78).

According to the Foreword to the condensed version, this book has been temporarily out of print. Note: The reasons for this are not clear, but it may well have been because of World War II. It is less clear why she and/or the publisher issued a condensed edition. The original unabridged edition, published by the author in 1939, was 317 pages in length. The 17th printing of the condensed edition was Jan. 1959. Address: A.B., M.S., Consulting nutritionist.

1558. Hauser, Gayelord. 1946. The Gayelord Hauser cook book: Good food, good health, good looks. New York, NY:

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Coward-McCann, Inc. viii + 312 p. Illust. 21 cm.
• ***Summary:*** This is a health food (but not a vegetarian) cookbook; it uses meats, poultry, and fish. Soy-related recipes include: Soya tomato soup (with soya flour, p. 48). Soya soup (with soya flour and soy sauce, p. 49). Soya cheese sticks (with soya grits, p. 111). Roasted soybeans (p. 115; p. 114 notes that the soybean is a first-class protein food). Cranberry soya pudding (p. with soya flour, p. 154). Caramel soya custard (with soya milk, p. 163). Rice pudding (with soya milk, p. 164). Soya ice cream (with soya milk and agar-agar, p. 167).

In the chapter on baked goods, p. 179 shows that soya flour is rich in protein, vitamin B-1, riboflavin, and niacin. And pages 180-81 give a detailed discussion of the benefits of soya flour and how to use it. Page 182 discusses gluten flour. Recipes include: Whole-wheat soya bread (p. 183). Soya nut waffles (p. 186). Soya muffins (p. 188). Steamed soya bread (p. 189). Four nutritious sandwich spreads with ½ cup soya flour (p. 191). Delicious soya cake (p. 193-94). Quick service cake (p. 195-96). Soya-flour pie crust (p. 197). Soya cookies (p. 204). Soya sand tarts (p. 206).

Fletcherizer (p. 221, a type of electric blender). Fletcherized drinks: Cream of soya milk (with soya flour, p. 222), vege-nut milk (with soya flour), almond-, pecan-, walnut-, filbert-, or cashew milk. Cream of soybean soup (p. 224).

In the chapter titled "Yogurt, brewer's yeast, and other special foods" is a long section on soybeans and gluten (p. 237-42) including basic information on soybean oil, soya flour and grits, soy flakes, soy meats (split or coarsely ground soybeans), soybeans as a vegetable [fresh-green soybeans], soybean milk, and soybean curd or tofu. Instructions are given for making soybean sprouts at home. Recipes include: Boiled soybean sprouts. Fried soybean sprouts. Green soybeans. Baked soybeans. Soybean milk. Soybean parsley croquettes. Soybean nut croquettes. Vanilla soya ice cream. Homemade gluten dough. Gluten steaks or chops. Address: Beverly Hills, California.

1559. Walker, Norman Wardhaugh; Pope, R.D. 1946. Raw vegetable juices: What's missing in your body? Rev. ed. Anaheim, California: Norwalk Laboratory. 117 p. 21 cm. A 1947 ed. was published in St. George, Utah, by Norwalk Press (127 p.). *
• ***Summary:*** "Compiled under the direction of R.D. Pope." Note: Norwalk makes the Norwalk juicer. The author says that the most aggravated case of constipation can be overcome in a few days or a week by drinking raw spinach cocktails every day. Note: Norman Wardhaugh Walker was born in 1876. Address: M.D.



1560. Two photographs of Mildred Lager and Ed Jones (Photograph). 1946? Undated.
• ***Summary:*** See also next page. Both photos are black and white, and taken in Los Angeles, California–probably in 1946, the year that Mildred and Ed Jones were married.

(1) Mildred and her husband, Ed Jones, full body view, standing together in a driveway.

(2) Mildred and her husband, Ed Jones, from the waist up. On the back is written in pencil "59936 Hwd. 24." Note: The meaning of this note is unclear. Does "Hwd." stand for "Hollywood," or should it be "Hwy." for "Highway"?

Sent to Soyfoods Center in May 1981 by Dr. & Mrs. George L. Bower of Redding, California. Lois Bower was Mildred's stepdaughter.

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1561. *Herald of Health and Naturopath* (*San Francisco & Washington, DC*). 1947-1957. Serial/periodical.
• ***Summary:*** The National College of Natural Medicine (NCNM, Portland, Oregon) owns most of these issues. From Jan. 1947 (Vol. 52, No. 1) to April 1957 (Vol. 62, No. 4) are not bound. The publisher was the Herald of Health Publishing Company, most likely started by Benedict Lust (1872-1945).

1562. *Soybean Blue Book.* 1947. Manufacturers and handlers of soy foods. p. 69-73.
• ***Summary:*** Arranged alphabetically by product category: Beverages; Breakfast Foods; Soy Butter (probably like margarine; the only source is Daglish Health Foods in Santa Cruz, California); Canned Green Soybeans (Note: These are probably canned mature green vegetable type soybeans. In the 1948 Bluebook this section is titled "Canners of Green Vegetable Soybeans." List compiled from 1947 edition of *Canners' Directory,* published by the National Canners Association); Coffee Substitutes; Cookies, Crackers, Toasts and Wafers; Soybeans for Cooking and Sprouting; Soy Flour, Flakes and Grits; Soy Flour Mixes; Soy Food Consultant (Donald S. Payne); Health Food Stores, Supply Houses; Lecithin; Macaroni, Spaghetti, Noodles; Meat Substitutes; Soy Milk; Sprouts; Roasted Soybeans or Nuts; Sausage Binders; Salad and Cooking Oils, Shortening; Soy Sauce; Toppings [Whip]; Whipping Agents.

1563. Safeway. 1947. Eat plenty of fresh fruit! (Ad). *Los Angeles Times.* June 18. p. 6.
• ***Summary:*** This is a large ad for many products on sale at Safeway. In the section on "Tea, crackers and toast" we read: "Cubbison Toast. Vegetized. 7-oz. pkg. 17¢. Cubbison Soya Toast. 7-oz. pkg. 17¢." Address: [California].

1564. Pacific Appliance Stores. 1947. $40.00 on a brand new washing machine (Ad). *Los Angeles Times.* June 24. p. 4.
• ***Summary:*** This ad features many modern electric kitchen utensils, including "Waring Blenders."

Note: This is the earliest document seen (July 2006) that mentions "Waring Blenders" (spelled that way) or that uses the noun "Blender" (or "Blenders") in the trade name of an electric blender. Address: 6032 Wilshire Blvd. [Los Angeles]. Phone: YOrk 6224.

1565. Allen, Mark. 1947. Soybeans: The miracle food. *Diet Digest* (*Beverly Hills, California*) No. 27. p. 21-22, 38. [1 ref]
• ***Summary:*** "Reprinted by special permission of Syndicate Publications, Inc."

1566. Ware's (New Rochelle). 1947. Display ad: Ware's introduces–the first time anywhere! Champion Juicer $9.95. *New York Times.* July 13. p. 28.
• ***Summary:*** "The new Champion is truly the finest juicer we have ever had the opportunity to sell–with an outstanding combination of features that makes its price unusually modest. It is built to last a lifetime.

"It extracts every bit of juice, clear and sweet with no rind taste, in a single stroke!"

Note: It is hand turned, not electric, and is designed for use only with citrus fruits–oranges, lemons, grapefruits. A photo shows the juicer.

1567. Brady, William. 1947. Here's to health: Italian teeth and American nutrition. *Los Angeles Times.* Aug. 13. p. A7.
• ***Summary:*** Italian children have much fewer dental caries (cavities) than children in Yankeeland. Part of the reason is probably due to diet and to sugar consumption. "Naturally the one cook book in my library–*Let's Cook It Right,* by Adelle Davis, gives numerous suggestions for using wheat and wheat germ... the author is a recognized authority on nutrition as well as a culinary scientist." Address: M.D. [Los Angeles].

1568. Cubbison's Cracker Co. 1947. Cubbison's Zwieback Wheat Toast: Reduce and love it (Ad). *Los Angeles Times.* Oct. 31. p. A6.
• ***Summary:*** "Cubbison's Zwieback Wheat Toast is not only delicious to crunch but (without butter) it is recommended by doctors and is on famous "reducing plan" diet lists. If you enjoy a dainty thin toast buy it in the form of Cubbison's Wheat Melbettes."

"Cubbison's Zwieback and Melbettes are not 'reducing toasts.' They are a delicious treat."

"At all grocers. Toast of the nation. Cubbison's marvelous improvement on Nature's 'Staff of Life'" Address: [California].

1569. *Washington Post.* 1947. Paul Bragg's Health Cookbook (Knopf, $3). Dec. 3. p. 2.
• ***Summary:*** "Runs the whole gamut of recipes from basic dishes to delicacies with special emphasis on health." Note: This tiny block of text looks like a filler, but it could be an advertisement.

1570. Blumenthal, Saul. 1947. Food products. Brooklyn, New York: Chemical Publishing Co., Inc. ix + 986 p. See p. 134-35, 335-36, 378-85. Index. 23 cm. [soy ref]
• ***Summary:*** The following soy products are discussed: Soy milk (p. 134). Soy curd (bean curd or tofu, p. 134-35). Fried soybeans (p. 335-36). Health foods (p. 337).

Concerning fried soybeans, this is the earliest document seen (Dec. 2012) that discusses this subject scientifically and in some depth, since most similar products had previously been dry roasted. (For exceptions see Stoddard 1917, Parsons 1939, and Hale 1941). "The fried soybean is a

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pleasing nut-like confection, which will prove a product of sufficient interest to many lovers of nut meats." The best soybean for fried food purposes is Illini; other good varieties are Rokusun, Mammoth Yellow, Dixi, Easy Cook [Easycook], and Hahto. By writing the National Soybean Oil Manufacturers Association, Box 388, Taylorville, Illinois [Note: This Association may have been affiliated with the Allied Mills soybean crushing plant in Taylorville; it was probably not affiliated with NSPA], all information on the bean and sources of supply can be acquired.

"Before frying the soybean, it should be washed in water to remove particles of dirt that may be adhering. In order to obtain a good product with a nut-like texture, the bean is allowed to swell by soaking in boiling water for a period of 10 minutes. The water is drained off and the beans are cooled and fried. The beans are then placed in a proper wire basket, with 5 pounds of fat, previously heated to 370 to 380ºF. The addition of the bean to the fat will cause a drop in temperature to about 340 to 355ºF, at which point most of the frying takes place. Temperature control is important since frying at high temperatures produces a bean with a scorched flavor, while frying at too low temperatures produces a product with a beany instead of a nutty flavor. After frying, the beans are drained, salted and cooled in the same manner as other fried nut meats.

The section titled "Health Foods" states: "Nuts and soybeans are good substitutes for meats, fish, eggs and sea foods. Pistachio nuts are non-acid-forming and are rich in organic salts and vitamins... Their high percentage of alkaline minerals makes them an alkaline-yielding food."

Acidophilus milk (from dairy milk) is discussed on pages 130-32, and Kefir (from dairy milk) on pages 132-33. Address: Food Technologist and Consultant, Shirley Laboratories, New York, NY.

1571. Bragg, Paul C. 1947. Paul Bragg's health cookbook [1st ed.]. New York, NY: Alfred A. Knopf. xii + 402 + xxx p. Index. 21 cm.

• ***Summary:*** Contents: Section I: Flavor. 1. Flavor, the soul of food. Section II: Recipes. 2. Salads (7 types). 3. Salad dressings. 4. Soups. 5. Vegetables. 6. Meats. 7. Fish. 8. Poultry and game. 9. Vegetarian entrees and cheese dishes. 10. Eggs and egg dishes. 11. Cereals. 12. Bread, rolls, and muffins. 13. Pancakes and waffles. 14. Pies and fillings. 15. Cakes and frostings, 16. Cookies. 17. Desserts (fruit desserts, other desserts). 18. Sauces. 19. One world cookery ("Health" foods in many lands, Mexican, Creole, From France, the Near East, the Far East, etc.). 20. Candies. 21. Drink health the new way ("cocktails" made without alcohol, from fresh fruit and vegetable juices). 22. Canapés. 23. Sandwiches and fillings. 24. Canning.

Section III: Special-purpose recipes. 25. Reducing. 26. Gaining. 27. Food allergies. 28. Invalid food or bland diets. Appendixes. Herb chart. How to grow a savory herb garden. The window-box herb garden. Organic gardening: Good nutrition starts in the ground. How to make a compost pile.

Soy-related recipes: Substitutes. Soybean milk for cow's milk. Beans and especially soybeans for meat. Whole-grain flours for white flour (p. 5). Sprouted soybean salad (p. 45). Soybean soup (with "1 cup {dry} soybeans," p. 72). Black soybean soup (p. 72-73). Sour-cream bean soup (p. 73).

In the chapter on "Vegetables" there is a section titled "Soybeans" (p. 92-95) with this contents: Introduction ("The soybean is one of the richest of all foods in protein and in minerals, and it also makes a very delightful addition to good meals... but only in recent years have Americans and Europeans become awakened to its possibilities as a meat substitute and also its great value as a food staple"). How to make soybean sprouts. Soybean sprouts en casserole. Sprouted soybean omelet. Soybean sprouts with onions and mushrooms. Soybean recipes ("for preparing the magic soybean"). Green soybeans (in pods). Dried soybeans. Canning recipes. Soybeans used as meat substitutes. Soy milk. Soybean cheese [tofu].

Chapter 9: Vegetarian entrees and dishes. Lentil loaf with milk or soy milk. Soybean loaf (with dry soybeans and soy milk). Soybean macaroni loaf. Vegetable and soybean stew. Soy vegetable roast (with 1½ cups cooked soybeans). Vegetable hash (with soy sauce). Boston baked soybeans. Stuffed peppers with soybeans. Vegetarian sausages (with cooked soybeans). Vegetarian chop suey (with soy sauce and gluten steaks). Soybean cheese (homemade tofu made from soy milk allowed to curdle in a warm place; cut and serve with soy sauce).

Whole-wheat soy bread (with soy flour, p. 195). Soybean waffles (with soy flour, p. 212). Whole-wheat soy pie crust (with soy flour, p. 213). Canned [green vegetable] soybeans (p. 324, 336). Soybean waffles (wheatless, with soy flour, p. 369). For those with food allergies: Soy milk and Soybean cheese (see p. 95).

In this book, Bragg uses the word "aminos." "The link between protein and body tissues is the amino acids. When the aminos enter the blood stream, they are carried to every part of the body, where they set to work repairing, rebuilding, and maintaining body tissue, building up rich red blood, and 'conditioning' the various organs" (p. 6).

Note 1. This is not a vegetarian cookbook; there are chapters on meats, fish, poultry and game. Throughout his life, Paul Bragg seems to have had an ambivalent feeling about eating and recommending the consumption of red meat and poultry. In his later years, fish became his favorite flesh food.

Note 2. This book contains no autobiographical information about Paul Bragg. Address: P.O. Box 428, Burbank, California.

1572. Davis, Adelle. 1947. Let's cook it right: Good health comes from good cooking. New York, NY: Harcourt, Brace

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and Co. x + 626 p. Index. 21 cm.
• ***Summary:*** Adelle Davis was a new force in American cookery. She was a trained, scientific nutritionist who put her knowledge in terms that any housewife could understand, a careful researcher and good writer, and one who advocated whole foods (such as whole wheat and brown rice) and discouraged the use of refined foods (such as white flour, white rice, and white sugar; in 1940 Americans ate 92 lb/year of sugar). She emphasized the importance of vitamins and minerals to good health, and advocated the use of nutrient-rich yogurt, soybeans, wheat germ, blackstrap molasses, brewers' yeast, and powdered milk (p. 7), but also advocated meat, poultry, and fish. She introduced many Americans to health food stores as a source of healthful foods and hard-to-find ingredients. "Most recipe books appear to have only one designed purpose: to bring about the physical degeneration of the race at all possible speed. It is little wonder that our national health record is something to be ashamed of" (p. 4).

In Chapter 5, titled "Equip your kitchen for health," she stresses the importance of using a thermometer in baking, then appends a list of useful equipment. For example: "Liquifier or blender: especially valuable if cooking for a baby, an elderly person, or one who must stay on a smooth diet. May be used instead of electric mixer in a small family."

Note: This is the earliest English-language document seen (July 2021) that uses the word "liquefier" (as a generic term) to refer to an electric blender. This is also the earliest English-language book seen (July 2021) that uses the word "blender" (as a generic term) in a book with recipes to refer to an electric blender.

Throughout this book the author includes soy flour and soy grits as optional ingredients in dozens of recipes, but also features soybeans as follows: El Molino Mills of Alhambra, California, is a good source of wheat germ, soy grits, and many varieties of flours (p. vii). Chapter 12, titled "Meat substitutes and extenders" begins: "Most of the so-called meat substitutes, such as dry beans, peas, rice, and macaroni, are not true substitutes for meat." They contain less protein of lower quality. "There is one exception among legumes which is a true meat substitute–soybeans." They can be as delicious as regular beans when well prepared. "Soybeans differ from other beans in that they contain about three times more protein, a small amount of sugar, and no starch." They supply essential amino acids, calcium, and B vitamins. They should be served frequently, especially when the budget is limited.

"By far the easiest way to prepare soybeans is to freeze them after they have soaked and before they are cooked. This procedure decreases the cooking time about 2 hours and causes them to taste more like navy beans. Since soybeans are relatively new to Americans, seasonings should be heavily relied upon to make them palatable. The most satisfactory means of working soybeans into your menus is by using soy grits, in which each raw bean is broken into 8 or 10 pieces... They are inexpensive and bland in flavor, cook in a few minutes, and can be added to any number of foods without altering the taste." There follows a recipe for "Cooked soybeans" with 16 named variations (such as Chinese soybeans, Spanish-style soybeans, soybean chili, soybeans with tomatoes, etc.). Then a recipe for softened soy grits (p. 193-96).

Soy chili with meat and beans; "Macaroni, spaghetti, and noodles are available prepared from whole-wheat flour and from whole-wheat flour combined with soy flour" (p. 200-01). The nutritive value of soups can be increased greatly at almost no cost by adding soy or peanut flour to them (p. 305). Fresh soybeans contain no starch but are so rich in sugar that many varieties taste like new peas. Wash before hulling. A recipe with 6 variations follows (p. 413-14). One key to good health is baking your own whole-wheat breads at home. Increase the protein content by adding powdered milk, soy, peanut or cottonseed flour, or wheat germ (p. 416-17). A table (p. 418-19) shows the "Food values of bread ingredients." "The merits of soy flour are becoming well known." Buy it fresh and keep it in a cool place. Chapters 24 and 25 give healthful alternatives (such as fruits) to typical desserts and candy. "The most objectionable feature of desserts is the amount of sugar they contain. The tremendous consumption of refined sugar in America has caused untold ill health" (p. 490). One healthy dessert is Soy chews (baked, p. 544). Serve popcorn, "salted soybeans, or soy nuts," as healthful alternatives to sweet desserts (p. 546). A recipe for homemade "Soy nuts" follows. They are soaked, parboiled, deep-fried in vegetable oil, and salted (p. 549). Chapter 27, on obtaining unusual foods, suggests: "If you have a health-food store in your community, communicate with it first. Such stores carry all the products of outstanding nutritive value." Address: B.A., M.S., Los Angeles, California.

1573. Gehman, Jesse Mercer. 1947. A commemorative and descriptive book on the Light of Naturopathy. Patterson, New Jersey: The Benedict Lust Permanent Memorial Association. 28 p. Illust. *
• ***Summary:*** This book is about Benedict Lust (1872-1945), and work (which was never completed) to build a permanent memorial to him on the property of Jungborn in Butler, New Jersey. The memorial was to be a large building; its large cornerstone was laid on 5 Sept. 1946 by the Benedict Lust Permanent Memorial Association, of which Jesse M. Gehman was president.

1574. Orton, Ellen. 1947. Cooking with wholegrains. Weston, Vermont: Published by the author. 64 p. Illust. Index. 20 cm. *
• ***Summary:*** Ellen Orton was born in 1911. Address: Vermont.

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1575. Phelper, Ben H. 1947. Shot down: A wartime log, a remembrance from home through the American YMCA. Richardson, Texas: Louben Publishers. 56 p. Illust. 21 cm. *
• ***Summary:*** Talk with Akasha Richmond of California. 2002. Feb. 3. This book, about a World War II pilot writing of his experiences, became a famous play titled "Stalag 13," in New York City and was the inspiration for the also famous television series Hogan's Heroes. The author was played by Hogan. Clark Irvine was instrumental in its publication.

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. This book was written by a young American who was shot down over Germany in World War II, tried to hide, and was captured. After returning to America, he came to see Clarke in his office in Hollywood. Ben was a superb artist. Clarke said, "If you'll write the book, I'll publish it." So he did. Clarke sold the book and kept in touch with Ben for years afterwards.

1576. Shelton, Herbert M. 1947. The hygienic system (7 vols.). San Antonio, Texas: Published by the author. * Address: N.D., San Antonio, Texas.

1577. Walker, Norman Wardhaugh. 1947. Diet and salad suggestions, for use in connection with vegetable and fruit juices. Revised and enlarged ed. Anaheim, California: Norwalk Laboratory. 136 p. 22 cm. *
• ***Summary:*** Discusses vegetarianism and raw foods salads. Norwalk makes the Norwalk juicer. Address: Anaheim, California.

1578. Waring Products Corporation. 1947. The new Waring Blendor serves everyone. New York, NY: Waring Products Corp. 64 p. No index. 15 x 23 cm. Previously published in 1940, 1942, 1946, 1947.
• ***Summary:*** See next page. On the color cover: "340 recipes for the new Waring Blendor"–plus an illustration of a Waring Blendor and 7 dishes made with it. On the title page: "Copyright 1940, 1942, 1946, 1947." This book contains 6 early recipes (p. 53) for "Milk smoothees" [smoothies]–Apricot, chocolate mint, banana, marshmallow mint, peach, and plum. Directions for all: "Place milk (1 cup) in the Container. Add other ingredients. Add 1 cup of finely cracked ice to chill Smoothee. Put cover on Container. Turn on Waring and run until contents are thoroughly blended, 15 seconds to 2 minutes. One-half cup of ice cream added to any Smoothee makes a richer drink. Two marshmallows may be added instead of ice cream with favorable results. Yield: About 1 pint."

On each page is a different cartoon image of the blendor with a human face. On the inside front cover is a description and photo of the Waring Blendor. Address: 545 Fifth Ave., New York 17, New York.

1579. Waring Corporation. 1947-. Recipe leaflets collection. Winsted, Connecticut: Waring Products.
• ***Summary:*** This collection is owned by only one library in the USA: Texas Woman's University Library: Mary Evelyn Blagg-Huey Library, in Denton Texas.

There are 28 illustrated volumes in the collection in two folders. The documents were supplied by Waring Products.

The collection title was supplied by the cataloger.

Folder #1 is dated items:

340 recipes for the new Waring blender (1947)

Eat to enjoy living... live to enjoy eating (1953)

Modern magic with food preparation with the Waring blender (1953)

Waring mixer recipe book (1953)

Waring blendor cook book (1955)

Pickups and cheerups from the Waring blender (1956)

The wonder of the Waring blendor blend and serve (1957)

New ways to gracious living, Waring blendor cook book (1957)

New ways to gracious living, Waring blendor cook book (1958)

Whirl and serve (1958)

Waring blender cook book (1962) -

Waring complete blendor cook book (1965)

Waring cook book for the 8 push button blender (1968)

Your Waring cookbook, the pleasure of blending (1969)

Your Waring cookbook, the pleasure of blending for the 7-speed blender (1970)

Your Waring cookbook, the pleasure of blending for the 14-speed blender (1970)

Folder #2 is undated items: n.d. = no date.

Blend and serve (n.d.)

Blender cookbook (n.d.)

Blender cookbook (n.d.)

Easy entertaining with a Waring blender and ice jet (n.d.)

Child feeding guide by Waring (n.d.)

Ice cream parlors (n.d.)

Made in seconds (n.d.)

Your Waring cookbook, the pleasure of blending for the 7-speed blender (n.d.)

Wonders of the Waring blender cook book (n.d.)

Juice extractor (n.d.)

Waring Blender magic with Hiram Walker cordials (n.d.)

Your Waring cookbook, the pleasure of blending for the 14-speed blender (n.d.). Address: Winsted, Connecticut.

1580. Allen ("Gil") Electric. 1948. "Gil" Allen's first money saving sale. Electrical appliances 10% to 75% off (Ad). *Los Angeles Times.* Jan. 15. p. A5.
• ***Summary:*** "On all floor samples–Standard makes. Stoves. Refrigerators. Freezers. Automatic washers. Mangles. Radios. Phonographs. Television. Heaters... and all small

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appliances: Mixers, pop-up toasters, automatic coffee makers, vacuum cleaners, portable stoves, electric razors, liquefiers, blenders, pressure cookers,... juicers...” Address: Robertson Blvd. near 3rd St. [Los Angeles, California]. Phone: BR. 2-3544 or CR. 6-5637.

1581. Nickerson, Jane. 1948. Mixers and liquidizers. *New York Times.* Feb. 22. p. SM32.
• ***Summary:*** “Liquidizer type of apparatus–The Waring Blender is no longer alone in its field. Similar products are the Knapp Monarch Liquidizer and the Osterizer.” The blender and Osterizer each sell for $39.50, while the Liquidizer ranges from $29.5 to $34.95. A photo shows the Knapp Monarch Liquidizer.

Note: This is the earliest English-language document seen (July 2021) that mentions an “Osterizer,” an early brand of electric blender.

1582. Schwabacher-Frey. 1948. And now for the First Lady–your mother: Gifts (Ad). *Los Angeles Times.* May 5. p. 11.
• ***Summary:*** “Give Mother this K-M Liquidizer. Excellent mechanism–glass top–for pulping foods and other uses. Only $34.95.” A small photo shows the Liquidizer. Note: “K-M” stands for Knapp-Monarch. Address: 736 South Broadway [Los Angeles].

1583. Fuller, Elizabeth. 1948. Summer with a blender. *American Home* 11(1):117-18. June.
• ***Summary:*** The article begins: “Relax with a blender at your elbow this summer... Start out with the recipes in your blender book.”

As for drinks, make “milk shakes in flavors ranging from vanilla and chocolate to apricot and plum. For a real flavor surprise, blend honeydew or cantaloupe with ice cream and milk.” Includes three recipes.

1584. *Los Angeles Times.* 1948. Multi-Purpose Food signed up in housewives’ battle of budget. Aug. 11. p. B1.
• ***Summary:*** As food prices continue to soar and threats of meat boycotts are heard, more and more people are paying attention “to the soybean by-product known as Multi-Purpose Food or MPF. Recent national notice given the highly nutritious food is bringing a tremendous response from all over the country to the offices of Meals for Millions Foundation here in Los Angeles.”

Americans like to use MPF as an extender for more costly foods, especially meat. Homemakers will find MPF available at some health food stores. It may also be purchased at the office of the Meals for Millions Foundation, 618 S. Broadway, Los Angeles. Directions for cooking it are on the container.

Recipes are given for: (1) Stuffed cabbage rolls. (2)

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Meat loaf. A photo shows the cabbage rolls being made.

1585. Hochstrasser, Lewis B. 1948. Overseas relief food, MPF, gets new role: Relieving U.S. budgets. Desperate housewives flood agency with orders for soybean meal supplement. *Wall Street Journal*. Aug. 13. p. 1, 4.
• ***Summary:*** Los Angeles–Thousands of housewives, harassed by high meat prices, are clamoring for Multi-Purpose Food, an inexpensive, nutritious, and tasty diet supplement. Developed by a California scientist, it contains mostly soybean grits, with vitamins, iron and calcium added to increase the food value, and onion powder and other seasonings added to improve the flavor.

MPF is made by the Meals for Millions Foundation, Inc., whose main interest is in alleviating hunger worldwide after World War II. The charitable organization "has sent out about 1.5 million pounds or 13 million meals of MPF to foreign countries during the past two years.

Interest among American housewives started with an article in the *Ladies' Home Journal* [Aug. 1948, p. 36-37, 139], in which a New Jersey housewife reported saving $8 in food bills after using the soy food for a month."

During the past ten days more than 5,000 American housewives and their husbands have contacted the Foundation asking for the low-cost food.

The Foundation, while not mainly interested in domestic demand, has decided it will mail six 1¼-pound cans of the food, providing 60 meals, to U.S. consumers for $4 or 53 cents a pound, postage included. The product is manufactured by Gentry, Inc. of Los Angeles.

Many of the enquiries are about wholesale quantities and distributorships in the USA. The Foundation, which is not set up to start a big advertising campaign, has decided to start selling the "soybean food" at wholesale prices "through the nation's 1,200 health food stores and food specialty shops in department stores.

The story of Clifford Clinton and Dr. Henry Borsook is told. MPF was launched by a fund of $10,000 from Mr. Clinton and the California Dehydrators' Association.

In 1946, Mr. Clinton established the "Meals for Millions Foundation which has sent $390,000 of MPF relief shipments to every part of the world, financed by itself and other relief agencies."

1586. Hopper, Hedda. 1948. Hollywood. *Hartford Courant* (*Connecticut*). Aug. 19. p. 18.
• ***Summary:*** "Before my article on 'The Ten Richest Women in Hollywood' got into *Look* magazine, I learned that Greta Garbo, Gayelord Hauser, and Frey Brown sold a piece of property in Beverly Hills for a cool million."

A small portrait photo shows gossip columnist Hedda Hopper.

1587. May Company (The). 1948. Proven performance: That's what we say about the Hollywood Liquefier (Ad). *Los Angeles Times.* Oct. 21. p. 18.
• ***Summary:*** This large display shows an illustration of a Hollywood Liquefier with three of major parts labeled as follows. "Scientifically designed bowl assures quick, thorough mix. Patented 8-blade knife that 'liquefies'–doesn't chop or mash. Super-Power motor designed to give a lifetime of trouble-free service.

"With this Hollywood Liquefier–specifically designed for the purpose of reducing solids to a liquid–you can create an infinite variety of new, delightful taste treats. Doctors say it's indispensable, dieticians say it's vital, mothers say it's wonderful. Liquefies raw or cooked foods quickly and easily. This is a time-proven product–thousands are in use throughout the world."

Priced at $39.95. "See the Hollywood Liquefier demonstrated in our Electrical Appliance Department." Address: Downtown, Wilshire, Crenshaw [Los Angeles, California]. Phone: TU-8211.

1588. Sperry Wheat Hearts. 1948. 200 Osterizer liquefier and blender prizes! (Ad). *Los Angeles Times.* Oct. 31. p. F3.
• ***Summary:*** "For Westerners only! Big Sperry contest... Imagine owning a handsome electric "servant" that liquefies and blends ingredients for hundreds of delicious dishes–and does it in a matter of seconds. Well, that's the Osterizer. And right now is your opportunity to win one! Just finish this sentence in 25 words or less: "The thing I like best about Sperry Wheat Hearts is..." An illustration shows a smiling lady pouring milk from a bottle into the first in a long row on Osterizers.

Note: A similar ad appeared in this newspaper on Nov. 21, p. F5. "Sells in stores for $39.50."

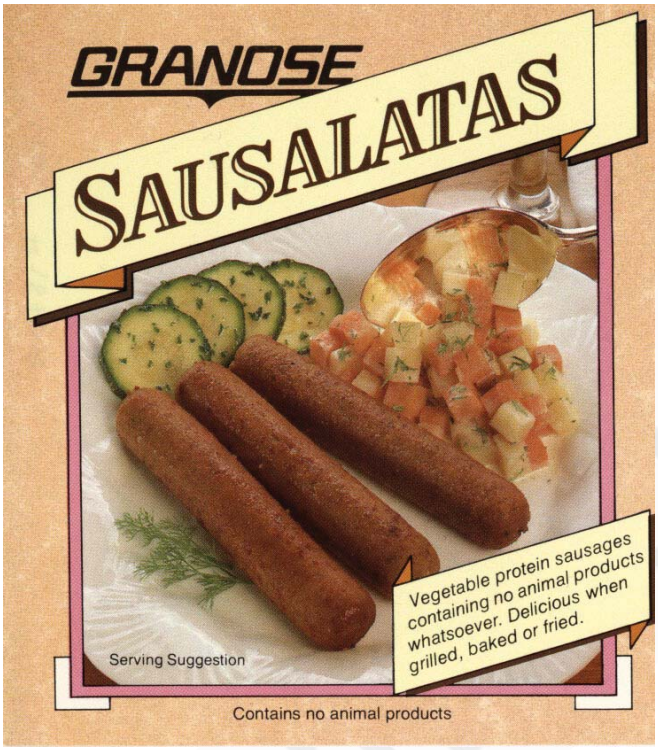
1589. Knapp-Monarch Co. 1948. K-M–Gifts that keep on giving: Hunting (or hinting) for the perfect gift? Look to K-M for Magic–wonder-working appliances you'll be proud to give, even prouder to own (Ad). *Los Angeles Times.* Dec. 5. p. F13.
• ***Summary:*** "K-M Liquidizer–Oh happy day! This kitchen appliance pays for itself in food-money savings! It grinds, chops, or grates all kinds of food! Makes baby foods, soups. Blends drinks, shaves ice. And all in seconds. No attachments. Use it all day, every way. Does jobs no other appliance can do." A photo shows a mother holding up and admiring a Liquidizer, while her daughter looks on fondly. Ten other electric appliances also appear in this full-page ad. A list, one-column wide and the height of the page, gives the name and address of K-M dealers in California. Address: St. Louis 16, Missouri.

1590. Forman, Jonathan; Fink, Ollie E. eds. 1948. Soil, food and health: "You are what you eat." Columbus, Ohio: Friends of the Land. 342 p. Illust. 24 cm. *

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• ***Summary:*** "In addition to presenting the papers read at the Seventh Annual Conference on Conservation, Nutrition, and Health, there appear integrating essays by the editors setting forth the relation of each address to what has been learned at the previous conferences and to the whole subject."

1591. **Product Name:** Granose Sausalatas (Meatless Sausages Canned in Brine) [Plain, or Smoked].
Manufacturer's Name: Granose Foods Ltd.
Manufacturer's Address: Stanborough Park, Watford, Herts., WD2 6JR, England.
Date of Introduction: 1948.
Wt/Vol., Packaging, Price: Can.



New Product–Documentation: *The British Vegetarian.* 1960. Sept/Oct. p. 249. Granose makes Sausalatas, which contain wheat protein, mixed nuts, rusk, wholemeal flour, vegetable oils, yeast extract, onion, and seasoning.

Manufacturer's catalog. 1980. April.

By 1980 the product had been reformulated to include textured soy flour.

1592. Hauser, Gayelord. 1948. Vegetable juice therapy. *Diet Digest* (*Beverly Hills, California*) No. 30. p. 28+. *
• ***Summary:*** Hauser says that in 1923 while in Czechoslovakia he saw the nurses making fresh vegetable juices. "The following year [1924] I imported an interesting gadget that extracts vegetable juices from all sorts of vegetables and started to teach the "drink your way to health" idea here in America.

Note: Talk with Chef Akasha Richmond. 2004. June 7. She has seen ads for Hauser's juicer and it looks exactly like Bragg's juicer.

1593. **Product Name:** Vitasoy.
Manufacturer's Name: Soya Foods Ltd.
Manufacturer's Address: 40 St. Mary Axe, London, E.C.3., England. Phone: AVEnue 4971.
Date of Introduction: 1948.
How Stored: Shelf stable.
New Product–Documentation: Letter from Mrs. I.B. MacKay. 1983. May 24. "Vitasoy, mentioned in the advertising in 1948, was a dehydrated, pasteurized, and vitaminized infant and vegetarian food."

Vegetarian Messenger and Health Review. 1950. May. p. 148. Among the vegetarian health foods listed for sale is "Vitasoy 3/-."

1594. Giedion, Siegfried. 1948. Mechanization takes command: A contribution to anonymous history. New York, NY: Oxford University Press. xiv + 743 p. Illust. 26 cm. Reprinted in 1969 by W.W. Norton and Co. (New York and London).
• ***Summary:*** A brilliant, in-depth study of the effects of mechanization on human beings, and how mechanization has caused the split that now exists between thought and feeling. There is a deep conflict between the continuing progress of mechanization (as in the moving assembly line / production line) and human values.

"The process leading up to the present role of mechanization can nowhere be observed better than in the United States, where the new methods of production were first applied, and where mechanization is inextricably woven into the pattern of thought and customs."

Part IV, titled "Mechanization encounters the organic," has the following contents: 1. Mechanization and the soil–Agriculture: The farmer in structural change, the rediscovery of nature in the 18th century (natural science, the soil, agriculture–man's native calling, the new husbandry), the Middle West and mechanized agriculture (the prairie, time and the social moment), the carriers of mechanization (the reshaping of tools in America, reaping mechanized [the reaper]), agriculture in full mechanization (the tractor, combined processes [combines], the homestead and the factory farm, human implications).

2. Mechanization and organic substance–Bread: The mechanization of kneading, the mechanization of baking (the baker's oven in the handicraft age, the influence of technology–the indirectly heated oven, the oven and the endless belt), mechanization of bread making (bread and gas), the human aspect–bread under mechanization (flour in mass production, full mechanization–bread on the production line, the changed nature of mechanized bread, mechanization alters public taste, Sylvester Graham (1794-1851) and the

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devaluation of bread).

3. Mechanization and death–Meat: Centralization and handicraft (Paris–the slaughterhouse of La Villette (1863-67), La Villette and Union Stock Yards [Chicago, Illinois] (1864)), the mechanization of meat production in America (the beginnings of mechanization–Cincinnati, Ohio (1830-60), mechanization extended–Chicago (1860-85), [meat] packers and the packing industry, single operations in mechanized meat production, mechanization and organic substance, the mechanization of death).

4. Mechanization and growth: Seed, the egg, mechanical fertilization.

Contains an historical survey of milling and baking technology. A protest against all artificiality in food and the need for satisfying, meaningful work.

An illustration (p. 89) shows the origin of the modern assembly line ca. 1870 in Cincinnati at a hog slaughtering factory. Address: Doldertal, Zurich, Switzerland.

1595. Hauser, Gayelord. 1948. Eat and grow beautiful. London: Faber & Faber, Ltd. 233 p. 21 cm. *

1596. Los Angeles City. 1948. Index to register of voters: Los Angeles City Precinct No. 1486. Los Angeles, California. Los Angeles, California. 1 p.
• ***Summary:*** Names are listed alphabetically by surname. Under "Jones" we read:

"Jones, Edwin S., 123 N. Kenmore av. R [Republican].

"Jones, Mrs. Mildred Lager, 122 N. Kenmore av. R" [Republican].

1597. Rodale, Jerome Irving. 1948. The organic front. Emmaus, Pennsylvania: Rodale Press. 199 p. 21 cm.
• ***Summary:*** This early book about organic gardening and farming is divided into three parts: I. On the organic front (17 chapters, incl. compost, and the work of Weston A. Price). II. Debates (3 chapters, incl. "Do chemical fertilizers kill earthworms?"). III. Foods (21. Raw foods. 22. Sunflower seeds–The forgotten food. 23. Seeds as human food. 24. The wonderful grape. 25. The Rodale diet). The author was born in 1898. Address: Emmaus, Pennsylvania.

1598. California Death Index. 1949. Bachrach, Gertrude Elizabeth Brownlee.
• ***Summary:*** Last name: Bachrach. First name: Gertrude. Middle name: Elizabeth Brownlee. Date of birth: 1902 June 5. Mother's maiden name: Braum. Father's last name: Brownlee. Sex: Female. Birthplace: WI [Wisconsin]. County of death: Los Angeles. Date of death: 1949 June 5. Social Security Number: 549-181-382. Age: 46. id no. 836967.

Note: According to Larry Pumphrey, a researcher in Los Angeles (4 April 2011): Larry first discovered the Brownlee Bachrach marriage and the date of Betty Bachrach's death. At the time of her death, Elizabeth ("Betty") was married to Ernest A. Bachrach, a still photographer for RKO Pictures. We do not know where and exactly when Elizabeth married Ernest Bachrach. He first married Rae Seegmiller in Oct. 1928 in Los Angeles and she died on 31 May 1947. He then married Betty Brownlee who died on 5 June 1949. Ernest died on 24 March 1973 and he is buried between his two wives at Forest Lawn Cemetery in Glendale, California.

"Rae's obit stated that Ernest was her surviving husband so this means that Ernest and Betty had a short marriage. They were obviously married between June 1947 and June 1949. I haven't been able to find a marriage record for them. Betty was probably married to other(s) between 1932 and 1947 so no telling what her married name was when she married Ernest Bachrach. I still have hopes that the marriage between Elizabeth Brownlee and William M. Moore in 1933 is her but won't know until I can see the marriage license. Moore was connected to the movie business so it all fits. Betty lived in Hollywood with Paul Bragg and she seemed to prefer the people in that area along with the attendant lifestyle."

1599. May Company (The). 1949. Month end May Co. downtown clearance (Ad). *Los Angeles Times.* June 29. p. 19.
• ***Summary:*** In this full-page ad, the section titled "Electrical appliances–Fourth floor" lists 12 such appliances, all being sold at greatly reduced prices. These include the "Eskimo Whiz-Mix liquefier $19.95. Knapp-Monarch liquefier $29.95." Address: Downtown [Los Angeles, California]. Phone: TU 8211.

1600. Rodale, Jerome Irving. 1949. The organic method on the farm. Emmaus, Pennsylvania: Rodale Press. 128 p. July. Illust. No index. 21 cm. Series: The Organic Farmer No. 41.
• ***Summary:*** "A tremendous change occurred in the organic method in September, 1949, as is outlined in the last chapter of this book" (see p. 120). It is indeed a new organic method, which is both revolutionary and labor-saving.

The "tremendous change" may eliminate the need for farmers to make compost in heaps or pits. "Many agriculturists have contemptuously referred to the organic method as the pitch-fork method of farming. It *was* that at the beginning, but we have progressed considerably since then."

Contents: Introduction. How to Make a Compost Heap. The Compost Process. The Organiculturist's Creed. With Further Reference to Composting Pits. Filling the Compost Pit. A Suggestion for Compost Making. Labour Saving in Compost Manufacture. Large Scale Composting. Composting on a Farm Scale. A Trip to Alabama. Sheet Composting on the Farm. Manure Loader Equipment in the United States. Making Compost for the Farm is Practicable. Nitrogen. The Nitrogen Problem. Phosphate Rock. Potash Deficiency in Soils. Sources of Natural Potash in the United

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States. Subsoiling. The Control of Eelworm (Nematodes). Artificials and Sprays Are Not Used Here. Orchard Practices. The Chicken-Dropping Pit. The *New* Organic Method.

"Sir Albert Howard, who died a few years ago, was the father and developer of the organic method of farming. He had a background of experience with it over thirty years. He proved conclusively that it could give higher yields and healthier foods. I had the pleasure of introducing his method officially into the United States as his direct representative. Now we have about seven years of experience with it. We and many others have found it good."

Rodale then describes the work of Mr. Charles Selvi more than ten years ago with manure on farms in Italy. He developed a new method for aging manure. "He suggested that instead of leaving the manure heaped in piles it be placed in covered pits" (p. 123). Mr. Selvi worked with Rodale's Soil and Health Foundation for about two months. His method may eliminate the need to make compost.

The author was born in 1898. A revised edition was published in Oct. 1949. A 5th edition of this book was published in 1952 and a 6th edition in 1953. Address: Emmaus, Pennsylvania.

1601. Nickerson, Jane. 1949. A better loaf of bread. *New York Times.* Aug. 21. p. SM32. Sunday magazine.
• ***Summary:*** Discusses the work of Dr. Clive M. McCay, Professor of Nutrition at Cornell University. Gives recipes for High-protein bread, Fruit-filled coffee cake, and High-protein rolls. All contain full-fat soy flour, which "may be had in health food stores." "Macy's has Loeb soy flour for 64 cents for a two-pound bag."

1602. *Los Angeles Times.* 1949. Divorce suits filed. Sept. 16. p. 31.
• ***Summary:*** "Bragg, Robert E. against Madeline D." Note: Paul Bragg, of health food fame, has a son named Robert E. Bragg.

1603. Ershoff, Benjamin H. 1949. Protective effects of soybean meal for the immature hyperthyroid rat. *J. of Nutrition* 39(2):259-81. Oct. 10. [36 ref]
• ***Summary:*** In experiments on female rats, the author found an antithyrotoxic factor in full-fat soybean meal. This "soya meal" (a lightly roasted material containing 18-22% fat) was obtained from El Molino Mills, Alhambra, California. "Full-fat soybean meal completely counteracted the growth retardation of immature rats fed massive doses of desiccated thyroid or iodinated casein. It did not counteract, however, the attendant reduction in basal metabolic rate.

"The antithyrotoxic effects of full-fat soybean meal were correlated in part with its fat content. Growth was retarded in hyperthyroid rats fed similar diets but containing low fat soybean flour in place of the high fat soybean meal."

This may be related to the goitrogenic factor, which increases the requirement for iodine. Address: Emory W. Thurston Labs, Los Angeles, and Dep. of Biochemistry and Nutrition, Univ. of Southern California, Los Angeles.

1604. Sears-Roebuck and Co. 1949. Leadership sale: Shop at Sears and save!–Our 63rd year of leadership (Ad). *Los Angeles Times.* Oct. 16. p. 38.
• ***Summary:*** This full-page display ad features 12 electric appliances. In the top row: "Sensational 2-speed Kenmore electric Food Liquidizers. Amazing liquefier chops, whips, chips, blends, liquidizes, 4½-cup jar of heavy tempered glass. Easy to clean, white enamel base. $19.95."

A large illustration shows the liquidizer. Six small illustrations show: "Liquefies fruits and vegetables. Mixes cakes or waffle batter. Chops meats quickly, thoroughly. Whips cream and dressing. Chips ice cubes in seconds. Blends drinks of all kinds."

Similar Sears ads appeared in this newspaper on 3 Aug. 1950 (p. 19; $19.95), and 17 Dec. 1952 (p. 14; $23.69).

1605. *Evening Telegram* (*Superior, Wisconsin*). 1949. Gustaf Lagers celebrate 50th anniversary. Nov. 21. p. 13, col. 5.
• ***Summary:*** Mr. and Mrs. Gusaf W. Lager (formerly of Superior, Wisconsin) recently celebrated their golden wedding anniversary in Burbank, California. They both came to Superior in the early days. "Mrs. Lager (Hilda Erickson) was one of the children who attended the little red school house in West Superior before the Matt Carpenter [school] was built. They were married here in 1899 and moved to California in 1940. Their daughter, Mildred Lager Jones, known in the nutritional field, is living in Los Angeles.

"After a family dinner, open house was held at the Lager residence, 1230 North Ontario street, Burbank, for their friends." Eastern visitors who attended the celebration were Mr. and Mrs. Adolph Erickson (Atkinson, Minnesota) and Mrs. Emma Oswell (Barnum, Minnesota); they are the brother and sister of Mrs. Lager. Also, Mrs. Alice Wondra (St. Paul, Minnesota), sister of Mr. Lager. And Mrs. Florence Anderson (Superior).

1606. Bragg, Paul C. 1949. Application for Social Security Account Number.
• ***Summary:*** Name: Paul C. Bragg. Mailing address: P.O. Box 310, Burbank, California. Age on last birthday: 54. Date of birth: Feb. 6, 1895. Father's name: Robert Elton Bragg. Paul is a white male. Address of employer: Health Science, Inc., 33 East Magnolia, Burbank, California. Today's date: Dec. 2, 1949.

Full name given you at birth: Paul Chappius Bragg. Place of birth: Batesville, Indiana. Mother's maiden name: Caroline Josephine Chappius. Write your name as you usually write it (his signature): Paul C. Bragg. Return completed application to nearest Social Security office.

Note: To see this form Google: Wade Frazier Paul Bragg

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Legacy. Go about 1/3 of the way down the page.

1607. *Healthful Living.* 1949-1951? Serial/periodical. Published in New York City by Faulkner & May, then by Faulkner Publications. Edited by Vic Boff. *
• ***Summary:*** Talk with Vic Boff. 1988. Sept. 26. This was a short-lived magazine, existing for only a few years. Charles Faulkner was the manager of one of Dr. Benedict Lust's stores. When Lust died in Sept. 1945, Faulkner started his own health business with Felix May, Faulkner & May Publications. When the partnership broke up, Boff became the editor.

Vol. 4 is 1950. Vol. 6 is 1951. Vol. 7 is 1951. Address: New York City.

1608. *Prevention.* 1949. Serial/periodical. Emmaus, Pennsylvania. Founded by J.I. Rodale. Monthly.
• ***Summary:*** Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 55. This consumer magazine, published in Emmaus, Pennsylvania, has a monthly circulation of 3 million. It was started in 1949 by the late J.I. Rodale. His son, Robert Rodale, is the current editor and Marshall Ackerman is the publisher. Address: Emmaus, Pennsylvania.

1609. Judkins, Calvert Jay. 1949. National associations of the United States. Washington, DC: U.S. Department of Commerce, Bureau of Foreign and Domestic Commerce, Office of Industry and Commerce. 634 p. See p. xlix. * Address: U.S. Dep. of Commerce.

1610. Orton, Mildred Ellen. 1949. Cooking with wholegrains. 2nd ed. Weston, Vermont: The Vermont Country Store. 64 p. Introduction by Vrest Orton. Illust. Index. 20 cm.
• ***Summary:*** The first chapter, titled "The mystery of the mill," gives a good history of how and why wholewheat bread vanished from Western cultures and was replaced by white bread. In about the 1870s high-speed steel roller mills were developed that could grind wheat 100 times faster than traditional, slow stone mills. "The first complete automatic roller-mill was established in the United Kingdom in 1878 at Dublin, although the principle had been introduced into Scotland as early as 1872" (p. 6-7).

However, it was soon evident that the wheat germ gummed up the high speed rollers, and that its presence in the flour decreased the keeping qualities of the bread. So the millers found a way to screen out this germ by a series of graduated siftings. "This epoch-making discovery allowed the millers to expedite their operations, but more significant, they discovered that flour from which the live and perishable germ was screened out would keep indefinitely on store shelves. It is rather appalling to realize how easily the milling trade has succeeded these many years in keeping these facts from the public, both in America and Great Britain" (p. 7). Note: Ellen Orton was born in 1911. Address: Vermont.

1611. Walker, Norman Wardhaugh. 1949. Become younger. St. George, Utah: Norwalk Press. 204 p. Illust. 22 cm. Introduction by Howard John Zitko.
• ***Summary:*** Discusses vegetarianism, diet, naturopathy, and naturopathic healing. Chapter 1 is titled "You are Never Too Old to Become Younger." The book is written in an evangelistic style, with the words "Become Younger" appearing in bold type at least twice on each page. The author was born in 1876. Address: Doctor of Science, etc.

1612. *Consumers' Research Bulletin* (*Washington, New Jersey*). 1950. "Liquefiers," "liquidizers," or "blenders." Feb. p. 9-10.
• ***Summary:*** The following two brands are recommended: Osterizer (John Oster Mfg. Co., Racine, Wisconsin. $40. Weight, 9 lb. 9 oz.). Waring Blendor (Waring Products Corp., 545 Fifth Ave., New York 17, NY. $35. Weight, 9 lb. 4 oz.).

Intermediate recommendation: Universal Mixablend (Landers, Frary & Clark, 100 Center St., New Britain, Connecticut) $30. Weight, 8 lb. 11 oz. K-M Liquidizer (Knapp-Monarch Co., Bent Ave. and Potomac St., St. Louis 16, Missouri) $35. Weight, 8 lb. 1 oz. Not recommended: Kenmore Liquidizer (Sears-Roebuck's Cat. No. 34-08242) $18.50. Weight, 7 lb. 14 oz. An illustration shows each machine.

1613. Hauser, Gayelord. 1950. Look younger, live longer. New York, NY: Farrar, Straus and Co. x + 383 p. See p. 269-74, 287. 22 cm. [61 ref]
• ***Summary:*** This book praises soya flour, gives its nutritional composition, and calls for its extensive use in breads and other baked goods. "Notice the magnificent food content of a half-cup of soya flour, which is obtainable everywhere..." Recipes in which it is featured include Four-Star Soya Muffins, and Soya Wheat Muffins. There are also recipes for Toasted Soya Nuts, and Soya Grits.

Note: This is one of the most influential books in the American health food movement. Subsequent editions were published in 1951, 1952, and 1955. The author's full name is Bengamin Gayelord Hauser. His first book, *Health Cookery,* was published in 1930 in New York. His other books published before this one include *Eat and Grow Beautiful, Dictionary of Foods, Food Science and Health, Diet Does It,* and *Gayelord Hauser Cook Book.*

1614. *New York Times.* 1950. News of food: Few stores stock wheat germ, 2 other foods rich in nutrients. April 3. p. 23.
• ***Summary:*** Taking up a point emphasized by Dr. Clive M. McCay of the Cornell University School of Nutrition, this department of the *Times* checked on the availability of brewers' yeast, soy flour and wheat germ–each a storehouse

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of nutrients. "Dr McCay said recently that 'all three should be widely distributed and reasonable in cost.'"

"Most health food stores have soy flour and brewers' yeast in addition to the wheat germ; among them, Kubie Health Shop, 136 East 57th St., Damer's Natural Food Centre, 21 West 8th St, and All-Health Food Distributors, Inc., 123 East 34th St." The soy flour ranges in price from 19 to 29 cents a pound. When the nutritive value of wheat germ was first discovered, it was added to animal feeds.

1615. Manners, Marian. 1950. Old favorites get new menu twists. *Los Angeles Times.* Nov. 8. p. B2.
• ***Summary:*** The section titled "Baby foods handy" describes how you can make a refreshing drink by mixing a can of baby-food strained prunes with vanilla ice cream and other ingredients. "Shake well in a jar with a tight-fitting top or mix in an electric blender or liquifier."

1616. *New York Times.* 1950. Whole wheat gets champions in home: Some users of the flour tell how they can bake bread and cookies with it. Nov. 16. p. 37.
• ***Summary:*** "Several comments have been received from readers disagreeing with the advice recently given on this page to Mrs. M.G.S., who was having a 'frightful time' making breads and cakes with whole wheat flour." Last week it was suggested that white flour be added to whole wheat for bread, and that whole wheat flour not be used in cakes, which are supposed to have a light texture.

Mrs. D.F.Y. of Armonk, New York, disputes both points, and writes: "'I have found a specially ground whole wheat pastry flour that may be substituted for regular cake flour in recipes. It is prepared by El Molino Mills, 3072 West Valley Boulevard, Alhambra, California. While the cake is not quite as light as one made with white flour, it is very good and when you consider the tremendous improvement in nutrition, the slight loss in lightness is much less important.'"

1617. *Madison Health Messenger* (*Madison, Tennessee*). 1950. List of Madison Foods. Vol. 50-1. p. 1. Undated.
• ***Summary:*** Eight products are listed. The Messenger has now shrunk to one side of a half sheet of paper. We can date this issue in two ways. In the upper right hand corner the following is typed: "You are cordially invited to attend the special demonstration of Madison Foods in the Cafeteria, Tuesday November 21, 11:45 to 6:30. Premiums will be on display and free samples will be offered." "Special premium offer on reverse side." These premiums are gifts that can be obtained for money + labels. For example an Eskimo Whiz-Mix blender ($39 value) is available for $17.50 + 24 labels. It will be available after 1 Jan. 1951.

1618. *Vegetarian News Digest* (*Los Angeles*). 1950. How Annette Kellerman keeps fit. 2(2):5-6. Fall.
• ***Summary:*** Annette Kellerman, now in her 60s and living in Pacific Palisades, was a champion swimmer a generation ago and a physical culturist of today. "Never having tasted a cocktail nor having smoked a cigaret, this Australian-born example of clean living will tell you that she owes her splendid health to two things–good food and exercise." A famous doctor advised her to give up the rich French food her mother cooked, and meat. "She followed his wise counsel, and since then has touched neither alcohol nor meat. Thus she became a vegetarian at the tender age of seven, and remains one today.

In Australia, she holds swimming records for 2, 5, 20, and 13 miles. She became a champion when she was only 12. Today, she and her husband are proprietors of a health food store at 145 East 4th Street in Long Beach, California.

A photo, taken during World War II, shows Annette Kellerman in a swim suit.

1619. *Vegetarian News Digest* (*Los Angeles*). 1950. Partial list of health food stores and distributors selling the *Vegetarian News Digest.* 2(2):37. Fall.

1620. **Product Name:** Cubbison's Hollywood Cup.
Manufacturer's Name: Cubbison Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles 31, California.
Date of Introduction: 1950.
Ingredients: California finest barley [roasted], tree-ripened sundried California [Black Mission] Figs, soya beans.
Wt/Vol., Packaging, Price: 1 lb paperboard carton.
New Product–Documentation: Ad in *Let's Live* magazine. 1945. Sept. p. 6. "Hollywood Cup: In place of coffee." The name and address of the manufacturer are not given.

Soybean Blue Book. 1950. p. 84. *Soybean Digest.* 1951 "Cubbison pushes soy on West Coast." July. p. 20, 22. "Even the Cubbison Hollywood Cup, a coffee substitute prepared with roasted barley, soy, and Black Mission figs has been touching new highs of popularity, judging from volume growth." A photo shows "Cubbison's Hollywood Cup" for use "in place of coffee." Ad (2¼ by 2½ inches) in *Let's Live* magazine. 1951. Jan. p. 24. "Hollywood Cup (contains no coffee or caffeine)."

Glossy undated black and white photo (8 by 10 inches) of package, with ingredients legible, sent by Leo Pearlstein. Probably taken in the early 1950s.

1621. *Dietetic Foods Industry* (*Renamed Health Foods Business in 1973*). 1950. Serial/periodical.
• ***Summary:*** Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 54. "In the [health food] trade, the magazines include *Health Foods Business* (formerly *Dietetic Foods Industry*), which began publishing in 1950; the publisher is Howard I. Wasserman and the editor is Alan Richman. Headquarters is in Elizabeth, New Jersey.

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Talk with Howard Wasserman. 1988. Feb. 7. He bought the company and the magazine in 1972. In 1973 he changed the name of the magazine to *Health Foods Business* from *Dietetic Foods Industry.* He is quite sure it was never named *Health Food Business.*

1622. **Product Name:** Wheat & Soy Muffin Mix.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1950.
New Product–Documentation: *Soybean Digest.* 1950. "Soy foods from a unique college." Nov. p. 14-15. A photo at the top of p. 14 shows a paper package of "Kreme O'Soy Muffins."

1623. Jensen, Bernard. 1950. Vital foods for total health with 150 health-building meals. Solana Beach, California: Bernard Jensen Products. 382 p. Illust. 22 cm. Reprinted in 1966 and 1980 (revised, but with the same number of pages and height). *
• ***Summary:*** On cover: "A cook book and kitchen guide."

1624. Los Angeles City. 1950. Index to register of voters: Los Angeles City Precinct No. 1486. Los Angeles, California. Los Angeles, California. 1 p.
• ***Summary:*** Names are listed alphabetically by surname. Under "Jones" we read:

"Jones, Edwin S., 123 N. Kenmore av. R [Republican].

"Jones, Mrs. Mildred Lager, 122 N. Kenmore av. R" [Republican].

1625. Eichberg, Joseph. 1950? The lecithin story–with a moral (Continued–Document part II). [Long Island, New York]. 10 p. Undated.
• ***Summary:*** (Continued): "These are some of the lines along which research can proceed. Another treatment involving hydroxylation has already resulted in a market for considerable quantities of lecithin at prices almost three times more than the same users, namely, bakers or bakery supply manufacturers, pay for the limited quantities of conventional lecithin purchased.

"Hydroxylation enhances the affinity for water, which is impeded in the ordinary commercial grade by the presence of the relatively large amount of carrier oil; however, there is still room for improvement in odor and taste. While special water-dispersible lecithins have been offered on the basis of adding to ordinary lecithin a minor amount of a powerful detergent, wetting agent, an emulsifier or combination of same, it is believed that permanent, substantial progress will more likely come through suitable treatment or modification of the lecithin per se. Not all such treatments involve chemical change for there are many possibilities in solvent fractionations.

"Using water and starting with the undried crude lecithin emulsion, procedures can be applied to cause separation of the bulk of the soybean oil leaving a sort of lecithin hydrate. This de-oiled hydrate appears to provide a valuable emollient action in soaps and shampoos where it does not affect clarity or aggravate rancidity problems (as happens if free soybean oil is present). It is also possible in such a water system to treat the crude lecithin emulsion without removing the oil in such a way as to wash out most of the naturally occurring carbohydrate and thereby materially increase the heat stability. This carbohydrate-reduced lecithin when heated directly or in oil solution does not show the darkening at temperatures around 200ºF. which at times proves a handicap with conventional lecithin.

"Classical solvent fractionation of crude or commercial lecithin preparations involves the use of acetone or alcohol or both.

"Extraction of ordinary soybean lecithin with acetone removes the oil and leaves the insoluble phosphatide complex behind. This process was used commercially as early as 1933 to make a cocoa butter lecithin for the chocolate industry–the natural carrier of liquid soybean oil was replaced by higher melting point cocoa butter. Since then, similar purified grades with other carriers adopted to various purposes have been developed and while the volume is not large as yet, profit margins on these special grades are inherently mere interesting than in the care of the run-of-the-mill lecithin which serves as the starting point.

"It is not necessary to add a carrier to the acetone purified phosphatides. This tan waxy substance may be dried directly [as] convenient in the form of a granule. The cost of producing granular phosphatides in purified form, usually about 95%, is such that use up to now has been limited, for the most part, to dietetic and pharmaceutical applications. Forty or fifty years ago in Europe, there was a vogue in lecithin for therapeutic purposes for a time but it seems to have been based more on wishful thinking than on sound clinical data. It is to be hoped that this mistake is not repeated here in attempting to exploit the interesting possibilities held out by the nutritive and physiological properties of soybean phosphatides–indeed, this is not likely in view of the rather strict regulation enforced today by the Food and Drug Administration and the Federal Trade Commission.

"Already a not inconsiderable volume of purified granular phosphatides is being sold in retail packages through drug channels, health food stores and most of these over-the-counter sales have resulted more from popularization than from any recognition of the virtues of lecithin by the medical profession; if lecithin is to have a real future in this field it is essential that the work already done on specific problems–such as skin disorders, fatty infiltration of the liver and vitamin A metabolism be greatly extended by fundamental clinical research under competent medical

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direction in conditions such as arthritis. The early hopes for lecithin in high blood cholesterol (hypercholesterolemia) atherosclerosis and cardio-vascular disease have not yet been realized and call for more study, much more, and perhaps a new approach in view of the fact that lipotropic agents, generally have not proved their value in practice and do not appear to be much used by cardiologists, while internists have reported that a diet adequate in protein does not benefit particularly by supplementation with lipotropic agent (such as choline, methionine, betaine or inositol) in liver insufficiency. It is important to remember that while the soy phosphatide complex possesses lipotropic activity of a high order, it is much more than a mere lipotropic agent.

"Future studies in the medical field should include an evaluation of the component fractions, essentially lecithin 'cephalin' and phosphoinositide, of the natural phosphatide complex. Such fractions. will undoubtedly also find commercial use and at prices reflecting a legitimate margin of profit. Extraction of ordinary commercial (oil-containing) lecithin with acetone can be followed by extraction with ethanol to produce alcohol soluble and alcohol insoluble fractions. Nearly all of the inositide goes into the alcohol insoluble while the soluble fraction is richer in phosphatidyl choline (lecithin). The two fractions, like the acetone insoluble complex, can be conveyed in different carriers depending on the end use. Furthermore, the chemically treated or water treated modifications above referred to can be subjected to these solvent purifications.

"Much applied research will be needed to develop data on new grades and find applications, but investment in this research is justified by the profits to be made. For example, enough glamour surrounds lecithin for the most poetic advertising man, but no soap manufacturer would feature lecithin unless supplied with some positive claim to make and evidence to back it up. A start has been made in recent laboratory tests, with animals where the skin was examined microscopically after treatment with standard soybean phosphatides and two specially prepared grades and decided differences were observed. There is a need in the cosmetic field for fewer generalizations on the subject of lecithin and more experimental data, but considering the relatively small volume no one is willing to make the outlays if all he can expect is to sell some thousands of pounds of conventional lecithin at virtually no profit.

"A processor cannot fix the price at which he buys his beans or sells his meal and oil and he is governed as much or more by forces without than within his industry. But in the case of lecithin, he could figure his cost on it in a normal way as one of the three primary products of processing, add a reasonable markup and then try to merchandise his product. However, as long as some processors are willing to sell on price and without regard to profit, the sale of conventional lecithin will continue to be pretty much of a 'rat-race' relieved occasionally by an unexpected external event such as the temporary shortage created by the Korean war [1950-1953]. There is the hope that demand for ordinary lecithin will increase, even though the present economics predict little promotion by the industry, as where a new or wider uses is found involving large quantities. Several occurrences of this sort simultaneously can soak up the existing surplus and firm up prices, although the industry has a lecithin production potential of about [?] lbs.

"There is reason to believe that applications for a large tonnage of regular commercial lecithin can still be found in the petroleum industry and that an increasing tonnage can be channeled into the feed industry and that these consumers are able and willing to pay a cent or two a pound more for lecithin to make the business profitable to the producers and distributors. The value of lecithin in milk replacers for young animals and in facilitating the absorption and utilization of vitamin A may be cited. The experimental demonstration that higher melting point fats are more digestible when lecithin is added should interest the Armed Forces in adding lecithin to emergency rations containing fats melting above body temperature (incidentally, commercial lecithin costs a good deal less than these hydrogenated fats).

"In fine, it can be said that we in 'lecithin' need morale as well as morals and that as for a moral we must realise that the future lies in imagination and scientific research and development rather than in chance and serendipity, always remembering that in spite of the accomplishments of the past 25 years, we have only scratched the surface."

Note 1. At the end of the document is written in by hand: "Obtained from his son, Joe Eichberg junior, Nov. 1999."

Note 2. The date of this undated document must be 1950 or later due to mention of the Korean War [1950-1953]. Address: President, American Lecithin Co, Inc., Elmhurst, Long Island, New York.

1626. Portrait of F.G. Roberts, soyfoods pioneer in Australia (Photograph). 1950? Undated.

• ***Summary:*** See next page. This 4-by-6 inch black-and-white portrait photo, taken in about 1950, shows F.G. Roberts (1892-1977) wearing a black bowler hat, a graying mustache, a dark pinstriped suit, and a dark patterned necktie. This photo was sent to Soyfoods Center by Paul Smith, President of Soy Products of Australia Pty. Ltd. (Bayswater, Victoria, Australia). Formerly F.G. Roberts Health Food Products (Melbourne).

1627. Milliron's. 1951. January white sale (Ad). *Los Angeles Times.* Jan. 1. p. 10.

• ***Summary:*** In this full-page ad, the section titled "Top quality electrical appliances for the home at low, low prices" shows 8 such appliances, including the "Electric 'Eskimo Whiz Mix' $21.95. Mixes, chops, liquefies all fruits, vegetables! Chrome finish. Easy-to-clean!" An illustration shows the machine.

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A similar ad appears in the Sept. 3 issue (p. B18) of this newspaper–but the price of the mixer is now only $19.95. Address: Broadway at Fifth [Los Angeles, California]. Phone: MA 7311.

1628. Beck, Mrs. Neill. 1951. Farmers Market today (Ad). *Los Angeles Times.* April 16. p. 4.

• ***Summary:*** There is a demand for specialty flours and grains. "Joe Alexander, manager of the market's fine big grocery store, has made an arrangement with the El Molino Mill–a doubly redundantly named firm with an English-Spanish name which, fully translated into English becomes The The Mill Mill."

The mill, located in Alhambra, makes a superior line of specialty flours, which are now available at Alexander's Grocery Store in the Farmers Market.

"Here's the morning line: Wheat Germ, Cracked Wheat, Cereal Wheat, Hulled Barley, Rye Flour, Rye Grain, Soy Bean Flour, Brown Rice Flour, Steel-Cut Oats, Old Fashioned Rolled Oats, Seven-Grain Cereal, Pure Eastern Buckwheat Flour, Buckwheat Groats, Stone-Ground Whole Wheat Flour, Old Fashioned 100% Stone-Ground Corn Meal, Yellow Corn Flour, Potato Flour, Graham Flour, Hominy Grits–and we hope you'll feel better real soon."

The Farmers Market is located on 3rd at Fairfax.

1629. Standard, Stella. 1951. Whole grain cookery: A gourmet guide to glowing health. New York, NY: The John Day Co. ix + 240 p. April 26. Foreword by Pearl S. Buck. No index. 21 cm.

• ***Summary:*** The basic message: Whole grains and their flours taste better and are better for you. The first third of this cookbook contains one chapter (with recipes) on each of the major cereal grains (rice, corn, oats, etc.) plus sunflower seeds. A middle chapter, titled "A miscellany of grains" (p. 111-38) gives recipes for gruenkern, oat grits, wheat grits, cracked wheat, bulghur, rye, rye grits, hominy grits, millet, pearl barley, barley flour, kasha (buckwheat groats), soybeans, etc. The last third is about baked goods, arranged by type (yeast breads, quick breads, hot breads, pancakes, cakes, pies, puddings, confections, etc.).

Chapter 12, titled "Whole grain," ends (p. 5) with a paragraph about the soy bean. It was introduced to the USA in 1804 "but was not cultivated extensively until after the First World War." There are 2,000 varieties. "It is becoming more and widely used as a food in various forms because it is so rich in proteins, fats, minerals, and vitamins. It is also used in the manufacture of many goods, besides its great importance as a food."

Soy related recipes: Soy grits in consommé (p. 129). Baked soybeans (p. 135-36). Fried soybean sprouts (p. 136). Soya and whole wheat bread (p. 151-52). Orange, oatmeal, and soy flour bread (p. 160-61). Soya, rye, and oatmeal flour bread (p. 161). Soya and cornmeal bread (p. 177-78). Soy sauce is used in several recipes (p. 17, 29, 114, etc). Many recipes contain meat, fish, or poultry. Address: [USA].

1630. *New York Times.* 1951. Whole grains preferable to processed as more nourishing, expert declares. April 27. p. 35.

• ***Summary:*** Mrs. Stella Standard, author of "Whole Grain Cookery: A Gourmet Guide to Glowing Health," recently visited the New York Times test kitchen. Her book was published yesterday by John Day with a foreword by Miss Pearl Buck.

Two recipes are given, plus a list of sources of whole grains and products–which includes: Rose Mill, Milford,

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Connecticut. El Molino Mills, 3072 West Valley Boulevard, Alhambra, California.

1631. Jones Health Foods. 1951. Classified ad: Personals. *Los Angeles Times.* July 18. p. A8.
• ***Summary:*** "I was wrong! I overstocked Eskimo Whizmix Liquifier for only $18 + tax. Regularly sells for $29.50. Mail or bring this ad to Jones Health Foods, 322 So. Hill." Address: 322 So. Hill [Los Angeles].

1632. Photographs related to Sophie Cubbison and the Cubbison Cracker Co. of Los Angeles. 1951. Undated.
• ***Summary:*** See also next page. The following undated black-and-white photos were donated to Soyfoods Center by Leo Pearlstein of Lee and Associates in Los Angeles, a long-time friend of Sophie Cubbison:

(1) Packages of Cubbison's Melba Wheat Soya Toast, Hollywood Cup ("in place of coffee"), and Wheat Soya Pie Crust Mix (glossy; photo published in *Soybean Digest*, July 1951).



(2) Portrait photo of Mrs. Sophie C. Cubbison dressed in a dark business suit with white pin stripes (published in *Soybean Digest*, July 1951).

1633. *Soybean Digest.* 1951. Cubbison pushes soy on West Coast. July. p. 20, 22.
• ***Summary:*** A growing number of small specialty companies in the USA are helping to popularize "soya food products. Some of them have been highly successful, starting first in the health food field and then moving into general distribution.

"Typical of these companies is the Cubbison Melba Toast and Cracker Co. of Los Angeles, headed by the aggressive and sales-minded Miss Sophie C. Cubbison. Its products have been known in Southern California for 20 years. They have been sold in all the leading health food stores from coast to coast and more recently have flowed over the counters of regular food stores in that state."

Cubbison's popular Wheat Soya Toast is rich in soy flour, which makes it high in protein and "helps alkalize the wheat starch." The slow toasting process converts the starch to dextrines, which are more easily digested and assimilated. Also popular are Cubbison's Wheat Soya Cookies, Wheat Soya Pie Crust, and the Cubbison Hollywood Cup (made with roasted barley, soy, and Black Mission figs).

Photos show: (1) Sophie C. Cubbison. (2) Packages of Cubbison's Melba Wheat Soya Toast, Hollywood Cup ("in place of coffee"), and Wheat Soya Pie Crust Mix.

Note: This is the fourth in a series of articles by the Soya Food Research Council.

1634. *New York Times.* 1951. U.S. again seizes book by Gayelord Hauser. Aug. 16. p. 21.
• ***Summary:*** The U.S. Food and Drug Administration announced today that it had seized Gayelord Hauser's book, "Look Younger, Live Longer," and the Plantation blackstrap molasses exhibited with it at a store in Rochester, New York. The FDA claimed that the book constituted a mislabeling of the molasses.

The first such seizure was dismissed in April by the U.S. District Court in Buffalo by Judge Harold S. Burke on the motion of the publisher that the book did not constitute a labeling of the molasses.

Hauser's book lists molasses, a residual by-product of making sugar from sugar cane, as one of five "wonder foods" which Hauser recommends for daily use. The other four are brewers' yeast, powdered skim milk, yogurt, and wheat germ.

Note: It seems that the store owner, not Hauser, caused the problem. Address: Special to the New York Times.

1635. Wickes, Mary Ellen. 1951. Garden-fresh cooking. *Los Angeles Times.* Sept. 9. p. H20.
• ***Summary:*** This article begins: "'The principal weakness in American cooking,' says Adelle Davis in her book *Let's Cook It Right*, 'lies in the preparation of vegetables. As they are customarily cooked, much of their flavor and 50% to 90% of many nutrients are lost before they reach the table.'

"Since vegetables are eaten primarily for their vitamins

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and minerals, the wise homemaker, with the health of her family foremost in her thoughts, does all she can to preserve them." Address: Marion Manner's staff.

1636. Whole Grain Flour Mills. 1951. Deaf Smith health foods (Ad). *Organic Farmer* (*The*) 3(2):1. Sept.

• ***Summary:*** "Now! Enjoy a higher level of vigorous, disease resistant health with delicious flours, cereals, and unique, skillfully blended meals made from Deaf Smith County Wheat organically grown in the rich, fertile soil and healthful waters of Hereford, Texas, the famed 'Town Without A Toothache.' This wheat has an amazingly high percentage of calcium, phosphorus, from six to nine times the amounts found in the average flour. Bread baked from stoneground Deaf Smith Wheat has a flavor and health value superior to any other known. Free recipes and an interesting story on 'The Most Expensive Bread in the World' included with order. Order Today!"

The following products are available: Deaf Smith cracked wheat. Deaf Smith bread flour. Deaf Smith laxa-meal. Potato meal. Deaf Smith Vita-Meal. Deaf Smith wheat berries.

"Special selected natural foods.

Organic cake flour. Hulled millet seeds. Natural brown rice.

50-50 Sesame-sunflower meal. Soybean flour. Hulled sesame seeds

Whole rye flour. Organic sunflower seeds. Flaxseed meal.

Millet-ses-sun cereal. Yellow corn meal (Stoneground). Scotch steel-cut oats.

Pure raw wheat germ. Crude black molasses ("Delightful tasting, superior to Blackstrap"). Crude dark raw sugar ("A real raw sugar that is rich in natural un-fired molasses").

How to eat safely in a poisoned world." Right living series ("32 booklets, 1,024 pages, written from a unique Christian viewpoint"). Washed raw sugar.

Concerning the "Soybean flour–Starch-free alkaline reaction.–Richest in protein of all known foods. High in calcium, phosphorus and potassium. Use in making soymilk, bread, muffins, and cookery for added protein. 3 lbs. 85¢. 6 lbs. $1.65."

This ad also appeared in the next 3 issues of this magazine, right after the title page, and in the Jan. 1952 issue (Vol. 3, No. 6).

Note: A surprise to find foods grown in Deaf Smith County being sold as natural, whole health foods almost 20 years before Frank Ford and others founded Arrowhead Mills–for the same purpose. He too was a devout Christian. Is there any connection between this 1951 venture and Frank Ford? Address: 2611 N. Jones St., Chicago 47, Illinois.

1637. Natural Foods. 1951. Which do you want–Modern or old fashioned methods? (Ad). *Organic Farmer* (*The*) 3(4):11. Nov.



• ***Summary:*** This ¼-page ad is for the Vita-Mix blender, a small photo of which is shown.

"Vita-Mix makes it easier to get essential vitamins and minerals from fruits and vegetables. Only machine with stainless steel bowl and Bakelite handle. Only $29.95.

"Self-cleaning–Add soap, water, turn on.

"In preparing food the ordinary way you peel off and throw away many of those vitamin and mineral filled parts which are so essential to good health. With the Vita-Mix you keep All the natural health-giving food value. Liquefies, whips, chops, emulsifies all fruits and vegetables into tangy, appetizing drinks. No cooking, juicing or peeling of rinds necessary. Now has new unbreakable stainless steel bowl. Easy to sterilize. Comes with a One Year Guarantee.

"Look what Vita-Mix does: Makes health drinks in 1 to

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4 minutes, makes soup without boiling in 3 minutes, makes cake batter ready for oven in 3 minutes. Grinds whole grain, chops vegetable salads, whips cream. churns butter, makes omelettes, pie fillers, sauces, sherbet, baby foods, purees.

"2 Valuable gifts given with order.

"Vita Miracle recipe book. Shows you how to make 533 delicious dishes and drinks with your Vita-Mix.

"Corn Popper, electric. Pops corn without stirring. No mess. Use in living rooms.

"Corn Popper $5.29

"Recipe Book $0.55

"Vita-Mix $34.95

"Value $40.79.

"You pay $29.95

"You save $10.84.

"Order now–Before rearmament stops all production."

Note: This ad also appeared in the Feb. 1952 issue (p. 7). Address: Olmsted Falls, Ohio.

1638. Dohrmann's. 1951. We took Santa's advice–to electrify your gift list with the best–at $1 down $1 a week (Ad). *Los Angeles Times.* Dec. 3. p. B6.

• ***Summary:*** The 12 electric kitchen appliances in this display ad include: Osterizer, chrome base–$44.95. Toastmaster toaster. Sunbeam Coffee Master. Dohrmeyer Mixer. Nesco 6-quart Cooker. General Electric Automatic Grill. Each is illustrated and its price is given. Address: 510 West Seventh St., Los Angeles, California. Phone: TRinity 1331 or ZEnith 2224.

1639. *Chicago Daily Tribune.* 1951. Orders $10,000 bonds of Estep, wife forfeited. Dec. 20. p. C10.

• ***Summary:*** "The $10,000 appeal bonds of William (Old Doc) Estep, 55, and his wife, Dora, 49, were ordered forfeited by Chief Justice... The action was taken because the Esteps, convicted of medical quackery in June 1950, violated the terms of their bonds by leaving Illinois without permission and getting into the same kind of trouble in Amarillo, Texas."

The manager of the Amarillo Better Business bureau "said Estep called himself a professor, former president of the American Health Food association [which he was not], dean of the Texas College of Drugless Physicians and Surgeons, and 'a renowned author and scientist.'" Photos show William Estep and his wife, Dora.

1640. **Product Name:** Cubbison's Wheat Soya Pie Crust Mix.
Manufacturer's Name: Cubbison Melba Toast and Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles 31, California.
Date of Introduction: 1951.
Ingredients: Incl. wheat pastry flour and soy flour.
Wt/Vol., Packaging, Price: 10-oz cellophane bag.
How Stored: Shelf stable.
New Product–Documentation: *Soybean Digest.* 1951 "Cubbison pushes soy on West Coast." July. p. 20, 22. "Housewives have been especially enthusiastic about the Cubbison Wheat Soya Pie Crust. This product is a combination of wheat pastry flour and soy flour, thoroughly blended with 100 percent hydrogenized vegetable shortening. The result is a very tender pie crust, packaged in nine-ounce cellophane printed bags." A photo shows Cubbison's Wheat Soya Pie Crust Mix.

Glossy undated black-and-white photo (8 by 10 inches) of package, ingredients not legible, sent by Leo Pearlstein. Probably taken in the early 1950s.

1641. **Product Name:** Soyvita (Roasted Full-Fat Soya Flour).
Manufacturer's Name: F.G. Roberts' Health Foods.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1951.
Ingredients: Soybeans.
New Product–Documentation: *Soya Bluebook.* 1981. p. 62; 1987. p. 75. Enzyme active full fat flour for bakery industry; heat treated soy flour for use in cakes, biscuits, doughnuts, confectionery, pies, sausages, and hamburgers.

Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1981. "Vincent R. Smith was a soyfoods pioneer in Australia. In 1951-52 he began to manufacture Australia's first whole (full-fat) heat-treated (debittered) soy flour." In 1956 he founded Soy Products of Australia Pty. Ltd.

Letter from Paul Smith. 1995. March 14. "Soyvita has only ever been used as a tradename for debittered full fat soy flour since 1951. Initially it was made using imported soybeans, but from 1954 it was made from Australian-grown soybeans. The tradename 'Soybake' was used for the same product packaged under the H.J. Langdon's name and address from 1955 to mid-1991, when it was abandoned due to a rationalisation of packaging and product lines. H.J. Langdon now buys the product in the 'Soyvita' packaging."

Letter from Paul Smith. 1995. April 11. Soyvita has never been used as a brand name for the retail health food products. It has only ever been used for the commodity type product which has been sold under the name and address of Soy Products of Australia Pty. Ltd. since September 1957. Prior to that the "Soyvita" name was used with/under the F.G. Roberts company name and address. "Soyvita" was only available to commercial users, therefore there was no point or interest in advertising it in *Nature's Path to Health.*

1642. **Product Name:** Bob Hoffman's Hi-Proteen [Powder].
Manufacturer's Name: Hoffman Products. Subsidiary of York Barbell Co.
Manufacturer's Address: North Broad St., York,

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Pennsylvania.
Date of Introduction: 1951.
Ingredients: Soy protein [probably soy flour initially], and dried milk solids [non-fat dry milk].
How Stored: Shelf stable.
New Product–Documentation: Talk with Betty Seroy. 1988. Sept. 23. The first protein powder in the health food trade was made by Hoffman Products, run by Bob Hoffman, who was an Olympic champion weight lifter. He had a line of products for weight lifters from soy. They were kind of rough to taste. So many of the early products were that way. Ad in Natural Foods Merchandiser. 1988. Aug. Hoffman Products. A Div. of York Barbell Co., Inc., Box 1707, York, Pennsylvania 17405. Phone: 800-358-9675. Talk with John Terpak who has been with the company for about 50 years.

Talk with Ben Kahan. 1988. Sept. 24. The earliest protein powder was introduced by Bob Hoffman. The company was York Barbell Co. in York, Pennsylvania. He was big on powdered mixes. He was the father of American weight lifting, and softball games for teenagers. He has a museum. Johnny Terpak, who was Bob Hoffman's right hand man for many years, has a world of information. He thinks it was soy protein. Later he had high protein powder, tablets, and high-protein candy bar. They didn't taste as good as they do today but it was the most popular protein supplement in its day. Joe Weider came out with similar products 2-3 years later.

Talk with Johnny Terpak. 1988. Sept. 27. Mr. Terpak started working for Bob Hoffman in 1935. The product was called Bob Hoffman's Hi-Proteen. It was sold originally as a powder, and shortly afterwards in tablets. It was launched in 1951 at a health food show in Florida by Hoffman Products, a subsidiary of York Barbell Co., which had been in business since 1932. He does not know from whom they bought the soy protein but he knows they did buy it; the names Glidden and Central Soya are both very familiar. The ingredients were soy protein and dried milk solids (non-fat). There was no flavoring initially; vanilla and chocolate were added several years later, followed by carob. Bob was a great promoter. He used to say that you could flavor his protein powder to your own taste. Later there were gain weight products. Initially it had not contained vitamins, minerals, or nutritional yeast. He will check their magazine *Strength and Health* (started 1932) for ads. Born in Nov. 1898, Bob Hoffman was not an Olympic weight lifter, nor an official Olympic coach, but he did help coach and finance the Olympic weight lifting teams at the 1932 and 1936 Olympics. Many of the members of the U.S. Olympic weight lifting team were York Barbell lifters. He was their year-long coach at his club. Originally his main business was selling barbells and related equipment. That expanded into publishing and products.

Talk with Ed Meyer of Central Soya. 1993. April 7. The original source of protein in this product was probably a very finely milled defatted soy flour, which was widely available; it could not have been a soy protein isolate, since no food grade soy isolate was available until Promine was introduced in Oct. 1959.

1643. Abrahamson, E.M.; Pezet, A.W. 1951. Body, mind, and sugar. New York: Henry Holt & Co. ix + 206 p. Illust. No index. 22 cm. [146* endnotes]
• ***Summary:*** Contents: Introduction. 1. "... But I cannot name the disease." 2. The old: Diabetes. 3.–and the new: Hyperinsulinism. 4. Sneezes, wheezes, aches, and pains. 5. Body, mind and sugar. 6. Alcohol and alcoholics. 7. The glandular jazz band. 8. Hyperinsulinism–Key to many doors. Notes.

"Since physicians are required to report only communicable diseases, statistics on those suffering" from other afflictions are not available. There are about 4 million alcoholics (compulsive drinkers of alcohol) in the USA. Indeed, there are many mysterious diseases and conditions, happenings and questions that appear utterly unrelated. "It is the purpose of this book to show you their very close relationship..." (p. 2-3). This book should be of personal concern to more than ten million people, perhaps as many as 30 million. "Body and mind are inseparably interrelated. The mechanism of their relationship is to be found in the nervous system and the ductless glands. This book is about the extraordinary part that blood sugar plays in the mechanism that keeps body and mind in healthy balance" (p. 4-5).

About the authors (p. 5): Abrahamson received his doctorate in chemistry in 1922 and medicine in 1926. Author of *Office Clinical Chemistry* (Oxford University Press, 1945), more than 20 of his papers have been published in medical and chemical journals. "A specialist in diabetes for many years, he has devoted much of his efforts toward clinical research and treatment in hyperinsulinism." Pezet, who "was trained at Massachusetts Institute of Technology and at Harvard University is a professional writer of both fiction and non-fiction. In the latter field he has specialized in writing on medical and other scientific subjects for the layman."

"This book was conceived through a doctor-patient relationship–Abrahamson having diagnosed Pezet and his wife as being victims of hyperinsulinism." Pezet showed deep interest in this diagnosis. and ensuing treatment "Why had he wandered through countless consultations and diagnoses and treatments for more than a decade without relief from his curious symptoms? Why was so little known about a disease condition that affected millions? Why had so little information reached the practicing physician? Why?" (p. 5). Address: 1. M.D. 2. Professional writer. Both: New York City, NY.

1644. Davis, Adelle. 1951. Let's have healthy children. New York, NY: Harcourt, Brace and Co. Index. *

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Address: Los Angeles, California.

1645. India House, grand opening by Yogananda's Self Realization Fellowship (SRF) in Los Angeles (Photograph). 1951.
• ***Summary:*** India House is a vegetarian restaurant located at 4860 Sunset Blvd., Los Angeles, California. This photo shows the grand opening, with 3 palm trees along the street, three cars (including one Cadillac from the 1950s) parked along the sidewalk, an American flag at half mast by the side of the restaurant, and about 100 people, all dressed formally, standing on the sidewalk outside the restaurant.

Note: We know that India House was open by March 1952, for it is mentioned in Yogananda's obituary; he died on 7 March 1952.

1646. Kiger, Jean. 1951. La biscuiterie, patisserie et boulangerie industrielles et les produits de régime: Matières premières, fabrications, analyses [Industrial production of cookies, pastries, breads, and health food products: Raw materials, manufacture, and analyses]. Paris: Girardot et Cie. 557 p. Illust. 25 cm. [Fre]
• ***Summary:*** Soy-related products are discussed on the following pages: Three types of soy flour (p. 111-12). Soy oil (p. 204). Lecithin (p. 323-25). Dry soy albumin (p. 343). Soybeans as a source of calcium and phosphorus (p. 306). Vitamins in soy oil (p. 380-81).

"Published with the cooperation of the *Revue Spéciale de Biscuiterie et Produits Similaires*." The author was born in 1913. Address: Docteur en Pharmacie, Docteur de l'Univ. de Dijon.

1647. Orton, Mildred Ellen. 1951. Cooking with wholegrains. New York, NY: Farrar, Straus and Young, Inc. 64 p. Illust. Recipe index. Introduction by Vrest Orton.
• ***Summary:*** "In 1946, Vrest and Mildred Ellen Orton opened the Vermont Country Store in Weston, stocking it with foods and specialized goods that had largely disappeared from modern stores."

The introduction, titled "The mystery of the mill," by Vrest Orton discusses: (1) Meaning of the words "wholegrain" and wholewheat" and their shrewd manipulation by millers, bakers, and their advertising agents. (2) The decline of the French Buhr mill (with a pair of slowly turning granite stones) and the rise of the high-speed, automatic roller mill (consisting mainly of a pair or fluted or grooved metal rollers; introduced in Scotland in 1872, and in the United Kingdom at Dublin in 1878). (3) The new roller mills produced flour about 100 times as fast as the old stone mills. "Yet the very slowness of the stone mill constituted its chief value as a food producing tool. The rich germ of the grain kernel has an oil that is susceptible to rancidity when heated in grinding, and if so heated clogs up grinding surfaces." So the millers sifted it out, and soon discovered "that flour from which the live and perishable germ was screened out would keep indefinitely on store shelves." The milling trade has been very successful in keeping these facts from the public. Even the *Encyclopedia Britannica* blurs the facts. (4) The low nutritional value of germless refined white bread. The present "wholegrain revival." (5) The strange concept of "enriched bread." (6-8) Possible explanations for the popularity of white breads and other baked goods.

Soy-related recipes include (page nos. in 1995 North Point Press ed.): Oatmeal and soy flour quick bread (p. 36). Soy flour muffins (p. 41). Soy flour and wheat biscuits (p. 45-46). Address: Weston, Vermont.

1648. Rombauer, Irma S.; Becker, Marion Rombauer. 1951. The joy of cooking. Indianapolis and New York: Bobbs-Merrill Co. 1011 p. Illust. by Ginnie Hofmann. Index. 22 cm.
• ***Summary:*** This is the earliest known Rombauer-Becker edition of this famous cookbook. Marion Rombauer Becker is the daughter of Irma von Starkloff Rombauer. A large percentage of the recipes contain meat, fish, or poultry. Soy-related recipes and descriptions include: Soybean cheese [tofu] (p. 192, made from soybean milk curded without a coagulant like cottage cheese. Season with salt, cinnamon or chives, and caraway). Suggestions for the use of soybeans (similar to the 1943 edition) with the following recipes for cooked soybeans: Soybean loaf. Soybean dinner in one dish. Soybean soufflé. Soybean salad. Then some ideas for "Peanuts as a meat substitute." Soybeans (p. 269; "Young vegetable type, not field varieties of beans, must be used. The pods should still be green"). Roasted soybeans. Cooked dry soybeans (p. 269). Sweet and sour milk substitutions and equivalents (p. 502-03; "If you use Soya Milk, page 817, substitute 1 cupful for 1 cupful of milk"). Soya bean milk (p. 817).

There is a nice, early chapter titled "The Electric Blender" (p. 895-98), which begins: "Throw away your tamis cloth and hair sieve, if you still have these relics of a by-gone age, and replace them with a piece of equipment that makes them obsolete, the electric blender." Includes 4 paragraphs about blenders. This chapter includes recipes for cocktails, cream soups, eggnog, beverages (incl. cold fruit sherbets and a "Blender health drink"), puréed vegetables, custard, and ice creams. For the sherbets: "A fairly creamy result comes from a fresh peach, a banana or canned pineapple juice. A velvety concoction is: 1 small banana, 1 cup milk. Add vanilla or rum, no sugar needed. You may add to this 1 tablespoonful chocolate sirup [syrup] or 4 tablespoonfuls vanilla ice cream. Also try stewed or canned apricots with milk, apricot, pineapple and lemon juice with cracked ice cubes, frozen strawberries with sour or sweet cream."

The chapter titled "Nutrition and calorie chart" states (p. 931): "Proteins are known to contain amino acids. These complex acids are still being studied by chemists, but it is

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known that some of them are essential to growth and life. All of these acids are not found in complete form in all protein foods. They are most fully represented in meat, fish, eggs, milk and cheese. They are present but less well represented in nuts, legumes and cereals. Since the vegetable groups are incomplete in themselves, it is wise to draw half to two thirds of the daily protein intake from the animal sources given above."

Note 1. In the *Betty Crocker Picture Cook Book* (1950, General Mills), no mention is made of the electric blender. A hand-turned rotary beater is used to make a milk shake.

Note 2. In *Joy*, there is no index entry for milk shake, or organic (as "organic gardening"), or vegetarian. Address: 1. St. Louis, Missouri; 2. Cincinnati, Ohio.

1649. Shelton, Herbert M. 1951. Food combining made easy. San Antonio, Texas: Published by the author. 71 p. Illus. No index. 20 cm.
• ***Summary:*** Contents: Introduction. 1. Foodstuffs classified. 2. Digestion of foods. 3. Right and wrong combinations. 4. Normal digestion. 5. How to take your proteins. 6. How to take your starch. 7. Eating fruits. 8. Eating schedule for a week. 9. Remedying indigestion. 10. The hygienic institution.

Soy beans, which are classified as proteins (along with most nuts, all cereals, peanuts, etc.) are discussed on p. 10-11. Soy oil is classified as a fat (along with all other fats, p. 11). Address: N.D., San Antonio, Texas.

1650. Shelton, Herbert M. 1951. Superior nutrition. San Antonio, Texas: Published by the author. Illus. No index. 20 cm. *
Address: N.D., San Antonio, Texas.

1651. **Product Name:** Dr. Bronner's Balanced Mineral Salt (Powdered).
Manufacturer's Name: Dr. Bronner & Associates.
Manufacturer's Address: 447 South Hope St., Los Angeles, California. Phone: 619-745-7069.
Date of Introduction: 1952 January.
New Product–Documentation: Talk with Dr. E.H. Bronner himself. 1990. Feb. 8. He is a rabbi and soap maker, age 82. He introduced this powdered product in Jan. 1949. He was born and raised in Germany, in a family of soap-makers. The first soap plant was started by his grandfather. He is a nephew of Albert Einstein. Neither a PhD nor an M.D. (physician), he has a German doctor of chemistry degree (SSMC: Seifensieder Meister Chemiker, or SMMC: Soap Maker Master Chemist, recognized by the American Chemical Society). He came to America in 1929 and became superintendent of a large soap plant in Pennsylvania. From 1929 to 1944 he built 3 soap factories in America.

His discovery of this product went through at least 6 steps, but there were two main ones. First, in 1933-34, when Hitler came to power and German imports were unpopular in America, he began to look for potassium salts (potassium hydroxide) for soap making. The imported German potassium source made a better product. He found a natural mineralized dulse (that had been overlooked by others) which he used with good results in his soaps.

Second, in 1938, as a young man with 3 lovely children, he had dental plates–he had lost his teeth. His body had craved calcium since he was a young boy in Germany and he would eat eggs with the shells. In 1941 he read the front-page headlines about "The town without a toothache," Hereford, Deaf Smith County, Texas. The American Dental Association (83rd annual convention, Houston, TX) discovered that the high calcium, phosphorus, magnesium, vitamin D, and fluoride content of the food and water was instrumental in preventing tooth decay. That article plus his own personal experience led him to believe that there was a great need for a balanced mineral seasoning that contains calcium, phosphorus, magnesium, potassium, sodium, iodine, iron–all the minerals in the right proportion. He wanted to make both a seasoning and a mineral / vitamin supplement that was a balanced food. He started by using what the Romans called *sal digestivus* or "digestion salt," a red mineral salt containing potassium, sodium, iron, chloride, found in deposits on the surface of the earth, produced by Chief Chemist God from ocean dulse (a sea vegetable), i.e. mineralized dulse. He uses it to this day as the source of potassium in his mineral seasoning. The only ingredient listed on the original product was "mineralized dulse." This innovative ingredient became the key ingredient in his various products. In about 1952, to add more flavor, he first began to add a powdered HVP (made by hydrolysis of corn, whole wheat, and soybeans), which he bought as powdered HVP (from a company whose name he no longer remembers and which no longer exists) and blended it with the minerals and vitamins in the right proportions. HVP was developed in America in the 1930s and became commercially available in the 1940s. His present source of HVP is a "military secret." This powdered mineral seasoning was his first soy product. It got off to a very slow start. This product (which still exists) has remained basically unchanged since 1952. It and its liquid counterpart are doing well, especially considering the fact that he has no salesmen and no advertising. His original company was located on Hope Street (at 5th and Hope) in Los Angeles, in a 10-story building. In 1955 he got his current building at Box 28, Escondido, CA 92025. From 1955 to 1962 he commuted between the two locations and in 1962 moved everything to Escondido.

He became a rabbi in 1962-63 after a lecture in Watts, the black ghetto near Los Angeles. The 200 blacks applauded but a white man shouted: "You stole that brilliant speech. You stole it from Rabbi Hillel's 2,000 year old Torah. You stole it." Hillel was a top man in the Dead Screen Scrolls. Hillel said that "A great teacher must first a self-supporting,

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creative handworker be." Otherwise he can be bought and sold. In about 1963 he changed the name of his company from Dr. Bronner & Associates to All God One Faith, he changed the name of this product to Dr. Bronner's Balanced Mineral Seasoning, and he began to add spiritual messages to the labels of his products. But only the quart sizes are large enough to contain his full message. The pint is too small to make sense.

From 1949 to about 1970, 90% of his sales were food products. From 1970 on, about 90% of his sales have been his soaps and the food is only 10%.

Today Dr. Bronner is totally blind. In 1944 he buried his wife in central Illinois. Weighing 71 pounds, her jaw bones broken, she had been beaten and starved to death by Jewish people. She was German Catholic and he is German Jewish. In 1941 he lived in Chicago as director of research for a soap and perfume company. A relative wired him for funds (which he did not have) to save their mother from the Nazis. His wife tried to commit suicide, so she was sent to a state hospital where Jewish refugees were in charge. The day before she was to go home, she was forced to do demeaning work by a a Jewish doctor. She refused and said "No you damned Jew." The doctor sent her to a ward where she was further starved and beaten. *Readers Digest* (Feb. 1962) did an article on the subject, titled "The progeny of the same people who get put away." Now Dr. Bronner began to investigate what was going on and to speak on peace. At the University of Chicago he was captured as a Jew and for 3 months was unconscious and almost dead, having been given shock treatments that burned the back of his eyes. He escaped from that place in Central Illinois and fled to California to forget the whole thing. Between 1971 and 1973 he went blind from the electrical shock. He has two sons: A teacher in Milwaukee, and chemist in Glendale, California. They will continue his business. Though Hitler killed 6 million Jews, the Soviet Communists, especially Stalin, killed 66 million people, including 16 million Jews. Today there is a great danger of a nuclear warehouse exploding; it would destroy the world. Dr. Bronner says that no good, in-depth article has ever been published about his work with food.

Paul Bragg was a brilliant lecturer and personal friend of Dr. Bronner's. His product was introduced after Dr. Bronner's, in about 1955.

1652. *Alpine Sun* (*Alpine, California*). 1952. Irvine's health & success books (Ad). 1(1):4. Feb. 14.
• ***Summary:*** This tiny (1 by 2¼ inch) ad states: "Latest on health, nutrition, beauty, child care, success, metaphysics, organic gardening. Send for free 12-page list."

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. When she and Clarke moved to Alpine, Clark continued to run his mail-order book shop as he had for many years in Hollywood. It was another source of income and another "iron in the fire." He continued to own a large personal library, which was separate from his book business.

1653. *Alpine Sun* (*Alpine, California*). 1952. Classified: For rent–Trailer space (Ad). 1(1):7. Feb. 14.
• ***Summary:*** This tiny (5/8 by 2¼ inch) ad states: "Adults only, quiet, scenic, clean, modern. A health resort for retired, non-smoking and non-drinking folk. Reservations. No animals. Reasonable. 1½ miles to Alpine. Trailer Estates, Tavern Rd."

Talk with Alice Marks Irvine, Clarke Irvine's wife. 2004. Feb. 23. Clarke Irvine apparently moved his trailer from Los Angeles to Alpine, but he did not live in it or in the trailer park he owned and managed on Tavern Rd. near Alpine. He is advertising for other trailer-dwellers to come to his trailer park.

1654. Irvine, Clarke. 1952. A new community spirit is born here today. *Alpine Sun* (*Alpine, California*) 1(1):5. Feb. 14. Thursday.
• ***Summary:*** This article appears in the first issue of the *Alpine Sun*, a tiny (8½ by 5½ inches) newspaper, 8 pages long, started, edited, and published by Clarke Irvine and his family. Just below the title on page 1 we read: "Best climate in the U.S. by government report." Alpine is situated in a "lovely part of San Diego's mountains..." Irvine describes himself in this article as a "veteran newsman, traveler, lecturer, and businessman. He is not a newcomer to Alpine, having first lived here in 1937, returning three years ago [1949] with his wife and three daughters. Irvine is a navy veteran of World War I." The *Sun* is "indeed a free press, a most precious American liberty. It will impersonally report local news with fidelity, but without bias or partisan feeling. It is your paper, a sort of public utility."

The masthead on the back page states that this newspaper is published fortnightly (once every 2 weeks) by Irvine Press, Route 1, Box 191, Alpine, CA [California]. Blanche McCall and Alice Irvine are the two reporters. "Varityper composition. Multilith offset process. Where sunshine spends the year."

1655. Pacific Vital Foods. 1952. Display ad: A smart new health food shop comes to 358 So. Broadway–near Fourth St. *Los Angeles Times.* May 12. p. B7.
• ***Summary:*** A large ad. "Finest unsulphured sun-dried fruits organically-grown. Meat substitutes. Vegetable juices. Pure fruit juices... Whole grains. Natural vitamins. Gayelord Hauser "Wonder Foods." Health Books..." Address: 358 So. Broadway (near Fourth), Los Angeles.

1656. Organic Products. 1952. New Whiz-Mix: Mixes, juices, chops, liquefies, emulsifies (Ad). *Organic Farmer* (*The*) 3(11):10. June.
• ***Summary:*** "Truly wonderful electrical aid to better

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nutrition. Only $25.50.

"Does everything any similar appliance at any price can possibly do... yet think of it!... sells for only $25.50.

"Space just won't permit listing the hundreds of valuable uses for this sensational new appliance. The possibilities are almost endless. If you've looked at other units... at up to 100% higher price... you'll know what Whiz-Mix can and will do.

"Whiz-Mix is superb in quality. Has chrome plated base; acid resisting, non-tarnishing stainless steel bowl (shaped Square for more thorough mixing and to prevent 'swirling' over top); stainless steel top. Stands only 14 inches high but has full one quart capacity. Operates on 115-volt AC or DC current.

"Free with your order:

"Recipe Book with many delicious and healthful food combinations! Also... Electric Odor Master–banishes odors electrically. Just plug in ordinary wall socket. Costs less than 1¢ a day to operate. Given if you order directly from this ad with coupon on right. Try the Whiz-Mix for 10 days... Money refunded if not satisfied. Order Today!"

Note: A small photo shows the appliance. Address: 235 Halsey St., Newark, New Jersey.

1657. Hauser, Gayelord. 1952. Be happier, be healthier. New York, NY: Farrar, Straus and Young. 278 p. No index. 22 cm. [63* ref]

• ***Summary:*** This book advocates natural health and prevention using the sun, earth, air, water, and food. His faithful companion is Deucey, his dog. The chapter titled "Discoverers and recoverers" (p. 71-90) discusses: Priessnitz, Father Kneipp (began treatment in 1855), Louis Kuhne (first of the urban pioneers in natural healing, he established a clinic in Leipzig, Germany. A vegetarian, he wrote *Die Neue Heilwissenschaft*, which enjoyed worldwide success), Schweninger, Edward Hooker Dewey, Adolf Just (his Jungborn clinic was in the Harz mountains), Dr. Bircher-Benner, Arnold Rikli, Samuel Hahnemann (founder of homeopathy), Dr. Lahmann (his Weisser Hirsch Sanatorium in Dresden was famous; Hauser was partly cured by his Lacto-Vegetarian Diet), Dr. Möller (taught fasting in Dresden), Ragnar Berg (Swedish chemist; from 1909 to 1921 he was in charge of Dr. Lahmann's sanitorium), Mikkel Hindhede (story of his nationwide experiment in Denmark during World War I; he practiced what he preached). A table (p. 129) gives the idea weight for men and women of different height and 3 different frames (small, medium, large).

The chapter titled "Food is our salvation" (p. 138-66) discusses: The appestat (discovered by Dr. Norman Jolliffe), the food cure idea (started by Dr. Heinrich Lahmann in Dresden; Möller, Berg, and Bircher-Benner), the value of vegetables and vitamins, start all meals with fresh (raw) food, Dr. Brauchle's sanatorium at Schoenau (Black Forest, Germany), breakfast, lunch and dinner (which should include "a good protein. Your choice of meat, fish, eggs, cheese, nuts, soya beans or mushrooms {p. 249}), beware of harmful snacks, hidden hunger test (eat liver, kidney, or heart twice a week; incl. broiled meats and fish), get your chlorophyll from mixed greens, eat natural, unprocessed foods.

The chapter on "Happilogue" tells how he and Marion Preminger, in Sept. 1952, had an unforgettable visit with Albert Schweitzer who was doing organ recordings of Bach in his native town of Guensbach near Strasbourg. "It was one of the great experiences of my life." They had dinner with Dr. Schweitzer at his home: Green salad with tomatoes, "delicious cold cuts of meats with two kinds of cheese–Swiss and cottage. There was one cooked vegetable, a basket of grapes, and yes there was a bottle of dry Rhine wine. This simple meal turned out to be a feast for me, the place, the food, the company." Schweitzer was very familiar with Bircher-Benner and Dr. Gerson of New York City. "There was a bowl of soya beans on the table and I took some because I love them and told him that even in America protein foods were getting more and more expensive, only the rich can afford steak and roast, and for years I have looked for cheaper proteins and that the best I found and popularized were powdered skim milk, dry food yeast, and soya bean flour." Dr. Schweitzer said that "he has now planted soya beans. He realizes they are a good protein, but the natives [in Gabon] so far won't eat them, and all the arguments about how good and how healthful they are will not make them change their minds–they won't touch them." Then Schweitzer said, with a twinkle in his eyes, that he would do with his soya beans what Parmentier did with potatoes when they were first introduced into France from America. At first the French people did not like their taste and refused to eat them. Then Parmentier had a brilliant idea–which Schweitzer describes. "And that is what I'll do to my soya beans." After dinner, Dr. Schweitzer showed his guests a large oil painting of his hospital in Gabon (p. 213-15).

Note 1. This is the earliest document seen (March 2021) concerning soybeans in Gabon, or the cultivation of soybeans in Gabon. This document contains the earliest date seen for soybeans in Gabon, or the cultivation of soybeans in Gabon (1952 or before). The source of these soybeans is unknown.

Note 2. Antoine-Augustin Parmentier was born on 12 Aug. 1737 at Montdidier, France, and died on 13 Dec. 1813 (aged 76). He is buried in Paris below a large tomb.

Soy-related recipes: When baking bread at home, "substitute unbleached flour for white flour and try adding a tablespoon each of wheat germ, brewers' yeast, skim milk powder and soya flour for each loaf you bake" (p. 220). Dinnertime: Vegetable chop suey with [mung] bean sprouts and soy sauce (p. 233). Many recipes call for the use of red meat (steak), chicken, fish, and shellfish. Food tables, showing "percentages of daily recommendations," include

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soy beans (p. 261) plus many meats (p. 266-69). A photo (back cover) shows Hauser standing by the sea at Taormina, Sicily, Italy in Sept. 1952. Address: Los Angeles, California.

1658. Safeway. 1952. You'll be glad your Thanksgiving foods came from Safeway! (Ad). *Los Angeles Times.* Nov. 20. p. 18.
• ***Summary:*** This is a full-page ad for many products on sale at Safeway. In the section on "Turkey trimmings" we read: "Dressing–Cubbisons Prepared. 1-lb. pkg. 49¢."

Note: At the bottom of the page is a list of the addresses of 11 Safeway stores in Los Angeles, and of 26 Safeway stores in other nearby locations. Address: [California].

1659. Beck, Mrs. Fred. 1952. Farmers Market today (Ad). *Los Angeles Times.* Nov. 24. p. 4.
• ***Summary:*** "And now make ready for the Thanksgiving feast. The Farmers Market is braced and ready" with "really, truly fresh-killed, fresh-dressed turkeys–big, tender, broad-breasted birds."

"Bill's Bread Bin (Stall 330) carries... Cubbisons Prepared Dressing–for turkey. The irksome park of dressing making is done for you and done well. With this product it's easy. To the contents of the package you merely add water or milk to produce a basic dressing [stuffing]. On the package are recipes for variations of the dressing. Sophie Cubbison has rendered her sister citizens a fine service."

Note: The Farmers Market is located on West 3rd at Fairfax.

1660. Weiler, A.H. 1952. A tonic that's free: *Be Happier, Be Healthier,* by Gayelord Hauser... *New York Times.* Dec. 7. p. BR30.
• ***Summary:*** This is a favorable review of Hauser's new book. He notes that Hauser, age 57, was born Helmut Eugene Bengamin Gellert Hauser. An enterprising nutritionist" with an 'evangelistic approach," he has been handsomely rewarded teaching the value of the ancient maxim Latin *Mens sana in corpore sano*–"A sound mind sound body."

1661. Miller, Harry W. 1952. Re: Infant feeding. Letter to Miss Dorothea VanGundy at 11784 Bonita Ave., Arlington, California, Dec. 14. 1 p. Typed, with signature. [1 ref]
• ***Summary:*** "Under separate cover I have mailed you a copy of the book 'Infant Feeding.' I am sure that you will be very interested in reading it through from cover to cover. It is written in very simple language and well within your vocabulary as a dietitian... It is a resume of the latest on infant feeding and familiarizes one with all of these various infants' foods. It also makes a very ready reference book in case any questions come up.

"I plan that you will have to do with a good deal of correspondence that comes in regarding infant feeding in the future... You will gradually get familiar with our Soyalac and its use... Of course, our scope of work goes way beyond infant feeding because we are working on the feeding of the masses of people, obtaining our nutrition from vegetable sources... Yours very sincerely, H.W. Miller, M.D., Research Director, International Nutrition Research Foundation."

Note 1. This letter is typed on the letterhead of the International Nutrition Laboratory, Inc. Above the Laboratory's name are printed: "Miller's Soya Foods. Soyalac–Sandwich Spread–Vegetable Cheese–Green Soya Beans–Cutletburger–Cutlets." Above that is hand-stamped: "International Nutrition Research Foundation, P.O. Box 388, Mt. Vernon, Ohio."

Note 2. In November 1952 Miss Dorothea Van Gundy began to work for Loma Linda Foods in Arlington, California, as a dietitian and food demonstrator. In August 1960 she was married (her first marriage) to Ed Jones, a health food salesman and distributor, who was 13 years older than she. Ed had previously been married to Mildred Lager. Address: M.D., International Nutrition Lab., Inc., P.O. Box 388, Mt. Vernon, Ohio. Phone: 1195.

1662. Battle Creek Food Co. 1952. Battle Creek Steaks: Get your proteins cheaper. Taste better than meat!! (Ad). *Diet Digest* (*Beverly Hills, California*) No. 42. Inside front cover.
• ***Summary:*** This full-page black-and-white ad shows illustrations of a can of "Battle Creek 'Steaks'–a vegetable product," and of a plate containing two of the steaks with a baked potato and vegetables. The text reads: "For nutrition and economy–steaks are unbeatable. New–tenderized. A tasty meat substitute. Used and recommended by the Battle Creek Sanitarium and the Miami Battle Creek Sanitarium" [Florida]. Address: Battle Creek 23, Michigan.

1663. Church, Ruth Ellen. 1952. Mary Meade's magic recipes: A cookbook for the electric blender. Indianapolis, Indiana and New York: The Bobbs-Merrill Co., Inc. 256 p. See p. 161. Index. 21 cm. Revised and enlarged ed. 1965.
• ***Summary:*** Chapter 8, titled "More drinks...," contains a recipe for a "Pineapple smoothie" (p. 161); the ingredients are diced pineapple, sugar, milk, and cracked ice.

Facing the title page is a fold-out 2-page ad for an Osterizer, with 7 illustrations showing its parts (glass container, cutting blades, motor base) and use.

On the Acknowledgments page, the author thanks the following manufacturers who kindly provided her with blenders for testing these recipes: The John Oster Manufacturing Co., Waring Products Corp., The Knapp-Monarch Co., Landers, Frary and Clark of Illinois, and the Dormeyer Corp. Janet Bonnell of Oster and Helen Kyle of Waring were especially helpful.

1664. Kordel, Lelord. 1952. Eat and grow younger. Cleveland and New York: World Publishing Co. 315 p. Index. 22 cm.

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• ***Summary:*** The author's basic message: Eat more protein (especially complete proteins) and get plenty of vitamins and minerals. "One advantage of a high-protein diet is that you can eat less bulk, yet be well nourished..." There are no references and no "about the author" section. He is opposed to vegetarianism (high-starch dishes take the place of high-protein foods) which is a "fad" and believes (incorrectly) that vegetarians do not consume milk, dairy products or eggs (see p. 43-49, 114, 117, 120, 228, 261).

He mentions soybeans only in passing; they do not even appear in the index. For example: (1) The protein from lentils, legumes, soybeans and nuts is not complete and cannot counterbalance all the pure starches eaten to satisfy hunger (p. 43-44). (2) While soybeans, nuts, peas, and beans do contain protein, their protein content is "very low and incomplete when compared with meat, eggs, milk products and seed cereals" (p. 47). In a 4-page chart titled "Vegetable proteins" (p. 235-38) neither soybeans nor soyfood products are mentioned.

Contents: Part I: How to stay young. 1. Of course you want to stay young! 2. How old is "old"? 3. The secret of staying young. 4. Who is this fellow "protein"? 5. How much protein is "enough"? 6. "But I'm a vegetarian!" 7. Too much starch is dangerous. 8. These eight determine your age. 9. Six commandments for a long "young" life. 10. Seeds hold the germ of life: Millet, sunflower seeds, sesame seeds. 11. Best milks for humans. 12. Honey belongs on your table. 13. The sure way to good looks and charm. 14. Do your eyes look young? 15. Don't invite "old" hair and skin. 16. Your bones and muscles can be tattletales. 17. Your nerves must stay young, too. 18. Your blood can make you look younger. 19. Youth begins at breakfast. 20. What about food combinations? 21. Eating habits for longer life.

Part II: Your diet program. 22. Start now to eat and grow younger. 23. High-protein meats, poultry and fish. 24. Meat substitutes that are protein. 25. Egg and cheese dishes for every meal. 26. Eat plenty of seed cereals. 27. Salads are important. 28. Delicious baking with protein foods. 29. Sweets and treats that are "dividends."

Millet is the best of the seed cereals. Pythagoras praised its high nutritional value and advised his followers (all vegetarians) to adopt millet as the mainstay of their diets. Dr. John Harvey Kellogg said that millet is the only cereal capable of supporting life when used as the sole item in the diet. Millet is "a *safe* vegetable protein. Moreover it is almost a necessity in a vegetarian diet, because it can provide a *complete* protein without the need of eating a lot of bulk..." (p. 114-17).

Note: The popular website DrCoop.com lists Mr. Kordel (born in 1904) in its section on "Roots of modern food faddism." Court records state that he began producing and marketing supplements in 1941, operating under various trade names. In 1946 he was convicted of misbranding and fined $4,000. He had a brush with the Federal Trade Commission (FTC) in 1957 and two more with the FDA in 1961. In 1971 he was fined $10,000 and served one year in prison. Address: SC.D., author of *Health Through Nutrition*.

1665. Photograph related to Sophie Cubbison and the Cubbison Cracker Co. of Los Angeles. 1952. Undated.
• ***Summary:*** See next page. The following undated black-and-white photo (8 by 10 inches) was donated to Soyfoods Center by Leo Pearlstein of Lee and Associates in Los Angeles, a long-time friend of Sophie Cubbison:

Mrs. Sophie C. Cubbison in the early 1950s standing behind a table, dressed in a checkered dress, with an ice-cream scoop in her right hand, and a large glass bowl in which she has mixed her Stuffin' and Dressing ingredients.

1666. Stegner, Mabel. 1952. Electric blender recipes. New York, NY: M. Barrows and Co., Inc. 226 p. Index. 20 cm.
• ***Summary:*** This book, which contains early recipes for "smoothees" [smoothies], is dedicated "To Fred Waring: An outstanding musician, a fine person, a good friend, creator of the Waring Blendor." The Foreword begins: "When Fred Waring, the developer of the Waring Blendor, brought his electric blender to me in 1938, he said, 'We know the Blendor can make daiquiris and it can make vegetable health drinks. What else can it do?' Since then, as home economics consultant to the Waring Products Corporation, my staff and I have constantly experimented to provide the answers to this question. Our results have proved conclusively that the electric blender is not a luxury gadget but a useful, practical piece of household equipment." An introductory chapter is titled "About electric blenders."

Chapter 3, "Beverages," has a section titled "Milk smoothees" (p. 54-57) which begins: "Milk smoothee is the name we have given to a milk beverage into which fruit or other ingredients have been blended for added flavor. These are chilled by finely cracked ice, or cubes of milk frozen in an ice-cube tray. Fresh, canned, or quick-frozen fruit may be used, as well as different kinds of [cow's] milk." All use dairy milk or yogurt as an ingredient. Recipes are given for the following: Apricot smoothee. Banana smoothee (2 cups cold milk, 2 ripe bananas, 1 cup finely cracked ice). Coffee smoothee. Peach smoothee. Pineapple smoothee. Strawberry jam smoothee. Yogurt peach smoothee. Yogurt pineapple smoothee. Yogurt strawberry smoothee. Note: This is the earliest document seen (Feb. 2007) that uses frozen ingredients (ice or frozen milk cubes) to add thickness to a smoothie.

Chapter 18, "Party menus and recipes," also contains a section on "Milk smoothees" (p. 197-200) which begins: "A dramatic way to serve refreshments at a school party, or to make money at a community bazaar, is to set up a 'soda fountain,' serving fruity milk smoothees blended to order... For extra richness, blend a scoop of vanilla ice cream into each." Recipes are given for the following: Banana smoothee

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(DeLuxe: 2 cups rich milk, 2 ripe bananas, 1 scoop (No. 20) vanilla ice cream). Pineapple smoothee. Strawberry smoothee. Chocolate mint smoothee. Peanut butter smoothee.

On the rear dusk jacket is a good photo of Mabel Stegner next to a blender. Address: Home economist, New York.

1667. Mapleton's Nut Food Company. 1952-. [Miscellaneous pamphlets]. Liverpool, England. 16º. *

1668. *Los Angeles Times.* 1953. Classified ad: Home appliances. April 19. p. B29.
• ***Summary:*** "Automatic Gladiron, $75. Hollywood Liquifier, $35. Oster Massagett, $20. Gas heater, $3. PL-10186."

1669. **Product Name:** Bragg Liquid Aminos.
Manufacturer's Name: Live Food Products, Inc. (Distributor).
Manufacturer's Address: Burbank, CA 93102. Phone: 805-968-1028.
Date of Introduction: 1953 April.
Ingredients: Pure water & specially formulated vegetable protein (soybeans only [HVP]).
Wt/Vol., Packaging, Price: 16 and 32 fluid oz plastic bottles with flip-up plastic spout cap (2/90). 16 oz retails for $3.99.
How Stored: Shelf stable.
New Product–Documentation: U.S. Patent and Trademark Office website. Trademarks. The trademark "Bragg" was registered for use with "Minerals for use as dietary supplements, antacids,... amino acids." Filing date: 18 Aug. 1952. Registration date: 31 March 1953. Registrant: Live Food Products Co. (corporation, California), 33 East Magnolia Ave., Burbank, California. First use in commerce: 1928 First renewal: 31 March 1973.

Federal Trade Commission Decisions: Findings, Orders, and Stipulations. 1955. "8448. Food and drug products–Therapeutic properties, relevant facts, comparative merits, etc." Vol. 49, p. 1634-35. This decision is dated March 24,

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1953.

Bragg, Paul C. 1968. How to Keep the Heart Healthy and Fit [1st ed.]. Burbank, California: Health Science. 128 p. See p. 121. "Then add a tablespoon of liquid aminos, which gives the Chinese soy sauce flavor."

Lorna J. Sass. 1989. Mid-Island Times (Hicksville, New York). Feb. 10. "A seasoning for all seasons." This interesting alternative to soy sauce, created by the American Paul C. Bragg, contains 18 amino acids.

Talk with Bob Gerner. 1990. Feb. 7. He first saw this product in about 1981, after he was carrying a similar product from Dr. Bronner.

Label. 1989. 8 inches by 5 inches. Red, black, white, green, and purple on yellow. Illustration of hills, trees, sun, and clouds. "All natural. Try a dash for new taste delights. Delicious, healthy gourmet alternative to tamari-soy sauce. Vegetable protein for delicious broth, gravy, soups, and all purpose seasoning. Super concentrated. Lasts longer. Bragg, the pioneer health line–serving America for over 75 years. Delicious, healthy family favorite for over 75 years. This original formula by Paul C. Bragg, America's health pioneer. Originator of health stores. Contains no additives and no coloring agents. No preservatives. This product is not fermented. Bragg Liquid Aminos contain the following amino acids: (18 are listed and 9 are starred as essential). Essential amino acids in naturally associated amounts and derived from a specially formulated liquid-form from soybeans. No MSG. No preservatives. No chemicals. Taste you love. Nutrition you need. A dash of Bragg Aminos brings new taste delights to season salads & dressings, soups, vegies, rice & beans, tofu, tempeh, wok & stir-frys, casseroles, potatoes, meats, poultry, fish, popcorn, gravies & sauces, macrobiotics. Aminos broth: 1-2 teaspoons Bragg Aminos to 1 cup hot water, or add to hot or cold vegetable juices. Ideal 'pick-me up' at work, home, or gym–for more healthy living the Bragg Aminos way. Healthfully replaces salt and soy sauce. Take some home today. Send $1 for delicious Amino recipes to..."

Talk with Pat Calligan of Health Science (the publishing arm of Bragg's company), in Goleta. 1990. Feb. 7. He is quite sure, and he thinks the label says that this product has been around for 75 years (i.e. since 1915). He has seen receipts for the product from the early 1950s. Paul Bragg's adopted daughter, Patricia Bragg, who lives in Goleta, and who is an active health foods teacher, would know the whole story.

Talk with Dr. E.H. Bronner. 1990. Feb. 8. Paul Bragg was a brilliant lecturer and personal friend of Dr. Bronner's. His product was introduced after Dr. Bronner's, in about 1955.

Ad in *Natural Foods Merchandiser.* 1996. July. p. 90. "Bragg super health products." Photos show: (1) A bottle of Bragg Liquid Aminos. "A delicious alternative to tamari & soy sauce." (2) "Patricia Bragg, N.D., Ph.D. Nutritionist to Stars Eastwood, Seleck, Beach Boys, etc." Live Food Products / Health Science, Box 7, Santa Barbara, CA. (800) 446-1990.

1670. Sandborn, William Cruzan. 1953. History of the Madison Food Factory (Document part). In: W.C. Sandborn. 1953. PhD Thesis, Dep. of Education, George Peabody College for Teachers, Nashville, Tennessee. 201 p. See p. 123-27, 159. Aug. 28 cm. [1 ref]

• ***Summary:*** The Food Factory (formerly a "large flakefood factory" built at Edgefield, near what is now Edenwold) was purchased in 1917, dismantled, and in 1917-18 moved from Edgefield near Amqui, a nearby community, to its present location [Note: This food factory had formerly been operated by Jethro Kloss.] It began operation at Madison [Tennessee] in 1918 (p. 123; the 1918 date was verified by Elmer Bush who helped move the factory). Mr. and Mrs. Andrew Wheeler were in charge of the work, under the direction of Mrs. Druillard, who had had years of experience in other institutions. The principal foods manufactured are protein foods made from gluten, soy beans, and peanuts. "Some of the trade names today are Zoyburger, Yum, Mock Chicken, Nu-Steak, Not-Meat, Vigoroast, and Ches-O-Zoy. A cereal substitute for coffee is Zoy-Coff" [Zoy-Koff] (p. 124). The meatless protein foods serve as substitutes for meat in the diet of vegetarians. Both the College and the Sanitarium hold to a meatless diet. The College ran a successful vegetarian cafeteria in Nashville.

"Some of the men who played an important part in the later growth and development of the food factory were Joe Hansen, C.H. Dye, T.A. McFarland, Captain Calvin Bush, Edwin Bisalski, George Norris, Leslie Brooks, John Brownlee, H.M. Mathews and Frank Holland. Of this group, H.M. Mathews and John Brownlee played a very important part in experimentation and development of the foods. E.M. Bisalski was outstanding in the group as a promoter and sales-manager. It was during Mr. Bisalski's term as manager of the Food Factory that great expansion took place. A practically new plant, with one section four stories in height, was constructed in 1941. Shortly after, the sales began to drop off, and it has never been necessary to use the new building to its capacity. The Food Factory (now known as Madison Foods) is operating, on a much smaller scale than formerly, under the management of Mr. Frank Holland. The Madison Foods Company also operates a bakery, making whole wheat and soy bread. A daily bread route is served in Nashville.

"Another type of health work carried on by the Madison School was the operation of a treatment room and vegetarian cafeteria in Nashville, Tennessee. Workers drove back and forth each day from the School to Nashville to carry on the work. The work was started in 1917, in rented quarters. After five years, because of advancing rents, it was thought best to close down the work and build a new building on a

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permanent location at 151 Sixth Avenue, North. This was done at the end of the year 1922. The new location was occupied in the spring of 1923. [It opened on April 23.] A successful work was carried on in the new location for over a decade" (p. 125).

"The Food Factory was remodeled, in fact, practically a new structure was built, in 1942. The work actually started in November, 1941, and was completed in October, 1942. E.M. Bisalski was the prime mover in promoting the project, which cost between $30,000 and $40,000" (p. 159). Address: George Peabody College for Teachers, Nashville, Tennessee.

1671. American Organic Food Company (Distributors). 1953. Tropical Treat brand Organic Nut-Seed Butter (Ad). *Let's Live* 21(9):31. Sept.
• ***Summary:*** This ad (5 by 3.75 inches) begins: "Salt free. Sugar free. Superb blend of nature's finest proteins. Prepared from organically grown and sun-ripened: Fancy raw coconuts, almonds, sesame seeds and sunflower seeds with powdered bananas, honey, lecithin and vitamin A. Smooth! Creamy! Delicious!" Address: P.O. Box 315-M, Pasadena 17, California.

1672. Baker (Bill) Products. 1953. New and better! Gluten bread and 100% wheatfree cookies (Ad). *Let's Live* 21(9):37. Sept.
• ***Summary:*** This ad (2¼ by 4 inches) states: "Bill Baker's Gluten Bread. Try these other famous Bill Baker products: 100% soybean fruit bar cookies. 100% Soy cereals (puffed soya or grit type, in package or bulk), Soya Bean Toast (the new taste delight)."

This ad also appeared in the October 1953 issue (p. 29), the December 1953 issue (p. 24), and in the January 1954 issue (p. 47), the July 1954 issue (p. 44), the Dec. 1954 issue (p. 23), and the Aug. 1961 issue (p. 20) of this magazine. Address: Ojai, California.

1673. Cubbison's. 1953. Enjoy Cubbison's famous "Health foods for the nation" (Ad). *Let's Live* 21(9):9. Sept.
• ***Summary:*** This ad (4.75 by 5 inches) lists 13 Cubbison products including: 100% Whole Wheat Soya Cookies. Wheat Soya Toast. Hollywood Cup (contains no coffee or caffeine). Address: 3419 Pasadena Ave., Los Angeles 31, California.

1674. Grist Mill. 1953. Grist Mill Super-Cereal: Now! New & improved. Ready to serve (Ad). *Let's Live* 21(9):21. Sept.
• ***Summary:*** "The original organic trace mineral cereal. Made from: Whole wheat, soy, oats, and flax, brown sugar, honey, vegetable shortening, skim milk solids, whey, leavening, and salt. Each serving (½ cup or 2 oz.) contains... 1/8 teaspoon Irish moss powder, ¼ teaspoon soya lecithin..."

A similar ad appeared in the Dec. 1955 issue (p. 13) of this magazine. It states: "Ready to eat. No cooking. Just add milk. Grist Mill: Established 1917. Trade name registered 1925. New ingredients: Millet, natural spices. Original ingredients that have been removed: Brown sugar.

Note: Was this a type of Granola? It is ready to eat. No cooking. Just add milk! Address: 524 W. 8th St., Los Angeles 14, California.

1675. Kahan & Lessin Co. 1953. For natural regularity, use American Agar in your favorite juice (Ad). *Let's Live* 21(9):13. Sept.
• ***Summary:*** This ad (7.5 by 5 inches) shows a package of American Flake Agar. A photo shows a white-haired man drinking a glass of juice. Address: 2445 Hunter St., Los Angeles, California. Phone: TR 3921.

1676. Kahan & Lessin Co. 1953. Serving the great west: Wholesale distributors of fine foods (Ad). *Let's Live* 21(9):51. Sept.
• ***Summary:*** This tiny ad (2¼ by 2¼ inches) shows the company logo and states: "Featuring: Dietary food specialties. Food supplements. Electric juicers and liquefiers. Fancy gift packs. Dried fruits and dates. Stone ground flour & cereals. Pure maple products." Address: 2445 Hunter St., Los Angeles 21, California. Phone: TRinity 3921.

1677. Knuth Engineering Co. 1953. Help your family to health! If you make your own fresh fruit and vegetable juices (Ad). *Let's Live* 21(9):17. Sept.
• ***Summary:*** A photo shows a woman using the K&K Juicer-Shredder Combination in her kitchen. Address: 2617-E North St. Louis, Chicago 47, Illinois.

1678. Lager, Mildred. 1953. Nutritional news and recipes: Health food stores. *Let's Live* 21(9):16-17, 42, 46. Sept.
• ***Summary:*** "Health food stores do the pioneering in the food field and are five to 10 years ahead of the grocery stores in many products... Examples of such products are wheat germ, brewer's yeast, molasses, yogurt, whole grain cereals, unsweetened juices and fruits, etc." Recipes include "Peanut butter or other nut butter" sandwiches. A small portrait photo shows Ms. Lager. Address: Los Angeles, California.

1679. *Let's Live.* 1953. Pioneer organic roadside store (Photo caption). 21(9):17. Sept.
• ***Summary:*** This photo shows a roadside food store. "This one of Phil and Sylvia Arena's near Escondido, California, supplies patrons with natural, spray-free foods."

1680. Organic Food Research Associates. 1953. Organic foods–The new way to health (Ad). *Let's Live* 21(9):25. Sept.
• ***Summary:*** This ad (5 by 2½ inches) begins: "We are National Distributors of over 150 different Organic Foods, raised on organic farms and orchards in the U.S. and imported from Turkey, Egypt, Syria, etc.–all rich in health-

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giving vitamins and minerals." Also publications: *How to eat safely in a poisoned world* (book), *Organic Foods for Health* (booklet), and *Organic Nutrition* (periodical).

A smaller ad appears in the October issue (p. 25). "Write for a free copy of *Organic Nutrition."* It is a publication devoted to the Organic Way to Health, sent to members of Organic Food Research Associates. Membership: $3.00 per year, entitles you also to a 56-page booklet on organic foods, "Organic Foods for Health." Address: 215 Sixth St., Lorain, Ohio.

1681. Phil's Organic Products. 1953. Good food for good health (Ad). *Let's Live* 21(9):25. Sept.
• ***Summary:*** This ad (2¼ by 2½ inches) describes foods sold by Phil & Sylvia Arena at this roadside stand on Highway No. 395, 2½ miles south of Escondido. They are: (1) Escondido Valley's famous muscat grapes. (2) Organically grown fruits and vegetables. (3) Pure grape juice (no sugar, no preservatives, no water added). Address: Route 3, Box 786, Escondido, California. Phone: 652-J.

1682. *Modesto Bee* (*California*). 1953. Feats of strength are performed by child. Oct. 3.
• ***Summary:*** "Bradford Lomec Weber of Hollywood, aged 4 months and 3 weeks, performed in the Odd Fellows Temple last night in connection with health food lectures by his mother, Mrs. Ruth Cook Weber, and Paul C. Bragg.

"The child handled a silver dumbbell and was swung by his feet and arms. He also did sitting up exercises.

"Mrs. Weber said the child's strength is a result of scientific prenatal feeding. He has appeared previously in Hollywood, Los Angeles and Fresno and is now on tour."

Note 1. Bradford Weber was mentioned in Paul Bragg's will of Jan. 1958. "IX. I suggest to my said adopted Patricia Pendleton Bragg that she voluntarily pay toward the college education of Bradford Lomed Weber, son of Mrs. Ruth Cook Aears of Phoenix, Arizona, if he should decide to go to college and if she considers him worthy of it, $500 each year that he attends college but not to exceed four years. This is merely a precautionary suggestion..."

Note 2. During the 1940s, when he was not married, Paul Bragg had a long-term romantic relationship with Ruth Cook. He and Ruth sailed together for England in the early summer of 1949, then returned to New York City via Portugal about 3 months later. Ruth Cook had two sons by Mr. Weber. Bradford Lomed Weber was born in Los Angeles County on 9 May 1953, and Dick Ehret Weber was born in that same country on 14 July 1954. Ruth Cook died as Ruth Cook (after at least 3 marriages and 4 children) on 18 June 1999 in the state of Maine at age 77. Bradford turned out to be bipolar (manic-depressive disorder), and died in about 2005-2008 at age 57, perhaps as a result of an accident due to his condition; we do not know where Bradford died. Dick, the younger brother who now lives in Sylmar, California, never met Paul Bragg (although he did meet Robert / Robbie, Paul's son), so he had a few "stories," but little direct information on the saga of Paul Bragg and Ruth Weber.

1683. Baker's (Bill) Products. 1953. Your family stays happy (Ad). *Let's Live* 21(10):31. Oct.
• ***Summary:*** This display ad (5 by 2¼ inches) states: "When you know the secret of keeping them well nourished and in tip-top physical condition with Bill Baker's Famous Super Soya Bread. Pure, wholesome alkaline. Not artificially fortified. Triple rich in B-1. Promotes health and strength. At leading health food stores in California." An illustration shows a boy and girl running with a small dog.

This ad also appeared in the Dec. 1953 issue (p. 44) and the Aug. 1961 issue (p. 14) of this magazine. Address: Ojai, California.

1684. Cubbison's. 1953. Now! At your health food store (Ad). *Let's Live* 21(10):17. Oct.
• ***Summary:*** This small ad (2¼ by 2½ inches) lists 12 Cubbison products including: 100% Whole Wheat Soya Cookies. Wheat Soya Crackers. Hollywood Cup (contains no coffee or caffeine). "Quality foods since 1916."

This ad also appeared in the December 1953 issue (p. 23), and in the December 1954 issue of this magazine. Address: Los Angeles 31, California.

1685. Lager, Mildred. 1953. Nutritional news and recipes: Read labels. *Let's Live* 21(10):16-17, 23. Oct.
• ***Summary:*** "Choose soy powder." Soy flour and soy powder are often confused. "Soy flour is flour made from soy beans. It may contain the oil of the beans and may be a full fat flour or the oil may be removed and it is a low fat flour. Soy powder is a blend of powdered soy beans, milk solids, minerals, etc., that when added to water will result in a product with the food value of milk. Soy powder has more food value than soy flour. Many persons will think them the same but reading the label on the package will show the difference."

"Soy bean scores: One of the easiest and least expensive ways to add protein to the diet is the use of the little soy bean or soya bean. It is available in many forms and is very delicious in taste. Soy malt for instance, can be added to milk, hot or cold, for a delicious protein rich drink. Soy powder can also be used in this way. Soy cereal has more protein than cereal grains, and you can also get a soy wheatless cereal for those allergic to wheat. Pre-cooked grits are also sold which can be used in meat loaves, vegetable roasts, and it is an easy and very inexpensive way to add protein to a vegetable soup. If you have never used soy products find out about them the next time you are in a health food store. And if you wish an interesting folder, write to Mary McBride's Products, Box 19, South Pasadena, California."

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Recipes include: Soy stuffed tomatoes (with soy grits, seasoned with a dash of soy sauce). Soy cereal pudding.

Also discusses carob powder (made from the seeds only), which is superior to carob flour (made from the seeds and pods). Address: Los Angeles, California.

1686. Thomas, Godfrey. 1953. Let's live alive! *Let's Live* 21(10):14-15. Oct.
• ***Summary:*** Discusses the unconscious and how and how to live a more joyous life. If only we could realize how often the trials we have to meet "prove the greatest blessings of all. Through learning to meet and overcome them we enlarge the boundaries of our lives..."

"Let us throw aside all the old moss-grown prejudices that stunt and cripple our usefulness; and welcome the full, free joyous life which may be ours so easily if we follow the Christ way of brotherhood and service to all, regardless of nationality, creed or color." Address: Publisher, Hollywood, California.

1687. May Company (The). 1953. Make it an electrical Christmas with appliances from May Co. (Ad). *Los Angeles Times.* Nov. 29. p. F58.
• ***Summary:*** This full-page display ad features 14 electrical appliances. In the lower right corner (with a prominent photo) is: "74F10–"Osterizer" Electric Liquidizer, the original liquefier-blender; glass container opens on both ends. Chrome plated. Included at no extra cost Mary Mead Cook Book with 500 recipes for the electric blender. $44.95. 74F10A–With enamel base. $39.95." Address: Downtown, Wilshire; Crenshaw, Lakewood [Los Angeles, California].

1688. Walker, Ronald W. Assignor of one-half to Eugene E. Piper, Borger, Texas. 1953. Fruit juice extracting device. *U.S. Patent* 2,664,042. Dec. 29. 7 p. Application filed 11 April 1952. 7 drawings.
• ***Summary:*** "This invention relates to fruit juice extracting devices and more particularly to a portable device adapted to be mounted in a kitchen or restaurant or on a soda fountain for extracting juice from fruit, such as oranges, lemons, limes or grapefruit, the whole fruit at one time in one single operation." Address: Borger, Texas.

1689. McBride Products Co. 1953. For greater joy in living get more protein in your daily diet (Ad). *Let's Live* 21(13):13. Dec.
• ***Summary:*** This ad (2¼ by 5 inches) has a prominent logo of a triangle piercing a ring. On the former is written "Mary McBride's." On the latter "Modern nutrition." The text reads: "Mary McBride offers you delicious tasting, well balanced, highly nutritious variety in Soya Foods.

Several for each meal of the day. They are so good to eat and so good for you because Soya contains complete alkaline protein and low starch... They are on sale at all health food stores in the Western states. Write for valuable free booklet "Eating Your Way to Better Health." Address: Box 19, South Pasadena, California.

1690. Olendorf, H.A. 1953. Information on soy flour. *Soybean Digest.* Dec. p. 24.
• ***Summary:*** Two publications which are good sources of information are Illinois College of Agriculture Extension Circular No. 664 ("Recipes for using soy flour, grits and flakes, and soybean oil" by F.O. Van Duyne, 1950), and *The Useful Soybean* by Mildred Lager. Soy flour is not available in most grocery stores because of limited public acceptance and consequently small volume. The product may be obtained in some health food stores in a small retail package. Most of the edible soy flour produced is sold in carload lots to food blenders, bakery chains and packing houses. Food blenders include the product in cake, dough, sweet doughs, dark breads and recently, in the Cornell or McCay bread which is gaining headway in the East. Packing houses consume soy flour as a binder in bologna, wieners, chili, and in some cold cut loaves. Address: Soy Flour Dep., Spencer Kellogg & Sons, Inc., Decatur, Illinois.

1691. *Soybean Digest.* 1953. Market all new soy margarine [Willow Run]. Dec. p. 9.
• ***Summary:*** This product is made completely from the soybean (soybean oil and soy milk) except for added salt and vitamin A. Manufactured by Shedd-Bartush Foods, Inc. of Detroit, Michigan, it is "made for those who want a product free of cow's milk or other animal foods. The present Willow Run Margarine is the outgrowth of a product [Soya Butter, developed and sold by Butler Food Products of Cedar Lake, Michigan, and introduced in Aug. 1944] which at one time was made exclusively for sale in Michigan through health food stores. It was not shipped interstate because the then existing standard of identity for margarine made no provision for a margarine made with soybean milk in place of cow's milk.

"With the lifting of coloring restrictions from margarine, and the change in the standard of identity to allow the use of soy milk, Willow Run Soy Bean Spread Margarine came into being. It is shipped everywhere in the U.S. and the carton has been designed to comply with various state laws."

A photo shows a carton of "Willow Run Oleomargarine."

1692. **Product Name:** The Versatile Soyabean in Tomato Sauce.
Manufacturer's Name: F.G. Roberts' Health Foods.
Manufacturer's Address: 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.
Date of Introduction: 1953.
Ingredients: Incl. soybeans, tomato sauce or puree.
Wt/Vol., Packaging, Price: Tin-plated steel can.

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New Product–Documentation: Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1981. Vincent R. Smith was a soyfoods pioneer in Australia. From 1953-54 to 1974-75 he canned soybeans in tomato sauce or puree. In 1956 he founded Soy Products of Australia Pty. Ltd.

Talk with Paul Smith. 1995. Feb. 20. The soybeans were soaked overnight, then pre-cooked in a steam-jacketed vessel. Then the cooked beans and tomato puree were put in can, the can was lidded, then the whole can was autoclaved, then labeled. Sanitarium Foods took a keen interest in this product, then copied the product from F.G. Roberts' Health Foods. Paul remembers how his company used to supply the product to the many Sanitarium retail health food stores. His father had a little creamy white Ford panel van with green stripes on the sides. They used it to deliver their products to places like The Original Nature, the first vegetarian restaurant in Melbourne, down in the basement in Little Collins Street. The restaurant served salads and grated carrots, and fresh squeezed carrot and celery juice, and fruit juices. They also made and served vegetarian burgers.

1693. Bush, Maxine Conwell; Fewer, Edward Patrick. 1953. Magic recipes for the Bush & Fewer Liqua-dizer: Consisting entirely of original recipes created by the authors. 3rd ed., revised and enlarged. Mehoopany, Pennsylvania: Published by the authors. 108 p. Portrait. Illust. 22 cm.
• ***Summary:*** A vegetarian cookbook that uses a sort of blender. The 1st ed. was copyrighted in 1950. Pages 53-56 give 24 recipes for Nut Milks, including almond milk, cashew milk, walnut milk, pecan milk, peanut-banana milk, almond-peach milk, etc. Pages 57-62 give 31 dairy-free recipes for Soy Milks, each containing 1-4 tablespoons of soybean powder [flour], including pineapple-strawberry-soy milk, banana-strawberry milk shake, blackberry-soy milk, casaba-soy milk, fresh peach-soy milk, peach-pecan-soy milk, raisin-soy drink, plain soy milk, cocoanut-soy milk, vanilla-banana-soy milk, etc.

The section titled "Eggless Dressings," makes abundant use of soybean powder in mayonnaise-like recipes such as lemon-aise, orange-aise, apricot-peanut butter-aise, olive oil mayonnaise, thousand island soy, and soy tartar sauce. Address: 1. D.C., PhD, N.D., nationwide lecturer for more than 25 years on practical psychology, physiology, pathology and nutrition, chiropractic and naturopathic philosophies; 2. D.C., PhC, N.D., national lecturer on bio-chemistry and nutrition, formerly Prof. of Anatomy and Physiology, Dean and Clinical Director of the Standard Chiropractic School. Both: Mehoopany, Pennsylvania.

1694. El Molino Mills. 1953. El Molino best recipes: Tested in El Molino kitchens. Alhambra, California: El Molino Mills. 132 p. Illust. No index. 17 cm. [4 ref]
• ***Summary:*** This book is contained in a 13-ring loose-leaf binder "so that you can add your favorite recipes and new ones, too." Thus the recipes (more than 900) and not the pages are numbered. This is largely, but not entirely, a vegetarian cookbook.

Contents: Equivalents. Products offered by El Molino Mills (specializing in whole grains, flours, and mixes; ask for them at all health food stores; incl. soya beans {whole}, soya grits, soya meal, soya flour, soya powder {for milk}, soy bean flour–raw, alfalfa seed–for sprouts or tea, carob powder, cottonseed flour, flaxseed {whole}, garbanza beans {chick peas, whole}, lentils, mung beans–for sprouting, rice–brown, short or long grain, sesame seed {hulled, whole}, sesame seed meal, seven grain cereal {incl. soybeans}, sunflower seed {hulled, whole}, gluten flour, wheat germ cookies).

Photo of outside of the mill. Brief history of El Molino (started in 1926 by Edward Allen Vandercook). El Molino distributors by state: California–Kahan & Lessin Co. (Los Angeles & San Francisco). Colorado–Health Food Sales Co. (Denver). Michigan–Health Food Distributors (Detroit). New York–Sherman Foods, Inc. and Balanced Foods Inc. (New York City). Oklahoma–Akin Distributors (Tulsa). Washington–Kahan & Lessin Co. and Vital Foods Distributors (Seattle). Illinois–Health Food Jobbers, Inc. (Chicago). Oregon–Nu Vita Foods (Portland). Massachusetts–Food, Inc. (Cambridge). Tennessee–Collegedale Distributors (Collegedale).

Guide to recipes: Breads and rolls (incl. soya flour 100A-C, Cornell triple rich bread with full fat soya flour 101, Whole wheat soya bread–sponge method 107, soya bread 107A), Biscuits. Coffee cake. Muffins. Wheat sticks. Cakes & pastries (incl. Spicy banana soy bars 202D). Cookies. Casseroles (incl. cost and nutritional value of soybeans vs. beef, Cooking soybeans 301, Soybean paste (cooked soybeans that have been drained then put through a food press or sieve, or mashed thoroughly) 302, Soy chile con carne 303, Meatless soy chile con carne 304, Baked soybeans 305). Cereals. Drinks (incl. Milk from soya powder 504, Soya-pineapple tonic 507). Gluten. Hot cakes & waffles. Soups and sprouts (incl. Soya soup 806, Sprouting, incl. alfalfa seed, hulled sunflower seed, radish seed, wheat, mung beans, soybeans, lentils 850-850A. A recipe for Alfalfa Sandwich mentions "alfalfa sprouts"). Allergy recipes and helpful hints (incl. Soya-rice flour banana bread 904, Soya muffins 905, Soya rice waffles 907, Soya-rice flour coffee cake 909, Soya, carob cup cakes 910, Soya cake 910A). Sifting. Skin cleanser. Sour milk. Glossary of products offered by El Molino Mills, with numbers of recipes in which each product is used. Recommended daily dietary allowances (Revised 1948, NRC). Approximate composition of foods–100 grams edible portion.

Note 1. This is the earliest document seen (July 2021) which states that alfalfa seeds can be sprouted for use as human food. This is also the earliest English-language document seen (July 2021) that contains the term "alfalfa sprouts."

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Note 2. This is the earliest document seen (March 2006) that mentions Balanced Foods Inc. (a health-food distributor in New York City).

Note 3. An ad for this book in *Natural Food and Farming* (April 1957, p. 13) states that El Molino Mills is now located at 3060 West Valley Blvd., Alhambra, California.

Note 4. This is the earliest English-language document seen (June 2013) that uses the term "soybean paste" to refer to cooked soybeans that have been drained then put through a food press or sieve, or mashed thoroughly. The term "soybean paste" is also widely used to refer to miso. Address: 3036 W. Valley Blvd., Alhambra, California. Phone: CUmberland 3-3764.

1695. Lust, John Benedict. 1953. Lust for living: How to live and grow younger, healthier, happier. New York, NY: Benedict Lust Publications. vii + 289 p. Index. 21 cm. Published in 1961 by Thorsons in London.

• ***Summary:*** John Lust was Benedict Lust's nephew, the son of Benedict's brother Louis (the baker). "Dedicated to the memory of Dr. Benedict Lust who made America aware of Nature's healing power."

In Chapter 1 he writes (p. 4-5): "In 1940, at Yungborn Sanitorium, in Florida, I began the compilation of the notes and data that were to form the basis of this book. I worked for three years under the guidance of my life-long friend and uncle, Dr. Benedict Lust, as together we gathered material for what we believed would be the most complete and comprehensive book in the field of natural therapy. After three years of intensive Work, I entered into the final rewriting of that book. And then tragedy struck! Yungborn Sanitorium was burned to the ground.

"The Sanitorium was packed to capacity with the many souls who had come to us for rest and physical repair. The hours that followed the horrible realization that the Sanitorium was ablaze were filled with the hectic work of saving the patients who had bedded down for the night. Time and again, we raced back and forth from that inferno to carry our human cargoes to safety. Twice Dr. Lust's clothes and hair caught fire, and it was necessary to beat out the flames. What I did not realize then was that the injuries he had suffered in that blaze were soon to bring death to my uncle, Dr. Benedict Lust, who, at the age of seventy-three, was the most vital and hard working person I had ever known, or have known to this day.

"In the end, the Sanitorium was burned to the ground, and there was more than one immediate casualty from that fire. In the confusion and horror of that night, I had forgotten the library, in the rear of the building, where, in a large oak desk, the original notes for this book were burned to a crisp. In the years since that awful night, I have spent much of my working time recreating the pages that were lost to flame. Without the immediate guidance and friendly reassurance of Dr. Lust, it has been no simple task. And I can only say in honesty that this book would never have been possible were it not for those many years of close association with the most creative thinker in the history of natural therapy.

"What I have brought to these pages is the wisdom of many years and many men, least among them myself. But what you find in this book is only that which you are willing to seek out. Your future life is what you are willing to create with your own brain and hands. The evil done to men is done by men. The good that can undo that evil must also be done by men. And it is important to remember that nothing is bought cheaply, neither happiness nor unhappiness.

"Health! Years of painless, joyful existence that have been but a dream until this moment. If you will but pay the small price, a price of conviction, self-honesty and loyalty to your new life, all these can be yours:

"Happiness! The wondrous feeling of being at peace with yourself, the earth and all mankind. The happiness that comes with understanding your place in life; your part in the scheme of earth, trees, rivers and man which we call our world!"

This book advocates a vegetarian diet (see p. 223), but not a vegan diet (see p. 232-34). Strongly discourages the use of white rice, white bread, white flour, and white sugar. He gives his theory of how the "wonder drugs" (penicillin, streptomycin, aureomycin, etc.) work (p. 29). Soy beans are mentioned in passing on p. 230.

Talk with Lauren Proctor Lust. 2014. Dec. 5. After Benedict Lust died in 1945, Lauren's father, Leo, gave John B. Lust lots of books and magazines to read. After that he attended a naturopathic college in Oregon or Washington [state] before he finished writing this book. Later, in 1974, he wrote another book on herbs titled *The Herb Book,* published by Benedict Lust Publications.

1696. *Official gazette of the United States Patent Office.* 1953. Live Food Products, Inc., assignee: See–Bragg, Paul C. p. ix.

• ***Summary:*** Paul Bragg appears to be incorporating his former business named Live Food Products Co.

1697. *Vegetarian Handbook.* 1953--. Serial/periodical. London: London Vegetarian Society. *

• ***Summary:*** Continues: The Food Reformer's Year Book and Health Seeker's Guide. This serial subsequently went through 3 name changes. After this it was named International Vegetarian Health Food Handbook, then International Vegetarian Handbook. The 1965 ed. is 92 p., eventually becoming 330 pages in length. The books are mostly about vegetarian restaurants and retail outlets. Address: 53 Marloes Rd., London W.8.

1698. Portrait photograph of Mildred Lager. 1953? Undated.

• ***Summary:*** This 3¼ by 4¼ inch photo shows Mildred at

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her best, pretty and happy.

Note: This photo first appeared in print (as far as we know) in the Oct. 1953 issue of *Let's Live*, in Mildred's column "Nutritional News and recipes."

Sent to Soyfoods Center in May 1981 by Dr. & Mrs. George L. Bower of Redding, California. Lois Bower was Mildred's stepdaughter.

1699. Lager, Mildred. 1954. Nutritional news and recipes: What is agar? *Let's Live* 22(1):14-15, 21. Jan.
• ***Summary:*** "Agar, known as agar-agar, is a natural sea vegetable product that forms soft bulk and is gelatinous in nature. It is often called vegetable gelatin and can be used as a gelling agent in cooking." It is "a natural laxative." Contains recipes. Address: Los Angeles, California.

1700. McBride's Products Co. 1954. Mary McBride's Soya Powder (Ad). *Let's Live* 22(1):14. Jan.
• ***Summary:*** This ad (2¼ by 5 inches) has a prominent logo of a triangle piercing a ring. On the former is written "Mary McBride's." On the latter "Modern nutrition." The text reads: "Feel younger and zestful. Drink and enjoy Mary McBride's Soya Powder. For excellent nutrition, use it generously for every purpose that cow's milk is used. As a delicious beverage. Sprinkle dry on fruits and cereal. As an added ingredient in cooking to add nutritive value. On sale at health food stores everywhere." Address: Box 19, South Pasadena, California.

1701. Lee, Archie. 1954. No rocking chair for this grandmotherly executive. *Daily News* (*Los Angeles, California*). Feb. 15.
• ***Summary:*** From 1916 to 1926, Sophie Cubbison and her late husband baked 100% whole wheat bread. Then they discovered the possibilities of melba toast. In 1926 their new company, Cubbison Melba Toast and Cracker Co., started making the thin toast and was enjoying modest success when Bang! In 1929 the famous Mayo Brothers Clinic came out with an 18-day diet for a famous actress [Ethel Barrymore]; that diet called for regular use of melba toast. The Cubbison's were making and marketing the right product at the right time. People in Los Angeles were apparently getting fat and many thought it would be stylish to join the actress in her healthy weight-loss diet. Orders poured in; the Cubbison's three plants had to work around the clock to keep up with the demand. This continued well into 1930 when the need for dieting slowly faded. Mrs. Cubbison recalls that the Depression took care of excess weight.

The family company "skidded around" from about 1931 or 1932 until 1938, when they regained their equilibrium. The product line was strengthened with the addition of cookies and "later an all-purpose dressing." Today Cubbison Co. makes ten varieties of melba toast. The plant at 3419 Pasadena Ave. is very busy.

Melba toast is made by slowly drying thin slices of bread carried on a moving belt through an oven. The toasting process dextrinizes the starch that occurs naturally in the bread making to "make it more digestible rather than non-fattening." It is named after an opera diva, Nellie Melba, who used to order "a dry, thin toast" in a Chicago hotel. She found it aided her digestion and she helped to popularize it in the hotel.

Mrs. Cubbison is currently enthusiastic about a new product with great potential which she is preparing to make and market.

A small portrait photo shows Mrs. Sophie C. Cubbison dressed in a dark business suit with white pin stripes.

1702. *Natural Food and Farming* (*Atlanta, Texas*). 1954-1995. Serial/periodical. Edited and published by Joe D. Nichols, M.D., of Natural Food Associates, Atlanta, Texas. Vol. 1, No. 1. April 1954. Monthly.
• ***Summary:*** The official publication of Natural Food Associates, Inc. (an advocacy and membership organization with chapters in many states), this was an early publication to advocate natural and organic foods (free of artificial ingredients / additives and unnecessary processing), organic farming, and biological pest control. They strongly opposed fluoridation, immunization, poisons in foods, and the use of agrichemicals such as pesticides (such as DDT and chlordane), herbicides, and chemical fertilizers, pasteurized

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milk, synthetic vitamins, etc. They do *not* advocate a vegetarian or meatless diet. Their logo shows a leaf going through the three stages of growth, decay, and rebirth. Across the bottom is printed: "Better foods from living soil." Any important early contributor and supporter (with advertising) was Royal Lee, D.D.S., and his Lee Foundation for Nutritional Research (Milwaukee, Wisconsin, and Los Angeles, California).

The last issue published was Vol. 41, No. 2 (Aug. 1995).

On 10 June 1988 Natural Food Associates Newsletter began publication. Bill Francis was executive director. Each issue was 4 pages long. In the first issue, a financial statement of assets showed that NFA had $1.429 million in assets.

On 31 Jan. 1990 Natural Food Associates Annual Newsletter began publication. Bill Francis was still executive director. NFA's magazine was still being published.

Mergentime. 1992. Natural Foods Merchandiser. Dec. p. 30. In 1954 Joe M. Nichols, M.D., "unveiled *Natural Food & Farming* magazine as a forum for nutritional education and the fledgling organic industry. 'We have truth on our side,' he wrote in his first editorial, 'and with God's help we will succeed in bringing the truth to the people."

Note 1. This is the earliest document seen (March 2020) that mentions "Natural Food Associates." This periodical was the official organ of that group.

Note 2. This is the earliest periodical seen (March 2010), published in the USA, with the term "Natural Food" (or "Natural Foods") in the title. The earliest worldwide was: *Natural Food* (London) (1890-1896).

Note 3. This is the earliest periodical seen (March 2020) that is part of the natural foods movement or industry in the United States (after about 1890). Address: Atlanta, Texas.

1703. Lager, Mildred. 1954. Nutritional news and recipes: If you are smart. *Let's Live* 22(5):14-15, 45. May.
• ***Summary:*** "There is no term as misunderstood as health foods. To most persons it is an oddity, a pill, something to stay away from until you are forced to use it. Health foods are our natural foods, those that have more nutritional value because they have not been refined, bleached, highly processed, etc... Health food stores are one step ahead in nutrition, and the person who knows the value of natural foods is also one step ahead." Also discusses complete and incomplete proteins. Soybeans are "partially complete proteins." They are "vegetable proteins and while they are complete some of the amino acids are inadequate in amounts." The complete proteins are expensive animal proteins, while the incomplete are generally the inexpensive vegetable proteins. "An incomplete protein may be made more complete by the addition of a food high in the essential aminos: for instance, adding milk to cereals... It is very easy to get adequate amounts of essential amino acids if you know your proteins.

"One of the cheapest protein fortifying foods is the soybean and it may be added in many ways. If soy grits are added to a vegetable soup instead of barley you have a better protein dish." Discusses the symptoms of protein deficiencies, and gives recipes. Praises "Nut butters" as concentrated foods. "Health food stores carry almond [almond butter], cashew, pecan as well as peanut butter. Try eating them on apples, celery and salad vegetables. They are delicious." A small portrait photo shows Mildred Lager. Address: Los Angeles, California.

1704. McBride Products Co. 1954. Mary McBride's Soya Malt (Ad). *Let's Live* 22(5):42. May.
• ***Summary:*** This ad (2¼ by 5 inches) has a prominent logo of a triangle piercing a ring. On the former is written "Mary McBride's." On the latter "Modern nutrition." The text reads: During the hot summer months, keep your vitality up. Drink Mary McBride's Soya Malt. It is a highly nutritious, easily digested food drink. Rich in the 'complete protein' of the soya bean and low in starch. A scientifically blended drink that tastes delicious, and a hot soya malt before retiring is soothing to the nerves and an aid to restful sleep." Packaged in 12½-ounce and 5-pound glass jars. Comes in four flavors: almond, banana, chocolate, and vanilla. Send for your free copy of 'Eating your way to better health.'" This ad also appears in the July 1954 issue (p. 19) of this magazine. Address: Box 19, South Pasadena, California.

1705. *Los Angeles Times.* 1954. Adelle Davis to autograph book on eating. June 20. p. A16.
• ***Summary:*** "Mrs. Adelle Davis, author of another book on how and what to eat, is scheduled to appear at the Broadway-Crenshaw store tomorrow to autograph copies" of *Let's Eat Right to Keep Fit.*

Mrs. Davis holds a masters of science from the USC [Univ. of Southern California] Medical School. She "has been a dietitian at Bellevue Hospital, New York City, and health education supervisor for the Yonkers public schools." The signings will take place from 1:30 to 2:30 p.m. and from 7:30 to 8:30 p.m.

A portrait photo shows pretty Adelle Davis, who is now married.

1706. Swanson, Gloria. 1954. Glorious living. *Natural Food and Farming* (*Atlanta, Texas*) 1(3):2. June.
• ***Summary:*** "I have just returned from Detroit [Michigan] where I was on a health lecture tour with Paul Bragg.

"Michigan is right on its toes in the fight and they now have five more farms going in for organic methods this year in and around Detroit–they are organizing organic garden clubs too."

"Foods for Life, in Glendale (California) are supplying quite a number of health foods as well as regular stores now, in and around Los Angeles, with year round fresh produce.

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"It is Mr. Bragg's intention and mine, to go to 20 cities, starting right after Labor Day and finishing around Thanksgiving. Our idea is to get as many big cities as possible to encourage organic farming and to establish a central market where the organic farmers can bring their produce." Address: New York City.

1707. Hain Pure Food Co., Inc. 1954. Natural & helpful. Vegetable–mineral. Easy-to-take tablets (Ad). *Let's Live* 22(7):7. July.
• ***Summary:*** The top half of this ad (4.75 by 5 inches) shows that Hain sells the following 8 kinds of tablets: Alfalfa, cabbage, celery, dulse, garlic-parsley, kelp, parsley, and okra. Also sells: "Soya Date Spread. No salt added! Made from Ground soya beans, soya bean oil and dates. 8 oz size 52¢. 14 oz size 79¢." "At your health food store." "This ad [coupon] is redeemable at your health food store for 13¢ credit on these Hain products. If these products cannot be supplied by your Health Food Store, order from Hain's." Address: 334 Azusa St., Los Angeles 12, California.

1708. **Product Name:** Soya Date Spread.
Manufacturer's Name: Hain Pure Food Co., Inc.
Manufacturer's Address: 334 Azusa St., Los Angeles 12, California.
Date of Introduction: 1954 July.
Ingredients: Ground soya beans, soya bean oil, dates.
Wt/Vol., Packaging, Price: 8 oz size 52¢. 14 oz size 79¢."
How Stored: Refrigerate after opening.
New Product–Documentation: Ad (4.75 by 5 inches) in *Let's Live*. 1954. July. p. 7. Hain sells "Soya Date Spread. No salt added! At your health food store."

1709. Lee, Royal. 1954. Natural fats–Their nutritional values. *Let's Live* 22(7):4. July.
• ***Summary:*** "Few people now realize how extensively synthetic fats have supplanted the natural in our food pattern... Dr. Thomas Parran, Surgeon General of the U.S. Public Health Service, stated in 1941 over the N.B.C. Radio System that we have learned of the virtues of milk, the green vegetables and the vitamins. 'In spite of this, every survey, by whatever method and wherever conducted, shows that malnutrition of many types is widespread and serious among the American people. We eat over-refined foods with most of the natural values processed out of them. Because of this, many well-to-do Americans who can eat what they like are so badly fed as to be physically inferior and mentally dull. The nutrition of the poor is appalling.'

"Synthetic fats: Synthetic fat is one which has been made from cheap vegetable oil like cottonseed or coconut, by the process of hydrogenation." The original oil is destroyed and a new compound takes its place. "The physical properties of the new product are quite desirable... It has everything but nutritional value."

Discusses The Phospholipid Complex. "Butter, strangely, has been put on the list of bad foods for the hypercholesterol patient by ill-informed doctors who failed to realize that the minute content of cholesterol in butter is far outweighed by its lecithin content."

"We make vast amounts of cholesterol in the body. It is the phospholipids in Natural Fats that enable us to eliminate it." A small portrait photo shows Royal Lee. Address: D.D.S., President, Lee Foundation of Nutritional Research, Milwaukee, Wisconsin.

1710. Crampton, C. Ward. 1954. Science of geriatrics–the study of the process of aging: Nutrition, geriatrics and the physician. *Let's Live* 22(8):19, 46. Aug.
• ***Summary:*** Diet (what you eat) is only one of the departments of nutrition, which also includes the following: Digestion. Absorption. Processing and further transformation in the blood. Utilization of nutrients by the tissues and organs. Meeting excessive demands (fever, burns, hemorrhage). Excretion. "These are the pillars of good nutrition. They support health, vigor, and a youthful longevity... 95% of the patents coming to physicians do so for repair, less than 5% for upkeep and pre-trouble maintenance."

Physicians should "teach the importance of a thorough all-around examination and full study of the whole man and his whole health"–not just a physical exam. Each man at age 60 should see his physician for such an exam. "The most common nutritional deficiencies at age 60 are calcium, iron, proteins, vitamins of the B-complex, and vitamin A." Discusses a personal nutrition survey and four other tests. Address: M.D., New York City.

1711. Hain Pure Food Co., Inc. 1954. It's Hain's California triple-whipped new nut and fruit butters (Ad). *Let's Live* 22(8):19. Aug.
• ***Summary:*** In the upper right part of this ad (4.75 by 5 inches) is a new "Hain 100% Pure" logo. The new products are: Raw Almond-Date. Raw Cashew-Date. Peanut-Date. Raw Almond-Fig. Raw Cashew-Fig. Peanut-Fig. Sold in 8 oz. of 14 oz. sizes. Contains no added salt. Roasted or raw. Also sells: Soya-Date [which, in this context, looks like an early soynut butter]. "Be sane–Buy Hain. Order from your Health Food Store." Address: 334 Azusa St., Los Angeles 12, California.

1712. **Product Name:** Soya-Date [Nut and Fruit Butter].
Manufacturer's Name: Hain Pure Food, Inc.
Manufacturer's Address: 334 Azusa St., Los Angeles 12, California.
Date of Introduction: 1954 August.
Ingredients: Incl. soybeans, dates.
How Stored: -
New Product–Documentation: Ad (1/4 page) in Let's Live

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magazine. 1954. Aug. p. 19. "It's Hain's California triple-whipped new nut and fruit butters." "Soya-Date."

1713. **Product Name:** Soy bread.
Manufacturer's Name: Hunza House (The).
Manufacturer's Address: 127 South Maple St. Escondido, California.
Date of Introduction: 1954 August.
How Stored: Shelf stable.
New Product–Documentation: Ad is *Let's Live.* 1954. Aug. p. 38. This ad (2¼ by 4 inches) states: "No white flour, white sugar, or preservatives of any kind used in our products. Obtainable in all Southern California health food stores."

On the same page (middle column) is a notice that H.E. Hicks has just been appointed general manager of the Pretoria Valley guest ranch, Escondido, California. "Hicks is prominent in the health field, formerly serving as western manager of the Butler Food Products Co. of Cedar Lake, Michigan. Just recently he was elected president of the Hunza Baking Corp., bakers of organic whole wheat and nutritional bread products, also of Escondido, and Hicks is national distributor and general sales manager of the Town Crier Co., of Vista, California, makers of soy lecithin and other health products."

1714. *Oakland Tribune.* 1954. Braggs leave for L.A. home. Sept. 8. p. D35.
• ***Summary:*** "Dr. and Mrs. Robert E. Bragg who have been visiting in the Eastbay for four days, returned yesterday to their home in Los Angeles. Mrs. Bragg is the former Miss Patricia Pendleton, daughter of Mrs. Harry Pendleton of Piedmont. She is sister of Harry Pendleton Jr., who is now a student at Menlo Junior College, on the peninsula.

"The young matron attended Miss Wallace's School [Piedmont, California] and the University of California for two years before going to UCLA. She will accompany her husband on a lecture tour of the United States."

Note: Patricia Pendleton Bragg is the daughter of Mr. and Mrs. Harry Pendleton. During much of her later life she claimed to be the adopted daughter of Paul C. Bragg, of health food fame.

1715. **Product Name:** Cubbison's Bite Size Melba Toast [Wheat-Soya].
Manufacturer's Name: Cubbison Melba Toast and Cracker Co.
Manufacturer's Address: 3417-3419 Pasadena Ave., Los Angeles 31, California.
Date of Introduction: 1954 November.
Ingredients: Incl. wheat flour and soy flour.
How Stored: Shelf stable.
New Product–Documentation: Ad (half page, black-and-white) in *California Home Economist.* 1954. Nov. p. 9. "The secret of Cubbison's superiority... is Melba toasting." Other famous Cubbison products include Bite Size Melba Toast.

Ad (half page, black-and-white) in *California Home Economist.* 1958. May. p. 9. "The secret of Cubbison's superiority... is Melba toasting." Other famous Cubbison products include Bite Size Melba Toasts in White, Wheat, Rye and Wheat Soya as a base.

1716. Cubbison's. 1954. The secret of Cubbison's superiority... is Melba toasting (Ad). *California Home Economist.* Nov. p. 9.
• ***Summary:*** This half-page black-and-white ad contains a small illustration of a package of Cubbison's Prepared Dressing for Poultry, Meats, Fish. The text states: "Yes, Cubbison's Prepared Ready-to-Use Poultry Dressing is toasted by a special process in especially designed dextrinizing ovens–to bring you a versatile product with better texture, finer flavor, and easier digestibility. Versatile? Yes, so many helpful uses: 1. An excellent quality pre-seasoned poultry stuffing to which can be added any special ingredient to make your own favorite dressing–mushrooms, oysters, chestnuts, apples, olives. 2. A tasty, everyday crouton for soups and salads. 4. Tasty crumbs for breading meats, fish and vegetables for frying...

"Other famous Cubbison products: Hearts Salt Free Cookies. Melba Toasts. Salt Free Crackers. Old Fashioned Corn Bread Stuffin'. Bite Size Melba Toast. Send for free literature for demonstration and teaching aids." Address: 3419 Pasadena Ave., Los Angeles 31, California.

1717. Hain Pure Food Co., Inc. 1954. Rich in unsaturated fatty acids (Ad). *Let's Live* 23(11):26. Nov.
• ***Summary:*** This large ad (7¼ by 5 inches), which bears the "Hain 100% Pure" seal / logo, states: "For quality it's Hain's cold pressed soy-oil (contains natural lecithin), sesame-oil, rice bran oil (it's new), peanut-oil, olive oil. They contain from 75.5% to 89% unsaturated fatty acids. 'Established since 1926.'" Address: 334 Azusa St., Los Angeles 12, California.

1718. **Product Name:** Hain Soy Oil: Cold Pressed.
Manufacturer's Name: Hain Pure Food Company, Inc.
Manufacturer's Address: 334 Azusa St., Los Angeles 12, California.
Date of Introduction: 1954 December.
Wt/Vol., Packaging, Price: Bottle.
New Product–Documentation: Ad (4.75 by 5 inches) in *Let's Live* magazine. 1954. Dec. p. 32. "Finest cold-pressed soy oil. 79¢ pint. An excellent cooking and salad oil. Available at your health food store." The "Hain 100% Pure" seal is displayed. Note: This is the earliest ad seen (Sept. 2008) that uses the term "Cold pressed" to refer to a vegetable oil (or oils).

Francis Kalnay. 1959. House Beautiful. May. p. 174-75. "Soybean has all the answers." Photo of the jar and label.

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The jar is tall and slender.

American Soybean Assoc. 1974? "Soybeans: From America's fertile soils the world's versatile protein resource." A photo shows the jar. Note clear identification as soy oil. Probably sold as "cold pressed" to health food market.

Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 49. "Soy oil" (6 oz, pint, quart, half-gallon, gallon).

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods.* p. 54-55. "Hain presents an honest approach to oils." "Hain Crude Oils" include "Soy Oil." "What are the characteristics of Hain crude oils? They are Cold Pressed, unrefined oils with a natural taste and aroma... They are high in polyunsaturates. They are higher than most processed oils in vitamin E. They are rich in plant sterols, and provide natural phosphatides including lecithin. These may settle in the bottle. Notice that each Hain crude oil has its own rich color, because care is taken to retain natural characteristics and nutritive values. At high temperatures the natural lecithin and sterols tend to darken, and may spatter in frying. Crude oils are not recommended for frying, sautéing or oiling baking pans. Marinades are one of the largest uses of Hain crude oils."

Elaine Frick. 1987. "Soybeans: SC's ugly duckling gets exciting when it changes." Jan. 14. Photo shows a jar of "Hain pure cold pressed Soy Oil."

1719. Rancho La Puerta. 1954. Renew your health in our year 'round health with organic grape cure under the personal supervision of Dr. Edmond Bordeaux Szekely (Ad). *Let's Live* 22(12):30. Dec.

• ***Summary:*** "Winter grape cure. Scientific diets and special reducing diets adapted to the individual. Medical care. All foods organically grown. Sun, air, water therapy. Classes, lectures, swimming, hiking. 2,000 ft. altitude. 340 sunny days per year in desert mountain area." The mailing address is: Essene School, Tecate (near San Diego), California. Note: Rancho La Puerta is actually in northern Mexico.

A similar ad appeared in the Nov. 1955 issue (p. 34) of this magazine. It adds: "950 acres for recreation, health building, and relaxation." "Weekly expense fee $35 and up. Phone: Tecate, Mexico 2953,"

1720. **Product Name:** Sanitarium Health Foods Soya Beans in Tomato Sauce.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: Sydney, N.S.W., Australia.
Date of Introduction: 1954.
Ingredients: Soya beans, tomato, sucrose, salt, onion, paprika.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 1980, undated. "A delicious protein-rich vegetable." Two recipes on label. Recipe brochure. 1981, undated. "Imagination in cooking... with Sanitarium." Photos show: Canned Soya Beans in Tomato Sauce, Vegetarian Rediburger, Bologna, Tender Bits. Label. "Delicious protein-rich vegetable." Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1954. Ingredients now read: "Soya beans, sauce, water added."

Note: This is the earliest known commercial soy product made by Sanitarium Foods in Australia.

Note: This is the English-language document seen (Nov. 2014) that contains the term "Rediburger" (or "Rediburgers").

1721. Davis, Adelle. 1954. Let's eat right to keep fit. New York, NY: Harcourt, Brace & World. 322 p. Index. 21 cm.

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[14 ref]
• ***Summary:*** Advises Americans to eat more vitamins, minerals, and protein–as well as wheat germ and tiger's milk [Tiger's Milk]–to reduce their risks of possible deficiencies. Meats, fish, and fowl are considered excellent sources of protein. "Other superior sources are eggs, fresh milk, buttermilk, yogurt, powdered milk, cheese, soybeans, and powdered yeast" (p. 26). "Proteins from brewers' yeast, certain nuts, soybeans, cottonseed, and the germ of cereals are complete proteins (p. 29). A table (p. 32-33) lists good sources of protein including: Low fat soybean flour (1 cup has 60 gm of complete protein). Cooked soybeans (½ cup has 20 gm of complete protein).

"If milk, cheese, or eggs are disliked or unobtainable, getting adequate protein becomes a serious matter indeed. When the complete proteins of wheat germ, soybeans, brewers' yeast, and nuts are eaten, it is possible to obtain sufficient amounts of essential amino acids, provided the diet is planned with utmost care. Some of the world's leading athletes and scholars have been vegetarians. Unless a vegetarian is trained in nutrition, however, he usually becomes an unhealthy vegetarian."

Lecithin and its benefits are described on pages 38, 41, 78, 80, 115, and 219. "When oils are refined or hydrogenated, lecithin is discarded." Soybeans are a good source of pantothenic acid (p. 86) and vitamin B-1 (p. 101).

"If there is no health-food store in your community, you can purchase stone-ground flour from El Molino Mills, Alhambra, California; Paul Keene, Walnut Acres, Penns Creek, Pennsylvania; Great Valley Mills, Kellers Church, Bucks County, Pennsylvania; Elam Mills, Chicago, Illinois; Wight's Grist Mill, Old Sturbridge Village, Sturbridge, Massachusetts; Stone Buhr Milling Company, 3509 Evanston St., Seattle, Washington; Whole Grain Flour Mills, 2611 North Jones St., Chicago 47, Illinois; Huni Health Products, 207 East 87th St., New York City; The Vermont Country Store, Weston, Vermont" (p. 107).

"At first it may seem complicated to get your B vitamins from natural foods. Perhaps I can help you most by telling you how I have solved the problem in my family. I have had no white flour in the house for perhaps 20 years. All my flour is stone-ground whole wheat; [Sources of such flour, nationwide, are listed.] it is usually 'organically grown,' that is, grown on soil rich in humus, without commercial fertilizers. Such flour has a flavor infinitely more delicious than that of ordinary varieties... So-called 'enriched' flour is my idea of outright dishonesty... I rarely serve cereals because they contain so much starch... Soy flour, which supplies protein, cholin, inositol, and some anti-stress vitamins, I use in tiger's milk (p. 114) and the best hotcakes" (p. 109).

"Many authorities believe that the deficiency of calcium is more widespread than that of any other nutrient; milk is the only dependable source in the America diet... A certain amount of calcium can be obtained from mustard and turnip greens, soybeans, and blackstrap molasses, but these foods are rarely eaten daily... Certainly there are healthy people who do not drink milk, but each has a source of calcium; the Hawaiians' source is poi; the Orientals', soybean curds [tofu]."

"During hot weather, salty foods, such as salted nuts or soybeans, cheeses or potato chips, should be kept near the drinking water, and at least one well-salted food should be served with each meal." Address: Los Angeles, California.

1722. Dean, R.F.A. 1954. Preparation of soya bean and banana diet. In: Malnutrition in African Mothers, Infants and Young Children: Report of the Second Inter-African Conference on Nutrition. London: Her Majesty's Stationery Office. 398 p. See p. 279-84 (see also p. 308, 310). Held 19-27 Nov. 1952 at Fajara, Gambia, under the auspices of the Commission for Technical Cooperation in Africa South of the Sahara (CCTA). Illust. 56 plates. 25 cm. [1 ref]
• ***Summary:*** "Diets of a soya bean and sweet banana (See footnote, p. 310) preparation have been used for nearly a year at Mulago Hospital, Kampala [Uganda], in the treatment of kwashiorkor. The chief difficulty is processing the soya bean. A simple method, designed to make the beans palatable and easily digestible and to render the trypsin inhibitor innocuous, is outlined." The beans are soaked for 24-48 hours, then squeezed (by hand) under water to remove the hulls, which are removed. The cotyledons are minced and packed into "Kilner jars to within 4 cm of the top. Water is poured into the jars, leaving only 2 cm free, and the caps are fitted loosely. The filled jars are placed in a large vessel with water up to their necks, and the water is brought to a boil and kept boiling for 8-10 hours. The beans should then form a soft mash which can easily be made into a smooth paste by pressing between the finger and thumb. It should have a slightly beany flavour–not at all unpleasant." 300 gm of this soya mash is then mixed in a blender with 750 gm sweet banana and 75 gm sugar. The mixture contains 59 gm protein (51 gm from soya), 25 gm fat (all from soya), 236 gm carbohydrates (17 gm from soya), and 1,320 calories (500 from soya). The protein provides 18% of the total calories. A vitamin mixture provides about 15 mg [mcg?] of cyanocobalamin (vitamin B-12).

A 5-page discussion follows. Prof. Gyorgy discusses APF (Animal Protein Factor) and its relationship to vitamin B-12. "APF was considered to be a combination of B-12 and antibiotics, possibly with other additional factors (B-13, B-14) not yet chemically identified." Prof. Brock attempted to define kwashiorkor, and "pleaded for greater emphasis on the urgent and practical need to teach African people to produce and use proteins locally available, whether of animal or of vegetable origin. The attention of administrators should be specifically drawn to that point."

Note: This is the earliest English-language document

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seen (Nov. 2020) that uses the word "cyanocobalamin" to refer to vitamin B-12.

1723. Cubbison's. 1955. Now! At your health food store (Ad). *Let's Live.* Jan. p. 24.
• ***Summary:*** "100% W.W. Blackstrap Molasses Cookies. 100% Whole Wheat Soya Cookies. 100% Whole Wheat Vegetized Cookies. 100% Whole Wheat Honey Cookies. 100% Whole Wheat Flax Seed Crackers. 100% Rye Crackers. Wheat Germ Crackers. Wheat Soda Crackers (no salt added). Nut-Tee (Cotton Seed Flour) Crackers. Wheat Soya Crackers. Hearts Cookies (low in sodium). Hollywood Cup (contains no coffee or caffeine). Quality health foods since 1916." Address: Los Angeles 31, California.

1724. **Product Name:** 100% Whole Wheat Soya Cookies.
Manufacturer's Name: Cubbison's.
Manufacturer's Address: Los Angeles 31, California.
Date of Introduction: 1955 January.
New Product–Documentation: Ad (2¼ by 2½ inches) in *Let's Live* magazine. 1951. Jan. p. 24.

1725. **Product Name:** Wheat Soya Crackers.
Manufacturer's Name: Cubbison's.
Manufacturer's Address: Los Angeles 31, California.
Date of Introduction: 1955 January.
New Product–Documentation: Ad (2¼ by 2½ inches) in *Let's Live* magazine. 1951. Jan. p. 24.

1726. Ralphs. 1955. Birthday bargains! Ralphs 82nd Birthday Sale continues... (Ad). *Los Angeles Times.* Feb. 21. p. 18.
• ***Summary:*** "Prizes: Register now before February 28 at any Ralphs Store, to be eligible for... Knapp Monarch Liquidizers, Dormeyer Deep Fryers,..." Address: [California].

1727. *Los Angeles Times.* 1955. Retired flour miller passes. May 9. p. B9.
• ***Summary:*** "Alhambra, May 8–Funeral services for Edward Allen Vandercook, 70, retired flour miller, will be conducted Tuesday at 10 a.m. in the Little Stone Church of Turner, Stevens & Turner. He was the seventh generation of a family of millers who began their trade in Holland.

Edward Vandercook, who has been a resident of Alhambra for 29 years [1926-1955], founded the El Molino Mills in 1926 at 3073 West Valley Boulevard. He retired in 1947 after 50 years in the flour milling business.

Edward Vandercook is survived by his widow, Nellie Leona, three sons, Edward W. and Eugene L. (both of San Gabriel) and Clare R. (of Arcadia), and two daughters, Mrs. Doris Jacobs of San Gabriel, and Mrs. Carol Ann Chenall of Scottsdale, Arizona.

1728. Gumbiner, Marshall. 1955. Cross-complaint for divorce: Patricia Bragg, plaintiff and cross-defendant, vs. Robert Bragg, defendant and cross-complaintant. No. D 490122. Los Angeles County, California. 3 p.
• ***Summary:*** "III. That at the time of said marriage, the said cross-defendant [Patricia Bragg] had another husband living, to wit Jack M. Cairo." When Robert Bragg discovered this, on or about Aug. 11 1952, he separated from Patricia "and has never since cohabited with her."

In short: Robert Bragg left Patricia immediately after learning that she was still legally married to another man.

Letter (e-mail) from Kathy Friesen. 2010. July 13. She found Jack M. Cairo in the Social Security death index. "You know that if Robert charged Patricia with bigamy–which was exactly what he was doing–in a divorce court proceeding, she'd have to respond to that charge and not just blow it off. So further pages would likely give us her answer."

Note 1. According to the Social Security Death Index one Jack M. Cairo (Social Security #568-12-4407) was born on 17 Oct. 1914 and died on 14 Aug. 2003 (Report verified with a family member). His last residence was Area code 99163 in Pullman, Whitman County, Washington. The Social Security card was issued in California.

Note 2. As of 13 July 2010 one Jack M. Cairo, age 94, lives in Phoenix, Arizona. Address: Attorney for cross-complaintant, 416 West Sixth St. room 301, Los Angeles 14, Los Angeles County, California. Phone: VA 3111.

1729. Irwin, John J. 1955. Complaint for divorce: Extreme cruelty. Patricia Bragg, plaintiff, vs. Robert Bragg, defendant. No. 490122. Los Angeles County, California. 3 p.
• ***Summary:*** Patricia and Robert were married on 19 April 1952 in Phoenix, Maricopa County, Arizona. They separated on 8 Aug. 1955. They were married for 3 years and four months. There are no children of said marriage. The value of the community property is approximately $30,000; there is also unimproved property in Alameda, California.

"V. During the married life of the parties, the defendant has treated the plaintiff with extreme cruelty to an extent that he has caused plaintiff great mental and physical suffering and has caused her to become ill and nervous and that such treatment was without any cause or provocation on the part of plaintiff."

"Because of defendant's actions toward plaintiff, her physical condition is such that she is unable to accept employment and is now unemployed; defendant is an able-bodied man, gainfully employed and financially able to pay plaintiff reasonable alimony for her support.

"Wherefore, plaintiff prays: 1. The bonds of matrimony heretofore and now existing between the parties be dissolved; 2. The community property be equally divided between the parties hereto; 3 Defendant be ordered to pay plaintiff reasonable alimony for her support; 4. For such other and further relief as the court deems just." Signed:

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John J. Irwin, Attorney for Plaintiff. Address: Attorney for Plaintiff, 530 West Sixth St., Los Angeles 14, Los Angeles County, California. Phone: MUtual 2248.

1730. Lager, Mildred. 1955. Suggestions for the arthritic, with menus and recipes. Burbank, California: Published by the author. 46 p. Aug. No index. 20 cm. Saddle stitched.
• ***Summary:*** The dedication page states: "Dedicated to all arthritics–everywhere." Copyright 1938 by Mildred Lager. Seventh edition (Revised and enlarged) May 1948. Eighth edition [printing] January 1951. Ninth edition May 1952. Tenth edition August 1955.

Contents: Part I. Introduction. Types of arthritis (inflammation of the joints; rheumatoid and osteo-arthritis). Causes of arthritis. Suggestions. Foods for the arthritic (diet can make a big difference). My own case. Juice diet. Kind of juices. How to take juices. Limited diet: Breakfast, lunch, dinner. Salisbury diet. General diet: Breakfast, lunch, dinner, dessert. Other suggestions: Heat, baths, sweats, etc., massage, digestive aids (natural laxative foods and bulky foods), supplements, vegetarian diet. Mental attitude (positive mental attitude and healthy emotions are very important). Additions August 1955 (p. 28; "It is now more than 30 years since I began my battle with arthritis... Thanks to my diet I have led a very active life. I am still on the fundamental diet because I do not know of anything better... Cortisone and ACTH have been heralded as miracle drugs. I do not believe these drugs are the solution to the problem. In many cases they have brought temporary relief...").

Part II. Menus (p. 29-31). Vegetarian menus (p. 31-32). Approximate carbohydrate content of fresh fruits. Carbohydrate content of dried fruits. Carbohydrate content of fresh vegetables. Recipes (p. 33-46).

"My own case" (p. 10-14). Note: Mildred M. Lager was born on 19 Dec. 1900 at Superior, Wisconsin, of Swedish parents, who immigrated to America. In 1925 she started her lifelong battle with arthritis. "As diet was the greatest factor in my recovery, I am going into detail about my experience." After graduating from college, she began teaching. She continued trying every possible cure for more than two years. "As a last resort, I half-heartedly turned to diet. I found, to my surprise, that when I left out starches and sweets I felt better, but I still did not realize that I must make an about face and a complete change in my eating habits. I became very interested in food, however, and read every book and article I could read on the subject... I don't know how long I would have continued in this half way stage had not my doctor bluntly told me *the truth* as he put it He said that nothing could be done and I might as well know it. By this time my elbows were locked (ankylosed)" and my wrists, hands, knees, ankles, and feet were badly affected. "I felt as if my body were nothing but 'sore joints.'"

So she started a strict diet of natural unsweetened fresh fruit juices only. She found orange, grapefruit, tomato, pineapple, and apple to be the best for her. One month later she took a teaching job in northern Michigan, arriving there in twenty degrees below zero. Within 9 months she had won her battle. There follows a list (p. 13) of six foods to avoid plus two general tips. Also, when using dried fruits, use only the unsulphured kind. "Liquified [sic, Liquefies] drinks: A liquefier is a blessing to any one who for some reason cannot tolerate raw green leafy vegetables" (p. 35).

By 1955 Mildred had already authored two books on soybeans and soyfoods, the first one (*The Useful Soybean*, 1945) a classic. This book contains soy in many of the menus and recipes: Soy oil for salad dressing (p. 18-19). Soybean melba toast (p. 20, 29, 31). The best sources of vegetable protein in a vegetable diet include soybean protein (p. 27). Baked soybeans for dinner (p. 31). Cooked soy grit cereal for breakfast (p. 32). Soy melba toast with avocado for lunch (p. 32). Recipes for: Soy bread, soy melba toast, soy gluten bread (p. 37). Meat substitute dishes (p. 39-42): Cooked soybeans with soy sauce. Canned or baked soybeans (available in most markets and all health food stores). Soy loaf (with cooked soybeans and melba toast crumbles). Soy grits. Cooked soy grits. Soy vegetable hash. Soy cheese or tofu. Tofu steak. Mock fish tofu. Gluten steak. Nut butters. Almond butter. Pecan spread. Nut sauce or gravy. Cashew gravy. Almond hamburgers.

Note 1. This book advocates a vegan diet, free of all animal products.

Note 2. This is the earliest English-language document seen (April 2013) that contains the term "Tofu steak." Address: Burbank, California.

1731. Lager, Mildred. 1955. Nutritional news and recipes: The power of gratitude. *Let's Live* 23(11):22-23, 53. Nov.
• ***Summary:*** "We all have so much to be grateful for, as there is an abundance of wonder and loveliness in the world if we will but look at it. Gratitude brings both healing and comfort. Start your day with gratitude..."

Discusses nuts as food, with recipes, including: Almond breakfast with "raw almond butter." Almond milk. Peanut butter mayonnaise. Vegetables in nut gravy (with "raw or toasted cashew butter"). Almond hamburgers [meatless] (seasoned with soy sauce). Address: Los Angeles, California.

1732. *Los Angeles Times.* 1955. Son accuses his wife and father in court: She denies claim that they travel as married couple by saying she's guest in his home. Dec. 21. p. 4.
• ***Summary:*** Dr. Robert E. Bragg, age 33, is a chiropractor and owner of a health foods store, testified yesterday that his wife Patricia, age 26, and his father Paul C. Bragg [the well-known health foods promoter and lecturer], have been "traveling together–as man and wife."

Judge Doyle asked Robert why he didn't try to get his wife back. Robert answered decidedly that he didn't want her back. Paul Bragg sat together with Patricia in the court room

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and left arm in arm with her at the close of the hearing.

Photos show: (1) A portrait photo of accuser Dr. Robert E. Bragg. (2) His father Paul C. Bragg standing with his daughter-in-law, Patricia.

1733. Cubbison's. 1955. Mrs. Cubbison's All Purpose Ready to Use Dressing and Old Southern Cornbread "Stuffin." *Let's Live* 23(12):16. Dec.
• ***Summary:*** This small ad (2¼ by 2½ inches) states: "A treat with vegetables and ideal for casseroles. Adds flavor and texture to these dishes because it's Melba-toasted." "Now at your health food store." Address: Los Angeles 31, California.

1734. Hain Pure Food, Inc. 1955. Hain pure California carrot juice: It's pure–with a nice, fresh flavor (Ad). *Let's Live* 23(12):23. Dec.
• ***Summary:*** This large ad (7¼ by 5 inches) shows a can (5¼ oz.) of the product, which bears the motto: "Nothing added–Nothing taken away." "Est. in 1926." Address: 334 Azusa St., Los Angeles 12, California.

1735. INS [International News Service]. 1955. Son accuses dad in divorce suit. *Stars & Stripes* (*U.S. Military Newspaper*). Dec.
• ***Summary:*** "Los Angeles, Dec. 22. Paul C. Bragg, internationally known health food manufacturer, has been accused by his son, Robert, 33, of having a love affair with the son's wife, Patricia, 26.

"The son filed a cross-complaint in Los Angeles superior court to his wife's divorce suit and charged she and her father-in-law made love last Oct. 18 in the senior Bragg's palatial home in Burbank, California."

Mrs. Bragg is demanding alimony pending the divorce trial. "She and Robert were married in 1952 and parted last Aug. 11.

"She said she sought refuge in her father-in-law's home after the separation and denied that there was anything improper in their relationship. Her father-in-law also vigorously denied an impropriety."

1736. Landstrom Co. (The). 1955. The largest in the West to serve you the best (Ad). *Let's Live* 23(12):52. Dec.
• ***Summary:*** This ad (7¼ by 1 inch) states: "Wholesalers of special purpose foods, vitamins, juicing machines. Serving the Western states through the 22nd year" [i.e. since about 1933]. Address: 69 Green St., San Francisco 11, California.

1737. **Product Name:** Soy Flakes.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1955.
New Product–Documentation: Price List. 1955. 5 oz.

1738. **Product Name:** Soybake (Roasted Full-Fat Soya Flour).
Manufacturer's Name: H.J. Langdon. Made in Melbourne, Australia, by F.G. Roberts' Health Foods.
Manufacturer's Address: Australia.
Date of Introduction: 1955.
Ingredients: Soybeans.
New Product–Documentation: Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1995. March 14. "Soyvita has only ever been used as a tradename for debittered full fat soy flour since 1951. Initially it was made using imported soybeans, but from 1954 it was made from Australian-grown soybeans. The tradename 'Soybake' was used for the same product packaged under the H.J. Langdon's name and address from 1955 to mid-1991, when it was abandoned due to a rationalisation of packaging and product lines. H.J. Langdon now buys the product in the 'Soyvita' packaging."

1739. El Molino Mills. 1955. El Molino best: Tested recipes from El Molino Kitchen. 360 W. Valley Blvd., Alhambra, CA 91803. *
• ***Summary:*** Contains good tables on the nutritional composition of grains and beans, information on flours and stone grinding, plus many good recipes. A key book in the early days of the natural foods movement in America. Address: Alhambra, California.

1740. *El Rodeo* (*Cal Poly, San Luis Obispo*). 1955. Two of Cal Poly's earliest students: Mrs. Sophie Huchting and Owen Hollister (Photo caption). Unnumbered page.
• ***Summary:*** This full-page photo shows the two alumni standing together. "Mrs. Sophie Cubbison, graduate of 1925 when Cal Poly was strictly co-ed, and now head of a large baking corporation in Los Angeles. Back for Homecoming, they were astounded at the rapid growth of their one-time back-country alma mater."

1741. *Federal Trade Commission Decisions: Findings, Orders, and Stipulations.* 1955. 8448. Food and drug products–Therapeutic properties, relevant facts, comparative merits, etc. 49:1634-35.
• ***Summary:*** These Decisions, which cover the period July 1, 1952 to June 30, 1953, are published by the Commission. The date at the end of this section, March 24, 1953, is probably the date of the decision.

Section 8848 begins: "Live Food Products Co., a California corporation, with its principal office and place of business located in Burbank, California, and Paul C. Bragg sole owner of the issue capital stock of said corporation, engaged in the business of offering for sale and selling in commerce products designated 'Bragg Calcium,' 'Bragg Hy-Trytion,' 'Bragg Floramucin Regular,' 'Bragg Floramucin With Cascara' and 'Bragg Liquid Aminos,' which:

"... (d) Represents that 'Bragg Liquid Aminos' conditions the body organs or that it is a complete nutritional

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substitute for meat,..."

Note 1. This is the earliest document seen (Dec. 2011) that mentions "Bragg Liquid Aminos," a product which is still on the market and selling well.

Note 2. From this document we can conclude that Bragg Liquid Aminos was being sold commercially by March 1953.

1742. Lager, Mildred. 1955. How to use the soybean: A plus factor in modern nutrition. Burbank, California: Published by the author. Printed at La Sierra College Press, Arlington, California. 115 p. Index. 23 cm. Lay-flat comb bound.
• ***Summary:*** Contents: Preface. Nutritional nuggets–food value of soybeans. The versatile soybean. Soup to nuts–soybeans and soy products. Recipes: Green soybeans. Dry soybeans. Sprouted soybeans. Roasted or toasted soybeans. Meat-substitute dishes. Soy-enriched meat dishes. Soy noodles, macaroni, spaghetti. Sauces and gravies. Soups. Salads. Dressings. Soy spreads. Soy milk. Tofu or soy cheese. Soy butter (made from finely ground soybeans or soy flour, it may be raw or roasted, and resembles peanut butter; p. 73-74). Soy cereals. Soy desserts. Soy candies. Soy beverages. Soy-flour recipes. Breads and muffins. Pancakes and waffles. Soy gluten recipes. Baking-powder biscuits. Pastry. Cookies and doughnuts. Cakes. Contains 350 recipes.

A so-called "second edition" of this book was published in 1959, but it was identical to this first edition.

Ad in *Let's Live.* 1960. April. p. 39. Mildred Lager Publications [perhaps her home] is now located at 4118 Warner Blvd., Burbank, California. Mildred died in Aug. 1960. Address: Burbank, California.

1743. Springer, Gertrude Anders. 1955. Natural food cookery: Nature's sweets, herbs and wholegrain flours. Milwaukee, Wisconsin: Lee Foundation for Nutritional Research. 71 p. No index. 23 cm.
• ***Summary:*** An early natural-foods cookbook. Contents: 1. Foreword. 2. Fundamental food concepts ("The way to build this vibrantly alive soil is by practicing the Science of Organiculture, or the organic method"). 3. Wholegrain flours. 4. Wholegrain meals and grits. 5. Other valuable foods. 6. Herb cookery. 7. Pies. 8. Cookies. 9. Cakes. 10. Cake frostings. 11. Doughnuts. 12. Confections. 13. Fruits. 14. Health beverages. 15. Salads. 16. Salad dressings. 17. Breads, rolls and muffins. 18. Meat, fish and eggs. 19. Vegetable dishes. 20. Soups and stews. 21. Pancakes and waffles. 22. Jams and preserves. 23. Quick desserts. 24. Article "Sesame seed–An important food." 25. Practical methods in preparing health-building foods. Note 1. Chapters 24 and 25 (on unnumbered pages) are written by Royal Lee, D.D.S. [dentist].

Soy-related recipes: Chapter 3, "Wholegrain flours," contains a photo of bags of five such flours, including "Soya flour." A paragraph (p. 5) explains: "Soya flour can be a full fat flour (all of the fat left in) which many consider nutritionally superior, or it can be a low fat flour (part of the fat removed) for low calorie diets." Note 2. This is the earliest English-language document seen (Nov. 2003) that uses the term "low calorie" or "low calorie diets" positively in connection with soybeans for human diets. Throughout most of human history, people wanted calories, which provide energy.

Unleavened Indian chapatis (with ½ cup soy flour, p. 52). Basic muffin recipe–Soya muffins variation ("Substitute ½ cup soya flour for ½ cup of the pastry [flour]. Gradually increase the soya and decrease the pastry until you are using half and half after several batches have been made." p. 54). Chinese chow mein (with up to ½ cup "Show You sauce," p. 62). Japanese sukiyaki (with about ½ cup "Show You sauce," p. 63). Egg white leavened waffles (with a bit of soya flour, p. 67). In Chapter 25, the section on "Vegetables" contains brief instructions for making soy bean milk, and using soaked, "liquefied beans direct from the blender" in making bread. The Chinese never eat soy bean products without first soaking the beans. "It is the secret of successful soy cookery." The chapter on sesame seeds notes: "Sesame seed ground into a butter like peanut butter is used in some countries–Turkey in particular–like our dairy butter is here, and is used in almost every food in some degree. It makes first-class salad dressing when mixed with vinegar and prepared mustard. With honey and milk powder a very tasty cream candy can be made... In Roman times the emergency ration for soldiers was a candy made from sesame seed and honey. A very tasty and nutritious ice cream can be made from sesame butter, honey and milk powder. The sesame seed can be used for these purposes instead of the sesame butter if the seed is liquefied with the honey in a blender or Osterizer. Sesame butter is an ideal shortening for bread and cookies." Note 3. This is the earliest English-language document seen (Aug. 2017) that contains the term "sesame butter"–a smooth paste of ground sesame seeds.

This book also discusses: Carob brownies, peanut butter, sunflower seeds, how to sprout mung beans, herbs, etc.

Note 4. This is the earliest English-language book seen (June 2003), published after World War II, with the term "natural food" in the title.

Note 5. This is not a vegetarian cookbook. Recipes (p. 55-58) call for steak, pork, ground beef, spare ribs, lamb chops, ham, chicken, tuna, and salmon.

1744. Battle Creek Food Co. 1955? Pointers: On Battle Creek Sanitarium health foods. Battle Creek, Michigan. 16 p. Undated. Illust. No index. 16 cm.
• ***Summary:*** Contents: The story of Battle Creek Foods (The Battle Creek Food Company was established nearly 50 years ago). Agar–The laxative from the sea. Bran Biscuit–A crisp wafer. Dormi–Promotes sound, restful sleep (this is one of the newest Battle Creek Health Foods). Fig & Bran–The regulating breakfast food. Fig & Bran Cookies–Pure, tasty,

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wholesome. Food Ferrin–A pleasant way to get the iron you need. Battle Creek gluten products–for special diets (Toasted Bran Gluten Flakes, Gluten Bread, Gluten Meal, Sanitarium Gluten Flour, Pure Gluten Biscuit). Health Chocolates–Delicious health candy. Lacto-Dextrin–An internal cleansing food. Laxa–The laxative biscuit. Malted Nuts–A powdered nut milk (A "palatable vegetable substitute for cow's milk, it is a splendid food for babies and growing children"). Meltose–A syrup from grains ("It is a well-known fact that cane sugar does not agree with many persons." It may cause acid stomach. In appearance, Meltose "resembles strained honey"). Meltose sugar (a powdered form of Meltose; it is "much more easily assimilated than ordinary sugar, and is a better source of energy"). Minute Brew–A bracing cereal beverage ("resembles coffee but contains no caffeine"). Paralax with agar–An efficient regulator ("...a most effective remedy for constipation. No laxative drug of any kind has been added. A highly refined mineral oil using Agar as an emulsifying agent"). Paramels–The candy-like constipation remedy ("cubes of pure mineral oil... sweetened with Meltose sugar"). Protose–A vegetable meat that satisfies ("made entirely from nuts and grains"). Psylla (dark or white)–A seed that fights constipation [psyllium]. Sanitarium Cooked Bran–a bran cereal (serve with cream and sugar for constipation). Sanitarium Fig & Bran Flakes–A new flavor in breakfast flakes (Vitaminized, enriched with food iron and vitamin B; combines "Two of Nature's best laxative foods"). Savita–a rich, vitamin B flavoring extract ("concentrated yeast extract in paste form..." Rich in Vitamin B). Whole wheat flour–Stone ground. Cooked whole wheat–A ready-to-eat breakfast food. Zo–A Vitamin B breakfast food (crisp, crunchy). Sanitarium canned fruits and vegetables (in 20 oz cans). On the back cover, with order form: Send for these valuable booklets free!: "Healthful Living." "Modern Health Recipes and Menus."

Note: This booklet was sent to Soyfoods Center by Chef Akasha Richmond (chef to the stars), of Los Angeles as a gift (Feb. 2004). Address: Battle Creek, Michigan.

1745. Fearn Soya Foods. 1955? Money saving recipes for using Dr. Fearn's Pure Soya Bean Powder (Leaflet). Melrose Park, Illinois. 3 panels each side. Each panel: 22 x 9 cm. Undated.

• ***Summary:*** On the front panel of this leaflet (black ink on yellow) is an illustration of woman holding up a glass of (probably) soya milk. Below that is written: "Meatless. No starch. No salt. 42% complete protein. For vegetarians, athletes, restricted diets." When we open the leaflet, across the top is written: "How to use Dr. Fearn's Pure Soya Bean Powder." Below that are about 20 recipes and suggestions for use. On the back 3 panels are 15 more recipes.

One other front panel is titled "New recipes to try." It includes: Tiger's milk–homemade. Baby formula. Soy yogurt. Soy cheese–Tofu. The bottom half of this panel lists seven pamphlets from Fearn Soya Foods "available at your health food store (see Foods, Health in the Yellow Pages). Send us a self addressed stamped envelope if your store does not handle them." They are: "(1) The Fearn Chart–Lists all the vitamins and minerals of most common foods. (2) How to Get Slim and Stay Slim–Describes a satisfying 22 cent per day reducing diet. (3) About the Soya Bean–Describes its nutritive values and the hexane solvent menace. (4) You Cannot Live Without Protein–Tells function and importance of protein. Of special interest to vegetarians and body builders. (5) Recipe Folder: Soya Powders–Includes bread, soy milk, puddings, etc. for restricted diets. (6) Recipe Folder: Soya Granules–Lists many money saving recipes based on this high protein food. (7) Recipe Folder: Soybeans–Tells how to use our cooking and sprouting organic soybeans."

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The third front panel is titled "Try these Dr. Fearn's Foods.

"Dr. Fearn's High Protein Food–47% protein. Makes pleasant tasting drinks with cold water. Vanilla or root bear flavors. 1 lb.

"Dr. Fearn's Wholewheat & Soya Pancake Mix contains the finest stone ground wholewheat with soya powder. It is quite digestible, higher in protein and lower in starch than the usual run of similar products. 1 lb.

"Dr. Fearn's Regular Pancake Mix is the same as above except that unbleached white flour is used. 1 lb.

"Dr. Fearn's Wheat Cereal & Soya is a cooked type cereal, made with the finely chopped Northern wheat and soya granules. It contains over 30% complete protein and less than 55% starch. A satisfying breakfast for the entire family and usually keeps hunger away until the noon meal. 1 lb.

"Dr. Fearn's Pure Soya Bean Powder for making soya milk. Contains 42% complete protein and no starch. Can be used for enriching various drinks, baked foods and meat dishes. 10 oz. and 2 lbs.

"Dr. Fearn's Soya Granules, contain 52% complete protein, no starch, 5% fat. Can be eaten as is, cooked, or added to meats, soups and other foods. 1 lb.

"Dr. Fearn's High Lecithin Soya Powder same as regular Soya Powder except 15% Lecithin has been added. 10 oz.

"Dr. Fearn's Low Fat Soya Powder. Same as regular Soya Powder except fat has been reduced to 5%. 10 oz.

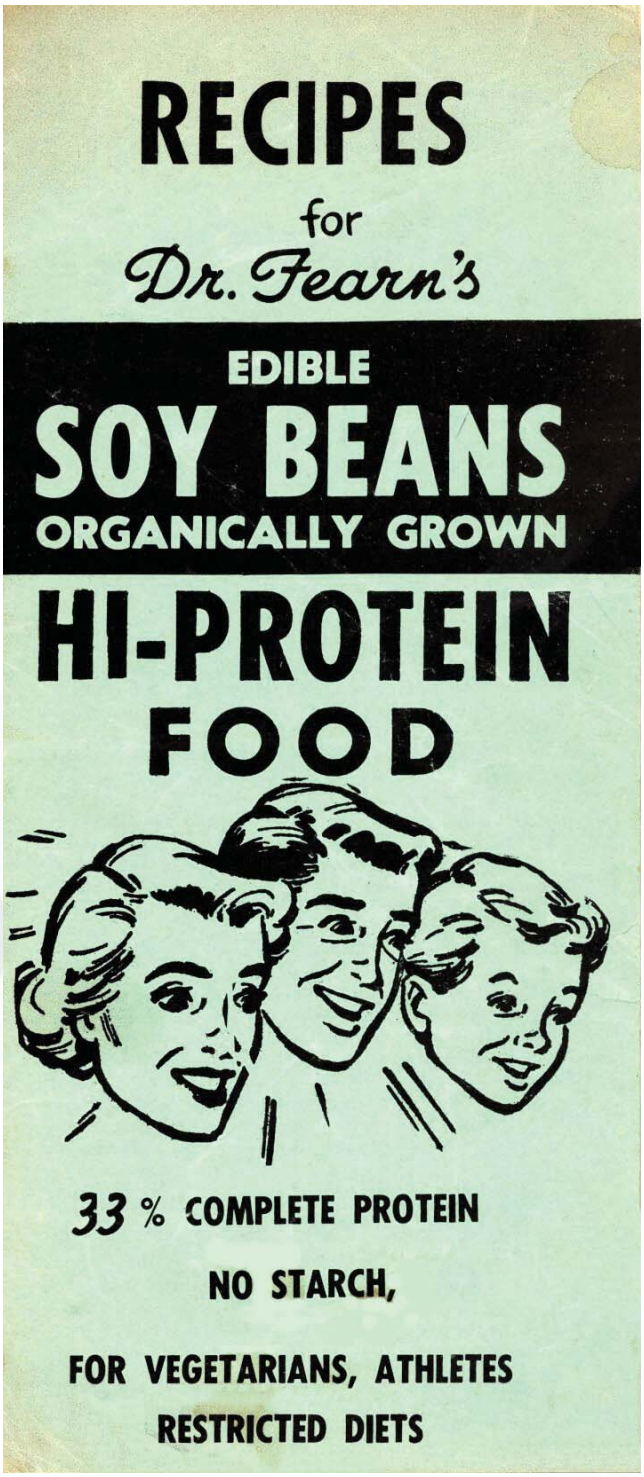
"Dr. Fearn's Corn Bread & Muffin Mix with soya, makes light muffins and corn bread, very tasty and nutritious. Excellent for a surprising change. 1 lb.

"Dr. Fearn's Organic Soybeans. Organically grown without chemical fertilizers and poisonous insecticides. 1 lb.

"Dr. Fearn's Wheat Germ Powder. A fine toasted powder with most oil removed. Excellent added to drinks. Readily blends with most any other food."

Note 1. This leaflet was found inserted in *Mrs. Hauser's Recipe Book* (1938), purchased by Soyfoods Center from a used book store in Spokane, Washington. This booklet seems to show that Mrs. Hauser's Food Products Company (4617 Melrose Ave., Los Angeles, California) purchased Soya Bean Flour (and probably some other soy products) from Fearn Soya Foods.

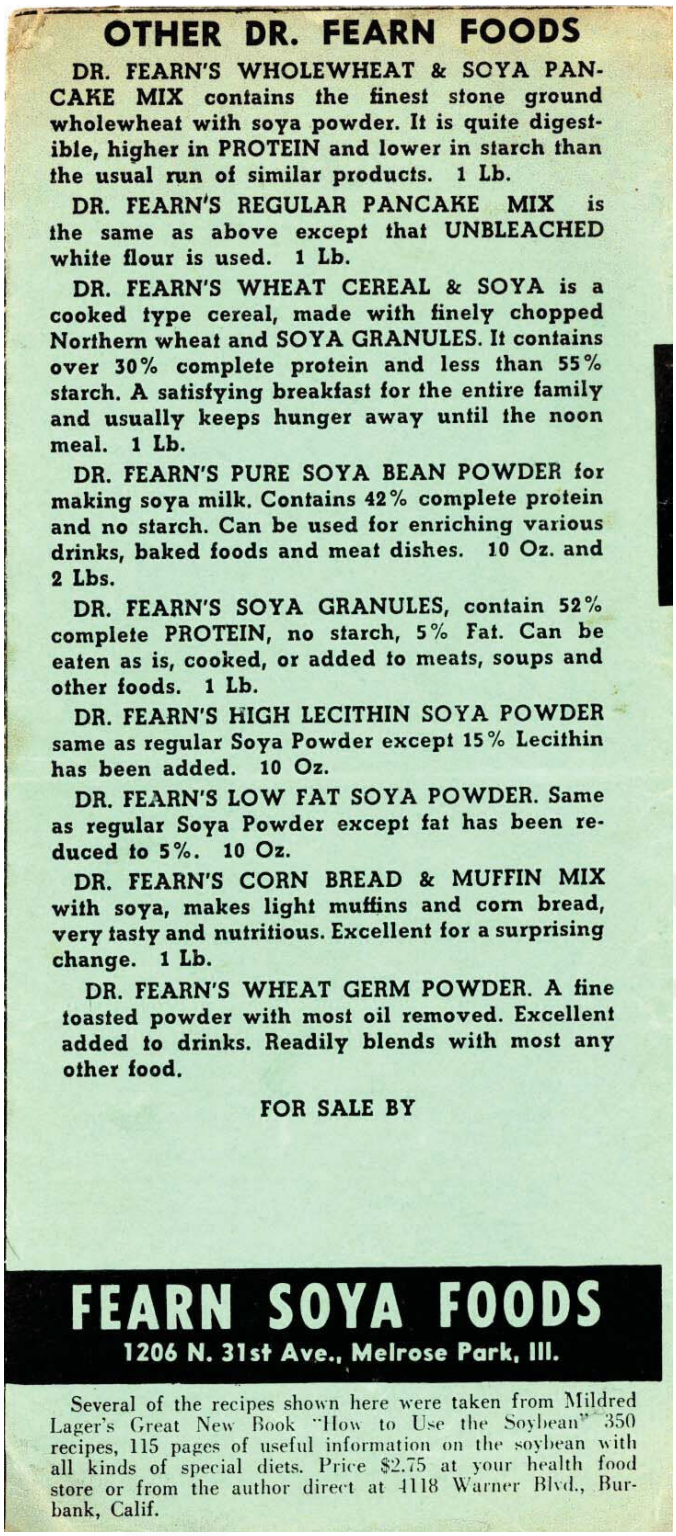
Note 2. This is the earliest English-language document seen (Sept. 2012) that contains the term "Soy yogurt." Address: 1206 North 31st Ave., Melrose Park, Illinois.



1746. Fearn Soya Foods. 1955? Recipes for Dr. Fearn's Edible Soy Beans organically grown (Leaflet). Melrose Park, Illinois: Fearn Soya Foods. 12 panels. Front and back. Each panel: 9.5 x 21 cm. Undated.

• ***Summary:*** Printed with black ink on light green paper, this leaflet opens like a road map. We find it unusual that the words "organically grown" appear only once–on the front–in this leaflet. A few of Dr. Fearn's many products have these word "pure" in the product name but none have "organic" or organically grown." The first 3 panels contain recipes: Sprouts for salad. Sprout casserole. Sprout tomato sauce. Bean sprout and chicken souffle. Meatless chop suey. Soy loaf. Chop suey with meat. Sprouted soybean casserole. Sprouted soybeans au gratin. Scrambled eggs with sprouted

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OTHER DR. FEARN FOODS

DR. FEARN'S WHOLEWHEAT & SOYA PANCAKE MIX contains the finest stone ground wholewheat with soya powder. It is quite digestible, higher in PROTEIN and lower in starch than the usual run of similar products. 1 Lb.

DR. FEARN'S REGULAR PANCAKE MIX is the same as above except that UNBLEACHED white flour is used. 1 Lb.

DR. FEARN'S WHEAT CEREAL & SOYA is a cooked type cereal, made with finely chopped Northern wheat and SOYA GRANULES. It contains over 30% complete protein and less than 55% starch. A satisfying breakfast for the entire family and usually keeps hunger away until the noon meal. 1 Lb.

DR. FEARN'S PURE SOYA BEAN POWDER for making soya milk. Contains 42% complete protein and no starch. Can be used for enriching various drinks, baked foods and meat dishes. 10 Oz. and 2 Lbs.

DR. FEARN'S SOYA GRANULES, contain 52% complete PROTEIN, no starch, 5% Fat. Can be eaten as is, cooked, or added to meats, soups and other foods. 1 Lb.

DR. FEARN'S HIGH LECITHIN SOYA POWDER same as regular Soya Powder except 15% Lecithin has been added. 10 Oz.

DR. FEARN'S LOW FAT SOYA POWDER. Same as regular Soya Powder except fat has been reduced to 5%. 10 Oz.

DR. FEARN'S CORN BREAD & MUFFIN MIX with soya, makes light muffins and corn bread, very tasty and nutritious. Excellent for a surprising change. 1 Lb.

DR. FEARN'S WHEAT GERM POWDER. A fine toasted powder with most oil removed. Excellent added to drinks. Readily blends with most any other food.

FOR SALE BY

FEARN SOYA FOODS

1206 N. 31st Ave., Melrose Park, Ill.

Several of the recipes shown here were taken from Mildred Lager's Great New Book "How to Use the Soybean" 350 recipes, 115 pages of useful information on the soybean with all kinds of special diets. Price $2.75 at your health food store or from the author direct at 4118 Warner Blvd., Burbank, Calif.

soybeans. Salted soybeans. Oven-roasted soys. Ground toasted soybeans. Soy toppings. Cereals. Soy nuts. Soy omelet. Cooked ground soybeans. Vegetized ground soys. Soyburgers.

Then if you open the leaflet again, you find 6 panels of text ad recipes. Across the top: "Add High Grade Protein to Your Diet." The top half of the top left panel, is titled "Soy Beans: The 'Miracle in Food. begins: "Dr. Fearn was recognized as the first to produce an edible soybean Flour and his patented process is used in producing Dr. Fearn's Pure Soya Bean Powder used in other Dr. Fearn products. Dr. Fearn was recognized as the outstanding authority in the World and he was selected by President Wilson in 1917 to come to the United States and get the soybean started, as a war measure to combat the German U-boat warfare, which was sinking our ships faster than we could build them. The Soybean offered many times the food value of wheat, corn and other cereals we were sending to our allies, friends and displaced peoples of Europe, and would require much fewer ships than other foods. Dr. Fearn was a surgeon Major in the British army and he accepted President Wilson's invitation to come and promote the soybean in the U.S.A. The war ended in 1918, before the program was well under way so Dr. Fearn turned his attention to promoting the soybean as a commercial venture.

"He organized and started the first Soybean processing plant in the U.S.A. in 1920 in New York City and it was called The Soyex Company. It was far ahead of it's time and doomed to failure, because people would not believe miraculous truth about the soybean. Dr. Fearn then came to Chicago in 1923 and started the Fearn Laboratories which prospered and was sold to other interests and is making excellent progress under another name. He then started the Fearn Soya Foods in 1935 the present company. Dr. Fearn died in 1949 at the age of 70."

The rest of the six inside panels, and the leftmost of the back 3 panels, contain more recipes.

The back panel, titled "Other Dr. Fearn Foods" lists nine food products: Dr. Fearn's Wholewheat & Soya Pancake Mix. Dr. Fearn's Regular Pancake Mix. Dr. Fearn's Wheat Cereal & Soya. Dr. Fearn's Pure Soya Bean Powder. Dr. Fearn's Soya Granules. Dr. Fearn's High Lecithin Soya Powder. Dr. Fearn's Low Fat Soya Powder. Dr. Fearn's Corn Bread & Muffin Mix. Dr. Fearn's Wheat Germ Powder.

Note: Although this leaflet is undated we can guess the date from the text at the bottom of the back panel: "Several of the recipes shown here were taken from Mildred Lager's Great New Book 'How to Use the Soybean' 350 recipes, 115 pages of useful information on the soybean with all kinds of special diets. Price $2.75 at your health food store or from the author directly at 4118 Warner Blvd., Burbank, California." This book was published in 1955.

Note: This is the earliest document seen (Jan. 2015) that tells the basic story of Dr. Fearn's life with dates, or that mentions "President Wilson," etc. Address: 1206 N. 31st Ave., Melrose Park, Illinois.

1747. Ojai Bakery. 1955? [Order form for baked items]. Ojai, California. 1 p. Undated. 20 x 9 cm.

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• ***Summary:*** This order form, used when Harmon and Helen Vaughn owned the bakery, lists 22 baked goods, but no prices. It seems to be designed for both wholesale and retail sales. Below the name, address, and phone numbers of the Ojai Bakery at the top of the form are three blank lines for the date, "Sold to," and "Address" of the buyer. Below that are 4 columns, none of which have a heading / head at the top. They are: (1) Number of each item ordered. (2) Name of baked items. (3) Price of each baked item. (4) Total price (1 x 3). All the columns except (2) are blank on the form. A bakery worker was expected to fill in the applicable blanks.

The names of the baked items, reading from top to bottom, are: Soya bean bread. S.F. [San Francisco] wheat bread. S.F. white bread. 1# [pound] ranch bread. 1½# ranch bread sandwich. Gluten bread. 7 grain [bread]. Sour rye round. Sour rye sandwich. Dinner rolls. White san. Wheat san. Long French. Onion rye. 7 grain sand. Bran & grain, Cinnamon–Raisin. Stone 100% wheat. French rolls. Danish pastry. Cakes. Other pastry.

Talk with Helen Vaughn of Ojai. 2006. March 13. She clearly recalls making all the items on this list. This list was probably printed in about 1955 to 1960. Address: 457 East Ojai Ave., Ojai, California. Phone: 646-1558 or 646-1950.

1748. *Los Angeles Times.* 1956. Son drops his charge linking wife, father. Jan. 17. p. 5.
• ***Summary:*** Dr. Robert E. Bragg, age 33, is a chiropractor and owner of a health-foods store. He had accused his wife (Patricia, age 26) and his father (Paul C. Bragg, the well-known health foods enthusiast and lecturer) of "traveling together as man and wife," shortly after his separation from Patricia last August.

But yesterday he withdrew his charges. The father said that his son had come to realize that Patricia had turned to him for support after the son failed to support her. Patricia said that her father-in-law treated her just like his own daughter, and for this she was very thankful. A photo shows the father and son shaking hands, with Patricia smiling in the middle.

1749. *Los Angeles Times.* 1956. Wife, herself accused, divorces chiropractor. March 23. p. A10.
• ***Summary:*** Patricia Bragg, age 26, yesterday obtained a divorce from her husband Dr. Robert E. Bragg, age 34, chiropractor and health food store operator. Dr. Bragg, who once accused his wife, Patricia, of romancing with his father, did not contest the divorce decree. The Braggs were married in 1952 in Phoenix, Arizona, and separated last August.

Patricia told Superior Court Judge Caryl M. Sheldon that the problem had started shortly after she and Robert were married. She said she would have dinner ready, but he didn't come home or telephone. "He'd finally arrive at about 11 p.m. It got later and later." She said that many nights she would cry herself to sleep. Her testimony was confirmed by Miss Phyllis Sarkissian who said Dr. Bragg ignored his wife and paid more attention to other ladies.

1750. Natural Food Associates. 1956. Directory listing (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 3(1):22-23. April.
• ***Summary:*** These advertisements are divided into the following categories: Organic foods (listed alphabetically by state), juicers, books, miscellaneous, ladybugs, business opportunities, soil building. Within each category, they are organized by state. About two-thirds of the ads are for organic foods (especially fruits), with California (9 ads), New York (6), Illinois (4), Pennsylvania (4), and Wisconsin (4) having the most ads.

For example: Lee Anderson of the Covalda Date Co. (Highway 99, Coachella, California), is selling "'Certified organically grown' produce, dates, pecans, grapefruit and grapes. Prices on request.

Pacific Sunblest of Orange, California, is selling "Oranges–Organically grown by us for 25 years."

Health Research, Mokelumne Hill, California, offers "25 lbs. assorted organically grown fruits and nuts–$12.50. F.O.B. Health Book Catalogue free!"

"Barton Whole Foods, organically grown for 38 years. Naval oranges, cold-pressed olive oil, dried fruits and mountain apples in season... Porterville, California.

Walter Buschman of Juniper Farm, Sugarloaf, Orange Co., New York, is selling Bio-dynamic (BD) whole wheat flour and cereal, BD rye flour and cereal, BD cornmeal, BD white pastry flour, organic oatmeal and soybeans, and Cheddar cheese made from unpasteurized milk.

Helen and Scott Nearing of Harborside, Maine, are selling their book *Living the Good Life*, a "how-to-do-it book for Vegetarians and Organic Gardeners. 210 pages. Photographs. $3.50."

In Pennsylvania, Paul and Betty Keene of Walnut Acres Natural Foods in Penns Creek are "One of the first in the supplying of organic and other natural foods direct from the farm where grown and milled. One of the most complete lines in the country, conscientiously chosen."

In Texas: "5 lbs. Deaf Smith County stone ground 100 per cent organic flour $1.50 postpaid. Write for list of organic foods. Natural Organic Foods, Atlanta, Texas."

Many of the ads are from individuals who grow and sell organic foods. One is from L.E. Schnoor (Comptonville, California), who sells ladybugs for natural insect control. There are ten ads for soil building materials. At he bottom right corner of p. 23 is a box that states: "Eat organic food."

Note 1. This is the earliest document seen (Oct. 2006) that mentions Walnut Acres Natural Foods of Penns Creek, Pennsylvania.

Note: This full-page ad also appeared in the next issue (May 1956, p. 18-19).

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1751. *Los Angeles Times.* 1956. Nutrition experts wind up parley with mild uproar over vitamins. May 21. p. A3.
• ***Summary:*** The 20th anniversary convention of the American Academy of Nutrition ended yesterday evening after a dispute over whether there is any significant difference between natural and synthetic vitamins. Some 350 people were present. Dr. Robert Pottenger of Pasadena, was the moderator.

Dr. Henry Borsook, a leading authority on vitamins from the California Institute of Technology [Caltech] said that synthetic and natural vitamins are the same chemically, "The bodies of animals cannot tell them apart."

Dr. Royal Lee (Milwaukee, Wisconsin), a dentist and manufacturer of natural vitamins, disagreed, mentioning the difference between left-handed and right-handed molecules. E.L. Van der Cook of El Molino Mills (Alhambra, California) questioned the use of additives to bread to preserve and bleach it. He said that prolonged exposure to them may affect our health.

Dr. Borsook countered by saying that there is no evidence that preservatives and softeners in bread cause any harm to the body. Before their use was allowed in human foods, they were tested on animals by the government.

Note: This is the earliest document seen (July 2021) that mentions "Van der Cook" in connection with El Molino Mills.

1752. Chen, Philip S. 1956. Heart disease and soybeans: Will recent medical discoveries mean increasing importance for soybeans? One view of a much-discussed subject. *Soybean Digest.* June. p. 22, 24.
• ***Summary:*** "The recent heart attack of President Eisenhower [on 24 Sept. 1955] has brought renewed alarm to most Americans regarding the seriousness of this No. 1 killer, which, with other circulatory ailments, accounted for 52% of the deaths in the United States last year–more than all other causes of death combined. It has been estimated that two out of every three Americans of 55 years of age will die of this disease.

"What is the chief cause of coronary heart disease? An explanation of this malady appeared in an article by Blake Clark in the November issue of *Reader's Digest* from which we quote:

"'The arteries which distribute food and energy throughout the heart muscles are called coronary arteries. Doctors have long known that the greatest danger to the heart is an accumulation in these arteries of a fat-like substance called cholesterol... It may be deposited within the walls of a coronary artery, narrowing down the channel for the blood to flow through and starving the cells of the artery itself. If this process continues, the artery may be closed by a blood clot. Since the heart muscle depends upon the blood and oxygen brought to it by the arteries, the result may be a weakening of the heart. In the end the heart may simply stop for want of this vital fuel.'

"Cholesterol is produced in the liver. It is also contained in the fat of animal source–including meat fat, egg yolk, butter, cream and milk. It has been shown that the higher the fat consumed by people, the higher is their cholesterol content of the blood, and the higher their incidence of coronary heart disease. The following are but a few illustrations:

"Forty years ago fat constituted only 30% of the calories in the American diet; now it provides 40%. There are proportionately more cases of heart disease today than 40 years ago. The Italians consume only about half as many fat calories as Americans do. Their death rate among men from heart disease is less than a third of ours. In England and Spain, the amount of blood cholesterol and the incidence of coronary heart disease were found to have a direct relation to the proportion of fat in the diet.

"Dr. A.R.P. Walker and J. Higginson of Johannesburg, South Africa, found that the Bantu natives, who get only 15% of their calories from fats, had little cholesterol in their blood. Only one death from coronary heart disease was found among 224 autopsies on men 50 to 70 years old.

"Quality Most Important: While the quantity of fat in the diet is a contributing factor to the coronary disease according to most of the reports published, the quality of fat is of even greater importance according to the author, for of food fats, only animal fats contain cholesterol. Fats of vegetable origin–fruits, vegetables, cereals, nuts–do not contain cholesterol. They contain phytosterol instead of cholesterol, and phytosterol, though closely related to cholesterol, does not cause coronary disease.

"That there is a correlation between the kind of diet and the cholesterol content of the blood is made clear by a recent survey made by Dr. Merwyn G. Hardinge of the College of Medical Evangelists and Dr. Frederick J. Stare of Harvard University (*The Journal of Clinical Nutrition*, 2.73; 2:83, 1954). A brief resume of their survey is as follows: Their study included 201 persons using the following three types of dietaries: (1) lacto-ovovegetarian, a plant diet plus milk and eggs, but no meat, fish or fowl; (2) pure vegetarian, a diet of plant foods, excluding milk and eggs; (3) non-vegetarian, the average American diet of milk, eggs, meat and foods of plant origin.

"An analysis of the diets of the three groups was made to determine the average daily consumption of calories, protein, fat, calcium, phosphorus, iron, vitamins A, B1, B2, C, and niacin. All of the three dietaries came within the limits of the daily allowances of the various nutrients as recommended by the National Research Council. Also there were no significant differences in the height, weight, blood pressure, red cell count and hemoglobin concentration among the three dietary groups. It was found, however, that the blood cholesterol levels of the three types of adults were significantly different. The non-vegetarians had the highest

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blood cholesterol, the pure vegetarians the lowest, the lacto-ovovegetarians fell in between.

"Probably there is no other group of people in the world that is more enthusiastic about soybeans in their diets than the Seventh-Day Adventists. They are the originators of health foods and meat substitutes, many of which contain soybeans.

"Among the Seventh-Day Adventists who have helped to popularize soybeans in this country and abroad are Dr. P.A. Webber, a former secretary of the American Soybean Association, now a missionary to Japan, and Dr. H.W. Miller, the originator of the soy milk powder, Soyalac. Dr. Miller has been a frequent contributor to the *Soybean Digest* and is now a missionary in Free China.

"It is true that a pure vegetarian may find it hard to get enough high quality protein to meet his body requirements. But thanks to the soybean, a plant food which contains all the essential nutrients for the human need, this is no longer a problem.

"No Problem with Soy: What is true of coronary disease is also true of arteriosclerosis, namely, cholesterol is the chief offender. Stephan Jamyn reported in *Revue Internationale du Soja* of March 1946, that hardening of the arteries in rabbits can be artificially produced by including cholesterol in the diet.

"The use of soybeans in the human diet not only does not contribute to coronary disease and arteriosclerosis, but the soybeans also contain a factor which aids in the cure of these diseases. This is clearly indicated in the work of Pottenger, Jr., and Krohn as published in the *American Journal of Digestive Diseases* of April 1952. Contrary to common medical practice of giving the patient a low-fat diet to relieve hypercholesterolemia (high content of cholesterol in the blood), these doctors gave their patients the opposite diet–one high in fat and cholesterol–plus soybean phosphatides, which are used in the food industry under the name of lecithin.

"One hundred and twenty-two patients were put on a high-fat regimen that included raw liver and raw brains–foods that are rich in cholesterol. Ninety-nine of the patients took a teaspoon of soybean phosphatides with each meal. The remaining 23 served as controls.

"The blood cholesterol showed a marked decrease in 79% of the patients who took the lecithin, but not in the patients who did not take lecithin. This indicates that it may be possible to correct hypercholesterolemia in those individuals who are on a high-fat, high-cholesterol diet with the use of soybean lecithin. The administration of soybean lecithin may also be applied to coronary disease and arteriosclerosis with beneficial results.

"At a recent meeting of the Federation of American Societies for Experimental Biology held at Atlantic City, it was reported by University of California researchers that by using a synthetic butter made from soybean sterols, 10 grams of soy sterols in this butter each day effected a 10% reduction in cholesterol levels in the blood of the experimental animals.

"Cause of Gallstones: Besides causing coronary disease and arteriosclerosis, cholesterol causes yet another human malady, namely gallstones. These stones are formed either in the bile duct or in the gall bladder. They consist of cholesterol or cholesterol mixed with calcium salts of bilirubin, carbonate, or phosphate.

"According to Dr. Louis F. Fieser of Harvard University who has been working in cancer research for many years, cancer-producing substances might be derived from cholesterol. The following excerpt is taken from Dr. Fieser's lecture delivered in Paris, Nov. 13, 1953, under the auspices of the *Societe Chimique de France* and the *Societe de Chimie Biologique:* "Consideration of the correlation of chemical reactivity and biological potency points to delta 5-cholestene-3-one as the one substance derived from or related to cholesterol most likely to possess carcinogenic activity... but the evidence that such a substance has indeed been responsible for tumors evoked in mice by preparations from cholesterol has seemed to me more convincing than the theoretical argument to the contrary." (*Science,* May 21, 1954, Vol. 119, No. 3099, pages 710-716.)

"Thus it is seen that the cholesterol in the animal fat is responsible for these common diseases which take a heavy toll of human lives each year and cause untold misery and suffering.

"As people become cholesterol-conscious as they are now calorie-conscious, the author believes the following dietary changes will take place in which soybeans are bound to play a prominent role:

"1–A decreased consumption of animal fat, especially lard, fatty meats, and organs, such as brain, heart, liver and kidneys. In their place will be substituted protein-rich soybeans and soybean meat substitutes.

"2–A greater consumption of margarine in place of butter.

"3–Mellorine, a frozen dessert made of soybean and other vegetable oils, taking the place of ice cream.

"4–Skim milk, buttermilk, non-fat milk powder and especially soy milk and soy milk powder consumed instead of whole milk containing the milk fat, cream.

"When that time comes, a breakfast consisting of eggs and bacon (especially when fried in lard), heavily-buttered toast, and coffee with rich cream–now a common American breakfast–will become very unpopular, especially among those who are particularly susceptible to coronary and other diseases in which cholesterol is the chief offender. It is therefore to be anticipated that the consumption of soybeans in the human diet will be greatly increased in the very near future."

Note: Philip Stanley Chen was born in 1903. Address: Prof. of Chemistry, Atlantic Union College, South Lancaster,

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Massachusetts.

1753. Natural Foods Inc. 1956. Vita-Mix: America's first heavy-duty, stainless-steel liquifier (Ad). *Let's Live.* June. p. 25.
• ***Summary:*** This 2¼ by 5½ inch ad features an illustration of a Vita-Mix, with arrows pointing to and brief descriptions of its most important features–such as "New, more powerful motor with two speeds." "Special: Only $39.95, $49.95 value. More speed. Greater power. Greater durability. Makes smaller blenders and glass bowl models obsolete. So powerful and durable it even makes soy beans into a low-calorie flour or cereal... Grinds wheat, grain, peas, beans, soy beans, coffee. Why just blend what you can actually liquefy! Save now, at your nearest health food store."

Note: This is the second earliest English-language document seen (Nov. 2003) that uses the term "low-calorie" positively in connection with soybeans. Address: Olmsted Falls, Ohio.

1754. Waring Products Corporation. 1956. Done–in two shakes of a Waring Blendor (Ad). *National Geographic Magazine.* Nov. On unnumbered page near front of issue.
• ***Summary:*** This full page, black-and-white ad states: "A refreshing Banana Smoothie blended of milk, chocolate, bananas, and ice cream–just one of the hundreds of delightful treats made with the Waring Blendor." A full page photo shows the smoothie being poured from the Blendor into a tall glass. In the left background are various fruits (pineapple, banana, etc.), an ice cream scooper full of ice cream, and two squares of chocolate. Address: 245 W. 43rd St., New York City 36. Subsidiary of Dynamics Corp. of America.

1755. May Company (The). 1956. A whole wide wonderful world of gifts: Shop every night 'til Christmas (Ad). *Los Angeles Times.* Dec. 9. p. 10.
• ***Summary:*** This full-page display ad features 5 items is a large box with a bold border titled "Limited quantity–½ off." The uppermost and most prominent of these (with photo) is a "Knapp-Monarch 3-speed liquidizer plus swing-away can opener $21.25. $42.50 value." A detailed description is given. "At all five stores." Address: Downtown, Wilshire, Crenshaw, Lakewood, Valley [Los Angeles, California].

1756. American Soybean Association. 1956. Soybean Blue Book. Hudson, Iowa: American Soybean Assoc. 160 p. Index. Advertisers' index. 23 cm.
• ***Summary:*** Contents: Advertisements (throughout the book). Index. American Soybean Association. Ontario Soybean Growers' Marketing Board. National Soybean Processors Association. Soya Food Research Council. Official standards for soybeans, revised effective Sept. 1, 1955. Soy flour standards. Steps in soybean grading. What farmers can do to grow soybeans that will grade high. Storage and different moisture levels (Safe storage if moisture level is below 12%; unsafe if 13% moisture or above). U.S. Department of Agriculture: Agricultural Research Service, disease research, entomological research, utilization research (incl. Northern Utilization Research Branch, Peoria, Illinois), marketing research (Agricultural Marketing Service), Foreign Agricultural Service, Commodity Stabilization Service. Terminology (for the soybean industry). Weights and measures. Marketing channels for soybeans. Soybean production, acreage and yield in the United States, from 1924. Value of the soybean crop in major producing states and total, from 1924. Soybean production in Canada, since 1942. Soybean utilization and value in Canada. World soybean production. Soybean production by U.S. states, since 1924 (alphabetical). Soybeans–Supply and distribution (USA) since 1949-50. Soybean oil meal production (USA), imports and exports. Production of protein concentrates (many animal and plant sources). Volume of futures trading in soybeans, meal and oil. U.S. soy flour production, low fat and full fat, since 1942-43. Production and exports of soy flour and grits. Fats and oils production (all kinds). Production of soybean oil, since 1930. Soybean oil utilization, since 1931. Prices of U.S. soybeans. Prices of U.S. soybean oil meal. Prices of U.S. soybean oil. U.S. price support operations, since 1932-33. Imports, exports of soybeans and oil. Exports to individual countries. Leading soybean varieties (northern and southern varieties, with description and date of release; many developed cooperatively with the U.S. Regional Soybean Laboratory). Map of the USA showing where varieties are best adapted. Processors [crushers] of soybeans (listed alphabetically by state and within each state alphabetically by city or town). Foreign soybean processors. Refiners of soybean oil. Manufacturers and handlers of soy foods (alphabetical by product name: Beverages incl. soy coffee, breakfast foods, canners of green vegetable soybeans, canners of mature soybeans, cookies, crackers, toasts & wafers, frozen desserts, health food stores & supply houses, lecithin, macaroni, spaghetti & noodles, margarine, meat substitutes, proteins, pudding powders, salad & cooking oils, shortening, sausage binders, seasonings, soups, soybean oil, soybeans for cooking or sprouting, soy butter, soy cheese [tofu], soy flour, flakes & grits, soy flour mixes, soy milk, soy sauce, vitamins, whipping agents). Manufacturers of industrial products employing soybeans. Services for the soybean industry. Equipment and supplies for the soybean industry. Soybean processing and oil refining equipment and supplies. Soybean seed suppliers. Vegetable soybean seed. Advertisers' index. Address: Executive office: Hudson, Iowa. Phone: 314-432-1600.

1757. Elwood, Catharyn. 1956. Feel like a million. New York, NY: The Devin-Adair Co. xiv + 332 p. Index. 21 cm. [79 ref]

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• ***Summary:*** A section on soybeans (p. 34-35) discusses their many nutritional benefits and the work of Dr. and Mrs. Clive McCay at Cornell University in Ithaca, New York. "Already over a million people are improving their health with the Cornell-formula bread." Soy sprouts are discussed as a rich source of vitamin C and other nutrients (p. 254-55, 260, 263).

"Dr. Joe Nichols [M.D.] of Atlanta, Texas, President of the nationwide Natural Food Associates, a nonprofit organization sponsoring only the best in natural whole foods, treats these deficiency cases every day" (p. 135).

Sprouted-wheat bread is delicious and has an antiscorbutic value not found in freshly milled whole wheat. "The Foods for Life group in Glendale, California, is making a wonderful loaf with this method" (p. 264). "The Chinese use sprouted soy and mung beans very generously in their cooking. They fry them quickly as a vegetable. They also add them with other vegetable and cook them gently in such specialty dishes as chop suey, chow mein, and subgum" (p. 265).

About the author: A photo of Kathryn Elwood and a brief biography appears on the inside rear dust jacket. Address: Washington, DC.

1758. Lust, John B. 1956. Raw juice therapy. 1st ed. New York, NY: Benedict Lust Publications. 173 p. 2nd ed. 1957. *

1759. Powell, Horace B. 1956. The original has his signature–W.K. Kellogg. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. 358 p. Illust. No index. 24 cm.
• ***Summary:*** The lack of an Index and of any bibliographic references greatly reduce the value of this book.

W.K. Kellogg built a mighty breakfast cereal manufacturing company and established a major charitable foundation. In 1906 W.K. Kellogg started his own company making corn flakes.

"In February of this year [1956] the Kellogg Company observed the fiftieth anniversary of its founding, and June will complete the W.K. Kellogg Foundation's twenty-fifth year as the vehicle of its founder's investment in people."

Pages 94-95: Most of the roughly 100 health foods that eventually were served on tables at the Battle Creek Sanitarium were developed during the period from 1895 to 1905. Dr. John Harvey Kellogg, M.D., an eminent health reform advocate and director of the Sanitarium in Battle Creek, Michigan, had become interested in nut foods, so another company, the Sanitas Nut Food Company, was created to market them. "Actually, one of the food products developed was peanut butter."

W.K. Kellogg recalled that one day his brother, Dr. J.H. Kellogg asked him to secure a quantity of peanuts, remove the hulls, and put them through the Granose rolls. W.K. Kellogg bought 10 pounds of peanuts, roasted them in an oven for a little while, put them in a pillow case to remove the hulls, winnowed out the husks, put the peanuts "'through the rolls and made the first peanut butter.'" W.K. took it to Dr. Kellogg and he named it. "'A quantity of peanut butter was made up, and it was sold almost entirely to Seventh-day Adventists. After awhile the doctor had an idea that roasted peanuts were not wholesome. They were then cooked by steam instead of being roasted and the little trade that was developed was lost.'

"No effort was made to promote the sale of peanut butter and others reaped the benefits of the sanitarium research."

Soy is mentioned in passing on page 80 ("soy acidophilus milk" for Dr. Allan Dafoe and the Dionne quintuplets) and page 180 (the story behind "Kellogg's Corn Soya," launched in 1945).

Note: A short article titled "Corn Flakes maker Kellogg deceased," in an unknown Oct. 1951 magazine states that "W.K. Kellogg died on 6 Oct. 1951, at age 91. He credited his longevity to his diet based on Kellogg's Corn Flakes and other vegetarian foods. He developed the first wheat flake in 1894 at his brother's sanitarium in Battle Creek, Michigan, and promoted the product tirelessly. He spent millions on charity.

"In 1907 a conflagration engulfed one of his factories. Will Keith was calm. 'The fire is of no consequence,' he said. 'You can't burn down what we have registered in the mind of the American woman.'"

A photo shows W.K. Kellogg and his seeing eye dog standing in front of the W.K. Kellogg Foundation.

1760. Shefferman, Maurice. 1956. Foods for longer living. New York, NY: Whittier Books, Inc. 181 p. No index. 22 cm.
• ***Summary:*** This is a book about diet and nutrition by one of the founders (in New York City) of Balanced Foods, the major health food distributor. Although it contains few original ideas, it helped to introduce soybeans as a healthy food, and meatless meals, during the late 1950s.

Contents: Preface. 1. Living a balanced life. 2. How well nourished are we? 3. Who gets our best food? 4. Your bloodstream is your lifeline. 5. Vim, vigor and vitamins. 6. A vitamin primer. 7. Minerals in your diet. 8. Cook, spare those nutrients. 9. Natural seasonings. 10. Fresh juices are staple foods. 11. The five basic foods. 12. Everybody needs more vitamin C. 13. Overweight–Our national health problem. 14. Don't live on your nerves! 15. Are you tired? 16. Relax and invite your health. 17. "Having a wonderful time!" 18. Your summer diet. 19. Design for winter living. 20. Recipes.

Shefferman wrote this book so it "would make sense to a lot of people who have a very hazy idea that right food has any direct relationship to their health." The "eating habits of the average American family, or individual, are not good." Many foods "have been depleted of much of their valuable nutrients; we eat too much," too many hot and highly spiced foods, and too much meat. The "vegetarians eat entirely too much starchy foods and are usually, as a result, on an

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unbalanced diet. As a nation we have retrogressed from the days when our forbears lived on natural, live, whole foods." "I believe that my viewpoint on 'natural' foods will find ready acceptance by intelligent people who are genuinely interested in helping themselves to maintain sound health all the days of their life" (Preface, p. 5).

Also discusses: The growing interest in the practice of organic gardening in the USA (p. 25). "Acid conditions of the soil are as unhealthy as acidity in the human system" (p. 26). "Under ideal conditions we can obtain all the vitamins and minerals we need through natural foods and correct eating." Yet today our soils are depleted of minerals and excessive processing further reduces the nutritional value of our foods (p. 35).

The human body is composed of about 66% oxygen, 18% carbon, 10% hydrogen, 2% nitrogen, and the remaining 4-5% is made up of minerals and trace elements. "Under ideal conditions, a perfect diet which includes the four main minerals–calcium, phosphorus, iron, and iodine–in abundance, will furnish all the other trace elements in sufficient amounts. The lesser minerals are sodium, potassium, magnesium, manganese, chlorine, and sulphur (p. 38, 52). Soy beans are a good source of thiamin (vitamin B-1, p. 42), riboflavin (B-2, p. 43), folic acid (p. 46), and choline (p. 46).

There "is always the possibility of getting too much of the proteins in the diet, especially proteins of meat, and that is one of the best reasons in the world why all persons should change over to meatless meals as often as possible. Now this is not an appeal for the reader to become a vegetarian, for it is the writer's form belief that meat and fish foods are vitally necessary to complete the diet. On the other hand, it is an appeal to meat eaters not to eat an excess of animal foods, for this may throw too much of a burden upon the system,... Among the better known protein foods are soy beans, dried beans, lentils, nuts, cheese, eggs, milk, mushrooms... All of these are less costly than animal foods and certain varieties of fish and other sea foods" (p. 61).

Brown rice is an excellent food. It was used in an 1897 experiment "which was to mark a high point in modern nutritional history." It proved that beri-beri could be cured by substituting whole rice for polished rice (p. 62-63). One of the best sources of lecithin in the soy bean. Its benefits are discussed. Realize that "proteins of all kinds are being made from this alkaline-producing soy bean..." It cultivation has been promoted by the USDA, thereby making it a major crop. Soy beans are discussed at length. "The protein of soy beans is used in meat replacement dishes," Soy cheese [tofu] and "soy bean drinks" [soy milk] are good protein sources. For lunch, use "soy sandwich spreads" and "soy bean and wheat germ bread..." The main body of your meatless dinners can be made up of various combinations, including "soy bean loaf, "gluten steak," "green soy beans," "whole wheat or soy bean macaroni or spaghetti, or eggs "on soya toast." Use soya flour as a binder or serve baked soy beans with tomato sauce (p. 64-67).

Natural seasonings include "soy seasonings and natural herbs and spices." Use herb teas and herbs in cookery (p. 68-69). The five basic foods are blackstrap molasses, brewer's yeast, skim milk powder, wheat germ, and yogourt. They are "wonder foods" (p. 81). The Metropolitan Life Insurance Company's ideal weight chart shows, for example, that a man 6 feet tall should weigh 152-164 lb (small frame), 161-173 lb (medium frame), or 169-185 lb (large frame) (p. 97).

Shorter working days and modern labor-savings devices have transformed most Americans into a new "leisure" class (p. 108). Scientific experiments by Dr. Fisher at Yale University [New Haven, Connecticut] have shown that a meatless diet can provide sufficient protein for the body's needs. "Vegetable proteins such as almonds and soybeans are excellent protein foods. Soybean products supply essential amino acids without creating the toxic end-products of the meat diet. The residue from the digestion of meats is acid and toxic forming. Vegetable proteins leave a neutral or alkaline ash. Vegetable entrees are wonderful meat replacements for the summer menu. A savory vegetable steak or roast is just as hearty, just as satisfying as meat and a good deal easier on the digestive system. The deliciously rich flavor of meat substitutes is particularly appealing when appetites need tempting during the summer months" (p. 125-26).

People with a definite allergy to cow's milk–as is quite common among children and adults–"can use soy bean milk or goat's milk." Soy bean milk is "an excellent substitute for milk products of animal origin. Crushed soy beans have been used as a source of milk by the Chinese for centuries. Soy milk is approximately the same chemical composition as dairy milk. It resembles cow's milk in consistency and appearance, and its calcium content is about equal to human milk. For infant feeding, in cases of special diets, digestive ailments and malnutrition, soy milk has proven highly beneficial. Soy bean milk is definitely alkaline and easily digested. The soy curd prepared from the milk is eaten as a soft, cottage-cheese-like food" (p. 128).

"Far too many individuals eat too much starch and not enough of the fresh fruit and vegetables." The "one man who should know better–the strict vegetarian–is often the worst offender" (p. 129). Recipes (p. 135-81) include: Soy casserole (meatless main dish, with cooked soy beans, p. 134). Cheese-bean casserole roast (p. 139). Baked soy beans (p. 151). Soy bean salad (with 2 cups "drained green canned soy beans," p. 158).

1761. Doyle, Elmer D.; Bragg, Patricia. 1957. Final judgment of divorce: Patricia Bragg, plaintiff, vs. Robert Bragg, defendant. No. 490122. Los Angeles County, California. 3 p. *

• ***Summary:*** Patricia and Robert were married on 19 April 1952 in Phoenix, Maricopa County, Arizona. They separated

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on 8 Aug. 1955.

One slightly interesting document was Patricia's Questionnaire / Affidavit dated Oct. 18, 1955, at Question #3A, where it is asked "Have you any organic disease or major physical defect, and if so, what?"

Patricia's answer was: "Pits on lung, gallbladder trouble, extreme bronchitis, nervousness and sinus, possibility of cancer." Note 1. Strange and somewhat serious ailments for somebody who claims to have been raised "the Bragg Way" since infancy.

She also claimed in the Affidavit to have no net worth, never to have been employed (she was 26 at the time), and that she was "Temporarily as a guest in the home of defendant's father, Paul Bragg" at Question # 14 as to her current residence.

Note 2. Patricia would (basically) remain a guest in the home of the defendant's father, Paul Bragg, for the rest of her life. She would later claim that she was his daughter.

Patricia also apparently asked for a Restraining Order against Robert, as she makes the following statements at Question #16:

"1. Defendant has frequently administered and inflicted severe beatings upon me during our marriage." and

"2. Defendant has since our separation disposed of sum [some?] of the community property, in particular a Ford station wagon; defendant has also removed the furniture and furnishings from the family home." Address: Los Angeles County, California.

1762. El Molino Mills. 1957. Carob Candy: You asked for it–a confection without objections (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 3(11):10. March.
• ***Summary:*** "Like chocolate–only better. Without highly refined sugars: Carob (St. John's Bread) consists of over 50% natural sugars. Without chocolate or cocoa products. A natural, wholesome confection: Contains only carob powder, Kleen Raw Sugar, coconut butter, soya, soya lecithin, vanilla. Ask for it at all Dietary Food Stores or direct from El Molino Mills. Now in 10¢ bars." An illustration shows a boy holding up a bar of Carob Candy. Address: Alhambra, California.

1763. *Natural Food and Farming* (*Atlanta, Texas*). 1957. The 1957 Natural Food Associates convention. Little Rock, Arkansas, Feb. 14-17, 1957. 3(11):11-14. March.
• ***Summary:*** The story is told by 22 black-and-white photos which include: (1) President Nichols standing behind the podium as he calls the convention to order. (2) National Director Joe Francis passing the money basket (to request contributions) at the All-State breakfast. (3) Janet Wright and the Town Food Company booth.

Other companies with booths mentioned in the photo story are: Fanning Soil Service and Hoosier Soil Service. Mountain Valley Mineral Water. Natural Organic Foods, Inc. (Atlanta, Texas). Deer Valley Farm. Friend of the Land. Eagle's Nest Grove (L.P. DeWolf). Natural Food Supplement Co. D. Earl Striplin (organic grapes). Robertson Organic Empire. Vita-Green Farms. Lee Foundation for Nutritional Research (books and reprints). Krezin (Vincent and Violet Krezin grow organic natural foods on 16 acres). Activo. Adult Bee Farm. NFA Bookstore. Golden Key Productions. Aunt Anna's Stonemill Bakery and Natural Foods. Lee Engineering. Stone Mill Health Foods. Specialty Foods & Feeds Exchange (Monroe, Wisconsin). Catharyn Elwood (author). Organic Gardening and Farming (Rodale). Champion Brothers (Redlands, California; navel oranges).

1764. Natural Food Associates. 1957. These retail outlets sell the NFA magazine Natural Food and Farming (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 4(1):14. April.
• ***Summary:*** The name and address of about 69 retail outlets are given. Of these, about 13 have the term "Natural Foods / Food" in the company name and 13 have the term "Health Foods / Food in the company name.

Note: An even larger list appears in the June 1957 issue (p. 14). Address: M.D.

1765. Gwillim, Edna. 1957. The value and use of soy flour. Calling all mothers! *Let's Live.* July. p. 19.
• ***Summary:*** "First of all, let us consider its advantages; they begin with its outstanding food value. Naturally it is a whole grain flour if purchased at health food stores, and it is a near perfect protein as it contains most of the essential amino acids. No other food of vegetable origin can boast this.

"The calcium-phosphorous ratio is excellent; it is high in iron and the water-soluble vitamins thiamin, riboflavin and niacin; it is especially high in niacin. If one is allergic to wheat, soy flour can become an important item in the diet.

"As it contains fat it should be kept in a cool place; it is also wise to purchase it in sufficiently small quantities that it may be used within a few weeks. As an economical source of body building proteins it should be frequently used where there are growing children as an addition to the required animal proteins."

Includes one recipe for "Soy date muffins" with 2 cups soy flour. Address: B.S., nutrition consultant.

1766. Patricia Bragg is legally adopted as the daughter of Paul C. Bragg (Important event). 1957. October 10.
• ***Summary:*** She was legally adopted by the Riverside County Superior Court, Indio Branch, by order of such court on October 10, 1957. Patricia was born in April 29, 1929.

1767. *New York Times.* 1957. Deaths: Bragg–James Elton. Oct. 19. p. 21.
• ***Summary:*** Chappaqua, New York. 17 Oct. 1957. Husband of Francise Sylvester Bragg. Father of Peter Elton Bragg. Brother of John H. and Paul C. Bragg. Grandfather of Susan Lynn and Kerry Ann Bragg. Service Monday 11 A.M., at St.

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Mary the Virgin Episcopal Church, Chappaqua. Resting at Beecher Funeral Home, Pleasantville, New York. "In lieu of flowers, please make contributions to the Heart Fund."

Note: Also appeared in this newspaper the next day (p. 87).

1768. Carson, Gerald. 1957. Cornflake crusade: From the pulpit to the breakfast table. New York, NY: Rinehart & Company, Inc. xii + 305 p. Illust. Index. 22 cm. Also published in London by Victor Gollancz (1959). [150* footnotes]

• ***Summary:*** Though written in a light-hearted, often humorous and playful manner, this book is nevertheless extremely well researched and well written. The author has spent 12 years pursuing the social history of American eating and food reform movements. It contains an excellent history and chronology of the 19th century vegetarian food reform movement (inspired in large part by Seventh-day Adventist teachings), which led to the development of ready-to-eat breakfast cereals and other foods by W.K. Kellogg, John Harvey Kellogg, C.W. Post, Sylvester Graham, and others.

Contents: 1. Foodtown, U.S.A. (Battle Creek, Michigan). 2. The landing of the vegetarian pilgrims (Rev. William Cowherd, William Metcalfe, American Vegetarian Society, Bible Christian Church of Philadelphia (Pennsylvania), Rev. Henry Stephen Clubb). 3. The great American stomach ache (Dr. James Caleb Jackson of Dansville, New York, early American eating habits). 4. Sylvester Graham watched America starve. 5. Bloomers and bread crumbs (Dr. J.C. Jackson–more detail). 6. The grains, the nuts and the second coming (Seventh-day Adventists, Ellen G. White, the Millerite movement). 7. The Cornflake Kelloggs found a home in the West (The Kellogg family and Battle Creek, Michigan). 8. The cable address was "Health" (Dr. John Harvey Kellogg and the Battle Creek Sanitarium). 9. Ella Kellogg's dough board (flaked breakfast cereals, Granose flakes, Granola). 10. A sword of fire hung over Battle Creek (the Sanitarium burned in 1902, Sanitarium menu 1912). 11. C.W. Post; or, what is this strange power? 12. Our stock salesmen meet all the trains. 13. Few were chosen. 14. None genuine without this signature. 15. The Golden Rule and other good ideas. 16. The simple life in a nutshell. 17. Doctor Kellogg's last fight. Chronology (1794-1951). Sources and authorities; chapter notes.

Chapter 13 is a discussion of the genius of C.W. Post, and his new type of advertising, which was serious, focused, and potent. He was among the first to see the great potential power of advertising in selling a product and building a company–and he spent millions of dollars on advertising. He once said, "All I have I owe to advertising." He reminded people that they could "recover from any ordinary disease by discontinuing coffee and poor food, and using Postum Food Coffee and Grape Nuts." Other manufacturers soon adopted the new Post way to advertise food. The Ralston Health Food Co., for example, explained that when you open the package, you could see thousands of tiny grains "full of the Vegetable phosphorus that makes children grow like magic and develop strong mentally," giving the brain "all the phosphorus it can use in heavy thinking."

Note 1. C.W. Post, developer of Postum Food Coffee, Grape Nuts, etc. is discussed throughout this book–often in depth. His Postum Cereal Company was eventually renamed General Foods Corporation.

Note 2. This book went on sale in Battle Creek, Michigan, in Oct. 1957. Address: Millerton, New York.

1769. *Soybean Digest.* 1957. Consumer sales for soya lecithin grow [National Lecithin, Inc]. Nov. p. 19.

• ***Summary:*** For the last 10 years Ralph A. Goldenberg, a food chemist, has been involved with soya lecithin. In 1947 he established Standard Research Products, Inc., a laboratory where he developed applications for soya lecithin as an emulsifier for use in bread baking. These emulsifiers are now used by commercial bakeries to help retain freshness and softness without the use of chemicals. In 1954 Mr. Goldenberg established another company, National Lecithin Inc., which started promoting refined soya lecithin in granular and tablet forms for consumers, to be sold through leading drug stores, health food stores, and department stores in the Midwest.

"As far as he knows, this was the first time anyone had attempted to promote refined soya lecithin through the media of radio, newspaper ads and television. Through his advertising campaign he says consumer sales have greatly expanded and the industry is fairly big and growing daily. Refined soya lecithin has proven beneficial as an addition to the regular food intake, according to Mr. Goldenberg. He says it may prove helpful as an aid to people with symptoms of arthritis, rheumatism, coronary heart disease, arteriosclerosis and gallstones. Also, he says people have been helped with skin disease and diabetes.

"As president of National Lecithin, Inc., and Standard Research Products, Inc., Mr. Goldenberg has his general offices at 2938 N. Halsted St., Chicago, Illinois."

A portrait photo shows Mr. Goldenberg.

1770. **Product Name:** Compro (Canned Meatless Meat with Tofu).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1957.
Ingredients: Wheat gluten tofu, seasonings.
Wt/Vol., Packaging, Price: Can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sam Yoshimura. 1981. March 19.

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1771. Schur, Sylvia. ed. 1957. New ways to gracious living: Waring blendor cookbook. Winsted, Connecticut: Waring Products Corp. 128 p. Illust. (color). Index. 21 cm. *
• ***Summary:*** Spine title: "Waring blendor cook book."

1772. Zerfing, Sally D. 1957. Sally's recipes. Glendale, California: Published by the author. vi + 221 p. Illust. No index. 25 cm.
• ***Summary:*** A remarkable vegetarian cookbook with a Christian message and references to many Biblical passages. It would be vegan, except for the use of honey. The author is a devout Christian and is probably a Seventh-day Adventist since (1) Ellen G. White is quoted on several pages (p. 2, 214-17, etc.), (2) it contains so many soy recipes at a relatively early date, and (3) it mentions some brands of soy products (e.g. Madison Health Food Company's Cheze-O-Soy = tofu) made by Adventist companies. Page 14 has a short section on soy oil and page 14 a long section on soy beans, including soy milk. Soy-related recipes include: Soy beans (p. 44). Soy paste (with soy milk powder, p. 50). Soy-whole wheat noodles (with soy flour, p. 62). All purpose soy milk no. 1, no. 2, and no. 4 (made with El Molino Soya Milk Powder, p. 66-67). All purpose soy bean milk no. 3 (made from whole soy beans). Hot carob drink (with soy milk, p. 66). Almond milk. Cashew nut milk. Sesame milk (p. 67. "Liquefy together: 1 cup sesame seeds and 2 cups water. Then strain the milk through a fine cloth; squeeze to get out all the milk. Then liquefy with a little honey, salt, oil, or liquid lecithin").

Note 1. This is the earliest English-language document seen (Jan. 2020) that contains the term "sesame milk"–or a recipe for making it at home.

Scrambled tofu (with Chef Bonneaus Aminotone, p. 73). French toast (with soy milk, p. 73). No. 2 health burgers (with tofu, p. 79). Scrambled tofu sandwich (p. 80). Creamed tofu and nut spread. Soy cream and olive sandwich on Boston bread (with soy creamed cheese, p. 80). Cheze-O-Soy sandwich (p. 81). Sesame tahini cheese spread (with Sally's Soy Mayonnaise, p. 81). For other tahini recipes, see p. 82 and 111. For other sesame seed recipes: Sesame cream cheese (p. 82). Sesame salad dressing (p. 85). Sesame wheat germ candy (p. 148).

Soy creamed cheese (p. 82). Soy mayonnaise. Thousand island dressing (with soy mayonnaise, p. 83). Cucumbers with tofu cream dressing (p. 90). Homemade tofu cottage cheese (p. 91). Tofu cottage cheese (p. 91). Tofu vegetable jello-salad (p. 92). Tofu and rice croquettes (p. 100). Soy and rice patties (with ground soybeans, p. 101). Soy and eggplant patties (with ground soybeans, p. 101). Tartar sauce (with Sally's Soy Mayonnaise, p. 104). Baked macaroni and soy cheese (with tofu). Cheze-O-Soy and millet hash. Baked soy beans (p. 104). Soy and millet loaf (p. 105). Thanksgiving loaf–Wheat, tofu and nut combination (p. 107). Cheze-O-Soy patties (p. 108). Spanish-style scrambled tofu (p. 115).

Note 2. This is the earliest document seen (Feb. 2012) that contains the term "Scrambled tofu" or that contains a recipe for "Scrambled tofu." The book actually gives 3 recipes for scrambled tofu (pages 73, 80, and 115).

Ravioli (noodles made with soy flour and filling made with Cheze-O-Soy, p. 116). Bean sprout entree (with Cheze-O-Soy, p. 117). Scalloped corn (with tofu). Tofu Chick Pea Foo Young (p. 117). Wonder of the sea loaf (baked, with tofu, p. 118). Chew mein vegetarian style (with soy sprouts, p. 119). Tofu and Sally's homemade tofu (p. 118-19; curded with lemon juice and sea salt). Homemade soy cheese (made with El Molino Soya Powder, p. 119). Tofu gravy (p. 120). Non-dairy ice creams (p. 149-53; most recipes call for 2 tablespoons El Molino soya milk powder). Banana split, Maple nut sundae, Fruit Sundae (each topped with "soy whipped cream," p. 151).

Note 3. We are unable to find a recipe or definition for "soy whipped cream" anywhere in this book.

Note 4. This is the earliest English-language document seen (Oct. 2013) that contains the term "soy whipped cream" (regardless of capitalization).

Date shake (with "2 cups soy milk No. 3 or No. 1," p. 152). Carob soy malt (with "2 cups all purpose soy milk No. 3," p. 152). Ice cream pie (topped with soy whipped cream, p. 153). Carob-wheat germ banana shake (with soy milk, p. 153). Soy pie crust (with "¼ cup stirred soy flour," p. 154). Pineapple soy cheese pie (with "1¼ cups tofu and "¼ cup soy milk powder," p. 156). Baby's soybean formula (p. 196). Composition of ¼ cup soy powder (p. 196). Tofu for babies (p. 200).

Chapter 18, "Grandma's remedies" is about fasting, including "A week or fourteen day fast" (p. 204). A large portrait photo on the front cover shows Sally Zerfing. Address: 24629 N. Arch St., Newhall, California.

1773. **Product Name:** California Fruit Cookies.
Manufacturer's Name: Baker's (Bill) Ojai Bakery.
Manufacturer's Address: Ojai, California. Phone: 646-1558 or 646-1950.
Date of Introduction: 1957?
Ingredients: Unbleached wheat flour, malted Barley flour, niacin, iron, Potassium Bromate, Thiamine, mono nitrate Riboflavin, water, sugar, salt, baking soda, whole egg, vegetable shortening with palm oil, baking powder, raisins and glazed fruit.
Wt/Vol., Packaging, Price: 14 oz.
How Stored: Shelf stable.
New Product–Documentation: Labels sent Colleen Kohnen of Tehachapi, California. Dated by Helen Vaughn. March 2006. At bottom of label: "No preservatives added. 'Established 1897.'"

1774. **Product Name:** Sour Rye.
Manufacturer's Name: Baker's (Bill) Ojai Bakery.

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Manufacturer's Address: Ojai, California. Phone: 646-1558 or 646-1950.
Date of Introduction: 1957?
Ingredients: Unbleached wheat flour, malted Barley flour, niacin, iron, Potassium Bromate, Thiamine, mono nitrate, Riboflavin, water, rye flour, caraway seeds, salt, sour dough culture.
Wt/Vol., Packaging, Price: 16 oz. (1 lb.).
How Stored: Refrigerated.
New Product–Documentation: Labels sent Colleen Kohnen of Tehachapi, California. Dated by Helen Vaughn. March 2006. At top of label: 'Established 1897.' At bottom of label: "Please keep refrigerated. No preservatives added." An illustration (line drawing) on the left side of the label shows 3 heads of rye, with leaves and stalks.

1775. Bragg, Paul C. 1958. Last Will and Testament of Paul C. Bragg. Desert Hot Springs, Riverside County, California. 5 p. 36 cm.
• ***Summary:*** "I, Paul C. Bragg, residing at 66299 Eighth Street, Desert Hot Springs, California, being a widower... do hereby make, publish and declare this my Last Will and Testament."

"II. I hereby direct my executrix or executor, hereinafter named, to pay all my just debts, expenses of my last illness, funeral expenses and expenses of the administration of my estate as soon after my death as can lawfully and conveniently be done.

"III. I hereby direct my executrix or executor that I be given a simple, private Christian funeral and burial service, for such members of my family as may want to attend, the details of which I leave to be determined by my said adopted daughter, Patricia Pendleton Bragg, whether she acts as my executrix or not, as she is familiar with my feelings and philosophy in that regard.

"IV. I declare that I am a widower; that my first wife Neva Busch and I have been divorced for years [since Sept. 1928; see *Los Angeles Times*]; that my second wife, Elizabeth [probably Elizabeth "Betty" Brownlee], died; that I have three children, my daughter Neva Pauline Bragg Schulz, a married woman, who now has two children; my daughter Lorraine Agnes Bragg Chalham, a married woman, who now has one child; my son Robert Elton Bragg, a married man, who now has two children; that neither [of] my parents are living and I have one living brother, John Harrison Bragg, who now has two children and a nephew, Peter Bragg, son of my deceased brother, James Elton Bragg; that I have an adopted daughter, Patricia Pendleton Bragg."

Note 1. The Florida Marriage Records index (Vol. 101, Certificate 5336) states that Paul C. Bragg married a Betty Brownlee in 1930 in Pinellas County, Florida. Betty filed for a divorce in Dec. 1931 and Paul and Betty were legally divorced in Jan. 1932. Betty died on 5 June 1949 in Los Angeles; at the time she was married to Ernest Bachrach, a still photographer for RKO Pictures. A descendant of Bragg's heard that Betty died of syphilis. We have never been able to find out when or where or of what cause Betty died. By 1933, Paul was already fooling around with Betty Thompson (age 18), so we can only guess the marriage was probably short-lived, though we wouldn't be surprised if they were never formally divorced at the time of Betty Brownlee Bragg's death. In two of Paul Bragg's cookbooks from the period 1930-1935 are two recipes, one attributed to "Mrs. Brownlee" and the other to "Betty."

"VI. In disposing of my estate by this Will, I have in mind and feel about the matter as follows: each of my said children has her and his own life, family, circle of friends and interests and none of them has maintained close relations with me or encouraged me, or sympathized with me, in my work and career; further I have from time to time provided for them; further my son has caused me grievous mental suffering and humiliation; my said adopted daughter has complete sympathy with and understanding of my work and career and has been and is of inestimable help and comfort to me.

VII. Except for $2,500 to each of his two daughters, Paul leaves his entire estate to his adopted daughter, Patricia Bragg. "I intentionally make no provision for my said son Robert Elton Bragg, or his issue, who may be living at the time of my death." Also mentioned in the will is Patricia's "brother [sic, half-brother], Herbert Coward Deacon, presently living at 872 Santa Rita, Los Altos, California."

"X. I hereby appoint my said adopted daughter Patricia Pendleton Bragg as executrix of this my Last Will and Testament and if she be unable or unwilling for any reason to act as such then such person or such institution as she may appoint and if she is unable or unwilling to appoint any, then I appoint the Security First National Bank of Los Angeles."

The signature of Paul C. Bragg appears at the bottom of every page. Two unknown witnesses from 900 Law Bldg., 139 No. Broadway, Los Angeles, California, have signed at the end of the Will.

Note 2. How do we know that Paul C. Bragg adopted Patricia? Talk with an expert (who worked for an attorney) on the legal side of adoptions: "First of all, both Patricia Bragg's parents were very much alive and well when the 1958 Will was prepared. "Second, when there is an adoption in California–in fact in any state I've run across–the last step in the adoption proceeding is that the judge orders his clerk to contact the Vital Records Dept. in Sacramento to have a replacement birth certificate issued with the new parent (or parents) name(s) thereon, and the original certificate sealed away–which is why people adopted as babies or children can't get a copy of their original birth certificate through the State of California.

"Adult adoptions work the same way–our law firm actually handled an adult adoption back when I worked for an attorney a couple of decades go. Baby, child, adult–this

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birth certificate step works the same. And Patricia's 1929 birth certificate still exists currently in California Vital Records with her parents as Harry and Nettie Pendleton, not Paul Bragg."

"This is how I thought about the matter until the spring of 2011 when I visited the Riverside County Courthouse and I looked at the entire Paul Bragg probate file. It still exists; it has not been put on microfilm, which is good because only certain sections are microfilmed. I found out that Patricia Bragg *was* adopted by Paul Bragg at the age of 28. She submitted a signed a statement that she was the daughter of Paul Bragg by adoption. That decreased her tax rate in the state of California, which at that time (before 1982) had inheritance tax; it would have been higher if she had not been related to him–biologically or by adoption. She filed the statement with the state of California and the state accepted it and assessed the tax at the lower rate.

"The pertinent introductory portion of the document 'Declaration of Patricia Bragg Re Ownership of Joint Tenancy Property And Other Real Property Owned In Part By The Decedent:' on file at Riverside:

"'I am the Executrix of the Estate of Paul C. Bragg deceased being duly appointed by the Riverside County Superior Court as such Executrix. I am the adopted daughter of the decedent Paul C. Bragg being legally adopted by the Riverside County Superior Court, Indio Branch, by order of such Court dated October 10, 1957. My birthday is April 29, 1929.'"

"The state of California would have asked Patricia for documentation. We won't see it because adoptions are sealed. Was she adopted mainly to save money on inheritance taxes? In those days, attorneys often suggested an adoption as a way of saving on inheritance taxes. Since she was traveling around as his daughter anyway, why not? Although her parents were still alive, they wouldn't have to know, because in an adult adoption, you don't have to notify the parents. But in her parents estate, she should have been paying a higher tax because she was no longer their child.

"I saw the will, and I saw the amount of money that she got versus what her brother got. They each got the exact same amount. I'm quite sure she did not mention this to her father, who died in about 1961-62 or to her mother, who died in about 1963. Her father's will said that Patricia was his child. This bears some investigation. The state would have no way of knowing about the adoption since her birth certificate was never changed. About 3 months after this happened, Paul Bragg signed his will.

Note 3. This 1958 Will was probated on 17 March 1977 in Riverside County. (not Los Angeles County. His primary California residence was considered Desert Hot Springs, Riverside County, at his death).

Note 4. As of Nov. 2009, probate is handled by the probate division of Riverside County Superior Court. Continued. Address: 66299 Eighth Street, Desert Hot Springs, Riverside County, California.

1776. Bragg, Paul C. 1958. Last Will and Testament of Paul C. Bragg (Continued–Part II). Desert Hot Springs, Riverside County, California. 5 p. 36 cm.

• ***Summary:*** The same expert on probate and wills continues: "Recall that I told you I found it very strange that there were no Bragg assets in Paul Bragg's estate. There were no shares in his company, Live Food Products, Inc. It turned out, just as I thought, that Patricia made the statement (in the same statement where she said she had been adopted by Paul, found in the Riverside County Courthouse) that the corporation had been dissolved.

"The exact wording is: 'Subsequent to the transfer by way of gift from the decedent to your declarant of such 49% of the issued and outstanding shares of stock of Live Food Products, Inc., the corporation known as Live Food Products, Inc. was dissolved.'

"Paul got essentially 51% of what was in the company, and that was mostly a piece of property in Burbank, California. In 1960, Paul gifted Patricia 49% of Live Food Products, Inc., when it probably wasn't worth that much. It was appraised, and California gift taxes of $3,107.91 were paid in 1964. So I don't think the company existed when Paul died. I think that everything that happened with the company after his death is something that Patricia started up again."

"I learned from one of Paul's living descendants that Patricia and Paul had split up and gone their separate ways at the time they were both living in Hawaii. I think there must have been a total break up between the two of them–maybe because Patricia got married to the young guy after she returned to the continental USA. I think she was living alone in Desert Hot Springs and Paul was living at the condo on Oahu in the Hawaiian Islands. I don't know what kind of relationship they had after they went their separate ways but his descendant visited Paul a year before Paul died.

"In the middle of the probate hearings, Patricia changed attorneys. She was apparently late in paying. The attorneys who handled her father's estate in Oakland had to go to court to get paid. Either she was dissatisfied with their services or she has difficulty parting with her money."

A single page, which was part of the very long document, was "by Patricia's first attorney, Morton Devor, setting forth in detail the legal work he had already done in the Paul Bragg Estate and the (alleged) non-cooperation of Patricia as Executor as the estate progressed.

"The reason I made this copy, however, was that Devor confirmed that Mr. Gilroy was once Patricia's husband and gave more details of his (alleged) theft.

"Page 11 states: '20. Additionally, extraordinary services consisted of litigation with one James Gilroy. James Gilroy was a former husband of Patricia Pendleton Bragg. This marriage terminated by divorce. The Executrix accused

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James Gilroy of taking and converting substantial assets belonging to the estate, including valuable antiques and other valuable personal property.' The Executrix was also concerned that James Gilroy might be attempting to dispose of real property owned by the Decedent.'

"Irwin Goldring, Esq. was eventually substituted in as the Estate's attorney to its end. No dates appear on either of these documents, but both were executed during Paul Bragg's estate administration, which started in 1977 and finally ended in 1984."

One interesting Exhibit was "Exhibit B", which was entitled "Declaration of Patricia Bragg Re Ownership of Joint Tenancy Property And Other Real Property Owned In Part By The Decedent."

In this document, Patricia was to declare that she was the Executrix of Paul's Estate, and "I am the adopted daughter of the decedent PAUL C. BRAGG being legally adopted by the Riverside County Superior Court, Indio Branch, by order of such Court dated October 10, 1957. My birthday is April 29, 1929." And other such things.

"I say 'was' as Patricia never executed it. Seems the falling-out between the attorney & Patricia was that he claimed, basically, that she was an uncooperative Executrix, not signing & returning estate documents, nor taking or returning phone calls left with her secretary, etc; she claimed she 'was afraid of him' for some reason not stated in her response through her new/second attorney.

"However, since the State of California gave her the much lower inheritance tax rate as a legal daughter of Paul Bragg, which they certainly would not have done without seeing adoption papers rather than just taking her word for it, there's no question in my mind that Paul did adopt Patricia, even though both bio parents were very much alive at the time of this adult adoption. The funny part is that this information would never have seen the light of day & been publicly viewable in a Court file had she not 'fired' her first attorney!" Address: 66299 Eighth Street, Desert Hot Springs, Riverside County, California.

1777. *Let's Live.* 1958. We'd like you to know–Bill Baker Products. May. p. 56.
• ***Summary:*** Bill Baker's Soya products is at its original location at 481 E. Ojai Ave., Ojai, California. The bakery is now owned and operated by Harmon and Helen Vaughn, who adhere strictly to the standards established by the founder. "Coming from their shining, modern factory are the famous Super Soya Bread, Gluten bread, 100 percent Wheatfree Cookies, Soybean Fruit Bar cookies, Soy Cereals, puffed soya or grit type, and Soya Bean Toast.

"Wilhelm Koch [who was born on 4 May 1873 in Marburg, Germany] was sent by his father from his native Germany to America to avoid service in the Kaiser's army..." "Young Wilhelm landed in New York, a 12-year-old immigrant [i.e., ca. 1885]. He worked at this and that but always simmering in the back of his busy mind was the idea of becoming a baker." He did so and his increasing skill "put him in the kitchens of hotels at the Grand Canyon, in Yellowstone National Park, and the famous Huntington Hotel in Pasadena, California. By now, of course, he bore the dignified title of chef." During World War I he won a $500 prize from the U.S. government for the best wheatless bread. A recipe is given for a World's Fair Cake.

A photo shows the famous bakery. A sign at the top front reads: "Bill Baker's Ojai Bakery–Soya Products." A sign on the right side reads: "Bill Baker's Homestyle Lima & Soya Bean Products."

1778. Rold Gold of California, Inc. 1958. The secret of Cubbison's superiority... is Melba toasting (Ad). *California Home Economist.* May. p. 9.
• ***Summary:*** This half-page black-and-white ad contains small illustrations of two packages: Cubbison's Prepared Dressing for Poultry, Meats, Fish. And Cubbison's Stuffin' for Poultry, Meats, Fish. The text states: "Versatile? Yes, so many helpful uses. "Yes, Cubbison's Prepared Ready-to-Use Poultry Dressings are toasted by a special process in especially designed, dextrinizing ovens–to bring you versatile products with better texture, finer flavor, and easier digestibility.

"1. Two excellent quality pre-seasoned poultry stuffings–corn bread and regular–to which can be added any special ingredient to make your own favorite dressing–mushrooms, oysters, chestnuts, apples, olives. 2. A tasty, everyday crouton for soups and salads. 4. Tasty crumbs for breading meats, fish and vegetables for frying."

"Also try Cubbison's Bite Size Melba Toasts in White, Wheat, Rye and Wheat Soya as a base."

"Famous Rold Gold products: Cubbison's Prepared Dressing. Melba Toasts. Wheat Sodas Unsalted. Corn Bread Stuffin! Bite Size Melba Toast. Rold Gold Pretzels. Send for free literature."

Note 1. This ad is very similar to one that appeared in this magazine in Nov. 1954 (p. 9).

Note 2. It is not clear in what form Cubbison's used Soya in this product; probably soy flour, but it could have been whole soybeans, soaked and ground to a past. Address: 1924 East Maple, El Segundo, California.

1779. **Product Name:** Sona Soy Lecithin Spread.
Manufacturer's Name: Sona Food Products Co.
Manufacturer's Address: Los Alamitos, California.
Date of Introduction: 1958 August.
Ingredients: Incl. Soya oil, lecithin, sesame oil, safflower oil, sunflower oil.
Wt/Vol., Packaging, Price: 12 oz carton retails for $0.69 (1958, Los Angeles).
New Product–Documentation: Ad (full page) in *Let's Live.* 1958. Aug. "Tops in flavor! Tops in nutrition! Over

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71% unsaturated fatty acids. Tops in unsaturated oils! Double whipped. Healthful. Spreadable. Delicious. By actual laboratory test: Highest content of unsaturated oils are found in Sona Lecithin Spread... completely spreadable–even when refrigerated... Available salted or unsalted for those on low sodium diets. Does not contain skim milk powder, therefore stays golden, will not brown when frying... Available at your neighborhood Health Food Store–or ask your store to get it! Dealers contact Kahan & Lessin Co., wholesale distributors, 2425 Hunter St., Los Angeles 21."

1780. Health Research. 1958. Health books (Ad). *Let's Live*. Sept. p. 11.
• ***Summary:*** Lists the titles and authors of about 50 books, each with a price, some with a brief abstract. Address: Mokelumne, California.

1781. **Product Name:** Sanitarium Health Foods Vegecuts (Vegetarian Steaklets).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1958.
Ingredients: Wheat protein, casein, soya beans, peanuts, cornflour, Marmite, onion powder, salt, monosodium glutamate, sucrose, curry.
Wt/Vol., Packaging, Price: 1 lb can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. "Vegetable Protein–Ideal for grills, casseroles, stews, salads." Recipes for Vegecuts Ambrosia and Sukiyaki.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1958.

Note: This is the earliest soy product seen that uses casein as an ingredient.

1782. **Product Name:** Sanitarium Health Foods Vegetarian Sausages.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1958.
Ingredients: Wheat protein, peanuts, tomato, soya beans, Weet-Bix, dried yeast, Marmite, herbs, cloves.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows frankfurter-like sausages on a bed of rice. "Vegetable Protein" Recipes for Sweet & Sour Sausages and Sesame Veg-Sticks.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1958.

1783. Vegetarian handbook. 1959. London: Vegetarian Society (U.K.). 19 cm. *
• ***Summary:*** Ad (full page) in *The British Vegetarian.* 1959. Jan/Feb. p. xiii. "A new edition of the Vegetarian Handbook. Published on 1st January, 1959."

"Listing: Hotels and guest houses, restaurants, nature cure homes & clinics, nursing homes, local British vegetarian societies, boarding houses, health food stores and periodicals. General information is given on facilities of many kinds available to vegetarians in this country.

"In addition a whole section is devoted to overseas, listing hotels, guest houses, and restaurants. The Food Lists pages in this section have been extended to include comparative lists of food in French, German, Dutch, Italian, Spanish and Swedish. Price 1/6*d.*, plus 4*d.* postage.

"Published by London Vegetarian Society, 53 Marloes Road, London, W.8, England." Address: London, England.

1784. Granose Foods Ltd. 1959. Fine foods for physical fitness (Ad). *British Vegetarian.* Jan/Feb. p. xi.
• ***Summary:*** This half-page black and white ad shows packages of the following: In cans: Meatless Steaks, Saviand, Nuttolene, Sausaltas. In glass bottles: Yex (Yeast Extract), Kwic-Bru, Peanut Butter. In paperboard cartons: Rolls (starch reduced), Sunnybisk (breakfast cereal), Granobisk. Address: Stanborough Park, Watford, Hertfordshire.

1785. *Vegan* (*The*). 1959. Soya-based plantmilk. 11(4):19-20. Spring.
• ***Summary:*** "The successful results obtained on a number of babies who have been receiving this plantmilk during the last year have encouraged the manufacturers to make arrangements for large-scale production.

"It is hoped that the product will be put on the market in a few weeks' time under the name 'Wanderlac,' although this is not yet finally decided. The cost will be 6*s.* 8*d.* [6 shillings, 8 pence] for a tin containing one pound of the powder.

"When re-constituted with water, this will make about six pints of a liquid food closely resembling cows' milk in appearance, flavour, and nutritive value.

"The content of nutrients will in general closely resemble that of cows' milk, but in certain respects will be superior to cows' milk and more closely resemble that of human milk.

"Wanderlac can be used as a drink or as an ingredient in puddings and other dishes, replacing cows' milk for infants, children and adults. It should be available from health food stores in a few weeks' time.

"Further details can be obtained from A. Wander Limited, 42 Upper Grosvenor St., Grosvenor Square, London, W.1., who are already supplying Wanderlac to babies urgently needing it: or from Dr. Frank Wokes, King's Langley, Herts.

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"The Plantmilk Society has taken a keen interest in the development of Wanderlac from its first conception. In the early days, the Society was able to give some practical assistance to meet an emergency, in a case of a baby who was unable to tolerate cow's milk. Supplies of American plantmilk were made available by the Society to supplement Wanderlac, then without any name and in its first experimental form

"Considerable credit is due to Dr. Frank Wokes for his skilful, persistent, and painstaking work on this piece of original research and development. In his turn, Dr. Wokes has acknowledged the value of the moral support and interest which the Society has been more than glad to afford him in his work.

"To date Wanderlac has been available only in cases of special need, for the feeding of infants unable to tolerate animal milk. There is evidence that in one case at least its use resulted in the saving of a baby's life. Once the product becomes available more generally, the reactions of consumers will be awaited with interest. Wanderlac is primarily intended to meet the nutritional needs of those who for various reasons would prefer not to include animal milk in their diet.

"The Plantmilk Society will retain considerable interest in the future development of Wanderlac. It is pointed out, however, that in future all enquiries concerning this product should be directed as overleaf, and not to the Plantmilk Society.

"It merely remains to wish Wanderlac every success, and to express the pleasure which every member of the society must feel in the fact that this product, so much in line with the Society's object, is about to become generally available."

The next article, titled "Leaf protein research," explains that the Plantmilk Society has been involved in this work since October of this year, when it granted Dr. Franklin a commission to proceed with research.

1786. *British Vegetarian.* 1959. Soya-based plantmilk. March/April. p. 65.
• ***Summary:*** This half-page article, reprinted from *Plantmilk News* (Feb. 1959), states: "The successful results obtained on a number of babies who have been receiving this plantmilk during the last year have encouraged the manufacturers to make arrangements for large-scale production.

"It is hoped that the product will be put on the market in a few weeks time under the name 'Wanderlac,' although this name is not yet finally decided. The cost will be 6*s.* 8*d.* for a tin containing one pound of the powder.

"When reconstituted with water, this will make about six pints of a liquid food closely resembling cows' milk in appearance, flavour, and nutritive value.

"The content of nutrients will in general closely resemble that of cows' milk, but in certain respects will be superior to cows' milk and more closely resemble that of human milk.

"'Wanderlac' can be used as a drink or as an ingredient in puddings and other dishes, replacing cows' milk for infants, children and adults. It should be available from health food stores in a few weeks' time.

"Further details can be obtained from A. Wander Ltd., 42 Upper Grosvenor Street, Grosvenor Square, London, W.1, who are already supplying 'Wanderlac' to babies urgently needing it; or from Dr. Frank Wokes, King's Langley, Herts."

1787. Kalnay, Francis. 1959. Soybean has all the answers (or nearly all). *House Beautiful* 101:174-75, 207-12. May.
• ***Summary:*** The opening 2-page spread contains photos of many commercial soyfood products available in America at the time: Dr. Fearn's Soy-O pancake flour (one with whole wheat and soya, and the other with just wheat and soya), Pure soya bean powder, and Soya bean granules, Wuest's soya-protein bread, Wuest's cookies, Wel-Pac kinako [roasted soy flour], Yamasa shoyu, Kikkoman shoyu, Oliver Tonkatsu Sauce (Tonkatsu are breaded pork cutlets), Hain soy oil (cold pressed), Amoy soy sauce, Prosperity soy sauce, Golden Sang Chan soy sauce, Madison Zoy-Koff, Hime aka-miso (Pacific Trading Co.), Hime yakidofu, Hime frozen bean curds, Delicious Edamame (Packed by Tokai Kanzume Co. Ltd., Nagoya, Japan), Quong Hop & Co. bean cake [tofu], Schiff soy lecithin, Oriental food shop black soybeans, Climax wheat and soy pure egg noodles (The Pfaffman Co., Cleveland, Ohio), and Prince Veta-Roni (Mezzani or Spaghetti; Prince Macaroni Co.).

The subtitle reads: It's a choice gourmet food. It's as nutritious as vitamin pills. It comes in a dozen forms and makes a hundred dishes.

The author uses soy-related words in a very modern way: "Have you ever noticed the way people who know food pronounce the simple word 'soy'? Their facial expression changes instantly, and their tone of voice turns positively lyric. There are two serious reasons for their extraordinary respect for a bean so little and so innocent. The soybean is enormously rich in protein. This wealth of protein is apparent in both quality and quantity... And because soy oil is high in unsaturated fatty acids, it fits well into today's popular low-cholesterol diets.

"In our country soy is relatively new... Soy is the most versatile legume imaginable... The glittering star in soy's troupe of players is soy sauce (also called soya and shoyu)... The soy food industry is still in its infancy in the U.S. Yet the variety of soy products available is impressive."

Note: This is the earliest publication seen (April 2001) that mentions Quong Hop & Co. in connection with tofu.

1788. Kring, W. 1959. Sojamilch und Sojaquark: Der Mixer erschliesst ostasiatische Sojagerichte [Soymilk and tofu: The electric blender opens new opportunities for East Asian soybean dishes]. *Ernaehrungs-Umschau* 6(3):86-87. May/

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June. [Ger]
• ***Summary:*** Contents: Introduction. Fresh soymilk for every household. Acidophilus-soymilk (Sojaquark). Tofu.

Tables show: (1) Nutritional composition of soymilk (*Sojamilch*). (2) Nutritional composition of tofu (*Sojaquark; Tofu*).

Note: This is the 2nd earliest German-language document seen (Dec. 2020) that uses the word *Sojaquark* to refer to tofu (one of two documents).

Photos show: (1) Edelsoja-GmbH soybeans (*Sojabohnen*) No. 97/57. (2) From the soybean to soymilk. (3) An electric blender; an appliance which can be used to transform soaked soybeans into soymilk at home. The soymilk can then be made into chocolate pudding or vanilla sauce. (4) Soymilk with a little vinegar added as a curding agent. After pressing the resulting Quark does not taste sour at all. (5) After it is pressed in a linen sack, Sojaquark / Tofu is known as the meat without bones (*Fleisch ohne Knochen*). Address: PhD, Duesseldorf, West Germany.

1789. Akin Distributors, Inc. 1959. Akin's: Offering dealers in your community the most and best in health foods (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 6(2):27. July.
• ***Summary:*** A full-page ad. The company's logo is a smiling sun. "If your community does not have a health food store, why not open one?" Let Akin Distributors tell you how. "Outstanding advantages for dealers: Distributors for over 150 leading manufacturers and brands. Fresh lines–Always. Central location. Fast shipments. Write for our complete catalog."

Note: This is earliest ad by Akin seen in this magazine. Address: 6947 East 13th St., Tulsa, Oklahoma. Phone: TEmple 6-2534.

1790. N-F Distributors. 1959. Protesoy–Whole protein food supplement (Ad). *Let's Live.* July. p. 15.
• ***Summary:*** A photo shows a can of Protesoy powder and a bottle of the Protesoy Tablets. NF stands for Natural Food / Nutritional Factors. "More protein at less cost. Low calorie. Low carbohydrate. Low salt. Low fat. High in B complex from Brewer's Yeast. Protesoy is the amazing *whole protein* food supplement everyone is raving about. In powder form it dissolves quickly. Can be used in low calorie milk-shake-type drinks or with fruit juices for a pleasant filing treat. Or sprinkle it on cereals or salads. Mix it into any food before cooking. In convenient tablet form, Protesoy tastes good too. Enjoy high energy-good health by reaching for a Protesoy instead of a snack. Ask for it at your local Health Food [sic] store." "Try a low calorie Protesoy milk-shake type drink. Add 4 heaping tablespoons Protesoy to a pint of nonfat milk and one mashed banana. Beat or blend until frothy. An illustration shows a woman holding a glass with two straws in it.

Note: This is the earliest English-language document seen (Dec. 2003) that uses the term "milk-shake-type drinks" to refer to non-dairy shakes made with soy protein. Address: Lafayette, California.

1791. *Los Angeles Times.* 1959. Monday television programs. Sept. 28. p. A10.
• ***Summary:*** 10:30 to 11:00 a.m. Channel 9. "Premiere! Paul Bragg's 'Health and Happiness.'"

1792. **Product Name:** Gluten Flour.
Manufacturer's Name: Battle Creek Food Co.
Manufacturer's Address: Battle Creek, Michigan.
Date of Introduction: 1959 September.
New Product–Documentation: Battle Creek Food Company. Price List. 1959. Sept. 1. Available in 5 lb. or 100 lb. sizes.

1793. *Consumer Bulletin.* 1959. Real old-fashioned peanut butter–it's better for you. 42(9):2, 30-31. Sept.
• ***Summary:*** Above the title of this article (top one-third of the page) are shown the labels of 13 brands of peanut butter, including Derby Peter Pan smooth, Swift's Oz smooth, Jif creamy smooth peanut spread, Skippy creamy, Freshpak homogenized, Planters creamy, Holsum country style "Old Fashioned," etc. The 7 brands on the right half of the page are old fashioned.

The article begins: "Sales of peanut butter, which has always been a flavorsome staple food, skyrocketed during World War II when butter and cheese required precious ration coupons. The result was that more peanut butter went into the lunchbox sandwiches and more consumers acquired the habit of eating it."

Old-fashioned peanut butter should be refrigerated to prevent oil separation and to retard rancidity. Those who own electric food "blenders" can make their own peanut butter at home from freshly roasted peanuts, with or without the addition of salt.

Contains a long and critical section about Jif "the New Peanut Butter."

1794. Wokes, Frank. 1959. Vegetable diets and nutrition (Letter to the editor). *New Scientist* 6(150):595-96. Oct. 1. [1 ref]
• ***Summary:*** "Plantmilks based on soya are being used in America to treat milk allergies in infants. The first British plantmilk, Wanderlac, has just been put on the market, after two years' trial on infants suffering from such allergies, especially galactosaemia..." (p. 596, col. 1). Address: Vegetarian Nutritional Research Centre, Stanborough Park, Watford, Herts. [England].

1795. *Washington Post.* 1959. Volunteers find ready takers: Anne's reader exchange. Oct. 9. p. C4.
• ***Summary:*** The section titled "Organic foods" notes that

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anyone interested in such foods deserves to know local sources. "First, contact all the health food stores listed in the telephone book." There is also an *Organic Food Directory*, available for only 10 cents from *Organic Gardening and Farming* magazine in Emmaus, Pennsylvania.

Other clubs in the "area concerned with organic or natural foods: Soilbuilders Club of Takoma Park; Natural Food Associates, with headquarters in Atlanta, Texas. I would be glad to hear from you through the Exchange– M.H.T."

1796. *Los Angeles Times.* 1959. Cranberry furor seen causing attack on law: Amendment on cancer to Drug Act should be preserved, Health Food group told. Nov. 16. p. 4.
• ***Summary:*** Yesterday in Pasadena Dr. Jonathan Forman addressed 200 "health food disciples" at the Western Conference of Natural Food Associates. Forman is a physician in Ohio, is on the faculty of the Ohio State University medical school, and for 20 years was the editor of the *Ohio State Medical Journal.* He said that the current controversy that has arisen over contamination of a portion of the U.S. cranberry crop might lead to an attempt to dilute or eliminate the Delaney amendment to the Pure Food and Drug Act.

Dr. Forman explained that this amendment, which was made part of the act in 1958, "makes it unlawful to sell food that is contaminated with substances known to cause cancer in animals, regardless of their cancer-producing properties in humans." Dr. Forman said it is important to preserve this law at all costs.

"Some 400 health food followers are expected to attend the convention before it ends" this evening.

A large photo, titled "Health food meeting, shows (left to right): Drs. Jonathan Forman, Joe D. Nichols, and W. Coda Martin standing together.

Note: Although repeatedly called a "health food" group in this article, NFA is actually a "natural food" group–as its name clearly states.

1797. Baur, John E. 1959. The health seekers of southern California, 1870-1900. San Marino, California: Huntington Library. ix + 202 p. Foreword by John W. Caughey. Index. 24 cm. Series: Huntington Library Publications. [310 ref]
• ***Summary:*** Discusses: The gold rush and the health rush. California's population growth: The health seekers represented "the first big influx to southern California, and the chief dynamic in the region's development" in the 1870s, 1880s (the boom years), and 1890s. It was aided by the introduction of the navel orange, abetted by the arrival and promotions of the Southern Pacific and Santa Fe railroads, and swelled by the promotional antics of real estate developers and agents and chambers of commerce. Each of these elements contributed to the population growth to about 76,000 in 1880, to 221,000 in 1890, and 325,000 in 1900. At least a quarter of the new arrivals are estimated to have come as health seekers. In "almost every important respect– agricultural, commercial, residential, cultural–this health rush permanently changed southern California (p. viii-ix, by John W. Caughey). Medical advice, diet and outdoor living (p. 21-26).

The sanatorium / sanitarium belt, Los Angeles as a resort, diet. The main types of resorts were desert, mountain, mineral springs, and seaside. (p. 32-38). Sanitariums and hospitals (p. 39-42). Health foods, diet, Seventh-day Adventists, and the Battle Creek Sanitarium, Michigan (p. 47-50). The health rush and its effects, Pasadena founded in 1874 as an early health resort and community for invalids from Indiana (p. 51-54). Sanatoriums (p. 57-58). Diet and Dr. Francis M. Pottenger, who came to Monrovia in 1895 for his wife's health. Despite her early death, he loved California and "in 1903 opened the Pottenger Sanatorium, a private residential hospital for tuberculars of all stages." It was successful from the beginning and "the first modern sanitarium in southern California." There were only 60 such hospitals in the USA at that time. Pottenger's sanitarium attracted considerable attention because of its advanced methods and high percentage of recoveries (p. 59-60).

Small southern California towns were often overwhelmed with the arrival of hundreds of health seekers, many of whom were unable to secure lodging. In 1872 Santa Barbara, which had long promoted itself as a resort for health and pleasure, suddenly became a sanitarium, and the Arlington Hotel was built (p. 67-68).

Not far from Santa Barbara lies the Ojai Valley, publicized as a resort town nationwide by Charles Nordhoff. Laid out in 1874, it had two well-patronized invalids' hotels for those "seeking relief from the ravages of tuberculosis and the discomforts of asthma" (p. 71-72).

In "1886 Dr. Wellwood Murray and his wife established a small resort at Palm Springs where they regained their health and soon began to welcome dozens of boarders, who were mostly tuberculars." "It was not the climate that cured, but the new way of life–rest, relaxation, a psychology of serenity..." (p. 77-78).

The Idyllwild Sanatorium opened on 10 April 1901. It was an early example of medical philanthropy, funded by 40 local physicians and 20 other important citizens, who spurned profits and worked to get persons in the early stages of tuberculosis out of the hotels and boarding houses of large towns and into the sunshine and mountain air. Yet by 1907 this model resort failed. Its counterpart was Loma Linda, which took over a hotel already built (in 1886 in the midst of the great boom). "Unfortunately, Loma Linda shared the fate of Idyllwild, and its quarters once more reverted to hotel status" (p. 85-86).

By the 1890s, California doctors were at least as advanced in the study of lung diseases as their eastern colleagues. "Few individuals have written more words

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on tuberculosis than Francis M. Pottenger" (p. 86). Yet quackery was also common. "In 1905 a member of the local board of medical examiners called Los Angeles County the 'Mecca of the quack.' and few doctors would dispute the unpleasant nickname (p. 87). This area became known as the "Sanitarium Belt" (p. 88-89). The Pasadena Young Men's Christian Association (YMCA), established in 1886, was active in trying to help the sick. In December 1891 the Cottage Hospital at Santa Barbara was opened (p. 97). In 1886 the Temecula Land and Water Co. laid out Murietta, a spa with mineral springs (p. 108).

Southern California grew up as a health resort and attracted famous people. While many historians have overlooked this unusual story, but James M. Guinn helped to organize the Historical Society of Southern California in 1883, and wrote two solid histories of the region in 1902 and 1907. Other good histories soon followed (p. 126-30).

One health seeker who would eventually become the "most powerful of all local journalists was Harry Chandler." While a promising student at Dartmouth College, his health suddenly broke and he staked all his hopes on a trip to Los Angeles. He went to work on a ranch, then for the *Los Angeles Times*. Chandler rose rapidly, married the daughter of owner Harrison Gray Otis, and when Otis died in 1917, Chandler became proprietor of what would become southern California's greatest newspaper (p. 130).

There is a long discussion of Abbot Kenney, who came to live in a community at Sierra Madre by 1882. He wrote on outdoor life and health, and later developed Venice Beach and its canals to help promote it as "the American Italy" (p. 132). Other prominent health seekers to Southern California are also discussed: Thaddeus S.C. Lowe, Helena Modjeska, Walter Q. Gresham, John C. Frémont (Fremont), Joseph Pulitzer, Joseph Medill, Andrew McNally, Philip Danforth Armour (the "world's greatest butcher"), Eugene Field. These men brought as much talent and human eminence to California as had the earlier gold rush (p. 141-49).

The failed movement to build state-sponsored sanitariums for tuberculosis / consumption / phthisis (first petition was 1869). Address: Los Angeles, California.

1798. Bloese, August S. 1959? Manuscript of an unfinished biography of John Harvey Kellogg. Charles MacIvor Collection, No. 251, Center for Adventist Research, Andrews University, Berrien Springs, Michigan. 80 p. Box 1, folders 12-14. Box 2, folder 1. *

• ***Summary:*** To find out more, we searched the digitized *Battle Creek Enquirer* and found the following: (1) 1942. Dec. 6, p. 26. Sunday. "Mainly about folks." The hobby of August F. Bloese (128 Roseneath, Battle Creek, Michigan) is raising irises and selling their bulbs. But his regular occupation is secretary to Dr. John Harvey Kellogg, one of the hardest working famous men in the world, who is a physician, surgeon, business executive, health reformer, writer, inventor and manufacturer of health foods and mechanical apparatus, editor, and lecturer. Dr. Kellogg has a tremendous amount of correspondence. At every opportunity he puts in hours and hours at dictation. And Mr. Bloese travels with him wherever he goes, be it a "short" trip to Miami or Miami Springs [Florida] or a long trip to Europe. And Mr. Bloese arises early and works well past midnight on many nights. August Bloese was born in Chicago [Illinois] (the son of August F. Bloese, Sr., an artist who was born in Germany on Aug. 20, 1863) and finished grade school and high school there. He was a good athlete, playing baseball, football and golf, and doing some wrestling and boxing. In the hope of becoming a court stenographer, he entered a business school. To earn his way through school, Bloese took charge of a billiard room at the Chicago Beach Hotel. When the Chicago school sent Mr. Bloese to Dr. Kellogg in Battle Creek, he accepted the job on a temporary basis. He has remained with "the little doctor" ever since. Mr. Bloese was in France for two years during World War I, There he met Mlle. Marguerite Girard, a stenographer and avid bicycle rider. They were married and she came to Battle Creek after the war. The Bloeses have one son, Jack. Back in Battle Creek, August Bloese resumed his work as Dr. Kellogg's secretary and in 1926 accompanied the doctor on a trip to Europe, visiting several of the capitals. The trip included six weeks at Biskra in the Algerian desert. There Dr. Kellogg wrote a book–and, of course dictated every day. Together with Roy V. Ashley, Dr. Kellogg's former secretary, Mr. Bloese reported two Race Betterment conferences that were held in Battle Creek. Mr. Bloese has passed tests in shorthand at 200 words a minute. Mr. Bloese is believed to have developed the world's largest white iris, the flower being 9½ inches from tip to tip. In France the iris is called the fleur de lis; it is the national flower and has adorned the coat of arms of every royal family. In the summer Mr. Bloese is busy sending out both wholesale and retail roses. He has the largest and finest iris collection in Michigan. At the time of Dr. Kellogg's death on Dec. 14, 1943, A.F. Bloese had served as personal secretary to Dr. Kellogg for 28 years. Bloese took over from Ashley when the latter resigned. In Sept. 1950 Mr. A.F. Bloese, vice president of the Race Betterment Foundation, was named head of the Battle Creek Food Co.

Battle Creek Enquirer. 1959. May 25, p. 6. "A biography of Dr. J.H. Kellogg, written by August F. Bloese, has former secretary, has never been published." The most complete collection of Dr. Kellogg's writings is preserved at the offices of the Race Betterment Foundation. Address: Personal Secretary to Dr. John Harvey Kellogg, Battle Creek, Michigan.

1799. *Los Angeles Times.* 1960. Obituaries: Mrs. Mildred L. [Lager] Jones. Jan. 26. Section 4. p. 5 (p. C5).

• ***Summary:*** "Funeral services for Mrs. Mildred Lager Jones,

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59, lecturer and writer on nutrition who died yesterday, will be conducted Thursday at 11 a.m. in the Church of the Hills, Forest Lawn Memorial Park, Hollywood Hills. Mrs. Jones was a radio broadcaster from 1937 to 1945 and owned and operated a health food store in Los Angeles during those years. She leaves her husband, Edwin S. Jones, 4118 Warner Blvd., and two daughters, Mrs. Evelyn Mundall of Oakdale and Mrs. Lois Bower of Redding."

On the same page is an entry under "Vital statistics" that contains no new information but begins: "Jones, Mildred Lager, beloved wife of Edwin S. Jones, mother of Mrs. Lois Bower and Mrs. Evelyn Mundall."

1800. *Evening Telegram* (*Superior, Wisconsin*). 1960. City, area deaths: Mrs. Edwin Jones, ex-Superiorite, dies in California. Jan. 27. p. 4, col. 5. Wednesday.

• ***Summary:*** "Mrs. Edwin S. Jones [Mildred Lager], 4118 Warner Boulevard, Burbank, California, of Superior, died Monday [Jan. 25] at her home.

"Funeral services will be conduced Thursday [Jan. 28], 11 a.m. at the Church of the Hills in Forest Lawn Memorial Park, Hollywood Hills, Calif. Burial will be there.

"Mrs. Jones was born in Superior, Dec. 19, 1900. She was the daughter of the late Mr. and Mrs. G.H. Lager.

"Mrs. Jones was a teacher in Chippewa Falls, Wisconsin, and Escanaba, Michigan, and later went into the shoe store business as part owner of the Family Shoe Store in Superior.

"She left Superior in 1930 and from 1937 to 1945 was a radio broadcaster and writer in Los Angeles where she conducted a series on nutrition.

"She owned and operated a health food store in Los Angeles during those years.

"Mrs. Jones, while conducting her series on nutrition, appeared in Superior to lecture.

"Survivors include her husband, Edwin S., two stepdaughters, Mrs. Evelyn Mundahal, Oak Park, Calif., and Mrs. Lois Bower, Redding, Calif."

1801. American Soybean Association. 1960. Soybean Blue Book. Hudson, Iowa: American Soybean Assoc. 144 p. Advertisers' index. 22 cm.

• ***Summary:*** Contents: American Soybean Association. Japanese American Soybean Institute. National Soybean Processors Association. Soybean Council of America. Midsouth Soybean and Grain Shippers Association. Ontario Soya-Bean Growers' Marketing Board. U.S. Department of Agriculture: Agronomic Research (ARS [Agricultural Research Service]), Disease Research, Entomological Research, Utilization Research and Development (Northern Utilization Division [NRRL], Eastern, Southern, Western), Marketing Research.

Tables: (1) World soybean production. (2) Canadian soybean production. (3) Soybean production, utilization and value, 1936-1959 Canada. (4) Soybean crushings in Canada. (5) Soybean production–United States (with acreage and yield), 1924-1959. (6) U.S. Soybean production by states (1959). (7) U.S. soybean production, supply, and utilization (incl. exports, carryover), 1924-1959. (8) U.S. soybean production, acreage, and yield by state, 1924-1959. (9) U.S. soybeans: Inspected receipts. (10) U.S. soybeans–supply and distribution, 1952-1959 (1,000 bushels). (11) U.S. Soybean oil meal and cake production, supply and utilization, 1924-1959 (1,000 tons). (12) Soybean oil, meal and cake production and stocks by states, 1955-1958. (13) Oilseed cake a meals, supply and distribution, Oct. 1950-59. Incl. soybean, cottonseed, linseed, peanut, copra, total. (14) Production of protein concentrates (cake and meal), 1937-41 (avg.) to 1951-59. Incl. soybean, linseed, cottonseed, copra, gluten feed and meal, tankage and meat scraps, fish cake and meal, dried milk products (dried and concentrated skim milk, buttermilk, and whey used for animal feed), other milk products (fed on farms), total. Note: In 1953-54,395,000 tons of dried milk products were fed to animals. (15) U.S. soy flour production. (16) Production and exports of soy flour and grits (incl. full fat, low fat, and defatted products, exported commercially or to military). (17) Production of mellorine [frozen dessert where vegetable oil replaces butterfat], 1953-59, by month. (18) U.S. fats and oils production, 1937-41 (avg.) to 1959. Incl. Butter, lard, edible beef fats, total edible animal fats, corn oil, cottonseed, edible olive oil, peanut oil, soybean oil, total edible vegetable oils, inedible oils. (19) Soybean oil utilization, 1931-1959 (million lb). Incl. Foods: Margarine, shortening, other, total, Non-food products: Soap, paint & varnish, other drying oil products, miscellaneous, loss, total, total domestic disappearance. (20) Same as No. 19 but in percentages.

(21) Utilization of soybean products, 1955-56 to 1958-59. Incl. meal and oil: Livestock feed, industrial, fertilizer, export; from 1955 to 1959, use of soybean oil meal as a fertilizer was negligible, whereas 2.5 to 3.9% was exported. (22) Prices of U.S. soybeans, by month and season average, 1923-1959. (23) Same as No. 22 but only for No. 1 yellow: Chicago, Illinois country shipping points, Minneapolis. (24) Same as No. 21 but soybeans for crushing, No. 2 yellow. (25) Value of U.S. soybean crop, 1925-59 (thousand dollars) in these states: Total USA, Illinois, Iowa, Indiana, Ohio, Missouri, Minnesota. (26) Soybean price support operations, 1932-33 to 1959-60. Started in 1941-42 and has continued to the present, with a peak of $2.56 per bushel in 1953-55. (27) Price spread, soybeans and end products, 1945-1958. Spread between price received by farmers and value of products. (28) Prices of U.S. soybean oil meal (44% protein), 1929-1959 by month. (29) Prices of U.S. crude soybean oil, by month, 1929-30 to 1959-60. (30) Imports, exports, soybeans, oil and meal.

(31) Soybeans: Inspections for export, 1957-59, with country of destination and port of departure. (32) U.S. trade

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in soybeans, fats and oils. (33) Oil and fat exports under P.L. 480. Total, cottonseed oil, soybean oil, Oct. 1954 to Sept. 1959. Incl. country of destination, the top four being Turkey, Pakistan, Israel, and Egypt. (34) Imports, exports cake and meal, 1929-1958, incl. cottonseed, soybean, linseed, peanut, copra. Exports incl. country of destination. (33) Soybeans: Crushings and yields of oil and meal. (35) Bar chart: Major markets for U.S. soybeans since 1953: West Germany, Netherlands, Other Europe, Japan, Canada, Other. (36) Composition of soybean seeds, by variety, incl. Maturity Group No., % protein, % oil, weight of 100 seeds in grams. (37) Amino acids of soy protein. (38) Composition of Lecithin. (39) Composition of soybean oil, by variety. Incl. linolenic acid, linoleic acid, oleic acid, saturated acids.

Official standards for soybeans, Revised effective Sept. 1, 1955. Soy flour standards, for full-fat, low-fat, and defatted. Densities of various soybean products. Map of the USA showing the best adapted soybean varieties for each major soybean producing state. Directories: Processors of soybeans, by state, with address and names of officers (p. 56-74). Canadian soybean processors (p. 74). Manufacturers of 50% protein soybean meal (by state, p. 76). Foreign soybean processors, by country (p. 78-81). Refiners of soybean oil, by state (p. 82-84). Manufacturers and handlers of soy foods (p. 86-93): Beverages, breakfast foods, canners of green vegetable soybeans, canners of mature soybeans, cookies, crackers, toasts and wafers, frozen desserts (companies that make vegetable oils used in frozen desserts), health food store & supply houses, lecithin, macaroni, spaghetti & noodles, margarine, meat substitutes, proteins (Griffith Labs, Gunther, Worthington Foods), pudding powders (Brockville, Ontario, Canada), Salad and cooking oils, shortening, sausage binders, seasonings, soups, soybean oil, soybeans for cooking and sprouting, soy butter (Town Food Co., Riverside, California, makes "Town: soy lecithin spread"; Shedd-Bartush Foods, Detroit, Michigan, makes "Willow Run" soy spread), soy cheese [tofu], soy flour, grits and flakes, soy flour mixes, soy milk, soy sauce, sprouts, vitamins, whipping agents.

Manufacturers of industrial products employing soybeans (p. 94-95): Caulking compounds & floor tile, coated papers & leather dressing, fire-fighting foam, glues, plywood & adhesives, insecticides, laminating, lecithin, oilcloth and coated fabrics, paints and varnishes (13 companies), paper sizings, wallpaper and wallboard coatings, resins, soaps, soybean fatty acids (8 companies), soybean oil. Services for the industry (p. 96-109): Analysts, appraisals, brokers, commission merchants & jobbers, consultants, engineering services, export elevators, exporters & importers, export warehousing and handling, farm management, field warehousing, futures market, market analysis, mill construction contractors, milling service, miscellaneous services, oil transports, transportation.

Equipment and supplies for the soybean industry (p. 110-32): Aspirators, bagging equipment, belting, chains, conveyors, elevators, defoliants, drying and aeration equipment (farm driers, grain driers, meal driers), dust control systems & dust collectors, elevator buckets, fans, farm equipment, fertilizers, fumigants, fungicides, germinators, grain and seed cleaning and separation equipment, grain grading equipment & moisture testers, grain handling equipment, granulators, grinding & mixing equipment, herbicides, insecticides & pesticides, inoculants, laboratory equipment, man-lifts, material level indicators, materials handling equipment, miscellaneous equipment, packaging materials, pelleting machines, power transmission equipment, pumps, respirators, seed protectants, sifters, soil testing, soybean storage (elevator & processing units, farm units), spraying and irrigating equipment, temperature systems, transportation equipment, truck lifts, unloaders, waterproofing, weighing and packaging equipment.

Soybean processing [crushing] and oil refining equipment and supplies (p. 134-42): Bleaching and filtering equipment, catalysts, complete plants [for crushing], continuous counter-current solvent extractors, continuous screw presses, degumming, deodorization, fractionation, hydraulic pressing equipment, hydrogenation, margarine, miscellaneous equipment, neutralization, shortening, solvent recovery, solvents, soybean seed [suppliers and private breeders], vegetable soybean seed.

Advertisers' index: Incl. Allied Mills, V.D. Anderson, ADM, Arkansas Grain Corp., Big 4 Cooperative Processing Assn., Blaw-Knox Co., Buhler Mill Engineering Co., Cargill Inc., Central Soya Co., Crown Iron Works Co., Dannen Mills Inc., Delphos Grain and Soya Products Co., Albert Dickinson Co., Louis Dreyfus Corp., Esso Standard Oil, Farmers Cooperative Assn., Farmers' Cooperative Co., Felco Soybean Oil Meal Dealers, French Oil Mill Machinery Co., Funk Bros. Seed Co., Galesburg Soy Products Co., General Mills Inc., Jacob Hartz Seed Co., Inc., Honeymead Products Co., Huntley Mfg. Co., Illinois Soy Products Co., Iowa Milling Co., Iowa Soya Co., Jensen Mills, Kansas Soya Products Co, Inc., Spencer Kellogg & Sons, Inc., Lauhoff Soya Co., Albert Lea Engineering Co., North Iowa Cooperative Processing Assn., Penola Oil Co., Phillips Petroleum Co., Pillsbury Co., Port of New Orleans, Quincy Soybean Products Co., Rice Grain Corp., Seedburo Equipment Co. (measures oil content of soybeans in 10 minutes), Skelly Oil Co., A.E. Staley Mfg. Co., T.W. Wood & Sons (Seedsmen since 1879; Richmond, Virginia). Address: Hudson, Iowa.

1802. *Chicago Daily Tribune.* 1960. Obituaries. July 22. p. 14.

• ***Summary:*** "Mrs. Paul A. Richard. Services for Mrs. Verna L. Richard, 53, of 16W145 Greenleaf dr., Elmhurst [Illinois], will be held at 10 a.m. Saturday in the chapel at 318 N. Central av. Mrs. Richard died Wednesday in her home. She was the wife of Paul, owner and founder of Fearn Soya

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Foods, manufacturers of health foods, Melrose Park. Also surviving are three sons, Elwood, Louis P., and William D.; two sisters, and a brother."

1803. *Oak Park Oak Leaves.* 1960. Mrs. Paul Richard, former resident, dies in Elmhurst. July 28. p. 46, cols. 2-3.
• ***Summary:*** "Mrs. Verna L. Richard, 53, a former resident of Carpenter avenue, died at her home in Elmhurst July 20 following a long illness. Mrs. Richard was the wife of the owner and president of Fearn Soya Foods, manufacturers of health foods in Melrose Park.

"Born in Chicago, she and her husband resided in Oak Park 17 years before moving to Elmhurst five years ago. Mrs. Richard was a member of Parkview Presbyterian church here and belonged to the Timer Trails Garden club of Elmhurst. She and her husband had been married 30 years.

"Surviving, besides her husband, are three sons, Elwood and William at home, and Louis in Denver, Colorado; five sisters, Miss Rose Elwood of Oak Park, Miss Opal Elwood, Chicago, Miss Minette Elwood of Louisville, Mrs. Sylvia Palmer of Cambridge and Miss Dora Elwood, Mendota, Illinois; and a brother, Archie Elwood of Chicago.

"Services were conducted Saturday, July 23 by Dr. Virgil M. Cosby at the Kampp and Sons chapel. Burial was in Mount Emblem cemetery."

1804. *British Vegetarian.* 1960. Vegetarian foods. Sept/Oct. p. 248-49.
• ***Summary:*** The main protein foods used by vegetarians are nuts, cheese and pulses. In addition, all Health Food Stores sell a wide variety of tinned nutmeats, including the following:

Granose Foods Ltd. makes: Nuttolene (peanuts and cashew nuts). Sausalene (wheat protein, mixed nuts, etc.). Saviand (Wheat gluten, ground nuts, etc.). Meatless steaks (wheat gluten, etc.). Savoury Pudding (wheat protein, wheatmeal flour, groundnuts, etc.). Nutmeat (wheat gluten, cashew nuts, wheat flour, etc.). Sausalatas (wheat protein, mixed nuts, etc.). Soya Beans (soya beans, tomato puree, brown sugar, vegetable shortening, onion, yeast extract, wholemeal flour, seasoning). Peanut Butter. Cashew Nut Cream. Granose was founded in 1898 under the name International Health Association Ltd. and is now at Stanborough Park, Watford. Note: This is the earliest document seen (July 2000) concerning the work of Granose Foods Ltd. with soya beans.

Mapleton's Nut Food Co. Ltd. makes: Maplemeat (cashew nuts, wheat risk, etc.). Savormix and Frittermix (incl. groundnuts); these are in packets for making savouries. They also make numerous tinned nutmeats, plus a wide range of nut and soya butters [probably margarines], savoury spreads and pastes, nut creams, fruit and Dundee cakes. Mapleton's was started in 1897 by the two Mapleton brothers who were processing cracked nuts in a large house on Dolphin Street, Manchester. By 1907 Mapleton's had become a public limited company and occupied a mill at Wardle, Lancashire, later moving to Garston, near Liverpool. The company opened a second factory in Hamburg, Germany, which flourished until 1914, when it was confiscated. A fire gutted the their Garston mills in 1932 but in 1933 the factory and offices were rebuilt.

Many tons of organically grown produce are grown in the UK and overseas using compost.

1805. **Product Name:** Soya Butters.
Manufacturer's Name: Mapleton's Nut Food Company.
Manufacturer's Address: Liverpool, England.
Date of Introduction: 1960 October.
New Product–Documentation: *The British Vegetarian.* 1960. Sept/Oct. p. 249. Mapleton's makes "a wide range of nut and soya butters, savoury spreads and pastes, nut creams, fruit and Dundee cakes."

1806. *Chicago Daily Tribune.* 1960. Obituaries. Nov. 24. p. 13.
• ***Summary:*** "Paul A. Richard, of 16W145 Greenleaf dr., Elmhurst [Illinois], died yesterday in Elmhurst hospital. He was the owner of Fearn Soya Foods in Melrose Park, manufacturers of health foods. Mr. Richard leaves three sons, Elwood, Louis, and William, and a sister. Services will be held at 11 a.m. Saturday in the chapel at 318 N. Central av."

1807. Cummings, Bob. 1960. Stay young and vital. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. xi + 208 p. Dec. Illust. No index. 22 cm. [18* ref]
• ***Summary:*** This well-known and good-looking movie star, who had his own TV show, was interested in healthy eating. The book includes many rules for good health and many black-and-white photos of the author. In the chapter titled "Sex and salad," under sources of vitamin E (p. 169), cold-pressed vegetable oils (incl. soy oil) are mentioned.

Cummings liked: (1) Bernarr McFadden [Macfadden], who "crusaded for 'making a fad of nature.'"

(2) Louis Bromfield (Pulitzer Prize winner) who "pioneered for a return to 'natural farming'" (p. 202). Bromfield was interested in organic and sustainable farming. In 1939 he bought a 340-acre farm, which he named Malabar Farm; it still exists in Mansfield, Ohio. Address: Los Angeles, California.

1808. **Product Name:** Cho-Pats.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison, Tennessee.
Date of Introduction: 1960.
New Product–Documentation: Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual.* 1st ed. p. 95. Cho-Pats contain 16.50% protein, 0.10% fat, and 6.22% carbohydrate.

Talk with Warren Hartman, who worked for Worthington

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Foods since early 1946. 1992. Nov. 5. He thinks that this product was made by Madison Foods.

1809. Banik, Allen E.; Taylor, Renée. 1960. Hunza land: The fabulous health and youth wonderland of the world. Long Beach, California: Whitehorn Publishing Co. 239 p. Introduction by Art Linkletter. Undated. Illust. No index. 24 cm. [1 ref]

• ***Summary:*** Contents: Introduction, by Art Linkletter (host of the "People Are Funny" TV show). Preface. 1. Journey to a hidden land. 2. The road to Hunza. 3. Introduction to Hunza. 4. Hunza farming and food. 5. Hunza families and Hunza health. 6. Farewell to Hunza. 7. The Hunza lesson. 8. The inspiration of Hunza. Appendix: Questions and answers.

"This book is dedicated to my friend, Art Linkletter, in grateful appreciation for his generous support and sponsorship of my trip to Hunza." The Hunzukuts, the citizens of Hunza, number about 25,000 and live in tiny autonomous region in high, remote mountain valleys near where the borders of China and Pakistan meet. They live in health and happiness, many past the age of 100. Fair skinned, they trace their lineage to soldiers of Alexander the Great, who took Persian wives. They are Muslims. Dr. Banik, an eye doctor, visited Hunza alone in the summer of 1958. There he confirmed a theory that he has long advocated, that people with good eyesight generally enjoy good health. He also found a better way of living through a balance of one's physical, mental, and spiritual aspects. Dr. Banik came away convinced that the lifestyle (including diet, hard work, happy disposition) and environment (good soil, clean air and water) of these people was responsible for their good health. Renée Taylor of California helped Dr. Banik write the story of his visit to Hunza.

A table (p. 193) listing of good calcium sources, soy flour is shown to contain 330 mg/cup. A list of protein-rich foods that contain phosphorus in quantity (p. 194) includes "bean, peas, legumes, soybeans, nuts."

Notice in *Let's Live.* 1962. April. p. 13. "Renee Taylor, journalist, lecturer, and author of the book 'Hunza Land' will speak for the Pasadena Chapter of the American Nutrition Society, Monday, April 16." Miss Taylor, who recently returned from a trip to Hunza in the Himalayas, will show photos she took while there. Contains 19 black-and-white photos. Address: 1. M.D. (optometrist), Kearney, Nebraska; 2. Author, lecturer, and managing editor Whitehorn Publishing Co., Long Beach, California.

1810. Jarvis, D.C. 1960. Arthritis and folk medicine. New York, NY: Holt, Rinehart and Winston. 179 p. See p. 151.

• ***Summary:*** "If a natural foods store or a health store is available I feel sure you will find in stock a full strength vinegar suitable for medicinal use" (p. 151).

The term "natural foods" is mentioned on 6 pages in this book: "We can help this process [of healing] by a wise selection of the foods we eat. We need to shun civilized foods, represented by white flour, white sugar, packaged cereals, and processed foods. We need to turn to natural foods that do not come out of a factory, and eat more of fruits, berries, edible leaves and roots, and honey..." (p. 9).

"We would avoid refined foods, like white flour and white sugar, and seek natural foods" (p. 49).

"Besides the vinegar-and-honey treatment, we must return to natural foods. White flour foods and white sugar must be removed from the daily food intake because they are highly refined, which removes the minerals the body depends on to rebuild and maintain body tissues" (p. 115).

"They told me, these old Vermonters, that natural foods gave them the strength to do farm work–strength they could not get from packaged cereals and other processed foods" (p. 128).

"Such a [bodily] condition simply means that you have lost your knowledge of nature's plan, or have never heard of it. That is the time to examine your daily food intake and begin the biologic selection process, avoiding the civilized [refined] and substituting for them the natural foods that will give your body the acids and minerals nature intended it to have" (p. 145).

Note: This book is poorly written and highly repetitive. On page 151 the author appears to endorse certain makers of medicinal apple cider vinegar. The index is poor and inaccurate.

Note: DeForest Clinton Jarvis (March 15, 1881–Aug. 18, 1966) was an American physician from Vermont. He is best known for his writings on the subject of folk medicine. He recommended a mixture of whole apple cider vinegar and honey that have variously been called switchel or honegar, as a health tonic. He graduated from the University of Vermont Medical College in 1904, and began practicing medicine in Barre, Vermont in 1909.

His obituary was published in the *New York Times* on 18 Aug. 1966; it states that his 1958 book, *Folk Medicine: A Vermont Doctor's Guide to Good Health*, sold over a million copies. An article about him, titled "Folk medicine." was published in *Time* magazine on 28 Dec. 1959. He died in South Barre, Vermont, at age 85. Address: M.D.

1811. LaLanne, Jack. 1960. The Jack LaLanne way to vibrant good health. Englewood Cliffs, New Jersey: Prentice Hall, Inc. ix + 224 p. Illust. Index. 23 cm.

• ***Summary:*** In the section titled "The man who saved my life," LaLanne says that he was a "sickly child" who ate all manner of "treats" such as candy, milkshakes, pies, etc. "In short, I treated my pimples lavishly." One evening he went to hear Paul Bragg speak at a woman's club in Oakland, California. The hall was full when he arrived. "Paul Bragg was the most dynamic man and speaker I had ever heard. He soon convinced me that my condition was not incurable–he'd once been the same way. He spoke of natural laws

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and natural foods, and how we disobey God's laws by our eating habits. My eyes almost popped when he, a man in his fifties, did handstands across the stage. In that moment I made my decision... 'Dear God, give me fortitude to follow this course.' That night I foreswore the very things I craved most... I began a systematic program of body-building in our back yard.

"This was my conversion... Paul Bragg was a vegetarian and for seven years I followed that regime... I wanted to keep people well. After a time, too, I saw that vegetarianism wasn't the answer. I learned to balance my meals healthfully with meats and fish." He advocates natural foods and an abundance of raw foods (p. 80-83).

Chapter 14, titled "There are no 'miracle' foods," has a full-page, very positive section on "Soy beans" (p. 98-99). "Here is a source of protein higher even than eggs and meat. Soy beans are also a good source of lecithin which, with its ability to fight cholesterol, should be in every diet. You may have to go to Chinese stores to buy your soy beans, but that can be an adventure in shopping. Buy some soy bean sprouts while you're there... I recommend soya bean powder (available at all health food stores) to everyone with an electric blender..."

The section titled "Make the electric blender–Nutrition's miracle tool work for you" (p. 114-15) says that every home should be equipped with "an electric blender or liquifier." In moments you can produce a "health cocktail." "Children should be encouraged to drink the blender beverages." If a sweetener is needed, use honey. For vitamins, add skim milk, wheat germ, brewers yeast, and black strap molasses.

The section on "The fun of Oriental cookery" (p. 121-22) describes shopping for soy beans, bean sprouts, etc. in San Francisco's Chinatown, and visiting Yamato Sukiyaki House, Trader Vic's, and Don the Beachcomber's. He gets brown rice from George Mardikian, the famous restaurateur. "I never eat the polished white rice." On p. 142 is a recipe for Soy bean bread (with soy bean flour).

Concerning supplements: He takes supplements with every meal, every day. "I take bone meal tablets, multi-mineral-vitamin tablets, Vitamin C and Vitamin E, one teaspoon of wheat germ, one tablespoon of brewer's yeast and two tablespoons of soy powder" (p. 145).

The section titled "Organic foods: Nutrition's next breakthrough" (p. 146-48) includes a long discussion of "One of the great success stories I know... a young man named Jim Baker and his discovery of organic products. I first met Jim during the latter days of World War II when I was stationed at the Navy's rehabilitation center at Sun Valley, Idaho. Jim, a big, handsome, lanky Marine sergeant, was in from the island war zones. He had been injured in an engagement for which he was to be recommended for the Marine Corps' top medal for heroism. But he didn't care to talk of that.

"As I worked with him, helping rebuild his body, we talked of exercise, nutrition and health. We became fast friends there and subsequently, when Jim went home to Ohio, he wrote for photos of my conditioning studio in California. He built a duplicate gym in Cincinnati and used the proceeds to go back to college, where he took advanced degrees in public health.

"The next thing I knew, he was in Hollywood. He had discovered the theory of organic gardening and was sold on it. In Hollywood he opened a restaurant, The Aware Inn, for people who wanted only *health* food, only vegetables grown by organic methods and meat from animals that had been fed the same way. Today Jim's restaurant on the glittering Sunset Strip is never empty. His clientele? People who are aware–who want to eat right. They range from Marlon Brando to Red Buttons to Jack LaLanne and all my friends.

"I foresee a future when millions of Americans will be aware of the need for the best foods that can be grown on God's green earth. On that day, Aware Inns will have sprung up from coast to coast. A healthier nation will be building from the ground up."

In 1956 Paul Bragg introduced LaLanne to the "rubber cord" which he used to develop more than 100 good exercises; he demonstrated some of these on his television show. He called it his "Glamour Stretcher" and sold 200,000 the first year. Today this is widely used in medical physical therapy.

Note: This is the earliest document seen (March 2020) that mentions the "Aware Inn." Address: [California].

1812. Longgood, William. 1960. The poisons in your food. New York, NY: Simon & Schuster. vi + 277 p. No index. 22 cm. [19 ref]

• ***Summary:*** Contents: 1. The poisons you eat. 2. The nation's health–Hospitals, SRO [standing room only]. 3. A little poison. 4. Bug killers in every bite. 5. Cancer in human guinea pigs. 6. Dyes–the "innocent" carcinogens. 6. Test-tube meat. 7. Emulsifiers–Whose laboratory, which tests? 9. White bread–Enriched but still impoverished. 10. The sugar story. 11. You are what you eat. 12. The law that does not protect [1958 amendment to the FDA pure food law; 1938 "per se rule"]. 13. What to do about it. Postscript. Bibliography. About the author. Address: Newspaperman, Upper Saddle River, New Jersey.

1813. Philpott, Gordon M. 1960. Daring venture: The life story of William H. Danforth. New York, NY: Random House. xvi + 175 p. Illust. No index. 21 cm.

• ***Summary:*** William Henry Danforth (1870-1955) was the founder of the Ralston Purina Co. "This book is dedicated to the thousands of boys and girls who were dared by William H. Danforth to stand tall, think tall, smile tall and live tall."

Chapters 1 and 2 tell the early history of Ralston Purina. "On January 1, 1894, the Robinson-Danforth Commission Co. was formed with Robinson as president; Andrews, vice-

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president; and Danforth, secretary-treasurer. The boy was now ready for a man-sized job. Things soon began to hum around the little feed store in St. Louis. Ground corn and crushed oats were dumped in the back room and mixed with hand shovels. The mixture was put into 175-pound burlap bags, which were then sewn by hand. Robinson, who had a flair for promotion, named it Purina Horse Feed. *Purina* was a coined word meaning pure grain... Danforth's first job was to keep the books and he shared the same desk with Robinson... He proved to be a shrewd buyer, too..."

Note: In 1898 Danforth entered the human food market with *Purina Wheat* and a line of whole-wheat breakfast cereals.

Page 10 shows a full-page photo of Albert and Rebecca Danforth, Will's parents. This photo was taken in the fall of 1868.

Pages 36-38: The idea for the famous red and white "checkerboard trademark was born in the mind of a boy in Charleston, Missouri, when he watched farmer brown and his family come to town in gay red and white checker clothing." Mrs. Brown always bought her cloth from the bolt of that distinctive kind of cloth.

A photo (p. 37) shows a book and a page titled The Ralston Health Club. The large text of a membership certificate reads: "Complete membership. With perfect health. Purpose: 'To establish a new race.' Your complete membership number is: 219,405." The caption explains that this club, which now had "several hundred thousand members, recommended Ralston Whole Wheat as the official cereal for all members."

For years, Will Danforth had been working to improve his health. A high school teacher had dared him to build a strong, healthy body. Throughout his life he worked hard to maintain his health through daily exercises, proper diet, and sensible habits. He approached things of the spirit in the same systematic way.

The text (p. 38-39) explains that [in 1902] the company changed its name to Ralston Purina Company at the same time the checkerboard became its trademark. Purina remained the name of the company' horse feed. "The name *Ralston* became part of the company name because of an association with a Dr. Ralston who had organized a national health club that claimed approximately 800,000 members. There was a growing health consciousness in America at the turn of the century. Revolutionary discoveries were being made in the field of human nutrition. People everywhere were beginning to realize that good health and length of life depended very largely on diet and they were eager for information.

"When Danforth read Dr. Ralston's book, entitled *Life Building*, he found that the doctor recommended a whole grain cereal similar to the one he was selling." Hundreds of thousands of copies of the book were sold to members of the Health Club, and these members followed the Doctor's recommendations. "Danforth called on the Ralston Health Club officials in Washington [DC] to see if they would recommend his cereal to their members. This they were willing to do, provided the cereal was called Ralston Wheat Cereal. It turned out to be a good deal for both parties. Mr. Danforth got national distribution through grocery stores for his Ralston Wheat Cereal because the health club members demanded it, and the health club received additional publicity and revenue. The Ralston Health Club has long since faded into obscurity but the name Ralston is as widely known as Purina." By 1902 a company ad boasted, "In a million homes."

Note: This is the earliest document seen (Sept. 2020) that uses the term "Dr. Ralston" (or "Mr. Ralston") to refer to the leader of the Ralston Health Club. There was no person with the surname Ralston who founded or led this club. The person was invented by the author of this book.

By 1904 the Ralston Purina Company's sales reached almost $1.25 million. To make its checkerboard products better know, the company advertised them vigorously and consistently. In 1904, when the Louisiana Purchase Exposition was held at St. Louis, Missouri, to commemorate the centennial of the purchase of the Louisiana Territory, handy and colorful checkerboard shopping bags were supplied to all the visitors–free of charge.

Photos show: (1) Albert Danforth, Will's father, before joining the Confederate Army (p. 7). (2) Young Will Danforth, taken shortly after he arrived in St. Louis to attend school. (3) Albert and Rebecca Danforth, Will's parents (p. 10). (4) Will Danforth after graduation from Washington University in St. Louis (p. 15). (5) The large Danforth home in Charleston, Missouri–later given to the YMCA.

Page 97: How Will loved to hunt!

Page 112: A letter written to Donald Danforth by his father in 1927.

1814. Smith, Ralph Lee. 1960. The health hucksters. New York, NY: Crowell. *

1815. Baker's (Bill) Bakery. 1960? Famous Ojai bakery: Delicious bakery products delivered all the way from San Diego to San Francisco (leaflet). Ojai, California. 1 p. 34 x 13 cm. Undated.

• ***Summary:*** Near the top of this leaflet, just below the title, is a large photo of Harmon Vaughn, proprietor / owner of Bill Baker's Bakery, standing "next to one of the trucks so frequently see in the valley." His right hand is touching the right side of the white truck. On that side of the truck, in large bold letters is written: "Bill Baker's Bakery." Below that is a diamond in the middle of a horizontal line. Below that: "Tasty–nutritious specialty breads. MI 6-1558. Ojai, California."

Below the photo: "33 kinds of delicious bread. Rolls–Buns–Cookies. Made fresh daily in Ojai. Available at local

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markets. Home of the famous gluten bread for diabetic patients. Bill Baker's Bakery–Try some. 457 E. Ojai Avenue–Ojai." Address: Ojai, California.

1816. Cubbison, Sophie C. 1960? Autobiography. Los Angeles. 4 p. Unpublished typescript. Undated.
• ***Summary:*** Cubbie wrote this for her alma mater, Cal Poly in San Luis Obispo, about 4 years after her retirement in 1956. It begins: "My career had its inception on my Father's Ranch in San Diego County where I was born. At the age of 16, I started to cook for my father, brothers, and their ranch laborers during the summer and early fall, in order to put myself through 'The learn by doing' California Polytechnic–just a school in those days.

"My father was instrumental in introducing the cultivation of Lima Beans in San Diego County, which to begin with was a huge project, since the equipment was not automatic, therefore a great deal of the work had to be done manually. That meant hiring lots of laborers and they had to be furnished with board" [food].

"With the assistance of a Helper we referred to as a 'flunky,' I cooked and baked for forty men in two Mobile Kitchens, which were coupled together. In those days they were referred to as 'Cook Wagons." She then describes what meals she prepared and when they were served each day–from breakfast at 5 a.m. to supper at 8:30 p.m.

"Since the Wholesale Bakeries were not equipped to make country deliveries in those days, it was compulsory for me to bake all necessary Bakery Products, consisting of 40 loaves of bread daily, plus Coffee Cakes, Doughnuts, Cookies, Cup Cakes, etc... I did not have mechanical Kitchen equipment in those days. All mixing was done manually–and I did the mixing. I even prepared my own yeast" by fermenting potato water in a Mason Jar. The bread I baked was referred to as 'Black Bread,' made from 100% W.W. [whole wheat] Flour. You see my father was born in the Old Country, Bockhorn, Germany.

"My father being very industrious and progressive, planted and harvested his own special High Protein Wheat, which he would take to Pala, near the Indian Reservation, where two of his (Landsmann), countrymen operated a small Flour Mill. There the wheat was milled into 100% Whole Wheat Flour for our consumption on the Ranch.

"My Grand Mother, Sophie Huchting had taught my father as a young man while still at home in Bockhorn, Germany, how to make this delicious, nutritious, Black Bread, and in turn my Father taught my Mother and I how to make it.

"In 1913, I met Harry G. Cubbison. He used to drive down from L.A. [Los Angeles] to our Ranch in San Diego County, once a month to visit me. In 1916, Mr. Cubbison and I were married. Mr. Cubbison was supporting his invalid Father and Mother on $12 per week and I was supporting my Mother on $30 per month, my Father having passed on. 'Necessity became the mother of invention.' Mr. Cubbison was a fine Salesman and I was capable of baking. It was absolutely necessary for us to earn more money. We looked around for a small bakery and found one fully equipped. We obligated ourselves to pay $300 for the bakery equipment, besides that we went in debt to install a small mill to grind our own 100% wheat flour.

"To begin with I would bake Cubbison's W. W. bread three times a week and the other three days I would demonstrate the bread in stores and delicatessens. Mr. Cubbison did the soliciting and delivering. Our venture met with success. However, in the interim, my kitchen at home became more of a test kitchen or sort of laboratory. Weekends and evenings, I would experiment with Melba toast. In 1925, we sold the Bread Business and launched out on a new venture, Mrs. Cubbison's Melba Toast and Zwieback. In 1929 we struck a 'bonanza'. The famous 'eighteen-day reducing diet' that had been prescribed for the late Ethel Barrymore by Mayo Bros. got into print in most of the leading newspapers in the U.S. The demand for Melba toast all over the U.S. became so great that Cubbison's were forced to operate three plants for about a year and half to meet the popular demand. However, in the meantime, unconsciously, another Mrs. Cubbison product which was to become popular and a 'best seller' on the market was being developed in my kitchen.

"And this is how it happened... naturally after we sold the Bread Business, the 100% W. W. bread that used to reign in the Cubbison household was replaced by Mrs. Cubbinson's Melba Toast. Therefore, whenever a recipe called for bread crumbs, I would substitute Melba Toast crumbs by crumbling or crushing the Melba Toast on the bread board with a rolling pin. The Melba Toast crumbs were not only used for breading purposes, but for stuffing vegetables, such as Egg Plant, Bell Peppers, Squash, etc., but also for stuffing Turkeys and other fowl and as an accompaniment for other meats. Friends and relatives dining with us from time to time would rave about my Dressing that was being served to them... wouldn't I please give them my recipe for making Dressing? Well, a Bell began to ring... Mrs. Cubbison's Poultry Dressing and Corn Bread Stuffing were potential products for the food markets.

"I then began to feel out my sales executives to see how they would react towards the idea of merchandising Mrs. Cubbison's Poultry Dressing and Corn Bread Stuffing, which seemed to be in the making. The response was 'No!' They were not interested in 'slow dimes'; they wanted 'fast nickels'. I would let the matter rest for a while and then bring it up again. Finally the barrier was broken..." Mrs. Cubbison's All-Purpose Pre-Packaged Dressings met with great success on the market.

"In 1955 I retired from active duty and immediately started to make plans for a very interesting career or vocation, if I may call it that... 'Traveling'.

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"In the past four years I have traveled extensively through many of our United States, twice to Hawaii, our 50th state, and twice to Alaska, our 49th state. I have sought every place of historic interest in our beloved state California... I presume that I have given California a great deal of time, because it is my Native State, having been born and lived in California all my life.

"I have traveled extensively in Mexico and by the end of the year, I will have traveled in approximately twenty-three European countries. I shall be leaving on my second European tour the first of May, which will add another three months to my travels in Europe."

"Au revoir, SCC." Address: Los Angeles.

1817. Foods for Life, Inc. 1961. Classified ad: Foods for Life, Inc. *Los Angeles Times.* Jan. 4. p. C6, col. 4.7.
• ***Summary:*** In the section on "Health food"–a tiny 2-line ad with only the company name, address, and phone number. Address: 821 E. Broadway, Glendale [California]. Phone: CItrus 4-8601.

1818. N-F Distributors. 1961. Quick energy with instantized Protesoy (Ad). *Let's Live.* Jan. p. 25.
• ***Summary:*** This full page ad states: "More whole protein at less cost! No blendors needed–No more lumps. 82% protein. Low calories. Low carbohydrate. Low sodium. High in B complex from brewers yeast. Fills you up–but not out!" Sprinkle Protesoy powder into drinks. Nibble Protesoy tablets while watching TV. Other N-F products available at your health food store: Intesto-Klenz. Lecithin Granules. Safflower Seed Oil. Safflower Wheat Germ Oil. Address: P.O. Box 125, Lafayette, California.

1819. **Product Name:** N-F Instantized Protesoy (Protein Powder).
Manufacturer's Name: Seroyal Brands Inc.
Manufacturer's Address: P.O. Box 125, Lafayette, California.
Date of Introduction: 1961 January.
How Stored: Shelf stable.
New Product–Documentation: Ad (full page) in *Let's Live.* 1961. Jan. p. 25. "Quick energy with instantized Protesoy." No blendors needed–No more lumps. 82% protein. Low calories. Low carbohydrate. Note: This is the earliest "instantized" soy protein product seen. Products are typically instantized by adding lecithin to make them dissolve more quickly and completely in liquids.

Ad (½ page) in *Let's Live.* 1962. April. p. 13. "A better balanced protein: With instantized or tablet. Protesoy." "A blended combination of soya protein, casein, lactalbumin, and primary grown brewer's type yeast." "Low in cost: Powder–18 oz., $4.00; 2 lb., $7.00; 5 lb. 10 oz., $17.00, postpaid. Write for free literature."

1820. *Oakland Tribune.* 1961. Pendleton, real estate man, dies. March 5.
• ***Summary:*** "Harry Clay Pendleton, 87, Oakland builder and real estate developer, died Friday [March 3]." A resident of the Bay Area since the turn of the century, Mr. Pendleton was the first to send a telegram to the rest of the United States after the San Francisco earthquake and fire of 1906.

"A native of Georgia, he worked as a reporter in Little Rock, Arkansas, and later was regional advertising manager for the *Wall Street Journal.*

"After coming to California he wrote [in 1900] a history of the California Legislature and 'The Exempt Fire Department of San Francisco,' which described the colorful firemen of 1906.

"He was a prominent builder in San Francisco, Piedmont, and Oakland, president of the Oakland Builders Company and a real estate manager until his death.

"The Olympic Club of San Francisco and the Athenia Nile Club of Oakland were among those to which he belonged.

"He is survived by his daughter, Patricia Pendleton of Palm Springs, his son Harry Jr., a local businessman, and seven brothers.

"Services will be held at 2 p.m. tomorrow in the Piedmont Memorial Chapel, 4016 Howe St." [Oakland, California]

Note 1. 1900. Book by Harry C. Pendleton published. Title: "The Exempt firemen of San Francisco: their unique and gallant record." Published in San Francisco by Commercial Publishing Co. 269 pages. Illustrated. On cover: "History of San Francisco Fire Department, published by Harry C. Pendleton." As of April 2010, this book is owned by 15 California libraries. Note 2. This book was published six years before the San Francisco earthquake and fire of 1906. The fire firefighters were volunteers.

Note 3. 1961 March 3. California Death Record. Harry C Pendleton. Birth date: 6 Dec. 1873. Mother Maiden Name: Robinson. Birth Place: Georgia. Death Place: Alameda (60). Residence: Hayward. Death Date: 3 March 1961. SSN [Social Security Number]: 549-26-7849. Age: 87 years.

Note 4. The number "(60)" after the word "Alameda" has a meaning. All California counties are assigned a number to facilitate indexing. Alameda County is still No. 60.

Note 5. Patricia Pendleton Bragg was the adopted daughter of Paul Bragg.

1821. *San Francisco Examiner.* 1961. Pendleton rites in Oakland. March 5.
• ***Summary:*** "Funeral services for Harry Clay Pendleton, East Bay real estate developer and builder for 50 years, will be held at 2 p.m. tomorrow at Piedmont Memorial Chapel in Oakland.

"Mr. Pendleton, who was 87, died Friday [March 3] at Herrick Memorial Hospital [Berkeley, California] from

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injuries he received three months ago when a wooden beam fell on him.

A native of Atlanta, Georgia, he worked as a reporter before coming here in 1901. A correspondent for eastern newspapers, he was the first to file telegraph stories about the earthquake and fire of 1906.

"He was also the author of two books: one a history of the State Legislature in Colorado [California?] and the other about the volunteer firemen who battled the San Francisco fire.

"Mr. Pendleton was a member of the Olympic, Bohemian and Athenian Nile Clubs. He is survived by a son, Harry Jr., of Menlo Park, and a daughter, Patricia, a television actress in Hollywood."

Note 1. A similar obituary appeared in the *San Francisco Chronicle* (6 March 1961, p. 14). It adds: Mr. Pendleton lived at 3761 Harrison St., Oakland. He has a daughter, Patricia, of Palm Springs. "he funeral will be held at 2 p.m. tomorrow (Tuesday) at the John J. Cox Piedmont Memorial Chapel, 4016 Howe street, Oakland. Burial will be at the family plot in Decatur, Georgia.

Note 2. In Paul Bragg's Last Will and Testament (Jan. 1958) he stated that Patricia Pendleton was his adopted daughter.

1822. Woolman, Arthur E. 1961. The story of Bill Baker. Ojai, California. 2 p. Unpublished typescript. July 31.
• ***Summary:*** "Wilhelm Koch was sent to this country by his father when he was 12 years old to avoid military duty in Germany. As he grew older, he found that he had a flair for cooking and baking. He took up the profession and became one of the best, serving as chef in many famous hotels.

"During World War I, the United States government offered a prize of $500 to the cook or baker producing the best wheatless bread. Koch won the prize and used this money to legally change his name to William Cook Baker (Bill Baker). Note: This name may have been selected due to the anti-German sentiment present during the era.

"Resigning as chef of the Huntington Hotel in Pasadena, he came to Ventura in about 1917 and opened a bakery which he conducted until 1923. Lured by the beauty and charm of the Ojai Valley, he came to Ojai and established a bakery in the same location as one sees to-day.

"D. Sansum, a famous dietician of Santa Barbara, was searching for a baker who could produce a bread meeting very rigid qualifications. Bill Baker's soya bean and lima bean bread proved to be the answer. The popularity of this new bread grew and it was shipped to many parts of the United States, even as far as Honolulu.

"Bill Baker's creative mind was not satisfied to rest on his laurels. He began the creation of immense cakes for the birthdays of our presidents. Cakes were made and sent to President Calvin Coolidge, Herbert Hoover and Franklin D. Roosevelt. County fairs were likewise honored. But his greatest achievement was a giant exposition cake which weighed 1,000 pounds and was a year in the making.

"This cake was exhibited at the San Francisco World Exposition. It was made to the exact scale. The base of this three layer cake was octagonal. Five feet in diameter. Its prevailing colors were the national red, white and blue on a background of golden color symbolic of the California oranges and golden poppies.

"The decorative motif throughout was California: the crowning feature the replica of Treasure Island and the exposition buildings: the great bridge and San Francisco Bay: all developed to exact scale. In their order, with every detail accurately reproduced were 19 historic California missions. The cake was encased in a huge plate glass container and was on display at the Ojai bakery.

"The ingredients required to produce this cake were 100 pounds of sugar for icing, 60 pounds of butter, 50 dozen eggs, 15 gallons of honey, 2 gallons of molasses, 100 pounds of flour, 50 pounds each of citron, lemon peel, orange peel, chopped walnuts, pecans, 75 pounds of cherries, 30 pounds of figs, 200 pounds of raisins, 10 gallons of California wine, 5 pounds of mixed spices.

"William Cook Baker did much toward advertising the Ojai valley and after 20 years of unselfish service passed on to his reward in May 1942." Address: Ojai, California.

1823. Woolman, Arthur E. 1961. Notes on the life of Bill Baker. Ojai, California. 1 p. Unpublished typescript. July 31.
• ***Summary:*** Taken out of a 1934 Ojai directory: 1896-1923–Emil Gerstenmeyer, 457 East Ojai Ave. 1917–Bill Baker opened a bakery shop in the city of Ventura. 1934–Emil Gerstenmeyer, baker, proprietor, 382 N. Lion Street, Ojai.

"According to Harmon Vaughn, who worked for Bill Baker and later bought the business: 1923–Bill Baker bought the Ojai Bakery from Emil Gerstenmeyer. It was a small building setting back aways from the side walk. Mr. Baker built the present front of the building and another building alongside it, but leaving an alley between them. He had an iron archway between the two buildings.

1942–Bill Baker passed on.

1947–Helen and Harmon Vaughn bought the bakery and built onto the two buildings, doing way with the alley. The baking oven is the same one still in use, over 85 years.

19.. New owners are Ed Ramano. Address: Ojai, California.

1824. **Product Name:** Hoffman's Standard Hi-Proteen with Amisoy (Powder; More than 50% Protein).
Manufacturer's Name: Bob Hoffman–York Barbell Co.
Manufacturer's Address: York, Pennsylvania.
Date of Introduction: 1961 August.
Ingredients: Probably: Soy protein isolate, and dried milk solids [non-fat dry milk].
Wt/Vol., Packaging, Price: 1 lb. can.

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How Stored: Shelf stable.
New Product–Documentation: Ad (full page, black and white) in *Let's Live* magazine. 1961. Aug. p. 31. "A Hoffman Hi-Proteen for every taste and purpose." A photo shows the front of the can. The text below the photo: "Few foods offer as much to your family's health. Of all Hoffman Hi-Proteens, the Standard is lowest in cost–yet it is an excellent product, one of the best... a rare nutritional bargain." "Bob Hoffman: World famous Olympic coach. A pioneer with special high protein foods... Sold in health food stores from coast to coast."

Note: In 1950 Dr. Sidney J. Circle was head of protein research for the Soya Products Division of The Glidden Co., Chicago, Illinois. He developed the world's first edible soy protein isolate product, which he called Amisoy until 1955.

1825. **Product Name:** Hoffman's Hi-Proteen: Formula 63 with Amisoy (Powder; More than 60% Protein).
Manufacturer's Name: Bob Hoffman–York Barbell Co.
Manufacturer's Address: York, Pennsylvania.
Date of Introduction: 1961 August.
Ingredients: Probably: Soy protein isolate, and dried milk solids [non-fat dry milk].
Wt/Vol., Packaging, Price: 1 lb. can.
How Stored: Shelf stable.
New Product–Documentation: Ad (full page, black and white) in *Let's Live* magazine. 1961. Aug. p. 31. "A Hoffman Hi-Proteen for every taste and purpose." A photo shows the front of the can. The text below the photo: "A good multi-purpose high-protein product designed to supply high-quality protein at moderate price. A scientific blend of five good proteins, it contains more Amisoy, 96.6% protein [i.e., soy protein isolate] than any other single element. Like other non-flavored Hi-Proteens, it can be used in hundreds of healthful recipes."

Note: In 1950 Dr. Sidney J. Circle was head of protein research for the Soya Products Division of The Glidden Co., Chicago, Illinois. He developed the world's first edible soy protein isolate product, which he called Amisoy until 1955.

1826. **Product Name:** Hoffman's Special Hi-Proteen (Powder; "Gain Weight." More than 70% Protein).
Manufacturer's Name: Bob Hoffman–York Barbell Co.
Manufacturer's Address: York, Pennsylvania.
Date of Introduction: 1961 August.
Ingredients: Probably: Soy protein isolate, and dried milk solids [non-fat dry milk].
Wt/Vol., Packaging, Price: 1 lb. can.
How Stored: Shelf stable.
New Product–Documentation: Ad (full page, black and white) in *Let's Live* magazine. 1961. Aug. p. 31. "A Hoffman Hi-Proteen for every taste and purpose." A photo shows the front of the can. The text below the photo: "Designed for those who want to gain weight. For those who want to be bigger, stronger, healthier, and heavier. Added muscular pounds of bodyweight will improve appearance and provide a reserve against sickness and physical emergency."

1827. **Product Name:** Hoffman's Super Hi-Proteen (Powder; More than 90% Protein).
Manufacturer's Name: Bob Hoffman–York Barbell Co.
Manufacturer's Address: York, Pennsylvania.
Date of Introduction: 1961 August.
Ingredients: Probably: Soy protein isolate, and dried milk solids [non-fat dry milk].
Wt/Vol., Packaging, Price: 1 lb. can.
How Stored: Shelf stable.
New Product–Documentation: Ad (full page, black and white) in *Let's Live* magazine. 1961. Aug. p. 31. "A Hoffman Hi-Proteen for every taste and purpose." A photo shows the front of the can. The text below the photo: "Want the best high-protein product on the market today? Well, this is just what you're looking for! It is a blend of superior proteins of higher biological value. It's a concentrated product, 96.6% protein. Two teaspoonfuls a day are plenty for the average user. We spared no expense to produce for you the best, really high-protein product which can be formulated."

1828. Lee, Royal. 1961. Calories–Nutritional and harmful types. *Let's Live* 29(8):10. Aug.
• ***Summary:*** Bleached flour is a "foodless calorie" product. "Synthetic imitations of natural foods are another great class of 'foodless calories.' The hydrogenated fats are in this category, as is synthetic dextrose... Hydrogenated fats promote an increase in cholesterol; natural unrefined vegetable oils promote a progressive reduction in blood cholesterol" (*Annual Review of Biochemistry,* 1956, p. 623). "In view of the total inadequacy of the pure food laws to protect us against these health-destroying, non-nutritious counterfeit foods, it is essential for everyone knowing the situation to act promptly to inform his fellows." Address: D.D.S., President, Lee Foundation of Nutritional Research, Milwaukee, Wisconsin.

1829. Lee, Royal. 1961. The acid-alkaline balance. *Let's Live* 29(8):50. Aug.
• ***Summary:*** This article is an answer to the question: "Is Alkalosis or acidosis a common disorder?" "Yes, according to tests reported in the Transactions of the American Therapeutic Society..." About one-third of all patients treated were normal, one third acid, and one third alkaline. A person's "acid-alkaline balance" may be as critical as their bank balance. Proprietary alkalizers [for those with acidosis] include Alka-Seltzer (Miles Labs.), Citrocarbonate (Upjohn), and Alkazane (Warner). Address: D.D.S., President, Lee Foundation of Nutritional Research, Milwaukee, Wisconsin.

1830. Plus Products. 1961. Your biggest value in natural

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nutrients! Instant Tiger's Milk is low in cost, low in calories, high in nutrition (Ad). *Let's Live* 29(8):11. Aug.
• ***Summary:*** A photo shows the front panel of a carton of Instant Tiger's Milk. It comes in 3 sizes; the price of each is given. Address: 2302 E. 38th St., Los Angeles 58, California.

1831. Thomas, Kay K. 1961. Editorial. *Let's Live* 29(8):1. Aug.
• ***Summary:*** This editorial begins: "In these days of overemphasis on the use of drugs for treating disease..." Address: Editor and publisher, 1133 N. Vermont Ave., (Hollywood), Los Angeles 29, California.

1832. **Product Name:** Hoffman's Hi-Proteen (Powder) [Chocolate Malted, Carob Malted, Vanilla, Plain, Coconut, or Walnut].
Manufacturer's Name: York Barbell Co.
Manufacturer's Address: York, Pennsylvania.
Date of Introduction: 1961 August.
Ingredients: Soy protein [probably soy flour], and dried milk solids [non-fat dry milk].
Wt/Vol., Packaging, Price: 1 lb. can.
How Stored: Shelf stable.
Nutrition: ProtIngr
New Product–Documentation: Ad (full page, black and white) in *Let's Live* magazine. 1961. Aug. p. 31. "A Hoffman Hi-Proteen for every taste and purpose." A photo shows the front of the can. On the front panel: "The food of champions. A delicious, nutritious, health, energy and body building food." The text below the photo: "A good food in greatly concentrated form–for all the family. Tastes good, and is good for you. It's America's largest selling high protein food. Supplies high quality protein, natural minerals and vitamins which the body needs for building, maintenance, and repair. Comes in six flavors." "Bob Hoffman: World famous Olympic coach. A pioneer with special high protein foods... Sold in health food stores from coast to coast."

1833. Child, Julia; Bertholle, Louisette; Beck, Simone. 1961. Mastering the art of French cooking. New York, NY: Alfred A. Knopf. xv + 684 + xxiii p. Oct. 16. Illust. Index. 26 cm.
• ***Summary:*** The use of an electric blender shows the authors' innovativeness, flexibility and adaptability.

The following page numbers (in the Index under "Electric blender") are from the 1961 edition: In Volume I: For Shellfish butter, p. 104. For Soups, p. 37.

In Volume II. For Soups, p. 4. For Shellfish butter, p. 34.

However, the indexes do not reflect what is in the actual book! In volume 1 of the 1961 edition (reprinted 32 times), the "electric blender" is mentioned on the following pages: 4, 34, 81, 103-04, 191, 266, 559, 582, and 649. Address: 1. Cambridge, Massachusetts; 2-3. France.

1834. Clark, Linda A. 1961. Stay young longer: How to add years of enjoyment to your life. New York, NY: Devin-Adair Co. [xvi] + 364 p. Oct. Foreword by Adelle Davis. Preface by Beatrice Trum Hunter. 21 cm. [588* ref]
• ***Summary:*** This book is well researched and carefully documented. The author includes Clive M. McCay in her acknowledgments. Contents: Part I: How can you stay young? 2. How can correct nutrition help? 3. What makes you age? 4. How long will it take to slow down rapid aging? 5. What's wrong with us? 6. What's happened to our bread and cereal. 7. Is sugar harmful? 8. Are poisons making you old? 9. Is it safe to eat? 10. What else ages us? 11. How can you eat safely in a poisoned world? 12. What about vitamins? 13. What about minerals and enzymes? 14. What about fats and oils. 15. "Wonder" foods. 16. Are you a mirror of what you eat? 17. The great debate? 18. How can you eat for health and youth? a summary.

Part II: 19. How can exercise help? 20. Is there hope for sagging faces and figures? 21. How can you stay slim? 22. Are you proud of your skin, nails, and hair? 23. What about menopause, prostates, and male impotency? 24. How can you relieve stress?

Part III: 25. The art of loving. 26. The power of prayer. 27. The will to live.

Page 10: Most dog food is more nutritious than human food. A typical dog food contains soybean grits.

Page 12: The human body is replaced every year. Dr. Paul G. Aebersold of the Atomic Energy Commission, who has used radioactive tracers to study the body, states: "In a single year 98% of the old atoms will be replaced by new atoms which we take into our bodies from the air we breathe, the food we eat, and the water we drink."

Page 67: Home-sprouted soy beans are free from pesticide contaminants.

Page 139: Unsaturated fats are found in vegetable oils, including soybean oil.

Page 145-46. What raises our cholesterol level? One food that does is butter. When one-seventh of the ½ ounce of butter served at each meal was replaced by soy sterol (probably lecithin), the average cholesterol level of subjects dropped 11%.

Page 148: Tests by Dr. Lester Morrison (1958) found that "soy lecithin granules succeeded in lowering cholesterol and reversing atherosclerosis in thousands of his patients."

In the chapter on "Wonder foods" we read (p. 170): "Soy beans and products made from soy beans such as soy flakes, soy grits and soy flour, are rich in the only complete vegetable protein." In the same chapter, Dr. Clive M. McCay notes (p. 177) that many people "use soy milks. These soy milks are now very attractive to taste, They are also being sold in various modifications such as malted milk. With the growing interest in the consumption of unsaturated fatty acids which are rich in these soy milks, the future may see a real challenge to the dairy industry."

A long section titled "Meat-eating vs. vegetarianism"

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(p. 182-88) attempts to look at both sides of the issue from a nutritional viewpoint only. In "The case for the vegetarian" we read (p. 184): "A few nuts are complete protein. The soybean, a legume, is the only complete protein vegetable. In all other cases, some of the amino acids are missing. Because of the nature of the soybean, it is being recognized more and more, by vegetarians and others, for its high nutritional value. Other complete proteins include brewer's yeast, cottonseed, and cereal germs such as wheat germ."

Page 218-20: Beverages–Milk is also a problem since it may contain radioactive strontium 90, iodine 131, penicillin, wax, pesticides, etc. "Many nutritionists prefer raw certified milk." To offset the cost of raw milk, "powdered skim milk" can be used for cooking. Yogurt or kefir can be made from either kind of milk. "As a milk substitute, soy-bean milk (Lager 1955; Chen 1956), an oriental staple, has been suggested."

The section on healthy skin (p. 262) states: "Cold pressed soy oil, because it contains so many elements found to occur naturally in skin tissue, is excellent."

Note: While this is not a vegetarian book, it favors the use of a relatively small amount of flesh foods and other animal products. Address: M.A.

1835. Akin Distributors, Inc. 1961. America's health food distributors (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 8(6):33. Nov.

• ***Summary:*** A full-page ad. The company's logo is a smiling sun. "Serving dealers across the nation. Akin Distributors offers outstanding advantages to dealers: (1) We represent over 150 leading manufacturers and brands. (2) Fresh, complete stocks–Always... "We invite dealers to write today for our complete catalog. Address: 6947 East 13th St., Tulsa, Oklahoma. Phone: TEmple 6-2534.

1836. Vandercook, Gene. 1961. Mill Lines–El Molino (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 8(6):34. Nov.



• ***Summary:*** A half-page vertical ad with a small portrait photo of Gene at the top left. "El Molino is the most modern mill employing Buhr stones in the milling of 100% whole grain flour and cereals. Let me tell you about three of our more than 80 whole grain products."

(1) Stone ground whole wheat flour. (2) Carob powder–used in place of chocolate. (3) Ready bread mixes. Sold at health food stores everywhere. Write for catalog of 80 natural whole grain products. Address: El Molino Mills, 3060 West Valley Blvd., Alhambra, California.

1837. *New York Times.* 1961. Text of Kennedy speech at football dinner here. Dec. 6. p. 61. *

• ***Summary:*** President John F. Kennedy spoke about the poor physical condition of America's youth, reinforcing the argument made by the U.S. health foods movement. He announced that three out of every seven men drafted were being rejected as physically unfit. And an additional two out of seven were rejected for mental disabilities.

1838. **Product Name:** Velactin (Soy-Based Non-Dairy Infant Formula).
Manufacturer's Name: A. Wander Ltd. By 1967 made for Wander Pharmaceuticals by Promo Ltd. of Abergavenny, England.
Manufacturer's Address: England.
Date of Introduction: 1961.
Nutrition: Protein 21%, fat 18%, available carbohydrate 52%, ash 3%, moisture 5%.
New Product–Documentation: *The Vegan* magazine. 1961. Spring. "Wanderlac is soon to be changed to Velactin."

The British Vegetarian. 1963. March/April. p. 73. "New sources of protein in a hungry world." Velactin (A. Wander Ltd.) has already proved its worth in various clinical trials in America, Germany, and the UK.

The British Vegetarian. 1963. March/April. p. 89. "Stop press news." "The directors of A. Wander Ltd. have just generously offered to supply free of charge to the Vegetarian Nutritional Research Centre sufficient Velactin for a comprehensive study of the effect of using this vegetable milk as a sole dietary source of vitamin B-12 for vegans with B-12 deficiency."

Isabel James. 1964. *The British Vegetarian.* Jan/Feb. p. 39. "Domestic Science Bureau." "Velactin is now available from Health Food Stores, made by Messrs. A. Wander Ltd."

Orr and Adair. 1967. Tropical Products Institute Report G-31. "The production of protein foods and concentrates from oilseeds." p. 57, 71-72. Gives a description of the Promo Process, operated by Promo Ltd., Abergavenny, England, for producing a full-fat soya flour. "The Promo soya flour is made into a soya milk, marketed under the brand name of Velactin by the Wander company. The process used by Promo to make Velactin is a modification of that used to make full-fat soya flour in that dehulled soya beans are used and carbohydrates, groundnut oil, vitamins, minerals, and amino acids are added. Velactin is sold as a powder, to which water is added to make the beverage. A nutritional analysis is given (see above).

Leslie Cross. 1978. Alive. May. p. 6. "Free Plant Milk." Cross states (incorrectly) that Wander Pharmaceuticals made the first British plantmilk, Velactin.

1839. **Product Name:** Cheze-O-Soy with Tomato Sauce (Tofu Entree).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1961.
Wt/Vol., Packaging, Price: Canned.

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How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: An improved version of the tofu introduced in 1931.

1840. Deutsch, Ronald M. 1961. The nuts among the berries. New York, NY: Ballantine Books. 224 p. No index. 18 cm. 2nd ed., 1967 (320 p.). Revised 1977 as The new nuts among the berries. Palo Alto, CA: Bull Publ. Co. 359 p.
• ***Summary:*** The back cover states: "From Dr. Graham (inventor of the Graham cracker) to Dr. Jarvis, the best-selling author of 'Folk Medicine', this book tells the astonishing story of a hundred years of health foods and faddists. It names the promoters and the products. It cites the findings of the Food and Drug Administration. It quotes the warnings of the American Medical Association. It completely exposes the hokum and ballyhoo of the health food business–now bilking the public of $2,000 million ever year–and shows why crackpot food fads are a waste of money at best and a serious danger to the health of those suffering from real illnesses.

"'We are facing an organized dissemination of medical and nutritional quackery which takes the concentrated efforts of all of us to combat'–George Larrick, Commissioner Food and Drug Administration."

In fact, this book ridicules the very people whose ideas and lives it purports to discuss; it sarcastically paints them all as "nuts." Its goal is not understanding but a tacit–and not so thinly veiled–endorsement of the contemporary Big Food, meat and medical industries. We wonder if this book was initiated and funded by big businesses who will always oppose the growing interest in vegetarianism, etc. How could anyone describe Dr. John Harvey Kellogg as a "nut." Yet some real "health food nuts" are also discussed in this book too.

Contents: 1. Of cabbages and things (a brief history of "health-foodism"; "For example the Greeks Porphyry and Pythagoras maintained that meats are unnatural foods for men, and repugnant, while fruits and vegetables were the natural nutriment). 2. Mr. Graham bakes a cracker (Sylvester Graham, William Cowherd, the Bible Christians, William Metcalfe). 3. Little men, little women, little food (Louisa May Alcott, Amos Bronson Alcott, William A. Alcott, vegetarianism, and the American Vegetarian Society; Fruitlands, Sylvester Graham). 4. Father Kneipp and his watering can (very effective water cure in Germany). 5. Mother White casts her brood upon the waters (Ellen G. White and James Caleb Jackson). 6. Snap! Crackle! Enter Dr. Kellogg! (Dr. John Harvey Kellogg, founder of the Battle Creek Sanitarium). 7. The battle of Battle Creek (Michigan and Seventh-day Adventists). 8. From pillar to Postum (Charles W. Post, Dr. J.H. Kellogg, Ellen G. White, the evils of coffee, Postum Cereal Food Coffee). 9. Kickapoo and Kellogg, too. 10. The Jungle, the sausage, and the law (Upton Sinclair, Harvey W. Wiley, and the formation of the FDA). 11. Chew, chew, baby (Fletcher, Chittenden). 12. Life along the alimentary canal (Metchnikoff, Kellogg, Henry Ford). 13. The bare torso king (Bernarr Macfadden). 14. The bare torso king rampant (Macfadden). 15. I see America starving (Alfred W. McCann) 16. How to stop your cow from drooling (selling nutrition, Colonel Dinshah Pestanji Framji Ghadiali of Bombay, India, and Malaga, New Jersey). 17. A plague on both your Hausers (Gayelord Hauser, Benedict Lust). 18. How to write about health foods (Lelord Kordel, Cathryn Elwood). 19. Mrs. Spratt's millions (fat and dieting). 20. My mother squeaked (Dan Dale Alexander PhD and arthritis; Dr. D.C. Jarvis, *Folk Medicine*, honey and vinegar). 21. The poisons in your health food (how the public is being duped by health food hucksters; the American Medical Assoc. estimates this racket is now costing 10 million Americans over $500 million a year). 22. Postscript to a sad tale.

In the Introduction, page 9 notes that many health nuts and food faddists "are of the most respectable sort." "Among their number are best-selling authors such as Louisa May Alcott, Gayelord Benjamin Hauser, Upton Sinclair, D.C. Jarvis, and Elbert Hubbard. There are such distinguished scientists and innovators as Elie Metchnikoff, Dinshah Ghadiali (developer of Spectro-Chrome Therapy), Amos Bronson Alcott (the Seer of New England), and Dr. John Harvey Kellogg (inventor of cereal flakes, peanut butter, and the mechanical horse). There are famed industrialists, Henry Ford, Bernard Baruch, and John D. Rockefeller. There are entertainers, as Great Garbo and Robert Cummings, and religious leaders, as Sister [Ellen G.] White, founder of Seventh Day Adventism."

Colonel Dinshah Pestanji Framji Ghadiali was born in Bombay, India, in 1873, and came to the USA at the age of 38 (i.e. in about 1911). "His title derives from his position during the first world war as commander of the New York Police Reserve Air Service, a little-known organization which served little purpose. It was, however, an honorable civilian patriotic group... In 1920 Ghadiali brought forth one of the scientific wonders of our age–Spectro-Chrome Therapy." Based on a vegetarian diet (also free of alcohol, tobacco, coffee and tea), the system also made liberal use of colored lights. "By 1924 Ghadiali was so successful that he opened a Spectro-Chrome Institute on 50 acres at Malaga, New Jersey." In the early days Ghadiali earned more than $3.5 million from sales of memberships, equipment, and his course. He served a 5-year sentence in a federal penitentiary for a violation of the Mann Act by a book he wrote, "Railroading a Citizen," in which he accuses jealous doctors of trumping up charges against him. In the 1940s Colonel Ghadiali was prosecuted on the basis of his medical work. He was found guilty and sentenced to 3 years in jail–though his sentence was suspended–and he was fined $20,000. His work, however, still has devoted followers (p. 151-52).

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Drug Administration (FDA), Frederick Stare M.D., and the American Medical Association (AMA). Address: Popular scientific and medical reporter.

1841. Deutsch, Ronald M. 1961. Snap! Crackle! Enter Dr. Kellogg. The battle of Battle Creek. From pillar to postum (Document part). In: R.M. Deutsch. 1961. The Nuts Among the Berries: An Exposé of America's Food Fads. New York, NY: Ballantine Books. 224 p. See p. 43-45.
• ***Summary:*** This is a largely unsympathetic and satirical treatment of the health reform work of Dr. John Harvey Kellogg. Page 50 notes that "In 1879 he married Ella Eaton, of Alfred Center, New York. Within ten years, from the burgeoning sales of his books and the food products he was developing, he had earned enough money to build Ella a twenty-room Queen Anne mansion close to the [Battle Creek] Sanitarium grounds. It was a lavish residence..." Dr. Kellogg drew no salary from the Sanitarium.

"Ella Kellogg kept busy around the Sanitarium. There was not much for her to do around the house, for two reasons. First there were any number of servants. And second, there were no children; Dr. Kellogg had stated publicly that sex bred evil diseases in young men, and therefore he was determined to live without sex as a demonstration that it could be done. Whatever the real reason, John Harvey Kellogg and Ella occupied separate apartments in their home. They were always good friends, and later they adopted a total of forty-two children...

"We have seen Dr. Jackson's water-cure establishment offer the first cereal product in *Granula,* crumbled bits of baked wheat. Kellogg had come up with much the same thing. He called it *Granola.* He was sued and changed the name to *Granose."*

Charles W. Post, a Texan, went to Battle Creek to be cured. After 9 months at the San, Post gave up. He turned to studying the power of the mind, of mind over matter, Christian Science, and the like. Before long he got out of his wheelchair, declared that he was well, and went to work. Before he left the San, he offered to join forces with Dr. Kellogg in making breakfast cereals, but was rejected. In 1892 Post established La Vita Inn on 10 acres in Battle Creek; here the curative forces of both diet and mental healing were combined. Although meat was allowed, the other poisons were not.

Post cured people by telling them they were well–and wrote a book about it. He also wrote "The Road to Wellville," a pamphlet that he gave away. In 1895 Post started to make Postum Cereal Food Coffee–just add water and serve as a hot drink in place of coffee. He first sold it in paper bags from a handcart in Battle Creek. Then he began to advertise the product widely and his sales soared. Eventually his ads focused on the ability of Postum to prevent "coffee nerves." In 1898 he launched Grape Nuts, which he also sold as a health food. By 1901 Post had net income of a million dollars from his food business. "Imitators flocked to Battle Creek to stake their claims." Before long, it was a boom town. Address: Popular scientific and medical reporter.

1842. Dunlap, Jane. 1961. Exploring inner space: Personal experiences under LSD-25. New York, NY: Harcourt, Brace & World. 216 p.
• ***Summary:*** The real author of this book was Adelle Davis, the famous nutritionist, who wrote it under the pseudonym Jane Dunlap. Address: Los Angeles, California.

1843. Hunter, Beatrice Trum. 1961. The natural foods cookbook. New York, NY: Simon and Schuster, and Pyramid Books. xvi + 296 p. Index. 22 cm. Pyramid Books pocketbook ed. published in 1967.
• ***Summary:*** This very early and important natural foods cookbook contains more than 2,000 recipes. The Introduction is written by Dr. Clive M. McCay, Professor of Nutrition, Cornell University, New York, and Dr. Jeanette B. McCay, nutritionist. The pages numbers are those in the original 1961 hardcover edition. The author calls tofu "soy cheese" and uses it in many recipes, including mashed in a recipe for "soy cheese sherbet" (p. 204). This book is not vegetarian (some recipes call for beef, chicken, fish, etc.), but was quite influential in the early days of the U.S. natural foods movement.

Soy-related recipes include: Soy spreads (p. 14-15): Soy flour spread. Soybean spread (in blender). Soy cheese [tofu] spread. Soy butter (made from soy flour, regular or roasted, and oil). Smoothies (p. 26-29). Soybean-cheese salad (p. 35). Soybean-vegetable salad. Soybean molded salad. Soy butter dressing (with soy butter, p. 41). Soy cheese dressing. Eggless mayonnaise (with soy flour). Soybean soup (p. 49). Cream of soy soup (with soybeans in blender). Soy-vegetable soup (with soy milk in blender, p. 54). Soy noodles (with soy flour, p. 59). Green soybeans in pods (p. 70). Steamed green soybeans. Soy grits stuffing (for fowl, p. 127). Homemade soy cheese (also known as soybean curd or *tofu;* from soy milk or soy flour, p. 137).

Soybeans (p. 142-44): Basic soybean filler. Broiled soyburgers. Soybean ring (in blender). Baked soybean croquettes. Soybean casserole. Baked soybeans. Soybean-lentil loaf. Stewed soybeans. Soybean soufflé. Soybean squares. Roasted soybeans (dry-roasted). Leftover soybeans. Soy-oatmeal porridge (with soy grits, p. 162). Soy-cornmeal porridge. Soy sprouts (p. 163). Soy breads (p. 179-80): Kneaded soy-wholewheat bread. No-knead soy-wholewheat bread. Soy spoon bread. Unraised soy biscuits (p. 184). Soy-gluten popovers (p. 189). All-soy pancakes (p. 192). Soy waffles (p. 195). Soy cheese sherbet (with tofu, honey, vanilla, and nutmeg, p. 204). Soy cookies (p. 238). Flourless soy cookies. Soy-wholewheat cookies. Soy-cheese piecrust (with soy flour). Spiced soybean pie (with boiled, pureed soybeans, p. 250).

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The section titled "Smoothies" (p. 26-29) contains the following recipes (those followed by an asterisk {*} contain dairy products and no soy unless stated in recipe name; the directions for all recipes in this section is "Blend all ingredients"): Homemade soybean milk (from whole soybeans, or from soy flour). Spiced soy milk. Soy-fig shake (with soy milk). Milk-soy smoothie (with soy flour)*. Almond milk. Peanut milk. Cashew milk. Milk-wholewheat shake*. Orange-coconut milk*. Coconut milk. Milk fruit shrub*. Strawberry smoothie.* Apricot shake*. Anise milk*. Milk smoothie*. Fruit milk shake*. Banana smoothie*. Lemon egg nog*. Honey egg nog*. Carob milk*. Carob smoothie. The recipes followed by an asterisk contain 2-4 cups cow's milk and no soy. Note 1. This is the earliest document seen (July 2013) that mentions "smoothie" or "smoothies" in connection with soy. All of the 22 recipes in the category titled "Smoothies" contain some kind of milk (either cow's milk or milk made from a seed–soy milk, almond milk, peanut milk, cashew milk, coconut milk, anise milk). About half of the smoothies contain fruits or fruit juices (orange juice, fresh berries, strawberries). None of the smoothies contain ice cream, frozen yogurt, or any other frozen dessert or frozen food. Therefore a smoothie seems to be like a milk shake but without the ice cream.

The recipe for "Milk-Soy Smoothie" (p. 27) reads: 4 cups milk. ½ cup soy flour. 4 tablespoons molasses. 2 eggs, raw. ½ teaspoon pure vanilla extract. 3 tablespoons nutritional yeast. Blend all ingredients. Serves 4-6.

The section titled "Nut butters (p. 29-30) gives a recipe for homemade peanut butter with "Variations: Homemade nut butter may be made from raw almonds, filberts, pignolias, walnuts (English and black), cashews, Brazil nuts, etc. Most of these nuts have enough oil so that no extra oil need be added." On p. 30 is a recipe for "Homemade peanut-sunflower seed butter."

By the time of the 19th printing, in Jan. 1974, this book had sold over one million copies.

Note 2. This is the earliest document or book seen (Dec. 2001) after 1960 with the term "natural foods" in the title.

Note 3. An advertisement for this book appeared in the July 1965 issue of *Natural Food and Farming* (p. 40). Address: White Mountains, New Hampshire [by July 1965: Hillsboro, NH 03244].

1844. LaLanne, Jack. 1961. Foods for glamour. New York, NY: Prentice Hall, Inc. xii + 243 p. Index. 22 cm.
• ***Summary:*** Soy related items: Broiled potatoes brushed with soya oil (p. 106-07). Jack's brother Norman is treating his ulcer "with consideration and soy milk. Soy beans, of course, are one of the most versatile vegetables we have. From them we make auto steering wheels, paint and pharmaceuticals. As a food they're easy to take and easy to digest. They're doing wonders for my brother" (p. 122). Jacks bastes his Thanksgiving turkey with soya oil or safflower oil–instead of grease, and brushes his brussels sprouts with a "trickle of soy oil" (p. 132-33).

Jack is now living in Hollywood, has his own daily half-hour TV show (broadcast into most major cities of North America), and lectures across America. More than 25 years ago he opened his first conditioning studios in Oakland, California. He and Elaine Doyle were recently married. Jack believes that diet and exercise are the keys to glamour and vibrant good health. But Hollywood has taught him that real glamour comes from within, and radiates outward. When he asked his good friend Paul Bragg "Who is the most glorious woman you've ever known?' Bragg answered without hesitation, "Gloria Swanson"–"a beautiful mind in a beautiful body." LaLanne agreed. Gloria "eats only those foods that nourish health and beauty and shuns those that don't... She reads and meditates..." Other glamorous people? President Franklin Delano Roosevelt, actress Debbie Reynolds, actress Barbara Stanwyck, and statesman Winston Churchill–despite his large girth and evil-looking cigar (p. 20-24).

LaLanne retells the story of how he went from a sickly child to a healthy young man, inspired by Paul Bragg (p. 82-91). He considers fruit to be Nature's "beauty food" a natural alkalizer which can balance the acid influence of meat and eggs (p. 113). Address: Hollywood, California.

1845. Rodale, J.I. ed. 1961. The complete book of food and nutrition. Emmaus, Pennsylvania: Rodale Books. 1054 p. Index. 23 cm.
• ***Summary:*** J.I. Rodale recommends the consumption of natural meat and eggs. He discourages humans from consuming or using milk, chemicalized meats, added salt, sugar, chocolate, aluminium utensils, and heated or hydrogenated fats. Throughout this book, he uses scientific sources and cites them carefully.

Chapters 30-40 (p. 116-56) are a critique of cow's milk. Man has made the cow into a milk machine, with ever larger udders, which can produce 75 times as much milk per year as in Biblical times. For adults, milk may cause lactose intolerance, allergies and excessive tallness, and may contain undesirable antibiotics.

Chapter 40, titled "Nutritive substitutes for milk" (p. 154-55), mentions "soybean milk and Tahini milk which is a milk made from ground sesame seeds. Tahini milk appears to us to be an excellent substitute for milk in the diet because of its extremely high content of calcium" (p. 155).

Dr. Stefansson (p. 69-72) lived for one year in good health on meat alone. The discovery of cereal culture 2,000 years ago was the beginning of civilization and human degeneration. The human digestive tract has not had time to adjust to this change. It took humans 2 million years to adapt to the diet of the primitive human hunter (consisting mainly of proteins and animal fats) from the largely vegetarian diet of the anthropoids. "It is extremely difficult to plan a

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vegetarian diet in which the essential amino acids will all be represented in their proper proportion."

Chapter 127, "How to sprout beans" (p. 472-74), discusses mainly how to sprout soybeans, and their nutritional value. A table compares the vitamin and mineral content of soybean sprouts and mung bean sprouts; the former are much more nutritious.

Chapter 153, "Soybeans–The wonder food" (p. 536-41) has the following contents: Introduction. How nutritious are soybeans? ("Soybeans are one of the few non-animal proteins which are complete–that is, contain all of the essential amino acids in good proportion.") Sprouting beans for vitamin C. Soybeans are economical (says the best book on soybeans is *Soybeans for Health, Longevity and Economy*, by Philip S. Chen, Ph.D.). Soybean milk for infants. "Soybeans are richer in potassium than any other food except brewer's yeast which, of course, is eaten in much smaller quantities. They contain more pantothenic acid than any other food except egg yolk, brewer's yeast, liver, rice bran, and wheat bran. The iron in soybeans is 96 per cent 'available'–that is, digestible and used by the body." Chapter 154, "Soya milk and soya curds" (p. 541-42), by Dr. W. Kring, of Dusseldorf discusses: Use of soybeans in East Asia. Fresh soya milk for every household. Acidophilus soya milk–Soya curds. Making soya cheese or tofu [at home].

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "soya curds" in connection with tofu.

Note 2. This is the earliest English-language document seen (Sept. 2012) that contains the term "Acidophilus soya milk" (or "Acidophilus soymilk") regardless of capitalization, hyphenation, or spaces.

Note 3. This is the earliest document seen (Dec. 2020) that uses the term "lactose intolerance" in connection with soy.

Chapter 178, "Eggs, meat and soybeans" (p. 675-77) gives a nutritional comparison of these three high-protein foods. One section titled "Meat substitutes" begins: "Soybeans should be a part of your diet as a substitute for meat." It continues: "Even though you include plenty of meat in your diet, make use of soybean protein, too. If your family does not know soybeans, get some and begin to introduce them to a wonder food."

Chapter 169, "Are chemical fertilizers harming our food" (p. 618-24) is part of a statement made by J.I. Rodale on December 15, 1950, to a Congressional Committee formed to investigate chemical fertilizers. He argues that the organic method is "far superior to the present general practice with respect to fertilizer usage, not only from the human health standpoint but from the point of view of preventing soil erosion and giving higher yields at a lower cost." Also discusses: History of the organic method. What is the organic method? What is a chemical fertilizer? The health aspect (experiments showing a much higher survival rate in mice fed organically grown food). More vitamins in "organic" food. Physicians praise the organic method. Rejection by our government (and request that agricultural experiment stations test and compare the two methods).

Chapter 173 titled "Investigating Primitive Diet" (p. 642-54) contains a detailed summary of the work of Weston A. Price. D.D.S., as described in his book *Nutrition and Physical Degeneration.* This book is available from the Lee Foundation for Nutritional Research, 2023 W. Wisconsin Ave., Milwaukee, Wisconsin.

Chapter 182, titled "When you use fats and oils" (p. 682-83) discusses margarine, which is made from vegetable fats which have been hydrogenated. Soybean oil is one of the oils use to make margarine. "As you know, we do not recommend using margarine, mostly because of the many chemical substances used in it, of which the synthetic vitamin A is only one. Artificial coloring, preservatives and so forth are also used. But, in addition, hydrogenating the oils to make them solid destroys most of the essential fatty acids which are the chief reason for eating vegetable oil. So margarine is no better than butter as a spread, in spite of the fact that it is made from substances that do not contain cholesterol." "Soybean oil is another popular vegetable oil." Rodale especially recommends "our old friend, sunflower seed oil"–which is rich in vitamin E and linoleic acid.

Chapter 183 titled "Heated fats can cause cancer" (p. 686-90) summarizes several scientific studies and notes that "Hydrogenated fats are everywhere" in our food supply. "Finally, don't buy hydrogenated shortenings (the solid kind)..."

Chapter 198 titled "Who pays for nutrition research?" (p. 741+) begins: "'Dr. Stare's Nutrition Department (at Harvard University, Massachusetts) received from Food Industries and Foundations representative of their interests between and including the fiscal year 1950 to 1956 gifts totaling approximately $378,000, half of which was from the Sugar Research Foundation, supported by the sugar interests, and the Nutrition Foundation, supported largely by commercial food processors. A large portion of the other half was from the chemical and drug interests.

"This challenging statement sets the tone for a series of open letters from the Boston Nutrition Society, Incorporated, to Dr. Nathan M. Pusey, President of Harvard University. We think readers will find in these letters the answer to their puzzled query Ä 'Why?' Why must we eat doctored up, chemicalized, refined, cheapened food and above all, why must some of our top food scientists, men like Dr. Stare of Harvard, call everyone a faddist and a crackpot who points out that the modern American food is not everything it should be?

"The open letters hit at the very heart of the problem. Much university research on nutrition is being financed by the very folks who profit from selling this worthless food."

Chapter 199, "A British nutritionist takes stock,"

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summarizes an article titled "Food and Health," by Dr. H.M. Sinclair (*British Medical Journal*, 14 Dec. 1957) about the dangers of feeding too much cow's milk to infants and children. Another article on the same subject by Dr. Milton J.E. Senn, was published in *McCall's* (Jan. 1958). Chapter 272 is "Kelp for trace minerals" (p. 1005-09) and Chapter 273 is "The value of seaweed nutrition" (p. 1010-12).

Chapter 274 is "Do you need lecithin?" (p. 1013-17; Contents: Introduction. How can you avoid cholesterol deposits? Lecithin and cholesterol in natural foods. Experiments with lecithin prove its healthfulness. Why do we not get enough lecithin? Take lecithin as a food supplement {it is made chiefly from soybeans}).

Chapter 275 is "Why do you need lecithin?" (p. 1018-1021); Contents: Introduction. The what and how of lecithin. Processing at fault. Where can you get lecithin in your diet? (seeds and cold-pressed oils). Hydrogenation (which destroys all the lecithin, B vitamins, vitamin E, and essential fatty acids).

Chapter 39, "Miscellany on milk" (p. 146-54), documents many problems with cow's milk. Its contents: Introduction, detergents in milk, antibiotics in milk, some infants can't take milk at all, is milk the universal antidote?, an all-milk diet is hazardous, ulcer patients beware!, cavities caused by milk, DDT contamination, misuse of calcium, radioactive substances in milk, milk as a cause of goiter, a famous nutritionist speaks (Dr. Norman Jolliffe), milk's value questioned (by McCance and Widdowson), allergies to milk sugar, dermatologist criticizes both bread and milk, and an old (1926) court decision on raw milk. Chapter 41: "Yogurt" (p. 156+). "Yogurt is probably the most popular of all so-called health foods". In the 19th century, Metchnikoff was the first to investigate it scientifically.

Chapter 96: "Sesame seed–An ancient and nutritious food" (p. 342-44; Tahini milk makes a good milk substitute). Address: Emmaus, Pennsylvania.

1846. Rodale, J.I. ed. 1961. History of coffee and problems with its consumption. In: J.I. Rodale, ed. 1961. The Complete Book of Food and Nutrition. Emmaus, Pennsylvania: Rodale Books. 1054 p. See p. 5-17.
• ***Summary:*** Chapter 1 is "History of Coffee" (p. 5-8). Contents: Introduction. Coffee discovered. Processing the coffee bean. What coffee contains. How to make coffee (never boil it; use drip or vacuum pots). Statistics on coffee consumption. The earliest mention of coffee that can be found in the literature was about 99 A.D., when an Arab physician discoursed on it. The berries were first used as food, ground finely and mixed with fat. Coffee was introduced to Europe in about 1650 and to America in 1668. As early as 1746 a learned Italian writer noted that coffee was detrimental to good health. Similar criticisms started in the USA in the 1800s. "Coffee is the American beverage, just as tea is the national beverage of England." In the USA eight out of ten adults drink coffee daily and one out of four children drink it daily. An estimated 25% of all American coffee drinkers consume 5 or more cups per day.

Note: According to James Trager's *Food Chronology* (1995, p. 109, 142): In 1600, smugglers broke the Arabian monopoly on coffee growing. They took seven seeds of unroasted coffee beans from the Arabian port of Mocha [also spelled Mokha or Al Mukha, as of 1998 a seaport in southwest Yemen] to the western ghats of southern India. In 1690 Dutch mariners smuggled coffee plants out of the Arab port of Mocha. They planted some in Java, their colony, and sent others to the botanical gardens at Amsterdam.

Chapter 2 is "Abundant evidence against coffee" (p. 9-16). Contents: Introduction. Dr. William Alexander [sic. Andrus] Alcott's contributions (1844). An established fact–coffee is a poison. Habitual coffee drinking and stomach ulcers. Digestive juices stimulated. Coffee, heart disorders and blood pressure. Does a tired body need stimulation or rest? How effective is the coffee break? Coffee tars and cancer. Should pregnant women and nursing mothers drink coffee? Does coffee affect brain and nerve tissue?

Chapter 3 is "Coffee and blood sugar." Address: Emmaus, Pennsylvania.

1847. Seranne, Ann; Gaden, Eileen. 1961. The blender cookbook. Garden City, NY: Doubleday & Co., Inc. 288 p. Illust. (photos by the authors). Index. 22 cm.
• ***Summary:*** The Introduction begins: "In the past few years, new techniques have been developed which make an electric blender a necessary part of every modern kitchen."

The 12 chapters include: Soups. Cheese and egg dishes. Vegetables. Savory Sauces. Preserves. Hot breads. Desserts and dessert sauces. Beverages (including Mocha smoothie, with 1½ cups milk and instant coffee, p. 266; Orange-pineapple smoothie, with 1 cup orange juice and 1 scoop vanilla ice cream, p. 267; Pineapple-banana smoothie, with 1½ cups pineapple juice, ½ cup dry milk solids, and 1 ripe banana, p. 267).

The author, Anne Seranne (= Margaret Ruth Smith) was born in 1914.

1848. Grand Rapids Press. 1962. 'Meat' for vegetarians. He lost his job, but made a success manufacturing. *Wonderland: The West Michigan Magazine.* Jan. 21.
• ***Summary:*** "Cedar Lake's Vep Sias faced a dilemma in 1949. The work he had been doing suddenly was discontinued when the Cedar Lake Academy-operated food processing plant closed its doors. He had purchased a new home shortly before; he had a family to support; and he did not want to leave that Montcalm County village. He faced the possibility of losing his new home unless he found other work in the area–a slim prospect.

"Sias made a decision then that he has never regretted. He purchased the food manufacturing rights from the

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academy, a Seventh Day Adventist high school, and started a business in the basement of his home that had proved unprofitable to its former owners. His wife, Ruth, whom he had met at the academy when both were students there, worked at his side, and thus was born Cedar Lake Foods, manufacturers of high protein meat substitutes.

"As a small operation, Cedar Lake Foods caught on. There was a sizable demand for meatless chops, meatless burgers and other meat substitute products from persons under doctors' orders not to use any form of animal proteins, from vegetarians, from some religious groups and from persons who simply wanted to replace meat in their diet without sacrificing the meat flavor they liked.

"By 1959, Sias found he had to expand and so brought his business out of his basement and into a newly-constructed plant. He plans another expansion program this year for more equipment and more storage space.

"Four persons are kept busy putting up frankfurters, chops and burgers without a trace of meat. They are made by combining the proteins of wheat and soya and certain spices into a palatable food simulating meat in flavor and texture. The products are called vegetarian chops, vegeburgers and the like.

"In connection with the manufacturing end, Sias also opened a retail unit in his plant where he stocks on his shelves his products as well as similar competitive products. 'I try to keep a complete vegetarian line, even including foods of my competitors, because this type of food isn't available in every store, and there are people who aren't always satisfied with one product or one man's work,' he said. His retail operation is but a small portion of his business. The bulk of his stock goes to distributing houses in the states of Washington and Florida, and Washington, D.C.

You would think that Vep and Ruth Sias, who make nothing but vegetarian foods, and their five children would be strict vegetarians.

"'No,' says Sias. 'We eat a good deal of our vegetable foods, but we like meat, also. However, if the children have a choice they pick vegetarian chops every time over meat. The chops are as tasty as meat but they are not as tough and are easier to chew.'"

Photos show: (1) Vep Sias, his wife Ruth, and their son Bobbie. (2) Vep Sias checks his stock on shelves of the retail unit at his food factory. He handles only vegetarian and health foods, all meatless, and stocks his competitors' products as well as his own. Address: Michigan.

1849. Balanced Foods, Inc. 1962. On the business of selling quality (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 8(9):31. Feb.
• ***Summary:*** A full-page ad. "As major wholesale distributors of natural organic and health foods, we are proud that our 'shingle' is synonymous with quality." Address: 700 Broadway, New York 3, NY. Phone: ORegon 4-2740.

1850. **Product Name:** Infa-Soy (Soymilk Infant Formula).
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1962 March.
New Product–Documentation: Letter from Sam Yoshimura. 1981. Feb. 20. "At the beginning of 1962, production of Infa-Soy, using Dr. Harry Miller's formula, was started under the direction of his son, Willis Miller." The key to the formula was the addition of a little cooked rice (or the water therefrom; a small amount of rice was cooked in excess water for 10-15 minutes), which was effective in preventing loose stools in infants.

Soybean Blue Book. 1965. p. 115. The company is now called Nutrition International Corp. and Infa-Soy is described as a "hypoallergenic baby formula."

1851. Rancho La Puerta. 1962. Relax! Have fun! Slim down! In old Mexico (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 8(10):40. March.
• ***Summary:*** "America's most popular health resort. Modeled after great European spas. 1000 glorious acres. Riding, biking, swimming. All outdoor sports–Plus supervised reducing, exercise curriculum, organic diet, famous Grape Cure! From $8 per day per person. Including all meals. For photographs and illustrated literature write..." Address: Tecate, Mexico 2953.

1852. *Natural Food and Farming* (*Atlanta, Texas*). 1962. Scanning the news: FDA ban on diethyl stilbestrol challenged. 8(11):20. April.
• ***Summary:*** "FDA has formally banned the use of diethyl stilbestrol implants in poultry. Under the voluntary agreement consummated in 1959, poultry growers have refrained from using stilbestrol implants. During the intervening two years, stilbestrol producers, through regular administration procedures, have challenged the Food and Drug Administration's authority to ban the compound. During the week of December 18, Deputy FDA Commissioner John L Harvey issued a final order revoking all licenses to use stilbestrol in poultry. Appeals from this action can be filed in the circuit court. This is a ban of *implants* and does not affect the use of stilbestrol in feed. FDA's freeze on *new* application to use this compound in feed does not affect established producers."

1853. W.R. Laboratories. 1962. The Champion Juicer (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 8(11):3. April.
• ***Summary:*** This full-page ad shows a photo of the patented Champion Juicer surrounded by vegetables. The F.O.B. factory price is only 149.95 including a five-year guarantee.

Note: This is the earliest document seen (July 2021) that mentions the Champion Juicer–although it may have existed

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as early as the 1940s. Address: Factory Distributor, 639 E. Lockford St., Lodi, California.

1854. *Los Angeles Times.* 1962. Sunday [TV program schedule]. May 20. p. B6.
• ***Summary:*** Evening: 9:30 p.m. Channel 13. "'Shangri-La Today.' Hosts Larry Moore, Ava Maloney & Top Stars! Sponsored by Foods for Life."

Note: Shangri-La may refer to the former princely state of Hunza in the far north of today's Pakistan. In 1962 a book titled *Hunza, the Himalayan Shangri-la,* by Renée Taylor and Mulford J. Nobbs was published. The people living in the Hunza Valley were known for their good health, natural farming methods, natural foods, and long life.

1855. *Guardian* (*Manchester*). 1962. Milk made from vegetables may be on sale soon. Aug. 27. p. 2, col. 3.
• ***Summary:*** "Milk made from outer cabbage leaves, pea pods, and other greenstuffs may soon be on sale as a result of experiments by scientists working in the Vegetarian Nutritional Research Centre, Garston, Watford." Dr. Frank Wokes, director of the research center, believes that there will never be enough cow's milk to supply all the world's children or to meet all the protein deficiencies. Before the end of this year, the Centre hopes to open a pilot plant for the process; large scale production would start later.

Related experiments have been made since before World War I, and "a plantmilk, made from cereals and pulses, has been on sale for some years."

1856. What ever happened to the first "Lenna F. Cooper Memorial Lecture"? An unusual story. 1962. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** The first "Lenna F. Cooper Memorial Lecture" was presented by Mary I. Barber on Oct. 8, 1962 at the 45 Annual Meeting of the American Dietetic Association in Miami Beach, Florida. The title was: "Lenna Frances Cooper–Her Vision and Accomplishments in Dietetics." The original text is as follows:

"Madame President, Colleagues and Former Students of Lenna Frances Cooper; fellow Members of ADA.

"It is an honor to have been chosen to give a tribute to Miss Cooper. Because I am not a scientist this talk will endeavor to picture the woman who has influenced all of us in the Dietetic Field. She was steadfast, gentle and honorable–all characteristics that make up a balanced person. The memory of her will be kept alive through a yearly lecture made possible by her friends and it is hoped that at each convention our members will be inspired to do their work with the thoroughness shown by the founder of the Association.

"This is the first Lenna Frances Cooper Memorial Lecture so it is fitting to remind the friends who knew and respected her, and to tell those of you who did not know her personally, about her background, training and her conspicuous influence on our profession.

"Miss Cooper had a long and dedicated life from February 25, 1875 to February 23, 1961. She was a pioneer in the dietetic field. This pioneering spirit was natural because she came from pioneer stock. Her ancestors had braved the ocean with Lord Baltimore (George Calvert, Baron Baltimore) whose death date is listed as 1632. He founded the state of Maryland but the Coopers went to Virginia where they were among the early settlers. From Virginia the Coopers went to the Carolinas from which locale later generations moved to the young state of Illinois to become pioneers at Springfield, the home of Abraham Lincoln. The trek further west was a natural step.

"The trip from Illinois to Kansas was made in a covered wagon. In their homestead the family experienced all the vicissitudes of the time–Indian raids, when the farmers scurried to the nearest town for protection, hail storms that beat down the crops, 'grasshopper' years that brought complete devastation and cyclones, as a matter of course.

"Miss Cooper recalled riding, as a child, to town in a wagon equipped with a 'spring' seat, a mark of some distinction in those times. She said, when talking about her early years, 'The vision of the return at sundown with the tall prairie grass waving like a sea of green is one that I shall never forget'. Until little Lenna was nine years old, she attended country school. Then the family moved to town and she had grade schooling in Nickerson and high school training Hutchinson, Kansas. The family was not in affluence so after graduation from high school, Lenna took a job as a teacher for two years until she had earned money to continue her education. She personally paid for all future education by working then studying and carrying all her own expenses.

"Lenna's brother, a doctor, had affiliated with the Battle Creek Sanitarium so after her country school teaching, she joined him in Battle Creek; Michigan. Here she enrolled in the nurses course where she could earn as she learned. The director of the Sanitarium (at this time under the auspices of the Seventh Day Adventists) was Dr. John Harvey Kellogg. It is necessary to be detailed about the Sanitarium so that you will understand Miss Cooper's early professional years. Most of you have heard about Dr. Kellogg's biological eating program but, if not, you should read the book 'Nuts Among the Berries' by Ronald M. Deutsch [who portrays Dr. Kellogg as a "nut"]. This will give you an idea of the narrow scope of the doctor's food and health theories. He attacked meat eaters, coffee drinkers, pepper and tobacco users. Cheese, other than pasteurized cottage cheese, was taboo. He believed that high protein diet was causing rheumatism and ulcers. In 1893, concerned about the fact that some of his patients with bad teeth were being deprived of the 'noble nut', he crushed peanuts and the result was peanut butter. It was some time before this ceased to be a health food and was accepted by homemakers as a handy, non-medical cupboard

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item. Many mothers should bless Dr. Kellogg today for the filling that goes into thousands of sandwiches eaten daily for lunches and snacks.

"The good doctor felt that a luxurious bill of fare might be composed of bananas, figs, dates and nuts. Ice cream was unwholesome because it was too cold. Hot food was bad because it caused cancer. So the Sanitarium started serving food lukewarm. Little white flour was used and if used at all, bran was included to take the curse off.

"The doctor's wife, Ella Eaton Kellogg, aided him in many Ways. She even wrote two or three books on housekeeping and training help in an Institution. To this day the silver shines and the table linen is white as snow at the Battle Creek Health Center as it is now called. Mrs. Kellogg encouraged the young nurse, Lenna, to go to Philadelphia [Pennsylvania] to take the two-year course in cookery offered by Drexel Institute. Upon her return she was given the title of chief dietitian at the Sanitarium. How many of you would have enjoyed planning meals with the many restrictions on the foods allowed to be served to the patients and staff? Miss Cooper resolved that the ones permitted should be cooked, seasoned (without pepper, of course), and garnished to perfection. A dinner menu given in Miss Cooper's book 'How To Cut Food Costs', written in 1917, was Baked Lima Beans, Buttered Beets, Banana and Apricot Salad, and Plain Rice Pudding.

"Meat substitutes, made from nuts, wheat germ, etc., were shaped to look like steaks, cutlets, even frankfurters and hamburgers. Individual turkeys were modelled for Thanksgiving and Christmas. At these festivities a live bird as displayed in a cage with the caption 'A Thankful Turkey'. Cream soups were smooth as silk and always garnished attractively. The vegetables were not over-cooked and all raw greens were given a chlorine bath. The salads were works of art with never a wilted piece of lettuce or watercress. Vinegar was frowned upon, but lemon juice was used liberally. The food was not stimulating (except for the intestines) with herb tea and coffee substitutes as beverages. Instead of cocktails an acidophilus bar was set up in the really beautiful palm garden. So everything possible was done to make the patients feel satisfied–and the rebellious ones could sneak down town for a steak and a cup of coffee. At one time there as an intestinal epidemic and all the guilty ones felt that it was due to their having gone out on the town. The fire station across the street from the Sanitarium became a smoking club and the complaints of the patients were deadened by its walls. It was exciting to watch the firemen slide down the pole and dash off in old No. 5 when an alarm sounded!

"In the evening there was pleasant music by a small orchestra (the ladies in evening dress) and after the frugal dinner there was the Grand March in which all ambulatory patients were required to take part. This was performed to spirited piano playing with an enthusiastic, rather than talented, woman at the keyboard. This was the high spot of the day!

"So much for the narrow range of the chief dietitian and her loyal staff. Every patient had personal conferences with one of the dietitians who listened carefully to symptoms and real or imagined discomforts. But there were compensations in the contacts with the many famous persons who sought health at the Sanitarium. Some of them were Eddie Cantor, Johnny Weissmuller, Amelia Earhart, Henry Ford, Roald Amundsen, Admiral Byrd and Richard Halliburton. Even Joel Cheek, who built Maxwell House Coffee, came to drink coffee substitutes. Sir Wilfred and Lady Grenfell [medical missionaries to Newfoundland] became so interested in the calibre of the dietitians that they induced three of them, Helen Mitchell, Margery and Catherine Vaughn to spend time in New Foundland [Newfoundland] carrying on a nutrition project with the inhabitants. These young women had first-hand experience with malnutrition. including scurvy and beri-beri.

"Quoting from 'Nuts Among the Berries'–'The Sanitarium welcomed tycoons from John D. Rockefeller to Mrs. Knox, whose gelatin had built a small empire (it was not used at the Sanitarium because of its animal origin); Mr. Fress, Mr. Kresge, Mr. Gerber, of the baby food business; Senator Robert LaFollette, Senator Capper; Percy Grainger and Glenn Curtiss. The San even was popular with honeymooners–a jug of acidophilus milk, a loaf of Graham bread and thou, beside me in the electric bath" (Continued).

1857. *Battle Creek Enquirer* (*Michigan*). 1962. Pioneer eulogized in memorial lecture. Oct. 26. p. 8. Friday.
• ***Summary:*** "Battle Creek's historic position in the field of good nutrition and health foods came to the fore Thursday when 150 dietitians and health authorities met for the one day meeting of the Michigan Dietetic Association held at the American Legion Hospital."

"Noted figures in the fields of nutrition featured the morning and afternoon panel discussions, and one of the principal highlights of the day's activities was the Lenna Frances Cooper Memorial Lecture delivered by Miss Mary I. Barber at the luncheon. Miss Barber, author of an extensive list of nutrition articles and World War II food consultant for the U.S. Army, had originally read the memorial lecture at the American Dietetic Association convention several weeks ago at Miami Beach, Florida.

"Pioneer in Field: The late Miss Cooper, a pioneer in the field of dietetics, became a nationally known authority in the field and held many high posts, including supervising dietitian for the U.S. Army during World War I. Her career began at the Battle Creek Sanitarium, which she served as its first trained dietitian following training as a nurse. She later studied home economics at Drexel Institute and was head of the Sanitarium's Home Economics School on her return. She became dean in 1916 and remained in this post after the school was merged into the old Battle Creek College.

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"In 1927, Miss Cooper became food director at the University of Michigan and in 1930 moved to Montefiore Hospital in New York City where she was chief in the nutrition department for 18 years. She left New York in 1948 to become visiting professor at the University of Mississippi and returned to Battle Creek in 1952 to join her brother, the late Dr. John E. Cooper. In 1954 she returned to the site of her early teachings, the Battle Creek Sanitarium, and was again head dietitian. She was the author of several books and some of her work was in collaboration with Miss Edith M. Barber, a Battle Creek native whose syndicated column appears in the *Enquirer and News* [1959-1983, Battle Creek]. Miss Henderika Rybergen of New York City, and Dr. Helen S. Mitchell, formerly on the staff of BCC [Battle Creek College].

"Miss Cooper presided at the organization meeting of the American Dietetic Association at Cleveland, Ohio, on Oct. 18, 1917. She served as its first vice president and its 14th president. In 1951 she was presented the association's highest honor, the Marjorie Hulsizer Copher Award, in recognition of being the first to propose its formation. The Michigan association was organized in 1929 and Miss Cooper became its first president, and attended meetings until the year before her death in 1961.

"Tribute by Dr. Bluestone: A tribute paid to Miss Cooper by Dr. E.M. Bluestone, formerly of Montefiore Hospital, bears out the feelings of all those who knew her: 'It remains for us only to recall gratefully the attributes of nobility that Miss Cooper bequeathed to us all. When the younger generation of dietitians rises up and calls her blessed it is because they benefitted from the fruits of her mind and hands. She was loved because her associates not only learned from her but because she had humility, gentleness, and poise, and a very personal understanding of their needs at all times. She was the eternal friend to whom they could turn when they were troubled in heart or soul. She was lavish in her gifts and she responded to every call. Her memory is a benediction to us all.'"

The rest of the meeting is discussed in detail, much as it was in an article titled "Miss Barber to Give Memorial Lecture" in the Sept. 23, 1962 edition of this newspaper.

A small portrait photo shows Lenna F. Cooper in her later years.

A large photo shows four "prominent women nutritionists" who attended "the all-day meeting of the Michigan Dietetic Association Thursday at the American Legion Hospital." They are, left to right, "Dr. Lillian H, Meyer, head of the Department of Chemistry at Western Michigan University, Miss. M. Elizabeth Vaughn, president of the MDA, Miss Mary I. Barber, local resident, who is a former president of the American Dietetic Association, and Miss Virginia Kopec, acting director of the Dietary Dept. at Henry Ford Hospital, Detroit, who is the new president of the state group."

1858. *Life.* 1962. Celebrities and cooking. Nov. 23. p. 107. *
• ***Summary:*** Jane Fonda was a cook and a health food nut from the early days. Gives a recipe for Jane Fonda's buckwheat bread. Jane adapted this recipe from Adelle Davis' book, *Let's Cook it Right.* Jane works all day in her New York apartment baking and cooking dinner for friends. She's a health food fan but manages to give wholesome comestibles a gourmet gloss. A photo shows her making a loaf of bread.

1859. **Product Name:** Madison Burger.
Manufacturer's Name: Madison Foods.
Manufacturer's Address: Madison College, Madison, Tennessee.
Date of Introduction: 1962.
New Product–Documentation: Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Madison Burger contains 11.08% protein, 0.47% fat, and 4.67% carbohydrate. One serving, ½-inch slice, weighs 76 gm.

Letter from Sam Yoshimura. 1981. Feb. 20.

1860. Taylor, Renée; Nobbs, Mulford J. 1962. Hunza, the Himalayan Shangri-La. El Monte, California: Whitehorn Publishing Co. 56 p. Illust. 28 cm. *
• ***Summary:*** Photography by Zygmunt Sulistrowski and Wayne Mitchell. Notice in *Let's Live.* 1962. April. p. 13. "Renee Taylor, journalist, lecturer, and author of the book 'Hunza Land' will speak for the Pasadena Chapter of the American Nutrition Society, Monday, April 16." Miss Taylor, who recently from a trip to Hunza in the Himalayas, will show photos she took while there.

1861. *British Vegetarian.* 1963. Society reports: Fruitarian discussion group. Jan/Feb. p. 22-23.
• ***Summary:*** On 5 Nov. 1962 Dr. Franklin spoke on "Plant Milk and Protein." He first discussed the changes taking place in scientific views on the amount of protein required by a healthy body. Then he said that "the transition from the animal protein of dairy products to the less concentrated plant protein of leaves (plus about 10% soya milk) comprising plant milk, must be made slowly. Samples of the milk were tested and found very pleasantly sweet and smooth to the palate."

Dr. Franklin said that preparations for large-scale factory production were well in hand. Supplies for Health Food Stores and for export to undernourished peoples were expected in 3 to 4 months.

1862. El Molino Mills. 1963. Display ad: Business in suburbia. El Molino Mills has signed a long-term advertising contract with Carlton Fredericks... *Los Angeles Times.* March 3. p. WS-A22 or SG_A16, or OC_A17, GB9, or CS7.
• ***Summary:*** "... who recently toured the firm's stone

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grinding mill and saw a color movie being shown to students on a tour of the plant. Fredericks will prepare a documentary half-hour program for radio about his trip through El Molino Mills."

1863. Kyd, George H. 1963. Edible soy-protein fibers promise new family of foods. *Food Processing* (*Chicago*) 24(5):122-26, 138. May.
• ***Summary:*** "Products amazingly like meat such as the ham-like product shown below and the chicken-style products shown on page 124 can be fabricated from protein fibers shown opposite" (in a full-page photo), magnified slightly more than two times. Ralston Purina now makes "Textured Edi Pro," an edible spun soy protein fiber made from "an isolated edible soy protein that is almost pure protein. It contains no fat."

Page 124 has the heading: "Is the web of spun soy-protein fibers first of the modern superfoods? Meat-like production. These Textured Edi Pro foods–already on the market–look, taste, and chew amazingly like the meat item they so closely resemble, yet they may have a fat content as low as a fraction of one per cent, and a protein content of almost any level desired." Photos show packages and labels of Chicken Style Roll (Minute Entrees, refrigerated roll), Worthington Soyameat Fried-Chicken Style (canned), Worthington Sliced Whitemeat Style (Frozen Minute Entrees). Shown without a package or label are is a ham-shaped, ham-like product [Wham].

Page 126 states: "Tons of the textured product [Textured Edi Pro] each week go into the following products made by Worthington Foods: canned 'Soyameat': refrigerated Chicken-Style Roll; frozen fried-chicken style Minute Entree; and frozen chicken whitemeat style Minute Entree. These products resemble chicken meat in taste and texture. They are new but already fast-selling products, distributed largely through health food stores."

"The edible soy protein work is being carried on under the direction of Dr. H.L. Wilcke, Purina Research Vice President, and D.B. Walker, Vice President in charge of the Soybean Division. Two nationally known scientists who have pioneered soy development have performed much of the development work. They are Robert A. Boyer and Francis E. Calvert. Both at one time were associated with Henry Ford, and, through him, with Thomas A. Edison.

"The work has been coordinated under supervision of W.E. Tjossem, Manager of Purina's Special Soy Products Department, and W.B. Brew, Manager of Special Products Research. Ralston Purina is the largest manufacturer of animal rations, and one of the principal processors of soybeans in this country [USA]. Textured Edi Pro and Edi Pro are developments of Ralston Purina Company, Checkerboard Square, St. Louis 2, Missouri."

"Fifty million people in the U.S... are not able to eat the meat of animal or fowl some or all of the time by reason of their religions, restrictions of their doctors, or by personal preferences. For these many millions who for one reason or another cannot eat meats, the Textured Edi Pro meat-like products will supplement the supply of food items which they approximate... The versatility and adaptability of these new edible soy products make them 'the most exciting and most promising group of new foods of this decade,' says Purina vice president D. B. Walker. 'They are so characteristic of present health theories that they are likely to establish themselves in diets of the future. And the meat- like products will find an eager market among those 50 million who can't eat real meat."

Note 1. This is the earliest English-language document seen (Oct. 2015) that mentions Textured Edi Pro, made from spun soy protein fiber.

Note 2. This is the earliest English-language document seen (Oct. 2015) that uses the term "spun soy-protein fibers" (with or without a hyphen) to refer to spun soy protein fiber. Address: Ralston Purina Co., St. Louis, Missouri.

1864. Mazur, Joseph. 1963. Usage of green soybeans is increasing (in Israel). *Soybean Digest.* May. p. 64.
• ***Summary:*** The market for soybeans in Israel has been growing steadily and reached 235,000 tons in 1962. On a per-capita basis, among the 2.2 million inhabitants of Israel, this is probably the largest in the world.

"There is now a widespread interest in Israel in fresh soybeans, green soybeans of the edible type among vegetarians, whose number is steadily increasing. Health food stores are opening up and one of their main items, for which they come to the Soybean Council, is edible soybeans.

"Soy flour and grits of various types, and especially lecithinated soy flour, are becoming widely used ingredients by housewives and industry... If this continues, Israel will probably be the first country in the world outside of the Far East where soy proteins will become a substantial part of the diet of population."

Photos show: A portrait of Mr. Mazur. A soybean exhibition at Tel Aviv in March 1963 with J. Mazur and Eliahu Navot (an Israeli soybean pioneer) sampling soy cookies with members of the Russian embassy. Address: Soybean Council Director for Israel.

1865. Bragg (Paul C.). 1963. The most important health event of the year! (Ad). *Chicago Tribune.* June 17. p. B7.
• ***Summary:*** "Nothing like it ever before. Paul C. Bragg, Ph.T. will teach you how to have a painless, ageless, tireless body.

"Mr. Bragg, the Cripple, who rebuilt himself into the discoverer of Brain Breathing, father and founder of the Health Food Movement. A famous food authority, world traveler, author, and diet advisor to Hollywood's most glamorous stars, Mr. Bragg will give 2 unusual Free Health Lectures to teach you the very newest scientific discoveries

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that may change your whole life for the better.

"Tues. & Wed., June 18 & 19. 7:30 P.M. Hamilton Hotel, 20 S. Dearborn. Free–Admission–Free.

"Kramers Health Foods, 29 E. Adams, WA 2-0077" [Sponsor].

Note: This is the earliest document seen (Sept. 2008) that mentions "Brain Breathing" in connection with Paul C. Bragg.

1866. Bragg (Paul C.). 1963. Four free lectures by Paul C. Brag, Ph.T. (Ad). *Chicago Tribune*. July 8. p. 12.
• ***Summary:*** "'The man who refuses to grow old.'" See! Hear! Marvel at the world's youngest, strongest, grandfather. Diet advisor and physical conditioner to movie stars. One of the outstanding teachers of Yoga in the Western World.

Let him teach you how to grow Younger as you grow older! How to keep your body slim, trim, youthful with simple exercises! How Brain Breathing can fill you with energy at any age! How to eat for lifelong youthfulness and buoyant health!

"Tues. & Weds., Thurs., Fri., July 9th, 10th, 11th, 12th. 7:30 P.M. 32 W. Randolph St.

"Never before a program like this–Bring a friend!

"Kramers Health Foods, 29 E. Adams" [Sponsor].

Note: This is the earliest document seen (Sept. 2008) in which Paul C. Bragg mentions the word "Yoga" or "Yogi."

1867. *Los Angeles Times.* 1963. Milling firm in new plant. July 28. p. M22.
• ***Summary:*** El Molino Mills, manufacturers of stone ground whole wheat and specialty ground grains, has moved into a new, one-story warehouse of 40,000 square feet at 5335 Valley Blvd. A firm of consulting industrial engineers (Semco, Sweet & Mayers) designed the layout, material handling and flow systems for the new facility.

1868. Meyer, Edwin W.; Lighter, Willard C. 1963. Soy protein usage in foods. *Soybean Digest.* Sept. p. 63-69.
• ***Summary:*** Contents: Introduction. Slow progress. Soy flour usage. Protein malnutrition. Potential in foods. Isolated soy protein.

"As soybean growers you probably want to know how many bushels of soybeans are being used to make protein products for foods and then you want to know what's ahead. How many bushels will foods use in future years?

"I will try to answer your question about the current use of soy protein in foods and give you some picture of what the future use may be. While I am doing this, I would also like to make you aware of the fact that 'One crop helps another.' We are all aware of the fact that the protein from the U.S. soybean crop made possible the great growth in animal agriculture and greatly expanded the market for feed grains. We are not quite so aware of the fact that soy proteins, used in everyday food products, have a real potential to help the per capita consumption of such crops as wheat and meat.

"First let us answer the question as to the bushels of soybeans currently used to make soy protein for use in foods. The only form of soy protein currently being used in human foods in sufficient volume to be significant is soy flour. The figures available to us on volume of soy flour used in human foods show that in the last 6 years this volume has fluctuated up and down between 42 million and 64½ million pounds of flour with an arithmetical average of 55,285,000 pounds per year. Using a yield of 42 pounds of soy flour from a bushel of soybeans, this volume would require 1,316,000 bushels of soybeans. This is just under 2/10ths of 1% of a 700-million-bushel crop of soybeans.

"Slow Progress: Even though soybeans have been used for human foods for many centuries in the Orient, we find that after nearly 40 years of research and development in the United States, very little progress has been made in establishing truly large markets in the food industry for soy protein products. Certainly the millions of dollars invested by government and by private industry have not yet begun to pay off. The P and L statement still shows a red figure at the bottom.

"There are a number of reasons for this slow progress. First, we should recognize that the processing of beans for food as developed over the years in the Orient was adapted for family or village-type processing where consumption was immediate and shelf life unimportant. Thus this technology or art has not been overly helpful in promoting utilization in this country. Further, these products and the fermentation-type soy products of the Orient are foreign to our food patterns and do not find wide acceptance.

"We should also note that unless soybeans and soybean meal products are properly and carefully processed, they have a bitter, beany, objectionable flavor. In this regard it is well to recall that about 18 years ago, in an altruistic attempt to provide much-needed protein for the peoples of war-torn Europe, our government and our industry combined to do an almost disgracefully bad job of processing soy flour for this purpose. The memory lingers on in both Europe and America.

"Another important reason for the slow acceptance of soy protein products in foods is the fact that their most readily apparent value is a nutritional one. This sounds paradoxical, but, with few exceptions, protein nutritional value in prepared foods has not been a highly merchandisable commodity in the United States where we have an abundance of protein in our well-balanced diets. Also, the health food image that has developed around soy protein products has not been helpful in gaining their acceptance as recognized food ingredients by both food processors and consumers.

"And, finally, we would point out that most technologists in the soybean and food industries have been slow to recognize less apparent values of the soy protein

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products, namely, their unique functional characteristics.

"The fact that soy protein products must overcome some real handicaps does not mean that they have no future in the food industry. To us these handicaps point up two important facts. First, the continuing commercial development of soy protein products will be neither an easy nor an inexpensive project.

"Secondly, we will develop a volume market for soy protein products only as we are able to make use of their intrinsic values to solve industry problems and provide better and more convenient products for the consumer.

"To give you some orderly insight as to what's going on and what's ahead for soy protein products, we will discuss the three types of soy protein products separately: soy flour, soy protein concentrate and isolated soy protein.

"For the purpose of our discussion, soy flour can be defined as the mechanically refined and classified products obtained from high quality, sound, clean, dehulled soybeans. This definition includes natural full-fat flour from dehulled beans, defatted flour from solvent-extracted flakes, and designed flours containing varying quantities of soybean oil and lecithin, all 'tailored' for different food usage.

"Early in the development of soybean meal for the feeding of farm animals, it was learned that moist heat treatment, or 'toasting' as it is called in the industry, is necessary for inactivation of growth inhibitory substances and for achieving optimum nutritional value. However, it was some time, and after much trial and error, before it was realized that heat treatment was a critical factor in the control of functional qualities necessary for usage in a variety of prepared food items, most of which are heat processed.

"This need for functional activity in soy flours stimulated a search for improved technology in controlling the heat treatment which is most often related to the water-dispersible protein content or nitrogen solubility index of the flour. Today, soy flours are available in a wide range of water-dispersible protein contents, each suited for particular food product applications.

"Time does not permit us to dwell on these functional values other than to enumerate a few significant ones such as moisture absorption and retention, fat absorption and emulsification, viscosity characteristics, cohesive and adhesive nature and enzymatic activity. Although these functional properties are now recognized, it is apparent that further progress in the control of these useful properties would be greatly stimulated by a more complete understanding of the physico-chemical mechanisms involved.

"Earlier, we mentioned flavor in relation to sad experiences with wartime produced soy flour. We think no one will contest the statement that unless a potential food ingredient possesses a flavor which is compatible with the flavor pattern of the intended use, it will not be accepted. Significant strides have been made in improving the flavor profile of soy flour; however, considerable progress must be made in this area before it can reach its full potential in food usage. Today, the usage of soy flour in bland food items is restricted because of its flavor. There is need for improving the flavor of soy flour without adding materially to its cost.

"Soy Flour Usage: It is well to briefly review the current food usage of soy flour since this can be beneficial in pinpointing areas that offer growth potential. Soy flour has found a place in many prepared mixes such as those for cake doughnuts, waffles and pancakes. It is used in breakfast cereals and, notably, in cereals for infants wherein good protein value is desired. Because of its hypoallergenic qualities soy flour has been employed in the preparation of baby formulas for complete milk replacement. Also, it is used for the nutritional supplementation of prepared infant and junior foods.

"Soy flour is employed in making candies, confection items, breading mixes, cookies, macaroni products, and in table-ready meat products such as frankfurters, bologna, nonspecific loaves and certain canned meat products. Another use is in baked goods, particularly white bread and specialty breads.

"With current technological changes in commercial white bread production, there is an increasing opportunity for the use of an improved soy flour. The introduction of the high-speed continuous process for bread has made the requirements for ingredients and additives more critical. This criticality includes the tolerance for good protein supplements. It has been learned that the protein level of white bread can be maintained through the use of blends of soy flour, nonfat dry milk and whey solids.

"It was estimated that the 1962 production of white pan bread in this country amounted to about 12.5 billion pounds. Of this about 15% was made by the continuous process. If one considers this as a potential market for soy flour at a use level of about 2.0%, this single use-area alone would mean a market for 37.5 million pounds of flour or about 900,000 bushels of beans per year, a figure not too much lower than that given earlier for current soy flour consumption in terms of bushels of beans.

"In citing a potential such as this, we do want to emphasize that such will become reality only if soy flour is improved in flavor and other functional characteristics by low-cost processing" (Continued). Address: Central Soya Co., Chemurgy Div., Chicago, Illinois.

1869. Riera Paula, A. 1963. Vegetarianism in Barcelona, 1907 to 1963. *British Vegetarian.* Sept/Oct. p. 178-81.
• ***Summary:*** A good chronology of vegetarianism in Spain. "There was, in 1860, a group of vegetarians, who also made use of water to treat their ailments, under the guide of a physician, known as 'the physician of the water.'

"In 1907 Mr. Santiveri, with doctors José Falp, Joaquín Collet, Raimundo Comet, Fargas, and Salvador Badía,

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agreed in organising a Vegetarian Society and publishing a magazine to spread the Nature Cure Movement, as well as having a vegetarian banquet as a start of its propaganda."

"1908.–The first Vegetarian Society was founded in Barcelona under the name of 'Liga Vegetariana de Cataluña,' and a magazine was published under the title, *Revista Vegetariana Naturalista."* "1909.–In agreement with Mr. Santiveri, the first Vegetarian Guest House has founded in Barcelona, at Rambla de las Flores number 15."

In 1911, "Dr. Falp [José Falp, first president of the *Liga* in Barcelona] established in Barcelona the second Health Food Store. The first one was founded in 1893 under the name 'Farmacia Kneipp,' established by Don Jaime Santiveri de Pinies."

"In 1919, there was constituted a 'Sociedad Vegetariano-Naturista de Cataluña' at the building of the Instituto Hispanoamericano." It is not clear whether this was the *Liga*, reformed and renamed after World War I, or a separate society. This society began publishing a health-related magazine called *Naturismo* in 1920 and a physiatric magazine called *Regeneracio* in 1921. Note: "Physiatrics is "a system of medicine based on utilization of the healing powers of nature."

Also in 1921, the "Instituto Naturista Ferrándiz was founded to give instruction in Naturism, Anatomy, Physiology, Biology, Naturotherapy, Massage, Vegetarian Cookery, Natural History, etc." This institution survived World War II, unlike several other vegetarian and natural living societies of the time.

"1931.–The Sociedad Vegetariano-Naturista de Cataluña is dissolved and the Sociedad Naturista de Barcelona was created." There is no information available for 1932 to 1942, but in 1961 "Professor J. Cervera succeeded in constituting the Asociacion Vegeteriana de Barcelona at the Instituto Naturista Ferrándiz's headquarters." Again, it is difficult to tell whether this association was a re-formation of pre-war societies or an entirely new establishment.

In 1963 the *Asociacion* organized the 17th World Congress of the International Vegetarian Union in Barcelona.

A note at the end reads: "These notes about the History of Vegetarianism in Barcelona have been written by our friend A. Riera, who, in 1922, was the publisher of *Eugenia* magazine, and who has always been a faithful vegetarian both personally and in the spreading of its propaganda." Address: Spain.

1870. Chao, Buwei Yang. 1963. How to cook and eat in Chinese. 3rd ed. New York, NY: Random House. xxvi + 249 p. Foreword by Hu Shih. Preface by Pearl S. Buck. Illust. Index. 21 cm.

• ***Summary:*** This edition is quite similar to the original 1945 edition, except that it has some new front matter (such as introductions to the second [1949] and third revised editions), new pages added here and there plus 16 pages of recipes added between pages 228 and 229, and new cooking techniques. The page layout is basically unchanged, but when new pages were added, they were numbered 160a, etc; thus the contents of page 203 is identical in all editions.

A new table (p. 29) lists widely used Chinese foods and seasonings in four columns: Chinese characters, Mandarin romanization, Cantonese romanization, and English. Soy related ingredients (in English, Mandarin, and Cantonese) are: (4) Oyster sauce: hao-yu, hou-yau. (6) Soy sauce (1): chiang-yu (M). Soy sauce (2): shi-yau (C). Soy sauce (3): ch'au-yau (C). (7) First quality soy sauce: sheng-ch'ou (M), shang-ch'au (C). Note 1. The first character means "fresh" or "live."

Note 2. This is the earliest English-language document seen (April 2012) that uses the term "sheng-ch'ou" (Mandarin) or the term "shang-ch'au" (Cantonese) or the term "chü-yau" to refer to a type or grade of Chinese soy sauce."

(8) Flour jam: t'ienmien-chiang (M), t'inmin-cheung (C). (9) Bean sauce: Yuanshih chiang (M), yünshi-cheung (C). Note 3. The middle character (shih / shi) refers to fermented black soybeans. (10) Hoisin sauce: haihsien chiang (M), hoisin-cheung (C). Note 4. This is the earliest document seen (April 2012) that mentions Hoisin sauce.

However, among the new pages added, there is a nice new chapter 22 titled "Soybean Foods" (p. 228c-228h). Its contents: Introduction and Buddhist mock meats. Homemade tofu: Equipment needed (electric blender, form for setting), ingredients (curded with gypsum), grinding and straining, heating and setting, forming, bean curd recipes. Homemade soybean milk. Using soybean lees (okara; dregs are the leftovers you throw away and lees are those you keep). Frozen bean curd. Soy sauce beans [Soybeans baked in soy sauce]. Preserved soybeans: Homemade fermented black soybeans with salt, ginger, and optional hot chili powder or hot red pepper.

Note: This is the earliest English-language document seen (Nov. 2011) that uses the term "Preserved soybeans" to refer to fermented black soybeans.

The introduction (p. 228c) states: "Under various guises the soybean is used in vegetarian restaurants, often under Buddhist auspices, to produce sumptuous dinners, featuring "sliced chicken breast," "roast duck," "baked ham," that not only fool the eye, but also the tongue, almost, but as always, I want to concentrate on the important, everyday things and de-emphasize the fancy and elaborate. Dishes with bean curd are cheap and easy to prepare. Those who can afford fancy dishes can combine it with meat, etc., but just plain cabbage and bean curd connotes home sweet home."

Pages 158-59 contain 3 new soy-related recipes: Fried bean curd. Oyster sauce friend bean curd. Sweet-sour fried bean curd.

Recipe 14.27 (p. 155-56), titled "Red-in-snow stirs fava beans" begins: "Horse beans look like lima beans but are

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not. They are also called Fava beans and frequently sold by Italians. In China they are known as 'silkworm beans.'" Address: Berkeley, California.

1871. Lager, Mildred; Jones, Dorothea Van Gundy. 1963. The soybean cookbook: Adventures in zestful eating. New York, NY: Devin-Adair Co. xiv + 240 p. Foreword by Ruth Stout. Index. 22 cm.
• ***Summary:*** The copyright page states: "Note: This is a revised and updated version of a privately printed book, *How to Use the Soybean*, by Mildred Lager which was first printed in 1955 and reprinted in 1959." This lacto-ovo-vegetarian cookbook contains over 350 recipes, including 72 tofu recipes.

Contents: Preface to 1955 edition. Preface to 1963 edition. Part I: The versatile soybean. History of the soybean. Nutritional value. Abbreviations and special terms. Soup to nuts: Introduction, green soybeans [green vegetable soybeans], dry soybeans, roasted soybeans, sprouted soybeans, the cow of China–soy milk (kinds of soy milk), "the meat without a bone"–tofu or soy cheese, the little giant among protein foods–soy flour, soy grits and bits (puffed grits), soy oil and soy butter, meat replacement foods, sandwich spreads, malts, coffee substitutes, soy sauce, other soy products (soy albumen, Glidden's product that contains on a dry basis 96.6% protein [soy protein isolate]).

Part II: Soybean recipes. Green soybeans. Dry soybeans. Roasted or toasted soybeans. Sprouted soybeans. Meat replacement dishes. Soy noodles, macaroni, and spaghetti. Sauces and gravies. Soy soups. Salads. Soy spreads and soy butter ["a butter resembling peanut butter may be made from finely ground soybeans or soy flour... Roasted soy butter is made from the roasted beans that have been ground into a fine flour."]. Soy milk. Tofu or soy cheese. Soy cereals and breakfast dishes. Soy desserts. Soy candies. Soy flour breads: Full-fat soy flour, low-fat or fat-free soy flour. Pastry. Cookies. Cakes. Extra tips. Appendix. Menus.

The chapter titled "History of the Soybean" (p. 3-7) discusses: W.J. Morse and the U.S. Department of Agriculture, Dr. J.A. LeClerc, the American Soybean Association (which has held a national convention every year since it was founded in 1920), its publication *Soybean Digest*, Henry Ford and his work with both industrial and edible soy products, T.A. Van Gundy, Harry W. Miller, M.D., Dr. Clive McCay of Cornell University (Ithaca, New York), and the Sept. 1961 Conference on Soybean Products for Protein in Human Foods (held at Peoria, Illinois).

Concerning T.A. Van Gundy we read (p. 5): "The father of one of the authors, T.A. Van Gundy, became interested in the nutritional value of soybeans while attending the World's Fair in San Francisco in 1915, where they were featured in the Oriental exhibits. Upon going home he purchased some soybeans and began experimenting in them. As far as we know he was the first person on the Pacific Coast to develop a line of commercial foods from this wonder bean. By 1927 he had developed a number of palatable products which he manufactured and sold through health food stores. Soybean foods were virtually unknown at this time, and it took courage and perseverance to put them across."

Recipes for "Soy Ice Cream" (p. 175-76) now include vanilla, maple nut, orange, and strawberry flavors. A recipe for "Granola" (p. 161) calls for 1 cup soy flour. The rest of the ingredients (such as wheat and barley flour) appear to be similar to those found in the earliest granola recipes of the mid-1800s. Address: Southern California.

1872. Major, Nettie Leitch. 1963. C.W. Post–The man and the hour. Washington, DC: Published by the author. xx + 318 p. Illust. Index. 27 cm. [50+* footnotes]
• ***Summary:*** This excellent biography of C.W. Post was published six years after another excellent biography of both W.K. Kellogg and Post titled *Cornflake Crusade*, by Gerald Carson. Both books are rich troves of original research, and both are well written and well documented. This book is more sober; Carson's is full of good humor. Address: Washington, DC.

1873. Richard, Paul; Richard, Elwood E. 1963. History of Fearn Soya Foods. Melrose Park, Illinois: Fearn Soya Foods. 1 p. Undated. Unpublished typescript.
• ***Summary:*** This was an attempt to compile, with relatively little information, dates, or original documents, a brief biography of Dr. Charles Fearn and a brief history of Fearn Soya Foods–to help promote the company and its products.

"In 1917 President Wilson summoned Charles E. Fearn, M.D. to the United States to help develop a soybean industry here as part of our war effort. Dr. Fearn was a surgeon major in the Royal Army Medical Corps and had been in charge of a hospital in England prior to his coming to the U.S. He was recognized as a world authority on the soybean and in addition was the first to discover that vitamin B was not a single vitamin but a group of complex vitamins.

"Dr. Fearn was granted U.S. Citizenship by Act of Congress and after the war he turned his attention to promoting the soybean as a commercial venture. In 1920 he started the Soyex Company in New York–the first soy processing plant [sic] in the U.S. However, the public did not seem ready for the new soya foods and did not understand the nutritional benefits. Soyex Company failed and Dr. Fearn moved to Chicago in 1923 where he began the Fearn Laboratories. Here he developed the formulas for many of the well known soya products in use today.

"Viana–the first liquid diet formula. Solac–an all soybean infant formula. Pure Soya Powder–The Fearn process for pure soya powder (now called Soya Powder–Full Fat) was perfected about 1930. The major improvements were: (1) The heating process (needed to inactivate the anti-trypsin factor present in all uncooked soybeans) was carried

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out in an inert atmosphere to prevent destruction of vitamin values; (2) Selected varieties of soybeans were blended to achieve the best amino acid balance and nutritional value.

"In 1925 Dr. Fearn established the Fearn Soya Foods Company and developed the processing and formulas for a series of products sold within the health food industry. Soy-O Wheat Cereal & Soya, Soy-O Pancake Mix, and Pure Soya Powder were some of the first products introduced by Dr. Fearn. Thirty years later these foods are still produced according to the original formulas.

"Dr. Fearn was well known to every major firm and researcher in the soybean industry. Through Dr. Fearn and his friend Dr. J.A. LeClerc of the U.S. Department of Agriculture, the soybean industry began to grow and prosper. Dr. Fearn died in Chicago in 1949.

"Paul Richard who had been a close friend of Dr. Fearn for many years took over the business and gradually expanded the operation through new products and effective sales programs.

"In 1961 the Fearn Chart listing composition of over 300 foods was published and made available to the Health Food Industry.

"In 1963 The American Mount Everest Expedition selected three Fearn Products; High Protein Food, Soy-O-Snaks, and Soy-O Wholewheat Pancake Mix. These products helped the team to conquer the world's highest peak and set several records.

"Today Fearn Soya Foods practices the highest standards of food manufacture. Bleaches, preservatives, and harmful chemicals are never used. Fearn Soya Foods is growing rapidly because more and more people are discovering that 'the soybean leads in nutrition, and Fearn is the leader in soya foods.'" Address: Fearn Soya Foods, Melrose Park, Illinois.

1874. Rose, Ian F. 1963. Faith, love and seaweed. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. 221 p. Illust. Index. 24 cm. [30+ ref]

• ***Summary:*** This book is written by the father of Murray Rose, now age 23, one of the world's greatest swimmers, and the winner of many Olympic gold medals. It is the true story of how Murray was raised on a vegetarian diet, with emphasis on raw foods, natural foods, natural living, and whole-food principles. By the age of 13, Murray's prowess was already making news. In 1956, at age 17, he became the youngest triple Olympic gold medalist in the entire history of sport. In Rome, 4 years later, he made Olympic history again by winning the 400 meter freestyle and thus becoming the first person to win a distance swimming event in two successive Olympics. In college he swam for the University of Southern California (USC).

Mr. Rose advises 10 important dietary habits: 1. Wait until you are hungry before eating. 2. Eat simply, paying attention to food combinations. 3. Eat moderately. 4. Chew food thoroughly. 5. Eat raw foods whenever possible. 6. Never eat when overtired, worried, or emotionally upset. 7. Avoid sauces and condiments. 8. Don't drink with meals. 9. Avoid drinking alcohol and smoking tobacco. 10. Avoid eating meat.

Rose uses 3 main sources of protein: (1) Seeds (especially sesame and sunflower seeds); (2) nuts, and legumes (especially soybeans); cheese and fertile eggs (but not cow's milk). Rose has "four magic foods that guard you against vitamin and mineral deficiencies": seaweed, rose hips (for vitamin C), brewer's yeast (for B vitamins), and any good source of vitamin E (such as wheat germ and wheat germ oil).

In chapter 8, "Our protein pyramid: Seeds, nuts, and dairy products," the section titled "Soybeans give us better protein than steak" (p. 115-17) begins: "The other legume that deserves a permanent place in our store cupboard is the soybean. This is a better source of protein than meat or eggs as is demonstrated by the following table. In every case, soybeans come out ahead." Three tables compare meat, eggs, and soybeans for their content of essential amino acids, minerals, and vitamins. "It is not hard to conclude that soybeans could well be part of everyone's diet, whether or not we include meat. The use of soybean flour is a good idea, too. Merely by substituting as little as five percent in any recipe containing wheat flour, you will be greatly increasing the protein value of the food."

In the section on dairy products, there are subsections titled "The fallacy of cow's milk as a human food" (p. 117) and "The alternatives to cow's milk" (p. 121). "As an alternative to cow's milk we introduced soy milk into Murray's diet with success. Ready prepared soy milk is obtainable today in many health stores but it can be made at home with a blender. One way is as follows:..." Also discusses tahini milk and almond milk.

Page 186 states that cow's milk, if consumed at all, should be consumed raw. It is wise to specify "certified raw milk." "If only pasteurized milk is available it may be best to substitute soy milk or to use a home-made nut milk... Soybeans are one of the few legumes which contain complete protein. They may be purchased ready-cooked or dry."

The section titled "The best kind of fat–and how to select it" (p. 189-91) suggests that unsaturated fatty acids are good for health and animal fats are best omitted from the diet. "Their place should be taken by soy oil, sunflower oil, sesame oil, safflower oil, and other vegetable oils." The ratio of polyunsaturates to saturates is given for each. "Soy oil, extracted from the soybean,... contains a high percentage of polyunsaturated fatty acids."

The last chapter, "How to plan menus for health," contains recipes. Address: Sydney, Australia.

1875. Taylor, Jean. 1964. Whole family gets in act: Alpine

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editor relives early Hollywood days [About Clarke Irvine]. *El Cajon Valley News* (*California*). Jan. 2.
• ***Summary:*** "Clarke Irvine, Alpine newspaper publisher, is a man who remembers the early days in Hollywood twice a week. His public reminiscence is aired on radio station XEMO and 5:30 p.m. Saturday and 11:30 p.m. Sunday. Irvine tapes his programs in a trailer left over from his movie days." The trailer is on his ranch in Alpine, near a corral for the family's horses. "The program, a year old in March, has gradually said less about health and Alpine and more about Hollywood." Irvine, age 71, took his first solo flight a few days after his 65th birthday.

Irvine was Charlie Chaplin's first press agent. A one-time movie extra agent, Irvine published the first film weekly in Hollywood, called 'The Screamer.'" Irvine "knew the great and near-great in Hollywood from 1912 until World War I in the way neighbors know each other in a country town. He got Fatty Arbuckel his first $3-a-day job as a Keystone Cop." A photo shows Irvine standing by his airplane.

Note: This article was reprinted by courtesy of the El Cajon Valley News. Address: Alpine Sun, Rt. 1, Box 189, Alpine, California 92001. Phone: 714-445-2415.

1876. *Los Angeles Times.* 1964. Warehouse remodeled. Jan. 26. p. M14.
• ***Summary:*** A major renovation has been completed on the "warehouse and offices of Kahan & Lessin, largest wholesale distributor of health and dietetic food products in the United States, located at 2425 Hunter St." [in Los Angeles].

1877. James, Isabel. 1964. Domestic science bureau. *British Vegetarian.* Jan/Feb. p. 37-39.
• ***Summary:*** The article begins with a question from a reader: "Can you please tell me something about the value and use of soya bean and soya flour?" The author gives a Bircher Benner recipe for Soya Pancakes (with soya flour), and notes that Soyolk and Hi-Soy soya flours are sold in Health Food Stores. The latter product is made by The British Arkady Co. Ltd. and is good for use in confectionery.

She then discusses soya milk and tofu. In the UK, Dr. Frank Wokes, of the Nutritional Research Centre, has done a great deal of work on the "preparation of a soya based vegetable "milk" that would be a suitable substitute for cow's milk and acceptable to children who could not take cow's milk. Largely as a result of this work *Velactin* is now available from Health Food Stores, made by Messrs. A. Wander Ltd." She then gives a recipe for home-made Soya Cheese (also known as Soybean Curd or Tofu), made from full-fat soya flour and coagulated with lemon juice.

She also mentions soya sauce and gives details on growing soya beans in England. "If the crop matures some of the green beans may be used in salads or as green vegetables." Address: B.A.

1878. Hewitt, Jean. 1964. Food news: Soup to nuts. Health shops have most ingredients for exotic and traditional recipes. *New York Times.* March 23. p. 34.
• ***Summary:*** Traditional cereals such as brown rice, rice flour, "oat flour, whole barley, millet and whole wheat flour, are standard items in most health-food stores. Some ethnic dishes call for soy products ranging from the whole bean to a soy powder, which is also available."

1879. *Los Angeles Times.* 1964. Dietitian to speak at PCC. April 12. p. N14.
• ***Summary:*** "Pasadena–Adelle Davis, author of *Let's Cook It Right*, will speak on 'Your Health Is in Your Hands' at Pasadena City College" on Monday, April 13, at 8 p.m.

The lecture is the 2nd in a series of 4 titled "An Ounce of Prevention," cosponsored by the Educational Services Division of PCC and the American Nutrition Society.

1880. **Product Name:** Granogen (Powdered Soymilk for Adults).
Manufacturer's Name: Granose Foods Ltd. (Importer-Marketer). Made in the USA by Loma Linda Foods.
Manufacturer's Address: Stanborough Park, Watford, Herts., WD2 6JR, England. Phone: 0923-672281/2.
Date of Introduction: 1964 April.
Ingredients: Soya bean solids, corn syrup, soya oil, sugar, salt, lecithin, vitamins.
Wt/Vol., Packaging, Price: 1 lb can. Retails for 9 shillings 6 pence (4/64, England).
How Stored: Shelf stable.
Nutrition: Protein 22.5%, carbohydrate 46.8%, fat 22.6%, ash 4.2%, moisture 3.9%.
New Product–Documentation: *The British Vegetarian.* 1961. March/April. p. 93. "Soya milk for household use." Granose Foods will soon be in a position to supply two varieties of spray-dried soya milk, Soyalac and Soyagen, made by one of their associated companies, Loma Linda Food Company in Arlington, California. Soyalac is specially prepared for infants, whereas Soyagen is for general use. A table compares the nutritional composition of the two products.

The British Vegetarian. 1964. March/April. "Granogen: Soya Bean Milk Now Available." "Readers will be glad to know that a really delicious general purpose soya bean milk is now available in Britain and will shortly be on sale in Health Food Stores." Made in America, Granose is imported and distributed to the trade by Granose Foods Ltd., Stanborough Park, Watford, Herts. Fortified with vitamin B-12, this fine white powder is sold in a 1-lb can for 9 shillings 6 pence.

Orr and Adair. 1967. Tropical Products Institute Report G-31. "The production of protein foods and concentrates from oilseeds." p. 72. Soyalac is made in both liquid and

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powder form by Loma Linda Foods. The powder is imported into the U.K. by Granose Foods Ltd. and sold under their brand name of Granogen. A nutritional analysis is given.

Leah Leneman. 1971. *The British Vegetarian.* Jan/Feb. p. 6. "Plantmilk and sex!" The author (and many other people she knows) prefers the taste of Granogen to that of Plamil as an alternative to cow's milk. Granogen, however is not made in Britain.

Listing in The Vegetarian Health Food Handbook (UK). 1974. p. 155. "Granogen Soya Milk by Granose Health Foods Ltd." Note the new company name.

Manufacturer's catalog. 1980. April. "Soya milk for adults with added vitamins and minerals. Of great value to those with milk allergies." Purves. 1981. Nutrition and Food Science. Jan/Feb. p. 5-6.

Letter from Adrian Peck, production manager at Granose Foods. 1990. July 11. This product has always been imported as a powder. Granose has never sold a liquid Granogen. Before 1988 it was named Granogen and made in the USA by Loma Linda Foods. From 1988 on it was renamed Soyagen and made in West Germany by DE-VAU-GE.

1881. Irvine, Clarke. 1964. Re: Irvine family genealogy. Letter to Myra (Clarke's only sister), May 5. 1 p. Typed, without signature.

• ***Summary:*** "Dear Myra: Trying to sit down and dash off a genealogy on our family is like trying to take off for the moon on a surfboard! Briefly: Our father [Clare Bartlett Irvine, 1865-1928] was one of three brothers, born in Oregon, Mo. [Missouri]. He was a printer, then newsman, editor on the Sentinel there. Then to Salem [Oregon] as city editor of the Statesman where he met mother [Edesse Plamondon], a typesetter. [They were married on 8 Sept. 1891]. Then he started his own weekly, the Sentinel, moved to Ocean Park [California], in Dec. 1903. Worked 20 years on the [Los Angeles] Times, [Evening] Outlook; started the Venice Vanguard with Rennie, started the Ocean Park Review with Bynon, then the Sawtelle Sentinel, on his own. Later the Palms Press.

"Leigh, the eldest [Leigh Hadley Irvine, lived 1863-1942], was a member of the Calif. [California] bar, city editor of the Examiner, during the SF quake [San Francisco earthquake and fire], 1906. He was widely travelled, later was exec. secy. [executive secretary] of chambers of commerce up and down the [Pacific] coast. He wrote *The Follies of the Courts* [1925. Los Angeles: Times-Mirror Press. 273 p. His last major book, and the one owned by the most libraries (69)], *An Affair in the South Seas: A Story of Romantic Adventure* [1901, London: T. Fisher Unwin; San Francisco: Payot, Upham & Co. 278 p.], *Cyclopedia of Diction* [see *Irvine's Dictionary of Titles*, 1912], and several smaller [sic, many other important] works. Began as a newsman in KC, Mo. [Kansas City, Missouri], covered the famous Jesse James outlaws.

Louis [Clarke Irvine, 1862-1947], the other [2nd] son, was a hotel man in St. Louis [Missouri] for many years, then to real estate in Mobile [Alabama], where his son, Clarke, now is. The family is descended from the three Irvine brothers who came from England to Virginia, being of Irish-Scotch descent, the family having lived in Irvine, Scotland, and Irvinetown, Ireland. The family had many lawyers, doctors, scientists, fighting army men, etc.

"Dad's father [James Clarke Irvine, Clarke's grandfather] was a lawyer, versed in several tongues, wrote quite a bit. His wife, Anne K. Johnson [sic, Ann Keturah Johnson], was daughter of a Utah senator, at whose funeral we were present as mere children. I think Bartlett was a signer of the Declaration [of Independence, USA] and we were related to the famed McDowell, Dad's side. His name was Clare Bartlett Irvine. We have no written records on either side. Mother's people were French emigrants to Quebec [Canada], whose son later went to Ore. [Oregon] where she was bron [sic, born] near Salem. She had the 3 sisters and all spoke French. The parents did speak some English. Dad had an uncle who was a hero captain in the Civil War. Another book by LHI [Leigh H. Irvine]– *Dictionary of Titles* [1912. San Francisco: Crown Publishing Co.], he also wrote lots of verse, unpublished. (Titles was 1912 at SF). I have one.

"As for me–I've done nothing–just earned a living, wrote a million words, one little book which I've sold 10,000 on my own by mail, and of course traveled and some other things, as you will see from the enclosures. I founded, published Let's Live, 1933-1949, now Alpine Sun, 1952, to date. First studio magazine in LA [Los Angeles] 1916-1917, which [when?] I enlisted in wwi [World War I], 8-13-17 to 2-19-19. Had gone in thru Goat Island [later renamed Yerba Buena Island, in San Francisco Bay], 9-1-11 to 6-1-13. My radio tapes give you my entire history of the film world in those early days. It will be out in book form–I hope–this year or next. I'm about done with it, have been on since 3-10-63, have all the tapes saved, chapters from the book "Early Days in H" [Hollywood]. I have a rare volume, The Irvines & Their Kin, by L. Boyd, Chicago [Illinois], R.R. Donnelley & Sons, 1908 (10.), revised in Scotland, Ireland & Eng. [England]. In it Dad, pp 132, under photo of Castle Irvine, Irvinestown, Ire: 'My grandfather, James Callender Irvine [12 July 1807–28 Jan. 1881; married Martha Nevin Bartlett], was the son of Thomas Irvine [and Tabitha Meridith Clark], of Irvinestown [Ireland]. James C. was born at Tomica, Pa. [Pennsylvania], 1807; died 1881, was Capt., Co. A, O.U.I. (?). Some excerpts: The 7 Irvine brothers who came to America before and after 1729, were brothers to Margaret Irvine, who married Ephriam McDowell. They were Alexander, George, David, William, Robert, James & Samuel. The Irvines here came from the same forbears as Andrew Jackson, Washington Irvine, Benjamin Harrison and Theo. [Theodore] Roosevelt. The family tree is laced with

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poets, writers, doctors, and lawyers, etc. When I find it I will send a copy of the coat of arms we used, its motto: 'Sub sole sub umbra virens' or "Growing in the sun and in the shade,' with the holly leaf symbolizing that. This tiny page took me over an hour to compile–so you see a minute or two will never do!"

Note 1. Talk with Alice Irvine, Clarke Irvine's 2nd wife. 2006. April 24. Alice has never heard of Rennie or Bynon. Clarke was born on 4 Dec. 1893 in Salem, Oregon. His mother's full name was Celeste Edesse Plamondon. Alice and Clarke were married on 14 Dec. 1946. Alice met Uncle Leigh (pronounced Lee) several times near Hollywood before he died in 1942. She remembers him as a "sweet guy who liked to recite poetry." By the "First studio magazine in LA 1916-1917," Clarke is referring to *The Skelton.* Alice used to have some copies of it, but she sold them. Clarke enlisted in the U.S. Navy during World War I and was a yeoman. The dates 9-1-11 to 6-1-13 may refer to the dates that he went to school at St. Vincent's College in or near Los Angeles or Santa Monica. She recalls clearly that in his later years he used to attend class reunions regularly. (Note: St. Vincent's College, now named Loyola Marymount University, is located in Los Angeles).

Clarke's book, *Early Days in Hollywood,* was never published. He showed it to several publishers but none wanted it. She thinks her daughter, Cecile, still has a copy of the manuscript, which was about ½ inch thick.

Note 2. Other important books by Leigh H. Irvine (Clarke Irvine's uncle; listed chronologically): *Problems of Distressed Labor: Discussion of Rights and Wrongs* (1886. Chicago: Burch. 92 p.). *60,000,000 Slaves, Being a Lawyer's Plea in Behalf of the People; or, Speeches on the Railway Problem,* (from short hand notes) (1888. Kansas City: Published by the author. 95 p.). *Historic Strikes and Their Settlement: also, Fundamentals of Street-car Control* (1888, 1907. San Francisco: Calkins Newspaper Syndicate. 23 + 7 p.). *The Struggle for Bread: A Discussion of Some of the Wrongs and Rights of Capital and Labor* 3rd ed. (1890. New York: John Alden. 182 p.). *The Palace of the Sun, and Other Sketches* (1894. New York: Crown Publ. Co. 32 p.). *Hawaii's Burning Mountain: Graphic Description of a Monster Eruption...* (1894. Hawaiian Star Electric Print. 16 p.). *The Writer's Blue Book: A Useful Manual for All Who Write, Particularly for Editors, Reporters, Proof-Readers, Typewriters, Clerks* (1902. San Francisco: Crown Publ. Co. 82 p.). *A History of the New California: Its Resources and People* 2 vols. (1905. New York, Chicago: The Lewis Pub. Co.). *History of Humboldt County, California: With Biographical Sketches of the Leading Men and Women...* (1915. Los Angeles: Historic Record Co., 1290 p.). *Santa Clara County, California: California Lands for Wealth, California Fruit for Health* (1913. San Jose, California: San Jose Chamber of Commerce. 64 p.). *By Right of the Sword: A Defense of Capital Punishment, Based on a Searching Examination of History, Theology, and Philosophy* (1915. New York: Baker & Taylor Co. 164 p.). *The Masses in the Mirror: Being an Analysis of the Fundamentals of Government and the Limitations of Democracy* (1919. New York: Baker & Taylor Co. 80 p.). Address: [Alpine Sun, Rt. 1, Box 189, Alpine, California 92001].

1882. Fenderson, Bill. 1964. Son of *Vanguard* founder brought movie mogul Ince to Culver City: Now publishes tiniest paper. *Culver City Star-News & Venice Vanguard* (*California*). June 18. p. 2.

• ***Summary:*** Clarke Irvine's father, Clare B. Irvine, was co-founder and once publisher of this newspaper. Harry Culver founded Culver City. "Irvine was wrapped up in a world of adventure since he landed here at the age of 10 (18?) fresh from the state of Oregon."

In 1914 when Irvine was writing a movie column for a Los Angeles newspaper, he got Harry Culver and Tom Ince together and they made a deal for Ince to move to Culver City. Ince founded Triangle Studios, later to become the industry giant Metro-Goldwyn-Mayer industry."

"Irvine is now telling it all in his forthcoming book tentatively titled 'Early Days in Hollywood'; Random House is interested. The book describes a glamorous cast of characters, the greatest stars in the movie business, many of whom Irvine knew before stardom–and he helped them on their way up. In those exciting pioneering days of motion pictures, "Irvine was privileged to know the great ones–not as distant stars but as close friends." "'I talked Fatty Arbuckle into the movie business. Fatty was singing illustrated songs at an Ocean Park theater and wanted no part of acting before a camera. I told Mack Sennet about him and he hired him as a $3.00 a day Keystone Kop.'"

Included among "Irvine's friends–many of whom he wrote publicity for–were:–Will Rogers, Myrna Loy, John Barrymore, Lon Chaney, Irene Rich, Alan Hale, Douglas Fairbanks, Mary Pickford, Charlie Chaplin, John Gilbert, John Bowers, Cedric Gibbons, David Wark Griffith, Donald Crisp, Harry Langdon, William S. Hart, Bebe Daniels, Snub Pollard.

"In addition to editing and publishing the 'Alpine Sun' twice a month from his ranch home near the village of Alpine in San Diego County," Irvine tapes radiocast titled 'Early days in Hollywood' for station XEMO, Sundays at 5:30, 860 on your dial. "He plans to give the tapes to the Hollywood museum."

"Irvine worked as office boy for Abbot Kinney, founder of Venice, played bit parts in films and on stage, ran a merry-go-round in Ocean Park; wrote a syndicated column called 'Studioland' which got worldwide circulation; was Sam Goldwyn's publicity director; fought in World War I; covered the Honolulu [Hawaii] waterfront, went on a lecture tour for United Press. While working as a UP roving reporter, he scooped the world with the story of Sir Charles Kingsford-

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Smith's first trans-Pacific flight from Oakland, California, to Brisbane, Australia." Note: The 1928 flight, with co-pilot Charles T.P. Ulm, took 3 days, 11 hours, and 19 minutes.

At 71 he looks no older than 50. Erect, with no paunch, he owns and flies his own plane–first soloing at 65.

"The Alpine Sun–is 'The Tiniest Newspaper in America'–but with the able assistance of reporters Cynthia, Celeste, and Cecile–and Alice handling the Art and Composition–is a going concern, filled with up-to-the minute local news, social items, commentary, good art and lots of advertising, is published weekly on Friday–2255 Tavern Road, Rt. 1, Box 189, Alpine, San Diego County, California, Zone 92001, phones 445-2415 or 2394."

A large photo shows Dave Duncan, editor and publisher of the *Star-News-Vanguard*, presenting a copy a book on the history of Copley Press to Clarke Irvine, age 71. Irvine was "press agent for some of the greatest stars in films during pioneering years."

1883. Ryon, Art. 1964. Roundabout. *Los Angeles Times.* July 19. p. B26-28.
• ***Summary:*** The section titled "A frustrated publisher!" notes that Deborah Szekely and her husband, Prof. Edmund Bordeaux Szekely, operate the famous health resort, the Golden Door, in Escondido, California, and Rancho La Puerta in Tecate, Mexico. The are "beseeched by publishers to compile a book of the slimming dishes served in both health spas. But she doesn't have time."

1884. *Oakland Tribune.* 1964. Deaths: Nettie Coward Deacon Pendleton. July 30. p. D37.
• ***Summary:*** She died on 29 July 1964 in Oakland, California, "beloved mother of Patricia Pendleton Bragg, Herbert Coward Deacon and Harry C. Pendleton, Jr.; grandmother of Deborah and Scott Deacon; sister of Phyllis Coward Canville. A native of Oakland. A member of the Society of California Pioneers; Native Daughters of the Golden West; California Historical Society; Alameda Historical Society.

Private services, Friday, July 31 at 3 p.m. at Mountain View Cemetery, Reverend Carl Webb of St. Paul's Episcopal Church officiating. (Albert Brown Mortuary, Oakland).

Note 1. Nettie was the widow of Harry Clay Pendleton, builder and real estate investor who died three years ago.

Note 2. Herbert (born 17 March 1919) was from Nettie's first marriage circa 1917 to Andrew Deacon. Patricia (born 29 April 1929) and Harry Jr. (born 30 June 1930, died 22 June 1993) were children of her second marriage to Harry Clay Pendleton.

1885. *Oakland Tribune.* 1964. Mrs. Pendleton's rites tomorrow. July 30. p. E9.
• ***Summary:*** Tomorrow private funeral services will be held for Mrs. Nettie Coward Pendleton, age 66, of Piedmont, a fourth generation Californian and a renowned expert on California's history.

"Mrs. Pendleton was the daughter of Herbert C. Howard, who founded the California Salt. Co., now the Leslie Salt Co." [Hayward, California].

"She was the widow of Harry Clay Pendleton, builder and real estate investor who died three years ago."

Mrs. Pendleton "was active in the Society of California Pioneers, Native Daughters of the Golden West and the California and Alameda Historical Societies.

"Born in Oakland, she spent most of her adult life in Piedmont, where she raised three children. Most recently she has been residing in Alameda.

"Ms. Pendleton's great grandfather, Hamilton Graham Coward, come to California from Maryland in the early 1800s. He was one of the first settlers of the Yosemite Valley area."

Mrs. Pendleton "is survived by a daughter, Patricia Pendleton Bragg, of Hollywood, and two sons, Harry C. Pendleton, Jr., of Oakland, and Herbert Coward Deacon, of Los Altos."

1886. Fredericks, Carlton. 1964. Nutrition, your key to good health. North Hollywood, California: London Press. 271 p. Index. 17 cm.
• ***Summary:*** This book (in its 12th printing by April 1971) is a revised, enlarged version of the publication *Eat, Live and be Merry.* The author, billed on the cover as "America's Foremost Nutritionist," is a member of Phi Beta Kappa and holds a PhD in Public Health Education from New York University. He has a radio show named "Living Can Be Fun." A quotation by Alexis Carrell facing the title page reads: "The doctor of today will be the dietician of tomorrow."

On pages 141, 145, and 146 the author states that soybeans which have been heated are complete proteins "but the quality of the protein is not quite equivalent to that of dairy products, meat, fish or fowl... soy protein is far superior to that of other vegetables and they are a good food in many ways. Excesses of soy in the diet may interfere with thyroid function.

The author is quite critical of vegetarian diets (see p. 141-42, 174, 220) and favors consumption of meat and dairy products. A major problem in vegetarian diets, he thinks, is the lack of vitamin B-12 in plant foods. B-12 was originally called the "animal protein factor."

A photo on the back cover shows Dr. Carlton Fredericks. Address: California.

1887. Ryon, Art. 1964. Roundabout. *Los Angeles Times.* Sept. 21. p. C11.
• ***Summary:*** Those feeling adventurous might experiment with the Zen restaurant, 5621 Hollywood Blvd. "This is a Japanese-type health food cafe with tiny (and pretty)

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Japanese waitresses scurrying about and celebrities dropping in to drop their caloric intake."

1888. May Co California. 1964. Roast, broil or shishkabob with Farberware (Ad). *Los Angeles Times.* Oct. 21. p. 28.
• ***Summary:*** "Osterizer 2-speed blender $37.88. F. The original liquifier-blender now in a gleaming chrome base model with square design container with removable handle. Grinds, whips, chops, blends and purees. Easier cleaning with removable blades. Open end container." A photo shows the Osterizer. Available at all eleven May Co. stores (names and addresses given).

Note: This is the earliest English-language document seen (July 2006) that uses the verb "to puree" (It "purees") in connection with an electric blender.

1889. Nelson, Harry. 1964. Quackery in nutrition field assailed by medical groups: Health food fad called 'expensive nonsense' by doctors, drug agency. *Los Angeles Times.* Nov. 8. p. B1, B4, B5.
• ***Summary:*** In the USA. the most widespread kind of quackery is in the field of nutrition, according to Kenneth L. Milstead of the bureau of enforcement of the U.S. Food and Drug Administration (FDA). The American Medical Association reports that every year about "10 million Americans spend $500 million for nutritional nonsense in the form of 'health' foods, food supplements [vitamins, minerals], weight-reducing gimmicks and literature, fads and cults."

"'More people seem to believe more bunk about food and nutrition than any other single topic in the health field, and perhaps any other field,'" according to Millstead in one of his many speeches around the country.

Martha F. Trulson, a nutritionist at the Harvard School of Public Health, agrees.

Southern California is seen as being "heavily infested with nutrition faddists." An FDA publication states that three of the five organizations in America taking the lead in spreading nutritional fads are centered in the Los Angeles area. "These are the National Health Federation in Monrovia [membership 30,000], the American Nutrition Society and the Academy of Applied Nutrition, both of Pasadena."

According to the FDA, the main objective of these three organizations is "the promotion of so-called natural or unprocessed foods." They constantly tell Americans about the disadvantages of refined and processed foods.

The two other groups disliked by the FDA are the Boston Nutrition Society and Natural Food Associates of Atlanta, Texas. These groups counter that top officials in the FDA and AMA are "completely supported by the food industry."

The five groups exist to perpetrate what the FDA calls the four myths of nutrition. These four myths, which are listed, are clearly a distortion of the groups' real message.

Dr. Frederick J. Stare, a nutritionist at Harvard, is one of quackdom's most vocal foes. He argues that iodine deficiency is the only known example of a relationship between soil composition and human nutritional status. Stare adds that an increase in soil fertility leads to increased crop yields but not to increased crop quality. Increasing soil fertility, says Stare, does not increase the vitamin or mineral content of the crops.

The FDA states the following authors and lecturers are the best-known propagandizers of the "four nutritional myths": Lelord Kordel, Carlton Fredericks, Adolphus Hohensee, William L. Abt, Royal Lee, Gaylord Hauser, Dr. Herman Taller, Dr. D.C. Jarvis, Bob Cummins, Dr. Allen E. Banik, and Dr. H. Curtis Wood. There are many more.

Next Monday: "How the FDA plans to crack down on food faddists." Address: Times Medical Writer.

1890. Jones, Mary Lou. 1964. Better soybean recipes. Anacortes, Washington: Outdoor Pictures. 58 p. Index. 22 cm.
• ***Summary:*** This small book is primarily about soy milk–how to make and use it. Contents: Introduction. 1. Working tools. 2. How to make a portable stove with a portable oven and kerosene oil lamp. 3. Ingredients for recipes: Soybeans, lecithin, oil, calcium phytate, slippery elm, flax seed, herbs. 4. Preparation of soybeans.

5. Recipes (p. 21): Thickening (with slippery elm or lecithin), oil-lecithin mix, soy milk recipes (soybean liquid {"Refrigerate pulp to make Soy Cheese [p. 26], Cultured Cheese, or Soy Crackers [p. 31]," p. 23}, soy milk–basic, soy milk concentrate [the favorite, with salt, honey, and oil-lecithin mix], low fat soy milk concentrate, chocolate-like milk [carob], chocolate-like syrup [carob], soy cream {made with "1 cup Soybean Liquid" [soy milk] put in a liquefier with water, salt, slippery elm powder, then Whiz while adding lecithin and vanilla}, whipped cream [to ½ cup soy cream slowly add 2 tablespoons oil-lecithin mix in a blender], ice cream, custard pudding, basic soy cheese [not tofu, based on okara]), dressings and spreads (royal mayonnaise, salad dressing supreme [based on tofu], cheesy spread or dressing [based on tofu], soy butter or health margarine, royal soy margarine, butter spread [made with "soybean pulp" = okara], oil free butter spread [made with ½ cup soy milk, ¼ cup lecithin, a little salt, and one recipe of Soybean Pulp {okara; see p. 24}]).

Cereals (p. 30) (flax cereals [2 types], soy crackers [with soybean pulp], soybean and corn meal muffins [with whole soybeans], sprouted grain granola [breakfast cereal]). Soy bread recipes (eight-grain sprouted soy bread, whole wheat soy bread, bread recipes without soybeans, basic variable whole wheat bread, enriched whole wheat bread, bran whole wheat bread, carob bread, peanut bread, eight-grain sprouted bread), waffles (soy waffles, eight-grain soy waffles, pigeon feed waffles).

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Entrees (p. 41) (gluten supreme [meat substitute], malt flavored ice cream, mayonnaise, salad dressing, concentrated dressing base, gravy, soybean souffle), dextrinizing (heating starchy foods to turn the starch into more easily digested sugar), suggestions for using prepared soybeans without using a liquifier [pickle cooked soybeans in concentrated dressing base], yogurt (soy-based medium for culture, yogurt made from soy milk), watermelon and cantaloupe seed, fresh kelp relish.

6. Sprouting seeds (including soybeans): Four methods, how to serve sprouts (incl. Sukiyaki). Some variations in making soy milk.

Page 22 is a directory of the names and addresses of major health food distributors in the USA: California: Kahan and Lessin Co. (Los Angeles, or San Francisco). Colorado: Health Food Sales Co. (Denver). Illinois: Health Food Jobbers, Inc. (Chicago). Massachusetts: Foods Inc. (Cambridge). Michigan: Health Food Distributors (Detroit). New York: Sherman Foods, Inc. or Balanced Foods, Inc. (New York City). Oklahoma: Akin Distributors (Tulsa). Oregon: Nu Vita Foods (Portland). Tennessee: Collegedale Distributors (Collegedale). Washington state: Kahan & Lessin Co. or Vital Foods Distributors (Seattle).

This book contains considerable information about gluten and the use of the gluten rinse water (as in breads or soups). Pages 41-42 contain a unique recipe for making 2 pounds of gluten at home from whole wheat flour. The gluten is then baked with a seasoning mix and the rinse water for 10 hours at 108ºF to make Gluten Supreme.

Concerning dextrinizing: "This process is acclaimed by many health authorities to be a more healthful way of eating some starchy foods. Many people who have digestive problems with starchy foods can eat them prepared by the dextrinizing process. This process is said to turn the starch into a more easily digested sugar." Breads, cereals, or flour can be dextrinized by baking at 225ºF until lightly browned.

Note: This is the earliest English-language document seen (June 2013) that uses the word "soybean pulp" to refer to okara. Address: Box 1326, Escondido, California.

1891. Lager, Mildred; Jones, Dorothea Van Gundy. 1964. Suggestions for the arthritic. Recipes and menus. Riverside, California: Mrs. E.S. Jones. 68 p. 22 cm.

• ***Summary:*** Contents: Part I. Arthritis–The result of many conditions: Types of arthritis, causes of arthritis, suggestions, foods for the arthritic, my own case. General outline of the diet: Juice diet, limited diet, general diet. Other suggestions: Mental attitude, comments 1957, comments 1961. Part II. Menus. Carbohydrate content of fresh fruits. Carbohydrate content of dried fruits. Carbohydrate content of fresh vegetables. Recipes.

Mildred wrote that proper diet was the greatest factor in her recovery from arthritis. Based on her own experience and that of many others who she helped, she strongly opposed the use of dairy products, and thus used dairylike soy products in their place, especially soymilk, tofu, and soy flour or grits.

Mildred wrote in Aug. 1957 that it has been 32 years since she began her battle with arthritis. In a Feb. 1961 update to this book Dorothea wrote that Mildred died on 25 Jan. 1960. "Hers was a very remarkable life in that while still in her teens she was told, after examination at a noted medical clinic, that she had incurable arthritis and would never walk again, her feet and legs being completely ankelosed at that time. In spite of this verdict Mildred went home with a determination to show those doctors they were wrong, and show them she did, for before long she was back on her feet again. You already know her story. For the next forty years she battled arthritis, never quite winning but keeping it under control to the extent that she lived a normal life and made a remarkable contribution to the field of nutrition as, health food store owner and operator, author, lecturer, radio commentator and dietary consultant. She taught many arthritics how to overcome their handicaps, and if that was not possible, how to live with them. Her life made a real contribution and she left many friends as a result." Address: Riverside, California.

1892. *Natural Food and Farming* (*Atlanta, Texas*). 1965. Health food store directory. 11(8):42-42. Jan.

• ***Summary:*** The directory is arranged alphabetically by state. The states with the most stores listed are: Texas 11, California 7, Ohio 6, Illinois 5, and Florida 3.

Note: This is the first issue of this magazine which contains a "Health Food Store Directory"; it is 1.5 pages long.

1893. James, W.S. 1965. The Vegetarian Nutritional Research Centre, 1959-1964. *British Vegetarian.* Jan/Feb. p. 29-32.

• ***Summary:*** Discusses the history and activities of the Centre, Wanderlac and Velactin, Frank Wokes, N.W. Pirie, Cyril Vesey, vitamin B-12, leaf proteins, etc.

The article begins: "Since the Research Centre was inaugurated in Stanborough Park near Watford in 1959, I have, as a member of its scientific sub-committee, been in close contact with its activities of which the following is a brief summary.

"Scientific investigations must be based on much previous experience. The Research Centre was fortunate in starting in 1959 under the guidance of Dr. Frank Wokes with over thirty years' experience of nutritional research especially on vegetarian foods. In 1958 [sic, 1959] this culminated in the marketing of the first British vegetable milk Wanderlac, now called Velactin (A. Wander Limited). At the inaugural meeting of the Research Centre there were several vegetarian experts whose investigations during the previous ten to fifteen years had done much to help directly or indirectly in the development of Wanderlac. These

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included Dr. W.W. Payne and Dr. Cyril Pink, who carried out clinic trials on babies at Great Ormond Street Children's Hospital and at the Vegetarian Nursing Home, Blackheath, respectively. Dr. Lester Smith, F.R.S., whose discovery of vitamin B-12 in 1948 gave a clue to the successful use of vegetable protein, was also present. As the Royal Society's adviser to the research project on vitamin B-12 in Stanborough School, in which the Research Centre has played a leading part, Dr. Lester Smith has taken increasing interest in its work.

"In October, 1959, the Research Centre helped to arrange a meeting in Manchester on leaf proteins, addresses being given by the leading expert Mr. N.W. Pirie, F.R.S., and by Dr. Wokes, who had for some years previously been studying these problems with Mr. Pirie."

"When the Research Centre started in 1959 its administrative headquarters were at Stanborough School where the headmaster, Mr. Richard Syme, its chairman until February, 1961, and his colleagues gave great help. Mr. Cyril Vesey, B.Sc., head of the school's science department, first functioned as Secretary and as Treasurer, but towards the end of 1960 handed the latter duties over to Mr. Ted Cox. Mr. Vesey, as well as taking an active part with Dr. Wokes and his son Richard in establishing the research laboratory, remained Secretary until 1964, when his secretarial duties were taken over by Mr. Ronald Luxton, another member of the school science department. Mr. Harry Leonard, B.A., a third member of the school staff, served as Committee Chairman in 1961 and again in 1963-1964.

"Steady increase in the Research Centre's activities showed the need for its own headquarters. In 1961 these were established at Dr. Wokes' residence, on the outskirts of Stanborough Park, close to the research laboratory. They contain the registered office of the Centre, also a library housing its books and records, providing a unique collection of information on vegetarian nutrition." Address: M.Sc., Chairman.

1894. *Natural Food and Farming* (*Atlanta, Texas*). 1965. Health food store directory. 12(2):41-42. July.
• ***Summary:*** "This directory is printed six times each year as a service to those who wish to buy good food. A free copy is available to anyone on request. Write NFA Health Food Directory, Box 210, Atlanta, Texas."

The directory is arranged alphabetically by state. The states with the most stores listed are: Texas 9, California 7, Illinois 6, Ohio 6, and Florida 5. Stores with "Natural Foods" in their name are: (1) Chamberlain Natural Foods, Orlando, Florida. (2) Natural Food Center, Lakeland, Florida. (3) Hale's Natural Foods, Alston, Illinois. (4) Walker and Westbrook Natural Foods, Belleville, Illinois. (5) A & B Natural Foods, Ft. Wayne, Indiana. (6) Beeler's Natural Foods, 127 East Ohio St., Indianapolis, Indiana. Indiana's largest and oldest natural food store–Serving our community since 1929. (7) Good Earth Natural Foods Supermarket, New York City, New York. (8) Massie's Natural Foods, Grant's Pass, Oregon. (9) Gigler's Natural Foods, Klamath Falls, Oregon. (10) Natural Foods, Lancaster, Pennsylvania. (11) Mease's Natural Foods, Schoeneck, Pennsylvania. (12) Natural Foods Center, Marshal, Texas. (13) Natural Food Center & Juice Bar, Houston, Texas. (14) Moore Natural Foods, San Antonio, Texas.

1895. Natural Food Associates. 1965. The Farmer's Market (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 12(2):43-46. July.
• ***Summary:*** This section of classified ads is divided into natural organic foods and other classified ads. The natural organic foods section, 2.2 pages, has entries listed alphabetically by state. The rates are $24 per year for four lines–additional lines $4 each per year. Payable to Natural Food Associates, Atlanta, Texas.

Under "Texas" is this entry: "Deaf Smith County organically grown, high gluten, hard winter wheat from our mineral-rich soils, cleaned. $7.50 / 100 lbs., $60.00 / 1,000 lbs. F.O.B. Arrowhead Mills, Box 866, Hereford, Texas.

Note: This is the earliest document seen (March 2020) that mentions "Arrowhead Mills" of Hereford, Deaf Smith County, Texas.

1896. **Product Name:** Plantmilk (Soymilk. Renamed Plamil by Oct. 1966. Called Soya Plantmilk in Feb. 1979. Later renamed Soya Milk).
Manufacturer's Name: Plantmilk Ltd. (Renamed Plamil Foods Ltd. in 1972).
Manufacturer's Address: Tithe Farm, High St., Langley, Slough, Buckinghamshire, England.
Date of Introduction: 1965 August.
Ingredients: Incl. soya protein isolate.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: *The British Vegetarian.* 1965. July/Aug. p. 316. "Availability of Plantmilk." "Our private carrier service makes deliveries to the London and Birmingham areas, and to most towns in the following counties:-" Seventeen counties are listed. "Plantmilk may, therefore be obtained from your nearest Health Food Store in the above defined areas... Those living outside these counties may obtain supplies by mail order service from: 'Healthiways', 5 Tranquil Passage, Blackheath, London, S.E. 3."

The British Vegetarian. 1966. Jan/Feb. p. 34-38. "The development of Plantmilk." Plantmilk is sold in cans as a liquid, concentrated to twice the recommended concentration. "The protein content of plantmilk is higher than human milk and about the same as cow's. It is derived from two sources–leaves and soya."

The British Vegetarian. 1966. Sept/Oct. p. 444. "Plantmilk News." "The availability of 'Plamil' and

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other products made by Plantmilk Ltd. is now improved by the recent extension of our distribution service to Staffordshire, Worcestershire, Warwickshire, Derbyshire, Northamptonshire, Leicestershire, Bedfordshire, Hunts. [sic, Hampshire], Rutland, and North Norfolk. From 1st October supplies of our lines will be available to Health Food Stores anywhere in England, Scotland, Wales and Northern Ireland.

The British Vegetarian. 1967. March/April. p. 147. "Attractive new label for 'Plamil'" Cans of liquid Plamil plantmilk will soon be appearing in Health Food Stores with a more attractive label, bearing a pleasant scenic design in white and green, giving a fresh, country appearance." On p. 180, in a letter from C.A. Ling, we learn that Plantmilk Ltd. is located at Langley, Buckinghamshire, England. In the May/June 1967 issue, p. 246, we learn that the protein in Plamil "now comes mainly from soya (one of the best plant proteins nutritionally)."

Ad (full-page) in *The British Vegetarian.* 1968. Jan/Feb. p. 5. "The milk of tomorrow, today!" The label reads: "Plamil- Use like milk. Delicious used neat as a cream."

The British Vegetarian. 1969. Sept/Oct. p. 461-63. "Plantmilk."

Letter to *The British Vegetarian.* 1970. May/June. p. 206. "Cost of Plantmilk." The writer complains that at 3/4d. per tin it is too expensive.

Ad (¼-page) in *The British Vegetarian.* 1970. May/June. p. 207. "Meat and Milk." "You can't have one without the other!" Letter to *The British Vegetarian.* 1970. July/Aug. p. 290, 290. "Plantmilk" It is too expensive. "After all, 2s. 6d. per pint for Plamil against 11d. per pint for cow's milk is a big difference. [Note: Since 12d. = 12 pence = 1 shilling, Plamil costs 2.7 times as much as cow's milk.] Letter from Frank Wokes to *The British Vegetarian.* 1970. Sept/Oct. p. 462. It would be easier and cheaper to prepare plantmilk in India from soya beans grown domestically using Dr. Harry Miller's original method. The product would be cheaper than cow's milk.

Alive magazine. 1978. June. p. 14-15; Ad in *Alive* magazine. 1979. Jan/Feb. p. 19. Letter from Plamil Foods Ltd. They were the pioneers in liquid soya milk in England in 1965.

Shurtleff & Aoyagi. 1984. Soymilk Industry & Market. p. 118. "One of the first successful soymilks in Europe after World War II." The first soymilk made or sold in England after the war.

1897. Buller, Allan R.; Klis, John B. 1965. Spun soy protein foods get supermarket sales test: Duplicating meat fibers, protein value. Improved meat substitutes, recently established in health food stores, win chain-store distribution. *Food Processing* (*Chicago*) 26(9):115-17, 120. Sept.
• ***Summary:*** "Health food stores have been the traditional outlets for meat-alternate products, but Worthington Foods, Inc. Worthington, Ohio, has taken the initial steps toward moving these products into general distribution.

"Using spun soy protein fiber as the basic ingredient, Worthington Foods has developed a full line of products that look, taste, and chew like chicken, pork and beef products. Test marketing of two items is being done in three chains in Columbus, Ohio–Alber's, Big Bear, and Kroger. The two spun soy protein foods, Wham, a ham-like product, and White-Chik, simulated white meat chicken, are both being well received by consumers in these marketing tests... Use of the fibers in foods is subject to a patent owned by Ralston Purina Company. In Columbus, both Wham and White-Chik are priced at $0.69 for an 8-oz package. New foreign distribution, principally in Norway and Sweden, has already added some volume."

A large photo bears the caption "Worthington's line of spun soy protein meat-like products are packed in canned, frozen, and dehydrated forms." Frozen products in thin paperboard boxes include White-Chik, Fri-Chik, Prime, and Wham. Canned moist products include Veja-Links, Soyameat (many flavors), Saucettes. Meat Loaf Mix is a dry canned product. Prime is in a plastic pouch.

A newspaper ad for frozen Wham stresses the product's low fat content ("65% less fat than cured ham"), convenience, and the fact that it contains no meat." A photo shows a rack of meatless Prosage, which resembles a pork sausage made by Worthington, ready for quick freezing. Prosage does not shrink when fried.

"Edible spun soy protein fibers, sold under the trademark Fibrotein, are supplied in fresh frozen and dehydrated forms to the food processing industry by Worthington Foods, Inc., 900 Proprietors Rd., Worthington, Ohio 43085. The company also supplies imitation meats made from Fibrotein in fresh, frozen and dehydrated forms. The imitation meats are available in slices, cubes, chips, granules, round rolls, square logs and in other shapes and sizes."

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "imitation meats" (with any combination of quotation marks). Address: 1. General Manager, Worthington Foods, Inc; 2. Assoc. Editor.

1898. Lauderdale Health Foods. 1965. Classified ad: Sanpaku? *Fort Lauderdale News* (*Fort Lauderdale, Florida*). Oct. 14. p. 59.
• ***Summary:*** "Wide selection Zen Macrobiotic foods, books, Japanese specialties." Address: 116 SE 2nd St. Phone: JA 2-0492.

1899. *Natural Food and Farming* (*Atlanta, Texas*). 1965. Health food store directory. 12(6):42-43. Nov.
• ***Summary:*** The directory, which is printed six times a year, is arranged alphabetically by state; it is 1.8 pages long.

1900. Virendrasingh, Maharajkumar. 1965. Soybean–The crop without a peer: Answer to India's protein malnutrition.

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Commerce (*Bombay*) 111(2852):A120-A122. Dec. Annual number at back of volume. [13 ref]

• ***Summary:*** One of the oldest known crops, the soybean dates back about 5,000 years. It was first described in a materia medica as long ago as 3838 B.C. prepared by the Chinese Emperor Sheng-Nung [sic, Shen-Nung], who was known as the "Heavenly Farmer."

"Soybean eaters are more physically fit and have more stamina than people who subsist on rice, millet and other grains."

In 1804 the soybean was introduced to the USA [sic]. In 1898 many soybean varieties were imported and tested, but not until 1924 did it enter into the official record [sic], "according to pioneer, Bill Baker from California of soybean fame." The USA discovered the value of soybean during World War I, but gave it its rightful place during World War II.

"In India, as nutritionists and agronomists came to know of the immense possibilities and nutritional value of the soybean, attempts were made to grow it, but it has not caught on, perhaps because the varieties tried were unsuitable for propagation in the soil and climate of our country. Further, there was no ready market to take the small produce and it did not prove of economic advantage.

"High nutritive value at low cost: The soybean can be virtually regarded as 'the miracle golden bean of the twentieth century,' because it is an oilseed with a high protein content. The country that has this crop on a major scale or can develop it need not worry about protein malnutrition among its people.

"The soybean has the supreme quality of being the only vegetable protein to possess all the essential amino-acids required for maintenance and growth. It is a complete vegetable protein like meat, milk, eggs and cheese,..."

"Research workers at the Central Food and Technological Research Institute at Mysore maintain that the soybean contains twice the quantity of protein as the common pulses of India." For Indians today, the best source of oilseed protein from crops grown in India is the groundnut. "However, on equal production per acre, the soybean yields twice the quantity of protein. Therefore, if soybean growing can be developed, we stand a better chance of meeting the protein needs of our people.

"Uses in Indian diet: The Indian diet has a preponderance of cereals, especially rice and wheat, which of themselves do not have enough proteins and protective elements to build and maintain health.

"The soybean is described as the poor man's meat."

"Other protein products developed recently are soy beverages and soy soups. Soy beverage can replace milk. Two tablespoons stirred in a glass of water can provide the protein deficiency in our diet. Soy protein fibres have been developed and when flavoured can be so prepared that vegetarians can have the pleasure of having chicken and meat made from vegetable protein.

"Miss T. Phillip, Principal of the Institute of Catering Technology and bean Council of America, Inc., provided. The work was sponsored by us. These products can be incorporated in popular Indian dishes as *Nimki, Sev, Samosas, Pakoder, Sambar, Alu Chole, Batata bhajee, Dalwada, Rava dosa, Oppuma* and sweets like *Ladoo, Shakarpara, pooran poli, Sooji Halva.* Soy flour did well in bakery product. Miss Phillip has reported excellent acceptability."

Soybean is an excellent source of low-priced, edible vegetable oil. "The first ever major agreement by the U.S. for the supply of soybean oil to India was signed on 30th September 1964 for a quantity of about 75,000 metric tons valued at about Rs. 9 crores. The oil began coming in March 1965. The price has averaged Rs. 1,525 a metric ton inclusive of freight and duties. On the whole, it has been half the price of domestic peanut oil. It has helped the *vanaspati* industry to meet its requirement of raw materials... Soybean oil helped to keep the price of *vanaspati* at a reasonable level as compared with liquid edible vegetable oils. The industry has approached the Government of India to request for another 150,000 metric tons of U.S. vegetable oil, and it is hoped at the time of writing this that it will come through. U.S. vegetable oil can be supplied under title I of P.L. 480."

Contains a long quotation by Glenn H. Pogeler, President of the Soybean Council of American, in a Dec. 1964 address to the Delhi Fats and Oils Symposium. It begins: "The United States consumer pays a smaller proportion of his income for food than any other consumer in this world."

Tables show: (1) India: Production of the five major oilseeds and their products (1958-59 to 1963-64)–Groundnut (by far the largest), rape and mustard, sesamum, linseed, and castor seed. (2) Oilseed yields (pounds per acre) of the above five (1958-59 to 1963-64): Peanuts (in the shell) have by far the largest yield–622 to 727 pounds/acre. (2A) Cost of protein content of major foods (wholesale on world market): The 3 least expensive sources (in U.S. cents per kg) are defatted soybean flour (40), fish flour (50), dried skim milk (51). (3) USA soybean oil and meal, supply and disposition. (3a) Consumption per caput per annum of (visible) food fats and oils (in lbs.): Netherlands 70, West Germany 56, Australia 49, USA 46, India 11. Address: Director for India, Soybean Council of America, Inc.

1901. **Product Name:** Prime Vegetable Burger. Renamed Prime Vegetarian Burger by 1971.
Manufacturer's Name: Battle Creek Foods. A Div. of Worthington Foods.
Manufacturer's Address: 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.
Date of Introduction: 1965.
Ingredients: Wheat protein [wheat gluten], water, yeast

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extract, salt, soy sauce, Brewer's yeast, MSG, seasonings, algin, caramel color.
New Product–Documentation: Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Prime Vegetable Burger contains 15.60% protein, 0.20% fat, and 3.70% carbohydrate. One serving, ½-inch slice, weighs 66 gm.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 161. Lists the ingredients in "Prime Vegetarian Burger (Battle Creek)."

1902. **Product Name:** Kreme-O-Soy, and Infa-Soy (Hypoallergenic Baby Formula).
Manufacturer's Name: Nutrition International Corp. (Formerly Madison Foods).
Manufacturer's Address: Box 415, Madison, TN 37115.
Date of Introduction: 1965.
New Product–Documentation: Soybean Blue Book. 1965. p. 115. Also listed in 1970. Note: Kreme-O-Soy was soymilk.

1903. **Product Name:** Soya Bean Luncheon Loaf, and Savoury Roast (Meat Substitutes).
Manufacturer's Name: Soy Products of Australia Pty. Ltd.
Manufacturer's Address: 69 Power Road, Bayswater, VIC 3153, Australia. Phone: 729-1738.
Date of Introduction: 1965.
Ingredients: Incl. soybeans, tomato sauce or puree.
Wt/Vol., Packaging, Price: Tin-plated steel can.
New Product–Documentation: Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1981. Vincent R. Smith was a soyfoods pioneer in Australia. Between 1965 and 1974-75 Mr. Smith developed and manufactured two soyabean meat substitutes–Soya Bean Luncheon Loaf, and Savoury Roast–for Bellevue Health Supplies, as part of his product range within F.A. Robert's Health Foods Proprietary Ltd. This latter company has since been absorbed within Soy Products of Australia Pty. Ltd.

1904. Bieler, Henry G. 1965. Food is your best medicine. New York, NY: Random House. xv + 236 p. Index. 22 cm. First Ballantine Books ed., 1982.
• ***Summary:*** Dr. Bieler, who has been a practicing physician for over 50 years believes (p. vii): (1) The primary cause of disease is not germs but "toxemia, which results in cellular impairment and breakdown." (2) In "almost all cases, the use of drugs in treating patients is harmful." (3) "Disease can be cured through the proper use of correct foods."

He also has found that "nature does the real healing, utilizing the natural defenses of the body. Under the proper conditions nature, if given the opportunity, is always the greatest healer. It is the physician's role to assist in this healing–to co-operate with nature's forces; to play a supporting role instead of star of the show." He has "been in disagreement, at time sharp, with organized orthodox medicine" (p. xiv).

Twenty-five hundred years ago on the island of Cos in classical Greece, Hippocrates admonished his "circle of medical students in one of his most pithy and precise aphorisms: 'Thy food shall be thy remedy'" [medicine]. No one to date has more eloquently given us a way of life." Yet most physicians who take the Hippocratic Oath do not believe or practice this teaching of Hippocrates (p. 3).

Proteins are body builders and important for good nutrition, but consumed in excess they "can be body killers." Too much of a good thing is not necessarily good (p. 177-200).

He is frequently asked about the value of a vegetarian diet. He does not advocate it as a way of life–but neither does he understand it, for he says that "many who call themselves 'vegetarians' eat cheese, butter, eggs, and also drink milk; they are not true vegetarians but, rather, non-meat eaters. In that way they remain on an excellent diet from the standpoint of nutrition." Note: Vegetarians do not eat flesh foods–meat, poultry, or fish; they may eat dairy products and eggs.

Also discusses: Explorer Vilhjamur and the importance of raw meat and fish in the diets of healthy Eskimos (p. 190). Francis F. Pottenger, Jr. and his research (over 5 years using 109 cats) showing the very harmful effects of cooked meat or milk in the diet of cats (p. 191-93, 198).

Talk with Chef Akasha Richmond. 2004. Feb. 9. She has read in two places that he was Gloria Swanson's personal physician. He prescribed "Bieler Broth" [a potassium-rich vegetable broth] for whatever ails 'ya (see p. 205). In the introduction to her English-language of *The Physiology of Taste,* by Anthelme Brillat-Savarin (lived 1755-1826) M.F.K. Fisher says some remarkably wonderful things about Dr. Bieler. Address: M.D., Capistrano Beach, California.

1905. Boots, Gypsy; Hopkins, Jerry. 1965. Bare feet and good things to eat. Los Angeles, California: Virg Nover, Printer. iii + 162 p. Illust. No index. 18 cm. Introduction by Steve Allen.
• ***Summary:*** This is the autobiography of Gypsy Books (born Robert Bootzin in 1911 in California) as told to Jerry Hopkins. Retail price: $1.00. His father, Max, came to the USA from Europe without a penny and raised a happy family in San Francisco. They were raised on an organic, natural foods, vegetarian diet. His parents taught him to be happy, to love every person, to live a healthy but simple life, and to laugh a lot. Today he lives with his wife, Lois, and three kinds in a small cottage in Los Angeles.

In the 1940s he was one of the roughly 15 "Nature Boys" who lived in Southern California and shared a common desire to "abandon civilization and live a natural, healthy life." He and Eden Ahbez were friends for two years. Eden wrote the words to "Nature Boy" which begins: "There

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was a boy / A very strange, enchanted boy; / They say he wandered very far, / Very far over land and sea." Some 2-3 years later Nat King Cole recorded this song of Eden's and shortly thereafter Eden became a celebrity, with his photo in *Life* magazine. The song he had written was at the top of the national Hit Parade, and the record sold a million copies. Today Eden lives in one of the canyons north of Los Angeles.

In 1958 Gypsy and his wife opened a "Back to Nature Health Hut" in Hollywood, not far from Beverly Hills (p. 50). A huge sign on top read "Organic Fruit, Produce & Juice." There he served many fruits, nuts, vegetables and healthy foods. Many celebrities came. Among his biggest boosters were Gloria Swanson, Steve Allen, and Pat Boone. At his first luau he served a Baked soy bean casserole (using whole dried soy beans; recipe on p. 55). Other soy-related recipes: Soya-rice flour coffee cake (with soya flour and brown rice flour, p. 64). Rye bread (with soy oil, p. 65).

There are chapters on fasting (5), health for growing children (13), salads (14), healthy drinks (15; he avoids alcohol and loves carrot juice and herb teas), vital foods (16-20, incl. soy beans, p. 111; and lecithin, p. 140), the Gypsy Boots Corporation (24; one of its products is the Gypsy Boots Energy Bar, p. 153-54; it contains malted milk crunch, vegetable oil, carob powder, brown sugar, skim milk, sunflower seeds, sesame seeds, and lecithin). Joe Weider is one of the people who have influenced him most in life (p. 157); others are Paul Bragg, Indra Devi (yoga teacher), Prof. [Edmond] Szekely (who lives at Rancho La Puerta in Mexico). The book contains 20 pages of photos, most showing Gypsy Boots with various celebrities, including: (1) Some of California's "nature boys." (2) Charlton Heston. (3) His health hut in Los Angeles. On the cover is a photo of Gypsy and Steve Allen.

Talk with Gypsy Boots. 2000. July 9. Gypsy does not remember exactly when his Energy Bar was first sold commercially, but it was probably in the late 1950s or early 1960s. As far as he knows, it was America's first "Energy Bar," made at first in small quantities by a Hungarian candy maker. For more information, visit his Web site at www.gypsyboots.com. He will be celebrating his 90th birthday on 19 Aug. 2000 at Paramount Studios in Hollywood. He now lives in Camarillo, California, and still has lots of energy.

Note: Talk with Chef Akasha Richmond. 2004. June 14. She was scheduled to meet Gypsy yesterday, on Sunday, June 13, to drive him to a book signing. He never showed up. She was worried, and quickly found out from his caretaker and close personal friend that he had to go to the hospital for surgery. The caretaker then told Akasha that he was not born in 1911, but on 14 Aug. 1916; his caretaker learned this from Gipsy's first wife. Years ago, he started to use the 1911 date to make him look older than he really was when he first appeared on the Steve Allen show. Address: Los Angeles, California.

1906. Clark, Linda A. 1965. Get well naturally: Nature's way to health. New York, NY: Devin-Adair Co. 408 p. Index. 22 cm. Foreword by Royal Lee (D.D.S., Lee Foundation for Nutritional Research, Milwaukee 3, Wisconsin). [173+* ref]
• ***Summary:*** Partial contents: Author's note. Part I: Some unusual treatments. 1. Believe it or not. 2. How to be healthy. 3. Why drugs? 4. Who is to blame? 5. Is it safe to do it yourself? 6. Who can help you? 7. Homeopathy. 8. The biochemical sell-salts–flower remedies [Dr. W.H. Schuessler, Mira Louise of Australia, Dr. Edward Bach of England]. 9. Do herbs help? 10. Pressure therapy–acupuncture... 14. Stranger than fiction–The Edgar Cayce readings.

Part II: Health through nutrition. 15. Our "good" American diet. 16. Nutritional help for stress. 17. The magical mineral magnesium. 18. Macrobiotics. 19. When to begin nutritional therapy. 20. The star exercise.

Part III: Treating diseases naturally. 21. Alcohol and alcoholism. 22. Allergies. 23. Anemia... 28. Cancer. 29. Some little-known cancer treatments. 30. Constipation. 31. Eyes–How to see better. 32. Fallout–How to bypass it... 37. Heart ("Soybean oil is the only oil commonly used which is rich in linolenic acid {*Lancet* Nov. 7, 1964"}). 42. Overweight and fasting. 44. Miscellaneous natural remedies.

About the author (inside rear dust jacket): Under a large portrait photo we learn that her university training was in education, psychology, and nutrition (we are not told from which university). She is a busy housewife, mother, and grandmother. She writes a column for two health publications and edits a well-known health magazine. "For the past three years she has conducted a daily radio program on the West Coast and has spoken at nutritional meetings and conventions." Address: M.A., Carmel Valley, California.

1907. Davis, Adelle. 1965. Let's get well. New York, NY: Harcourt, Brace & World. 476 p. Index. 18 cm. [2402* ref]
• ***Summary:*** This book is about various common health problems and diseases and how they can be treated or cured by changes in diet. These include cholesterol problems, heart attacks, overweight, ulcers, diabetes, arthritis, infections, skin problems, digestive tract problems, allergies, liver damage, gall bladder problems, gout, kidney diseases, blood pressure, disorders of the nervous system, anemia, women's problems, bone problems, surgery, accidents, burns, what about sex?, eye problems, cancer, Last chapters: The two unvarying rules, planning your nutrition program, a fortress against disease, medical references.

Soy lecithin, soy flour, soy milk, and soy oil (source of linolenic acid and vitamin E) are widely discussed.

"Adelle Davis [Miss], one of the country's best-known nutritionists, studied at Purdue Univ., graduated from the Univ. of California at Berkeley, and took postgraduate work at Columbia Univ. and the Univ. of California at Los Angeles before receiving her Master of Science degree in

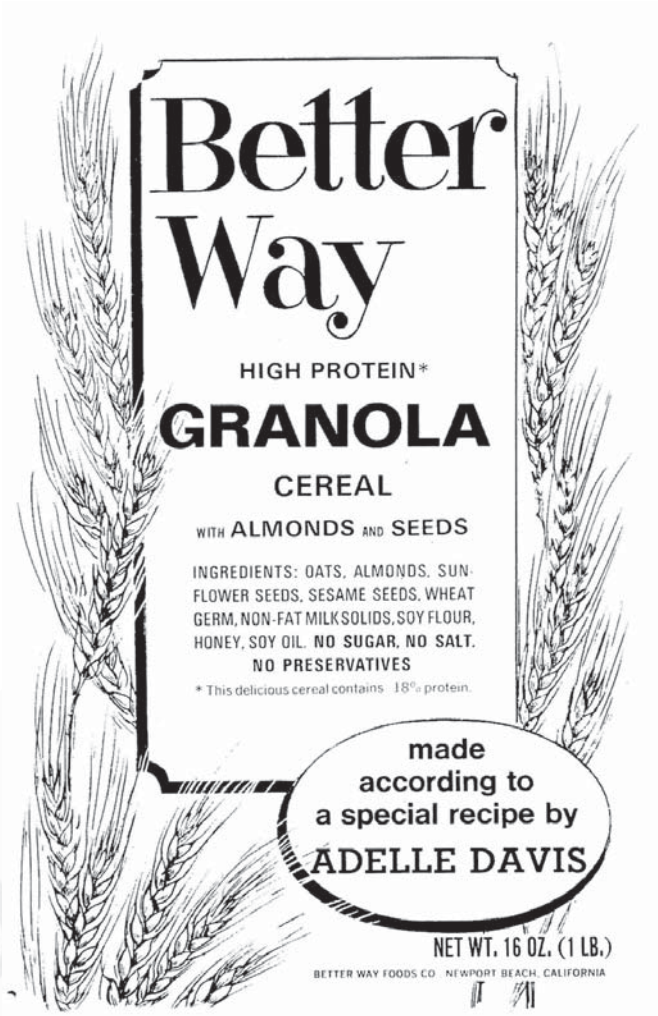
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biochemistry from the Univ. of Southern California Medical School." Note the large number of references in this book. Her other books were "Let's Cook It Right" and "Let's Have Healthy Children." Over 8,000,000 Adelle Davis books in print. Note: Adelle Davis died in 1975. Address: Los Angeles, California.

1908. Richmond, Sonya. 1965. International vegetarian cookery. London and Glasgow: Collins. 192 p. Index. 22 cm. Published in the USA by Arco in 1967.
• ***Summary:*** This book, dedicated to the author's yoga pupils, arranges recipes (mostly entrees and soups) by country. The only Asian countries included are China and India; Japan is not. The author, who appears to be British, has collected these recipes from other vegetarians during her travels. The only soy-related recipe in the book is "Soya Bean Noodles," listed under China (p. 49). The introduction to the recipe reads: "This is a most useful recipe for the vegetarian because it requires soya bean flour. As I have said before [where?] soya bean is one of the most valuable sources of protein known to man. It is easy to buy soya beans, both whole and cracked, in health-food shops and delicatessens. It is equally easy to obtain soya bean flour which is yellow in colour. Do not attempt to use it like ordinary flour for it contains no starch and therefore is not a thickening agent. It has to be cooked according to its own nature. This Chinese recipe makes excellent use of it, and this recipe is also extensively used in Japan." The only ingredients are: 1 lb. soya bean flour, 2 egg yolks, 1 tsp. salt, and cold water as required. No wheat flour is used.

1909. Baker (Bill) International. 1965? Stylized illustration of a baker carrying the globe of the world. Ojai, California. 1 p. Undated. 28 cm.
• ***Summary:*** This illustration shows a baker with a tall chef's hat (and the year 1897 on the front headband), a handlebar moustache, walking with his left arm and right foot extended forward. On his right arm, extended backward, he is carrying a globe of the world. Above the top of the globe is written Bill Baker International. Address: Ojai, California.

1910. **Product Name:** Better Way High Protein Granola Cereal.
Manufacturer's Name: Better Way Foods Co.
Manufacturer's Address: Newport Beach, California.
Date of Introduction: 1965?
Ingredients: Oats, almonds, sunflower seeds, sesame seeds, wheat germ, non-fat milk solids, soy flour, honey, soy oil.
Wt/Vol., Packaging, Price: 1 lb bag.
How Stored: Shelf stable.
New Product–Documentation: Label (black-and-white photocopy) sent by Chef Akasha Richmond of Los Angeles. 2005. March 2. Above the list of ingredients in bold capital letters: "With Almonds and Seeds." Below the list: "No



sugar, No salt, No preservatives. * This delicious cereal contains 18% protein." In a prominent oval at the lower right of the main panel: "Made according to a special recipe by Adelle Davis." On both sides of the main panel are illustrations of ears of wheat. Note: It is not clear whether this is a label or a leaflet.

1911. *Natural Food and Farming* (*Atlanta, Texas*). 1966. Health food store directory. 12(12):42-43. May.
• ***Summary:*** The directory, arranged alphabetically by state, is 1.7 pages long.

1912. *British Vegetarian.* 1966. Plantmilk news. Sept/Oct. p. 444.
• ***Summary:*** "The availability of 'Plamil' and other products made by Plantmilk Ltd. is now improved by the recent extension of our distribution service... From 1st October supplies of our lines will be available to Health Food Stores anywhere in England, Scotland, Wales and Northern Ireland."

Note. This is the earliest English-language document

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seen (Aug. 2013) that contains the term "Plamil." Address: England.

1913. Health & Diet Store. 1966. Display ad: Win-a-prize jamboree. *Los Angeles Times.* Nov. 2. p. C16.
• ***Summary:*** This full-page ad has many categories, for example: Cereals: Seven grain cereal, El Molino, Hi-Pro Cereal, Wagner, Swiss Birchersmuesli, Familia.

Cookies: Oatmeal cookies, Molasses cookies, Fruit bar cookies, Coconut cookies, Carob cookies, Wheat germ cookies, Date butter cake, All from El Molino.

Nut butters: Salt free raw or roasted–Non-hydrogenated. Peanut butter, Sesame butter, Almond butter, From K&L.

Flour: Whole wheat, stone ground, Whole wheat bread flour, stone ground, Muffin mix, 8 grain, Wheat germ flakes, El Molino *Best Recipe Cook Book,* All from El Molino.

Nuts and seeds: Pumpkin seeds, organic.

"Just fill out coupon and bring to health food store nearest you today! Check list now!"

Alhambra: Mathews Nutrition Service. Arcadia: Foods for Health, Health Town. Anaheim: Anaheim Nutrition Center. Banning: K's Food Shop. Bellflower: Stevens Health Food Store. Beverly Hills: Jones Modern Foods. Burbank: Burbank Health Food Store. Calimesa: Calimesa Nutrition Center. Canoga Park: Lindberg (?) Nutrition Service. Downey: Nutri-Ville. Fullerton: California Health Foods. Garden Grove: American Health Foods. Glendale: House of Vitamins, Natural Foods, Quinn's Nutritional Center, Sunset Natural Foods. Hemet: Roberts Health Foods. Hollywood: Hollywood Natural Foods, Quinn's Health Pantry. Huntington Beach: Beach Nutrition. Huntington Park: House of Vitamins. Inglewood: Lindberg Nutrition Service. Laguna Beach: Welsh's Natural Foods. La Habra: La Habra Health Foods. Lancaster: House of Health Foods. Long Beach: Schulman's Health Foods. Los Angeles: Bergman Natural Foods, Smooks Health Foods, Health Rendezvous, House of Stewart Nutrition, Jones Grain Mill, Lindberg Nutrition Service, Lindberg Nutrition Service, Oasis of Health, Organic-Ville, Paradise Juice Bar, Patton Nutrition, Quinn's House of Better Living, Sakford's, Vita Food Store. Lynwood: Vita Rama Specialty Market. Monterey Park: Monterey Nutrition. North Hollywood: Golden Life Natural Foods, The Good Life. Ontario [California]: Vita Foods Nutrition Service. Orange: Orange Nutrition Center. Pacific Palisades: Harvest House. Palmdale: House of Health Foods. Palos Verdes: Vitamin Bay. Pasadena: Balser (?) House of Health, Balser (?) House of Health, Mathews Nutrition Service.

1914. **Product Name:** Pure Soya Powder (for Making Soy Milk).
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 3060 W. Valley Blvd., Alhambra, CA 91803.
Date of Introduction: 1966.
New Product–Documentation: Soybean Blue Book. 1966. p. 110. *Soybean Digest.* 1969. Nov. "El Molino offers a number of soy foods including breakfast foods, soy milk, vegetable soybeans, soy sprouts, and soy flour and soy flour mixes." It is not clear whether this product is soy flour or powdered soy milk. June Ranill. 1976. The El Molino Cookbook. p. 88. This product was sold in 1976 but was apparently discontinued by 1980.

Soybean Digest Blue Book. 1977. p. 33. Address is now 345 N. Baldwin Park Blvd., City of Industry, California 91746. Soya Bluebook. 1980. p. 50. Company is now a Division of ACG Co.

1915. **Product Name:** Seven Grain Cereal (Containing Soy Grits).
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 3060 W. Valley Blvd., Alhambra, CA 91803.
Date of Introduction: 1966.
New Product–Documentation: Soybean Blue Book. 1966. p. 106. Also listed in 1970.

Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 14. "7 Grain Cereal." 1 or 2 lb.

1916. Bragg, Paul C. 1966. The miracle of fasting: For agelessness–Physical, mental & spiritual rejuvenation [First edition]. Burbank, California: Health Science. [vi] + 194 p. Illust. Ports. No index. 21 cm.
• ***Summary:*** At the top of the title page: "New discoveries about an old miracle–The 'fast' fasting way to health." Contents: 1. Getting the most out of life. 2. The miracle of fasting. 3. The enemy within our bodies [autointoxication]. 4. Toxic acid crystals can cement your movable joints, make you stiff and fill you full of misery! Fight deadly acid crystals by fasting. 5. Scientific fasting explained with full directions. 6. Why I drink distilled water exclusively. 7. How long should one fast? 8. How long should one fast for best benefits. 9. How to break a 24-hour fast.

10. I fast 7 to 10 days four times a year. 11. How to break a seven-day fast. 12. I do not believe in the enema during the fast. 13. Your tongue never lies [it is a mirror of your mucus membrane and of your health]. 14. Just grin and bear it. 15. Defeating mucus by rational fasting. 16. Fasting helps pounds melt away. 17. How to gain weight by a scientific fasting program. 18. Fight the sniffles and winter miseries with fasting. 19. Outwitting premature aging with fasting. 20. Fasting to keep arteries young.

You have nine doctors at your command: 21. Doctor sunshine. 22. Doctor fresh air. 23. Doctor pure water. 24. Doctor good natural food. 25. Doctor fasting. 26. Doctor exercise. 27. Doctor rest. 28. Doctor good posture. 29. Doctor human mind. 30. The science of eating for superior

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health. 31. Nature knows no mercy. 32. Food for thought.

Note 2. This is the earliest document seen (April 2010) in which Paul Bragg claims to have an "N.D." [doctor of naturopathy] degree or a "Ph.T." degree, or to be a "Life extension specialist." When did he get these degrees and from what school or schools? When and how did Bragg become a "Life extension specialist"? Paul says that he was raised in Virginia, mostly on fried food (p. 28). Note: Actually, he was born in Indiana.

Paul has a sister named Louise, who lived at their home in Virginia. She was teaching high school, but was thin and often looked run-down and emaciated; after work she often felt exhausted. During the summers he helped her to gain weight by fasting and exercise. She became beautiful and charming, married and had a happy family with children (p. 102-03).

In Chapter 30 are lists of recommended foods. These include Legumes–Soya beans (p. 179), and vegetable oils–Soya oil (p. 180). Lean meats and unsalted fish are okay to eat 2-3 times a week as a protein source.

In Chapter 32, "Food for Thought," are many superlatives. "The Best Play–Work. The Greatest Stumbling Block–Egotism." "The Most Dangerous Man–The Liar."

On the inside back cover is a list of 18 health books by Bragg, with the price of each. Most sell for $1-2 and can be ordered from Health Science.

The back cover is about the author. "Paul C. Bragg, N.D., Ph.T. Life extension specialist. Physical therapist, Natural nutrition and health culture pioneer. Author. Lecturer. Dietary advisor to the stars of screen, stage, TV. Originator of health food stores." "Here is a man–over three score and ten years of age [i.e., over age 70. True; he was born in Feb. 1895]–who still climbs mountains, plays vigorous tennis, swims for miles, and can out-walk, out-run and out-Live men who are half his age!

"Crippled by TB when in his teens, Bragg developed his own eating, breathing and exercise program to rebuild his diseased body into a citadel of glowing, radiant health and strength.

"Bragg teamed with Bernarr Macfadden to introduce America to the benefits of Physical Culture at the turn of the century. He was one of the first editors of the Physical Culture Magazine. He worked with Luther Burbank in California to produce healthful, organically grown fruits and vegetables. He opened the first Health Food Store in Los Angeles, California. Now over 2,500 such stores are open for business in almost every urban community in America.

"Bragg was the personal consultant on diet and exercise to Douglas Fairbanks, Sr., Tom Mix, Rudolph Valentino, Ethyl Barrymore, Ruth Roland and many other public performers. He has counseled kings, queens, politicians, sportsmen and statesmen."

Photos show: (1) Paul Bragg, smiling and looking healthy (cover and p. 62). (2) Bernarr Macfadden and Paul Bragg, both looking strong, happy and healthy, standing side by side with their arms around each others shoulders, bare from the waist up. Of the two, Bragg looks younger and stronger (p. 4). (3) Paul Bragg standing behind a table of fruits. He is a "Specialist in nutrition and life extension" (p. 41). (4) Paul Bragg doing a head-stand, fully clothed and wearing shoes. "Bragg's daughter, Patricia, hold's father's shirt so he can smile at the camera. Bragg stands on his head for five minutes every morning and five minutes every night" (p. 74). (5) Patricia Bragg (p. 83, 173). (6) Paul riding a horse, playing polo. "Bragg–Active sportsman today at 85 years young" (p. 108). Note 1. This is the earliest document seen (April 2010) in which Paul Bragg exaggerates his age. He says he is age 85. He was born on 6 Feb. 1895. Therefore in 1966 he would be about 71 years old.

(7) Paul Bragg and Bernarr Macfadden leading a thousand happy hikers, summer 1932, on the trail to Mt. Hollywood, California (p. 121). (8) Paul, bare from the waist up, with large chest and his "powerful body" (p. 126). (9) Paul, dressed in a white clinicians outfit, pointing to the colon in a transparent cross section of the human body. "Bragg shows danger area where poisons collect" (p. 146). (9) Bragg in a swim suit, laughing happily, riding an aquaplane behind a speedboat. "Bragg–An active athlete–Loves all sports" (p. 153). (10) Bragg dressed up in a sheriff's outfit, wearing a star, standing beside an old tree with a hanging noose rope, holding a pistol, which he is pointing at a sign that reads: "Wanted for Murder, Sheriff Bragg." For example: "Killer–Saturated fat. Choker–Hydrogenated fat. Clogger–Salt. Deadeye–Devitalized food." etc. (p. 172). Address: N.D., Ph.T., Life Extension Specialist, Box 310, Burbank, California 91503.

1917. Neufeld, Don F. ed. 1966. Seventh-day Adventist encyclopedia. Washington, DC: Review and Herald Publishing Assoc. xviii + 1452 p. Commentary Reference Series, Vol. 10.

• ***Summary:*** This indispensable reference work contains excellent basic information and short histories. Entries related to food, diet and health include: Preface. Abbreviations. Alimentos Granix, Sociedad Anónima ("Granix Foods"; Buenos Aires Health Food Co., Argentina). American Temperance Society. Battle Creek College–See Andrews University. Battle Creek Health Center–See Battle Creek Sanitarium. Battle Creek Sanitarium (Michigan). Boulder-Colorado Sanitarium–See Boulder Memorial Hospital (est. 1896) and its health food factory (1897). Boulder Memorial Hospital. Cedar Lake Academy (founded 1898), Copenhagen Food Company (Denmark). De-Vau-Ge Gesundkostwerk GmbH ("DVG Health Foods Factory"; German Health Food Factory). Diet. Fábrica de Productos Superbom (Brazil Food Factory).

Food companies (Church-owned, making health foods of various kinds, especially vegetarian protein foods and

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whole-grain cereal products. SDA Food manufacture began as a department of the Battle Creek Sanitarium, which produced Granola and other cereals and wafers for the patients. Sales were a by-product of diet therapy, as patients ordered foods for their own use after leaving the institution. Thus originated the Battle Creek Sanitarium Health Food Co.).

Good Health (magazine). Graham, Sylvester. Granose Foods Ltd., (began as The London Health Food Company importing foods from Dr. J.H. Kellogg. In 1899 a manufacturing company was formed under the name The International Health Association Limited, changed in 1926 to Granose Foods Ltd.). Boulder Memorial Hospital. Health and Temperance Missionary School. Health education–See Health evangelism. Health evangelism. Health food manufacture–See Food companies. Health journals (the first was *The Health Reformer*). Health principles. Health reform–See Diet; Health evangelism; Health principles; Medical work. Health Reform Institute–See Battle Creek Sanitarium. India–Medical Work–Sanitarium Health Food Co. Instituto Adventista del Uruguay (Uruguay Academy, Produtos Frutigran). International Health and Temperance Association–See American Temperance Society. International Health Association Limited–See Granose Foods Ltd. International Nutrition Research Foundation. International Temperance Association. Kellogg, John Harvey (1852-1943; M.D.). Kellogg, John Preston (1807-1881). Kellogg, Merritt Gardner (1832-1922). Kellogg, Will Keith (1860-1951; Cornflakes manufacturer). Loma Linda College of Evangelists–See Loma Linda University. Loma Linda Foods. Loma Linda University. Madison Institutions (incl. Madison College, Madison Foods, articles about Madison in periodicals). Medical work. National True Foods (Pty) Limited (Johannesburg, South Africa). Nebraska Sanitarium (1895). New England Memorial Hospital (1899). Nihon San-Iku Gakuin (Japan Missionary College, 1898, 1919, 1926, incl. Perry A. Weber). Noncombatancy (like conscientious objector, not bearing arms in wartime). PHAG (Produits Alimentaires Hygiéniques, Gland–Switzerland). Produits Alimentaires Hygiéniques, Gland–See PHAG. Prohibition (see also Temperance). Pur-Aliment (Food Factory; Clichy, France). St. Helena Sanitarium and Hospital (incl. health food factory, established in 1901). San-Iku Gakuin–See Nihon San-Iku Gakuin. Sanitarium principle (replaced by hospital principle). Sanitarium Health Food Company (Australia and New Zealand). Sanitariums and hospitals. Spicer, William Ambrose. Spicer Junior College. Spicer Memorial College. Stanborough College–See Stanborough School. Stanborough Press Limited (British Publishing House at Stanborough Park, Watford, Hertfordshire). Stanborough School. Stanborough Nursing and Maternity Home. Sunnydale Academy (Centralia Missouri; Sunnydale Foods started in 1946). Washington Adventist Hospital (1907). White, Ellen Gould (Harmon) (1827-1915). White, Ellen G., writings of. White, James Edson (1849-1928; 2nd son of James and Ellen White). White, James Springer (1821-1881). White, William Clarence (1854-1937, "Willie").

Note: The *Advent Review and Sabbath Herald* of 23 Oct. 1860 states (p. 179, col. 2): "Resolved, that we take the name of Seventh-day Adventists." Address: Washington, DC.

1918. Neufeld, Don F.; et al. ed. 1966. Seventh-day Adventist encyclopedia: Granose Foods Limited. Washington, DC: Review and Herald Publishing Assoc. 1640 p. See p. 527-28.

• ***Summary:*** "A health-food factory situated in Stanborough Park, Watford, Hertfordshire, England, manufacturing several kinds of nut foods and breakfast cereal biscuits, one of the latter being called Granose. In 1962 business volume [sales] totaled £250,000.

"The SDA [Seventh-day Adventist] health food work in Great Britain was begun by a group of laymen who, under the name The London Health Food Company, purchased health foods from Dr. J.H. Kellogg, of Battle Creek, Michigan, and distributed them to the public. After a few years SDA leaders in Great Britain sent J. Heide, a master baker, to Battle Creek to learn how to make the foods. In 1899 a manufacturing company was formed under the name The International Health Association Limited, changed in 1926 to Granose Foods Limited. The company purchased a flour mill in Salford, near Redhill, Surrey, to serve as the factory. Disused plant equipment obtained from Battle Creek, together with machinery purchased in Great Britain, formed the nucleus from which the present business has grown. W.T. Bartlett was the first manager and secretary and A. Rodd was the first factory superintendent.

"Before electricity was available, candles were often used, a practice that led to a fire that burned the factory to the ground in [Aug.] 1900. Health foods were again temporarily imported from America, but gifts and loans from SDA's re-established the company, in Birmingham.

"In 1907 all SDA institutions in England, including the food factory, were centralized at Stanborough Park, Watford. The factory has grown until in 1963 it had a floor space of approximately 25,000 square feet, and still further extensions were planned.

"Former managers included H. Osborne, J. Rigby, and George Adair. Joint managers in 1963 were George Norris and B. Goulstone."

Note 1. This is the earliest document seen (June 2009) that mentions the "London Health Food Company" or that explains its work importing health foods from Dr. Kellogg in Battle Creek, Michigan, and "distributing them to the public." Presumably the foods were sold.

Note 2. Concerning the term "Granose": Richard W. Schwarz in his book John Harvey Kellogg, M.D. (1970) discusses Granose Flakes on pages 119-20, and 209-10. The

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first flaked breakfast cereals were developed from wheat jointly by Dr. J.H. Kellogg and his brother Will, in about 1894. Dr. Kellogg named their first successful wheat flakes product Granose Flakes, and on 31 May 1894 he applied for a U.S. patent on "Flaked cereal and process for preparing same." But in 1903 courts declared the doctor's patent invalid. Will Kellogg developed the product into a great commercial success, in part by adding sugar to the malt and corn combination from which he made the flakes. "The sugar greatly enhanced the cereal's taste appeal, and, as a result, the Corn Flakes business was booming by late 1905." The term "Granose" appears in 1904 in a "Chart of Food Elements" in the magazine *Good Health* (Jan. Insert after p. 48) published by John Harvey Kellogg in Battle Creek Michigan. It appears to be a grain-based breakfast cereal. Address: Washington, DC.

1919. Worthington Foods, Inc. 1966? Soyamel–Fresh tasting: Five different ways (Leaflet). Worthington, Ohio. 4 panels each side. Each panel: 22 x 9 cm. Undated.
• ***Summary:*** In the middle of the front panel is a photo of a boy and girl drinking soymilk from glasses. At the bottom of this panel is a photo of 5 cans of Worthington Soyamel: All Purpose, Instant Malt Flavor, Instantized All Purpose. Banana Beverage. And Fortified Soyamel: A Powdered Soy Milk.

Two pages of the leaflet describe these products and their nutritional composition. "Regular Soyamel, Fortified Soyamel, and Soyamel Banana Beverage are packed in a 1 lb. can, 4 lb. can and a 20 lb. carton. Instant Soyameal and Instant Malt Soyamel are packed in a 12 oz. can, 3 lb. can and 15 lb. carton." The ingredients of Soyamel are: "Soy bean protein [probably soy protein isolate], soy bean oil, dextrose, soy bean lecithin, dextrins and maltose, sucrose, barley malt, salt, dicalcium phosphate, and added vitamin B-12. To make 1 glass of regular Soyamel place 1 cup of water in high-speed mixer or blender and add 6 level tablespoons of Soyamel. Mix until powder is dissolved. Refrigerate until used. To make instant Soyamel, add 1/3 cup of powder to 1 cup water. Stir until dissolved, or use blender. One pound of Soyamel will make a gallon of delicious, wholesome soy drink. When mixed, a quart of Soyamel will cost a little as $0.25 depending upon the richness desired."

Four pages of recipes are given. Address: 900 Proprietors Rd., Worthington, Ohio 43085.

1920. Deutsch, Ronald M. 1967. The nuts among the berries: An exposé of America's food fads. New York, NY: Ballantine Books (mass market paperback). 320 p. Foreword by Frederick Stare, M.D. Index. Feb. 18 cm. Revised in 1977 as The new nuts among the berries. Palo Alto, CA: Bull Publ. Co. 359 p.
• ***Summary:*** The back cover states that "this book tells the astonishing story of a hundred years of health foods and faddists. It names the promoters and the products. It cites the findings of the Food and Drug Administration. It quotes the warnings of the American Medical Association. It completely exposes the hokum and ballyhoo of the health food business–now bilking the public of $2,000 million ever year–and shows why crackpot food fads are a waste of money at best and a serious danger to the health of those suffering from real illnesses."

Contents: Foreword. Introduction. 1. Of cabbages and things (a brief history of "health-foodism"). 2. Mr. Graham bakes a cracker (Sylvester Graham). 3. Little men, little women, little food (Amos Bronson Alcott, Louisa May Alcott, and vegetarianism). 4. Father Kneipp and his watering can. 5. Mother White casts her brood upon the waters (Ellen G. White and James Caleb Jackson). 6. Snap! Crackle! Enter Dr. Kellogg! (Dr. John Harvey Kellogg). 7. The battle of Battle Creek (Michigan and Seventh-day Adventists). 8. From pillar to Postum. 9. Kickapoo and Kellogg, too. 10. The Jungle, the sausage, and the law (Upton Sinclair, Harvey W. Wiley, and the formation of the FDA). 11. Chew, chew, baby (Fletcher, Chittenden). 12. Life along the alimentary canal (Metchnikoff and yogurt). 13. The bare torso king (Bernarr Macfadden). 14. The bare torso king rampant (Macfadden). 15. I see America starving. 16. How to keep your cow from drooling (selling nutrition). 17. A plague on both your Hausers (Gayelord Hauser). 18. How to write about health foods (Lelord Kordel, Cathryn Elwood). 19. Mrs. Spratt's millions (fat and dieting). 20. My mother squeaked (Don Dale Alexander and arthritis). 21. The poisons in your health food (how the public is being duped by health food hucksters). 22. How to be an expert. 23. What the law can do. 24. Taller in the saddle. 25. The unteachables. 26. To market, to market. 27. On learning to be a faddist. Address: Popular scientific and medical reporter.

1921. Maidenberg, H.J. 1967. Ralston has outgrown Tom Mix. *New York Times.* March 12. p. 1, 9.
• ***Summary:*** A good overview of Ralston Purina today, and a look back at its remarkable founder, William H. Danforth.

"The name Ralston was purchased from the Dr. Ralston Health Club of Baltimore [Maryland], one of many such clubs that were popular at the time, while Purina was selected because it stressed the purity of the products."

1922. *British Vegetarian.* 1967. Home-made soya butter. March/April. p. 144.
• ***Summary:*** Mrs. Elizabeth Martyn of Vernon, BC, Canada, has contributed a recipe for making soya butter at home, using 4 tablespoons soya flour, 1 cup soya oil or sunflower oil, and water. Mix and heat. Puree in a blender, then refrigerate. Use like butter.

1923. Belmont, Trixie. 1967. Ladies first: 'Half-and-half' beachware. *Sun* (*Baltimore, Maryland*). June 22. p. B7.

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• ***Summary:*** In the section titled "What's new" we read: "'Crossing the legs is a habit by which a woman develops varicose veins, ugly feet and loses the shape in her legs.'–86-year-old American 'youth expert' Paul Bragg."

1924. Chico-San Inc. 1967. Chico-San Inc.–Unique foods: Retail price list. P.O. Box 1004, Chico, California. 2 p. July 15. 35 cm.

• ***Summary:*** See next 2 pages. This single-sheet catalog and price list, printed front and back with dark brown ink on pink paper (8½ by 14 inches), begins:

"Dear retail customer: We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food." Includes the following interesting items. Those followed by an asterisk (*) are marked "OEI" meaning "Our Exclusive Import.

Specialties: Rice cakes, buckwheat cakes, millet cakes, wheat cakes, roasted rice, rice crackers*. Condiments: Tekka [miso], Tamari soy sauce*, soybean puree (miso)*, sesame salt, sesame spread, sesame butter, kuzu arrowroot*, salt plums, salt, sesame oil. Crude salt (1 lb to 10 lb). Cereals: Rice cream. Rice: Brown short grain (2 lb to 100 lb). Sesame seeds: White-brown. Black. Beverages: Ohsawa twig tea*, 16 herb tea*, Grain beverage–Koko, Grain beverage–Yano, Lotus root tea*, green tea. Noodles. Beans: Azuki red* ($1.72/lb), Imported red, black beans [soy] ($1.37/lb).

Note 1. This is the earliest English-language document seen (April 2021) that uses the term "Soybean Puree" to refer to miso. During the next decade, many macrobiotic publications referred to miso as a "Soybean puree."

Sea vegetables: Shredded hijiki, kombu*, wakame–curly*, nori–thin sheet, kanten–sea veg gelatin. Dried foods: Lotus root, shrimp, dried fish, small fish–chirimen, tazukuri, shaved bonita [sic, bonito], dried radish [daikon], gourd strips [kampyo, kanpyo], mushrooms. Grain: Barley, buckwheat groats, corn meal, cracked wheat, millet, oat groats & oat meal, rolled oats, rye, wheat–hard red. Flour: One from each grain. Tooth powder jar. Cosmetics. Utensils.

Note 2. This is the earliest document seen (July 2017) that mentions Chico-San. It is also the earliest known Chico-San catalog and price list, and the earliest known Chico-San catalog and price that mentions "Rice cakes."

Note 3. This is the earliest document seen (April 2021) concerning the use of miso in a second generation product (tekka).

Note 4. This is the earliest English-language document seen (Dec. 2006) that uses the term "salt plums" to refer umeboshi salt plums.

Note 5. This is the earliest English-language document seen (July 2021) that mentions seitan, which it calls "seitan." The entry for "Seitan" (actually misspelled as "Sietan") is different from all other entries in this catalog, since no weight, no price, and no explanation is given–as if Chico-San has ordered the product, but it has not yet arrived. Moreover, no "OEI" ("Our exclusive import") appears after the word "Sietan." Address: P.O. Box 1004, Chico, California.

1925. New, Peter Kong-Ming; Priest, Rhea Pendergrass. 1967. Food and thought: A sociologic study of food cultists. *J. of the American Dietetic Association* 51(1):13-18. July. [12 ref]

• ***Summary:*** This study, conducted in Boston in 1966, examines two groups of health food users. The first group is called "general users" and the second is called "unitary users." The first group buys a variety of products, such as wheat germ, sunflower seeds, dry soya bean, Tiger's Milk, and other products commonly sold in health food stores. The "unitary" group [followers of macrobiotics] "subscribes to a single philosophy, quasi-religious in nature, which is linked with the use of a particular type of health food diet. This diet consists mainly of Oriental foods, such as brown rice and soybean products, with chief emphasis on the intake of a proper ratio of these foods to achieve some control over one's physiologic and mental state." "For unitary users there is great reliance on the Yin and Yang principle." Users in both groups generally have a low opinion of physicians. Address: Social Science Div., Dep. of Preventive Medicine, Tufts Univ. School of Medicine, Boston, Massachusetts.

1926. *Wall Street Journal.* 1967. Sandoz says it plans to acquire Swiss firm that makes Ovaltine: Transaction involves stock swap valued at about $61.4 million. Holders must approve merger. Sept. 15. p. 6.

• ***Summary:*** Wander makes the popular health drink Ovaltine.

Note: Ovaltine, a brand of milk flavoring product, was developed in Switzerland, where it is known by its original name, Ovomaltine (from *ovum*, Latin for "egg", and malt, originally its main ingredients).

1927. *Health Food Business Review.* 1967. Here's a health food so old–it's new. Sept. p. 27, 28, 43.

• ***Summary:*** "Tamari soy sauce has a history that is centuries old. Descriptions of the process are found in books written more than 1,500 years ago! And, references have been made to its use in writings that are many years older. Only Nature can supply the ingredients to make Tamari Soy Sauce: Soyabeans, wheat (organically grown), sea salt, water, a special enzyme from aspergillus anyzae [sic, *Aspergillus oryzae*], a bacterium and an unusual yeast. Man supplies the know-how and patience (18 months) to produce this remarkable Health Food."

"Only Chico-San produces this product by the old and patient (18 months) method which is 100% natural."

1928. Lust, John B. 1967. Drink your troubles away. New York, NY: Benedict Lust Publications. v + 182 p. 18 cm.

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CHICO-SAN INC. - Unique Foods

P.O. Box 1004 • Chico, California

RETAIL PRICE LIST

Dear Retail Customer:

We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food. Of course to meet your needs in areas where we have no retail outlets or where retail outlets are not meeting your needs properly, we want to bring you the service you deserve. We shall be pleased to send you the names of local retailers of Chico-San products. We are seeking the best means to serve you.

Items marked OEI - OUR EXCLUSIVE IMPORT - Through rigorous inspection, we can attest to the purity of these foods organic grains and complete absence of all chemical additives.

SPECIALTIES

Rice Cakes	4	oz	.54
Buckwheat Cakes	4	oz	.54
Millet Cakes	4	oz	.54
Wheat Cakes	4	oz	.54
Case	@ .49		11.76
Roasted Rice	2	oz	.18
	4	oz	.33
	8	oz	.54
	1	lb	.96
Roasted Pumpkin Seeds	1	oz	.28
	2	oz	.50
	4	oz	.91
	8	oz	1.73
	1	lb	3.35
Rice Cracker OEI	2-3/4	oz	.54

CONDIMENTS

Tekka OEI	3-1/2	oz	3.04
Tamari Soy Sauce OEI	8	oz	.75 96
	pint		1.35 150
	quart		2.35 268
Soybean Puree OEI (Miso)	8 oz	Cont.	.81 92
	16 oz	"	1.43 159
	2 lb	Bag	2.24 250
	5 lb	"	5.42 570
Sesame Salt	2 oz	jar	.37
	4 oz	"	.57
	8 oz	"	.96
	8 oz	Bag	.72
	16 oz	"	1.28
Sesame Spread	4 oz		.60 73
	8oz		1.14 126
Sesame Butter	4 oz		.57

CEREALS

Rice Cream	1 lb	.61
	2 lb	1.10
	5 lb	2.65
	10 lb	5.30
Blended Cereal	1 lb	.88
Instant Cereal	12 oz	.36

RICE

Brown Short Grain	1 lb	.35
	2 lb	.66
	5 lb	1.55
	10 lb	2.80
	25 lb	6.25
	50 lb	11.50
	100 lb	21.00
Rice Flour	2 lb	.70
	5 lb	1.65

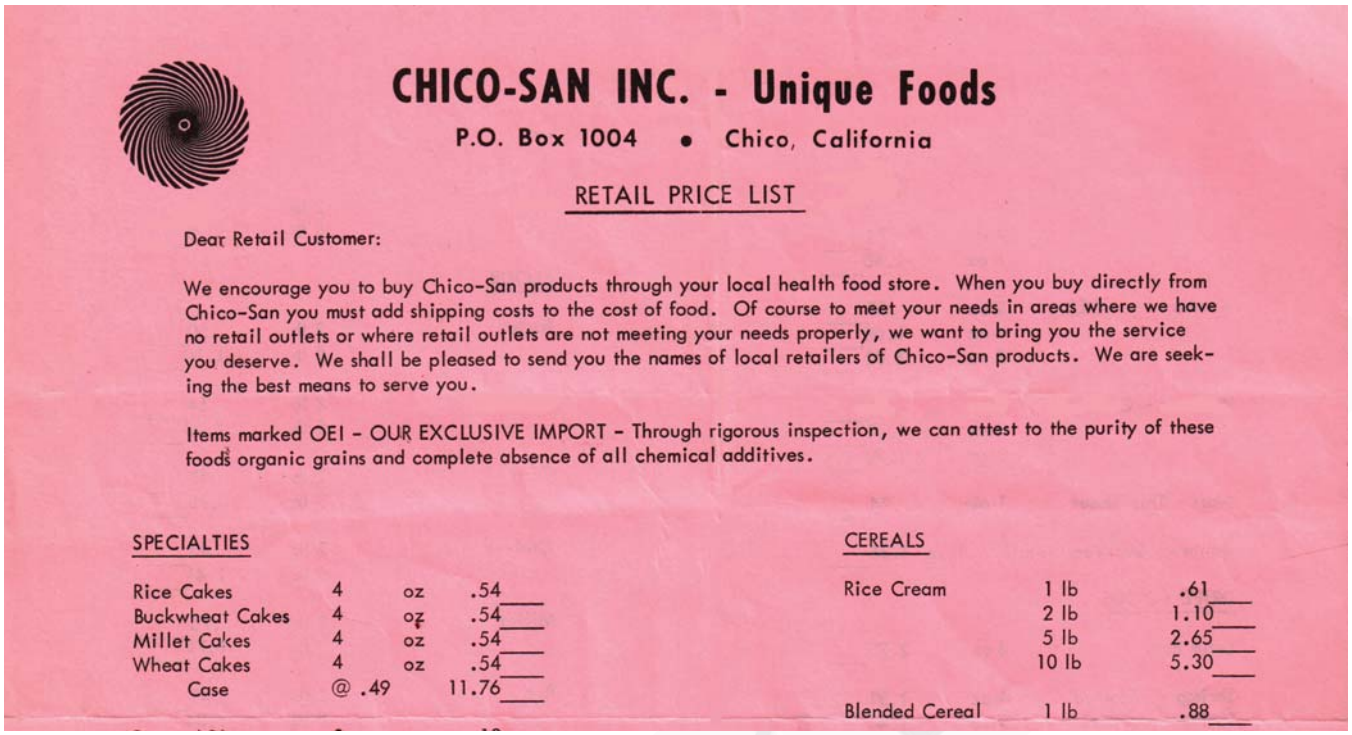
SESAME SEEDS

White - Brown OEI	8 oz	.55
	1 lb	.98
Black OEI	8 oz	.74
	1 lb	1.36

BEVERAGES

Ohsawa Twig Tea OEI	8 oz	1.90	205
16 Herb Tea OEI	2 pkt	.51	54
	8 pkt	1.82	186
Grain Beverage - Koko	8 oz	.49	
	1 lb	.85	
Grain Beverage - Yano	8 oz	.64	
	1 lb	1.27	

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Millet Cakes	4	oz	.54
Wheat Cakes	4	oz	.54
Case	@ .49		11.76

CEREALS

Rice Cream	1 lb	.61
	2 lb	1.10
	5 lb	2.65
	10 lb	5.30
Blended Cereal	1 lb	.88

First published in 1965 under the title: The New Raw Juice Therapy. *

1929. Marsh, Edward E. 1967. How to be healthy with natural foods. New York, NY: Gramercy Publishing Co. 157 p. No index. 21 cm. [23 ref]

• ***Summary:*** The message of this unusual, copycat book on "natural foods" is largely borrowed from Linda Clark, Adelle Davis, Carlton Fredericks, Gayelord Hauser, D.C. Jarvis, and other health-food authors of the 1950s and early 1960s. The book has no clear publication date, no index, and we are told nothing about the author. It advocates a diet based on fatty meats plus various "extraordinary foods" such as apple cider vinegar, honey, bone meal, brewer's yeast, lecithin, sea kelp, sunflower seeds, and yogurt.

Soybeans are mentioned as follows: Most vegetable proteins (except soybeans, sunflower seeds, peanuts and a few other foods) do not contain all the essential amino acids in the correct amounts to be first-class or complete proteins. Be sure that at least two-thirds of your protein intake comes from animal protein; the other third can come from other complete proteins such as soya products (p. 22-23). Soybeans are listed as a good source of vitamin D (p. 43), B-complex vitamins (p. 44), vitamin B-1 (p. 47), choline (p. 51), folic acid (p. 51-52), niacin (p. 53-54), pantothenic acid (p. 54-55), vitamin C (p. 60), vitamin E (p. 66), vitamin F (soybean oil, p. 67-68, 71), calcium (p. 76), copper (soy flour, p. 78), magnesium (soy flour, p. 83), and phosphorus (p. 84).

Lecithin, one of the "extraordinary foods," is "not a drug, but a granular form of soybean lecithin, free from objectionable elements." It can help relieve stress, quiet nerves, promote good health, improve mental poise, and induce a renewed feeling of well-being. Lecithin is found only in natural foods, such as soybean oil (p. 95-97).

Note: Edward Marsh was born in 1900. This edition was published by Gramercy, a division of Crown Publishers, Inc., by arrangement with Arco Publishing Co., Inc. Copyright Arc Books Inc., 1963. Library of Congress Catalog Card No. 67-14909. On the back cover is a full-page ad for *The Soybean Cookbook*, by Dorothea Van Gundy Jones.

1930. Teichner, Mike; Teichner, Olga. 1967. Mike and Olga's favorite recipes: Fresh ideas in health food flavor. San Antonio, Texas: The Naylor Co. xiii + 150 p. Foreword by Erle Stanley Gardner. Illust. by James Wogstad. 22 cm.

• ***Summary:*** A vegetarian cookbook. Page 3 lists favorite seasonings and herbs including Savita, Vegex, Savorex, and Vegetized Salt. These and MSG ("Accent", typically ½ teaspoon per recipe) are widely used in recipes. Soy-related recipes include: Soya bean dishes (p. 46). Baked soya beans with tomato sauce (p. 47). Soya beans–vegetable (p. 68). Soya bean and millet roast (p. 113). Soy casserole (p. 118). Address: Palm Springs, California.

1931. Hurd, Frank J.; Hurd, Rosalie. 1968. A good cook–Ten talents. Chisholm, Minnesota: Published by the authors. Printed by The College Press, Collegedale, Tennessee 37315. 354 p. Illust. Color plates. No index. 22 x 15 cm. Spiral bound. [1 ref]

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• ***Summary:*** A very important, pioneering, indeed classic American vegan cookbook, which uses no animal products (except in one chapter at the end titled "Recipes Using Milk and Eggs," "for those who are in the transitional period. However, we encourage all those who still cling to milk and eggs to become acquainted with the facts concerning their use, and become weaned through this process"). Some recipes also use honey.

Contains more than 750 unique recipes (plus color photos), including many innovative soy recipes, including the first recipe for shakes made with soy milk ice cream.

In the Glossary (p. 11-17) are entries for lecithin (p. 13; "A food extracted from the soybean"), soybeans (p. 15-16), and tofu (p. 16), as well as agar-agar, almonds, carob, cashew nut, coconut, dulse, flaxseed, malted nuts (made from peanuts and cashew nuts with dry malt added), nuts, oils, peanut, sea kelp or dulse, sesame seed, and sesame tahini. A color photo (p. 55) shows soy sprouts. Soy-related recipes include: Homemade soy coffee (p. 66). Soybeans milks (p. 69; No. 1 costs $0.06/ quart homemade. "Soybean pulp [okara] which remains can be made into various dishes. Try Soy Not-Meat," p. 202; No. 2 uses 1 cup plain soya starter). Banana milk shake (with chilled soy milk, p. 70). Banana carob milk shake #1 or #2 (with soy milk, p. 72). Molasses milk shake (with soy milk, p. 72). Soy-fig milk (p. 72). Milkless milk shakes (with non-dairy ice cream incl. soy milk powder, p. 72-73). Soy yogurt, cultured (p. 73-74; 3 recipes–made from whole soybeans, liquid Soyagen, or soy starter). Soya bread or rolls (p. 80). Vanilla ice cream (with soy milk powder optional, p. 125). Pineapple ice cream (with soy milk powder, p. 127). Banana soya ice cream (with rich soy milk, p. 128; "Whiz in a blender"). Sesame soy cookies (p. 131, with 1½ cups raw sesame seeds). 7 grain granola (with 1 cup soy flour, p. 156). Easy granola (with soy flour, p. 157). Soy-millet patties or loaf (p. 182). Vegetable-nut loaf (with soy milk, p. 186). Green soy beans (p. 187; dry, green-seeded soybeans). Buckwheat, soy or whole wheat spaghetti (p. 192). Soybean curd #1 (homemade tofu using whole soybeans, curded with Epsom salt, p. 195). Soybean curd #2 (from soy flour, curded with lemon juice, p. 196). The tofu-making process is shown in six black-and-white photos. Ways to serve tofu (p. 196). "Scrambled eggs" (made with tofu, egg-free, p. 196). Tofu loaf (p. 198). Chinese nut loaf (with soymilk, p. 198). Vegetarian chow mein (with soy sprouts, p. 199). Peanut-soymeat (with soy flour, p. 200; steamed for 2-3 hours in greased cans). Soy not-meat (p. 202, with soaked ground soybeans or "the soybean pulp from the soy bean milk. This way the pulp is not wasted" [i.e. okara]). Peanut-soy round (p. 202). Soy meat (p. 203; made with 2 cups homemade gluten, 1 cup toasted ground peanuts, and

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1 cup soaked blended soybeans, plus water, seasonings, oil and salt, steamed for 3 hours in greased cans). Soya peanut soufflé (p. 204). Soybean soufflé (p. 204). Tofu & rice croquettes (p. 206).

The chapter titled "Nuts, seeds, olives" (p. 209-20) includes: Glossary of nuts, raw nuts for your enzymes, nut notes, almond butter (king of the nuts), raw nut butters, cashew nut butter, cashew Brazil-nut butter, peanut butter, nut butter clusters, peanuts–oven blanched, dry roasting–soya nuts, malted nuts, browned sesame seeds, seed cereal topping (sunflower seeds, sesame seeds, flax seed), peanut butter-seed spread (tahini, sunflower seeds), peanut butter balls, simple sesame squares, sprouted sunflower clusters, olives, tree chestnuts, roasted chestnuts, roasted chick peas.

Note 1. This is the earliest document seen (Dec. 2013) that uses the term "dry roasting" to describe how soybeans are roasted, or that contains the term "Dry Roasting–Soya Nuts" (p. 217).

Green soy bean salad (p. 234; probably dry, green-seeded soybeans). Soybean sprouts salad (p. 234). Tofu cheese salads (p. 235). Tofu sun faces (p. 236). Pineapple tofu salad (p. 245). Pineapple tofu cottage cheese (p. 246). Lo-fat salad dressing (with soy yogurt, p. 251). Soy mayonnaise–eggless (4 types, p. 252-53). Soy butter (made with soybean flour, lightly dextrinized, p. 262). Soya starter (made with soy flour, p. 262). Soya yeast sandwich spread (p. 263). Super sandwich spread (with soybean pulp [probably okara, see p. 69], p. 264). Pimento-soy chee spread (p. 265). Sour cream–soy (p. 270). Soy whipped cream (p. 271; whirl in a blender ½ cup each soybean milk and soy oil, plus 1 tablespoon honey, ¼ teaspoon vanilla, and a pinch of salt). Tartar sauce, cheese (with soy mayonnaise and tofu, p. 273). Sprouts (p. 291-95). Fresh cucumbers with soy sour cream (p. 304). Celery and green soyas (p. 312; "2 cups green soy beans, frozen, canned, or fresh." Probably means green vegetable soybeans). Soya starter (base, made with soy flour, p. 326; keep a jar ready for quick use in making tasty spreads, milk and cream, mayonnaise, a binder when nut butter is not available. Dextrinizing the soy flour gives this Soya Starter a nutlike flavor).

Talk with Rosalie Hurd. 1991. June 3. *Ten Talents* is now going into its 44th printing. More than 250,000 copies have been sold. The latest was published by College Press in 1985. The first edition was published in May 1968. Frank, originally a chiropractor, is now a medical doctor. The Hurds now live most of the year in Fountain City, Wisconsin, where they run Alpine Springs, a live-in lifestyle program and center on 585 acres of land offering treatment and education in natural health.

Note 2. This is the earliest cookbook seen (Oct. 2013) that contains a recipe for soy sour cream. For the basic recipe: Pour 3/4 cup soy bean milk into a blender. Gradually add 3/4 cup soy oil until desired thickness is reached. Stir in 1-2 tablespoons lemon juice and ¼ teaspoon salt. Chill. "Delicious on fresh cubed cucumbers with a dash of dill." An alternative recipe calls for the use of: ½ cup soy starter (not dextrinized, see p. 69, 262), ¼ cup water, and ½ teaspoon honey.

Note 3. This is the earliest English-language document seen (Nov. 2014) that contains the word "Soymeat" (p. 200), or the term "Soy Not-Meat," or the term "Soy Meat" (p. 203) as a recipe name.

Note 4. This is the earliest dated English-language document or book seen (Sept. 2012) that contains the modern term "Soy yogurt."

Note 5. This is the earliest document seen (Jan. 2017) containing a recipe for homemade soy ice cream (p. 128).

Talk with Rosalie and Dr. Frank Hurd. 2005. Feb. 9. Both have moved to Oregon to warmer weather. They have a daughter there. *Ten Talents* is now in its 48th printing. They are working on a revision. He was born in March 1936 and she in April 1937.

Talk with Rosalie Hurd. 2009. Jan. 19. Frank is still working as a doctor and she as his helper. They are both in good health. The greatly enlarged 40th anniversary edition of *Ten Talents* has been published and is now available.

The term "Ten Talents" comes from the teachings of Ellen G. White: "The one who understands the art of properly preparing food, and who uses this knowledge, is worthy of higher commendation than those engaged in any other line of work. This talent should be regarded as equal in value to ten talents; for its right use has much to do with keeping the human organism in health. Because so inseparably connected with life and health, it is the most valuable of all gifts" (Ellen G. White, *Counsels on Diet and Foods*, p. 251). Address: 1. D.C. [Doctor of Chiropractic]; 2. B.S. Both: Box 86A–Route 1, Chisholm, Minnesota 55719.

1932. *Health Food Business Review.* 1968. Soy bean puree: Miso. Ancient Oriental health food. Boost your profits with macrobiotics! July. p. 44-45.

• ***Summary:*** Chico-San Soybean Puree can be used to make delicious miso soup for breakfast. "Miso, or Soybean Puree, in particular Chico-San Soybean Puree, is a naturally fermented preparation of soybeans, barley, salt and water. It is devoid of chemicals, additives and processing that have made more modern foods such commercial triumphs. Using traditional methods employed centuries ago, Soybean Puree is fermented by the use of a delicately cultivated enzyme, *Aspergillus oryzae*, and aged for a period of at least eighteen months. During this time a very complex enzymatic action of molds, yeasts and bacteria are left to chemically interact." The nutritional composition of "Barley miso" is given (based on S. Yamada, editor. 1957. *Manual of the Fermented Food Industries of Japan.* Tokyo, p. 44).

"'Thy food shall be thy remedy'–Hippocrates."

Note: This is the earliest article seen in a new wave of popular articles on miso and the Americanization of miso.

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1933. *Harmony: Macrobiotics.* 1968. Contents. Vol. 1, No. 1. 24 p. [3 ref]

• ***Summary:*** See also next page. The originator, editor and publisher of this early macrobiotic magazine is Gregory Sams. Each magazine costs 2/6 (two shillings and 6 pence).

Contents: Twelve theorems of the Unique Principle. Editorial. George Ohsawa 1893-1966 (As a teenager he contracted tuberculosis, but he cured himself by "embracing and living according to the Unique Principle of Yin and Yang..."). Preview of the Death Certificate for a World Civilization. The Art of life. Poetry. Health. Yoke yoga. Grains. The harmony of man and woman. Vegetable preparation. Basic recipes (including one for boiled short-grain brown rice and one for "Sesame-Soy Bread Spread" with "miso (soya bean paste) and tahini (creamed sesame seeds) or soya sauce and tahini"). Macrobiotic meanderings. Books for sale (by georges ohsawa, lima ohsawa, or L. Kervran).

"Twelve theorems of the Unique Principle:

"1. Yan and Yang are the two poles of the infinite pure expansion.

"2. Yin and Yang are produced infinitely, continuously, and forever from the infinite pure expansion itself.

"3. Yin is centrifugal; Yang is centripetal. Yin, centrifugal. produces expansion, lightness, cold, etc. Yang, centripetal, produces constriction, weight, heat, light. etc.

"4. Yin attracts Yang; Yang attracts Yin.

"5. All things and phenomena are composed of Yin and Yang in different proportions.

"6. All things and phenomena are constantly changing their Yin and Yang components. Everything is restless.

"7. There is nothing completely Yin or completely Yang. All is relative.

"8. There is nothing neuter. There is always Yin or Yang in excess.

"9. Affinity or force of attraction between things is proportional to the difference of Yin and Yang in them.

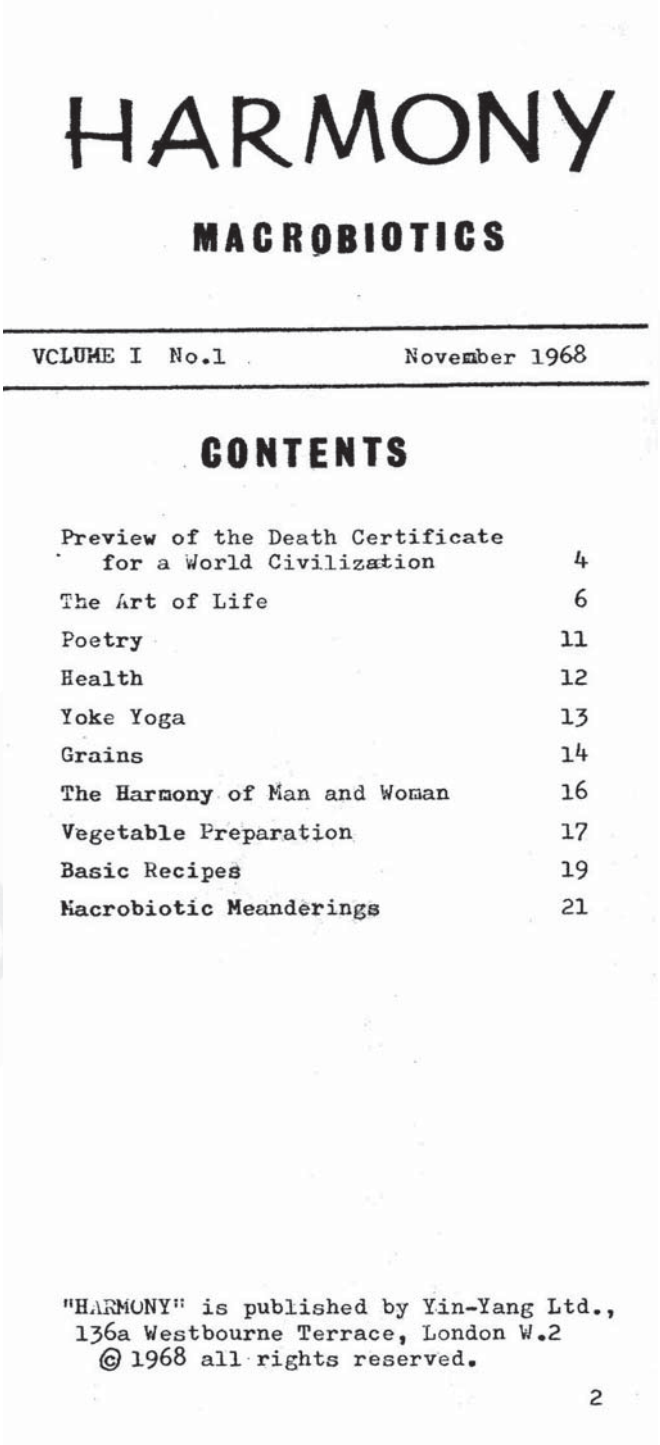
"10. Yin expels Yang; Yang expels Yin. Expulsion or attraction between two things Yin or Yang is in inverse proportion to the difference of their Yin or Yang Force.

"11. Yin produces Yang; Yang produces Yin in the extremity.

"12. Everything is Yang at its center and Yin at its periphery (surface).

"reprinted from *Zen Macrobiotics* by georges ohsawa."

"Editorial: Health foods no longer bring to mind the image of the eccentric lady living on honey and celery juice, nor are health foods thought of as vitamin tablets and elixirs of life. Food for health is food which can transform the abnormal human being into a normal functioning, free creature–a healthy person. Within the natural order of the universe we have been provided on earth with foods that allow human being to live in this way.



HARMONY

MACROBIOTICS

VOLUME I No.1 November 1968

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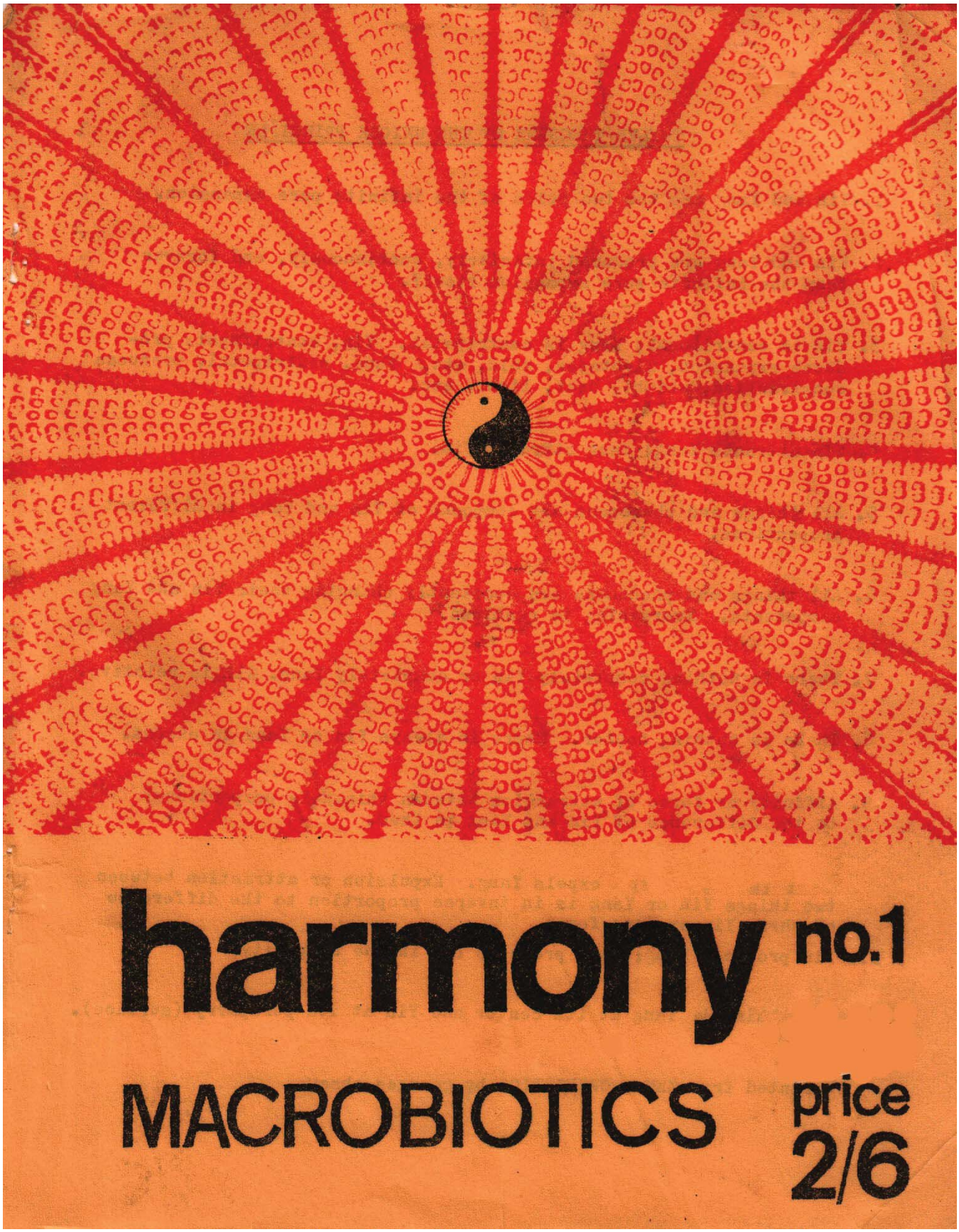
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"HARMONY" is published by Yin-Yang Ltd., 136a Westbourne Terrace, London W.2
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2

"Why is it that we turn our back on these nourishments and live in unhappiness with mental illness and incurable disease running rampant through our population? As with any problem or question, once the nature of this phenomena is fully understood the question is answered and the problem solved. With *Harmony* we humbly attempt to increase our own understanding and that of others as to why man chooses to live in unhappiness and how this unhappiness can be

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transmuted into the infinite joy and freedom that is natural to mankind."

As of June 2015, this entire magazine was online at gregorysams/harmony1.pdf, as were the next two issues (/harmony2.pdf and /harmony3.pdf). Address: 136a Westbourne Terrace, London W.2, England.

1934. *Sunday Times* (*London*). 1968. Atticus takes food for thought. Dec. 22. p. 9.
• ***Summary:*** "He hasn't much time for health food addicts, and he sees no magic in honey and cider, macrobiotic fodder, or nuts in May."

1935. Bragg, Paul C. 1968. How to keep the heart healthy and fit [1st ed.]. Burbank, California: Health Science. 128 p. Illust. No index. 21 cm.
• ***Summary:*** The book begins with Bragg telling his [at least partly fictitious] life story: He was "born with a weak heart–a 'blue baby'–on a plantation deep in the heart of Virginia. During the first 14 months of life, he had to fight for his life. From infancy he suffered severe attacks of heart palpitation. At age 8 he was stricken with rheumatic fever and for 11 days hovered between life and death.

His weak heart prevented him from enjoying the activities of a normal, healthy country boy. Along with this weak heart he developed other physical weaknesses–sinusitus, asthma and bronchitis. Finally in his teens, he came down with tuberculosis. He spent several years in large sanatoriums in Denver, Colorado, and at Lake Saranac (within Adirondack Park, northern New York state). Death sentences were pronounced upon him; there seemed to be no hope for his survival. Then he was "miraculously inspired to go to a famous sanatorium in [Leysin] Switzerland." There [in 1903] the famous Dr. [Auguste] Rollier, using only the natural methods of air, water, sunshine, exercise, and good nutrition, restored his "broken body to buoyant, radiant health."

In a short period of time he rebuilt his body and "started his climb toward super-strength and energy!"

At about this same time, he made the greatest decision of his life, to devote his life "to helping others to finding the treasure he had found–Priceless Radiant Health!" He had "found the magic formula of Natural Living" and now he wanted to pass it on to others.

In Bragg's well-balanced diet, one-fifth should be protein (animal or vegetable). Among the foods he recommends are "soya beans" (p. 76-78) and lecithin (p. 83). The soybean is the richest source of lecithin–and the most widely used (p. 83).

"Soybean powder for healthy heart and nerves: I have been recommending the use of soybean and soybean powder to health-conscious people of this country for more than 50 years" (p. 84). Bragg's "Pep" Drink (easily made at home) includes raw wheat germ, 1 tablespoon pure Soy Powder, 1 banana, and 1 tablespoon lecithin (powder or liquid) (p. 85).

In the section "Delicious Chinese recipes promote heart health," a recipe for "Mushroom chop suey" (p. 121) states: "Put these mixed vegetables into a skillet and add unsaturated oil such as corn oil, soy oil, safflower oil or olive oil. Garlic may be added if you enjoy it. (We do. We feel that garlic is a most important food to help keep the pipes of the body free from rust.) Then add a tablespoon of liquid aminos, which gives the Chinese soy sauce flavor."

Note 1. This is the earliest document see (Aug. 2011) that contains the term "liquid aminos" or "Bragg aminos" or "Bragg liquid aminos." There are no ads in this book for this product or any other food product.

Note 2. This is the earliest document seen (Sept. 2011) in which Paul C. Bragg claims to have been born on a plantation (in Virginia).

Note 3. This is the earliest document seen (Sept. 2011) in which Paul C. Bragg claims that he suffered from rheumatic fever and almost died from it.

Many useful illustrations in the front of the book show the heart, circulatory system, blood vessels, arteries, lungs, etc. The cross section of a healthy artery and a blocked artery. The urinary system. The heart is a muscle, not an organ.

Photos show: (1) Paul Bragg in a "weight lifters" outfit, showing his muscular body. (2) Paul Bragg reading a book, with his [adopted] daughter Patricia Bragg reaching both arms over his shoulders and also holding the book. (3) "Famous pioneer health team: Paul C. Bragg and Bernarr Macfadden." (4) Paul Bragg, smiling, standing next to Duncan McLean, who is holding a small barbell in each hand over his head. A photo (on the last page of this book) shows Paul Bragg and Duncan McLean (a champion sprinter, age 83) holding up Patricia Bragg in Regents Park, London. All are smiling. Address: N.D., Ph.T., Life Extension Specialist, Box 310, Burbank, California 91503.

1936. Fredericks, Carlton; Bailey, Herbert. 1968. Food facts and fallacies. New York, NY: ARC Books, Inc. *

1937. Hon, Hazel. comp. 1968. Three week vegetarian menu. Sydney, Australia: Published by the author. 88 p. 24 cm.
• ***Summary:*** This Seventh-day Adventist vegetarian cookbook uses lots of canned Adventist food products, gluten, and whole soybeans. The Four Basic Food Groups (p. 7) are fruits and vegetables, cereal and bread, protein (including legumes, cottage cheese, eggs, soy cheese, nuts, peanut butter, and various manufactured nuts, soybean and gluten products), and milk groups ("use milk or a suitable alternative such as soybean milk").

A table titled "Seasonings" (p. 8) divides them into (1) Not irritating. (2) Slightly irritating. (3) Strongly irritating: Cloves, ginger, paprika (Hungarian). (4) Irritating, stimulating, harmful: Cayenne pepper, chili pepper, horse-

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radish, mustard, pepper (black or white). (5) Seasoning herbs: Oregano, tarragon, chervil, sage, basil or sweet basil, bouquet garni, marjoram, rosemary.

A table (p. 9) lists "Goods obtainable at all Sanitarium health food shops" including gluten flour, soya flour, Soyagen (liquid or powder). Sanitarium canned foods: Nutmeat, Nutolene, Soya Beans, Vegetarian Sausages, Lima Beans. Worthington Foods: Soya Meat in tins. Chicken Style sliced. Chicken Style diced. Beef Style sliced. Beef Style diced. Loma Linda: Vegelona, and Linkettes.

Three weeks of menus and recipes are given. Soy-related recipes include: Soya nut loaf (p. 30). Soybean omelette (p. 65). Soya vegetable loaf (p. 70). Soya mayonnaise (p. 71). Soya oven croquettes (p. 82).

Note: This is the earliest document seen (Oct. 2004) concerning the work of Sanitarium Foods in Australia with soy. Address: 54 Castle Howard Road, Cheltenham, N.S.W., Australia.

1938. **Product Name:** Vegetable Soybeans.
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 3060 W. Valley Blvd., Alhambra, CA 91803.
Date of Introduction: 1969 March.
Ingredients: Soybeans.
How Stored: Shelf stable.
New Product–Documentation: These are apparently vegetable-type dry soybeans with a green seed coat. Soybean Digest Blue Book. 1969. March. p. 113. *Soybean Digest.* 1969. Nov. "El Molino offers a number of soy foods including breakfast foods, soy milk, vegetable soybeans, soy sprouts, and soy flour and soy flour mixes."

Letter from Alice Walter, Director of Consumer Affairs, El Molino Mills (345 N. Baldwin Park Blvd., City of Industry, California 91746. Phone: 213-962-7167). "Soy beans, under the El Molino label, are an improved variety of green vegetable soy beans, as opposed to the yellow field soy bean in common usage for grinding and sprouting. The green vegetable soy bean is naturally quicker cooking; no processing is done. We recommend soaking the beans several hours prior to cooking to eliminate the prohibitive enzyme, then simmering for 2-2½ hours or until tender."

1939. **Product Name:** Eight-Grain Muffin Mix with Soy Flour (Custom Mixing).
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 3060 W. Valley Blvd., Alhambra, CA 91803.
Date of Introduction: 1969 March.
Ingredients: Incl. soy flour.
New Product–Documentation: Soybean Digest Blue Book. 1969. March. p. 113. *Soybean Digest.* 1969. Nov. "El Molino offers a number of soy foods including breakfast foods, soy milk, vegetable soybeans, soy sprouts, and soy flour and soy flour mixes."

1940. Bragg (Paul C.). 1969. Health & fitness: 3 free lecture [sic], by Paul C. Bragg (Ad). *New York Times.* April 21. p. 10.
• ***Summary:*** "Diet & fitness. Advisor to Hollywood stars. April 23-24. 7:30 P.M. April 25. 1:30 P.M. Hotel Diplomat, 108 W. 43 St. (off Times Square)."

1941. Wiedrich, Robert. 1969. Tower ticker. *Chicago Tribune.* May 19. p. 26.
• ***Summary:*** Trauma: Have you ever met an 88-year-old man who was is such great shape that you were amazed? The writer did–and it was "Paul C. Bragg, nutritionist to the Hollywood stars," who gets paid a hundred dollars an hour getting Rex Harrison to lose 17 pounds that have caused his cheeks to puff, or helping Elizabeth Taylor lose 272 ounces [17 pounds] that she would prefer to be without. Bragg says that he does not smoke or drink, and that he eats about two pounds of garlic a week. He says he once found a man in Constantinople who was 154 years old and who also ate a lot of garlic. "Folks–the rest is up to you!"

1942. *Washington Post.* 1969. Radio highlights. June 4. p. 32.
• ***Summary:*** "7:05 p.m.–WMAL. Discussion. Host Barry Farber listens as health expert Paul C. Bragg reveals some of the secrets responsible for his long life."

1943. Helton, William. 1969. Bragg's motto: To rest is to rust. How to live forever–almost. *Star Bulletin and Advertiser* (*Sunday*) (*Honolulu, Hawaii*). Aug. 24. p. A-2.
• ***Summary:*** Bragg calls himself "the granddaddy of the Health Movement." A "chum of Teddy Roosevelt," he "claims to be 88, but he looks like he has yet to see 65. He says he plans to be around 'til he's 120–just to continue his research on longevity." After coming down with tuberculosis at age 16, he became enthusiastic about good health. He now has a bronze tan, a full mouth of his own teeth, and he wears no glasses–yet he can read fine print without difficulty.

He says he jogs 1-2 miles a day, swims about the same distance, and works out with barbells 3 times a week at the local YMCA. He also practices yoga for about 20 minutes a day and stands on his head for 5 minutes each morning. These same techniques work for his clients, such as Zsa Zsa Gabor and Elizabeth Taylor–to whom he charges $100 an hour. But much of his teaching is free. On Sept. 4-5 he'll be lecturing, free of charge, at McKinley High School on the secrets of his 'Long Life Plan."

Bragg's sprightly daughter, Patricia, won't reveal her age so she can have a broad range of dates.

Bragg says he was born in 1881 in Virginia [sic] and that his great grandfather was Confederate General Braxton Bragg. Paul Bragg, who refers to himself as a "biochemist,"

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claims to have received his N.D. (Doctor of Naturopathy) and D.PhT. (Doctor of Physiotherapy) "from New York University in the 1900s."

Bragg believes that Hawaii's business community should start promoting the islands to attract people who want to live longer. Of course, they must never, never smoke, drink alcohol, coffee or tea, and they must purge their diets of such contaminants as sugar, artificial sweeteners, salt, and starch. Salt is the worst of all; we all get enough sodium form natural foods, and salt causes people to be waterlogged and overweight. He doesn't eat some kinds of meat and poultry "because some animals are sometimes injected with a female hormone called stilbestrol to make them even larger." Among Bragg's favorite foods are garlic, fresh carrot juice, fresh papaya. Address: Advertiser Science Writer.

1944. **Product Name:** Protoveg (Meatlike Products Based on TVP) [Flavors are Ham, Beef, Bacon, and Unflavored. Textures are mince, and chunky. Also Smokey Snaps (which resembled bacon bits)].
Manufacturer's Name: Direct Foods Ltd.
Manufacturer's Address: Greatham, Liss, Hampshire, England.
Date of Introduction: 1969 August.
Ingredients: TVP (made by ADM) plus flavoring.
Wt/Vol., Packaging, Price: 5 oz or 10 oz double cellophane bag.
How Stored: Shelf stable.
New Product–Documentation: See also next 2 pages. Mail-order catalog and price list from Direct Foods Ltd. 1969. "The Protoveg Food Range." The company address is Copse House, Greatham, Liss, Hants. 6 panels. Dark green and yellow on light green. Flavors are ham, beef, bacon, or unflavoured. Pack sizes are standard or large. Textures are mince or chunky. There are 14 products total.

Export price list from Direct Foods Ltd. 1974. Oct. 1. Protoveg comes in beef, ham, pork, or natural flavors. Sizes are 5 oz, 10 oz, 10 lb, or 50 lb. 10 products total.

Ad in The Vegetarian Health Food Handbook (UK). 1974. p. 88. "Born free? Probably not." An illustration of a bull is shown. "Now you can eat beef without butchery. Protoveg brings you a complete range of meat flavour foods. Protoveg is a natural food made from soya beans." Direct Foods Ltd. is located at Bedford Rd., Petersfield, Hampshire. Phone: (0730) 4911 / 2.

Eva Batt. 1976. *What's Cooking*, rev. ed. p. xvi, xviii. This is a soya-based meat-like product. The unflavoured variety contains added vitamin B-12.

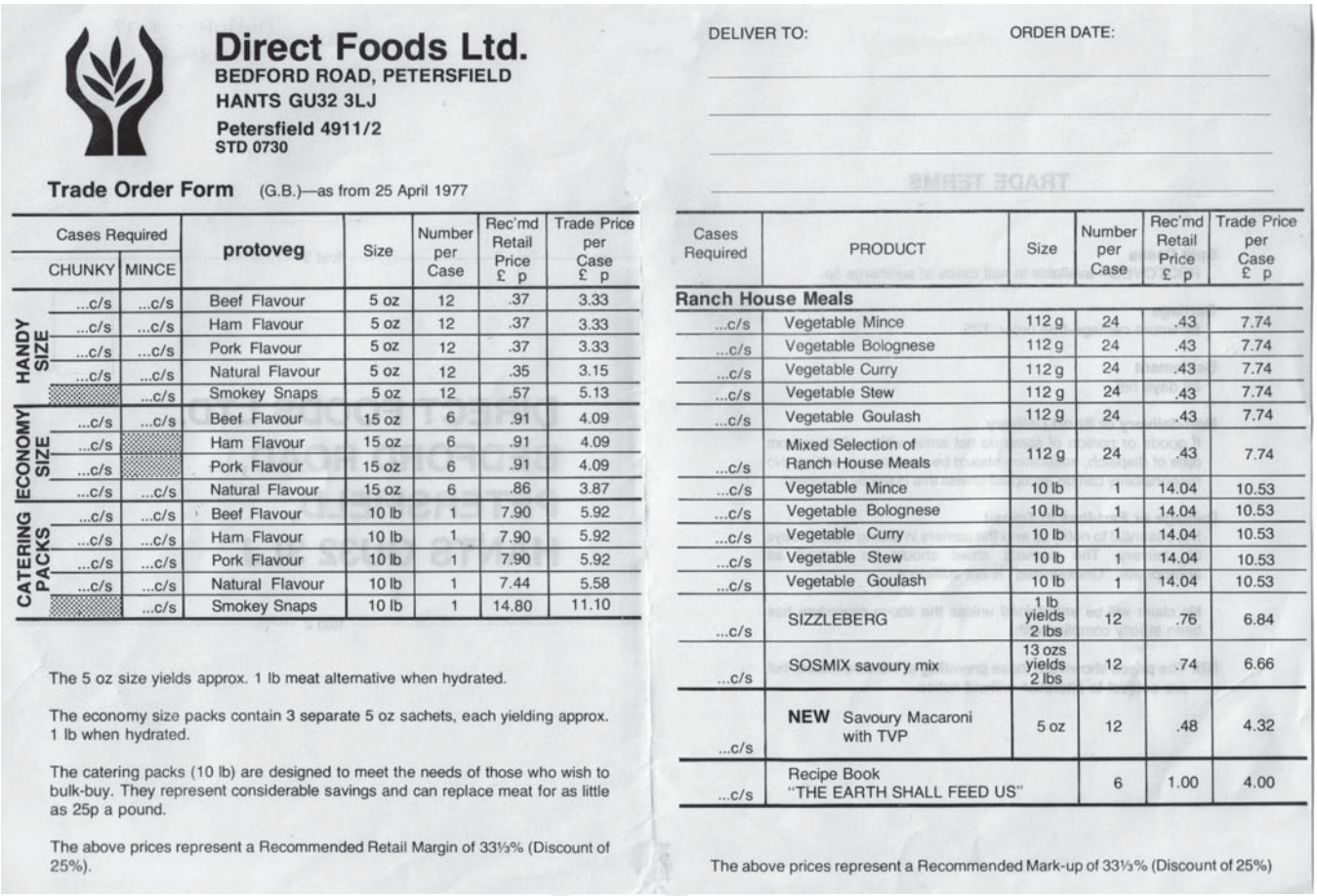
Trade catalog and price list from Direct Foods Ltd. 1977. April 25. Protoveg comes in beef, ham, pork, or natural flavors, plus Smokey Snaps. Sizes are 5 oz, 15 oz, and 10 lb (catering size). 14 products total.

Interview with Peter Roberts, founder of Direct Foods Ltd. 1990. Dec. 12. This was Direct Foods' first product,



based on ADM's TVP purchased from British Soya Mills (British Arkady). BSM offered to supply Peter but would not offer any exclusive arrangement. BSM agreed not to compete with Peter, saying they were interested only in selling to food manufacturers, not to the retail market. Peter accepted and in 1969 placed a trial order of about 10 lb of beef chunks or mince. The Roberts called their product Protoveg (pronounced PRO-toe-vej, a registered trademark), and sold it in 9 different flavors and textures (see above): They packed it in 4.5 oz. double cellophane bags with a label between the two bags, developed a recipe leaflet and order form, and

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Direct Foods Ltd.
BEDFORD ROAD, PETERSFIELD
HANTS GU32 3LJ
Petersfield 4911/2
STD 0730

Trade Order Form (G.B.)—as from 25 April 1977

	Cases Required CHUNKY	Cases Required MINCE	protoveg	Size	Number per Case	Rec'md Retail Price £ p	Trade Price per Case £ p
HANDY SIZE	...c/s	...c/s	Beef Flavour	5 oz	12	.37	3.33
	...c/s	...c/s	Ham Flavour	5 oz	12	.37	3.33
	...c/s	...c/s	Pork Flavour	5 oz	12	.37	3.33
	...c/s	...c/s	Natural Flavour	5 oz	12	.35	3.15
		...c/s	Smokey Snaps	5 oz	12	.57	5.13
ECONOMY SIZE	...c/s	...c/s	Beef Flavour	15 oz	6	.91	4.09
	...c/s		Ham Flavour	15 oz	6	.91	4.09
	...c/s		Pork Flavour	15 oz	6	.91	4.09
	...c/s	...c/s	Natural Flavour	15 oz	6	.86	3.87
CATERING PACKS	...c/s	...c/s	Beef Flavour	10 lb	1	7.90	5.92
	...c/s	...c/s	Ham Flavour	10 lb	1	7.90	5.92
	...c/s	...c/s	Pork Flavour	10 lb	1	7.90	5.92
	...c/s	...c/s	Natural Flavour	10 lb	1	7.44	5.58
		...c/s	Smokey Snaps	10 lb	1	14.80	11.10

The 5 oz size yields approx. 1 lb meat alternative when hydrated.

The economy size packs contain 3 separate 5 oz sachets, each yielding approx. 1 lb when hydrated.

The catering packs (10 lb) are designed to meet the needs of those who wish to bulk-buy. They represent considerable savings and can replace meat for as little as 25p a pound.

The above prices represent a Recommended Retail Margin of 33⅓% (Discount of 25%).

DELIVER TO: ORDER DATE:

Cases Required	PRODUCT	Size	Number per Case	Rec'md Retail Price £ p	Trade Price per Case £ p
Ranch House Meals					
...c/s	Vegetable Mince	112 g	24	.43	7.74
...c/s	Vegetable Bolognese	112 g	24	.43	7.74
...c/s	Vegetable Curry	112 g	24	.43	7.74
...c/s	Vegetable Stew	112 g	24	.43	7.74
...c/s	Vegetable Goulash	112 g	24	.43	7.74
...c/s	Mixed Selection of Ranch House Meals	112 g	24	.43	7.74
...c/s	Vegetable Mince	10 lb	1	14.04	10.53
...c/s	Vegetable Bolognese	10 lb	1	14.04	10.53
...c/s	Vegetable Curry	10 lb	1	14.04	10.53
...c/s	Vegetable Stew	10 lb	1	14.04	10.53
...c/s	Vegetable Goulash	10 lb	1	14.04	10.53
...c/s	SIZZLEBERG	1 lb yields 2 lbs	12	.76	6.84
...c/s	SOSMIX savoury mix	13 ozs yields 2 lbs	12	.74	6.66
...c/s	**NEW** Savoury Macaroni with TVP	5 oz	12	.48	4.32
...c/s	Recipe Book "THE EARTH SHALL FEED US"		6	1.00	4.00

The above prices represent a Recommended Mark-up of 33⅓% (Discount of 25%)

distributed it via their Compassion in World Farming and via Beauty Without Cruelty (Lady Dowding's anti-fur-trapping group). The 4.5 ounces yielded 1 pound of hydrated product; the mince hydrated in 2 minutes and the chunks in 15-20 minutes. By the mid-1970s a typical label read: Protoveg: Textured Soya Protein. Beef-Style Chunks.* *Contains no meat. Vegetarian.

1945. *Pacific Coast Review* (*San Francisco*). 1969. Promotion is the "key to success" for Mrs. Cubbison's. Aug. • ***Summary:*** Two of the most successful products originating on the Pacific Coast are Mrs. Cubbison's dressings [stuffings]. The two varieties are: Mrs. Cubbison's "Ready-to-Use" Melba Toasted Dressing, and Mrs. Cubbison's Melba Toasted Corn Bread Stuffin'. Photos show the two packages. These products are made at a plant in El Segundo, California, owned by the Rold Gold Foods Division of Frito-Lay, Inc. The first of these two dressings was introduced in 1949; Sophie was a pioneer in the field of prepared stuffings.

Sophie had a favorite stuffing that she made from melba toasts and served to guests at her home. They showered her with compliments and asked for the recipe. She began to think that it might make a good commercial product, which had a superior flavor and texture and could save homemakers the long arduous preparation. But the idea met with resistance from her sales department. "Homemakers would hesitate to use a prepared dressing because it would appear to their families and guests that they lacked culinary skill. It had never been done before so it wouldn't work, they said." Everybody had their own favorite recipes.

In the late 1940s, however, Sophie talked the salesmen into trying the idea. The product was an immediate success–and the key ingredient was the company's own Melba toast.

1946. Bolduc, William T., Jr. 1969. Articles of incorporation (Non-profit): Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 3 p. Nov. 4. 26 cm. • ***Summary:*** See page after next. This is the document that created Eden Organic Foods, Inc. (later known as Eden Foods Inc.) on 4 Nov. 1969. The document was signed and received on 31 Oct. 1969. The purposes for which the corporation is formed: (1) to provide organic foods, cook books and printed matter relating thereto to the community at reasonable prices. (2) to promote the increased consumption of health foods. (3) to conduct these activities and achieve these objectives without pecuniary profit [i.e. not for profit].

Article III: Location of the first registered office is: 211 South State St. [225 Nickels Arcade is crossed out], Ann Arbor, Washtenaw County, Michigan 48104. Article IV: The name of the first resident agent is: William T. Bolduc, Jr.

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Protoveg and Ranch House products

CONVENIENCE PROTEIN
DIRECT FROM THE PLANT

Tel. Petersfield 4911/2
STD 0730

Direct Foods Ltd.

Bedford Road Petersfield Hants

EXPORT PRICE LIST - 1 October 1974

1. Wherever possible products are shipped in standard export cases measuring 584mm by 508mm by 813 mm. & composed of Boufort Board.
2. Prices quoted are F.O.B. London or Southampton.
3. C.I.F. prices can be quoted for specific orders.
4. Unless instructed to the contrary, insurance is taken out for the buyer's account.
5. Prices quoted are subject to alteration without notice, although every effort is made to notify customers of price alterations in advance.
6. Enquiries regarding supply and terms should be addressed to our Agents as under:

   Carr, Godden & Co. Ltd., 206 - 210 Bishopsgate, London E.C.2.

7. All Protoveg & Ranch House Foods are Guaranteed free of meat and meat-fat.

PRODUCT	PACK	NUMBER PER CASE	CASE MEASUREMENTS (Approx.) mm x mm x mm	GROSS WEIGHT Lb-oz	PRICE PER CASE £-p
protoveg					
Beef Flavour	5 oz	12	273 x 188 x 160	4.13	3.10
Ham Flavour	5 oz	12	273 x 188 x 160	4.13	3.10
Pork Flavour	5 oz	12	273 x 188 x 160	4.13	3.10
Natural Flavour	5 oz	12	273 x 188 x 160	4.13	2.90
Beef Flavour	1 lb	6	268 x 237 x 197	6.13	3.93
Ham Flavour	1 lb	6	268 x 237 x 197	6.13	3.93
Pork Flavour	1 lb	6	268 x 237 x 197	6.13	3.93
Natural Flavour	1 lb	6	268 x 237 x 197	6.13	3.83
Catering Packs in any flavours as above	10 lbs	2	408 x 288 x 250	22. lbs.	12.82
Catering Packs in any flavour as above	50 lbs	1	Multiwall Sacks 950 x 500 x 160	52 lbs.	27.44
Ranch House Meals					
Vegetable Mince	112g.	24	390 x 160 x 190	7 lbs.	6.63
Vegetable Bolognese	112g.	24	390 x 160 x 190	7 lbs.	6.63
Vegetable Goulash	112g.	24	390 x 160 x 190	7 lbs.	6.63
Vegetable Stew	112g.	24	390 x 160 x 190	7 lbs.	6.63
Vegetable Curry	112g.	24	390 x 160 x 190	7 lbs.	6.63
Catering Pack Any flavour	50 lb.	1		52 lbs.	45.00
Sosmix - meatless sausage mixture	13 oz	12	290 x 280 x 130	11.08	6.21

Registered Office: COPSE HOUSE :: GREATHAM :: LISS :: HANTS.

Reg. No. 949421 England

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C-2002 (10-68)
(Formerly Form 2)

MICHIGAN DEPARTMENT OF TREASURY
CORPORATION DIVISION
LANSING, MICHIGAN

DO NOT WRITE IN SPACE BELOW — FOR DEPARTMENT USE

NOTE

Mail ONE signed and acknowledged copy to:

Michigan Department of Treasury
Corporation Division
P.O. Drawer C
Lansing, Michigan 48904

Franchise Fee $10.00
Filing Fee $10.00
(Make fee payable to State of Michigan)

Date Received:

OCT 31 1969

FILED
Michigan Department of Treasury

NOV - 4 1969

Allison Green
STATE TREASURER

(Non-Profit)
ARTICLES OF INCORPORATION

These Articles of Incorporation are signed and acknowledged by the Incorporators for the purpose of forming a non-profit corporation under the provisions of Act No. 327 of the Public Acts of 1931, as amended, as follows:

ARTICLE I.

The name of the corporation is Eden Organic Foods, Inc. (Mich)

(Please type or print corporate name)

ARTICLE II.

The purpose or purposes for which the corporation is formed are as follows:

(1) to provide organic foods, cook books and printed matter relating thereto to the community at reasonable prices;

(2) to promote the increased consumption of health foods;

(3) to conduct these activities and achieve these objectives without pecuniary profit;

(4) to borrow money and to make and issue notes and evidences of indebtedness whether secured by mortgage, pledge or otherwise;

(5) to do any and all things necessary, useful, convenient or incidental to the foregoing.

ARTICLE III.

Location of the first registered office is:

~~225 Nickels Arcade~~ 211 South State Street (No.) (Street) Ann Arbor (City) Washtenaw (County) Michigan 48104 (Zip Code)

Postoffice address of the first registered office is:

Same (No. and Street or P. O. Box) (City) Michigan (Zip Code)

ARTICLE IV.

The name of the first resident agent is William T. Bolduc Jr.

C-2002 (Non-Profit Articles of Incorporation)
(Formerly Form 2)

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Article V: "Said corporation is organized upon a non-stock basis. Real property: None. Personal property: Cash–$170 approximately. Grains, condiments, and dry goods with a wholesale value of $100 approximately. The corporation is to be financed by donations from the community and by the retail sale of organic foods, cook books, and materials relating thereto.

Article VI; Names and addresses of the residents: William T. Bolduc, Jr., 6210 Bethel Church Road, Saline, Michigan. Judith Bolduc (same address). Ronald Teeguarden, 915 Oakland, Ann Arbor, Michigan. Gloria Dunn, General Store, 211 South State St., Ann Arbor, Michigan. One additional name under article VII is Linda Succop (at the same address as the Bolducs).

Note 1. The address given, 211 South State St., is the address of Gloria Dunn's General Store. This was because on Oct. 31 Bill Bolduc had not completely finalized the rent agreement for 514 East William St. in Ann Arbor–which would be Eden's address from the day the company opened in early Nov. 1969 until Nov. 1970 when they moved to 211 South State St. (a newly-decorated mini-mall on the main street of campus; the space previously occupied by Gloria Dunn). But by Nov. 1970 Gloria Dunn no longer had any connection with the building and Eden had just re-incorporated as a for-profit corporation. Thus (according to both Tim Redmond and Bill Bolduc, 30 Sept. 1998), it was a coincidence that Eden started business as a for-profit corporation at the main addresses listed on its non-profit articles of incorporation.

Note 2. A second document from the Michigan Department of Commerce (Lansing, Michigan, dated 19 July 1984) certifies that Eden Foods, Inc. was validly incorporated on 4 Nov. 1969.

Note 3. Both of these documents were kindly sent to Soyfoods Center on 24 Sept. 1998 by Michael Potter, President and CEO of Eden Foods.

Note 4. This is the earliest record seen (March 2020) concerning Eden Foods. Address: Saline, Michigan.

1947. Gottshall, W.Z. 1969. Ralston Purina yesterday and today. Paper presented at United Nations Industrial Development Organization Expert Group Meeting on Soya Bean Processing and Use. 17 p. Held 17-21 Nov. 1969 at Peoria, Illinois.

• ***Summary:*** Contents: Introduction. Agricultural products and services. Consumer products. Restaurants and food service. International operations. Protein production and marketing. New ventures. Corporate departments. Purina people and the future. Five protein products.

A good history of the company on the year of its 75th corporate birthday, or Diamond Jubilee [this would give its founding date as 1894]. It employs more than 23,000 people, has operations throughout the USA and in some 30 foreign countries, and transacts more than $1,000 million of business annually. The manufacture and sale of Purina Chows for livestock and poultry still represents the largest source of business volume for the company.

"From a little scoop shovel, horse feed firm in St. Louis in 1894, Ralston Purina's Chow Division in the Agricultural Products Group has grown to the world's largest manufacturer of rations for animals. It is the only feed manufacturing business which markets its products in all 50 states of the United States."

Although Ralston Purina has sold human foods since 1898, the company's fastest growth in this area has come since the late 1950s. "The first food product was Ralston Whole Wheat Cereal, named after Dr. Ralston, the leader of a health club of the 1890s." Chex cereals are also well known. In 1926 the purchase of the Ry-Krisp Company of Minneapolis, Minnesota, added a Scandinavian-style rye cracker to the company's product line. In 1957 the company entered the pet food market with Purina Dog Chow, followed by Purina Cat Chow in 1962. In 1963 a major acquisition added the famous Chicken-of-the-Sea brand of tuna.

Protein isolated from soybeans was found to have many uses in food and industrial products. "Today these protein products are used in a wide variety of foods and products such as plastics, paints, paper coatings and adhesives."

Note: In early 1959 a special soy products was formed as part of the soybean division with Wayne E. Tjossem as manager. Donald B. Walker was director of the soybean division. In mid-1967 the soybean division was renamed the protein division. Activities were directed toward the development of new protein sources and the marketing of many refined and isolated protein products. In late 1971 the protein division assumed complete operating stature. P.H. Hatfield was been named division vice president.

The five protein products (each made from isolated soy protein) are: Supro 610, Edi-Pro A & N, Textured Edi-Pro (spun soy protein fibers), and Purina Assay Protein RP-100 (used for laboratory research on many experimental animals). Address: Ralston Purina.

1948. *Soybean Digest.* 1969. The soy foods companies. Nov. p. 40, 42-44.

• ***Summary:*** A summary of the U.S. companies making soy protein foods and their products. Included are Central Soya, Archer Daniels Midland Co., Swift Chemical Co., General Mills, Ralston Purina, A.E. Staley, Loma Linda Foods, Worthington Foods, Fearn Soya Foods, and El Molino Mills.

1949. *Soybean Digest.* 1969. The soy foods companies: El Molino Mills (Document part). Nov. p. 42.

• ***Summary:*** "El Molino Mills is a stone-ground, specialty milling business carried on by the three Vandercook brothers at Alhambra, California. It was begun by a Vandercook ancestor in Holland eight generations ago.

"El Molino offers a number of soy foods including

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breakfast foods, soy milk, vegetable soybeans, soy sprouts, and soy flour and soy flour mixes. Outlets include health food stores."

1950. Myers, Loring M. (Mrs.). 1969. How to bake a 1,000 lb. cake: Bill Baker's famous fruit cake recipe. *Ojai Valley News.* Dec. 3. p. C-2.
• ***Summary:*** In Aug. 1968, when Mrs. Myers came to make her home in Ojai, she brought a letter written to her in 1939 by Bill Baker. She had asked Mr. Baker if he would give her the recipe for his famous fruitcake (the one he sent in 1939 to the Golden Gate International Expo, which was the same as the one he sent each Christmas to President Franklin D. Roosevelt) so that she could share it with those who listened to her audience participation cooking school over radio station WSAI in Cincinnati, Ohio.

He promptly sent her the large-scale recipe, which she had to convert to home-sized quantities. She baked the cake at home and found it to be the most delicious she had ever eaten. Now she shares the recipe with the community where it originated.

A photo shows a postcard on which Bill Baker's 1,000-lb. 1939 fruitcake was featured. Address: Ojai, California.

1951. Banks, Edward T. 1969. A vegetarian mecca. *British Vegetarian.* Nov/Dec. p. 578-79.
• ***Summary:*** The author describes his visit to the Lima Organic Farm at Latem, St. Martin, near Ghent. Almost everyone there is a "vegetarian wholefooder." Lima is a company with great integrity and experience in the field of whole foods and health foods. Lima is run by Mr. Pierre Gevaert, whose wife is Annette. The Lima business developed from the organic farm of M. Edgar Gevaert, a distinguished and prolific Belgian painter who died a few years ago. Edgar's gentle widow, Mlle. Gevaert-Minne, and one of their daughters, Celine, still live in the ancient Gevaert home.

1952. **Product Name:** [Soyalac {Soymilk}].
Foreign Name: Soiyarakku Neo.
Manufacturer's Name: College Health Foods. Later renamed San-iku Foods.
Manufacturer's Address: 1-1 Nagaurataku, Sodegaura-machi, Kimizu-gun, Chiba-ken 299-02, Japan.
Date of Introduction: 1969.
Wt/Vol., Packaging, Price: 180 ml glass bottle. Caned by 1980.
New Product–Documentation: Letter from Charles D. Howes. 1978. Oct. List of Seventh-day Adventist soymilk plants. In Japan: San-iku Foods, Kanno 4162, Sodegaura-machi, Kimitsu-gun, Chiba-ken 299-02. M. Urumba, Manager. Hidekazu Watanabe, production manager for Soyalac.

Shurtleff & Aoyagi. 1979. Tofu & Soymilk Production. p. 227-28. Gives a detailed description of the method used to make Soyalac.

William Shurtleff. 1981. Soyfoods. p. 35. "Dr. Harry Miller: Taking soymilk around the world." "Starting in about 1955 Dr. Miller started to recommend that the Adventist-run Japan San-iku School serve soymilk instead of cow's milk to the students; however the staff hesitated because of its nutritional value and flavor. In 1957 two Japanese Adventists, Mr. Hidekazu Watanabe and Mr. Hanzo Ueda (who ran a tofu shop at the time), started making Japan's first soymilk on a small scale in Hachioji, Tokyo, bottling it in 180-ml bottles, and selling it locally. Mr. Watanabe later described the great value to them of Dr. Miller's ongoing technical, nutritional, and spiritual guidance. After some time, directors of the San-iku School visited the small soymilk plant, liked the soymilk flavor, and understood its nutritional value. In 1959 they bought similar equipment, set up a small plant in the school, and started to produce soymilk, which was bottled in 180-ml bottles and served to the students at every meal. In 1969 the San-iku School set up an independent food production company called College Health Foods (which later became today's San-iku Foods) and through it, with the help of Loma Linda Foods in America, began to produce Soyalac soymilk infant formula." By 1980 this product was canned in plain and carob flavors.

Letter (in Japanese) from Hidekazu Watanabe. 1981. July 19. Discusses the early history of this product. "The Ueda Tofu Shop in Hachioji helped with the product development; I was there at the time. In those days our name was San-iku Gakuin Shokuhin-bu (the food department of the San-iku School). The purpose was to provide a place of labor for the students and opportunities to learn food processing. It was not a business. Dr. Perry Webber was the principal of our school at the time."

K. Tsuchiya. 1982. Dec. *Tonyu* [*Soymilk.* 2nd ed.]. p. 74. States that Soiyarakku Neo was introduced in 1969. It is now sold by Saniku Fuuzu in a 425 gm can and distributed nationwide.

Shurtleff & Aoyagi. 1984. Soymilk Industry & Market. p. 63-64. "In 1958 Dr. Miller set up a small soymilk plant in the kitchen of the Adventist-run Tokyo Sanitarium. It was used to make soymilk, soy whipping cream, soymilk ice cream, and soy spread, which were served to the staff and patients. In 1959 a small soymilk plant was established in the Seventh-day Adventist San-iku School. From this year, Japan's oldest existing soymilk company, San-iku Foods, traces its origin. By 1982 San-iku Foods was Japan's fourth largest soymilk manufacturer.

Letter from San-iku Foods. 1990. June. This product was introduced in 1969.

Letter from Ichiro Tabuchi. 1990. July 4. In 1970 San-iku Foods became independent from the San-iku Gakuin Food Department and started to make and sell infant formula.

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1953. **Product Name:** Sanitarium Health Foods Vegetarian Rediburger (Canned Vegetarian Loaf).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1969.
Ingredients: Wheat protein, vegetable oil, wheat germ, soy protein, hydrolysed vegetable protein, dried yeast, salt, yeast extract, brown rice, onion, caramel, colouring, Savex.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a burger on lettuce and a bun topped with catsup and onion rings. "Vegetable Protein" Recipes for Company Roast and Golden Hot-Pot.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1969.

1954. Steinberg, Raphael. 1969. The cooking of Japan. New York, NY: Time-Life Books. 208 p. Illust. General index. Recipe index (English). Recipe index (Japanese). 28 cm.
• ***Summary:*** A superb, elegant book, that (with its spiral-bound companion volume of recipes) captures in both words and photos (by Eliot Elisfon) the true spirit of Japanese food and cookery. Contents: Introduction: Solving the mysteries of Japan's marvelous cuisine, by Faubion Bowers. 1. The heritage of a remarkable past. 2. Foods to suit the seasons. 3. The logic of Japanese cookery. 4. The world's greatest seafood. 5. Simple, satisfying foods of home. 6. A ceremony that sired a cuisine (*kaiseki* or tea ceremony cooking, with roots in 13th century Zen Buddhism). 7. Eating out as a way of life. 8. Magnificent meals in elegant settings.

Soy-related: The writer of the introduction snacked on odorous, fermented soy beans (*natto*) at night before retiring (p. 6). His son said to him recently, "Please, Dad. Not *tofu* again!" (p. 7). Importance of the soybean (p. 16-17; China has had a huge impact on Japanese culture. "Perhaps the most important food innovation contributed by China was the soybean, which in various disguises is still the foundation stone of Japanese cooking"). Shoyu is the Japanese word for soy sauce (p. 26). Tofu (soybean curd), which is cooked with other foods throughout most of the year, becomes a dish in its own right during the summer, served on ice and flavored with soy sauce (as *hiyayakko,* p. 32). Photos of tofu, shoyu, green soybeans [*edamamé*] and akadashi miso in prepared festival dishes (p. 34-35). *Matsutake* mushrooms with tofu or shoyu. "The most important lesson to be learned deals with the ubiquitous role of the soybean. Generally considered by Westerners to be the most humble of vegetables, the soybean is in fact the king of the Japanese kitchen. One might almost say that Japanese cuisine is built upon a tripod of soybean products: *miso,* a fermented soybean paste; *tofu,* a custardlike soybean cake; and soy sauce, used both to season foods as they are being cooked and to make dipping mixtures that enhance the flavors of the foods as they are being eaten." Details about these three products and their uses is then given (p. 41-42). Teriyaki or "shining broil" (p. 43). Two-page color photo shows (p. 44-45): Azuki beans and *kuromame* (black soybeans), sesame seeds, sesame oil, *fu* (wheat gluten croutons), *aonoriko* (powdered green seaweed), Kikkoman shoyu, *aka miso, shiro miso, tofu,* nori and wakame.

Ponzu, a dipping sauce which is half soy sauce and half lemon or lime juice (p. 46). Sukiyaki (p. 46). Tempura (p. 49). *Aemono* and *sunomono* with tofu, miso, or soy sauce (p. 48). Photo of a tofu-slicing knife with a serrated blade (p. 50). Recipes: Clear soup with tofu and shrimp (*Sumashi wan,* p. 55). Miso soup with red and white miso (p. 56-57, 59). Miso-flavored pork and vegetable stew (*Satsuma-jiru,* p. 61). Soy and sesame-seed dressing with string beans (*Goma joyu-ae,* with "½ cup white sesame seeds, toasted and ground to a paste," p. 62). Tofu and sesame-seed dressing with vegetables (*Shira-ae,* p. 63; "Add the sesame seeds..., warm them until lightly toasted. Grind them to a paste in a *suribachi* {serrated mixing bowl} or, more easily, pulverize them at high speed in an electric blender with 1/8 teaspoon of soy sauce. Transfer the sesame-seed paste to a mixing bowl...)."

Two color photos show: (1) Toasted sesame seeds in a *suribachi* with a wooden pestle. (2) When ground, they "quickly release their oil and turn into a paste." White miso dressing (*Neri shiro miso,* p. 67). Photo of *zensai,* incl. miso-marinated asparagus, and abalone cooked in soy sauce (p. 72). Sashimi dipped in soy sauce (p. 81-83, 90-91).

Undersea vegetables: nori, kombu, wakame, hijiki (p. 88-89). Recipes: Sushi (p. 95-101). Tempura (p. 103). Mirin and soy dipping sauce for tempura and noodles (*Soba tsuyu,* p. 104). Deep-fried tofu in soy-seasoned sauce (*Agedashi,* p. 105).

Tofu is the Japanese word for soybean curd (p. 108). Umeboshi (p. 109). Miso soup (p. 109-10). Natto and miso (p. 115). Tofu and shoyu in *yudofu* (p. 116). Sekihan and azuki (red beans, p. 120). *Mame* ("beans") are served at traditional wedding feasts; the word also means good health. Mochi (p. 121). Recipes: Sekihan (p. 126). Fox noodles with deep-fried tofu (*Kitsune udon,* p. 127). Bubbling tofu (*Yudofu,* p. 132-33). *Sukiyaki* (p. 134, with tofu and soy sauce). *Shabu shabu* (with tofu, p. 135).

Tofu and miso in *kaiseki* cuisine based on Zen Buddhism and the tea ceremony (p. 146-49). Teriyaki, mirin, ponzu, tofu (p. 152). Tofu and shoyu (p. 159). Sasanoyuki restaurant in Tokyo (uses tofu as a main ingredient in every dish, p. 160-61). Sukiyaki, with tofu and soy sauce (photo, p. 166-67). Broiled mackerel in miso marinade (*Miso zuke,* p. 169). Dengaku tofu (p. 172-73, with color photo). Beef teriyaki (with shoyu, p. 174-75). Yakitori (with teriyaki sauce, p.

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174-75). Grilled chicken with sweet soy-seasoned glaze (*Tori teriyaki,* p. 176). Black soybeans and tofu (p. 188). At a geisha house, shoyu is called *murasaki* ("the purple").

A guide to Japanese ingredients (glossary): Incl. aji-no-moto, aonoriko, azuki, fu, goma, goma-abura, hichimi (shichimi) togarashi, kombu, konnyaku, mirin, miso, MSG, nori, shoyu, soba, tofu, umeboshi, wakame, wasabi.

Note: The spiral-bound recipe book accompanying this volume contains the recipes in the parent volume and no new information; the binding makes it easier to use in the kitchen. Address: USA.

1955. Erewhon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Wholesale-retail catalogue. Boston, Massachusetts. 12 p. Jan. 1. 22 cm. [2 ref]
• ***Summary:*** On the cover is the silhouette of three heads of grain on the plant, by a Japanese crest. Prices are given for each item. The company sells the following types of foods: 1. Grains: Brown rice (short grain Kokuho Rose grown by Koda Brothers, in 2 lb, 5 lb., 10 lb., 25 lb., 50 lb., or 100 lb. quantities). Sweet brown rice (Koda Bros.; it is more glutinous than brown rice, in the same 6 quantities). Note: No claim is made, anywhere in the catalog, that this rice is organic, or unsprayed, or "natural" or anything other than regular brown rice.

2. Beans: Azuki beans (imported from Hokkaido), Black beans ("Kuromame, a black soy bean import"), Chickpeas (Garbanzo, imported from southern Europe).

3. Sea vegetables: Dulse (From Grand Manan Island, Canada), hiziki, kombu, nori (dried laver), wakame (the latter 4 imported from Japan).

4. Soy Bean Products: Soy sauce (Aged naturally in wooden kegs at least 18 months; 16 oz for $1.20, 32 oz for $2.25, ½ gallon for $4.25, 1 gallon for $8.00, 4.75 gallon keg {21.13 liters} for $30.00). Hacho miso ("Soybean puree made from soybeans, salt & water. No chemicals used in fermentation. Aged at least 18 months"; 1 lb for $1.20, 2 lb, 4 lb, 44 lb keg for $36.00). Mugi miso ("Soybean puree. A lighter miso made with barley"; 1 lb, 2 lb, 44 lb keg). Moromi ("A thick sauce removed from the bottom of the soy sauce kegs after fermentation. Its uses are unlimited in soups & sauces"; 7 oz for $1.20.). Seitan ("Wheat and soy sauce cooked together for a long time. When used in soups or sauteed in vegetables it has a taste much like beef"; 3½ oz for $1.20). Note 1. This is the earliest document seen (July 2021) that mentions seitan and clearly understands what it is.

5. Condiments: *Furikake* ("A tangy sesame condiment made from Miso, sesame seeds, soy flour, nori and bonita [sic, bonito] flakes"; 3½ oz.), Daikon pickle, Sesame miso ("A hearty condiment for use on rice and other grains. Made from miso and unhulled sesame seeds"; 3½ oz). Tekka ("A strong dark condiment; famous for its medicinal qualities. Made from carrots, burdock, lotus, ginger, sesame oil, and miso"; 3½ oz), Sesame seeds, Sesame tahini.

6. Sea salt: Grey unrefined (from the Mediterranean Sea, unwashed and unground), White unrefined. 7. Oils: Corn germ oil (unrefined, pressed. No solvents, chemicals, or preservatives), Sesame oil. 8. Noodles: Ito soba, Kame soba, Udon. 9. Beverages: Kukicha, Kohren (Lotus root powder), Mu beverage (made from 16 different herbs), Yannoh (coffee-like drink made from grains and beans).

10. Miscellaneous: Dentie toothpowder (made from eggplant and salt), Kuzu arrowroot, Umeboshi & chiso [shiso, shisonoha, or beefsteak leaves], Umeboshi ("Salt plums aged in wooden kegs for at least 3 years").

11. Cookbooks (written in America): *Cooking Good Food,* and *Cooking with Grains and Vegetables.*

The majority of the above products are imported, mostly from Japan.

The inside front cover states: "Due to the growth of our business and our belief that good quality food should be available at low cost, we have eliminated many items from our wholesale list. We have eliminated most grains because excellent quality grains are available from many sources at more reasonable prices than we are able to charge. Two excellent sources for grains are Arrowhead Mills, Box 866, Hereford, Texas, and Pioneer Specialty Foods, Box 427, Fargo, North Dakota. Also eliminated from our wholesale list is Chico-San products. For these please write directly to Chico-San, 1262 Humboldt Ave., Chico, California, or contact any health food distributor."

Note 2. The products in this catalog do not require refrigeration; they contain no refined sugar / white sugar, no meat, and no dairy products–just like the catalogs of almost all subsequent natural food distributors during the 1970s and 1980s.

Note 3. This is the earliest existing Erewhon catalog seen (March 2011), and the earliest document seen (March 2011) concerning Erewhon and soy.

Note 4. This is the earliest document seen (March 2006) that mentions Arrowhead Mills, of Hereford, Texas. Address: 342 Newbury Street, Boston, Massachusetts 02115. Phone: 617-262-3420.

1956. *Natural Food and Farming* (*Atlanta, Texas*). 1970. Health food store directory. 16(8):20-23. Jan.
• ***Summary:*** "This directory is printed six times each year as a service to those who wish to buy good food. A free copy is available to anyone on request. Write NFA Health Food Directory, Box 210, Atlanta, Texas."

The directory, arranged alphabetically by state, now part of the magazine's "yellow pages."

1957. **Product Name:** Bragg Soyamins.
Manufacturer's Name: Bragg Health Foods.
Manufacturer's Address: Burbank, California.
Date of Introduction: 1970 February.
New Product–Documentation: Ad in *Let's Live.* 1970.

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Feb. "A wonderful life of glowing health can be yours with Bragg products." "Bragg Health Foods. Quality products for over 50 years." A small portrait photo shows "Paul C. Bragg, the pioneer health man says–'I will never grow prematurely old!' I, personally, fight clogging fat with my nutritional fat-fighter, Bragg Soyamins. They help keep my arteries free of waxy fat that blocks the passage of blood with its life-giving oxygen.

"Bragg Soyamins: The famous 'Blood Fat-Fighter' formula rich in lecithin, linoleic acids. Designed to help use up and control excess fatty blood cholesterol. 50 tablets (50-day supply) $6.95" The bottom half of this ad is titled: "For the pure joy of feeling cleaner inside, know the miracle of fasting."

Note: It is not clear what "Soyamins" are. They could be amino acids from HVP made from soybeans, but those contain no lecithin and do not fight fat. It is much more likely that these tablets are made of whole (full-fat) soy flour, which is rich in lecithin–which had been shown by 1970 to lower blood cholesterol. Moreover, starting in about 1975 Lucas Meyer GmbH in Hamburg, Germany, began selling "Soyamin proteins" consisting of five different types of soy protein products. Two of these were types of full-fat soy flour. However selling 50 tablets of soy flour for $6.95 would give huge profit margins.

1958. Hart, Eleanor. 1970. Headstand a day keeps you fit: Paul Bragg knows. *Miami Herald.* April 19. p. 18-G. Sunday.
• ***Summary:*** One photo shows Bragg, who came to Miami to address the recent National Health Federation convention, standing on his head on a cushion at the Miami Herald Studio. Another is a portrait photo. Age 89, he has plenty of silver, a pearly white smile with all of his teeth, such good vision (20-20) he can read a classified ad without glasses, and a trim (30-inch) waistline. It weight (150 lb over his 5 foot 8 inch frame) has not changed over the past 50 years. "You are what you eat," he says.

He also says he was born on a Virginia farm, the oldest of 16 children. All but two of them "killed themselves off" by eating a bad southern diet.

His family sent him to the Virginia Military Institute, but within 4 years he developed tuberculosis. So they sent him to Switzerland–to live or to die. There he met Dr. August Rollier. Through a diet he prescribed, plus sunlight, exercise, and breathing young Bragg was "reborn."

Staying in Europe, "he became a student of biochemistry and studied at Heidelberg, the Sorbonne, and Oxford."

From 1904-1917 he was editor of *Physical Culture* magazine with the late Bernarr Macfadden, "the physical culturist whose Deauville Hotel at 69th and Collins became the nation's first health spa" in the 1930s.

His love of California began in 1917, when "he trained there as a lieutenant in World War I." He moved to Hollywood in 1919 "and got mixed up with the movie industry."

The late Mack Sennett, pioneer producer of films for the silent screen, asked Bragg to tell his stars, such as Gloria Swanson and Ben Turpin, how to live right and stay healthy. Bragg says that today he is the "highest paid man in Hollywood," earning $100/hour to teach stars about healthful living. His disciples include such trim, fit and beautiful people as Eddie Albert, Pat Boone, Joan Crawford, Bob Cummings, Clint Eastwood, Alice Faye, and Cary Grant.

His dietary advice: Give up table salt. Replace sweet desserts with fresh fruit, baked apples, or applesauce. For breakfast: Fruit sprinkled with wheat germ, and a hard boiled egg. For lunch: A fresh vegetable salad with a dressing of lemon juice and unsaturated fat [vegetable oil]. "Eat with an entree of broiled fish, chicken or turkey." For dinner: Start again with a salad. "Dinner entree can be fish, chicken, turkey, lamb, bloody steak or rib roast. Add two cooked vegetables, one green one yellow.

Bragg lives in Palm Springs, California, and summers in Honolulu, Hawaii. He jogs a mile a day, rides a bike, plays polo, and does the hula.

"A widower for 20 years, he's still looking for the perfect woman. 'Love those ladies, can't live without 'em.'"

He believes there are three ages in every man's life: "the chronological which he cannot change, the psychological and biological which he can control." So: "Dress young, think young, keep away from old people..."

He says he is the father of five, grandfather of 12, and great-grandfather of 14.

Note 1. Soyfoods Center believes that much of the autobiographical information in this story is incorrect. For example, according to the Social Security Death Index, Paul Chappius Bragg was born in Feb. 1895. His actual date of birth was 6 Feb. 1895. Therefore, on the date this article was published, Paul Bragg was age 75 years, 2 months and 13 days–not 89 years as he claimed. According to the 1900 and 1910 U.S. Census in Washington, DC, Paul Bragg was born in Indiana, not Virginia, and was the 2nd of 3 children of Robert E. Bragg and Caroline ("Carrie") Bragg. In 1910 his mother was age 45. It seems very unlikely that she would have had 13 more children. The 1920 U.S. Census shows Paul C. Bragg, head of household, age 28. Born in Indiana. Mother born in Indiana. Father born in Indiana. Occupation: Director, YMCA. His wife is Neva, age 26. They have 2 daughters, age 2 years, 3 months, and age 4 months, both born in Washington, DC.

Note 2. This is the earliest document seen (Sept. 2011) in which Paul C. Bragg mentions or says that he attended the Virginia Military Institute.

Note 3. This is the earliest document seen (April 2006) related to Paul C. Bragg that mentions Dr. August Rollier or that mentions he studied biochemistry at an academic institution. Address: Herald Glamor Clinic Editor.

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1959. Kahan & Lessin Co. 1970. Special advertising section: Kahan & Lessin (Ad). *Health Foods Retailing.* June. Incl. p. 86, 94.
• ***Summary:*** "This is a special advertising section prepared for and under the direction of Kahan & Lessin." The pages in this section are not numbered. The section begins with a brief history of The Ben Kahan Company and the Joseph E. Lessin Company before the two merged in 1945. Then of the growth and success of the combined company and their many moves to larger warehouses.

Pioneers in the industry were Otto Carque, William T. Thompson, and Eugene Vandercook, Sr. The names of early retail stores and early manufacturers are listed.

1945–The company's first location was at 1815 W. 11th St., Los Angeles.

1948–Art Miller joins the company.

1950–The company moved to 2445 Hunter St., Los Angeles. 5,000 square feet.

1955–Moved to 2425 Hunter St., Los Angeles. 18,000 square feet. This year Art Miller becomes a partner in the company.

1970–Moved to their new location.

Photos show: (1) The three partners standing outside their warehouse. (2) Breaking ground for the new home of K&L in May 1969. (3) The Ben Kahan truck fleet in 1940. (4) The first location in 1945. (5) The first expansion in 1950. (6) The new home at 3131 E. Maria St., Compton, California. (7-9) Individual portrait photos of Ben Kahan (president), Joseph E. Lessin (secretary-treasurer) and Art Miller (vice-president). (10) Full page ad of congratulations from El Molino Mills with portrait photos of Gene Vandercook, C.R. Vandercook, and Ed Vandercook (brothers) and the K&L 3 partners. (11) Art Miller and Jan Stoll.

"The *Wall Street Journal* reported back in 1961 that the health food industry was the fastest growing industry in America, next to the electronics industry." Address: 3131 East Marina St., Compton, California 90221. Phone: (213) 631-5121.

1960. Plantmilk Society. 1970. The cruel cost of milk (Ad). *British Vegetarian.* May/June. Back cover.
• ***Summary:*** A large photo shows calves in a British factory farm, where they are "imprisoned for life in pens 2-feet by 5-feet" and are not allowed to turn around. They are put in the pens when they are about 5 days old. Most cows are made pregnant by artificial insemination.

After the age of about 3 weeks, most young milk cows are unable to turn around in their pens. In centered, bold letters: "Calves for rearing into meat come from dairy farms, whose products are: (1) calves, taken from their mothers so that we can have the milk, (2) milk, (3) worn out cows, slaughtered for beef."

"The nutritious plantmilk alternative to milk, made entirely from non-animal ingredients, has given *you* the opportunity to release yourself from supporting the vicious circle of the meat-milk complex. Plantmilk is obtainable from most Health Food Stores. Please support this humane effort."

Note: Plantmilk is now made largely from soybeans. This is the earliest English-language document seen (Aug. 2013) that uses the term "alternative to milk" to refer to soymilk. Address: 39 Willow Crescent, Exbridge, Middlesex, England.

1961. *Ann Arbor News* (*Michigan*). 1970. Organic gardening craze makes headway in Washtenaw County. July 16.
• ***Summary:*** A large photo shows William Bolduc, owner of the Eden Organic Food Shop, which he recently opened at 514 E. William St. in Ann Arbor, standing in front of shelves of a variety of bagged organically grown foods. He sells everything from brown rice to cous-cous, and reports that the interest in organic foods and organic gardening is on the increase in the Ann Arbor area. Bolduc caters mostly to students at the University of Michigan campus who, he says, are becoming increasingly diet and health food conscious. A list is given of the name and addresses of organic farmers and gardeners in the area that Bolduc knows (including Tom Vreeland, 5861 Geddes Rd., Ypsilanti; vegetables).

Gardening organically means growing fruits and vegetables in the way it was done 40 to 50 years ago, without the use of chemical fertilizers, sprays, and powders. Rotting organic matter, manure, and mulch are used to fertilize the soil and build good humus. The resulting fruits and vegetables are said to taste much better, be larger and more nutritious, and uncontaminated by chemicals. Ruth Stout's method of organic gardening is discussed.

Note: This is the earliest publication seen (Feb. 2003) concerning the activities of Eden Foods. However all the founders of the company agree that it was actually founded in November 1969. Several legal documents from late 1969 and 1970 also provide strong evidence in support of this Nov. 1969 date.

1962. Kennedy, J. Robert. 1970. Exposed! Facts, fallacies and frauds about 'organically grown.' *Health Foods Business* [*sic, Dietetic Foods Industry?*] 4(3): Aug.
• ***Summary:*** A detailed description, with many photos and two illustrations, of exactly how Wehah Farm in northern California grows short-grain brown rice for Chico-San. "We searched eight years offering premium prices for a grower who would meet our standards for *organically grown* rice... Our agreement with Wehah Farm was signed in the fall of 1968 and an advertising campaign was started. By the time of the 1969 harvest a third of our crop was sold in advance and a rapid build-up of repeat sales followed." Note: The name "Wehah" is formed from the first names of the four Lundberg brothers: Wendell, Eldon, Harlan, and Homer.

"Chico-San rice fields were selected and located less

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than ten miles from the head of the famous Feather River which cascades out of the Sierra Nevada." Purple vetch and chicken manure are plowed into the soil to enrich it and *Gambusia affinis*, a small fish, is used to control insects in the flooded rice fields. "Chico-San rice is stored in the husk and milled only upon order to maintain its freshness..."

One photo shows J. Robert Kennedy with a sack of Chico-San organically grown brown rice. Kennedy believes that there are now some "sly and phony growers" who say they are growing brown rice organically, when actually they are not. And some millers, jobbers, distributors, and retailers are selling this non-organic rice as if it were organically grown. "Manufacturers and distributors in the health food industry have been aware of misleading or deceptive labeling on supposedly organic or natural products."

Note: The title of this periodical, taken from an offprint sent by Chico-San, is probably incorrect. It should probably be *Dietetic Foods Industry* which started in about 1955, and whose title was changed to *Health Foods Business* in 1973. Address: President, Chico-San, Inc.

1963. *Better Nutrition.* 1970. Serial/periodical. Syndicate Magazines, Inc.
• ***Summary:*** Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 53-54. This magazine is now owned by Communication Channels, Inc. (CCI, Atlanta, Georgia), which, in turn, is owned by Argus Press, a division of British Electric Traction Co. of London, England. *"Today's Living,* with the same staff as *Better Nutrition,* began in Oct. 1970."

1964. Health Enterprises Corporation. 1970. Back to nature: The new boom in organic foods offers a unique opportunity (Ad). *New York Times.* Dec. 20. p. 131.
• ***Summary:*** A large, bold ad. "If you haven't read *Time* or *Life* or *Look* in the past few weeks, then you've missed the excitement about the newest thing in food retailing–the mushrooming growth in organic foods.

"The National Nutritional Foods Association puts it this way: the organic foods business has *doubled* each year during the last three years. And Healthway Natural Food Shops offers you a unique opportunity:

"Today's fastest ways to profit in your own natural food business:

"Our unique approach? We've added fast, over-the-counter service to tastily-prepared, healthful organic foods and beverages to the traditional package food store. Instead of waiting months to build volume, the Healthway food bar creates immediate traffic and profit. As customers learn how good organic foods can taste, package sales grow.

"Our pilot turned a profit the day it opened. Four new Healthway organic food-service / package sales units are now being located in southern New York and Connecticut. We are now looking for Area Directors to develop virtually untouched markets in New Jersey, New York, New England and other eastern areas. We can back each area director with:

"Fifteen years experience in the purchase and distribution of organic foods and vitamins.

"Complete sales and management training program.

"Assistance and back-up in site selection, lease negotiation and unit financing.

"Pre-tested menus and recipes and complete selection of organic bulk and packaged foods."

"We offer this exceptional income opportunity only to the highly-motivated, sales-oriented person who has the vision to see the potential in this area and the drive to develop it... we require a commitment of $30,000 (which will include the installation of your own Healthway Natural Food Shop and Food Bar).

"If you are interested in the new boom in natural foods, write or call or Marketing Director:..."

Note: This is the earliest document seen (March 2020) concerning retailing of natural or organic foods. Address: 84 Thomas St., New York, NY 10013. Phone: (212) 349-1425.

1965. Poppy, John. 1970. Adelle Davis and the new nutrition religion: The health food and vitamin crusade goes big time. *Look* 34(25):62, 65. Dec. 15. [4 ref]
• ***Summary:*** Photos show Adelle Davis: (1) shopping in a food store. (2) At a typewriter behind her four best-selling books. (3) Holding a handful of supplements; she takes 9-10 after every meal.

1966. *British Vegetarian.* 1970. Health food stores and restaurants where the *British Vegetarian* may be obtained. Nov/Dec. p. 566-67.
• ***Summary:*** Gives the name and address in the British Isles of 80 health food stores, then 8 restaurants, sorted alphabetically by city. London has 13 stores and 5 restaurants, but most other cities have only one. Dublin (Ireland), and Dundee and Glasgow (Scotland) each have a health food store, and Edinburgh (Scotland) has a restaurant.

1967. Barnard, W.G. 1970. Health via the carrot and other vegetables. St. Catharines, Ontario, Canada: The Provoker Press and Paul S. Eriksson, Inc. xiv + 144 p. No index. 19 cm.
• ***Summary:*** This is apparently a reprint (with several words missing from the title) of the original edition (which Soyfoods Center has never seen), published in about 1939 by the Natural Foods Institute of Cleveland, Ohio. This edition contains 37 short chapters on a variety of subjects such as: What causes good health and poor health? Personal experiences of the author. The natural laws that govern health–God's simple rules of natural living. About vitamins and minerals. Various health problems or diseases and testimonials of cures and prevention. Good and bad foods, etc. Enemies of health: Coffee, alcoholic liquors, tobacco,

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denatured foods, tea, cocoa, cola drinks.

The introduction begins: "One of the most wonderful gifts God gave to man is a healthy body. It costs not one penny to preserve your health, but it may cost you a fortune, untold suffering, yes, even life itself, once health is lost... Primitive man sustained himself on natural foods..." (p. ix). "In our opinion some of the worst enemies man has today are High Pressure Advertising of Denatured foods, drugs, etc... Through the powerful medium of radio, billboard, magazine, and newspaper advertising, the public has fastened themselves upon the use of aspirins, alkalizers, narcotics, pills, laxatives, seltzers, cold cures,... Some of the largest buildings in our cities are the hospitals... Oh, what tragedy!" Sadly man fails to recognize that he has brought all these diseases upon himself (p. xiii).

Chapter 3, titled "My personal experiences with carrots and other fruits and vegetables" (p. 11) begins: "For the past 14 years the writer has been lecturing in food shows, trade shows, and expositions on the proper preparation of foods. I lectured at the Century of Progress in Chicago [Illinois] in 1933 and again in 1934, and at the Great Lakes Exposition in Cleveland in 1936 and again in 1937. I am the founder of the Natural Foods Institute in Cleveland, Ohio. He has proclaimed the health-giving carrot to thousands.

"Up to ten years ago, I had been living the average life, eating anything and everything, drinking coffee, tea, cocoa, and colas. The base of my meal was potatoes and white bread. I acquired an excessive weight of 212 pounds. Heartburn followed every meal." He then describes a typical day's diet, loaded with meats, sugar, fat and refined foods– and the agony that followed. He lost his pep and ambition, and was refused life insurance because of sugar in his urine. His family became very concerned. A doctor warned him of the possibility of immanent death, and "prescribed a diet of milk, bananas, lots of raw vegetables and vegetable and fruit juices, which I heeded" (p. 14). He began to feel better from the first day. "Today I feel like a new man... at the age of sixty-six my recovery is so complete that I am now enjoying exceptionally good health" (p. 15).

"With the return of spirituous liquors [in Jan. 1934], cocktail recipes and cocktail bars are prevalent all over the land. We all know that alcoholic cocktails are injurious regardless of the content as long as alcohol prevails... There are cocktails however, that can be made from Nature's vegetables and fruits that are healthful, exhilarating and bracing." "A new machine called a liquefier propelled by electricity liquefies vegetables in from one to three minutes and marvelous Health-Cocktails can thus be prepared at least once each day for the entire family" (p. 16-17). He also mentions the "liquefier" on p. 34, and p. 53 ("liquefying machine"). So this book was apparently not written mainly to promote the liquefier. Note: This liquefier would later become known as a "blender" and Barnard's company would later make and market the Vita-Mix or Vitamix, a powerful type of blender.

"Constipation is a disease known mainly to the civilized races" (p. 29). Barnard regularly cites and summarizes the writings or Dr. John Harvey Kellogg.

Essential for good health is a "pure, red blood stream created by natural foods, fresh air, sunshine, and exercise. Soy bean products, spinach, parsley, celery, cabbage and beets, as well as carrots help make good red blood. Eat a plate of salad made of three grated carrots together with orange juice dressing. Drink freely of carrot juice daily" (p. 49). "Carrot juice and other vegetable and fruit juices can be included in the diet of every child every day." In growing boys or girls, beware of "False Sugar Appetites."

"A strict vegetarian diet is used in the treatment of cancer with notable success..." (p. 88).

Like many in the 1930s, the author believes that an alkaline diet fights acidosis and promotes good health (p. 91). "Salt is a very harmful substance if not used in moderation" (p. 119).

Chapter 35, titled "Soy bean (the perfect protein food)" (p. 127-28) begins: "For centuries the Chinese have used the Soy Bean as a source of protein and fat and the necessary Amino acids that are found in flesh foods. In America the production of the soy bean is now running into millions of bushels and vegetable meat factories and milk factories are springing up all over the country.

"Henry Ford, who has done so much to educate the American people to the value of the Soy Bean, recently made the prophecy that the cow and hog were destined to oblivion and we will soon be eating our meat from the Soy Bean and drinking our milk from the Soy Bean. In other words obtaining our food direct from the soil first hand instead of second hand..." "It is the experience of the Natural Foods Institute that babies taken from the natural mothers milk thrive on soy bean milk and we have found no one allergic to it.

"Soy Meat substitutes, Soy Milk, Soy Flour, Soy Cheese [tofu], Soy Coffee substitutes, canned green soy beans, canned soy beans in tomato sauce, soya macaroni are fast becoming popular among health minded people."

In conclusion (p. 133-34): "In writing this book I have consistently followed one line of reasoning. It is agreed to by many physicians, dieticians [sic, dietitians], and food scientists, that vegetables and fruits are absolutely essential for maintaining good health, natural balance, and physical well being. I have tried to help those who are afflicted by giving this information." I also want to help those who are healthy to stay healthy. At the end of the book is a food dictionary and lists of acid-forming foods (bad) and foods with an alkaline reaction (good). Address: Cleveland, Ohio.

1968. Bragg, Paul C. 1970. The shocking truth about water: A universal fluid of death. Burbank, California: Health Science. xviii + 100 p. Illust. Forms. 21 cm. *

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• ***Summary:*** Explains that fluoride is a poison. Also reprinted, with some new editions, in 1974 (Santa Ana, California: Health Science), 1977, etc. Address: Burbank, California.

1969. Carqué, Otto. 1970. The folly of meat-eating: How to conserve our food supply. A plea for saner living. St. Catharines, Ontario, Canada: Provoker Press. 34 p. Illust. 18 cm.
• ***Summary:*** This booklet, originally written during the "Great European War" (World War I; 1914-1918), presents economic, ecological, and nutritional arguments for vegetarianism. "The bloodless diet is the first step toward a grander and nobler civilization..." (p. 2).

"At the Kansas Agricultural Experiment Station it has been demonstrated that an acre of alfalfa produced 776 lb of pork during one year. The average amount of alfalfa hay produced to an acre per year is about 8000 lb, or about 7200 lb of water-free substance from which only about 200 lb of water-free food in the form of meat is derived. We must remember that in order to establish a fair basis of comparison for the respective yields of food material to the acre it is necessary to deduct the respective amounts of water contained in the food. Meat consists of at least two-thirds water. In other words, in buying a lb of meat we receive only about five oz of water-free food. Aside from the fact that meat is unwholesome, it is one of the most expensive foods." (p. 3).

On page 4 is a short letter dated 1 Aug. 1904 to Otto Carque in Los Angeles, California, from Harvey W. Wiley, Chief, USDA Bureau of Chemistry, Washington, DC. Dr. Wiley discusses the need for someone in the USA to undertake "a complete analysis of all the mineral constituents of foods." German scientists have given this subject more careful attention.

Bound at the back is *Food Preservation and Fruitarianism: The Social and Economic Aspects of the Meatless Diet* by Henry E. Lahn, M.D. (p. 33-34). Address: Los Angeles, California.

1970. Garrison, Omar V. 1970. The dictocrats' attack on health foods and vitamins. New York, NY: ARC Books. 340 p. 18 cm. *
• ***Summary:*** The story of how the FDA has harassed the health food industry. Later published under the title *The dictocrats: Our unelected rulers* in Detroit, Michigan, by Books for Today Ltd., Specialty Features Syndicate.

"There will never again be another George P. Larrick at the helm of the FDA–but the harm he did to the natural food movement will be remembered for a long time" (p. 30).

1971. Schwarz, Richard W. 1970. John Harvey Kellogg, M.D. Nashville, Tennessee: Southern Publishing Assoc. 256 p. Illust. Index. 22 cm. See p. 44, 120-23, 243. Also published in 1970 by Andrews Univ. Press (Berrien Springs, Michigan).
• ***Summary:*** This excellent biography of Dr. J.H. Kellogg was originally written as a 1964 PhD thesis at the University of Michigan. Although it contains no references or footnotes, and thus lacks the documentation and completeness of the dissertation, it is still (March 2009) the best biography of Dr. Kellogg. The author is a Seventh-day Adventist.

Contents: Preface. 1. The boy foreshadows the man. 2. A convert (the early health reform and vegetarian movements in America). 3. From teacher to doctor. 4. A man is what he eats. 5. Changing American habits. 6. Developing the Battle Creek Sanitarium. 7. Sanitarium ups and downs. 8. A torrent of words. 9. Variations on a boyhood dream. 10. The unwilling surgeon. 11. Products of an active mind. 12. All work, but little play. 13. What manner of man. 14. Father of forty-two children (and Ella Eaton Kellogg, his wife). 15. His brother's keeper. 16. The ties of fifty years are broken. 17. Food manufacturing and family quarrels. 18. New outlets for promoting an old program. 19. The last battles. 20. An epilogue.

Concerning meat substitutes [meat alternatives] (p. 121-23): "During the years in which he directed the experiments which led to the production of flaked cereals, Bromose, and Malted Nuts, Dr. Kellogg also attempted to develop a substitute for meat from plant sources. He traced his interest in such a product to conversations with Dr. Charles W. Dabney, noted agricultural chemist and former president of the University of Tennessee. When Dabney was serving as President Cleveland's Assistant Secretary of Agriculture [probably about 1893-1897], he had discussed with Kellogg the problem of supplying adequate protein for the world's rapidly expanding population. The men agreed that it was better economics to use grain for human food than to feed it to animals and then use them for food. The problem, as Dabney saw it, was to produce a grain product which would have all the nutritional value and taste appeal of meat.

"In 1896 Kellogg announced that he had perfected the ideal substitute for meat in Nuttose, a nut product which he could prepare to taste much like beef or chicken... The doctor's interest in new vegetarian meatlike protein foods continued active until shortly before his death. Among some of the more popular creations later developed in his laboratories were Protose, Battle Creek Steaks, and Battle Creek Skallops. Various combinations of nuts and wheat gluten composed the principal ingredients in the imitation meats...

"Kellogg's last major food discovery was an artificial milk made principally from soybeans. He was particularly enthusiastic over soy milk because it proved an excellent host for the *acidophilus* bacteria which the doctor believed needed to be implanted in the intestinal tract in order for it to function perfectly. Shortly after Kellogg had developed soy acidophilus milk, he chanced to read that Marie, smallest of

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the Dionne quintuplets, was suffering from bowel trouble. Immediately wiring the quints' physician, Dr. A.R. Dafoe, he announced he was sending him a supply of soy acidophilus milk, which he was certain would cure Marie's problem. About ten days later he received a letter from Dafoe which indicated that the soy acidophilus milk had indeed corrected the situation and asked that a continuous supply be sent to Callander, Ontario [Canada], for the five little girls."

In summarizing Dr. Kellogg's major accomplishments, the author notes (p. 243): "His introduction of peanut butter added another widely accepted item to the American diet, and it probably did more to provide a market for peanuts than did the efforts of any other person, with the possible exception of George Washington Carver. John Harvey's development of meatlike products from nuts and legumes combined with wheat gluten has not only helped to enrich the dietary of thousands of persons who for ethical, health, or religious reasons choose to be vegetarians, but such high-protein foods also hold possibilities for supplementing the diet in countries where the supply of meat is insufficient to provide enough protein for a rapidly expanding population."

Concerning Granola: In the early 1860s, Dr. James Caleb Jackson of Dansville, New York, developed Granula, America's first successful cold breakfast cereal, made solely from wheat. For 40 years, Dr. Jackson operated "Our Home on the Hillside," probably the most successful of the "water-cure" institutions that blossomed in the 1850s. "In an atmosphere approaching that of a European spa, Jackson provided hydropathic treatments and a special diet for as many as a thousand patients a year." In about the 1870s, at the Battle Creek Sanitarium, John Harvey Kellogg developed a similar product, which he named Granola. It differed from Jackson's Granula in that it consisted of several grains, and longer baking dextrinized the starch more thoroughly. "At first he apparently had no thought of selling it. He intended it solely for sanitarium patients. Gradually, however, as former patients and others interested in dietetic improvement sent to the sanitarium for Granola, a small commercial business developed, and Battle Creek thus took its first step toward becoming the 'Breakfast Food Capital of the World.'... Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium. Operated as an adjunct to the sanitarium bakery, for more than a decade it marketed a variety of oatmeal, graham, and fruit crackers and whole-grain cooked cereals–all originally devised to provide variety in the menu of sanitarium patients." All products were made from whole grains without artificial additives, and all underwent prolonged high-temperature baking designed to dextrinize their starch. "By 1889 the Sanitarium Foods had become popular enough to warrant the establishment of a separate factory; Granola alone sold at the rate of two tons a week." But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. John Harvey's new flaked cereals and vegetable meats became the property of the Sanitas Company. In mid-1906 Dr. Kellogg decided to change Sanitas' corporate name to the Kellogg Food Company. Then: "In the spring of 1921, to avoid further difficulties with Will Kellogg's manufacturing business [Battle Creek Toasted Corn Flake Company], Dr. Kellogg changed his concern's name to the Battle Creek Food Company."

Concerning flaked breakfast cereals: The first ones were developed from wheat jointly by Dr. J.H. Kellogg and his brother Will, in about 1894. Dr. Kellogg named their first successful wheat flakes product Granose Flakes, and on 31 May 1894 he applied for a U.S. patent on "Flaked cereal and process for preparing same." But in 1903 courts declared the doctor's patent invalid. Will Kellogg developed the product into a great commercial success, in part by adding sugar to the malt and corn combination from which he made the flakes. "The sugar greatly enhanced the cereal's taste appeal, and, as a result, the Corn Flakes business was booming by late 1905." Will convinced his brother, John Harvey, to relinquish Sanitas' rights to Corn Flakes, and in early 1906 Will established a separate Battle Creek Toasted Corn Flake Company with outside financing. John Harvey agreed not to take an active part in the new company's management. Six months later John Harvey decided to change Sanitas' corporate name to the Kellogg Food Company. The new company "began operating in July 1908, with Dr. Kellogg owning all but two of its fifteen thousand shares of stock. Not only did the new company absorb the old Sanitas Company, but it also leased the entire plant, machinery, goodwill, and business of the Battle Creek Sanitarium Food Company, thus bringing the manufacture and distribution of all the food products with which Dr. Kellogg was associated into one organization. By then John Harvey had decided that it would be a good thing to put out all company products under the trade name 'Kellogg's.'"

Will became very upset when Dr. Kellogg attached the family name to his new food company and products. Eventually a series of legal battles developed between the two brothers over this and other products. Will Keith Kellogg is discussed on pages 64, 118-20, 122, 144, 148, 192, 210-18, 224, 237-38.

On pages 193-208 are 16 pages of excellent black-and-white photos from the life of Dr. Kellogg, starting with a portrait of him and his wife in 1884.

Reprinted in 2006 by Review and Herald Publishing Association (Hagerstown, Maryland)–but with the new subtitle: "Pioneering health reformer." Adventist pioneer series. On the new cover, on a snipe in the upper right corner: "Father of the health food industry." Address: Andrews

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Univ., Berrien Springs, Michigan.

1972. Trager, James. 1970. The enriched, fortified, concentrated, country-fresh, lip-smacking, finger-licking, international, unexpurgated foodbook. New York, NY: Grossman Publishers. xv + 579 p. Illust. Index. 24 cm. [350+* ref]

• ***Summary:*** This hefty volume is packed with information about a multitude of interesting, little known, or bizarre subjects related to food. It is divided into 11 major chapters, each of which contains many mini-chapters, often with witty or enticing (but often undescriptive) titles such as "mushrooms take savvy" or "Farmer Jefferson." The extensive index is very useful, containing entries for such things as Accent/MSG (p. 445-48), prehistoric agriculture and food (p. 3-11), meat analogs and Bac*Os (p. 450-51, 457, 501), Archer Daniels Midland (p. 450), bean curd (p. 333, 362), Battle Creek Sanitarium (p. 460), Kellogg (p. 384, 460-61), miso soup (p. 362), soybeans (p. 21, 262, 382, 450-51, 518), soy protein (p. 450), vegetarianism and vegetarians (p. 3, 324, 343, 457-59).

In Chapter 10, titled "Nuts in the Fruitcake" (p. 455-86), the author takes the opportunity to make fun of anything he discusses related to health/natural foods or vegetarianism. To him, it all smacks of food faddism and extremists. There are sections about vegetarians past and present ("there are no convincing nutritional justifications for vegetarianism"), Sylvester Graham ("One of America's first home-grown food faddists"), Horace Fletcher, Dr. William Howard Hay and acidosis, Gayelord Hauser ("Perhaps the most prominent diet and health mythologist in recent years"), organic foods baloney ("DDT has not yet been shown to have harmful effects for humans"), Carlton Fredericks and Adolphus Hohensee, Tiger's Milk, aphrodisiac foods, and food and astrology. Address: New York.

1973. Walker, Norman Wardhaugh; Pope, R.D. 1970. Fresh vegetable and fruit juices: what's missing in your body. Phoenix, Arizona: Norwalk Press. 165 p. Illust. 22 cm. Index. Compiled under the direction of and endorsed by R.D. Pope. *

• ***Summary:*** This is a revised edition of *Raw Vegetable Juices*. Address: Doctor of Science, etc.

1974. Harris, Jean. 1971. Engineered food is on the way! *News and Observer* (*Raleigh, North Carolina*). Jan. 17.

• ***Summary:*** Henry Ford's desire to make cloth from soy protein started the original research on "meat analogues." The technology for producing spun soy protein products developed from a process to produce casein fibers in Italy in the mid-1920s. A second group of "soy meats," called textured meat analogues, is made by an extrusion process applied to textured vegetable proteins made from soy protein isolates; one example is Bac-Os.

"Most of these soy meats are available only to the institutional trade. They are now in use in prisons, hospitals, and orphanages." Two manufacturers of such products are Loma Linda Foods and El Molino Mills.

In North Carolina a full soybean product, made from toasted soybeans, is sold under the name of Golden Nuggets; all Raleigh seems to be eating them.

Recipes are given for: Soya cake (with sifted soya flour). Soyanaise (with Soyamel soymilk). Golden nut pie crust (with soya flour). Soya cookies (with soya flour). Roasted soybeans (made from canned soybeans, either dry roasted at 350 degrees or deep fat fried). Puree of soybean soup (with sieved soybean pulp). Address: Food editor.

1975. Carberry, James F. 1971. Our daily bread: Food faddism spurts as young, old people shift to organic diets. Concern on pesticides cited, but some see deception by quacks claiming cures. Yin and yang ice cream. *Wall Street Journal.* Jan. 21. p. 1, 12.

• ***Summary:*** Written from Hollywood, California, this article reports that "food faddism has been particularly prevalent lately." Kahan & Lessin Co., one of the nation's biggest distributors of organic foods, reports that its sales have doubled to $12 million a year from $6 million in 1968. New Age Foods of San Francisco [owned by Fred Rohé] recently opened a branch store in suburban Palo Alto, where it expects to gross $1 million during its first year.

"Health and organic food advocates say the popularity of such items–as well as the more conventional products grown under 'natural' conditions–reflects the growing public concern over pesticide poisoning and the publicity over the dangers of food additives, preservatives, and substitutes like cyclamates."

Richard Hansen is a sociologist at the University of California at Davis; he is researching the organic food movement.

"New insights into universe: Bruce MacDonald [sic, Macdonald], president of Erewhon Trading Co., a Boston and Los Angeles concern that specializes in such exotic foods as hacho miso (a soybean paste), says that organic foods appeal to many dropouts from the drug culture. 'It's not just that the body's malnourished from being on drugs a long time,' he says. 'It's also that organic foods can give a person new insights into the order of the universe."

Warren Stagg, the bearded proprietor of H.E.L.P., a popular vegetarian restaurant, believes in the mystical, spiritual value of certain foods. A vegetarian diet can help elevate a person to a higher level of consciousness and bring him into harmony with the order of the universe, he says. Since 75% of H.E.L.P.'s clientele are nonvegetarians, the "restaurant offers some meat substitutes such as 'beef' stroganoff made from vegetable protein, mushrooms, scallions, bell peppers and sour cream sauce, and a 'vegeburger' sandwich that's also made from vegetable

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protein. Other dishes on its menu include braised tofu (soybean cake) with brown rice and a salad of cottage cheese, alfalfa sprouts, sunflower seeds, grated carrots, scallions, figs and apricots."

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "braised tofu" to refer to grilled tofu.

"A group of young people following a macrobiotic diet live in an old Victorian mansion above Hollywood's Sunset Strip. They are students of the late Georges Ohsawa, a Japanese philosopher who taught about the delicate balance between yin and yang; they eat ascetic meals that include pressure-cooked brown rice and seaweed soup. There have recently been well-publicized cases of the deaths or severe illnesses of a few young people subsisting on only brown rice, the extreme form of the macrobiotic diet.

"Another famous food-faddist helped found a huge business in breakfast cereals. He was John Harvey Kellogg..." according to Ronald Deutsch, author of a history of food fads called "The Nuts Among the Berries." Deutsch then tells his inaccurate version of how Mr. [sic, Dr.] Kellogg got into the cereal business.

"One man who spends a great deal of time pooh-pooing various nutritional eccentricities is Dr. Fred Stare, chairman of the department of nutrition at Harvard University's School of Public Health." Dr. Stare discusses his pet peeves.

Note 2. Bruce Macdonald recalls (April 1992): "In early 1971 *The Wall Street Journal* ran a front-page feature story on the emerging new natural foods industry. A person from Merrill-Lynch came in and said, 'We could package this business and raise millions for you.'"

Advest Co. 1972. Dec. "A recent *Wall Street Journal* article named this industry as one of the ten highest growth industries for the 1970s." Address: Staff Reporter.

1976. Brozan, Nadine. 1971. If you've never seen a soybean before... *New York Times.* Jan. 23. p. 18.
• ***Summary:*** Denis Barber owns about 75,000 bushels of soybeans at any given time–yet he's never seen a soybean. As president of General Arbitrage, a New York commodity trading company, he buys and sells commodity futures. The soybeans he purchases are usually resold before the date he is required to take delivery; if they are not, they end up in a warehouse in Chicago.

In the financial world, the soybean is known as "the Cinderella crop." It contains more protein than any other vegetable–and costs less. Yet in America, soybeans are not widely available in food stores–except in health food stores and Chinese markets. Although supermarkets do not stock the bean, they do sell many products, ranging from salad dressings to pet foods, that contain soybean oil, meal, or flour. They also carry soy sauce and Worcestershire sauce. Babies allergic to cow's milk will probably be given soy milk. Observers of orthodox [kosher] Jewish dietary laws, which do not permit the consumption of meat and dairy products at the same meal, are now able to enjoy imitation sour cream, ice cream, or steaks–each made from the soybean. According to Mr. Barber, less than one half of one percent of the crop is used for human nutrition; its main use is as a meal for livestock.

Note: This is the earliest English-language document seen (Oct. 2013) that contains the term "imitation sour cream."

Dr. Joseph J. Rackis, principal chemist for the Northern Marketing and Nutritional Research Division of USDA's Agricultural Research Service in Peoria, Illinois, agrees that most soybeans are processed into oil and meal. And even if more were available for sale as food, most people don't like their taste–according to a spokesman for General Foods.

The "future of the soybean probably rests more in what it can become than what it is." The food industry, scientists and nutritionists believe that the wave of the future lies in the simulation of foods from soybeans. Already they are transforming soybeans into "hamburgers, canned stews, bacon strips, hors d'oeuvre dips, chow mein, pasta, sea food, and a wide range of frozen dinners approximating ham, chicken and beef." A photo shows soybeans in a plastic bag.

1977. Smyth, Jeannette. 1971. Stores do a healthy business in natural food. *Washington Post, Times Herald.* Feb. 28. p. 1291.
• ***Summary:*** The health food industry is divided into two categories: (1) Those the young people call "the pill stores," which sells mostly pills and supplements, not much food. They have been around for decades. (2) The newer natural food stores, run mostly by young people of today's counter-culture, who sell mostly foods and beverages. These stores are based on the philosophy of living in harmony with nature, rather than trying to conquer Nature. Oliver, Cheri, and Krispin are members of the collective which runs Beautiful Day, a natural foods store in College Park, Maryland.

"Bill Beal tries to eat raw fruit and vegetables because cooking, he says, reduces their nutritional value. A typical day's breakfast is cottage cheese of tofu (soy bean curd), mixed with home-made yogurt, brewer's yeast, wheat germ, dark molasses, and fruit–dried or fresh." Note: This article, with two photos, is written in an unsympathetic tone.

1978. *Sunset* (*Menlo Park, California*). 1971. An introduction to soybeans. 146:226, 228. April.
• ***Summary:*** "'They taste so good!' was the exclamation we heard over and over again from our taste-testers who were sampling soybeans for the first time. The intriguing nutlike flavor and tender texture of these highly nutritious legumes comes as a pleasant surprise.

"Soybeans are indigenous to China and Japan, where they have been used since before recorded history. Here in

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the West the dried beans are readily available in health food stores and Oriental markets."

Describes how to soak soybeans (6-8 hours or overnight; reserve liquid for cooking), and how to cook them (simmer for 3 hours). Gives recipes for: Dry-roasted soybeans [soynuts]. Baked soybeans (with onion, salt pork, molasses, catsup, salt, mustard, Worcestershire sauce, and pepper). Marinated soybean salad. Refried soybean tacos.

1979. Greene, Wade. 1971. Guru of the organic food cult [J.I. Rodale]. *New York Times Magazine.* June 6. p. 30-31, 54, 56, 58, 60, 65, 68, 70.
• ***Summary:*** The New York Times Magazine is part of the Sunday New York Times and may be simply listed as such.

A long, well researched, and rather negative discussion of Jerome Irving Rodale. Photos show: (1) J.I. Rodale exercising by hanging from an overhead bar in his book-lined study at Emmaus, Pennsylvania. (2) A Rodale farmhand watering vegetables in a shaded manure bed. (3) Rodale hooked up to a machine that increases his body's supply of energy. (4) His son, Robert Rodale, in the Rodale pressroom. Last year Rodale publications grossed $9 million. (4) The cover of the May 1971 issue of *Prevention* magazine. It sells one million copies a month. Address: Freelance writer.

1980. El Molino Mills. 1971. Display ad: Naturally better–For the whole family. Cara-Ca Crunch. Non-chocolate candy. *Los Angeles Times.* June 20. p. K6.
• ***Summary:*** "Cara-Coa is made from the fruit of the Carob tree (St. John's Bread, Boeksur, Honey Locust)–a source of nutrition since Biblical times. It tastes like the finest chocolate, yet there's no cocoa or chocolate to cause allergy or skin problems.

"Cara-Coa instant drink: Dissolves in hot or cold milk, Carob natural fruit sugar adds only 25 calories per glass.

"Cara-Coa carob powder: Better'n chocolate for baking, cooking, blending. Ideal for cakes, frosting, cookies and ice cream.

"Cara-Coa Nuggets: For Toll House cookies."

"El Molino Mills. Specialty millers since 1926. Over 90 whole grains, stone ground flours, bread mixes, seeds, etc." An illustration shows the oval El Molino logo. A photo shows a box of Cara-Coa Crunch. A boy is holding a carob candy bar. Address: Alhambra, California 91803.

1981. Grist Mill. 1971. Display ad: Fresh wholesome products from the Grist Mill. *Los Angeles Times.* June 20. p. K6.
• ***Summary:*** "New Super Granola in three varieties: Regular, Carob & Fruit, & Nut–Cereals for breakfast or snacks.

"Super cereal–The original organic trace mineral cereal.

"The original Honey Graham Crackers.

"Soy Cookies 'The nutrition cookie.'

"Wunderbar–Natural candies in 5 delicious flavors–A wonderful source of natural energy.

"Look for the Grist Mill products in health food stores across the country.

The circular logo shows: "Grist Mill. Since 1917." Address: 748 Ceres St., Los Angeles, California 90021.

1982. Lambson, Marilyn. 1971. Get the health food habit: Health foods mean plain good nutrition. Here are some tips on how to best feed your family–and what to feed them. *Los Angeles Times.* June 20. p. K1.
• ***Summary:*** A photo shows the inside of a large warehouse. The caption: Health food distribution is no longer a small operation. Top, plant of Kahan & Lessin in Compton, largest distributors of health food products in Southern California, and bottom, Hain plant. Address: Teacher of nutrition.

1983. *Los Angeles Times.* 1971. A sweet substitute for 'choco-holics.' June 20. p. K2.
• ***Summary:*** Carob, also known as St. John's Bread, Johannes Brod, Boecksur and Locust Honey, has been well known since Biblical times. John the Baptist was supposed to have survived on it during his 40 days in the wilderness.

While carob has a taste similar to chocolate many can tell the difference between the two. It took El Molino Mills 20 years of experimenting with various formulas, processes and ingredients to come up with "Cara-Coa," which is "carob with a flavor most people describe as that of rich Dutch chocolate at its best.

A choco-holic is someone who gets an unfavorable reaction from eating chocolate–such as headaches, wheezes, or skin problems–but is so hooked on the taste and sweetness that he won't stop indulging.

1984. Tabuchi, Ichiro. 1971. Saishoku-shugi no riron-teki haikei: Shokubutsu-sei tanpaku shokuhin kaihatsu ni okeru shûkyô-teki tachiba ni tsuite [Theoretical background on vegetarianism: The religious viewpoint in the development of vegetable protein foods]. *Shokuhin Kaihatsu* (*Up-to-Date Food Processing*) 6(6):31-35. June. [5 ref. Jap]
• ***Summary:*** Contents: Seventh-day Adventists. Ellen G. White's viewpoint. Seventh-day Adventist food enterprises and their purposes. Popularization of Soyalac made by San-iku Foods (Shokuhin) in Japan. The campaign for quitting tobacco in 5 days at the Adventist Tokyo Hospital (*Tokyo Eisei Byoin*).

The section on the popularization of Soyalac states: "Although in a recent issue of *Shokuhin Kaihatsu* magazine, soymilk was described as an illusory food (*maboroshi*), at least for us, it is a very real food, because San-iku Shokuhin has been making soymilk for the last 12 years and providing it for our school dormitory cafeteria meals. We have gotten good results in both taste and nutrition. With this experience and Loma Linda's formula and technique (they make

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formulated dairylike [chôsei] soymilk), Neo-Soyalac was born. It is a superior, nutritious infant formula.

"Soyalac was developed by Dr. Harry W. Miller, who was the world's leading authority in the field of soymilk. He spent half a century researching and developing Soyalac. It started to be produced and sold in the 1940s. Since that time it has contributed as an infant formula, and a milk substitute for children who are allergic to or dislike dairy milk. Its effectiveness and safeness have been proved by clinical experimentation. Also, Soyalac was used after World War II as an especially nutritious food for the protein-rich food program of the World Health Organization (WHO), FAO, and UNICEF and it saved many children from starvation and kwashiorkor.

"San-iku Shokuhin is now starting this work in Japan. We are trying to popularize our soymilk through very special methods such as via our religious network, health food stores, and doctors detailings. Babies who can't drink cow's milk or had allergies have been saved. Those with rashes and sweat rashes have been cured. We have received many expressions of thanks. One mother raised her 3 children on soymilk only, and one of the three was selected at a healthy baby contest in her county (*gun*). Formulated soymilk is not a medicine, therefore we are not allowed to promote its medicinal effects. Nevertheless, these various good effects have been proved clinically and in actual experience.

"A century ago, Ellen G. White predicted that 'the time will come when we will not even drink dairy milk.' Now we feel that this prediction is coming true as we see our dairy milk contaminated with penicillin, BHC, DDT, etc. I feel that in this day and age our work to popularize soymilk, which contains no antibiotics, no chemicals, and no cholesterol, and which is so nutritious and healthy, is very meaningful." Address: Product Development Dep. (Kaihatsu-bu), San-iku Foods, Japan.

1985. *Glamour.* 1971. Are health foods healthier? 65(5):104-05, 161-62, 164-66. July.
• ***Summary:*** This is a discussion, sponsored by *Glamour* magazine, between: (1) Adelle Davis, whose "best-selling nutrition books are considered extreme by many doctors but are bibles for a lot of people." (2) "Dr. Leo Lutwak, a professor of clinical nutrition at Cornell Univ. [Ithaca, New York], is also a physician, biochemist, and nutrition consultant for the National Aeronautics and Space Administration" (NASA). (3) "Lillian Roxon, who writes a column about health in *Fusion*, a rock magazine, says the purpose of her column is to 'get kids away from hard drugs and into health instead.'" (4) "Dr. Thomas Waddell, whose specialty is infectious diseases, was a participant in the decathlon event in the 1968 Olympics, served part-time as physician for the team. He has written several articles on food and drug abuse among athletes."

1986. Rodale, Robert. 1971. The right way to vegetate: Organic food. *Washington Post, Times Herald.* Aug. 19. p. H4.
• ***Summary:*** Many young people are turning to vegetarianism. Here are some of the main reasons: 1. Reverence for life. 2. Mystical [and ethical] reasons. 3. Economy. 4. Animal feeds are drugged. 5. A vegetarian diet can be healthful–as shown by studies of Seventh-day Adventists. Rodale then offers a few words in favor of eating meat. His personal preference in diet is a compromise between a vegetarian diet and the standard American meat-heavy diet.

Some vegetarians eat novel foods. "Health food stores catering to vegetarians do a big business in millet, buckwheat groats, unpearled barley, nutritional yeast, and even Japanese Azuki beans."

Both vegetarians and meat-eaters show a growing interest in such healthy foods as wheat germ, sunflower and pumpkin seeds, brown rice, raw or lightly roasted peanuts, and peanut butter.

1987. Meyer, Gerald. 1971. The company at Checkerboard Square: Ralston reaches far from its St. Louis center. *New York Times.* Aug. 29. p. F3.
• ***Summary:*** A good overview of Ralston Purina today, and a look back at its wise and charismatic founder, William H. Danforth.

The company began in 1894 as the Robinson-Danforth Commission Company, a St. Louis partnership that produced mixed feed for horses and mules. In 1896, after a tornado wrecked the mill, Danforth was able to get a loan on the strength of his character. But this time he started alone. "Two years later he began producing a wheat breakfast food that won the endorsement of a health club president named Dr. Ralston.

"The cereal, and in 1902 the company, were given the willing doctors name."

Photos show: (1) R. Hal Dean. (2) The checkerboard square logo. (3) William H. Danforth.

1988. Bee, Polly. ed. 1971. Ojai Golden Anniversary 1921-1971. Ojai, California: Ojai Valley News (Fred Volz). 67 p. Aug.
• ***Summary:*** A full-page ad (p. 38), titled "Bill Baker's" states: "The original Bill Baker was known as the greatest cake decorator in the world as well as the originator of unsurpassed bread. Today Bill Baker's still makes the best bread from the finest unbleached flours, and still makes it in the sturdy 75 year old oven that served the founder."

Photos show: (1) Young Bill Baker in 1906, dressed in a white baker's uniform with a white cap, standing beside a beautiful, elegant white cake that is several feet taller than he is. Caption: "A Bill Baker masterpiece in 1906." (2) A loaf of bread. (3) An elaborately decorated cake (½ page) on a round

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lace mat with the words "Greetings from Ojai, California" written across the top of the cake, above a cross.

1989. Landefeld, Jill. 1971. Health foods: A better way? Faddists convinced they are. Traditionalists disagree. *Los Angeles Times.* Sept. 12. p. SG-C3.
• ***Summary:*** No doubt about it; eating habits in America are changing. The person who used to be considered a "health nut" is today the typical American. Many people switch to eating health foods and organic produce, and taking supplements, and consuming less meat and sugar, when they lose their good health and their doctor's don't even bother to check what they are eating. Health foods include whole grains and flours (brown rice instead of white, whole wheat bread instead of white bread), avoiding refined foods and white sugar, new natural foods (wheat germ, sunflower seeds, produced grown without toxic pesticides or chemical fertilizers).

A large photo shows Gene Vandercook, President of El Molino Mills (Alhambra, California) as he checks bags of grain and flour. "Health food faddists say the bread made from flour without additives has much more nutritional value than enriched breads." Also appeared on Sept. 19, p. SG_C7. Address: Times staff writer.

1990. *Los Angeles Times.* 1971. Nutrition assn. adopts dealer code of ethics. Sept. 26. p. H6.
• ***Summary:*** The active members of the Southern California Nutritional Foods Association (SOCAL), which is made up of retailers in the health food industry in the Southland, have adopted a code of ethics. SOCAL is a chartered regional affiliate of the National Nutritional Foods Association (NNFA).

The code of ethics is described. It is mostly about fair prices, good service, honesty, cleanliness, and respect for the customer–rather than the kinds of foods sold. No mention is made of organic, whole foods, unrefined foods, meats, sugar, etc.

"A sign indicating membership in SOCAL and NNFA is a guarantee of quality merchandise and ethical business practices, the association says."

1991. *Los Angeles Times.* 1971. Kahan and Lessin Co. big in health foods. Sept. 26. p. H1, H7.
• ***Summary:*** Kahan and Lessin Co. (Compton) is one of California's largest distributors of health and diet foods. It was formed in 1945 by the union of two small Los Angeles food distributors: The Ben Kahan Co. and the Joseph E. Lessin Co. During the depression years of the 1930s, they both distributed health foods such as breads, dried fruits, honey, juices, herb teas, candles, etc. When World War II started, Joe Lessin entered the service–and thus ended his business. When the war ended, in 1945, Joe and Ben got together and formed Kahan & Lessin Co. (K&L). In 1948 Art Miller (who had started in the health food industry in the 1930s in New York with All Health Food Distributors and Brownie's Natural Foods) joined the company and in 1955 became a partner. Today, Kahan is president, Miller is vice president, and Lessin is secretary-treasurer of the company.

Ben Kahan recalls that in 1932, when he graduated from the Los Angeles City school system, the health food industry was virtually non-existent. He started the Ben Kahan Company because of economic necessity, but he soon came to realize the value of natural and organic foods. Early meetings and associations with the patriarchs of the industry such as Otto Carque, William T. Thompson Sr., and Eugene Vandercook Sr. deepened his interest.

In those early days, Ben's company served the few existing health food stores in Southern California. Those still in business include The Grist Mill in Los Angeles, House of Nutrition in San Diego, Schulman's in Long Beach, and Seilers in Huntington Park.

Major early manufacturers of health foods included El Molino Mills, Hain, Ayers & Held, Battle Creek [J.H. Kellogg, in Michigan], Alberty, Dia-Mel, Cellu, Modern Products, American Dietaids, and Schiff.

By the mid-1940s, K&L was distributing a previously unimagined 1,500 items, compared with 8,000 items today.

In 1950 K&L moved into a facility of 5,000 square feet on Hunter St. in Los Angeles. In 1955 it moved again to a building of 18,000 square feet on the same street.

Last year Kahan & Lessin opened a 65,000 square foot warehouse and office on a 2-acres site at 3131 E. Maria St. in Compton, to serve 2,000 health food stores in 11 western states, Texas, Alaska and Hawaii. It boasts 11 shipping docks, 126 parking spaces, a railroad spur, freeway access, air conditioning, insulation, and resistance to earthquakes and fires. A refrigerator of 43,200 cubic feet is so large that a fork-lift truck can be driven in.

K&L, a full-service distributor, notes that efficiency plus accuracy equals service. Computers help to make operations more efficient.

All three principals share a deep personal belief in and commitment to health foods; they believe that the future of this industry looks very bright.

A large photo shows Kahan & Lessin's current warehouse at 3131 E. Maria St. in Compton.

1992. *Los Angeles Times.* 1971. 'Whole grains' term explained by millers. Sept. 26. p. H6.
• ***Summary:*** "Whole grains are those that are almost intact." The outermost hull is carefully removed, but the underlying polish and bran layers, and the germ (such as wheat germ) remain. These remaining layers contain the vitamins and minerals that make grain such a wholesome, nutritious food.

El Molino Mills says it hulls their brand of natural brown rice using special rubber rolling techniques. Natural brown rice is reported to contain at least nine times as many

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elements as the usual polished white rice. Moreover, the germ is a rich source of B-vitamins and of vitamin E. In stone grinding, as practiced by El Molino Mills, the cool, slow rubbing spreads oil of the germ of evenly throughout the flour so that it does not turn rancid. El Molino also sells raw wheat germ–untreated and uncooked.

A photo shows various tempting foods, including a "soya-rice banana bread."

1993. *Christian Science Monitor.* 1971. Soy sauce perks up many American dishes, especially turkey and corn. Oct. 21. p. 11.
• ***Summary:*** Kikkoman began when two families in Japan started a soy sauce company at about the same time the first English families at Plymouth Rock enjoyed their first Thanksgiving. Kikkoman now has a test kitchen in San Francisco, where a home economist uses the company's soy sauce directly on meats as a table sauce.

Soy sauce originated in East Asia. "The Chinese and Japanese names for soy sauce are very similar–"see yow' and 'shoyu' respectively." The original soy sauce in China was made from soy beans, water and salt only. But in Japan, long ago, it was found that adding crushed, toasted wheat produced more natural sweetness, better color, and additional flavor notes. In China, soy sauce is still generally made without wheat–although some manufacturers now add it.

"The 'tamari' sauce sold by American health food stores is really a Chinese-type sauce made in Japan with a Japanese name." But it is no longer authentic tamari, made without wheat; it generally now contains some wheat.

Since 1898 Kikkoman has been the purveyor of soy sauce to the Emperor of Japan. They constructed a special factory for his sauce [the Goyô Gura at Noda].

1994. Howard, Jane. 1971. Earth Mother to the foodists: Adelle Davis is an expert on eating. *Life* 71(17):67-70. Oct. 22. [4 ref]
• ***Summary:*** A good, sympathetic article. Photos show Adelle Davis: (1) Tasting a salad. (2) Surrounded by admirers as she gives impromptu advice in a California Apricot orchard. (3) Canning in her own kitchen. (3) Playing tennis.

1995. National Health Foods Association. 1971. Display ad: Buyers "go organic." *New York Times.* Nov. 1. p. 66.
• ***Summary:*** A small, square ad. "Plan to attend the National Health Food Fair. Vitamins. Honey. Herbs. Books. Nuts. Tobacco. Grain. Foods, etc.

"Mon., Nov. 1st, 10 am to 6 pm. McAlpin Hotel, 34th St. & Broadway, N.Y.C."

1996. Sokolov, Raymond A. 1971. The food at the heart of commune life. *New York Times.* Dec. 2. p. 60.
• ***Summary:*** Lucy Horton has spent most of the past year on the road, visiting more than 40 communes and collecting country commune recipes. Now she is compiling them into a cookbook. Food is the key to understanding the communal experience. "Food has religious significance." A photo shows Lucy Horton. Contains three recipes, including "Tamari dressing" (with "¼ cup tamari soy sauce"). A note explains: "Tamari soy sauce is available at health food stores and Japanese groceries..."

1997. Bee, Polly. 1971. Baking health food breads thriving business in Ojai: Made cakes for presidents. Bill Baker's Bakery. *Ojai Valley News* (*California*). Dec. 22. p. 1. Front page.
• ***Summary:*** "Editor's note: This is the first of a two part article about the Bill Baker Ojai Bakery.

"Health foods are nothing new for Ojai. About 45 years ago Bill Baker, local forerunner of such products, experimented with vitamin rich, high protein breads at his Soya and Lima Bean Bakery and became noted far and wide for successful production of these. He was also nationally known for his cakes and pastries, although the latter products have been discontinued at the bakery today.

"One of Ojai's oldest continuing industries, probably second in age only to the 1891 beginning of the Ojai newspaper, the original bakery was founded in 1896, according to Harmon Vaughn, present baker-owner. It came under Bill Baker's Management about 1920.

"Baker came to the United States as an immigrant when he was 12 years old. sent by his father who wanted to keep him out of the German Army. At that time mere boys were conscripted to be soldiers. He was sent in the custody of a relative who worked as a sister at a Lutheran hospital in Philadelphia. Her job was such that the young boy generally had to shift for himself.

"According to Vaughn, Baker's life work started one day when the hungry boy was lured into a bakery by the wonderful smells, asking to work for something to eat. He was offered food and a place to sleep in exchange for work, and remained on to learn his trade as baker, decorator and chef.

"White House: During his successful career he worked for some of the finest hotels in the country, eventually becoming chef at the White House. After leaving there he continued to send special cakes to Presidents Calvin Coolidge, Herbert Hoover. and Franklin D. Roosevelt.

"He has been called the world's greatest cake decorator, and his name became synonymous with quality in foods. 'Baker's style of decorating is almost a lost art today,' Vaughn said. 'He used icing rather than frosting, making hard sugar decorations. People simply don't have time for this anymore.' Icing, in contrast to frosting, sets up hard, won't fall apart, melt or run down and is edible almost indefinitely.

"It was not uncommon for Baker to work as long as a year on decorations for a special cake, and Vaughn still has

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the old tool box used, containing brushes and knives, much like a woodworker's equipment. 'He'd roll out the icing on a marble slab so it wouldn't stick, and actually carve his creations.' Vaughn said.

"How it was done: Many of Baker's decorations were made from a sulfur and plaster of Paris mold. The design was first created in icing and melted sulfur was poured over it. Plaster of Paris then was added around the sulfur. The original sugar decoration was melted out with water, leaving a mold that was filled with hard icing (almost like putty), which was pressed down to pick up the tiniest details.

"The decoration was removed from the mold by a dampened powdered sugar bag to which it adhered. Color was applied afterwards, using paste coloring. "'Rose decorations were Steamed and then colored powder blown on to give a natural look,' Vaughn said. 'Sometimes they were even perfumed and smelled just like a real rose.'

"Some of the original molds and sugar decorations are stored at the bakery.

"One of Baker's most famous cakes was a giant World Exposition cake baked for the San Francisco World Fair in 1939. A fruit cake baked in the Ojai bakery, it weighed a thousand pounds, was five feet at the base, three feet high, and three feet across the top. Vaughn recalls that part of the side of the bakery had to be removed when it was shipped by rail to San Francisco.

"Elaborately decorated with icing replicas of the California missions, Ojai valley mountains. Golden Gate bridge and San Francisco bay, the cake took well over a year to create and was on display for two years at the Exposition before being eaten.

"When asked about its keeping qualities, Baker is said to have replied, 'Ten years from now (1939) it will still be tasty.'

In 1925 Baker authored a book entitled *Master Craft in Cakes and Decorating*, now a collector's item worth over $500. Vaughn has the first copy from the binders inscribed to the author with the compliments of the publisher. It is written for the baker as a businessman, offering advice on decorating and designs, recipes and display.

"Bread experiments: In addition to his cakes, Baker began experimenting with [soya] bean flour breads in response to a plea from W.D. Sansum, famous dietetic expert of Santa Barbara, who urged the bakers of the vicinity to produce bread from bean meals particularly for his patients suffering from diabetes, heart and stomach trouble. The objective was to get away from starch, fats and gas forming ingredients, yet provide a universal diet, which could be eaten and enjoyed by everyone sick or well.

"Baker experimented for a time with kelp bread, but this was never well received. After a number of failures, he finally succeeded in producing breads with enough soya or lima bean flour to be non-acid producing yet still palatable and appetizing in appearance.

"In an early brochure advertising his lima, soya and gluten products, he wrote, 'We have for several years been improving our first efforts in both flavor and appearance, until now we have attained loaves which are being acclaimed by thousands of users as the equal of any breads obtainable.'

"He also perfected a lima bean wafer and two 'quick biscuit' mixtures made from both soya and lima bean flours. The mixtures were ready for use as biscuits, muffins, hotcakes or waffles simply by adding water and baking."

Photos show: (1) A huge cake with two bridges on top. Caption: "Wonder of Treasure Island–was this 1939 World's Fair cake created by Bill Baker and shipped by rail to San Francisco. It was decorated with scale models of the 19 California Missions against a background of Ojai valley mountains, replica of Treasure Island, exposition buildings, and the great bridges of San Francisco Bay. Ingredients for the fruit cake, which measured five feet at the base, three feet in height and three feet across the top, included 100 pounds of sugar for the icing, 60 pounds of sugar for the cake, 60 pounds of butter, 50 dozen eggs, 15 gallons honey, two gallons molasses, 100 pounds flour, 50 pounds each citron, lemon peel, orange peel, chopped walnuts, pecans, 75 pounds of cherries, 30 pounds figs, 200 pounds raisins, ten gallons of California wine, and five pounds of mixed spices. It took a year to make."

(2) A cake for the President and his wife. Caption: "'Merry Christmas President and Mrs. Roosevelt–from California' adorned one of the many masterpiece fruit cakes created by Bill Baker in his Ojai Bakery. The authentic scale model of the Santa Barbara Mission was made of hard icing, as were the roses and other decor. The cake was three feet wide at the base, standing about two feet high. Since this particular one was sent to the White House for presidential consumption, it was crated under supervision of two security agents, who sealed over with wax each screwhead, imprinting on each the presidential seal. The agents stayed with the crated cake until delivery."

(3) A photo of Harmon Vaughn wearing a white baker's hat, eye glasses, white clothing, and holding up two objects. Caption: "Original Mold–used by Bill Baker in creating a decorated cake that was sent from the Ojai Lions Club to the President of Mexico is displayed by Harmon Vaughn, present owner, baker of the Bill Baker Ojai Bakery. The photo he holds shows the cake on which the hard sugar eagle was used.

(4) "Poyo Cookies for Eleanor Roosevelt–were baked in the Ojai Bakery in 1939 and mailed to her in cans that can be seen on the wooden table. She in turn sent most of them to the polio crippled children at Warm Springs, Georgia. Shown getting the cookies ready for shipment are Helen Vaughn, Winnie Carsner, Victor Miller, Bill Baker, Harmon Vaughn and Pat Carsner." Address: Ojai, California.

1998. **Product Name:** Sanitarium Health Foods Vegelinks

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(Vegetarian Frankfurter).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1971.
Ingredients: Wheat protein, vegetable oil, yeast, soy protein, salt, Savex, hydrolysed vegetable protein, onion.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a frankfurters on a bed of sauerkraut "Vegetable Protein–Serve fried, boiled, barbecued, roasted or grilled." Recipes for Party Pleasers and Danish Open Omelette.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1971. But note that Worthington Foods introduced a product by this name in 1960, and in 1971 its main ingredient was Fibrotein, spun soy protein fiber.

1999. **Product Name:** Sanitarium Health Foods Soya Loaf (Canned Meatless Meatloaf).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: Sydney, N.S.W., Australia.
Date of Introduction: 1971.
Ingredients: Soya beans, wheat protein, soy sauce, vegetable oil, peanuts, tomato, monosodium glutamate, onion, salt, herbs.
Wt/Vol., Packaging, Price: 425 gm can.
How Stored: Shelf stable.
New Product–Documentation: Label. 1980, undated. "Vegetable Protein–Ideal for casseroles, stews, patties." Letter from Sanitarium Health Food Co. 1981.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1971.

2000. La Force, Beatrice. 1971. Alpine–southern California: History of a mountain settlement. Alpine, California: Published by the author. Printed by Sunlight Press in Lakeside, Calif. [6] + 529 + [16] p. Illust. No index. 25 cm.
• ***Summary:*** The section titled "The Irvines" is a biography of Clarke and Alice Irvine. "Clarke Irvine adopted Alpine as his weekend retreat in the 1930's, coming to his Tavern Road address to escape the tensions of Hollywood Life... Among his good friends in the movie colony were Myrna Loy, Will Rogers, Lon Chaney, Irene Rich, Douglas Fairbanks and many others of that era."

"Clarke and Alice's three daughters, Cynthia, and twins Celeste and Cecile, were all born and raised in Alpine. Cynthia married and moved away. The twins are both living at home with their parents while attending Grossmont College. Talented folk singers, billed as the Irvine Ranch Twins, the girls have appeared on many shows on stage, television, and radio. Cecile was the first Miss Alpine and first runner-up for Fairest of the Fair. Celeste is the present Miss Alpine, having won the title in the latest competition.

"Alice Irvine has been the 'power behind the throne' of the Alpine Sun for years... The past few months since Clarke has been seriously ill, Alice and the twins have edited the paper and done a good job of it."

"Last year the Alpine PTA planted a tree in the school yard in honor of the Irvines, a token of the community's appreciation for their not always rewarding work as reporters of the village news."

Photos show: (1) Cecile and Celeste with guitars, 1971. (2) The Sun office, 1953-1971. (3) Celeste Irvine, 1971, in bathing suit, crown, and banner "Miss Alpine." A student at Grossmont College, she received the crown from her sister Cecile who was Queen in 1969. (4) Portrait of Clarke and Alice Irvine. (5) The Irvine twins, Mis Alpines, standing together in long white dresses, crowns, and banners (1969, 1971). (6) Living memorial tree for Irvines, in a planter box.

Note: This work of love contains many black and white photos. Clarke Irvine's name is misspelled "Clark" throughout.

2001. Levitt, Eleanor. 1971. The wonderful world of natural-food cookery. Great Neck, New York: Hearthside Press Inc. 320 p. Illust. by Carol Nelson. Index. 24 cm.
• ***Summary:*** With 650 recipes. In Chapter 8, the section on Soybeans (p. 132-38) has the following contents:

Soybeans (about). Chicken Hawaiian (with ¼ cup Tamari sauce). Soy milk home style. Roasted soybeans. Pan-cooked soybeans (well soaked, then simmered). Baked soybeans en casserole (with 2 cups dry soybeans). Creole soy sprouts. Sprouting beans or peas. Soybean pulp (cooked soybeans pressed through a coarse sieve or ground in a food-grinder). Cooked, chopped soybeans. Soybean cereal (chopped in a blender, browned in a preheated lightly oiled skillet, covered with boiling water, and simmered for two hours or more–or until tender).

Individual entries: Page 19: "Soy (soya) flour. Used with wheat flour in baking. It contains a good fat with high lecithin content. See Cornell flour formula."

Page 20: "Lecithin. A palatable by-product of soybean oil, it tends to prevent deposits of fat. As a dietary supplement, use 1-2 heaping teaspoons in fruit juice, on cereal or mixed in cooked foods."

Page 23: Oils–"Soy. High in unsaturated fatty acids, it can be used for baking but not for frying (as it foams). Because it is crude and unrefined, it is dark, heavy and tastes like roasted soy beans."

Page 34: "Bean curd appetizer: A delicate, fragile, easily digested high-protein food, it can be bought fresh in Chinatown but must be used within a day or so. Or you can make your own as directed below (with 3 cups cooked soybeans; this is Not tofu).

Page 51: Salmon and soy pudding (with white sauce

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made of 1.33 cups soy milk).

Page 62: Soy bean soup (with 1 cup dried soy beans, soaked overnight in water to cover).

Page 69: Soy milk sauce (with 1 cup homemade soy milk).

Page 75: Soybean souffle (with 3 cups cooked soybeans).

Page 224: "Lecithin salad dressing: For an oil and vinegar dressing, use ¼ cup liquid lecithin for every 3/4 cup of oil."

Page 229: "Cornell flour formula: For every cup of flour, add 1 tablespoon soya flour, 1 tablespoon dry milk powder, and 1 teaspoon wheat germ..."

Page 245: "Whole wheat and soy flour pancakes" (with 1 cup soy flour and 1 cup whole-grain wheat flour).

Sources of supply (p. 312): "Your local health-food store should have the recommended ingredients and equipment; if not here's a list of mail-order supplies. Do check labels to be sure you're getting organic foods:

"Barth's of Long Island, 270 W. Merrick Road, Valley Stream, N.Y. 11582: Appliances and equipment (home flour mill, grinder, seed germinator, yogurt maker, steamer, etc.); organic candies; seeds; nut products; oils; vitamins; minerals; supplements; banana flakes; honeys; herb teas, etc. Catalog.

"Deer Valley Farm, R.D. 1, Guilford, N.Y. 13780: Appliances; eggs, cheese and dairy products; fresh fruits; poultry; baking supplies; baked products; chia seeds, vitamins; supplements. Catalog.

"El Molino Mills, Alhambra, California 91801: Organically grown flours; yeast, baking supplies.

"Fearn Soya Foods, 4520 W. James Pl., Melrose Park, Illinois. 60160: Legumes; seeds for sprouting; grains.

"Good Earth Natural Foods, Inc., 1336 First Ave., N.Y. 10021: A complete health food store. Catalog.

"Good Life Store, North Hollywood, Calif. 91600: Complete health food store.

"Organic-Ville, 4177 West Third Street, Los Angeles, Calif. 90005: Groceries; produce, etc.

"Rocky Hollow Herb Farm, Lake Wallkill Road, Sussex, N.J. 07461: Herbs; rose hips; roots; barks, etc. Catalog.

"Shiloh Farms, Sulphur Springs, Arkansas 72768: Dairy products; fresh produce; flours, cereals; grains; nuts; baked goods; dried fruits; organic meat, etc. Wholesale only.

"Walnut Acres, Penns Creek, Pennsylvania 17862: Flours; grain; seeds; drinking water, water filter; raw sugar; appliances; baked products; teas; cheese and milk products; herbs; nuts; vitamins and supplements, etc. Catalog.

"Whole Earth Catalog, Portola Institute, 558 Santa Cruz, Menlo Park, Calif. 94025: Stores throughout country. Catalog."

On the inside rear dust jacket is a section about the author, with a portrait photo of Mrs. Eleanor Levitt. This book is not vegetarian.

2002. Bee, Polly. 1972. 20,000 loaves of bread baked every week at Bill Baker's. *Ojai Valley News* (*California*). Jan. 5. p. 1. Front page.

• ***Summary:*** "Bill Baker's Ojai Bakery has got to be the busiest place in town Sundays through Thursdays. The greatest smell in the world." "Operation of the bakery is a family affair involving owner–master baker Harmon Vaughn, his wife, brother O.B. Vaughn and wife, sister Dorothy Downard and niece Louise Downard, in addition to five other employees. The bakery has come a long way since Bill Baker's days when four employees performed all the work, turning out soya, lima bean and gluten breads, decorated cakes and other pastries."

The specialty is still health food breads that contain high protein flours. "Soya bread still heads the list for the highest protein, vitamin, and mineral content. The original lima bean bread has been discontinued. It never was as popular as soya bean bread, and lima bean flour is no longer milled.

Vaughn learned his trade from Bill Baker, starting in 1936. He and his wife were newlyweds out of an Arkansas high school. The pastry business was moved into the arcade several years before Bill Baker died and was later sold. The present owner is Floyd Dunn of the Village Pastry Shop now located on Matilija street.

Vaughn become owner and manager of the bakery in 1944. It is jammed with people every Sunday. The baked goods are sweetened with honey and no preservatives are used. The original brick oven, built in 1896, has never been cold since it started work. All the sourdough and french breads are baked in it. It is topped and sided with 3 feet of sand. It is "heated by a flame torch for one and a half hours before use. "The flame is then removed and the baking is done without live heat. In the early days, the bread that required the most heat was baked first, while pastries requiring lower heat were baked" later as the oven bricks cooled. Vaughn is proud of still using the original starter "sponge" made from wild yeasts.

Photos show: (1) Louise at the bread wrapping machine. (2) Mrs. Harmon Vaughn standing in front of the original brick oven. (3) A local delivery man picking up freshly-baked bread in racks. (4) Bread dough being proofed as it is moved by a link conveyor through a glass fronted cupboard. Address: Ojai, California.

2003. See, Carolyn. 1972. The sage of sensible eating. *Los Angeles Times*. Jan. 15. p. W23, 26, 28, 30. Saturday.

• ***Summary:*** This excellent, long, positive character sketch and biography of Adelle Davis begins: "Adelle Davis may be the most wonderful woman in the world. If there were a Wonderful Woman Olympics, she would at least make the finals." The writer interviewed Adelle at her home in Palos Verdes Estates, California–expecting a short talk. Adelle (actually Mrs. Frank Sieglinger), age 67, plays tennis every morning from 7 to 9, then answers her mail until noon with

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the aid of a secretary, naps in the afternoon, and plays bridge at night. Somewhere in between she "revises her books and speaks to every living, breathing group of people remotely interested in nutrition." Only recently has Adelle become a real celebrity, even though she has been working in the field for almost 30 years. The public has finally caught up with her views on nutrition and health.

Her message is opposed by two different sets of powerful interests: (1) Food processors who make millions of dollars each year by selling "comparatively worthless products." (2) Vendors of patent medicines, who treat those who have eaten the "refined, chemical-laden products" once they start to feel lousy.

"Miss Davis" advises people to eat plenty of fresh, green vegetables, organic meats, and "whole grains–brown rice," soy beans, barley, and lentils. Avoid anything instant–rice, mashed potatoes, etc. Take large daily vitamin supplements.

Adelle Davis grew up on a farm in the Midwest, the "fifth girl in a family that wanted just one boy." She joined a 4-H club, and became involved in many projects with livestock and nutrition. This led to a BA in nutrition from Purdue University [Indiana], followed by her MS in biochemistry. She married Frank Sieglinger [and is still married, her 2nd marriage], they adopted two children [a boy and a girl], and she wrote four books. She is restless and has a small vegetable garden. They all swim nude in her home pool. 20% of Americans know who Adelle Davis is.

They end up having lunch together at a little outdoor cafe nearby. "Adelle knows everyone in the restaurant. Housewives come up and hug her."

Those old enough to remember World War II remember the Basic Seven food groups. These have now been simplified down to four–which nutritionists consider the basis of a good diet: (1) milk and its products, (2) meat, poultry or fish, (3) vegetables and fruits, and (4) breads and cereals.

Photos show Adelle Davis: (1) As a child, about 2-3 years old. (2) As young dietitian in New York. (3) As a married woman in about the 1950s. (4) Today, with her partly grey hair drawn back in a tight bun.

2004. Catt, Sam. 1972. Viewpoint on Nutritrion tells story on TV. *Los Angeles Times.* Jan. 23. p. 13.
• ***Summary:*** Linus Pauling, nobel prize winner, is one of the many prominent personalities who discuss food on the television show Viewpoint on Nutrition, currently broadcast on Sundays at 7:30 a.m. on KABC-TV (it moved to 8:30 a.m. after basketball season) and 20 other radio and TV stations across the USA.

The show is produced and conducted by Arnold Pike, who has been in the public affairs broadcasting business for 20 years.

Paike says the goal of the program is to help make Americans more aware of the importance of better nutrition in maintaining good health in a stressful world.

The program is presented by the National Nutritional Foods Association (NNFA) in cooperation with various community and educational agencies.

A list of those who have already appeared on the program, with their professional title and program title / subject is given. They include many physicians and dentists, as well as: Carlton Fredericks, PhD; and author Gayelord Hauser. On one program, acresss Julie Harris and Gayelord Hauser discussed the pros and cons of a vegetarian diet.

Photos show: (1) Actor Eddie Albert (left), Harry Matchett (president, National Nutritional Foods Association), and Arnold Pike (right, producer of Viewpoint on Nutrition TV show). Albert and Pike are seated at a table in a TV studio. All three look over the script of a program on sugar products and the American diet.

(2) Dr. W.D. Currier (left), Arnold Pike, and actress Dana Wynter (right). All three are seated at a table in a TV studio, where they are discussing hypoglycemia on the Viewpoint on Nutrition show.

2005. **Product Name:** Soy Beans–Whole, Soya Grits, or Soya Meal [Flour].
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: 3060 W. Valley Blvd., Alhambra, CA 91803.
Date of Introduction: 1972 January.
New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 14. "Soy Beans, Whole." 1 lb. "Soya Grits." 1 lb. "Soya Meal." 2 lb.

2006. *SoyaScan Notes.* 1972. Chronology of Janus Natural Foods, macrobiotic and natural foods distributor in Seattle, Washington. And of Granum. 17 March. 1992. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** 1972 Jan.–Janus Foods Inc. is established at 712 Seventh Ave. South in Seattle, Washington, by George Gearhart and Blake Rankin, formerly of Spiral Foods. Some background: In 1969, while a student at UCLA, Rankin came in contact with Erewhon, Los Angeles. After graduation from UCLA he and several friends set up a small health food store in Victoria, BC, Canada. Then he spent 3 months in Boston, Massachusetts, living in a Kushi study house and working in an Erewhon warehouse. Back in Seattle, he worked at Spiral Foods, a wholesale operation that was an offshoot of Chico-San. Spiral Foods owned the O-Soba Noodle Nook in Seattle. Shortly after that he and George Gearhart, the proprietor, closed Spiral Foods and in Jan. 1972 opened Janus Foods as a macrobiotic and natural foods wholesale and distribution company. Tim Hartman was third of the original incorporators; all three men managed the company. It was successful. From opening day, Janus sold miso and shoyu, imported from Japan; they were among

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the company's best-selling products. Janus never owned a natural foods retail store or restaurant, and never sold foods retail from their warehouse.

1972 Sept.–Rankin leaves Seattle on a trip to Japan via Hawaii. He leaves Hawaii for Japan in March 1973. Erewhon had given Janus permission to buy natural foods (bearing the Erewhon label) directly from Japan, so in the spring of 1973 Rankin traveled and worked with Muso and Mitoku to set up the first shipments to Janus in Seattle. Janus probably never paid any royalties or fees directly to Erewhon. He leaves Japan in Sept. 1973. Then he goes to Nepal and India on a spiritual search. In late 1973 he returns to Seattle and works for Janus.

1973–Two directories show that "Janus Foods Inc." is still located at 712 7th Ave. South, Seattle, Washington 98104. They now sell tamari and miso and distribute products from Erewhon, Spiral Foods, Deaf Smith, Pure & Simple, Chico-San, and Arrowhead Mills.

1974 March 8–Janus (Gearhart, Rankin, and Hartman) hosts the meeting of the Natural Food Distributors in Seattle; 16 people representing 12 companies attended.

1974 July 19. By this date, Janus Natural Foods, Inc. is located at 1523 Airport Way South, Seattle, WA 98134. Tim Hartman is still a manager of the company and Rankin is present. The company now sells barley koji. The company now has a lovely sprout-like logo (designed by Frederick Walsh) and a new brand called "Verity," whose labels were also designed by Walsh. Soy sauce and misos were sold under the Verity label for a while starting before Sept. 1976.

1975–The three managers decide to rotate the presidency of Janus annually. Rankin became president and Hartman left the company before his turn came around. During 1974 and 1975 Rankin and Gearhart were working on miso production.

1976 Sept.–Rankin leaves Janus and returns to Japan where he works for Mitoku and studies calligraphy. A few days after his arrival in Japan he meets his future wife, Yoko. They later had two children, but separated in 1988 and eventually were divorced.

1977–Janus leaves its large warehouse on Airport Way.

1979 Month? (before summer) Janus goes out of business, under the management of George Gearhart.

1981–Rankin returns to Seattle and in January or February starts Granum (pronounced GRAH-num, not GRAY-num) as a distributor and importer for Mitoku macrobiotic food products from Japan. The Granum logo is designed by Frederick Walsh. As of 1985 Granum has a small retail store and a 10,000 square foot warehouse, both at 2901 N.E. Blakeley St., Seattle, Washington 98105. Expected 1985 gross is more than $500,000.

As of March 1992 Granum has more than doubled its business compared with 1985. Blake has remarried to Nancy and they have a 2-year-old son, Addison. George Gearhart now lives in the suburbs to the south of Seattle. He is a sales manager, but no longer works in the natural foods industry. Address: 712 7th Ave. South, Seattle, Washington 98104.

2007. Jacobs, Sanford J. 1972. What tastes terrible and doubles in sales every 60 days or so? Crunchy Granola, that's what, and Layton Gentry is ready to sell the formula to you. *Wall Street Journal.* Feb. 16. p. 1.

• ***Summary:*** A great, original, funny front-page story on the modern origin and early modern history of granola. Collegedale, Tennessee: John D. Goodbrad, age 28, runs a small cereal factory in Collegedale; he makes Crunchy Granola, but neither he nor his employees are particularly fond of the stuff. He prefers Cheerios. An employee says that her kids don't like it much either, but she recalls that she once had a horse who really liked it.

Crunchy Granola is made of rolled oats, wheat germ, sea salt, sesame seeds, coconut, brown sugar, and soy oil. These are mixed and baked. "Crunchy Granola is the biggest thing to hit the cereal market since the cardboard box was invented." Goodbrad says his sales have been doubling every 60-90 days for the last 2½ years. He now makes 12,000 lb per day of Granola, which sells for 73 cents a pound, and runs his factory 24 hours a day. Another company, Lassen Foods, Inc., in Chico, California, is said to make even more; last year they sold $3 million worth of Granola. Total nationwide sales are estimated to be about $5 million. He says his family started the business, Sovex, Inc., in this idyllic valley in 1964.

Why are people eating so much Granola? No one sure. One theory: It is part of the anticommercialism movement of the younger generation. Another: It's a health food, making it part of the "back-to-nature" movement. But the main reason may be that many younger folks really like it–especially with milk poured over as a breakfast cereal.

Although it is clearly a fabled food in the underground, and sold mostly at health-food stores, some supermarkets are beginning to stock it. Rock singer Neil Diamond even has a popular song titled "Crunchy Granola Suite." The words are given.

While Crunchy Granola appears to have a bright future, it also has an interesting past. It seems to have been invented by a man named Layton Gentry who, in 1964, sold his recipe and oven to John Goodbrad's father for $3,000. He and his wife started making it at home, then built a little factory, and now it is made in a big factory–in the idyllic little valley.

After Layton Gentry left Tennessee he headed out West. In about 1968 (four years ago) he sold the recipe again–to Lassen Foods, but this time for at least $15,000. Not until the two Granola makers bumped into each other at a health food convention 2 years ago did they realize that they were both making the same product. No problem–both were doing just fine.

Mrs. Gentry says that Layton is a hard man to find. She says they separated after the move West, and her ex-husband

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had made some more money selling the recipe to folks in Hawaii, Canada, Australia, and Missouri.

But didn't he miss a golden opportunity to make more money? Not really. Mrs. Gentry explains that Layton never liked things to get too big. "'He was in the Army 12 years. You know what that does to a man.'"

Note 1. This is the earliest document seen (Aug. 2010) that tells the tale of Layton Gentry and the birth of Granola–in its modern incarnation.

Note 2. According to the Website www.ancestry.com, a person named "Layton S. Gentry" was born on 18 April 1918 in New Pine Creek, Lake County, Oregon. His parents were John Urban Gentry and Mildred G. Gentry. He was married in 1942. He died on 11 Feb. 2007 in New Pine Creek, Oregon. A 1989 obituary for his wife states: "Gentry: Myrtle Frona Gentry, 70, died July 1, 1989, at Lakeview Hospital in Oregon. She was born in Rosedale, daughter of the late William Preston & Lula (Davis) Franz. Surviving are her husband, Layton Gentry; 1 daughter, Karen Angelo of New Pine Creek; 1 grandchild; and 2 sisters, Vivian St. Clair of Molalla, Oregon, and Beulah Mawhinney of Bend, Oregon. 1 sister, Prudence Beilsmith, preceded her in death. Services were conducted at Pine Creek Baptist church, Oregon. Burial was in New Pine Creek cemetery." Address: Staff reporter, Wall Street Journal.

2008. United Press International. 1972. Organic foods demand may aid small farmers. *Hartford Courant* (*Connecticut*). Feb. 20. p. 44.
• ***Summary:*** "New York–Skyrocketing demands for organic foods may help accomplish what farm organizations have been trying to do for years–they may keep more small farmers in business." *Farm Journal* recently expressed this view of the hottest subject in food marketing. Organic farmers may get as much as 20% above market price for their crops.

The National Nutritional Foods Association reports about 250 food manufacturers and distributors "are handling organics, and about 2,000 retail stores sell such foods exclusively."

The big success of organic foods has led to one big problem, according to Robert Rodale, editor of *Organic Gardening and Farming* magazine: Organic phonies.

2009. Gray, Michelle. 1972. Adelle Davis documents 'Let's Get Well.' *Los Angeles Times.* March 19. p. O1, O8.
• ***Summary:*** One of the best assurances in this "nutritional guide designed to help in recovery from illness is 60 pages of medical references the author has researchers to back up her advice..." She dedicates the book to doctors and the foreword is written by Joseph C. Risser, M.D. of Pasadena. Her four books have sold well over a million copies.

Davis is very critical of the "foodless food industry" that refines the nutrients out of foods and distorts the truth about their nutritional value in advertising and articles. She also deplores the lag in (and lack of) teaching about nutrition in medical schools. To this reviewer, her book has "a ring of truth."

2010. Kingsberry, Emily. 1972. Bragg, now 90, jogs, swims, uses barbells, plays tennis. *Los Angeles Times.* March 19. p. O1. Sunday magazine. Health Foods Advertising Supplement.
• ***Summary:*** The writer was told that Paul C. Bragg is age 90, lives in Honolulu most of the time, jogs 1-2 miles and swims ½ mile each day, does calisthenics, works out with barbells 3 times a week, and sometimes plays tennis. Last time she was in Hawaii, she showed up at 6 o'clock one morning on Waikiki Beach to see him.

There he was "with 20 followers, jogging and doing exercises." She was urged to join in. She spent the next 3 hours witnessing what she had heard about this "amazing man." She was in pretty good physical condition but she had a hard time keeping up with Bragg. He invited some of the people to come back to his apartment for a breakfast of Hawaiian fruit and acidophilus milk. They talked for several hours.

She told him that when he was age 16 he had developed tuberculosis and was in a sanitarium. A Swiss nurse had told him about Dr. August Rollier of Switzerland who had healed TB patients through natural foods and exercise. Bragg visited Dr. Rollier and in two years he was free of his TB. "As a result young Bragg decided to make nutrition and natural healing his life's work and began the study of those subjects and biochemistry at European centers. His own health improved and his body became strong."

He said that he returned to the USA and in New York met Bernarr Macfadden, publisher of *Physical Culture* magazine; young Bragg became editor of the magazine. Bragg then helped Macfadden establish his health spa in Danville, New York, the Deauville Club in Miami Beach, Florida, and the Penny Kitchens in New York, Philadelphia (Pennsylvania), Chicago (Illinois), and Los Angeles (California). These kitchens dispensed wholesome meals for 1 cent each to the unemployed during the Depression. "Macfadden and Bragg were interested in organically grown foods and the magazine published many articles on the subject. Later [by Sept. 1921] Bragg came to California to study organic gardening with Luther Burbank and to become one of the early settlers in what is now the city of Burbank."

Nearly 50 years ago, Bragg also "opened a naturopathic clinic near 6th and Hill" streets [actually, at 1000 West Seventh Street] in Los Angeles. "In those days there was no place to buy natural foods so Bragg installed a machine to grind whole wheat and other grains," and he stocked many natural foods such as sun-dried fruits. "Out of this grew 'Bragg's Health Food Store' next door to the clinic.

"After this Bragg began to lecture on health foods and

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physical fitness all across the nation and as a few others did the same, the health food movement began to catch on. Now it has major proportions."

"Bragg claims he was born in Virginia in 1881 and that his grandfather was Confederate Gen. Braxton Bragg. He believes he will live to be 120."

Note: Paul Bragg was born on 6 Feb. 1895. Therefore on the day this article was published he was age 77 years, 1 month, and 13 days–*not* age 90. He died on 7 Dec. 1976 in Florida shortly before reaching age 82. In 1929 in one of his first two books, he revealed details about his early life. However he never mentioned Dr. August Rollier, or Bernarr Macfadden, or Luther Burbank. Paul Bragg moved to California in about 1921 and lived in Burbank starting in about 1935.

2011. Vizzini, Alston. 1972. Bragg and his diet are tied to be fit. *Honolulu Advertiser* (*The*) (*Hawaii*). April 6. p. E1. Food section.

• ***Summary:*** The article starts: "Paul C. Bragg is considered the 'granddaddy' of the health food movement.* He opened the first health food store in the U.S." *

Age 91, he is a fine specimen of health and vitality, which come, he believes from good nutrition and exercise. He is the father of five, grandfather of 12, great-grandfather of 14, ad author of more than 30 books.

"Bragg was stricken with tuberculosis at the age of 16 and was sent to Switzerland to recover.* There he said he was cured by Dr. August Rollier's natural Healing and Sun Sanatorium with natural food, clear air and sun.* At the time of his recovery he vowed to study all aspects of natural healing and to learn the secret of agelessness."

Bragg exercises for almost two hours every morning. He jogs about a mile along Waikiki Beach, then leads a group of up to 40 people in breathing and other exercises for about 1½ hours. He does not add salt to his food or buy foods with added salt. He is not a vegetarian, but he eats little meat, lots of vegetables, and fresh fish when he can. His refrigerator is full of fresh fruits, vegetables, and acidophilus, which he makes himself from raw milk. He enjoys and values papayas, which are a rich source of enzymes, and an aid to digestion; enzymes are lacking in the diets of most people, he believes.

Bragg has a world-wide following which includes several health and food book stores in California and one in London. He is a registered physical therapist in California, and has a "degree in naturopathy from the American University of Naturopathy in New York." Naturopathy is a drugless method of healing. Good health, he believes, is the result of conscientious effort and dedication.

Contains two recipes: A lactobacillus health salad and a potato salad dressing. A large photo shows Bragg, looking very fit and tan, bare from the waist up, standing, exercising, and smiling.

Note: Sentences followed by an asterisk are incorrect. Explanations are given elsewhere. On the day this article was published, April 6, 1972, Paul Bragg was age 77 years and 2 months; he was not age 91 as he claimed. Born on 6 Feb. 1895, he was actually about 14 years younger than he said he was. Address: Advertiser food writer.

2012. Oettinger, Louise. 1972. Adelle Davis vs. the scientists. *Washington Post.* May 4. p. D3.

• ***Summary:*** In Washington, DC, last week nutrition crusader Adelle Davis faced some tough questions from scientists and "promised to 'watch very carefully from now on' what she said about vitamins A, D, and E." She was challenged by: (1) Dr. Ogden Johnson, head, Division of Nutrition, Food and Drug Administration. (2) Dr. Allan Forbes, deputy director of the same organization; he asked her why she recommended doses of vitamin A and D that are known to be toxic in some people.

At the luncheon, organizer by Robert B. Choate (who had challenged the nutritional claims made by breakfast cereal manufacturers) introduced Mrs. Davis by saying she had done a "fantastic job of alerting the public to nutrition," but at the same time she was "stirring up questions in the academic community." Includes other questions to and numerous statements by Adelle Davis. For example: (1) "I get myself identified with the health food industry far more than I like... its tragic the junk a lot of them sell, the misstatements they make. On the other hand, I don't know any other place you can get many things you need. If physicians knew more about nutrition, there wouldn't be any health outfits."

(2) "The problem with organic food is, there's so much more sold than grown."

(3) "I feel very strongly that most of our social problems, including crime and drugs, are caused by poor nutrition." A large photo shows Adelle Davis.

2013. Oettinger, Louise. 1972. Nutrition crusader Adelle Davis challenged on theories: FCC commissioner sparks food-related debate. *Los Angeles Times.* May 18. p. K1, K10.

• ***Summary:*** This article is very similar to one by the same writer published previously in the *Washington Post* (May 4. p. D3) and titled "Adelle Davis vs. the scientists." Address: Exclusive to the Times from the Washington Post.

2014. *Los Angeles Times.* 1972. Nutritional foods assn. to meet in Washington. June 18. p. K6.

• ***Summary:*** "The National Nutritional Foods Association will hold its 34th annual convention at the Hilton Hotel in Washington, DC, the week of July 30." More than 1,000 delegates from across the USA are expected to attend the 5-day meeting. Among the prominent speakers will be Sen. William Proxmire (D-Wis. [Democrat, Wisconsin]). "Irving Lessin of Los Angeles will serve as convention chairman..."

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2015. The wedding of Kazuko Aoyagi and Travis Venters at International Christian University (ICU) in Tokyo and the wedding cake with tofu icing / frosting (Photograph). 1972.
• ***Summary:*** Two photographs of this wedding, which took place on 11 June 1972, are owned by Soyfoods Center. The first, 4½ by 3¼ inches, color, shows Travis and Kazuko standing in a room at ICU, dressed in wedding clothes. Standing behind them are 10-15 people. Standing to their left, dressed all in white, is Jeffrey Broadbent, who is reading from a book of scriptures. Standing to his left is Yoshiko Aoyagi. Bananas and pineapples are piled on two tables.

The second, 6 by 4 inches, black and white, taken 10-15 minutes after the first, shows Travis and Kazuko standing outside on the ICU lawn, with about 15 people standing close behind them, as rice is being thrown over them. Akiko Aoyagi is standing just to the left of Kazuko and William Shurtleff is standing just behind her. Everyone is smiling and having a good time.

A remarkable cake was served at this wedding–though no photograph of it can be found. It was made by Gretchen Broadbent. Gretchen, a very creative cook interested in natural foods and tofu, volunteered to make all the food for the wedding party. The centerpiece of her creations, which 5-6 people remembered clearly more than 25 years later (Jan. 1999), was the wedding cake. It was a sensation. The icing / frosting was made of tofu! No one had ever seen anything like it. It was a round layered cake, with each layer being a fruitcake that was slightly smaller than the one below it. Made entirely of natural foods, it contained whole-wheat flour instead of white flour and honey or fruits instead of sugar. Thus, it was rather heavy. Gretchen made the frosting–her own invention–by whipping firmly pressed tofu in a blender with honey. The cake even had a theme–evolution. Gretchen formed many small creatures out of dough, then deep-fried them. There were little crabs and starfish on the bottom layer, then little animals on the second layer, and finally on the top–guess what–human beings–our precious species. Because Gretchen did not have an oven in her apartment, she baked the cake on the ICU campus in an oven at the home of Steve and Marty Caldwell. She recalls: "I was really into that cake!"

2016. Ross, Nancy L. 1972. Great Granola! *Washington Post, Times Herald.* Aug. 4. p. B1.
• ***Summary:*** Rock singer Neal Diamond sings a little ditty that health food manufacturers like to hear:

"Let me hear that, get me near that Crunchy Granola Suite.

"Drop your shrink and stop your drinkin' Crunchy Granola's neat."

For the health food folks, Granola has emerged as an anti-Establishment, pro-ecology breakfast cereal–even though [the writer thinks] "it tastes like it came from the bottom of a feed bag." Present sales of Granola are said to be $5 million a year.

The modern incarnation of Granola is said to have been developed in 1964 by Layton Gentry in his cellar in Tennessee. His recipe is said to have combined rolled oats, wheat germ, sea salt, coconut, sesame seeds, brown sugar, and soy oil. As he mixed up batches with a canoe paddle [then baked them], granola became the best-selling health food.

Last week the National Nutritional Foods Association (NNFA) held its annual convention in Washington, DC, at the Hilton Hotel. Countless granola imitators were promoting their own versions, to which they had added raisins and dried apples, dates, apricots, prunes, peanuts, maple syrup, etc. There is even a granola pancake mix and ground granola for infants.

Founded in 1936, NNFA is a trade group made up of about 800 health food manufacturers and distributors, more than half of them headquartered in Southern California. This is their first convention in Washington, DC, where the "great organic craze" is said to have started only 2-3 years ago.

"To a Washingtonian, the convention has an intriguing aura of an old-fashioned carnival side show: lots of huckstering, with sprinklings of quackery and evangelism."

Fans of the macrobiotic diet are selling sea vegetables (such as nori, hiziki, wakame, kombu) and a Japanese buckwheat noodle named soba.

The FDA is quite critical of some NNFA members and tries to regulate them.

2017. Fuller, Jack. 1972. Proposed FDA rules on vitamins stir controversy. *Washington Post, Times Herald.* Aug. 11. p. A15.
• ***Summary:*** "Americans who look to vitamin pills and dietary supplements in hopes of improving their health will be affected by new regulations the Food and Drug Administration [FDA] plans, to strictly control how much goes into those vitamins and minerals." The plans include regulation of labeling and advertising, and means of helping consumers from wasting money on doses beyond what they need. The FDA's nutrition specialist, Dr. Ogden Johnson, says that nearly 80% of the U.S. population has used vitamins at one time or other, and about 50% uses them regularly.

An odd array of groups have joined forces to opposed the plan. One group believes the FDA should only regulate harmful substances or doses. Another group believes they should regulate substances that have not been proven beneficial to man or definitely safe. Milton Bass, general counsel for the National Nutritional Foods Association (NNFA), says his group will join in a suit to stop even the more limited FDA rules.

The new measurement will be the Recommended Daily Allowance (RDA).

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2018. Maddocks, Melvin. 1972. The seeds of idealism. *Christian Science Monitor.* Aug. 31. p. 7.
• ***Summary:*** Discusses natural and organic health foods. There are now "over 2,000 'health food' stores across the United States, doing an estimated $500 million business in azuki soybeans [sic], green lentils, buckwheat, and the like."

"Erewhon Trading Company of Boston [Massachusetts]–one of the best in the new industry has listed fair 'organic' food prices so that the buyer may beware." Short grain brown rice, says Erewhon, should retail for about 35 cents a pound; yet it has been known to sell for as much as 50 cents.

2019. Baker, Ruth. 1972. Commentary: Encounter with Adelle Davis. *J. of Nutrition Education* 4(3):92-94. Summer.
• ***Summary:*** The writer spoke on the same platform as Adelle Davis at Florida Atlantic University in Boca Raton (Florida) in early Oct. 1971. She stated that she and Ms. Davis had 3 areas of agreement and 3 of disagreement. The latter were: (1) Ms. Baker has faith in the Recommended Dietary Allowances (RDA) as a practical guide for planning the dietaries of most persons, and Ms. Davis does not; (2) "the ingestion of enormous doses of vitamins and minerals in excess of the RDA has not been proved to be of benefit and has been proved, in some instances, to be harmful;" and (3) "we can achieve good nutrition through the wise selection of a variety of wholesome foods."

Ruth is convinced that, as professionals, she and her colleagues "have a responsibility to try to combat food faddism which seems to be hitting new highs each day. How do we do it? Do we need to find ways to make the truth as alluring as the fiction?" Address: Nutrition Consultant, Palm Beach County Health Dep., West Palm Beach, Florida 33402.

2020. Knight, Gilda. 1972. Confrontation in Washington. *Nutrition Notes* (*AIN, Bethesda, Maryland*) 8(3):4. Sept. [2 ref]
• ***Summary:*** Describes a debate between nutritionists and Adelle Davis, "the biochemist who is considered to be among the leading nutrition communicators" in the USA. All agreed with Miss Davis' premise that one of the basics of a quality life is good nutrition. Miss Davis was unable to give satisfactory answers questions concerning her sources for statements she has made: (1) Calcium is a good pain killer. (2) Vitamin E can dissolve blood clots. (3) Nutrition can alter a case of malignancy. (4) Recommends taking up to 50,000 units/day of vitamin A for visual problems. (5) Pregnant women should not drink skim milk because it might cause cataracts in their babies.

"To question after question Miss Davis replied "I will accept your criticism,' 'I could be wrong,' 'I'm not saying it always does,' when asked about the theories she expounds authoritatively in her widely-read books, *Let's Eat Right to Keep Fit,* and *Let's Get Well.*

Concerning the first book, the Chicago Nutrition Association [Illinois] says: "Garnished with extravagant claims and questionable undocumented facts... Not a satisfactory compromise. This book must be condemned as one replete with misinformation." Concerning the second book: "A confusing combination of fact and fiction..." Address: AIN (American Inst. of Nutrition) Executive Office.

2021. *Chicago Tribune.* 1972. Action express. Oct. 10. p. A1.
• ***Summary:*** Question and answer format: "Q.–I have given up trying to prod some vitality into the National Health Food Society in Los Angeles [California]. Back in March I sent the outfit $5 for a membership and health kit. Months passed and I wrote the director four times. No answer. Has he died? Meanwhile, how about my money back?

"Mrs. L. Madison, Chicago.

"A.–The former director has departed and new owners took over several weeks ago, we were told. Meantime, the society's supply of rejuvenating foods became anemic. 'The inventory was depleted to the point that few orders could be filled,' said Edward Shellington, the new director. He sent you a full refund."

2022. *Los Angeles Times.* 1972. Frey Brown; Health food executive. Oct. 13. p. C4.
• ***Summary:*** "Frey Brown, [age] 71, long-time business associate and friend of health food advocate Gayelord Hauser, died in his sleep of an apparent heart attack at his home in Sicily, friends advised in Los Angeles Thursday.

"Mr. Brown was chairman of the board of Gayelord Hauser International, worldwide health food distribution organization.

He stayed alternately at residences in Sicily and a home in Coldwater Canyon in Beverly Hills, California.

Later this fall, private memorial services will be conducted in Beverly Hills. Mr. Brown is survived by two brothers.

2023. King, Jacqueline. 1972. Her thoughts on food may give many much food for thought. *Hartford Courant* (*Connecticut*). Oct. 22. p. 45.
• ***Summary:*** A well-written, somewhat unsympathetic and critical, biography of Adelle Davis, with an attractive portrait photo of her at her home in a suburb of Los Angeles–where the writer interviewed her. She grew up as one of five girls on a farm near Lizton, Indiana, milking cows and plowing fields. But today, as the premier lady of health foods, she is waging her own war for better foods and better nutrition in America–even though she occasionally has a glass of wine.

The writer describes her as the "guru of health food faddists and the mender of the malnourished." "She is to nutrition what Ralph Nader is to consumerism." Many "still

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consider Miss Davis the matriarch of the movement."

She has written four books on nutrition' since the first was published in 1935, they have sold a total of more than four million copies. The best-seller of the four is "Let's Eat Right to Keep Fit."

The health food movement has been quite successful; most grocery stores now include a health-food section and the number of independent, self-contained health foods stores in the United States has grown from about 1,600 four years ago to about 2,800 today, according to the National Nutritional Foods Association.

How did she get interested in healthful foods and good nutrition? Growing up in Indiana, Miss Davis joined 4-H clubs when she was old enough and won ribbons at state and country fairs for baking bread and canning. She was a student at Purdue University (in Indiana) for two years before transferring to the University of California at Berkeley, where she earned her bachelor's degree in nutrition. In 1938 she earned a master of science (MSc) degree from the U.S.C. School of Medicine. She then worked as a hospital dietitian, and as a nutrition consultant with physicians in New York and California clinics. She says she planned personal diets for more than 20,000 individuals prior to 1958, when she decided to give up consulting in order to concentrate on writing and lecturing.

Twelve years ago [i.e., ca. 1960] she and Mr. Frank Sieglinger, a retired accountant, were married. She says her television appearances have made her a "celebrity" so that she now finds it very difficult to get any peace and quiet. Address: Associated Press writer.

2024. **Product Name:** Tan Pups (Skewered Seitan Deep-Fried in a Breaded Batter).
Manufacturer's Name: Amartseff (Nik and Joanne).
Manufacturer's Address: 216 Gardner Rd., Brookline, MA 02146.
Date of Introduction: 1972 October.
Ingredients: High-protein wheat flour. Broth: Water, kombu, sauteed onions, soy sauce, fresh gingerroot. Batter: Pre-ground corn meal, fresh onions, garlic, salt, soy sauce, some of the concentrated liquid in which the seitan had been cooked, and maybe some water.
How Stored: Unrefrigerated and perishable.
New Product–Documentation: This was probably one of America's first two commercial seitan products. With this extremely innovative, all-American product, seitan was transformed from a salty black seasoning into a juicy meat substitute, and the pattern was set for most subsequent seitan products in the western world.

Talk with Nik Amartseff (P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2942; by June 20: P.O. Box 135, Chesterfield, New Hampshire 03443. Phone: 603-256-6750). 1992. May 24. Nik created this product. He and his first wife, Joanne Street Amartseff, made this product together out of their home, though they never operated under a company name. Joanne now lives in Mission Hill, near Brookline, Massachusetts. They first made the product at Gardner Road in Brookline. It was sort of the Erewhon executive house. The name was a play on two words: "Tan" came from Seitan, and "Pups" came from Hot Dogs.

Nik thinks he first made seitan at home in Los Altos, California. He learned the process by reading about it, either from an early issue of *East West Journal* (which began publication in Jan. 1971), or from a book. *Order of the Universe* (which he also read later) had started publication by 1967. He and Joanne first moved to 216 Gardner Rd. in Boston in May, 1971, when Paul Hawken invited them to Boston from Los Altos, California, where he and Joanne worked at Fred Rohé's New Age Natural Foods. Nik immediately began to work at the Erewhon warehouse and to live at the Erewhon executive house together with Paul and Dora Hawken, Bill and Renee Tara, Hy and Laura Lerner, and some single people including Wally Gorell and Bill Garrison. The women did the cooking in the house, but some of them (including his wife) also cooked the lunches for the workers at the Erewhon warehouse.

Before Nik and Joanne arrived, Renee Tara was baking ready-to-eat unyeasted macrobiotic goodies at home on Gardner Road and selling them at the Erewhon retail store. When Bill and Renee left for England, Renee asked Joanne if she would like to continue this little cottage industry. So in the early spring of 1972 Joanne stopped cooking for Erewhon and took over Renee's business, with the help of Nik's sister, Vera, baking at the Gardner Road house to supplement the family income. Joanne's project was quite successful right away, in part because she did not toe the macrobiotic line very strictly. She sweetened up Renee's strict macrobiotic line and added a number of innovative sweet baked snack foods, which apparently no one else thought of or dared to attempt, such as cookies, yeasted cinnamon-maple nut rolls, fruit tarts, and fig newtons. Nik continued to work full time at Erewhon, but during his time off he experimented with making seitan. He had two ideas: One was to use small pieces of seitan mixed with sauteed vegetables as a filling for piroshki (small cases of dough around the filling; Nik is part Russian), and the other he called Tan Pups–skewered deep-fried seitan on a stick. Joanne recalls that they may have sold these two seitan foods a few times (she is not sure) but they were not regular items. However Nik is quite certain that for at least the last few weeks before he and Joanne moved to New York state, in order to have some extra money, they "baked like crazy" and sold Tan Pups and Piroshki.

In May 1972 Nik quit Erewhon for a while, and he and his wife moved to New York state. They returned to the Gardner Road house in Boston in Sept. 1972 and Joanne resumed baking. At this point Nik began baking with Joanne, mainly out of necessity to make some money. Their two lines

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of baked products were (1) Joanne's former line of sweet snack foods, and (2) savory products (such as the Piroshki and Tan Pups). Their two seitan products were on the market by about Oct. 1972 and they soon became popular.

They made Tan Pups entirely by hand as follows: The night before make raw wheat gluten from whole wheat flour (which they bought in bulk from Erewhon). The next morning, cook the loaves of gluten in large enamel kettles with water, kombu, sauteed onions, garlic, and freshly grated gingerroot. About half way through the cooking, add soy sauce. Remove the seitan and simmer the liquid until it is reduced to about ¼ its original volume. Slice the seitan into pieces about 3/4 inch square and 3 inches long (like a hot dog with a square cross-section; the traditional New England Corn Dog influenced the product concept). Set aside any scraps or trimmings to use later in making Piroshki. In a blender, prepare a thick batter (having a consistency between crepe and pancake batter) using pre-ground corn meal, fresh onions, garlic, salt, soy sauce, some of the concentrated liquid in which the seitan had been cooked, and perhaps some water. Skewer the seitan pieces from one end, then dip them in the batter (without dusting in a dry breading), and deep-fry, placing them like spokes of a wheel in cast iron pots. When they are crisp and piping hot, deliver to stores.

These savory vegetarian foods (typically 100 Tan Pups and 50 Piroshki) were sold at only two outlets: Most at the Erewhon retail store at 342 Newbury St. in Boston, and the rest at The Organic Food Cellar, also on Newbury St. At Erewhon, they were sold on (or later in) a glass case about 10 feet from the entrance of the store. The products were sold in bulk, without packaging or labels. Nik usually delivered them by 3:00 in the afternoon, which was found to be a prime selling time. Most were sold by 6:00 and almost none were left the next day. He delivered 2-3 times a week. The work was exhausting.

But there was a lot of turmoil at the Gardner Road house, so Nik and Joanne moved in with John Deming in Allston (Massachusetts), then with friends in Saugus, then to Gloucester (27 miles northeast of Boston) by Nov. 1972. At each of the 3 houses they made the Tan Pups, Piroshki, and sweet snack foods.

In early 1973, Kathy and Mike Atherton, friends of Nik and Joanne's (Mike was employed at the Erewhon warehouse) moved to Boston from New York. Joanne was due to have a child in June 1973. The business was too labor intensive and soon the family would need more money. So the Amartseffs gave their friends the home business (free of charge) and it was moved to the friends' home in the north end of Boston. Nik gave them the recipes and his two outlets, and showed them how to make all the products. Nik was re-hired to work full time at Erewhon by Bill Garrison. Nik and Joanne's son was born in June 1973.

The Amartseffs' friends continued to sell Tan Pups and Piroshki through at least the autumn of 1973, then they moved on–and the products went off the market. The business never did have a real name.

Nik never heard of nor tasted Tan Pops, the successor of Tan Pups, made by John Weissman.

Talk with Joanne Amartseff. 1992. July 8. She just talked with Nik's sister, Vera, who both Nik and she think has an excellent memory. Vera (who now lives in San Francisco) does not recall them making any seitan products before Nik and Joanne left for New York.

2025. Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list 11/1/72. Offering the best in natural foods. Ann Arbor, Michigan. 58 p. Nov. 1. Index. Illust. 22 cm.

• ***Summary:*** This is a very early natural foods catalog, typewritten and mimeographed on pink paper; it contains a few logos of manufacturers but no ads. On the front cover is a stylized illustration of a rayed sun, with each ray represented as a fruit or vegetable. Contents: Hi! Who, where, phone, why. General information: Service, terms, freight, notes, contact (Henry Bednarz and Larry Kociela, p. 1-2). Special case lot discount–5%. Lines on which case lot discounts are not allowed (7). "Computerized billing by January 1, 1973 including Quantity, Unit, Description, Size, Sugg. [Suggested] Retail, Unit cost, extension, 10 day 2% discount, 10 day case lot discount" (p. 4).

The body of the catalog is an alphabetical listing of suppliers / manufacturers, with major brands or product categories a cross references (e.g. Bakon Yeast, see Sovex). Within each, products are listed alphabetically (shown below in parentheses). These include: Acme juicer Co. Appliances & utensils. Barth's Nutra Foods (Barth Soya Date Cereal). Books (Nutri-Books Corp., Denver, Colorado). Chico San (Rice Cakes, Lima Tamari Soy Sauce, Miso Soybean Puree, Sesame Salt, Sesame Butter, Salt Plums, Kuzu {wild arrowroot}, azuki beans, Mu Tea, kombu, soysauce tableserver–glass, chopsticks), Celestial Seasonings teas, Continental Culture Specialists (acidophilus culture, kefir grains, royal yogurt), Dr. Bronner & Assoc. (dulse sea lettuce, lecithin protein cereal, Do It Twice Soy Vege Base, pure peppermint oil soap), El Molino (7 Grain Cereal, soy beans–whole, soya flour, soya grits, soya meal, Graham flour), Fearn Soya Foods (Pancake S.F. [Soya Flour] Mix, liquid lecithin, High Protein (carob, chocolate, vanilla), soya protein 96%, Protein 600 Tablets (vanilla, chocolate), Muscle Protein, Soya Powder–Natural, Soya Powder–Low Fat, Soya Granules, cooking soybeans, Wheat Cereal Soya Mix, Corn Bread Soya Mix, Salted Plain SoyoSnax, Soybean–sprouting, lecithin granules, Soy O Snaks–Natural, barley–hulled organic, triticale flour–organic), Flavor Tree (Pernola, Pernuts {unsalted, sea salted, mild garlic, onion, carosel [carousel] carob covered}), Gides, Inc. (Nu-Life {vitamins & minerals–has the most products of any supplier}; A Soyadophilus, vitamin E natural mixed tocopherols), Lassen

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Foods (granola), Malt-O-Meal (Soytown) (salted soy beans [roasted], unsalted, barbecue flavor, garlic, soy spread, soy honey bar, soy nut bar), Miracle Juicer Co., Modern Products (Gayelord Hauser), Norganic (vegetable oils, incl. peanut oil, soy oil, safflower oil, sesame oil, sunflower oil, Gold Soya Mayonnaise), Richter Bros. (Familia cereals {Swissy Cereal, Fritini Mix}, Morga vegetable bouillon, Pero coffee substitute, Herbmare seasoning salt), A. Sahadi Co. (sesame tahini), Sourdough Jack's Country Kitchen (sourdough starter), Sovex (granola, Bakon Yeast), Seelect Dietary Products: Herb teas (incl. Bladderwrack, dulse leaves, saw palmetto, Irish moss), St. Laurant Peanut Butter, Sunshine Valley, Viobin (lists 16 products, incl. wheat germ oil), Mineral Waters (incl. Apollinaris, Vichy, Perrier, Mountain Valley), Grist Mill (granola, Wunder Bars, Honey Graham Cracker, Super Protein Concentrate), Norwalk Juicer Co., Parkelp (Ocean Labs, Inc.; lists 4 kelp products), Nuvita Foods (Langes; Soya Carob Macaroni). Organic Sun Valley Dried Fruits (incl. Calimyrna figs, Monukka raisins, Black Mission figs, Zahadi dates). Honey Preserves–No sugar added. Index by products and suppliers.

Note 1. This is the earliest document seen (March 2020) concerning Midwest Natural Foods.

Note 2. This is the earliest English-language document seen (July 2021) that mentions the "Acme Juicer" or the "Acme Juicer Co." Address: 310 W. Ann St. (P.O. Box 100), Ann Arbor, Michigan 48107. Phone: 313-761-2997.

2026. Staton, Ron. 1972. Bragg could brag about his fitness: Plans to live to 120. *Honolulu Star-Bulletin* (*Hawaii*). Nov. 29. p. A-17.

• ***Summary:*** Paul C. Bragg says that at age 16 he started on a health food and exercise program. Now age 91 (but he could easily pass for 65), the bronzed physical fitness specialist and nutritionist believes that "to rest is to rust." He says he lives in a state of agelessness, in biological rather than chronological years. He is a great-great-grandfather.

At age 16, Bragg was stricken with tuberculosis. Sent to Switzerland, he was placed in the care of Dr. August Rollier, who prescribed sunshine, natural foods, exercise, and clear air. After recovering, Bragg followed this prescription and simple way of living for the rest of his life. In college he majored in biochemistry. For years, he has studied nutrition and practiced as a licensed physical therapist in California.

Bragg believes that if people would eat a better diet, two-thirds of the hospitals in the USA could be closed and the number of medical practitioners could be reduced by one-third. Even Hippocrates, the father of Western medicine, said that food will be your medicine and medicine your food.

The health food movement, which is now sweeping the country, was once branded as fanaticism or quackery. Today young people are demanding whole, natural foods. "Bragg says he opened the first health food store in the nation in Los Angeles 60 years ago." Note: Sixty years ago would be 1912, when Bragg was age 17.

Bragg moved to Hawaii several years ago. Today, on the beachfront lawn at Fort DeRussy (on Waikiki Beach, Honolulu), six days a week he leads a group he calls "The Long Life, Health, and Happiness Club." Some 70 people of all ages come together for about two hours a day to do breathing and physical exercises. He devotes much of his afternoons to writing. He says that his books have sold 5 million copies and been translated into 27 languages.

He continues travel the world several months a year on speaking tours, which are now arranged by a lecture bureau headed by comedian Dick Gregory. He is given back what he feels he owes the world. A photo shows Bragg in a swim suit, seated on a towel on the beach, with his feet outstretched and apart, as he touches his toes. Address: Associated Press writer.

2027. Associated Press (AP). 1972. Stretching a point (Photo caption). *Hartford Courant* (*Connecticut*). Nov. 30. p. 27C.

• ***Summary:*** This large photo shows Paul C. Bragg sitting on a beach towel at Waikiki Beach, Hawaii. His feet are spread far apart in front of his torso and he is touching his toes on both feet–with a laughing smile on his face. Palm trees are in the background. The lower caption states that Bragg leads a group in two-hour exercise sessions six days a week at the beach. Bragg says that he is age 91 and that he lives in a state of agelessness. "He emphasizes total physical fitness with plenty of exercise and a natural food diet."

Note: Bragg, born on 6 Feb. 1895, would have been about age 77 in 1972.

2028. Parrott, Jennings. 1972. Newsmakers–At 91, going on 120, he credits activity [Paul Bragg]. *Los Angeles Times.* Nov. 30. p. A2.

• ***Summary:*** "'To rest is to rust,' says the man who knows–a bronzed nutritionist, physical fitness expert and author." "He recommends a diet of fresh fruits and vegetables, nuts and seeds, fish, little meat and no salt." A large photo shows Bragg leading an exercise session on the beach in Hawaii.

2029. Advest Co. 1972. Private placement $500,400. 1112 shares. Erewhon Inc. (Continued–Document part II). Hartford, Connecticut. 34 p. 28 cm.

• ***Summary:*** Continued from p. 12. Management of Erewhon: Paul Hawken–President & chairman. Born on 8 Feb. 1946 in San Mateo, California. Attended Berkeley High School in Berkeley, California. Graduated from Nevada Union High School 1963 [located between Nevada City and Grass Valley, California, in the Sierra Nevada foothills]. Worked one year as a carpenter. Traveled in Europe 1964-65, studied at Alliance Française. Returned to the USA and enrolled at San Francisco State. School was closed by demonstrations, so he went into business for himself–Commercial photography, portraits, and advertising. Left

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business in 1966 to come to Boston to begin working at Erewhon in Aug. 1966. Married [to Dora Coates, June 1971], one child.

Tomoko Kushi–Stockholder. Michio Kushi–Director East West Foundation. Morris Kirsner–Attorney at law.

John Deming, Jr.–Retail manager. Born 27 June 1947 in Tacoma, Washington. Graduated from Bolton High School at Alexandria, Louisiana, in 1965. Attended Tulane University (New Orleans) until 1967, majoring in English. Began his own business, opening a natural food store in Jackson, Mississippi. Sold the business in Aug. 1971 and went to work with Erewhon in Los Angeles. Married [to Judy Coates in Aug. 1972].

Gordon William Garrison, Jr.–Vice-president. Born 19 Dec. 1946 in New York, NY. Graduated Bennington High School 1964. Attended Norwich University [Northfield, Vermont] 1964-65. Attended University of Vermont 1965-69, and graduated in 1969 with a B.A. in philosophy and art. Job Experience: Camp counselor, construction worker, ski instructor and patrolman, carpenter, farmer, tree surgeon, and lecturer. In 1970 started with Erewhon. Single.

Paul West–General Manager. In Feb. 1971 began employment with Erewhon. Married with two children.

Christopher J. Connolly–Production manager. Began work at Erewhon in 1970 in Los Angeles. Transferred to Boston in Oct. 1971. Single.

"Employees and facilities: The company maintains a retail store with 2,100 square feet at 342 Newbury Street, Boston, and a second retail store with 2,500 square feet at 8001 Beverly Blvd., Los Angeles. Supporting this store and the Western regional wholesale market is a 14,000 square foot warehouse at 8454 Steller Drive, Culver City, California.

"The company's headquarters and principal warehousing, packing, and processing facilities are located on 5 floors of two adjoining buildings at 33 Farnsworth Street, South Boston. This location comprises approximately 40,000 square feet. The company presently operates two packaging lines in Boston, 2 shifts daily, and one Packaging line in Los Angeles." The company employs approximately 40 people.

"The Market" Because it has grown with the organic movement and has followed rigorous standards of food purchase and preparation, the company enjoys an impeccable reputation for integrity in the rapidly growing organic foods market. The company believes it is presently the largest supplier of organic foods in the East.

"The market for natural, organic and health foods is a dynamic and rapidly growing one. A recent *Wall Street Journal* article named this industry as one of the ten highest growth industries for the 1970s. The National Nutritional Foods Association [NNFA] estimates there are about 250 manufacturers and distributors in the industry whose total sales were estimated by Dr. Dennis Wood, of Arthur D. Little, to have grown from $140 million in 1970 to $200 million in 1971 and possibly $400 million in 1972. These products are sold in over 3000 independent stores and by many food chains. Their level of importance is indicated by the recent printing of a separate Sears & Roebuck catalogue for health and organic foods."

There is a diversity of motivations underlying consumer demand for organic foods. Three categories of demand appear to exist: Cultural, economic, and taste. Organic foods usually taste better than non-organic foods. "The growing public concern for ecology also lies behind the purchase of these foods. Presently many members of such organizations as the Audubon Society, Friends of the Earth, and the Sierra Club purchase organic foods to boycott the farmers and chemical industries whose use of pesticides and artificial fertilizers the groups consider harmful to the environment. The many life styles and philosophies that are loosely grouped as 'counter culture' also underlie the motivation to purchase organic foods. Youth predominates in this category, but some spokesmen are such notables as René Dubois and Buckminster Fuller. In its broadest terms, the 'counter culture' is a search for a better answer to man's modern pattern of life. Man's present life style has led to a dangerous disruption of his environment."

"In fiscal year 1972 the company attempted a vigorous program of distributor sales aimed principally at broadening its market geographically and increasing sales. This program was successful in increasing sales, but its implementation required a rapid and inefficient expansion of the work force and substantial price discounts on distributor products. By consequence, the company's overall gross margin contracted, while its operating expenses increased, resulting in a 10-month net loss of $50,000 on sales of $2.8 million." Since that time distributor sales were effectively discontinued and substantial numbers of personnel were laid off. Gross margins have returned to their previous levels.

"Since its founding, the company has never employed a salesman full-time or run a continuous advertising campaign. Sales growth has been largely in response to externally developed demand and limited by capital."

Photocopies show the following Erewhon-brand labels: Maple granola, Peanut butter, Apple juice, Olive oil, oil of sunflower, corn germ oil, oil of soybean, short grain brown rice (organically grown), whole wheat flour, hacho miso (soybean paste). Photos also show the front and interior of an Erewhon retail store. Address: 6 Central Row, Hartford, Connecticut 06103.

2030. Glyer, John. 1972. Diet healing: A case study in the sociology of health. *J. of Nutrition Education* 4(4):163-66. Fall. [7 ref]

• ***Summary:*** "There is an increasing interest in 'natural' and 'health' foods. This study compares and contrasts the attitudes, beliefs, and habits of the new 'hip' groups with

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those of the older movement." This article is based on research conducted during the summer of 1971 under a National Institutes of Health grant. Twenty-three questions were asked of the new groups, and the results tabulated. The older 'health food faddists' wrote books that about half the members the hip group read. Adelle Davis's books were the most popular. Others were *Zen Macrobiotics*, by George Ohsawa (1965); *Mucousless Diet Healing System*, by Ehret [1924?]; and *Back to Eden*, by Jethro Kloss (1939).

On Ninth Avenue in San Francisco are three 'natural' foods stores near each other. Two are actually part of New Age Natural Foods, which grew so large it had to move the granary section to another storefront. Fred Rohe is the owner; he sells no meat and the dairy products come from certified raw milk. Address: Univ. of California Medical Center, San Francisco.

2031. *Time*. 1972. The perils of eating, American style [Paul Bragg]. Dec. 18.
• ***Summary:*** The title of this week's special issue of *Time* magazine is "Eating may not be good for you." This article begins: Paul Bragg, age 91, maintains that his "lifeguard physique" is the result of two hours of daily exercise on Waikiki Beach, Hawaii, and his special diet. "He eats natural foods–fresh fruits, vegetables, seeds, but little meat and no salt; he plans to live to 120."

2032. **Product Name:** Sanitarium Health Foods Soya Beans Natural (In Brine).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: Sydney, N.S.W., Australia.
Date of Introduction: 1972.
Ingredients: Soya beans, salt.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Label. 1980, undated. "A delicious protein-rich vegetable." Two recipes on label. Letter from Sanitarium Health Food Co. 1981.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1972.

2033. Bragg, Paul. 1972. The miracle of fasting for agelessness-physical, mental & spiritual rejuvenation. Burbank, California: Health Science. 119 p. Illust. 21 cm. * Address: Burbank, California.

2034. Brown, Edith; Brown, Sam. 1972. Cooking creatively with natural foods. New York, NY: Hawthorn Books. xvii + 302 p. Illust. Index. 24 cm.
• ***Summary:*** This vegetarian cookbook has been 35 years in the making. Edith was born in 1920, and Sam in 1917. "It really goes back to the birth of Brownies [Health Food Restaurant in New York City]. That was in 1936. In the beginning we were just a sliver in the wall, hardly a soybean's throw from Union Square in New York City. The address hasn't changed but *we* have." Brownies began as a tiny shop selling natural foods to people who lived or worked in the neighborhood. Today we are a restaurant-bakery -country store complex sprawled across Siamese-twin brownstone houses."

"The expansion of Brownies began modestly in 1938. Sam acquired a vegetable juice extractor and installed four stools in the shop. Vegetable-juice bars have long since become old hat, but the one on East 16th Street happened to be the first one in the country.

"The juice bar won a warm welcome. Customers 'dug' the oral vitamin shots being dispensed from the extractor. Soon people were coming from precincts far beyond the neighborhood to 'get juiced.' The word spread. There appeared a distinguished visitor in the person of the late



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Clementine Paddleford, the influential food editor of (alas, also the late) New York *Herald-Tribune*. Miss Paddleford came, sipped, and wrote rapturously about her discovery. That rave review really put Brownies on the map." (p. xi)

In the chapter titled "The natural foods cupboard: A glossary" we find good descriptions of various soyfoods: Soyameat (canned, Chicken or Beef Style), soybean granules, soybean powder [flour], soybeans (canned, like Boston baked beans), soybeans (dried), soy nuts [oil-roasted soybeans], Stripple Zips ("Bacony, crunchy, smoky bits of vegetable protein made from soy and yeast. A wonderful meatless flavoring."), tamari (soy) sauce, VegeBurger (canned, made from soy, wheat, and vegetables), VegeChee [tofu], Vegelona.

Soy-related recipes include: Pizza supreme (with Fearn Whole Wheat Soy-O Mix, p. 17). Soy-stuffed mushrooms (with canned green soybeans, p. 17-18). Dill soybeans (p. 74). Triple-treat bean salad (p. 80). Crunchy soybean salad (with canned green soybeans and Chicken-Style Soyameat, p. 81). Soy-nut meatballs (with canned soybeans in tomato sauce, canned VegeBurger, soybean granules, and Toasted Soy Nuts, p. 109-10). Soy, garbanzo & millet pie (p. 126).

One chapter is titled "The miraculous soya–and other members of the clan (bean)" (p. 129-45). The introduction notes: At Brownies we feature soybeans on the relish tray, on the salad menu, and as a meat substitute. We use soybean flour in almost everything that comes out of our ovens." Soy-related recipes include: Basic soybeans. Zippy soybean salad. Minty soybean salad. Soybean ratatouille. Scrumptious soy pudding. Soy walnut loaf. Protein casserole (with Beef-Style Soyameat). Lentil soy casserole. Tricolor bean salad (with toasted salted Soy Nuts). Exotic bean salad. Neapolitan bean salad. Peppy bean puree. Any-night beans.

Soy recipes with pasta (p. 175-78): Savory soy spaghetti. Soy spaghetti with saucy franks. Corny spy spaghetti. Spaghetti protein casserole (with soybean spaghetti, green soybeans, and Proteena). Soy elbows in parsley mushroom sauce. Oriental elbows. Soya blueberry muffins (p. 248). Crunchy soy-nut spinach cake (with soybean powder and unsalted soy nuts, p. 264).

Brownola plus (like Granola, p. 168). Address: New York, New York.

2035. Goldbeck, Nikki. 1972. Cooking what comes naturally: A natural foods cookbook featuring a month's worth of natural-vegetarian menus. Garden City, NY: Doubleday & Company, Inc. x + 230 p. Illust. by Bill Goldsmith. Index. 22 cm.
• ***Summary:*** In the section on Flour (p. 14-15), soy flour is mentioned. Under seasonings, the author advises (p. 22) to "Use Tamari or pure soy sauce, which has only water, whole wheat flour, and salt added." Recipes for Fried Brown Rice and Vegetables (p. 52) and Cabbage Salad with Carrot Dressing both use "Tamari Soy Sauce" and notes: "It is sold in all health food stores. If you cannot find it, substitute pure soy sauce to which no flavorings, colorings, or artificial ingredients have been added." Page 131 gives a recipe for Tamari Broth. In the section on "Ingredient Substitutions" under "Dairy Products," 1 cup milk is said to equal 1 cup soy milk. Address: R.D. 1, Box 452, Woodstock, New York 12498.

2036. Haddon, Joan. 1972. The Australian book of health food cookery. Sydney, Australia, London, England: Collins. 140 p. Color plates. 21 cm. (Fontana Books).
• ***Summary:*** A vegetarian cookbook. Soy-related recipes include: Soy vegetable soup (with whole soybeans, p. 29). One chapter titled "Soy Bean Dishes" (p. 60-63) contains the following recipes: Soy bean loaf. Japanese soy bean croquettes (with canned soy beans and soy bean flour). Soy bean stuffed tomatoes (with canned soy beans). Baked soy beans. Soy bean rissoles. Soy bean baked omelette. Address: Australia.

2037. Horton, Lucy. 1972. Country commune cooking. New York, NY: Coward, McCann & Geoghegan. 232 + [8] p. Illust. by Judith St. Soleil. Index. 24 cm.
• ***Summary:*** A nostalgic memoir (for those who came of age at this time) of the world of young Americans in communes in the early 1970s, with many fine illustrations (see p. 27). It gives a colorful, accurate portrayal of how the counterculture ate in the early 1970s.

The author, raised in New York City and educated at Bryn Mawr (Pennsylvania, with a major in classical archaeology), earned her traveling money by working as a live-in maid and cook for a rich "Park Avenue Lady" before embarking on the project that became this book. She hitchhiked to San Francisco, arriving in June 1971, then spent most of the next year visiting 43 communes in 12 states and Canada, and collecting recipes from each. There she found "a New Age of Food Consciousness." The main topic of conversation and common interest at these intentional communities was not God or sex, but food. This book, with her 150+ favorite recipes, features natural and organic foods (with lapses). Most of the recipes from California and the West Coast are vegetarian, but in New Mexico and eastward (especially New England) she was "surprised to find that vegetarianism was more the exception than the rule" (p. 81). Thus, Chapter 3 is titled "Meat (and one fish)." There are recipes for chicken, fish, deer, goat, beef, etc.

The Introduction notes (p. 15): "The *sine qua non* of commune cooking is tamari soy sauce, an unspeakably delicious fermented Japanese product available in natural foods stores which bears no resemblance to commercial soy sauce" * (Footnote: *"Kikkoman soy sauce, available in supermarkets, tastes like tamari but contains a preservative").

"1. Soups: The commune soups I sampled were typically of mixed vegetables with a tomato or miso (p. 159) base" (p.

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27).

Tamari chickbits (p. 94, with chicken). Note about soy grits (p. 114). Sprouts (p. 135-36, many kinds including alfalfa, mung beans, soybeans, from Terra Firma, Oregon). Miso Almond Sauce (p. 158-59). Tamari gravy (p. 159). Soy-related recipes include: From Chapter 2, "Vegetarian main dishes"–Donna's soyburgers (p. 60-61, with whole soybeans, from California). Soy cheeseburgers (p. 61-62, with whole soybeans, from Moon Garden, Oregon). Suzy's soybean casserole (p. 63-64, from Breadloaf, New Mexico). Baked soybeans (p. 64-65, from Woolman Hill School, Massachusetts). Larry's tofu (soy cheese) (p. 65-68, homemade tofu from whole soybeans, from Om Shanti, Mendocino County, California). Breakfast cereal with roasted, salted soybeans (p. 163). Soy spread (p. 227, with soy flour, from The Motherlode, Oregon). Soy nuts (p. 229-30, baked, soaked soybeans with oil and salt).

A photo on the back cover shows the author, age 27, with long blonde hair, granny glasses, and blue denim overalls. Says Raymond A. Sokolov: "Lucy Horton has done more than collect exotic recipes... she has assembled the crucial artifacts of a movement within The Movement."

Also discusses (see index): Adelle Davis, gluten (wheat), granola, ground nuts, macrobiotic diet, peanuts. Address: Derby, Vermont.

2038. Patten, Marguerite. 1972. Health food cookery. London, New York, Sydney, Toronto: Paul Hamlyn. 80 p. Illust. (some color). Index. 26 cm.

• ***Summary:*** A vegetarian cookbook. Pages 65 and 66 note that soya flour, an excellent source of protein, is good for enriching breads. Use ¼-½ cup of soy flour for every 4 cups (1 lb) of whole wheat flour.

2039. Stare, Fredrick J.; Hegsted, D.M.; Mayer, J.; et al. 1972. "Health" foods: Definitions and nutrient values. *J. of Nutrition Education* 4(3):94-97. Testimony presented at hearing on "Health, Organic, and Natural Foods" by the Department of Consumer Affairs, City of New York, Dec. 1971. [3 ref]

• ***Summary:*** Gives testimony presented at a hearing on "health, organic, and natural foods," held in Dec. 1971, by the Dept. of Consumer Affairs, City of New York. Address: Dep. of Nutrition, Harvard School of Public Health, 665 Huntington Ave., Boston, Massachusetts.

2040. Chico-San Inc. 1972? Chico-San history and outline for future development. Chico, California: Chico-San Inc. 5 p. Undated. Unpublished typescript.

• ***Summary:*** A good early history of Chico-San, typewritten on the company's letterhead probably by Bob Kennedy. Atop the letterhead is printed: "Macrobiotic foods, rice cakes, cereals, sea vegetables." "By 1961 eleven macrobiotic families had packed their belongings, left their jobs behind in New York City, and headed for Chico, California, in the heart of the California rice growing country. In a short time Chico-San, Inc. was formed by some of these people for the purpose of importing foods of superior quality which were not available domestically, and locally producing foods of the highest quality for distribution throughout the United States."

One of the company's first popular products was the "Rice Cake, a light cracker made from puffed up whole grain brown rice. The first "machine," imported from Japan in 1963, made one cake at a time and was a crude, hand-operated device. Soon, three more machines were tied to the original one, still hand operated. Bob Kennedy, Dick Smith, and a few others found it necessary to work twelve hour shifts, and for six and seven days at a time to meet the steadily increasing demand for the unique new cracker. In 1965 pulled shoulder muscles ceased to be a problem when the first semi-automatic Rice Cake machine was put into operation...

"Central to the guiding philosophy behind Chico-San was the search for an organically grown brown rice–the prince of grains. This search ended in 1969 when the first organically grown short grain brown rice was harvested just south of Chico, in Richvale, California. This product, grown under exclusive contract for Chico-San, further enhanced their growing reputation...

"Back in the late fifties and sixties people who were interested in food and health were called 'food faddists', or 'health food nuts.' The food products found in most health food stores at this time consisted of a vast array of vitamin and mineral supplements, super protein concentrates, natural cosmetics, and a scattering of whole grains, few of which were organically grown.

"But little by little products with the Chico-San label found their way onto store shelves. First the Rice Cakes, then natural soy sauce, Miso Soybean paste, Sesame Butter and Sesame Salt, and organically grown Brown Rice became popular...

"In the back room too is Junsei Yamazaki, who emigrated to Chico from Japan in 1963 for the purpose of producing natural soy sauce and miso for Chico-San. These two products make up the greater percentage of the imports from Japan, and are subject to high duties and shipping costs. For 17 years Junsei was a rice farmer in Japan after graduating from Tokyo University with a degree in agriculture.

"Combined with the income from Stage I, Chico-San will be ready to begin Stage III. This stage includes the construction of a plant for the production of, at first, miso, and then soy sauce." Address: Chico-San Inc., 1262 Humboldt Ave. Chico, California 95926.

2041. Photograph of Roger W. Hillyard after 1971 at a Florida Health Food Convention. 1972? Undated.

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• ***Summary:*** Note: This photo was sent to Soyinfo Center by Susan Hillyard, a professional photographer in Santa Cruz, California. (Dec. 2010).

2042. Jacobs, Jody. 1973. Adelle Davis lays down the nutrition law. *Los Angeles Times.* Feb. 5. p. G1, G6.
• ***Summary:*** Adelle Davis spoke to a sell-out audience of 400 women (and a few men) as guest speaker for USC's Trojan Guild at their 12th annual Guild Day at Hancock Foundation Auditorium on campus. Her clear blue eyes sparkling as she set forth her nutritional philosophy, Davis had the audience alternately applauding and laughing. After the 90 minute talk, they were still asking for more, as she switched to a question and answer period.

Davis has earned her MS degree in biochemistry from the USC medical school. Her basic message: Most diseases can be prevented by proper nutrition. 80 million Americans are obese because "our food is so refined. White bread and sugar can't build health." Milk is the best source of protein. Learn to count protein grams. Crime and alcoholism are nutritional problems.

Adelle Davis herself is the best proof of her belief that "nutrition really works." A large photo shows a happy, spirited Davis explaining that "You are what you eat." Address: Times society editor.

2043. *Los Angeles Times.* 1973. Nutritionist to address symposium. Feb. 26. p. G6.
• ***Summary:*** A lecture by Adelle Davis will be a major attraction at Golden West College's second annual, 5-day health symposium–which begins Tuesday. Topics from health foods to acupuncture will be discussed.

2044. *Chicago Defender.* 1973. 'Lenten fast: Spiritual diet.' March 3. p. 24.
• ***Summary:*** "Christianity should restore the practice of fasting during the 40 days of Lent." One day a week without solid foods, drinking liquids only, "would be the best thing that could happen for the total health of the total person"–according to Dr. Marcus Bach, founder of The Fellowship for Spiritual Understanding, an interfaith organization in California.

Lent was oriignally a time of fasting. Many early Christians actually fasted (water only) for the entire 40 days, just as Jesus did before starting his ministry.

Recently Dr. Bach has been studying Paul C. Bragg's "life extension" program in Hawaii, where "he went on extended fasts with the internationally-known physical culturist." At age 92, says Bach, Bragg is as physically fit as a man of age 50. Bragg "is amazingly mentally alert and spends three hours every morning leading a group of a hundred people in exercises and in spiritual discussion."

2045. Weaver, Peter. 1973. An overdose of vitamins? *Washington Post, Times Herald.* March 11. p. H4.
• ***Summary:*** This article consists of many questions and short answers–many unrelated to the title. "Q–I buy Tofu (soybean curd) at a health food store. The label states 'no preservatives,' but lists magnesium chloride [as an ingredient]. What's this?–M.K., Los Angeles, California."

"A–Magnesium chloride is not a preservative... theoretically its being used in your health food as a mineral additive. It doesn't have much nutritional value but its harmless."

This same question and answer also appeared in the *Los Angeles Times* on March 22, p. G15.

Note 1. Mr. Weaver apparently does not realize that magnesium chloride's main use is as a coagulant, to transform hot soymilk into curds and whey.

Note 2. Tofu is now being sold at health food stores in Los Angeles.

2046. United Press International (UPI). 1973. Health food industry sues the F.D.A. for $500 million. *New York Times.* March 15. p. 85.
• ***Summary:*** The industry has filed a damage suit against the federal government "charging that attempts to regulate the business have resulted in abuse, harassment, and economic hardship.

The National Nutritional Foods Association (NNFA) announced filing of the suit today. It seeks to stop the FDA "from issuing press releases and other publications that, it contends, are making unfair characterizations of the health food business."

The president of the NNFA (which represents about 2,000 stores and suppliers) said that a companion suit would soon be filed to try to stop the FDA from imposing new, stringent regulations on what can be sold as health foods.

2047. *Los Angeles Times.* 1973. Health food group sues U.S. March 26. p. F10.
• ***Summary:*** This is the lead article in a section of the newspaper titled "Health Foods Advertising Supplement." It describes the $500 million class action suit that the National Nutritional Foods Association (NNFA) has filed against the U.S. Food and Drug Association (FDA), Caspar W. Weinberger (Secretary of Health, Education and Welfare), and Charles C. Edwards (commissioner of the FDA).

"The civil action was filed in the United States District Court of New Jersey on March 9, 1973, by attorneys Bass & Ullman of New York."

The plaintiffs include various health food stores and manufacturers of health foods.

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2048. Simkowitz, Howard J. 1973. Vegetarian and macrobiotic guide: Europe, 1973; or, The great European health food trip. Craftsbury Publishers, Craftsbury, VT 05826. 111 p. March. 21 cm.
• ***Summary:*** The majority of this book is a directory and often detailed individual description (including address, nearest public transport station, hours) of European restaurants that serve vegetarian and/or macrobiotic food. Also includes food shops, spiritual centers, maps, vocabulary (in English, French, German, Spanish, and Italian), useful phrases (such as "I would like brown rice with carrots and soy sauce"), and exchange rates It is arranged by country, and within each country by major cities, and within larger cities by districts. For example, in the British Isles, under London, the author states: "I counted 44 vegetarian restaurants in London. Two of these [Wheat, and Chelsea House] are excellent, and seven others [incl. Cranks, and Cyranos] are quite good."

See ad in Useful Names and Addresses. 1973. p. 49 (Published by GOMF, Chico, California). Address: Craftsbury, Vermont.

2049. Rice, William. 1973. The fair-skinned soybean. *Washington Post.* May 10. p. E1, E16.
• ***Summary:*** The title of the continuation of the article on p. E16 is "The treasures beneath the surface of the fair skinned soybean." Mirror, mirror on the wall... The soybean is the fairest vegetable of all, for its dull yellow surface covers a treasure of protein and other nutrients. It is presented in many guises: "tofu (used in Oriental cooking as bean curd), green (fresh) soybeans (prepared as fresh limas, or eaten blanched or raw when very young), dried soybeans (eaten as peanuts or used as other dried beans in cooked dishes), soybean flour (can be mixed with other flours but lacks gluten and can therefore replace only 15 per cent or so of wheat flour in recipes), soy sauce (essential in Oriental cooking and mistakenly used in the manner of ketchup by many Americans 'eating Chinese'), tamari (pure soy–preferred by vegetarians), miso (fermented soybean paste), soybean milk (liquid or powdered), soybean grits and flakes, lecithin (supplement to control cholesterol build-up) and some others. Soybeans have long been available in health food stores."

Rising beef costs have led to the use of "textured vegetable protein" as an "extender" in ground beef products. Contains 4 recipes using cooked, canned or dry soybeans, or soy flour.

2050. Yergin, Daniel. 1973. Supernutritionist: 'Let's get Adelle Davis right.' *New York Times.* May 20. p. 32-33, 58, 71. Sunday magazine.
• ***Summary:*** One of the best-written and most balanced biographies seen of Adelle Davis. "Today she is the spokesperson and chief showwoman for health foods, a $1-billion-a-year business catering through health food stores and supermarkets to a rapidly growing 'organic nation' of health-food devotees–which is one of the results of the awakening ecological consciousness. Her four 'classic' books with their positive-thinking titles... have sold more than 2.5 million copies in hard-cover and almost seven million in paperback."

"As a celebrity she is almost as much a regular on television talk shows as Johnny Carson. A crunchy granola breakfast cereal bearing her signature on the package is the fastest-moving item in many health food stores–outselling even the fabled vitamin E."

Also discusses why Adelle Davis is the "queen of health foods" shopping with her, what she eats, who shops for health foods, etc. Includes an interview with Dr. Frederick Stare, chairman of the department of nutrition at Harvard's School of Public Health [Massachusetts]; he disagrees with Davis in many areas. He and several other prominent nutritionists point out that her books contain much good advice but also many inaccuracies, misquotations, misinterpretations, and unsubstantiated statements.

Photos show Adelle Davis: (1) Smelling a pineapple in a food store. (2) Cultivating her garden. (3) Discussing her favorite subject with Dick Cavett on his TV show. Address: Freelance writer.

2051. Ewald, Ellen Buchman. 1973. Recipes for a small planet: The art and science of high protein vegetarian cookery. New York, NY: Ballantine Books. xi + 366 p. May. Foreword by Frances Moore Lappé (Hastings-on-Hudson, New York). Illust. by Diane Coleman. 18 cm.
• ***Summary:*** Lacto-ovo-vegetarian recipes based on *Diet for a Small Planet* by Frances Moore Lappe. The protein content is given for each recipe. Also contains information on complementary proteins. The author was born in 1946.

The chapter on protein complementarity discusses combinations of rice, wheat, peanuts or cornmeal with soy (in the form of whole beans, grits, flour, or tofu). A chart on protein / calorie comparisons gives the number of calories per gram of usable protein including the following: Defatted soybean flour 11, soybean sprouts 12, low fat soybean flour 12, tofu 15, full fat soybean flour 18, soybeans 20, gluten flour 23; Note that all these are relatively low in calories per gram of usable protein. By comparison: Hamburger 15, brown rice 69, cornmeal (whole, ground) 80.

Many recipes in this book contain small amounts of soy flour or grits, or soy sauce. Recipes containing significant amounts of soy include: All-protein crunchy granola (with soy grits, p. 48-49). New granola (with soy flour, p. 52-53). Orange pancakes with orange sauce (with soy flour, p. 58-59). Soy-sesame peanut spread (with roasted soy flour, p. 67). Peanut paté (with whole soybean and soy sauce, p. 70-71). Hot and sour soup (with tofu, p. 83-84). Soybean

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stew (p. 85). Peanut, tofu and sesame soup (p. 86-87). Exotic barley stew (with miso, p. 87-88). Cabbage soup for a meal (with soybeans, p. 91-92). Curried rice salad (with soybeans, p. 98-99). Gado gado (with tofu, p. 102-03). Soy-peanut marinade (p. 106). Dairy rich sauce (with tofu, p. 115). Chiles rellenos en casserole (with soybeans, p. 126-27). Herbed soybean bulgur casserole (p. 128-29). Garbanzo and cheese loaf (with miso, p. 133-34). Fesenjon–spiced ground beans (with soybeans, p. 135-36). Bean stroganov (p. 140-41). Crusted cauliflower (with soy flour, p. 143-44).

Breads and other baked goods (each with soy flour or grits, p. 195-274): Whole wheat soy bread. Wheat grits bread. Triple rich bread. Unusual pickle or olive juice bread. Cornmeal wheat bread. High rising bread. Spicy rye bread. Limpa bread. Oat rye soy bread. Caraway rye bread. Sourdough whole wheat bread. Egg and yogurt bread (SD = sourdough). Sun seedy oatmeal bread (SD). Four grain bread (SD). Nut and seed bread (SD). Mixed grain bread (SD). Crunchy nut muffins. Spiced pear muffins. Basic complementary muffins. Oatmeal muffins. Sour orange muffins. Pancake, waffle, or camping bread mix. Sourdough corn bread. Quick wheat soy bread. Quick molasses bread. Quick coconut bread. Cheese-filled coffee cakes. Walnut-and-raisin filled coffee cake. Orange coffee cake. Chocolate coconut cookies. Pumpkin cookies or bars. Fruit bar crunch. Honey almond bars. Banana spice bars. Gingerbread.

Cooking beans (p. 309-10, including soy and azuki/aduki). Putting more protein in your family's diet (Appendix F, p. 326-31).

Glossary (p. 339-44) discusses miso, soy flour, soy grits, tofu ("Tofu is soybean cheese, also known as bean curd... Some supermarkets carry tofu, and you can also get it in health food stores and oriental groceries and restaurants..."). Address: Berkeley, California.

2052. Vitamin Village. 1973. Display ad: Sunburn?! *Los Angeles Times.* June 25. p. G9.
• ***Summary:*** "Champion juicer & grinder. Regular $159.95. Red-hot special $129.95." Address: Anaheim / Orange.

2053. *Wall Street Journal.* 1973. What's news–The FDA regulated food supplements... Aug. 2. p. 1.
• ***Summary:*** "... by ordering strict limits on composition and promotion of the vitamin and mineral products. The Food and Drug Administration's new rules divide the supplements according to percentage content of daily allowances of vitamins and minerals recommended by the National Academy of Sciences."

A health-food association (the National Nutritional Food Association (NNFA)) said it would try to get both Congress and the courts to overturn the new regulations.

2054. Rynearson, Edward H. 1973. Adelle Davis' books on nutrition: Commentary. *Medical Insight* 5(7):32-34. July/Aug. [9 ref]
• ***Summary:*** "Unquestionably Adelle Davis is the best-known 'nutritionist' in the United States; the reason for putting quotations around nutritionist is–that she is not so regarded by the members of any of the scientific organizations in the specialties of dietetics and nutrition. This in no way implies that she has not had adequate training. By training she is eminently qualified. She is excluded from professional societies because of what she has done with this excellent training.

"The 1927 University of California Yearbook records her transfer from Purdue University and her graduation from the Department of Letters and Science, where she was elected to the honor society and received the Bachelor of Arts degree with a major in household science. Her classmates and members of the faculty remember her as a pleasant, active and intelligent student whom they enjoyed and respected. For further training in dietetics she went to Bellevue Hospital and Columbia University, and received her M.S. degree in biochemistry from the University of Southern California Medical School in 1938. She has worked as a consulting nutritionist with physicians in various New York and California clinics.

"Each classmate or teacher with whom I have corresponded expressed regret that a woman of her attributes and with her training should use them to disseminate half-truths and untruths. As one of her teachers said, 'What bothers me about Miss Davis is that she has found it financially profitable to make a good story for food faddist preparations to the extent that she pays little attention to the accuracy of her subject matter... She does have the capacity to interest people in nutrition–coupled with very few inhibitions about the accuracy of her statements–provided she can make a good story...'"

A small portrait photo shows Dr. Rynearson. Address: M.D., Emeritus Prof. of Medicine, Mayo Clinic.

2055. Schneider, Howard A.; Hesla, J. Timothy. 1973. The way it is. *Nutrition Reviews* 31(8):233-37. Aug. [1 ref]
• ***Summary:*** This article begins with a profound insight: "Nutrition is a curious science. Among the biomedical sciences it is probably unique in that although it has 'hard science' at its core, it has numerous linkages with some of the 'soft sciences,' and through them a very real contact with many aspects of the human condition.

"Viewed from this tidy inner core of 'hard science,' nutrition seems to have some untidier aspects as it reaches out through the 'soft sciences' to the shifting and never-settling tides of human life; when viewed from the concerns of daily living some of the tidy scheme at the core seems rather distant and ill-adapted to human necessities springing from a real world that is at some removes from the scientist's esoterica."

Discusses the findings of a report titled *A Study of*

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Health Practices and Opinions, by National Analysts, Inc. (NTIS, 1972).

The U.S. Food and Drug Association (FDA) contracted with National Analysts (Philadelphia, Pennsylvania) to conduct a large national survey on the nature and prevalence of "fallacious or questionable health beliefs and practices" and susceptibility to them. The study was jointly funded by 7 government agencies–which are listed.

Surprising findings: (1) Nearly 75% believed that feeling tired and rundown indicates a need for more vitamins and minerals. (2) 86% agree that anyone who eats balanced meals can get enough vitamins in his or her regular foods. (3) 50% of Americans take vitamins or other dietary supplements. (4) Many strange beliefs regarding weight control and weight loss.

Note: The editor of this periodical is D.M. Hegsted, PhD, Professor of Nutrition, Schools of Medicine and Public Health, Harvard University, Boston [Massachusetts]. Address: 1. Director; 2. Asst. for Communications. Both: Inst. of Nutrition, Univ. of North Carolina, Chapel Hill, NC 27514.

2056. Mayer, Jean. 1973. Vitamin furor: On nutrition. *Chicago Tribune.* Sept. 27. p. W_A11.
• ***Summary:*** "The Food and Drug Administration has just issued a group of important regulations, some of which are so obviously sensible that it's hard to see how anybody could object to them." But several of the rules have prompted protests from health food promoters, their customers, health food associations, and certain faddists.

"The fact is that most people don't need dietary supplements in the first place... healthy people who eat a variety of foods, including plenty of fruits and vegetables plus vitamin D-fortified milk, don't need pills." Address: PhD, Prof. of Nutrition, Harvard Univ.

2057. Vitamin Village. 1973. Display ad: Help us celebrate the Grand Opening of our beautiful new store in Fallbrook,... *Los Angeles Times.* Oct. 1. p. OC_B9.
• ***Summary:*** "Fabulous specials on juicers. Here are our Grand Opening juicer specials.

"Champion juicer (and grinder). Regular $159.95. Grand Opening special $139.95.

"Acme Supreme, all stainless steel. The ultimate home juicer. Regular $149.75. Grand Opening special $129.99.

"Acme Supreme–The world's most popular juicer. 10 year guarantee. Regular $119.75. Grand Opening special $109.99.

"Acme Challenger–Quality & economy. Regular $89.95. Grand Opening special $79.99.

"Note: We will always give you a 25-lb. bag of organically-grown carrots Absolutely Free with the purchase if one of these fine juicers–Only at Vitamin Village." Address: Anaheim / Orange / Fallbrook.

2058. Wixen, Jean. 1973. Ill with cancer, Adelle Davis sticks to her preaching: 'If you eat well, you have a much better chance of getting well.' *Chicago Sun-Times.* Dec. 23. p. 1, 10. Section two. Sunday.
• ***Summary:*** The article begins: "Adelle Davis, outspoken nutritionist and 'health food nut,' has cancer. But that doesn't shake her faith in her theories on nutrition."

Adelle is now recuperating from a cancer operation she had last June. When asked why she became a dietitian: When she was 10 days old she was taken away from her mother, who was ill. Her mother died when Adelle was only 17 months old. "Maybe I wanted to make up for the good mother I never had. To become the good mother myself... I was such an unhappy child. I was round and roly-poly and I felt so alone. I felt so hated inside. My father had wanted me to be a boy. He was terribly strict with me, but I suppose I meant well." A photo shows Adelle Davis.

2059. Wixen, Jean. 1973. Adelle Davis still keeping the faith. *Chicago Sun-Times.* Dec. 24. p. 13, 18.
• ***Summary:*** Adelle Davis, who has strong ideas of her own about diet and nutrition, has cancer. Here, she answers her critics, many of whom are physicians. For example: Dr. Edward Rynearson, professor of medicine at the Mayo Clinic, told the writer that Davis's books are "loaded with inaccuracies, misquotations, and unsubstantiated statements" and that Americans must "love hogwash." Davis laughed and replied: "I have yet to meet one physician who has a thorough knowledge of nutrition."

2060. *Bestways.* 1973. Serial/periodical.
• ***Summary:*** Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 55. "*Bestways,* with headquarters in Carson City, Nevada, began operation in 1973. Barbara Bassett is editor and publisher; Norman W. Bassett is president."

2061. Andersen, Lynn. 1973. Rainbow Farm cookbook. New York, NY: Harper & Row. 222 p. Illust. Index. 24 cm. Preface by Allen Gordon.
• ***Summary:*** This vegetarian cookbook, which has a macrobiotic flavor, is from Rainbow Farm, located on over 300 acres of mountain land in Phonecia, New York. Soy-related recipes include: Basic miso broth (p. 34). Miso vegetable soup #1. Miso soup #2 (p. 35). Soy butter dressing (made with 2 cups each oil and water, 3 tablespoons soy flour, and the juice of 2 lemons, p. 57). Miso vegetables (p. 67). Carrots and onions with tekka (miso, p. 67). Miso-onion spread (p. 76). Miso rice (p. 85). Tahini-miso spread (p. 108). Tahini-miso spread with vegetables (p. 108). Tahini-miso spread with seeds (p. 108). Tahini-tamari spread (p. 108). Miso balls (p. 111). Soy butter ("This is exactly the same as the whipped soy cream recipe" [which does not

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appear in this book], made with "soy powder," p. 111). Soy milk (with a blender, from soy beans, p. 118). Soy milk (without a blender, from soy flour, p. 118). Soy burgers (from okara, p. 119). Soy loaf (with cooked soy beans, p. 120). Tofu "(Chinese Soy Bean Cakes)" (curded with Epsom salt, p. 120). Miso sauce #1 and #2 (p. 126). Hiziki and tofu ([hijiki], p. 132). Egg noodles (with wheat and soy flours, p. 144). Soy milk with whole beans (p. 205). Soy milk with soy flour (p. 205).

A glossary of "New or Unfamiliar Foods" (p. 212-14) includes good descriptions of tamari, miso soy bean paste, kuzu, and tekka. Address: Phonecia, New York.

2062. Carroll, Anstice; Vona, Embree De Persiis. 1973. The health food dictionary with recipes. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. vii + 200 p. Illust. by Vincenzo de Persiis Vona. Index. 24 cm.
• ***Summary:*** The foods, listed alphabetically, include: Adzuki (p. 1-2). Beans, dried (incl. soy beans, p. 17). Gluten flour (p. 74-75, incl. Gluten soy bread). Miso and Miso butter (p. 101). Morromi [sic, Moromi] (p. 102). Mu Tea (p. 102). Nori (p. 106). Oil, vegetable (p. 113-14, incl. lecithin, peanut oil, olive oil, always refrigerate vegetable oil after opening; "Vegetable oils can (and should) be substituted for hydrogenated fats such as margarine, shortening, and lard in many recipes"). Peanut (p. 119-21). Peanut butter (p. 121-22). Soy grits (p. 156). Soy milk powder. Soy oil. Soy sauce (p. 156-57). Soybean (p. 159, incl. Soybean salad). Soybean, roasted (p. 160, incl. recipe for making at home). Tofu (p. 174-75, incl. recipe for Tofu-vegetable soup). Umeboshi (p. 175).

2063. Clark, Linda. 1973. Know your nutrition. New Canaan, Connecticut: Keats Publishing, Inc. 267 p. Index. 22 cm. [68 + 333 endnotes]
• ***Summary:*** This book is mainly about vitamins, minerals, and nutritional supplements, but the influence of the young natural and organic foods movements can be seen. Chapter 1 is titled "Should you take vitamins and minerals?" Chapters 2-14 are each about one of the known vitamins. 15. The magic minerals. 15. Where to find safe sources of all minerals. 17. Cholesterol, fats and oils (Clark advocates eating plenty of eggs). 18. High power foods (Lecithin, brewer's yeast, wheat germ, sunflower seeds, alfalfa, rice polishings / rice bran, cultured milks {kefir, cultured buttermilk, yogurt}, blackstrap molasses, liver, sprouts {incl. mung, soy, alfalfa, wheat}). 19. Protein, the real staff of life. Epilogue. Suggested additional reading.

2064. Hain Pure Foods. 1973. Hain presents an honest approach to oils: Their nutritive values, how they are processed, how they compare with other oils, fats and shortenings (Leaflet). Los Angeles, California. 1 p. 6 panels. 28 x 43 cm.
• ***Summary:*** This large leaflet, printed with black ink on white paper, contains 3 illustrations and answers in detail all the questions raised in the subtitle. Founded in 1926, "Hain, the health food people, have 47 years' experience in preparing the delicate oils from seeds, nuts and soybeans by the careful Cold Pressed method." Hain pure oils include soy oil and Hain Super E soy oil.

Note: In describing the "Cold Pressed" method, the leaflet carefully fails to mention that the seeds are almost always heated before having the oil pressed out by mechanical pressure. Address: P.O. Box 54841 Terminal Annex, Los Angeles, California 90054.

2065. *Health Foods Business.* 1973. Serial/periodical. New York: Commercial Circular Co. Howard Wasserman, publisher. Michael Spielman, editor. Frequency: Bi-monthly.
• ***Summary:*** Continues *Dietetic Foods Industry,* which started in about 1955 (but which is not listed in OCLC / WorldCat as of April 2011). Continued by *Health Products Business* (from Jan. 1999).

Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America.* See p. 54. "In the [health food] trade, the magazines include *Health Foods Business* (formerly *Dietetic Foods Industry*), which began publishing in 1950; the publisher is Howard I. Wasserman and the editor is Alan Richman. Headquarters is in Elizabeth, New Jersey.

Talk with Howard Wasserman. 1992. Sept. He owns and runs the company, which he bought it in Nov. 1972. He changed the title from *Dietetic Foods Industry* to *Health Foods Business* in 1973. He thinks it was NEVER titled *Health Food Business.* The oldest back issue owned by the company is late 1973 (vol. 19). They claim to be the second oldest health food periodical and the oldest existing one. *Health Foods Retailing,* edited by Frank Murray, went out of business several years ago; it was published for at least 15 years. The magazine is now owned by Howmark Publishing Inc., located at 567 Morris Ave., Elizabeth, New Jersey 07208. Howard I. Wasserman, president. Phone: 908-353-7373.

HFB. 1992. Nov. p. 44. Net press run: Average number of copies printed of each issue during preceding 12 months: 12,593. Total paid or requested circulation: 9,815.

In about March 1994 Health Foods Business was acquired by PTN, a magazine publishing conglomerate located at 445 Broad Hollow Road, Melville, New York 11747.

Each year the November issue was the "Purchasing Guide" for the next year, e.g. "1984 Purchasing Guide published in Nov. 1983." Each guide was an industry directory. Soyfoods Center owns the 1984 and 1993 purchasing guides. The Library of Congress has most issues from 1977 to Dec. 1998. Address: 475 Park Avenue South, New York, New York.

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2066. Lifshey, Earl. 1973. The housewares story: A history of the American housewares industry. Chicago, Illinois: National Housewares Manufacturers Association. 384 p. Illust. Index. 27 cm. [67 ref]

• ***Summary:*** A very interesting work, filled with hundreds or old and new, color and black and white photos–plus a few illustrations. The author has spent his life, since 1934, reporting on the subject of this book. He was commissioned to write it by the National Housewares Manufacturers Association (NHMA). Therefore most of what he says must be taken on the authority of his first-hand experience. A short, favorable history of each of the many companies in the Association can be found in the book.

In the chapter on "The electric age" is a section titled "The development of blenders"–which contains a great deal of important new historical information interspersed with questionable information (especially concerning the origin of the blender). It begins:

"Ask 'who is responsible for the blender' and the answer is likely to be 'Waring' or 'Fred Waring, the band leader. Although not correct, it's an undeniable fact that that the leader of 'The Pennsylvanians' financed the development and marketing of such a device, the 'Waring Blendor,' always spelled with an 'o.' And it is certain that the promotional efforts of his Waring Mixer Corporation (now the Waring Products Division of the Dynamics Corporation of America) did more than anything else in the early years did more than anything else in the early years to acquaint the public with the concept of such a unique device. Its inventor was Stephen J. Poplawski of Racine, Wisconsin. Since about 1915, Stephen J. Poplawski was engaged for over half a century in the design and manufacture of beverage mixers of various types." The next 4 paragraphs give a history of Mr. Poplawski's inventions, his statements about them, and his affiliations.

"In 1932 Poplawski joined the Greene Manufacturing Company of Racine [Wisconsin], which took over the production of his latest mixers (patents Nos. 1,937,184 [sic, 1,927,184, patented Sept. 1933] and 1,937,445 [sic, 1,934,445, patented Nov. 1933]). Sometime that year, he says, 'the mixer was used as a blender in the macerating of fruits and vegetables so as to reduce them to a fluid state.'"

Note 1. Did Mr. Lifshey deliberately give the wrong patent numbers for these two key patents? Did he wish to make it very difficult for anyone to examine these patents? Anyone who did examine the patents would see that they concern mixers (as for milkshakes and malted milk), not blenders. Moreover, they were not patented until late 1933, whereas "sometime that year" refers to 1932.

Mr. Lifshey continues: "Obviously the mixer was well on the way toward emerging as a blender–at least in the commercial soda fountain world–and Steven Poplawski made this unequivocal statement in his affidavit [in 1953, in connection with patent litigation]: 'I am convinced that the John Oster Manufacturing Company, as the successor business of the Greene Manufacturing Company, is justified in asserting that its blender is the "original blender..."'"

Note 2. In his "unequivocal statement," is Mr. Poplawski trying to give the manufacturer of his patented products a commercial boost, or is he trying to rewrite history, or both? It is clear from p. 274 that John Oster Mfg. Co. is a member of NHMA (which commissioned this book); yet a statement about Waring on the same page makes us wonder whether the more diversified Dynamic Corporation of America (now the owner of Waring products) is a member. However, a brief chronology of "the corporate activities of Waring" (p. 272-73) makes it look as if Mr. Lifshey is trying to treat Waring fairly. Unfortunately, nowhere in this book is there a disclosure of the names of companies that commissioned this book.

Note 3. After obtaining and studying all of Stephen Poplawski's early patents for mixers, Soyfoods Center believes that the first one which could reasonably be called a blender was issued on 8 Dec. 1942 (application filed 24 June 1940). We believe that Frederick Osius invented the blender, which Fred Waring commercialized with great success.

In an earlier section of this chapter, titled "From beaters to mixers" we are introduced (p. 265-66) to Fred Osius. The electric mixer and Horlick's Malted Milk both originated in Racine, Wisconsin. In "about 1887 William Horlick developed his new milk shake drink, while in 1910 a promotion-minded entrepreneur in Racine named Fred Osius founded the Hamilton Beach Manufacturing Company there." Actually the company was founded by Osius and two of his talented employees from an earlier vibrator company, Chester A. Beach and L.H. Hamilton. Their first product was an extremely successful high-speed, lightweight electric motor which could operate on either a.c. or d.c. electric current. In 1912 it was first used in home sewing machines and quickly revolutionized the industry. It was soon also used in commercial electric mixers for making "malteds" and milk shakes in soda fountains. Between 1920 and 1924 Hamilton Beach was sold by its 3 owners to Scovill Manufacturing Co. of Waterbury, Connecticut.

Let us return to the development of the electric blender. Lifshey continues (p. 271): "Meanwhile, Fred Osius, who in 1926 had moved to Florida and then back North during the depression, launched his own version of the blender. An acquaintance who saw a lot of him describes him as 'an aggressive optimist who seemed to smell risk money in an endless variety of unorthodox ways.'

"One of those whom he had already sold on investing money in his new venture was Ronnie Ames, a brother-in-law of Fred Waring's publicity man at the time. Why not approach Waring himself?" Continued. Address: Reporter and historian, home furnishings industry, Fort Lauderdale, Florida.

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2067. Lifshey, Earl. 1973. The housewares story: A history of the American housewares industry (Continued–Document part II). Chicago, Illinois: National Housewares Manufacturers Association. 384 p. [67 ref]

• ***Summary:*** Continued from p. 271. "The band leader [Fred Waring] and his Pennsylvanians had just concluded one of their Ford radio broadcasts in Manhattan's Vanderbilt Theater [in New York City] one afternoon in the summer of 1936, when a Waring assistant informed him that 'A Mr. Fred Osius is waiting for you backstage; he says he has an appointment.'

"'Appointment' was stretching the word considerably... In fact, just to look at him, recalls one who happened to be there that day, revealed that he was 'different.' On this particular occasion, Osius was wearing striped trousers, a cutaway coat and a dark blue woolen shirt touched off by bright lemon-yellow tie. On someone else it might have looked ridiculous, but on him it just seemed to belong.

"He had brought with him a prototype of his brainchild and although it failed to function, his persuasive power did. By the time he had explained how it would revolutionize people's eating habits, he had sparked Waring's interest in backing it.

Note 1. Why does Mr. Lifshey consistently portray Fred Osius as a shady, bizarre character–while downplaying the fact that he invented and patented several of America's most important and successful electrical machines. It seems surprising that such an unusual and aggressive person, with a prototype blender that did not function, could convince such a smart and experienced businessman as Fred Waring to invest in such a device. Yet Waring was not duped; in 1948 this blender sold 215,000 units worth $8.1 million at retail.

"Six months and $25,000 later it was evident that, despite continued assurances to the contrary, Osius couldn't produce the working model he had promised. So in September 1936 Waring asked his associate, Ed Lee, to take it over. (Incidentally he is the same Ed Lee who later became General Manager of Chicago's McCormick Place [in Illinois].)"

"Lee found that three basic engineering problems had to be solved:" (1) Make a uniquely shaped glass container. (2) Develop a leak-proof bearing in the base of the container. (3) Perfect the flexible coupling between the motor drive shaft and the blade.

"All of them were solved in time to permit a presentation of this new 'Miracle Mixer' the following September 1937, at the National Restaurant Show in Chicago's Furniture Mart." Positioned as a new device "for making frozen daiquiris and similar drinks, it attracted tremendous interest and sold for $29.75."

Note 2. Mr. Lifshey fails to note that on 13 March 1937, 6 months before the machine's national debut, Fred Osius applied for his first and only U.S. patent on this "Disintegrating mixer." Neither Ed Lee nor Fred Waring are mentioned in the patent. Therefore, Osius must have played the major role in solving the engineering problems and making the blender work well enough to attract "tremendous interest." The U.S. patent (No. 2,109,501) was issued to Osius on 1 March 1938; it was not assigned to any company.

"Enthusiastic receptions for the newcomer followed at other trade shows and a national promotion program with Ron Rico Rum involving a coast-to-coast tour to popularize the drinks it could make proved to be 'spectacular.' By now it was being called the 'Waring Blendor'–spelled with a 'o' to distinguish it."

On 27 May 1938 the Waring Corporation was incorporated in Delaware to help promote the new appliance. "It contracted with Airway Electronic Appliance Corporation, a Toledo [Ohio] vacuum cleaner manufacturer, to produce the Blendor." Note: The first Waring machines were almost surely sold in late 1937.

Having made its reputation in bars and restaurants, the Waring organization began to eye the household consumer market. Before long the Blendor was being sold in leading department and specialty stores in major cities." Eventually a battery of 13 found their way into the Waldorf Astoria. There were demonstrations in famous stores such as Bloomingdale's and Wannamakers.

So well had the new 'Blendor'–sometimes also called "Waring-Go-Round" been accepted as a daiquiri device that it would take a while to educate consumers that it was as good in the kitchen as in the bar.

"It received unexpected and welcome support from a West Coast [Los Angeles, California] health food authority and lecturer, Martin Pretorius, who seized upon the new liquifier as a nutritional boon. He sold hundreds of them in the course of his lectures." His first major ad was published in Dec. 1937.

There follows a chronology of Waring's corporate activities from 1938 to 1956.

During World War II, blender production stopped. When it "resumed after the war the manufacturers discovered a curious thing: its image as a drink mixer had become so firmly established in the public's mind that it was difficult to get people to consider the blender for other uses." As a result, sales coasted along unimpressively.

A table (p. 270) shows sales of blenders for selected years from 1948 (the first year for which figures are available) to 1971. For each year is given the number of units sold, the retail dollar volume, and the retail price per unit. The number of blenders sold rose from 215,000 in 1948, to 225,000 in 1950, to 455,000 in 1960, to 1,800,000 in 1965, to 5,100,000 in 1970.

The remaining 2 pages of history concern subsequent innovations and developments. Waring led the way with "colored blenders in 1955; an ice crusher attachment in 1956; a coffee grinder attachment in 1957; a timing control

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in 1964;" and the first solid state controls in 1965. Address: Reporter and historian, home furnishings industry, Fort Lauderdale, Florida.

2068. Margolius, S. 1973. Health foods: Facts and fakes. New York, NY: Walker & Co. *

2069. Shelton, Herbert M. 1973. Superior nutrition. 10th ed. San Antonio, Texas: Published by the author. 198 p. 1st ed. 1951. Illus. No index. 20 cm.
Address: N.D., San Antonio, Texas.

2070. **Product Name:** Fulkernal (all natural).
Manufacturer's Name: Baker's (Bill) Ojai Bakery.
Manufacturer's Address: Ojai, California. Phone: 646-1558 or 646-1950.
Date of Introduction: 1973?
Ingredients: Pumpernickel, white flour, rye flour, triticale, red wheat, white wheat, black rye, oats, corn, bran millet, sesame, sour culture yeast.
Wt/Vol., Packaging, Price: 1½ lbs.
How Stored: Refrigerated.
New Product–Documentation: Labels sent Colleen Kohnen of Tehachapi, California. Dated by Helen Vaughn. March 2006. At top of label: 'Established 1897.' At bottom of label: "Please keep refrigerated."

2071. Erhard, Darla. 1974. The new vegetarians. II. The Zen macrobiotic movement and other cults based on vegetarianism. *Nutrition Today* 9(1):20-27. Jan/Feb.
• ***Summary:*** This article is mainly a very critical assessment of the macrobiotic diet and movement introduced as a cure by George Ohsawa. It also discusses Sufi groups, the new Vrindaban International Society for Krishna Consciousness (founded in 1966 by his Divine Grace A.C. Bhaktivedanta Swami Prabhupada), and various vegan groups.

A pie chart on page 21 shows the various major food movements in the U.S. counterculture "and how they all lead to unscientific vegetarian forms of food faddism." Within the natural food movement are organic communes, Krishnas, vegans, Sufis, followers of the Ehret's mucusless diet healing system, and practitioners of Yoga. Within the health food movement are four major teachers: Paul C. Bragg, Herbert Shelton, Carleton Fredericks, and Adelle Davis. Within the "Cosmic Nutrition Movement" are Zen macrobiotics (yin/yang polarity), and the Messiah's Crusade (positive/negative polarity).

"Veganism is the philosophy and practice of compassionate living. Founded in England in 1944, the Vegan Society originally stressed the ethics of eating. The American Vegan Society, based in New Jersey, was founded in 1960 and is composed of individuals who are more health oriented. This Vegan philosophy was essentially based on Dr. Albert Schweitzer's concept of reverence for life, and Mahatma Gandhi's concept of Ahimsa, a Sanskrit term meaning non-killing and non-injury" [dynamic harmlessness] (p. 27). "Vegans who practice more restrictive diet interpretations may use Dr. Shelton's Food Combining System." Vegans and their children often use soya milk.

The reason is that the general natural foods movement is an example of unscientific food faddism is that the "Diet emphasizes natural and/or organic vegetables, fruits, legumes, grains, and usually dairy products, and restricts meat."

A sidebar briefly defines "Vegetarian terms" including amasake, miso, mochi, nirvana, tamari, tofu, and umeboshi.

Note: This is the earliest document seen (May 2002) concerning Sufism (or Islam) and Vegetarianism. Address: RD, MPH, Research Nutritionist, Clinical Study Center, San Francisco General Hospital, California.

2072. Snyder, Camilla. 1974. Gayelord Hauser: On the move at 80. *New York Times.* March 24. p. 64.
• ***Summary:*** Legendary Hauser is a friend of Greta Garbo–the "legendary woman of mystery." Hauser started his career in Chicago, Illinois, but eventually moved to Los Angeles and "soon became the film colony's darling." Since the early 1920s, he has been a health food evangelist. In the 1930s and 1940s he talked many in Hollywood "into living almost exclusively on health salads and vegetable cocktails." His books have sold about 40 million copies in many languages.

Nearly 80 years old, Hauser still reads without glasses, still swims several miles each morning at his hilltop estate overlooking Coldwater Canyon, and takes long walks each day.

Hauser met Garbo through diet. Over the years the two invested in property on Rodeo Drive in Los Angeles and constructed buildings well before costs skyrocketed. Hauser is now landlord of about 6 prestigious shops (such as Gucci and Hermes), and Garbo is landlord of several others. "But one thing is missing. Nowhere in their half-block of stores is there a health food shop."

An accomplished mimic, he described talks with Dr. Albert Schweitzer and Mahatma Gandhi. A large photo shows Hauser at his dining table.

2073. *Van Nuys News* (*California*). 1974. Calling all grads of class of 1924. March 31. p. 30-A, Central Valley edition.
• ***Summary:*** Members of the class of 1924 at Redondo Union High School will hold their 50th anniversary reunion on June 23 in Los Angeles. All graduates and their descendants will be welcomed at the event. "Planning to attend the event are... Paul C. Bragg, now in his 90s, who was the physical education teacher for the class."

Note: This is the 2nd article showing that in the early 1920s, Paul C. Bragg was in California, in the Los Angeles area.

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2074. *Los Angeles Times.* 1974. Adelle Davis, health food expert, dies. June 1. p. C7.
• ***Summary:*** She died on Friday [May 31], at age 70, at her home in Palos Verdes Estates of bone cancer–which had been discovered about a year ago. She "emphasized that her disease did not change her theories about nutrition.

"Her books sold nearly 11 million copies and generated concern for balanced diets based on the organic and natural foods she ate while growing up on an Indiana farm.

A funeral service is scheduled for June 3 at the Church of Religious Science in Redondo Beach. She is survived by her husband, Frank Sieglinger, a son and a daughter.

2075. *New York Times.* 1974. Adelle Davis, nutritionist, best-selling author, dies. June 1. p. 32. Late City Ed.
• ***Summary:*** This fair and balanced obituary begins with a short summary: One of America's best-known authorities on nutrition, she died of bone cancer on 31 May 1974 at her home in Palos Verdes Estates, California–a Los Angeles suburb. In her four widely-read books, and her countless lectures and television appearances, she conveyed the message: "You are what you eat." A funeral service will be held Monday. She is survived by her husband, Frank Sieglinger (an attorney); a son, George Leisey, and a daughter, Mrs. Barbara Frodahl.

The majority of the obituary is titled "An outspoken believer," by Wolfgang Saxon, who calls her the "guru of lay nutritionists." Born and raised on a farm in Union Township, Indiana, she went away to college and ate what she called "junk" food until the 1950s. She attended Purdue University (Lafayette, Indiana), the University of Wisconsin, and the University of California at Berkeley, where she majored in dietetics, focusing on the study of vitamins. She then went to work as a dietitian at Bellevue Hospital in New York City, supervised nutrition in the Yonkers public schools, and in 1931 became a consulting nutritionist for 3 New York obstetricians. During that time she also wrote 2 small books and a textbook.

Later in the 1930s, she moved to California, married–and was subsequently divorced–and earned a master of science degree in biochemistry at the University of Southern California (USC). Here too she worked as a consultant nutritionist for California clinics and planned thousands of individual diets for people suffering from a wide variety of illnesses.

She was not surprised when consumerism and organically grown foods became popular in recent years, yet she viewed the proliferation of "health food" stores with a wary eye. She one said that many of them sell junk and make misstatements. She and her husband grew vegetables and fruit in their garden. She took many vitamin pills and brewer's yeast each day. Until recently, she was the picture of health, with glowing skin; she played tennis 5 times a week.

A photo shows Adelle Davis pouring something into an electric blender.

2076. Weil, Martin. 1974. Adelle Davis, diet advocate, dies. *Washington Post.* June 2. p. B6.
• ***Summary:*** The obituary begins "Adelle Davis, a controversial and widely followed prophet of the nation's new concern with diet and nutrition, died of bone cancer Friday at her home in Palos Verdes. She was 70." A guest on countless TV talk shows, she was outspoken in her belief that physical illness and many other problems could be traced to a poor diet. But her skeptics view her as "the priestess of a national health-food cult." She drew support from and also helped to generate the rising concern over environmental pollution and the harmful effects of certain chemicals, pesticides, and food additives. She seems to have "played a significant role in the development of the nation's billion dollar-a-year health food business."

She is survived by her husband, Frank Sieglinger (a retired accountant) whom she married in 1960; a son, George Leisey, and a daughter, Barbara Frodahl. Adelle's first marriage, to George Leisey, ended in 1953 in divorce. A large portrait photo shows Adelle Davis in her home near Los Angeles in 1972. Address: Staff writer.

2077. Bruch, Hilda. 1974. The allure of food cults and nutrition quackery. *Nutrition Reviews* 32(Suppl.):62-66. July. [13 ref]
• ***Summary:*** Contents: Introduction. The desperate hunt for healing. Understanding of stress needed (quackery and food fads). Food fads. Food–the earliest denominator. Exploitation of scientific nutrition. The scientific model of health care ("quackery is an expression of the relative failure of the scientific approach").

Footnote: Reprinted from the *Journal of the American Dietetic Association.* 57 316.1970

This special supplement is titled "Nutrition misinformation and food faddism." Address: M.D., Prof. of Psychiatry, Baylor College, of Medicine, Houston, Texas.

2078. Darby, William J. 1974. Allure of quackery: The unicorn and other lessons from history. *Nutrition Reviews* 32(Suppl.):57-61. July. [5 ref]
• ***Summary:*** Contents: The legend.
"The unicorn is noble;
"He keeps him safe and high
"Upon a narrow path and steep
"Climbing to the sky;
"And there no man can take him;
"He scorns the hunter's dart
"And only a virgin's magic power
"Shall tame his haughty heart.
"A medieval German folksong.
The unicorn is killed. "People wish to be deluded"–in

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America too. "Natural"–testimonials–and religion. Lesson: "It requires no brilliance of insight to recognize in today's promoters of food cultism and nutritional hogwash the same devices that have characterized medical quackery throughout the ages."

Footnote: This paper was presented by Dr. William J. Derby, President of The Nutrition Foundation on May 16, 1974 at a Symposium, Baylor University Medical Center, Dallas, Texas.

This special supplement is titled "Nutrition misinformation and food faddism." Address: PhD, President, The Nutrition Foundation.

2079. Deutsch, Ron. 1974. Organic foods: Where you should be shopping for your family. *Nutrition Reviews* 32(Suppl.):48-52. July.

• ***Summary:*** Reprinted from *Today's Health*, April 1972. Published by the American Medical Association.

This special supplement is titled "Nutrition misinformation and food faddism."

This article starts: "Adelle Davis. Ralph Nader. Carlton Fredericks. Sometimes those insistent public voices can make a food shopping list sound almost like a death wish. Listen:

"To Adelle Davis, who has been called the high priestess of health foods, proclaiming, 'Almost every American suffers from nutritional deficiencies... What's happened to market food is just tragic!... The whole country is at the mercy of people who are making money off our food.'

"To consumer advocate Ralph Nader decrying 'the failure of... regulation to insure safe, pure and nutritious food.' He thinks food content is 'dictated by corporate greed and irresponsibility."

2080. Henderson, LaVell M. 1974. Programs to combat nutrition quackery: what avenues are available to combat the nutritional misinformation and quackery with which the public is bombarded? *Nutrition Reviews* 32(Suppl.):67-70. July. [10 ref]

• ***Summary:*** "Because of the recognized risk of promoting that which we seek to discredit, would it be wiser to ignore such cultism in the hope that it will run its course earlier if not kept alive by controversy on which it thrives?"

Contents: Introduction. Regulation. Education. Extension service. Professional efforts. Extension publications [on quackery] (10 refs). Reprinted from the *Journal of the American Dietetic Association* 64:372 1974.

This special supplement is titled "Nutrition misinformation and food faddism." Address: PhD, Head, Dep. of Biochemistry, College of Biological Sciences, Univ. of Minnesota, St. Paul; and Chairman, Committee on Nutritional Misinformation, Food end Nutrition Board National Research Council–National Academy of Sciences.

2081. Kamil, Adolph. 1974. Vitamins: How natural are those 'natural' vitamins? *Nutrition Reviews* 32(Suppl.):34. July. [17 ref]

• ***Summary:*** Footnote: "The author is Pharmacist, Consumers Co-operative of Berkeley, Inc., 3000 Telegraph Ave., Berkeley. CA 94705, and Assistant Clinical Professor of Pharmacology. School of Pharmacy, University of California Medical Center, San Francisco.

"Originally published in *Co-op News*, 25 (No. 11): 3. March 13. 1972 and reprinted in *Journal of Nutrition Education*, p. 92. Summer. 1972.

The article begins: "The idea that 'natural' vitamins provide special benefits for our bodies has been raging around the Co-op. This has occurred despite repeated assertions by our home economists and pharmacists that vitamins have the same properties whether they are called 'natural' or 'synthetic.' We know of no advantages to justify the higher prices that 'natural' labels often command."

"Apparently, these words can be used freely because there are no legal definitions of 'natural' or 'organic.'"

2082. *Nutrition Reviews.* 1974. Zen macrobiotic diets: Statement of American Medical Association Council on Foods and Nutrition. 32(Suppl.):27-28. July. [3 ref]

• ***Summary:*** "The American Medical Association's Council on Foods and Nutrition is deeply concerned over the increasing popularity, particularly among adolescents, of 'Zen Macrobiotics' and its nutritional implications."

"The Macrobiotic diet represents an extreme example of a general trend toward natural and organic foods."

Footnote: Reprinted from the *Journal of the American Medical Association*, Vol. 218. No. 3. 1971.

Note: This special supplement is titled "Nutrition misinformation and food faddism."

2083. *Nutrition Reviews.* 1974. Food faddism. 32(Suppl.):53-56. July. [50 ref]

• ***Summary:*** This special supplement is titled "Nutrition misinformation and food faddism." This article begins: "The increased receptiveness and consciousness of the public in regard to nutrition and health have provided an opportunity for food faddism to flourish. The allure of food cults is certainly not new as they constitute part of our heritage (1)."

2084. *Nutrition Reviews.* 1974. Diets: A critique of low-carbohydrate ketogenic weight reduction regimens: a review of Dr. Atkins' Diet Revolution. Statement of American Medical Association Council on Foods and Nutrition. 32(Suppl.):15-21. July. [17 ref]

• ***Summary:*** The book in question is: Atkins, R.C. 1972. *Dr. Atkins' Diet Revolution: The High Calorie Way to Stay Thin Forever.* New York, David McKay Inc. 1972.

2085. *Nutrition Reviews.* 1974. Vitamin C and the common

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cold: Statement of American Academy of Pediatrics, Committee on Drugs. 32(Suppl.):39-40. July. [14 ref]
• ***Summary:*** Footnote: Reprinted from *Newsletter of the American Academy of Pediatrics,* 22: November 1, 1971. This article begins: "Enormous quantities of vitamin C are now being used by the public for the prophylaxis and cure of the common cold. This is largely the result of a recent book, *Vitamin C and the Common Cold,* written by Nobel-Prize winner, Linus Pauling (1). The book's chief virtue is that it questions some fundamental principles of nutrition which have gone unchallenged for years and have been based on the minimal daily requirements of a vitamin to prevent deficiency diseases. The scientific questions Dr. Pauling raises are provocative and should stimulate research in this area.

"The book also contains his personal recommendations on the quantities of ascorbic acid to be ingested daily to prevent or treat a common cold. These quantities range between 1 and 5 gm daily for prophylaxis and as much as 15 gm per day to treat a cold."

This article is written by pediatricians who are concerned that large doses of vitamin C are also being given to children, to whom it may be toxic.

At the end of the article, before the bibliographic references, is a list of the names of the many authors of this article, all medical doctors from the Committee on Drugs.

2086. Rynearson, Edward H. 1974. Americans love hogwash. *Nutrition Reviews* 32(Suppl.):1-14. July. [31 ref]
• ***Summary:*** This special supplement is titled "Nutrition misinformation and food faddism." The main editor is D.M. Hegsted, PhD, Professor of Nutrition, Schools of Medicine and Public Health, Harvard University, Boston, Massachusetts. Special guest editor of this supplement: Philip L. White, D.Sc., Secretary, Council on Foods and Nutrition, Director, Dep. of Foods and Nutrition, American Medical Association, Chicago, Illinois.

This article by Rynearson, the first in the supplement, contains an introduction followed by sections on: Adelle Davis ("almost the only 'health authority' among food faddists who possesses any formal professional background"). Vitamin E (the "list of conditions for which vitamin E has been recommended is limited only by one's imaginative powers"). Carlton Fredericks ("Probably second only to Adelle Davis in popularity as a dispenser of hogwash..."). The Adrenal Metabolic Research Society of the Hypoglycemia Foundation, Inc. (founded by John W. Tintera, M.D. The foundation believes that hypoglycemia is widespread), Jerome Rodale ("It is not surprising that the man who gave the term 'organic food' to the English language should be revered as the 'guru of the organic food cult.'"). Zen Macrobiotic Diets ("Without doubt... the most dangerous form of hogwash."). Discussion.

Note: This periodical is sponsored by the food processing industry. Address: M.D., Emeritus Prof. of Medicine, Mayo Clinic.

2087. Yaffe, Sumner J.; Filer, L.J. 1974. The use and abuse of vitamin A: Joint committee Statement of American Academy of Pediatrics, Committees on Drugs and Nutrition. Pediatrics, Committee on Drugs. *Nutrition Reviews* 32(Suppl.):41-43. July. [14 ref]
• ***Summary:*** Footnotes: Reprinted from *Pediatrics* 48:655. 1971. This article begins: "Vitamin A is an essential nutrient necessary for maintenance of normal epithelial tissue and for optimal growth (1, 2). Impaired dark adaptation and night blindness are well known manifestations of vitamin A deficiency. Although vitamin A is present in many foods, it cannot be assumed that all individuals receive adequate amounts. Preliminary reports from the recent 10-state nutrition survey* show that a significant proportion of the population has a low intake of vitamin A and low plasma vitamin A levels. Thus it would appear important to improve the diet of a considerable segment of the population or provide a vitamin A supplement for them."

The recommended daily allowances for infants and children are given.

There are many serious dangers of vitamin A toxicity due to excessive intake. Address: 1. Chairman, Committee on Drugs; 2. Chairman, Committee on Nutrition.

2088. Fisher, Emily. 1974. The vitamin bill. *Washington Post.* Aug. 23. p. B8.
• ***Summary:*** A senate health subcommittee, chaired by Sen. Edward M. Kennedy, is holding hearings on a senate bill of proposed FDA regulation of the sale of high potency vitamins, minerals, and food supplements.

Dr. Stephen Barrett, head of the Lehigh Valley (Pennsylvania) Committee against Health Fraud testified that "'Americans waste more than $1 billion a year on food supplements which they do not need.'"

The bill is opposed by the vitamin industry (with sales of $700 million a year) and health organizations such as the National Nutritional Foods Association (NNFA) and the Health Industries Institute.

"The dispute is over a bill by Sen. William Proxmire (D-Wis. [Democrat, Wisconsin]) and co-sponsored by 45 other senators, that would restrict the FDA in its attempt to classify as a drug any vitamin, mineral, or food supplement that contains more than 150 per cent of the federally recommended daily allowance for an individual."

Milton Bass, attorney for the NNFA, as accused the FDA of "bureaucratic paternalism" and an attempt to usurp the proper function of congress.

2089. Ralston Purina Co. 1974. Ralston Purina vignettes (News release). Checkerboard Square, St. Louis, MO 63188. 9 p. Dec.

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• ***Summary:*** Highlights from the history of Ralston Purina Co. In 1893 a financial panic gripped America. Having just graduated from Washington University in St. Louis, William H. Danforth was seeking to launch his career in some St. Louis business. Two church associates, George Robinson and William Andrews, suggested a business making horse and mule feed. In those days horses and mules ate only hay, corn, and oats. The two men convinced young Danforth to join them in the new feed manufacturing business. Thus in 1894 the Robinson-Danforth Company was formed with a capital of $12,000. "Cheaper than oats and safer than corn" was the slogan of their new product, which they mixed with shovels on the floor of a back room.

After 2 years the little feed business was thriving. They moved to new headquarters to Eighth and Gratiot in St. Louis, the present site of company headquarters. There milling machinery was installed. By March 1896 Will Danforth had become president of the company. On May 26 of that year, Andrews sold his share in the company to Will, making Will the majority stockholder. The next day, the mill was completely destroyed by the worst tornado in St. Louis history. Though Danforth had no collateral, Mr. Walker Will, president of a local bank, loaned him $25,000 to rebuild the mill at its former location.

In 1898, on a buying trip to Kansas, Danforth met a miller who had discovered a way to prevent cracked wheat from becoming rancid without removing the germ. Danforth, who was convinced that food had a big effect on health, packaged the miller's cracked wheat and sold it to St. Louis grocers under the name Purina Whole Wheat Cereal. The word Purina had been coined from the company slogan–"where purity is paramount." After only 4 years, the company had diversified into the food business.

"At the same time the fame of Dr. Everett Ralston's health ideas was spreading. Clubs of his followers boasted 800,000 members. In his book, "Life Building," he recommended a whole wheat cereal similar to Purina's product. Danforth approached Dr. Ralston, who agreed to endorse the Purina cereal provided it was renamed Ralston Wheat Cereal. The arrangement benefited both, and the name stuck. By 1902, the names Ralston and Purina had become so widely known that the name of the firm was changed to Ralston Purina Company." Also in 1902 the red and white checkerboard, once worn by every person in the Brown family that Will had known as a kid, became the company's trademark and logo. Since that time the Checkerboard trademark has been used with a consistency unique in American business. Even the company's headquarters in St. Louis is named Checkerboard Square.

By 1904, in time for the Louisiana Purchase Exposition in St. Louis, the company had added two new food products packaged in checkerboard bags: Purina Whole Wheat Flour and Purina Pancake Flour. Distributed to fair visitors, each of these products won first prize in its category–helping the young company to share the spotlight at the Exposition.

Wanting to do his part in World War I, Danforth left his burgeoning business in 1914 and went to France as YMCA secretary for the troops of the Third Army Division. "After noting the enthusiastic way soldiers responded to the word 'chow,' he replaced the word feed with 'Chow' on all Purina animal rations."

"While visiting England after the war, Danforth was introduced to a form of feed which contained several ingredients pressed into small cubes. In 1921, he tried the cube form in Purina Chows and the innovation caught on. Soon the entire American feed industry was manufacturing pellet-form feed. Danforth insisted on a distinctive name for his and 'Checkers' entered the Purina vocabulary."

In 1920 Will's son, Donald, joined the company. In 1926 he convinced his father to start an experimental farm for testing products. The company bought 300 acres of land at Gray Summit, Missouri, and research began. Not only feed, but management and sanitation experiments were conducted. Today the farm uses 820 acres and approximately 50,000 people tour it each year.

In 1950 set out to develop a dog food to be sold through grocery outlets. After successful test marketing, Purina Dog Chow entered national distribution in April 1957. "Advertising stressed the food's palatability with an Eager Eater theme. Gaines was then the total sales leader in dry dog foods. By December of that year, Purina had captured 14.8 per cent of the market. August, 1958, saw Dog Chow pass Gaines and become the nation's leading dry dog food, a position it has held ever since."

On 10 January 1962 company officials in New York were celebrating the listing of Ralston Purina stock on the New York Stock Exchange. But that afternoon "the worst disaster in Purina's history took place" when a "violent dust explosion followed by a fire demolished the St. Louis Chow manufacturing elevator. Two workers were killed and 25 were hospitalized with severe injuries. One fireman suffered a heart attack while battling the flames." It took 3 days to put out the fire. Fortunately the company's main office building nearby, which housed 1,000 employees, was not seriously damaged. Address: St. Louis, Missouri.

2090. *Vegetarian Health Food Handbook.* 1974-1976. Serial/periodical. Altrincham (Dunham Rd.), London, or Parkdale, England: Vegetarian Society of the United Kingdom. Edited by Leah Leneman. Frequency: Annual.

• ***Summary:*** Continues: *Vegetarian Handbook.* Cover title, 1974-76: International Vegetarian Health Food Handbook. Continued by: *International Vegetarian Health Food Handbook* from 1977.

In 1974 this directory was published by The Vegetarian Society of the United Kingdom Ltd., Parkdale, Dunham Rd., Altrincham, Cheshire, England. Contents: Introduction. United Kingdom: Vegetarian societies, publications,

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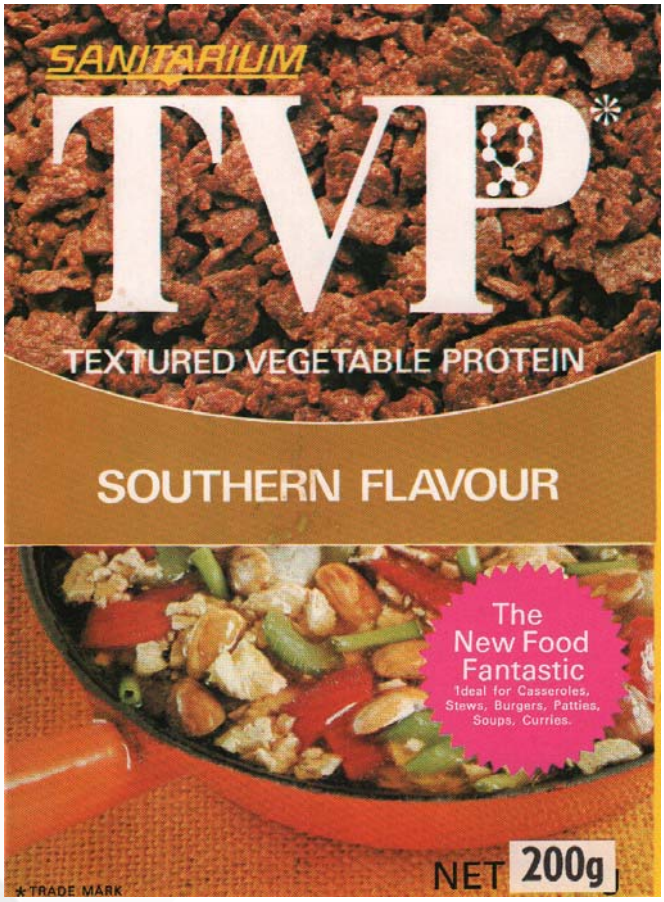
general facilities, restaurants, hotels and guest houses, curative establishments, health foods stores (confirmed), health food stores (unconfirmed). Overseas: Vegetarian societies, publications, restaurants (confirmed), restaurants (unconfirmed), hotels and guest houses (confirmed), curative establishments (confirmed), hotels, guest houses, and curative establishments (unconfirmed), vegetarian food hints for continental hotels. Shopper's guide: Introduction, contents, listing of products, list of manufacturers. Address: Altrincham, England.

2091. Editors of Nutritional Update and Healthful Living. 1974. Natural foods and your health food store: what's in it for you? New Canaan, Connecticut: Keats Pub. 142 p. 18 cm. A Pivot original health book. *
• ***Summary:*** On the spine: "What's in it for you?"

2092. **Product Name:** Sanitarium Health Foods TVP Textured Vegetable Protein [Smoked Flavour, Roast Flavour Chunky Pieces, Roast Flavour Mince Style, Savoury Flavour, Southern Flavour, and Sweet & Sour Flavour], and Unflavoured T.V.P.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1974.
Ingredients: Savoury: Soy flour, salt, dried yeast, vegetable oil, vegetable flavouring syrup.
Wt/Vol., Packaging, Price: 300 gm box. Later canned.
How Stored: Shelf stable.
Nutrition: Savoury: Protein 35.0%, moisture 6.5%, ash 11.0%, fibre 2.5%, carbohydrate 24.0%, fat 21.0%.
New Product–Documentation: Label. 1980, undated. Box. 13 by 9 inches. Full color. Photo shows TVP as is and in a skillet with rice. "The New Food Fantastic. Ideal for Casseroles, Stews, Burgers, Patties, Soups, Curries." Letter from Sanitarium Health Food Co. 1981. Leaflet. 1981? 6 panels. Red and brown. "The new food fantastic. Sanitarium TVP Textured Vegetable Protein... From Sanitarium... The people who believe food should not only taste good, it should be good for you." With 5 recipes. Leaflet. 1981. Full color, yellow background. "Sanitarium presents 30 exciting recipes with a difference from around the world... The difference is TVP. Textured Vegetable Protein." Soya Bluebook. 1982. p. 61. "Canned vegetable protein foods and textured vegetable protein." 1985. p. 86.

Letter from Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1974.

2093. **Product Name:** Sanitarium Health Foods Tender Bits (Vegetable Protein Bits).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.



Date of Introduction: 1974.
Ingredients: Wheat gluten, sauce [incl. soy sauce], onion, flour, vegetable oil, water added.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1974. "Soy sauce is the first ingredient in the sauce."

2094. **Product Name:** Sanitarium Health Foods Casserole Mince (Minced Vegetable Protein).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1974.
Ingredients: Wheat gluten, flour, soya sauce, hydrolysed vegetable protein, sauce, water added.
How Stored: Shelf stable.
Nutrition: Per 110 gm (¼ can): Protein 16 gm.
New Product–Documentation: Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1974.

2095. Bragg, Paul C. 1974. The shocking truth about water:

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The universal fluid of death. Santa Ana, California: Health Science. xviii + 108 p. Illust. Forms. 21 cm. *
• ***Summary:*** Explains that fluoride is a poison. Also reprinted, with some new editions, in 1977, etc. Address: Burbank, California.

2096. Larson, Jeanne R.; McLin, Ruth. 1974. The vegetable protein and vegetarian cookbook. New York, NY: Arco Publishing Co. 216 p. Illust. Index. 24 cm. Reprinted in 1980.
• ***Summary:*** The authors may be Seventh-day Adventists since they make widespread use of "meatless meats" made by Loma Linda Food Co. and Worthington Foods, both Adventist-run companies. Pages 11-14 list these meatlike products in the following categories: 7 dry vegetable proteins to which liquid must be added, or which are used for seasonings: Granburger. Vitaburger. Meat loaf mix. Burger aid. Stripple zips. Baco-Bits. Gravy quik.

35 canned foods: Rediburger. Vegeburger. Chopletburger. Vegetarian burger. Madison burger. Non-meat balls. Prime burger. Vitaburger. Chili. Choplets. Cutlets. Skallops. "209." Vegesteaks. Dinner bits. Tender bits. Dinner cuts. Tastee cuts. Dinner rounds. Salisbury steak. Frysticks. Numete. Protose. Proteena. Nuteena. Vegechee. Vegelona. Wham. Beef slices. Chicken slices. Linketts. Little links. Big franks. Saucettes. Veja-links.

30 frozen foods (said to be by far the tastiest of the vegetarian meats): Beef slices, loaf, and cubes. Corned beef slices, loaf, and cubes. Smoked beef slices, loaf, and cubes. Beef pie. Chicken slices, roll, cubes. Chicken pie. Chickettes. Wham slices, roll, cubes. Prosage. Vegetarian fillets [fish alternatives]. Holiday roast. Salisbury steak. Stripples. Smoked turkey slices or loaf. Fri-pats. Soy-chee. Vegechee. Soycheeze. Lentils. Garbanzos. Boston style soybeans. Green soybeans [probably harvested dry rather than fresh]. Savorex. Tastex. Savita. Vegex. Chicken seasoning. Beef seasoning. Smokene. Baco-bits.

Soy-related recipes include: Soybean loaf (with cooked mashed soybeans, p. 39). Tofu loaf (p. 149; "Tofu can be obtained at Chinese food stores. If not, use canned soy cheese found in most health food stores"). Tender crisp vegetables (soybean sprouts, p. 197).

2097. Ojai Bakery. 1974? German pastry and bread (Order form for baked items with prices). Ojai, California. 1 p. Undated. 28 x 10 cm.
• ***Summary:*** Lists 28 baked goods and the price of each. Prices range from $0.22 for Tea cookie to $8.80 for German Koffee-cake. The average price is about $0.48. Interesting items include: Apple-cheese square ($0.48). Apple strudel ($0.40). Sugar cake ($0.71). Fulkernal [whole-grain] bread ($0.95). German rye bread ($0.75). Olympic bread ($0.75). Rum balls ($0.25).

Note: Neither soy nor lima beans nor wheat gluten are mentioned. Talk with Helen Vaughn. 2006. March 13. This price list originated after she and Harmon sold the bakery in 1973. Address: 457 East Ojai Ave., Ojai, California. Phone: 646-1558.

2098. Ojai Bakery. 1974? [Order forms for breads and cakes without prices]. Ojai, California. 2 p. Undated. 27 x 10 cm.
• ***Summary:*** These two order forms were used after Harmon and Helen Vaughn owned the bakery. One is for breads and the other for cakes. They seem to be designed for both wholesale and retail sales. Below the name, address, and phone numbers of the Ojai Bakery at the top of the form are three blank lines for the date, "Sold to," and "Address" of the buyer. Below that are 5 columns with the following headings: (1) Qty. [Quantity] ordered. (2) Breads [or Cakes]. (3) Price. (4) Qty. Rec. [Received]. (5) Total price (1 x 3). All the columns except (2) and (3) are blank. A bakery worker was expected to fill in the applicable blanks. The price of a loaf of bread averages $0.65 (range $0.19 for Poor Boys to $2.05 for Pic-A-Buns).

The names of the 35 breads, reading from top to bottom, are: Bran & grain. Gluten. L.S. [large sourdough] wheat. L.S. white. Ozark graham. Raisin-Cinnamon. Ranch 100% wheat. 7-grain. Sourdough rye round. Sour rye onion 1½#. Sourdough french 1½#. Soy bean. Stone ground. Wheat sandwich. White sandwich. Buns hamburger 1 doz. [dozen]. Buns hamburger 8 pk. [pack]. Buns hot dog 1 doz. Buns hot dog 8 pk. Rolls dinner 1 doz. Rolls sourdough. Stubbies. Black bread. Pic-a-buns. Wheels. Poor boys. Pull-a-parts. Eggbreads 1½#. Jewish rye. Pumpernickel. Eggbraid. Multi-bread. Bagels at 1 doz. Cheese bagels at 1 doz. Cinnamon bagels at 1 doz.

The price of a cake averages about $3.00 (range $0.30 for Spice–6 inch to $5.50 for Carrot–16 inch double [layer]). Names of the 32 cakes include: Chocolate (full sheet, 6 inch, 8 inch, 10 inch, 12 inch double, 14 inch, 16 inch double, 18 inch double). White (8 sizes). Spice (8 sizes). Carrot (8 sizes).

Talk with Helen Vaughn of Ojai. 2006. March 13. These order forms were used after she and Harmon sold the bakery in 1973. Address: 457 East Ojai Ave., Ojai, California. Phone: 646-1558 or 646-1950.

2099. *New York Times.* 1975. Supreme Court actions. Feb. 25. p. 16.
• ***Summary:*** "Declined to review a decision upholding the validity of regulations involving vitamin and mineral products promulgated by the Food and Drug Administration in 2973 (No. 74-574. National Nutritional Foods Association v. Food and Drug Administration)."

2100. *Wall Street Journal.* 1975. High Court leaves standing FDA rules for vitamin and mineral supplements. Feb. 25. p. 6.

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• ***Summary:*** A long, detailed analysis. "The FDA rules on vitamin and mineral supplements were adopted by the agency in July 1973."

"The regulations were challenged in court by such groups as the National Nutritional Foods Association and the National Association of Pharmaceutical Manufacturers."

For a variety of reasons, the FDA rules still haven't taken effect.

2101. *Wall Street Journal.* 1975. FDA to issue relaxed regulations soon for marketing of vitamins and minerals. March 13. p. 13.
• ***Summary:*** "The Food and Drug Association (FDA), acting under a court order, will soon unveil less stringent regulations on the marketing of vitamin and mineral food supplements."

"But the FDA still intends to clamp down on the vitamin trade in an order to avoid consumer confusion and deception."

The problem arose from the great consumer interest in using high doses of vitamin C. and vitamin E. FDA critics include the National Nutritional Foods Association (NNFA) and the National Health Federation.

2102. *Alpine Sun* (*Alpine, California*). 1975. Clarke Irvine dies: Former *Sun* publisher dead at 82. 24(12):1. March 20. Thursday.
• ***Summary:*** "Clarke Irvine, who founded and published *The Alpine Sun* from 1952 until 1973, died last Saturday [March 15] at 10:30 P.M. at the Spring Valley Convalescent Center." Irvine had been in ill health for the past 4 years after a stroke impaired his mobility and speech. His body was cremated and his ashes scattered at sea. No funeral services are planned. A good biography follows. "Born in Salem, Oregon on December 4, 1892, Irvine followed his father's journalistic instincts and worked as an office boy for the *Culver City Star-News* and *Venice Vanguard* at the age of 10.

"His father, Clare B. Irvine, moved from Salem to start the *Santa Monica Outlook* when Clarke was eight.

"In 1933 Irvine started *Let's Live* [titled *California Health News* in 1933], a diet and health magazine in Hollywood. He was a Warner Brothers publicity agent for 13 years and was Charlie Chaplin and Harold Lloyd's first publicity agent.

"Among his many accomplishments are publishing Hollywood's first film weekly, *The Screamer,* which later became *The Hollywood Daily Reporter,* and flying solo on New Year's Eve in 1957, 27 days after his 65th birthday.

"To escape the tensions of Hollywood life, Clarke and Alice Irvine began coming to Alpine in 1930, where they made their Tavern Road home a weekend retreat.

"In 1949 Mr. Irvine sold *Let's Live* and moved to Alpine, where in 1952 along with his wife Alice and twin daughters Cecile and Celeste began publishing *The Alpine Sun.*

"Mr. Irvine's survivors include a daughter Mrs. Cynthia McTaggert, of Medford, Oregon, two grand-children Scott and Julie McTaggert, Mrs. Ray Coulter of El Cajon [California], Cecile Irvine of Alpine, and his wife, Alice."

A photo shows Clark Irvine being congratulated by his flying instructor, Al Smith. Both are standing next to an airplane.

Talk with Dan Strehl, Head Librarian, Goldwin Hollywood Public Library. 2004. March 31. Dan can find no reference to a periodical titled *The Screamer.* A good book titled *The Hollywood Reporter: The Golden Years,* by T. Wilkerson and Marcia Borie (1984, New York: Cowaerd-McCann) states that it began publication on 3 Sept. 1930, published by William R. "Billy" Wilkerson of the Wilkerson Daily Corporation (Hollywood). It is still published daily. In the index, there is no reference to "Screamer" or "Irvine, Clarke" or "Hollywood Daily Reporter." The OCLC database has a record for *Hollywood Reporter* but none for *Hollywood Daily Reporter.* Therefore we are unable to verify the above story about Clarke Irvine publishing *The Screamer,* which later became *The Hollywood Daily Reporter.*

Letter from Janet Lorenz of the National Film Information Service, Herrick Library, Beverly Hills, California. 2004. May 7. She and their periodicals librarian ("who has an encyclopedic knowledge of the subject") and a former colleague who compiled and edited a book on the history of film journals can find no information on any sort of film journal or paper titled *The Screamer* or *Hollywood Daily Reporter* and no evidence that the *Hollywood Reporter* was ever published under that title. "If Irvine did publish something called The Screamer, it appears it was so obscure (perhaps self-published with tiny circulation) that it has been lost entirely."

2103. *Alpine Sun* (*Alpine, California*). 1975. The sunset of a publisher–Clarke Irvine. 24(13):1, 8-9. March 27.
• ***Summary:*** A nice obituary, supplementing the one in last week's issue of this newspaper. "Clarke Irvine left a deep imprint on the history of Alpine." He knew the "great and near great of Hollywood." "By 1913 he was an L.A. correspondent for the moving picture world. He published Hollywood's first film weekly, *The Screamer,* which later became the *Hollywood Daily Reporter.*

"Following World War I when he served in the Navy, Irvine returned to Hollywood where he headed publicity offices for Willis & Inglis, Goldwyn, Maurice Tourneur and a free lance publicity office."

He and Alice Irvine were married in 1946 in Las Vegas. At age 65 he learned to fly an airplane. From Alpine, he also made two radio broadcasts a week called "Early Days in Hollywood" on radio XEMO. The program was taped in a trailer left over from his old days in Hollywood which he had brought to his home on Tavern Road.

Photos show: (1) Clarke Irvine in his earlier years

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talking with two actors in front of a fireplace. (2) Clarke and his wife, Alice, standing by a printing press. (3) Clarke sitting in his jeep with a sign reading "Press Car" on the windshield; he has a white beard and is wearing a black beret.

2104. *Alpine Sun* (*Alpine, California*). 1975. Opinions: Clarke Irvine. 24(13):10. March 27.
• ***Summary:*** "The death of Clarke Irvine, a week ago Saturday, brings to an end the life of one of Alpine's most colorful and historic citizens." He was a printer's devil, publicity agent, publisher, and pilot. His passing was a blessing, for his life was never the same after the crippling stroke which struck him down 4 years ago [sic, more than 5 years ago, in Dec. 1969].

At the age of 38 [ca. 1930] he began visiting Alpine on weekends to get away from the stress of Hollywood. Twenty years later [in 1949] Clarke and Alice Irvine moved to Alpine permanently to retire and raise a family. Three years later, in 1952, in addition to raising a 5-year old daughter and twins they also became the parents of *The Alpine Sun.* From the earliest issues of the Sun one can see that Clarke was not timid about expressing his opinions on matters of importance to the community–schools, the fire department, the need for a bakery, a veterinarian, better sources of water and sewage treatment–some still vital issues today.

Note: The present (1975) publisher-editor is Fred Teckemeyer.

2105. Hewitt, Jean. 1975. A health food store with a flair. *New York Times.* April 5. p. 22.
• ***Summary:*** This store is the Olde Grain Mill at 1494 Third Avenue, between 84th and 85th Streets, in New York City. It opened about 5 months ago. The prices are lower than those of most health food stores because of the store's buying methods, says Anthony Rotondo, one of the partners. "Mr. Rotondo said the younger customers buy mung beans, alfalfa and flax seeds to sprout, azuki beans for Zen macrobiotic diets, and lots of steel cut oats, wheat and rye flakes and Monnuka raisins for making granola. The store also carried Good Shepherd and a non-name brand of ready-to-eat granola..." It also offers various breads, including gluten and Cornell breads.

2106. Hunt, Ridgely. 1975. Health food industry is commercially hale and hearty. *Chicago Tribune.* April 7. p. E7, E8.
• ***Summary:*** "The health food industry is under siege–by state and federal regulatory agencies, by the American Medical Association, and often by the media." It is ridiculed by TV programs and condemned by some scientific publications. Now the FDA is trying to cripple it.

"Its only defenders are its customers–13 million Americans, according to J.D. Power & Associates of Los Angeles [California], which recently completed one of the few marketing studies ever conducted in the health food industry."

The National Nutritional Foods Association, the industry's trade organization, says that it is unaware of the exact size of the industry because it does not have the resources to gather statistics.

Aaron Solomon, president of Health Foods Inc., a distributor based in Des Plaines, Illinois, estimated that industry-wide sales are about $100-150 million–much less than the $1 billion figure that some people estimate.

Describes a typical health food store and the food products and books it carries.

The FDA has proposed a drastic curb on the sales of vitamin products. The health food industry, fighting back, asks why the FDA "doesn't restrict the sale of aspirin, alcohol, tobacco, and sleeping pills instead."

2107. Koga, Dave. 1975. Nonagenarian has lots to 'Bragg' about. *Honolulu Star-Bulletin* (*Hawaii*). May 6. p. B-3.
• ***Summary:*** Most top-class swimmers are ready to retire by age 24; but Duke Kahanamoku last swam in the Olympic Games [on the U.S. Water Polo team] when he was over the age of 40.

Last Sunday morning the Waikiki Swim Club–competing under the auspices of the AAU–held its "25 and over" meet at the University of Hawaii pool. Paul Bragg entered the breaststroke, won, and set a national age group record. At age 94 (the age he gives) he became the oldest person to ever swim competitively in an AAU-sanctioned meet. He was also the only person who entered the race.

Bragg says he was a frail and sickly child given up for dead at age 14 after he contracted tuberculosis. But he bounced back. Bragg attributes his present good health to constant activity (swimming, tennis) plus lots of sunshine.

Bragg claims to have been "a wrestler on two U.S. Olympic teams, and a veteran of 'all the major battles of World War I.'"

Note: On his 1917 draft registration card, Bragg specifically asked for an exemption from service in that war on the grounds that he had a "dependent wife," which was one of the 4-5 exemptions allowed.

Today he claims to be a expert on nutrition and physical fitness, a practicing osteopath, a lecturer world-wide, and the author of more than 100 books on health, nutrition, and fitness.

Bragg says he played tennis with Teddy Roosevelt. He once counseled young movie stars. He claims his prize pupil to be Gloria Swanson, whom he first met when she was age 15 and "straight out of Mack Sinnett and silent films." He's done everything and met everyone, even had philosophical talks with Mahatma Gandhi. His motto: "Rest is rust." He eats good food and gets lots of exercise in the form of 1-5 miles of jogging a day and many hundreds of yards churning

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through the tropical sea waters off Waikiki Beach.

Next, he would love to travel to the moon. Watch out NASA.

Photos show Bragg: (1) Swimming freestyle. (2) Climbing out of a swimming pool, smiling, using the metal handrails and steps. Address: Star-Bulletin writer.

2108. Roberts, Anthony K. 1975. Dr. Paul Bragg, 94, turns the actuarial tables: 'I have an ageless, tireless, painless body.' *People Weekly.* Aug. 11. p. 45-47.

• ***Summary:*** Bragg says he was born in 1881 in Fairfax Co., Virginia. He eats only organic foods, drinks distilled water and goats' milk, fasts regularly, avoids salt, and gets plenty of exercise daily. He was hospitalized at age 16 with tuberculosis and was left to die. Says he went to Switzerland, where Dr. August Rollier cured him with nothing but sunshine, exercise, and natural foods. He vowed at the time that if he was saved, he would devote his life to helping others to be healthy. In 1914, Dr. Rollier died at age 89; that same year "Bragg opened a health food store in New York City, the first in the U.S. [sic].

Note: Dr. Auguste Rollier died on 30 Oct. 1954 at age 80, not in 1914 at age 89 as Bragg claims (Our source: *British Medical Journal*, 1954. Nov. 13. p. 1169. Obituary: Auguste Rollier, M.D.).

By then Bragg says he had acquired a Ph.D. in science and a doctorate in nutrition, and had wrestled for the U.S. in the 1908 and 1912 Olympics."

He has been a widower for 35 years, the father of five, grandfather of 12 and great-grandfather of 14. He says Patricia is his daughter. He divides his time between Hawaii and his home in Desert Hot Springs, California. While in Hawaii, he conducts two-hour calisthenics lessons, six days a week on Waikiki Beach, free of charge.

"Over the years, Bragg has accumulated an impressive band of kindred souls including Clint Eastwood [the famous movie actor, director, and producer], Muhammad Ali, Bernarr Macfadden, Mahatma Gandhi and the late J.C. Penny... The well-preserved Gloria Swanson, 76, sometimes accompanies the health guru on the lecture circuit as a living example of his dietary admonitions and exercise. Health spa tycoon Jack LaLanne, age 60 and still rippling with muscles, says he owes everything to the nonagenarian naturopath." Hotelman Conrad Hilton, age 87, says he wouldn't be alive without Bragg. Bragg fondly remembers President Teddy Roosevelt as one of his best students; they used to break the ice on the Potomac River and go swimming together.

Photos show: (1) A happy, healthy, tanned Bragg emerging from his swimming pool. "To rest is to rust," he says. (2) Paul Bragg chomping a raw onion in his California garden. (3) Horsing around with Jack LaLanne. (4) Milking a goat. (4) Patricia Bragg standing on Paul Bragg's stomach.

Note 1. According to the *Encyclopedia of American Wrestling*, by Mike Chapman: The 1908 Olympic Wrestling Team, which competed in London that year, all 'free-style,' consisted of six men: George N. Mehnert (Gold medal); George S. Dole (Gold); and John H. Krug, John Craige, Frank Narganes, and Lee J. Talbot, the latter four eliminated in the second round.

And the 1912 U.S. Wrestling Team, which competed in Stockholm, Sweden, consisted of only two members that year, both wrestling 'Greco-Roman style,' namely William J. Lyshon & George W. Retzer, Jr., both eliminated in their second rounds.

Note 2. This is the earliest document seen (July 2021) stating that Paul Bragg has a home in Desert Hot Springs, which is located about 100 miles west of Los Angeles and about 10 miles north of Palm Springs.

2109. *NHK Kyo no Ryori* (*Tokyo, Japan*). 1975. Jiman ryôri: Biru Shurutorefu. Tôfu [Recipes I am proud of: Bill Shurtleff and tofu]. Oct. 1. p. 84-85. [Jap]

• ***Summary:*** This magazine is published by Japan's largest and most popular television station, NHK public TV. The contents are taken from NHK-TV programs. This one shows Bill Shurtleff and Akiko Aoyagi teaching Japanese how to make tofu at home. Black-and-white photos show: (1) Shurtleff, wearing an apron, ladling soymilk curds from a metal pot into a cloth-lined forming box (tofu kit). (2) Pouring soaked soybeans into a blender. (3) Straining the soymilk from the fiber. (4) Ganmodoki salad with tofu mayonnaise. (5) Ganmo burger sandwich. (6) Shurtleff and Aoyagi, seated cross-legged on tatami mats, with a large meal prepared in front of them.

2110. *Oakland Tribune.* 1975. Television today: Highlights. Nov. 18. p. 16, col. 8.

• ***Summary:*** "Merv Griffin [show]–Dr. Carlton Fredericks, Ivan Popov, S. Marshall Pram, Harold W. Harper, and Paul Bragg are the guests. Channel 36. 10 p.m."

2111. Lambert, Pat. 1975. Classes to demonstrate cooking with tofu. *Contra Costa Times* (*Walnut Creek, California*). Nov. 28. p. 13.

• ***Summary:*** "William Shurtleff and Akiko Aoyagi, co-authors of 'The Book of Tofu,' will present two demonstrations next week on creative ways to serve tofu (soybean curd) and miso (fermented soybean paste).

"The first will be Dec. 2 from 7:30 to 9:30 p.m. at 790 Los Palos Manor, Lafayette [the Shurtleff's home], and the second, held under the auspices of the American Nutrition Society is dated for Dec. 4. Registration for the Dec. 2 presentation is $1. For reservations call 283-2991.

"The Dec. 4. presentation will be at 8 p.m. in the multi-purpose room of Acalanes High School, Lafayette. There is a $1.50 fee for adults and 50 cents for students...

"'Tofu contains no cholesterol and little saturated fats,' says Sandy Hills, president of the society's Northern

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California chapter... Tofu can be purchased at most health food stores for approximately 39 cents per pound but, according to Shurtleff, tofu has a more delightful flavor when prepared at home." Three black-and-white photos (by Eric Rahkonen of the Times) show Shurtleff and Aoyagi making tofu in the Shurtleff family kitchen at 790 Los Palos Dr., Lafayette, California: (1) Pressing the curds in a cloth-lined forming box. (2) Pureeing soaked soybeans with water in a blender. (3) Holding a large cake of tofu on a plate.

2112. **Product Name:** El Molino Carob Coated Soynuts.
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: A division of ACG Co., Box 2250, City of Industry, CA 91746.
Date of Introduction: 1975 November.
How Stored: Shelf stable.
New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 39. El Molino. "Carob Coated Soyb." 4 oz.

June Ranill. 1976. The El Molino Cookbook. p. 26.

2113. Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. '75. Ann Arbor, Michigan. [vii] + 93 + 8 p. Index. Illust. 28 cm.
• ***Summary:*** This catalog, largely printed by a computer, contains many ads on unnumbered pages. Contents: Hi! Ordering and service information. Bulk: Whole grains, beans, seeds and nuts, dried fruit, nut butters, etc. Refrigerated and frozen ("Frozen meats {beef}–No DES, steroids, female hormones, antibiotics, or stimulants used in feeding; Chickens–No hormones & antibiotics. Ask for turkeys and hens during Thanksgiving." "Frozen soy products: soy milk and tofu soybean curd"). Books. Packaged (by company and product category). Index by product. Index by manufacturer.

"We are happy to announce that Midwest and Mountain High are now one entity... We go into the fall and winter seasons with a fall and winter catalog, delivery schedule, and computer system." For new developments, watch the monthly newsletter and sale sheets. "Your Friends at Midwest."

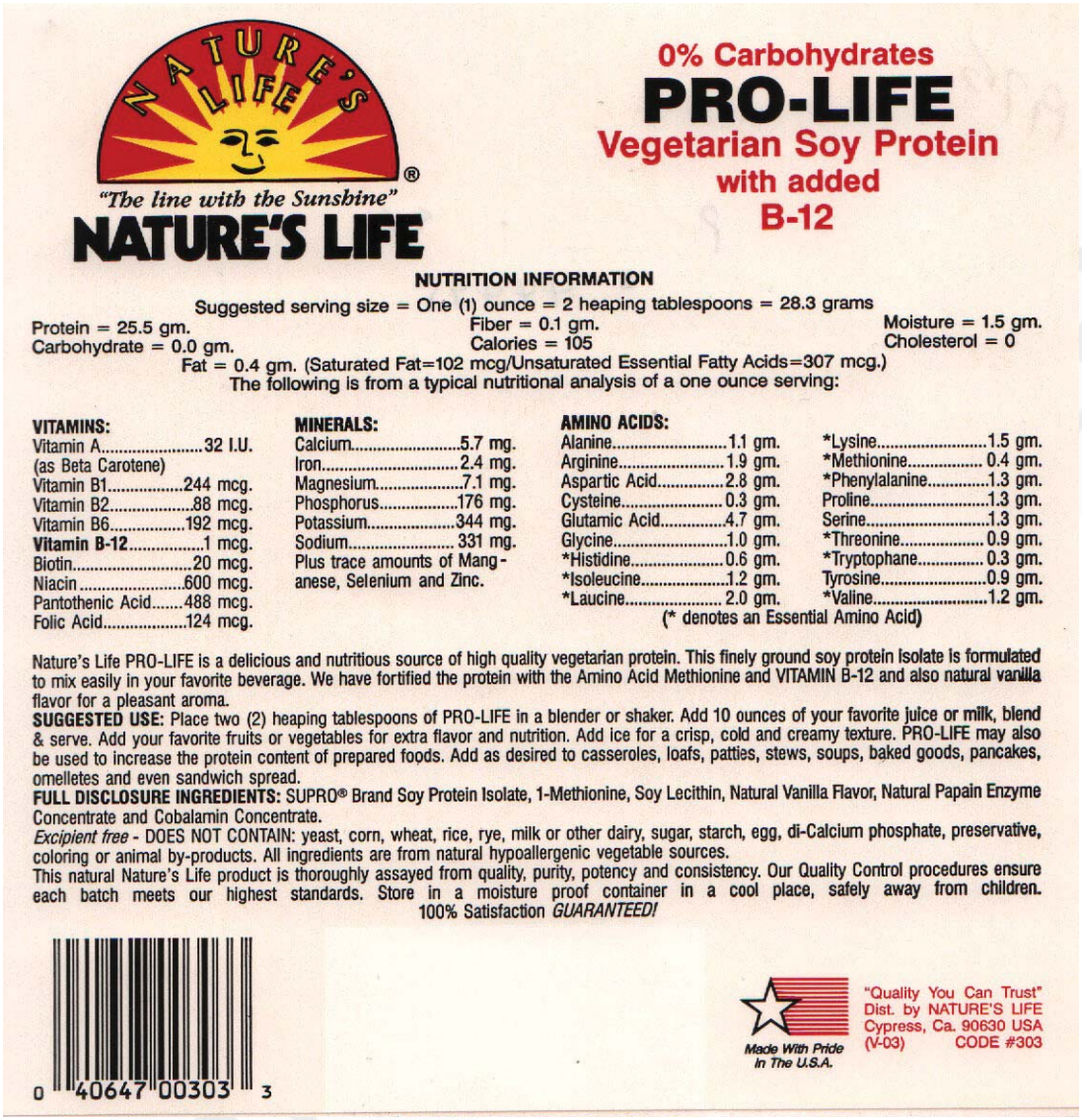
Includes the following ads (the number is that of the facing page). Wheat Stalk Soya Burger (Cotati, California, p. 17). Arrowhead Mills (p. 27). Dr. Bronner's Magic Soap (p. 32). Chico-San (p. 35). Erewhon (p. 41, incl. "Trail Mix, Niks"). Fearn Soya Foods (p. 42; shows a package of Fearn Soy/o Buckwheat Pancake Mix). Flavor Tree–Pernut soy beans (p. 42). Hain (p. 49, "Cold pressed safflower oil," mayonnaise, and margarine). Health Main (p. 54; soy is not mentioned–only natural potato chips and yogurt dressing & dip). Infinity Herbal Products Ltd. (p. 56). Malt-O-Meal–Soy Town (dry roasted soy beans, p. 60). NF Factors (Lafayette, Calif., p. 67. A photo shows a can of Protesoy). Pure & Simple (p. 72, 795 West Hedding St., San Jose, California 95126; mainly fruits, fruit juices, fruit butters, vinegars). Sovex (p. 83-84. "The fastest selling natural cereal line on the market... Here's the one that started it all, the original Crunchy Granola"). Viobin (wheat germ oil, p. 85F, 89). Tiger's Milk Products (p. 86).

Companies whose products are listed with ads include: Back to Nature (granola, p. 28). Country Natural (granola, p. 36). El Molino (p. 38-39; incl. Cara Coa Crunch Bar, Carob Fruit & Nut Bar, Carob Mint Candy, Chia Seeds, Flaxseed–Whole, Pumpkin seeds, Soybeans–whole, Soya flour, Soya grits, Carob Coated Soybeans). Ener-G-Foods–Jolly Joan (incl. Instant Soy Milk Powder, Wheat & Soy P&W [Pancake & Waffle] Mix {regular and low salt}, p. 39). Flavor Tree (Pernola cereal, Pernut soy beans–salted, cinnamon, salt free, garlic, Pernut toasted soybeans–salted, salt free, garlic, onion). Wok sets in gift box, Quaker City grain grinder, Corona hand mill (p. 58). Lassen Foods (granola, p. 60, 60F). Mac Knives (p. 60). Orjene (p. 70-71). Parkelp–Ocean Labs (p. 71, incl. Sea Zun).

The Chico-San Inc. ½-page ad (facing p. 35) features four products; a photo of each is given and each is K-Parve: Rice Cake San-Wich (filled with sesame seeds and Yinnies Rice Syrup). Yinnies Rice Syrup (natural sweetener, made from rice and barley). Yinnies (traditional oriental confection, wrapped like individual candies). Rice Cakes in 4 varieties: Salted or Unsalted, Rice Cakes with Millet–Salted. Rice Cakes with Buckwheat–Salted. "Other Chico-San Products: Organically grown brown rice. Lima soy sauce, miso (soybean puree), rice malt vinegar, sesame butter, sesame oil, nigari, barley koji, tekka, sesame salt, sea salt, salt plums, kuzu, organic rice cream, organic rice flour, black soybeans, azuki beans, sea vegetables, mu tea, lotus root tea, twig tea, toothpowder, seaweed shampoo." Address: Ann Arbor, Michigan 48107. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

2114. **Product Name:** Nature's Life Protein 95: Vegetarian Soy Protein.
Manufacturer's Name: M.K. Health Food Distributors Inc. (Product Developer-Distributor).
Manufacturer's Address: 6703 International Ave., Cypress, CA 90630.
Date of Introduction: 1975.
Ingredients: 1993: Supro brand soy protein isolate, L-methionine, soy lecithin, natural vanilla flavor, natural papain enzyme concentrate.
How Stored: Shelf stable.
New Product–Documentation: Label with date of introduction written on back, sent by Nature's Life. 1994. Jan. 13. 6 inches square. Self adhesive. Black, red, and yellow on white. The Nature's Life logo is a smiling, rayed yellow sun in a semi-circle with a red background. Underneath it is written "The Line with the Sunshine." Label

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text: "0% carbohydrates. Protein digestibility corrected amino acid score: 0.97. Suggested use: Place two heaping tablespoons of Protein 95 in a blender or shaker. Add 10 ounces of your favorite juice or milk, blend & serve. Add to your favorite fruits or vegetables for extra flavor and nutrition. Add ice for a crisp, cold and creamy texture."

Three business cards show the company's officers: Karl Riedel, C.E.O.; Marianne Kostka, President; Callista Maclean, Manager of Purchasing and Production.

2115. **Product Name:** Nature's Life Pro-Life: Vegetarian Soy Protein with Added B-12.
Manufacturer's Name: M.K. Health Food Distributors Inc. (Product Developer-Distributor).
Manufacturer's Address: 6703 International Ave., Cypress, CA 90630.
Date of Introduction: 1975.
Ingredients: 1993: Supro brand soy protein isolate, L-methionine, soy lecithin, natural vanilla flavor, natural papain enzyme concentrate, cobalamin concentrate.
How Stored: Shelf stable.
New Product–Documentation: Label with date of introduction written on back, sent by Nature's Life. 1994. Jan. 13. 6 inches square. Self adhesive. Black, red, and yellow on white. The Nature's Life logo is a smiling, rayed yellow sun in a semi-circle with a red background. Underneath it is written "The Line with the Sunshine." Label text: "0% carbohydrates. Suggested use: Place two heaping tablespoons of Protein 95 in a blender or shaker. Add 10 ounces of your favorite juice or milk, blend & serve. Add to your favorite fruits or vegetables for extra flavor and nutrition. Add ice for a crisp, cold and creamy texture."

Three business cards show the company's officers: Karl Riedel, C.E.O.; Marianne Kostka, President; Callista Maclean, Manager of Purchasing and Production.

Talk with a health professional. 1994. May 20. "This is

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my favorite food for breakfast–and I've tried them all. I mix several tablespoons of this powder with organic apple juice. It is easy to digest and I feel full all morning. I think it is the food of the future."

2116. Barkas, Janet. 1975. Meatless cooking: Celebrity style. New York, NY: Grove Press. Distributed by Random House. vii + 280 p. Illust. by Simms Taback. Index. 24 cm.
• ***Summary:*** A vegetarian cookbook containing the favorite recipes of celebrities. Page 97 gives a recipe for Vegetable Soup with Protein (organically grown; soybeans are an optional ingredient), a favorite of Gerry and Dennis Weaver. Dennis is a TV star and his wife, Gerry, runs a health food store (The Good Life) in Encino, California.

Page 127 gives a recipe for Soybean Casserole, a favorite of Rodney Dangerfield, a comedian. In the "Food Dictionary" page 274 states: "Soy sauce. Known also as tamari, this condiment is made from soybeans."

2117. Benjamin, Alice; Corrigan, Harriett. 1975. Cooking with conscience: a book for people concerned about world hunger. 52 simple, healthful meals based on vegetable protein, milk and eggs. Norton, Connecticut: Vineyard Books. 94 p. Illust. by Ann Gibb. Index. 23 cm. [14 ref]
• ***Summary:*** Contents: Table of menus. Acknowledgments ("In particular we would like to thank the 52 volunteer cooks and their families and friends who tested our recipes. Most, but not all, were members of the St. Luke's Church, Darien, Connecticut." Their names are listed). Introduction ("We can eat less grain-fed meat"). What this book is–and is not (it owes much to *Diet for a Small Planet*, by Frances Moore Lappe). Understanding vegetable protein. Please read before cooking. Breakfast, lunch & leftovers. Useful cookbooks. Growing your own. Sources of unusual ingredients (Walnut Acres, El Molino Mills, Erewhon Trading Company, Inc. They carry soy grits).

Soy beans are discussed briefly on page 21: "Very broad claims have been made lately about the protein value of soy beans. We agree that they are very high in protein and contain all of the essential amino acids. But soy beans alone are not sufficiently high in all of the essential eight [amino acids] to provide a nutritionally sound and economical source of protein [sic]. This could be remedied in cooking by using smaller amounts of soy beans (than other legumes) in proportion to grains, etc., if the culinary problem did not arise. We are just unused to large plates of rice with a few beans.

"There is an easy solution to this problem, but we believe that it lies largely in the domain of the food industry. The meat extenders & textured vegetable proteins now on the market are usually produced from soy. Or if they contain other protein ingredients to make them a better substitute for meat than soy alone, they do not adequately explain this to the consumer. Soy flour is more easily used by cooks & in commercial products, but again, consumer education is lacking."

Recipes that mention soy: Chinese sweet & sour (p. 34, with soy sauce). Sausage patties without meat (p. 64, with soy grits). Address: Darien, Connecticut.

2118. Bragg, Paul; Bragg, Patricia. 1975. Hi-protein meatless health recipes: With history and reasons. Desert Hot Springs, California: Health Science. 184 p. Illust. No index. 21 cm.
• ***Summary:*** A vegetarian cookbook. Whereas Paul Bragg used to advocate moderate amounts of meat and fish in the diet, he now advocates a meatless / vegetarian diet. These recipes are free of salt and sugar. On the cover the word "Meatless" appears in large bold letters.

Contents: Total health for the total person. Food for thought (sayings). Introduction, by Patricia Bragg (p. 1-9. Strongly advocates a vegetarian diet. Your health food store can substitute for your meat market. Cured meats may cause cancer. Animal fats can be harmful. Vegetarian gourmet cookery). Abundant protein without meat: An arduous journey without meat (Guatemala), health and vitality in Africa's Atlas Mountains [Berbers in Morocco, Algeria, and Tunisia], Arab vegetarians in the Sahara desert, India produces many strong people on a vegetarian diet (incl. Gandhi, yogis. Paul was Gandhi's friend, and they hiked together over miles of hot, dusty roads in India), 175 years of vegetarianism in England (George Bernard Shaw, Bragg's personal friend, lived into his 90s), great vegetarians of the past, fruitarians–a type of vegetarianism, vegans–another type of vegetarian, lacto-vegetarians–the most popular type, vegetarians excel as athletes, degenerative diseases in an affluent society, animal proteins and fats connected with cancer, our malnourished youth, young people are awakening to the importance of good nutrition, a meatless diet must avoid protein deficiency, human individuality, 300,000 retardants born each year in the U.S., how to solve your nutritional problems, how much protein does the body need, protein-hungry hair, sprouts a tremendous source of vegetable protein (incl. soybean sprouts), you must have all the amino acids, vegetarian foods that are rich in amino acids (incl. peanuts, soy beans), B-12 supplement essential in vegetarian diet (soy beans have traces), raw fresh wheat germ also essential in a vegetarian diet, how I discovered the nutritional value of raw wheat germ, combine good nutrition with exercise, brewer's yeast as a vegetable protein–plus, buckwheat leads all grains in protein, buckwheat also rich in minerals and vitamins, here's how to serve buckwheat, use no salt!–its harmful, herbs and garlic add nutrition plus beautiful flavors, the Chinese Restaurant Syndrome, no nutritional value in MSG, Bragg Liquid Aminos (ad, p. 44; many of the recipes in this book call for Bragg Aminos).

Mushrooms an ancient nutritional delicacy. Mushrooms and mushroom recipes. Sesame seeds and recipes. Tahini and recipes. Hulled millet and recipes. Barley and recipe.

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Chinese yogurt or tofu (and 4 recipes). Suggestions for using Bragg Liquid Aminos (ad, p. 66).

Note: This is the earliest document seen (Aug. 2011) that contains the term "Bragg Liquid Aminos." Mexico gives us delicious meatless protein dishes. History of corn. Soybeans. Appetizers. Salads and dressings. Soups important in vegetarian diet. Vegetables. Casseroles. Entrees (incl. Soybean loaf). Egg and cheese dishes. Health beverages. Pineapple holds the secret of protein-digesting enzymes (smoothie recipes). Breads and grains. Sandwiches and fillings. Spreads. Health desserts (incl. Zesty protein confection {with 2/3 cup soy powder [protein isolate]}). Hi-protein carob brownies (with ½ cup soybean powder).

The Bragg travel diet (he takes along his own meatless food). Sickness is expensive (between 1950 and 1979, medical costs in the USA increased 1,568%). Very little money spent on preventive medicine. "Getting old"–True or false? (False, no part of the human body is more than 7 years old, and our blood is replaced every 90 days). When you are healthy–you are happy! Individuals can extend their lives by natural living (examples of Vilcabamba in Ecuador, the Hunza in West Pakistan, and people in the highlands of the Soviet Caucasus; all eat very little meat). Natural diet and exercise the secret of agelessness. Exercise improves circulation to all parts of the body. Why should man die? Man is not originally carnivorous (physiology and anatomy of the human body). The meatless way of eating is simple. What is a balanced diet? Easy method to balance your nutrition. Modern nutrition confuses even so-called experts (but is basically simple. Paul was "born and reared on a large farm in Virginia." They grew practically all their own foods and had their own gristmill). Health is easiest and safest way. Your body is your closest companion (Be careful about what you eat. The greatest thing in life is energy). Our personal message to you. Protein research data. Protein and calorie counter (a table showing calories, protein, and usable protein for many basic foods). Life's greatest treasure is radiant health. Your health food store: The specialist that is different (list incl. 3 Bragg products). Let your health food store be your meatless butcher shop. Food for thought (p. 182-84; quotations, most have the author given). From the authors ("This book was written for You... We Professional Nutritionists join hands in one common objective... Scientific Nutrition points the way–Nature's Way–the only lasting way to build a body free of degenerative diseases and premature aging..."). My favorite recipes (mostly blank page).

Advertisements: (1) Send for important free health bulletins. (2) Bragg live longer, live stronger self-improvement library (list of 25 books by Bragg, with prices).

From the authors. Brief biography of Patricia Bragg (on unnumbered page at end of book), Ph.D., Nutritionist, beauty and health consultant. Advisor to world leaders, glamorous Hollywood stars, singers, dancers, athletes. Lecturer and author (She says she is the daughter of Paul C. Bragg. An accomplished musician, dancer, tennis player, swimmer, and mountain climber. The youngest woman to ever have been granted a U.S. patent. Graduate of the University of California. Lists her famous clients).

The section on "Chinese yogurt or tofu" (p. 61-65) notes that many years ago, while Bragg was an associate editor of Bernarr MacFadden's famous *Physical Culture* Magazine, he "made one of the greatest nutritional discoveries" of his life. Macfadden asked Bragg to travel to Manchuria, a long and arduous trip, to study these people well known for their tremendous vitality, energy and health. He was well rewarded, for there he "discovered the magic of the soybean, the most potent of vegetable high-protein foods." He found that Manchurians eat low on the food chain, make soy milk and tofu. Tofu is sold in food stores throughout Hawaii, where he lives. Tofu is related [sic, unrelated] to spun soy protein. He gives recipes for: Chop suey with tofu. Vegetable casseroles using tofu. Tofu casserole supreme. Tofu & scrambled eggs.

The section titled "Soybeans" (p. 73-81) has the following contents: Herbs to savor soybeans (21 herbs). Soybeans (introduction). How to make soybean sprouts. Soybean recipes. Green soybeans. How to cook dried soybeans. Method for cooking beans. Soy milk. Soybean cheese (made by allowing soy milk to curdle in a warm place, without using a coagulant). Soybean casserole. Soybean and vegetable stew. Sauteed soybean sprouts and onions. Boston baked soybeans. Stuffed peppers with soybeans. Soybean sprouts en casserole. Soybean-rice loaf. Baked soybean croquettes. Soybean patties with tomato sauce. Soybean loaf (with soybean pulp [ground, cooked soybeans]). Stuffed soybean peppers.

Photos show: (1) Jack LaLanne, Patricia Bragg, Elaine LaLanne, Paul Bragg, standing together. (2) "Paul C. Bragg, N.D., Ph.D., Life Extension Specialist," in Hawaii, standing and smiling in front of tropical plants (facing p. 1). Note: This is the earliest document seen (April 2010) in which it is claimed that either Paul C. Bragg or Patricia Bragg have Ph.D. degrees. When and from where did they get them?

(3) "Paul C. Bragg and daughter Patricia" (p. 1). (4) Paul Bragg with the members of the "Longer Life, Health and Happiness Club" at Fort DeRussy on Waikiki Beach, Honolulu, Hawaii (p. 89). (5) "Paul Bragg and daughter Patricia" standing by the railing of a ship. They travel the world gathering health recipes (p. 156). (6) Paul Bragg and his daughter, Patricia, dressed in workout suits, running in place. and looking very healthy, happy, and energetic. They "carry out a vigorous morning exercise program every day and keep in peak physical condition" (p. 160). (7) Paul C. Bragg and Duncan McLean, age 83, England's oldest champion sprinter, running together in London's Regent' Park (p. 162). (8) Paul Bragg standing on Waikiki Beach with six female members of the Longer Life, Health and Happiness Club; all have both hands raised high (p. 171).

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Address: Health Science, Box 477, Desert Hot Springs, California 92240.

2119. Shimizu, Keiichi. 1975. Miso to umeboshi: Nihonjin no chie. San-zen nen mae ni hakken sareta kenkô shoku [Miso and umeboshi salt plums: The wisdom of the Japanese. Health foods discovered 3,000 years ago]. Tokyo: Tokyo Sports Shinbunsha. 252 p. Illust. 18 cm. Series: Tosupo Bukkutsu. [Jap]*
• ***Summary:*** Keiichi Shimizu was born in 1907.

2120. *Desert Sentinel* (*Desert Hot Springs, California*). 1976. Stabbing, bike crash keep officers busy [Police blotter]. March 25. p. 1, col. 6.
• ***Summary:*** "The gun case Saturday, March 20, is a rather strange and complex one, according to a sheriff's sergeant in Indio. A 22-year old suspect, James Gilroy, was arrested at Hayden's Restaurant after he apparently sought through notes to speak with Dr. Patricia Bragg of the Live Health Food Products Co.

"On his person were two handguns valued at $100 and reportedly stolen from Dr. Bragg's home at 66298 Eighth St., Desert Hot Springs. Dr. Bragg told deputies Gilroy was an ex-employee of her company and must have entered her residence illegally.

"She was at the restaurant celebrating the 75th birthday of a friend and customer of hers when the strange incident began unfolding. She reportedly flagged down a squad car to report Gilroy's actions."

2121. Bragg, Patricia. 1976. Says sheriff's report wrong (Letter to the editor). *Desert Sentinel* (*Desert Hot Springs, California*). April 1. p. 2, cols. 4-5.
• ***Summary:*** "I wish to clarify a misunderstanding about an incident you reported in last week's paper that occurred in Hayden's Restaurant, March 20., between James Gilroy and myself.

"The situation was a misunderstanding and was misrepresented by your report. James Gilroy arrived in Desert Hot Springs Saturday, March 20, from Hawaii where he had had an accident, which caused loss of speech.

"Mr. Gilroy, an executive of Live Food Products, met me at Hayden's that evening. And because of confusion from a large crowd and Mr. Gilroy's absence of voice a misunderstanding resulted causing him to leave the restaurant.

"Mr. Gilroy was not arrested at Hayden's Restaurants, and never had two handguns on his person. Shortly after leaving the restaurant Mr. Gilroy became aware that the sheriff's deputies were called to help locate him, and he approached a sheriff's squad care to clear the matter.

"Mr. Gilroy and myself apologize for this unfortunate incident and any misunderstandings it has caused. Sincerely, Patricia Bragg

"Editor's Note: The information was reported to us by the sheriff's office in India. If it was in error, we are sorry. We have to take their word."

Note 1. Patricia Bragg married James Cameron Gilroy on 31 March 1976. But this newspaper was published only once a week. So this letter was probably written less than a week before the marriage.

2. Why did Patricia write this letter to a small, local newspaper? A seasoned Bragg observer notes: "My take was that having handguns in her possession wasn't quite the 'image' she wanted her public to see. I doubt Patricia was firstly concerned about her husband-to-be's reputation. Interestingly, on Mr. Gilroy's death certificate the following year, his own mother, the informant, stated that he had never been married. Maybe their wedding was very secretive to almost everybody."

2122. *Oakland Tribune.* 1976. He credits diet with long life. April 8. p. 53.
• ***Summary:*** An interview with Paul C. Bragg. At age 16, while a cadet at the Virginia Military Institute, he was told he had tuberculosis and had only 4 months to live. But he was cured by doctor August Rollier, who used sunshine, fresh air, diet, fasting and exercise. He put Bragg on a diet of fresh fruit and vegetables, and made him sleep out in the fresh air. "So successful was his cure that Bragg competed in the 1908 and 1912 Olympics in wrestling."

Bragg claims that he opened America's first health food store in New York City in 1914, and that he has Ph.D.s in both biochemistry and nutrition. He still travels a lot, giving lectures on healthy living. He spends about half of each year in Hawaii; there he gives seminars on slowing the aging process. He has five children, [Three by Neva, Patricia (?), and one more?], 12 grandchildren, and 14 great grandchildren. He has just celebrated his 95th birthday at his desert home in southern California. When does a man lose interest in the opposite sex, he is asked. "'Ask somebody else,' he replies. 'I'm only 95.'"

2123. *New York Times.* 1976. Congress blocks efforts by F.D.A. to curb vitamins. April 14. p. 16.
• ***Summary:*** After 14 years of debate over nutritional supplements, Congress has passed the Proxmire Bill prohibiting the FDA from regulating vitamins and minerals as prescription drugs. "The health food industry, through its trade association, the National Nutritional Foods Association, stepped up its battle and in recent days deluged Congress with letters urging passage of the bill." The bill now goes to President Ford to be signed into law. The bill represents a major defeat for the FDA.

2124. Klaw, Spencer. 1976. Pursuing health in the promised land: Clues to why your grandfather probably was, and your daughter probably is, an ovo-lacto vegetarian. *Horizon*

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18(2):24-29. Spring.
• ***Summary:*** Americans are currently are pursuing the holy grail of perfect health with unprecedented intensity and passion. Gives a history of vegetarian and health food movements in the U.S., and tries to interpret the motivations of advocates of natural foods. Dr. William A. Alcott, the prominent Boston physician and prolific writer on hygiene, announced in 1850 at a vegetarian convention in New York that "a vegetable diet lies at the basis of all reform." Not long afterward Horace Greeley presided over a vegetarian feast whose honored guests included Amelia Jenks Bloomer and Susan B. Anthony.

William Alcott's cousin, Bronson Alcott, founded a short-lived utopian community named Fruitlands, which was run on strict vegetarian lines. Note: KQED-TV aired a program in early May 1992 on 19th century American utopian communities, titled "America Past" and produced by Jim Fleet. It had a 10-minute segment on Fruitlands, which was portrayed as a vegan community. The members ate only fruit and vegetables that looked to the sky/heavens (thus root vegetables were avoided), and they refused to use animals to plow their fields or as a source of wool. The women did most of the work. The community lasted for only about 6 months.

The English mystic Annie Besant wrote *Vegetarianism in the Light of Theosophy.* Sylvester Graham, a noted diet reformer and advocate of the use of whole grains, argued that the main thing wrong with meat was that it was bad for the eater. In the 1830's Graham hotels and boarding houses sprang up all over the East Coast from Boston to Philadelphia. The radicals of the day assembled over a cup of cold water and a slice of Graham bread to plan the future. In one such club Horace Greeley met and fell in love with his future wife. "Graham's views were enthusiastically ingested by Dr. John Harvey Kellogg, one of the founders of the breakfast food business. Dr. Kellogg also founded the Battle Creek Sanitarium [in Michigan], an enormously successful spa that earlier in this century attracted such oddly assorted notables as Johnny Weissmuller [Olympic gold medalist in swimming in 1924 and 1928] and Carrie Chapman Catt. Kellogg did not insist that his guests give up meat, but he did warn them that it was bad for their dispositions as well as their health. To make things easier for vegetarians, Kellogg invented some eighty grain and nut products, including a meat substitute called Protose, which was supposed to taste just like beefsteak, and one called Nuttose, which was supposed to taste like veal."

Other "health gurus" profiled include Emile Coué (1920s, mind over matter), Gayelord Hauser (1930s and 1940s, wonder foods), Carlton Fredericks (1950s, vitamins), Adelle Davis (1960s), Helen & Scott Nearing (1970s).

2125. McKernan, Mary. 1976. Bragging his way to fitness at 94: "Old age is just an excuse laggards use to cover up bad habits," says fitness expert Paul Bragg. *Retirement Living* 16(5):48, 50. May.
• ***Summary:*** Every morning at 9:30 Paul Chappius Bragg, a licensed physical therapist, conducts free public exercise classes for about 100 disciples on the grounds of Fort De Russy in Hawaii, De Russy is a U.S. Armed Forces Recreational Center at Waikiki Beach. Bragg was born in 1881 on a farm in Wakefield, Virginia. At age 16 he was cured of tuberculosis by sunshine, exercise, and natural foods. The experience aroused in him a great lifelong interest in good health. A photo shows Paul C. Bragg–exercising and looking very fit. Address: Bellevue, Washington.

2126. Fulton, Alventia. 1976. Meatless love diet. *Ebony* 31:88, 90. June.
• ***Summary:*** Gives two diets (one American and one from London), 3 meals a day for 7 days, which are supposed to help one's "love life." The American diet calls for tuna and baked fish at several meals, but the introduction notes that "Strict vegetarians will omit fish, eggs, and dairy products, substituting protein-rich soy bean and wheat mixtures found in health food stores." Address: Dr.

2127. Portnoy, Benjamin L.; Goepfert, John M.; Harmon, Stanley M. 1976. An outbreak of *Bacillus cereus* food poisoning resulting from contaminated vegetable sprouts. *American J. of Epidemiology* 103(6):589-94. June. [12 ref]
• ***Summary:*** On March 15, 1973, four people ate raw vegetable sprouts that had been grown in a home seed sprouting kit purchased at a local health food store. The four-tiered plastic cylindrical seed sprouting kits were imported from Switzerland and sold with packets of seeds from Uganda (soybeans), Holland [Netherlands] (cress), and Denmark (mustard seed). During sprouting, the seeds became contaminated with *Bacillus cereus* (at levels of 10 million per gram) and caused gastrointestinal illness. The four people initially experienced nausea and vomiting, followed in 3 cases by abdominal cramps and diarrhea. Address: Univ. of Texas Medical School, P.O. Box 20708, Houston, Texas 77025.

2128. *Vegetarian World* (*Los Angeles*). 1976. Tofu: Prime hope for a starving world. No. 6. p. 7. June.
• ***Summary:*** Discusses the work of Bill Shurtleff and Akiko Aoyagi with tofu. Photos show: (1) The two holding a block of homemade tofu on a plate. (2) A hungry child. Gives four "quick and easy recipes for delicious tofu dishes:" Crumbly scrambled tofu, Tofu mayonnaise dressing, Grilled tofu steak, and Tofu ice cream. "In *The Book of Tofu* by Bill Shurtleff and Akiko Aoyagi, the authors assert that the exotic cakes of soybean curd, found primarily in health food stores in the U.S., are about to revolutionize world-wide eating habits." Address: Lafayette, California.

2129. *Christian Science Monitor.* 1976. FTC may ban

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'organic' claims by advertisers. Sept. 17. p. 1, 30.
• ***Summary:*** "Chicago–Use of the words 'natural' and 'organic' would be banned in most food advertising under a controversial proposal under consideration by the Federal Trade Commission (FTC)." The FTC believe that these and other claims related to health and nutrition confuse consumers. Hearings on the proposal are underway in Chicago this week and are scheduled later for Washington, DC, and Dallas, Texas.

Some consumer groups are calling for standard, federally approved definitions of such terms to which ads and labels would have to adhere.

The FTC contends that in place of "natural," companies "could advertise that the food does not contain artificial or synthetic preservatives, ingredients, flavor or color." Likewise, in place of 'organic,' companies "could say that the food was grown without the use of pesticides, artificial fertilizers, or artificial conditioners."

A wide variety of foods are now advertised as "natural" even though some contain food additives and are highly processed. But the National Nutritional Food Association believes such terms should be retained because "they have gained consumer acceptance." Address: Monitor staff correspondent.

2130. *Family Health.* 1976. Is there a TVP in your future? 8(9):52. Sept.
• ***Summary:*** Contains 9 recipes using textured vegetable proteins, which you can find in local supermarkets and health food stores. The ingredients include: Sausage-like breakfast links. Bacon-like breakfast strips. Ham-like breakfast slices. Refrigerated cholesterol-free egg substitute. Sausage-like breakfast patties. Vegetable protein patties. Vegetable protein links.

2131. Ford, Frank. 1976. The simpler life cookbook from Arrowhead Mills. Fort Worth, Texas: Harvest Press. 157 p. Introduction by Fred Rohé. Index. 18 cm. [13* ref]
• ***Summary:*** The copyright page states: "First printing–Oct. 1974–23,000. Second printing–Feb. 1976–17,000. Third printing [this book], 110,000. This book is the second third edition of a book which was originally released under the title of *Pack to Nature."*

The body of the book is the same as that of earlier printings. However the 2-page directory titled "Some Natural Foods Sources" has been updated and expanded. It now lists 41 companies with full addresses and Zip codes. New additions include: Arrowhead Mills Distributing Co. (Denver, Colorado). Ceres Natural Foods (2582 Durango Dr., Colorado Springs, Colorado). Cinagro Distributors (now in Chamblee, Georgia). Earth Bound, Inc. (Woodbury, Connecticut). Earthwonder (Blue Eye, Missouri). Health Foods, Inc. (Des Plaines, Illinois). Houston Health Food Distributors (Houston, Texas). Kahan & Lessin Co. (Compton, California). Kozek Products (Los Angeles, California). Landstrom Co. (San Francisco, California). Laurelbrook Foods No. 2 (Raleigh, North Carolina). Lifestream Natural Foods (now at 1241 Vulcan Way, Richmond, BC, Canada). Manna Foods (Scarborough, Ontario, Canada). Midwest Natural Foods (Ann Arbor, Michigan). Nature's Best (El Segundo, California). Pure & Simple (795 West Hedding, San Jose, California). Shiloh Farms, Inc. Eastern Warehouse (Martindale {near New Holland}, Pennsylvania). The Wide Earth Store (Anchorage, Alaska). Tochi Products (Fargo, North Dakota).

Note: This is the earliest document seen (March 2006) that mentions Health Foods, Inc., a wholesale distributor of health foods and natural foods in Des Plaines (near Chicago). Address: Deaf Smith County, Hereford, Texas.

2132. Gillingham, Karen. 1976. Blender power: Get a boost from these high-energy blender drinks. *Los Angeles Times.* Nov. 9. p. I-10, I-14.
• ***Summary:*** "Energy drinks as we know them today–most agree–were were unveiled by Adelle Davis in the 1950s" [Tiger's Milk?]. Originally they were enjoyed by "health food scholars and Muscle Beach hopefuls."

Contains 15 recipes, each from a place that makes and retails them fresh. Only one is called a smoothie. Most contain a dairy product (such as milk, ice milk, ice cream, or yogurt), some fruit (bananas are most popular), and some ice. Eight contain 1-3 tablespoons of "protein powder." Two are non-dairy with cashew nut milk or coconut milk replacing the dairy products.

2133. Ferrier, L.K. 1976. Simple processing of whole soybeans for food. *INTSOY Series* No. 10. p. 130-36. R.M. Goodman, ed. Expanding the Use of Soybeans (College of Agric., Univ. of Illinois at Urbana-Champaign). [19 ref]
• ***Summary:*** Contents: Introduction. Food uses for whole soybeans. Category I: Drum-dried flakes. Category II: Canned soybeans. Category III: Dairy product analogues (incl. mocha flavored ice cream, yogurt, peanut butter analogue). Category IV: Spreads. Category V: Snack foods. Appendix I: Prototype foods made from whole soybeans. Appendix II: Sauce formulations for canned soybean products. Discussion. For the drum-dried flakes: Blend in a "Waring Blendor." Address: Dep. of Food Science, Univ. of Illinois, Urbana, IL.

2134. Maxwell, Jessica. 1976. Our native cuisine: Health food restaurants serve what California grows in abundance. *Los Angeles Times.* Dec. 7. p. I10-11, I18.
• ***Summary:*** It was because of the year-round growing season that the health food movement began in Los Angeles 50 years ago, in 1926, when Hain Pure Foods and El Molino Mills opened for business. They were soon followed by Jack LaLanne. "And quicker than you can say granola, alfalfa

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sprouts started creeping into our sandwiches and the bread they came on started looking like an ad for Coppertone."

Then came the big food-consciousness boom of 1971, and a new generation of health food restaurants started popping up in the L.A. Basin. Now, with carrot juice uprooting the evening martini, "we think its time someone made it official that from date shakes to artichokes, health food is Southern California's native cuisine–and always has been."

2135. *Miami Herald.* 1976. Deaths: Nutritionist Paul C. Bragg, 95. Dec. 10. p. 10-B.

• ***Summary:*** "Paul C. Bragg, called the 'granddaddy' of the health food movement, died of a heart attack Tuesday [Dec. 7] in the emergency room of the South Shore Hospital. He was 95."

"Dr. Bragg, a registered physical therapist, whose home offices are in Hawaii, Palm Springs, and Boston, was in Miami Beach to speak before the Second Annual Health, Diet, and Fitness Show at Dinner Key Auditorium."

Stricken at the Crest View Apartments, he was rushed to the hospital by a rescue squad; he died a short time later.

"Dr. Bragg," the author of more than 40 books on diet and health, was a "globehopping nutritionist with a Ph.D. in biochemistry." He believed the keys to health were "nutrition, exercise, and correct breathing."

"Dr. Bragg" served as a consultant to such Hollywood celebrities as Gloria Swanson, Jack LaLanne, Donna Douglas, and others.

"Dr. Bragg was stricken with tuberculosis when he was 16 and sent to Switzerland to recover. After being cured by Dr. August Rollier's Natural Healing and Sun Sanatorium with natural foods, clean air and sun, he vowed to study all aspects of natural healing and to learn the secret of agelessness.

"He is said to have pioneered the canning of pineapple juice and later tomato juice..."

"Dr. Bragg is credited with spreading health food stores throughout the world, from Australia to Europe. He made more than 20 tours around the world to teach his health methods. His daughter, Patricia, said she followed her father on his 'crusades.'"

She said "her father was injured by a wave in the surf six months ago and his health began to decline after the accident.

Besides his daughter, Dr. Bragg is survived by a son, Robert; two daughters; several grandchildren, and great-grandchildren.

"Lithgow Funeral Centers is making arrangements for cremation."

A portrait photo shows "Paul Bragg, crusader," smiling.

Note 1. Much of the information in this article provided by Patricia Bragg is incorrect. For example, he was almost age 82 when he died, not 95. This is the earliest document seen (July 2021) stating that Paul Bragg had a Ph.D. degree in biochemistry. When did he get this degree and from which school?

Note 2. This is the earliest document seen since Oct. 1934 in which Paul Bragg is referred to in print (or has referred to himself in print) as a doctor; he is called "Dr. Bragg" above. Why did he stop referring to himself as a doctor? Was he ordered to stop?

See also the obituary for Bragg in the *Honolulu Advertiser* (11 Dec. 1976, p. B-12).

2136. *Honolulu Advertiser* (*The*) (*Hawaii*). 1976. Obituaries: Paul Bragg dies at 95. Dec. 11. p. B-12.

• ***Summary:*** Bragg, a physical fitness buff who conducted free exercise classes on Waikiki Beach, has died in Miami, Florida–according to the *Miami Herald,* which reported that he was age 95. It is said that "he set a national age-group swimming record at age 94" [i.e. in about 1975].

Mr. Bragg, a resident of Honolulu, was in Miami to deliver a speech. He became ill at his beach apartment and was taken to South Florida Hospital, where he died.

"In July [1976], Mr. Bragg was pulled unconscious from the water off Fort DeRussy [on Waikiki Beach, Honolulu] and survived after being given cardio-pulmonary massage by a nurse on the scene."

Bragg once said he was born in Virginia in 1881, "of an old military family." He "practiced strict dietary and exercise practices after contracting tuberculosis at the age of 16." A portrait photo shows Paul Bragg.

Note 1. It is not known what caused Bragg to lose consciousness in Honolulu. He could have been surfing, swimming, wading, or just bein knocked over by a big wave. Or he could have suffered his first heart attack while in the water. It is also possible that this event never happened at all–since we do not know the source of the information (Source of Note: Wikipedia Web page on Paul C. Bragg).

Note 2. Paul Bragg was born on 6 Feb. 1895 in Indiana and died on 7 Dec. 1976 in Miami. Thus, he was age 81 years, 10 months, and 1 day when he died. He habitually exaggerated his age during the last half of his life.

Note 3. Concerning the national-age group swimming record, we asked the United States Masters Swimming (www.usms.org) if they had any information about Paul Bragg's swimming. Barbara Dunbar, Chair of the USMS History and Archives Committee, replied: "First of all, there was NO 90-94 age group in 1973-1976. In 1973, the highest masters age group was 70+, and Bragg does NOT appear in any masters national top tens or national records lists for short course yards (25 yard course) or for long course meters (50 m course).

"For 1974-1976, the highest masters age group was 80+ (80 and over). Again, Bragg does not appear in any masters national top ten times or on any masters records lists.

"So far, this is all that I have found. It is remotely

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possible that he swam in a masters meet which was not reported to the national level, but in that case, he could not have set a national record. There are no national masters records attributed to him." In short: Yet another lie.

2137. Certificate of death for Paul Chappius Bragg. 1976. Miami Beach, Florida. 1 p.
• ***Summary:*** Date of death: 7 Dec. 1976. Place: Miami Beach, Dade County, Florida. South Shore Hospital. Age: 95. Date of birth: 6 Feb. 1881. Virginia. Citizen of USA. Widowed. Surviving spouse: None. Social Security No. 554-42-5580 A. Usual occupation: Publisher of books. Name of father: Robert E. Bragg. Name of Mother: Carrie Chappius. Informant: "Miss Patricia Bragg." Mailing address: Box 575, Palm Springs, California. Cause of death: Not available except to relatives. Cremated at Lithgow Crematory in Miami on 10 Dec. 1976. Funeral Home: Lithgow Funeral Center, 485 N.E. 54th St., Miami, Florida 33137.

Note 1. According to the Social Security Death Index: Paul Chappius Bragg was born in Feb. 1895–Place unknown. His Social Security number is 554-42-5580. He died in Dec. 1976. Place unknown. The Bragg offices say (incorrectly) in Hawaii. His last recorded residence was Desert Hot Springs, California 92240.

Note 2. Three key pieces of information on this death certificate are incorrect. (1) His age was not 95, but only about 82–actually 81 years, 10 months, and 1 day–therefore about 14 years younger than he claimed. (2) His date of birth was not 6 Feb. 1881 but 6 Feb. 1895. (3) He was not born in Virginia, but in Indiana. The correct information is based on the 1900 and 1910 U.S. Census in Washington, DC.

Note 3. As of May 2010, the Florida Death Index (1877-1998) is available on ancestry.com. The record for Paul C. Bragg states: Death date: 7 Dec. 1976. County of death: Dade. State of death: Florida. Age at death: 95. Race: White. Birth date: 6 Feb. 1881. This information was apparently taken directly from his death certificate without any attempt to verify it. Address: Miami Beach, Florida.

2138. Nogaki, Sylvia. 1976. New organic tofu. *Newsletter of Puget Consumers' Co-op.* Dec. [1 ref]
• ***Summary:*** Island Spring organic nigari tofu now sold by the Co-op. Includes 4 recipes: Tofu Milkshake or Fruit Smoothie; Tofu Lasagne [Lasagna]; Tofu Dip or Dressing; Braised Tofu.

The recipe for Tofu Milkshake or Fruit Smoothie reads: 6 oz tofu. 1 cup apple cider (½ for thicker shake). 1 or 2 bananas. 3 fresh strawberries or 2 tablespoons blueberries or raspberries. 1 tablespoon honey. 1 teaspoon vanilla. ¼ teaspoon brewer's yeast*. Nutmeg. Blend all ingredients in blender until smooth.

A photo shows Sylvia Nogaki of Island Spring Tofu preparing tofu dips for vegetables and chips at the Natural Food Fair, Nov. 14. Address: Washington state.

2139. Phillipps, Stanley N. 1976. The HF [health food] industry has come of age. *Health Foods Retailing.* Dec. p. 70-78, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256-56.
• ***Summary:*** In this, the 40th anniversary issue of this publication, the author, a two-time president of the National Nutritional Foods Association (NNFA), reminisces about the history of the industry and the NNFA. He has been in the health food business for almost 56 years. In 1920 in Cincinnati, Ohio, he began selling the full line of 25 products from Battle Creek Sanitarium Foods. Hain Health Foods of California was one of his first suppliers. Figco was a big selling coffee substitute. Early lecturers who drew large audiences were Paul C. Bragg (1932), Gayelord Hauser (very high class), Edward McCollum, and Walter Hadson. A major industry change came at the end of the 1930s when new FDA laws prevented manufacturers or retailers from saying much about their products. The 1930s was the golden era, when people became aware of "the harmful effects of devitalized foods." The main product lines during the 1930s and 1940s were Paul Bragg's Live Vital Foods [sic, Live Food Products], Gayelord Hauser's Modern Products, American Dietaids (formerly Tam Products, Inc.), and Alberty Foods. *Better Nutrition* was a major health food magazine. Eugene Schiff was a pioneer who brought stores some of the first natural vitamins.

"The real booms in the industry came at many different times and I will mention a few of them. Gayelord Hauser's book, *Look Younger, Live Longer,* was one of the books that in 1950 did a terrific job on the five wonder foods, brewers yeast, blackstrap molasses, wheat germ, low-fat skim milk powder and yogurt. This book was the top seller on the non-fiction list for weeks and weeks, and it brought people into the health food stores for these and many other foods so that a real demand for products began to cause scarcities in these items. The business boom from this book was tremendous and it lasted for a long time...

Calories Don't Count, by Herman Taller, M.D., was another book that created an unbelievable demand for protein foods and low carbohydrate foods... Then came the Dextrose boom... The biggest boom and perhaps the most long lasting was the Adelle Davis books that brought people to the stores in droves seeking the natural vitamins and supplements.

"From her first book, written in story-book fashion, and called *You Can Get Well* in 1939, Adelle Davis became the queen of the health food movement.

"Hauser's books, Kordel's books, Bragg's books, Ancel Keys book, N.S. West, Mildred Lager, Dr. Wm. Howard Hay, and H. Curtis Wood, M.D., all wrote interesting and well studied books that brought lots of business to our stores across the nation. Linda Clark, Rachel Carson. Dr. Jarvis and many others have written books that bring customers to your door."

Concerning the history of the NNFA, in 1937 Anthony

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Berhalter had a consumer organization started called the American Health Food Association. Berhalter, a man of great foresight, operated a bakery and health food shop on North Clark Street in Chicago. He made fresh-fruit coffee cakes from whole wheat flour, which he procured from Elam Mills on Damen St. in Chicago. The Association's first convention was in the spring of 1937 in Chicago. About 150 people attended. Walter Hodson was one of the speakers. Companies that exhibited included Live Food Products [Paul Bragg], Alberty Products, American Dietaids (at that time known as Tam Products, Inc.), Battle Creek Scientific Foods, Chippewa Spring Water Co, Dietetic Food Co. of New York (Diamel), Elam Mills, Health Food Jobbers, H.W. Walker Company, Loeb Dietetic Foods, Modern Diet Products, Inc., Natural Health Products of New York, Nutty Brown Mills of Texas, Parkelp of California and Vegetable Juices Inc. of Chicago.

After the 1937 meeting a new organization was formed named the National Health Foods Association. Its first convention was in the summer of 1938 in Chicago, which then became its headquarters. The convention lasted 3 days and the 800 to 900 attendees listened to speakers like Paul Bragg and Edward McCollum. Thereafter conventions were held each year; retailers, manufacturers, and distributors all met. 1947 was a low point in the association's history, then Stanley Phillips stepped in and helped create a comeback. The 1948 meeting was in Coronado, California. In 1948 the Association was named the National Dietary Foods Assn. In 1964, with $30,000 in the treasury, the Association acquired its first full-time secretary. *Health Foods Retailing* magazine, published originally by Lelord Kordel and then by Jack Schwartz, became designated as the association's official publication. In 1966 Phillips resigned from the NDFA and helped start a new retailers organization, ADRA, which merged back into NDFA in 1970. The new organization was called the National Nutritional Foods Assoc. (NNFA). The 1975 convention at the MGM Grand Hotel in Las Vegas was a highlight of the NNFA in its heyday. Throughout its history, and especially in more recent decades, the industry's greatest adversary has been the U.S. Food and Drug Administration (FDA).

2140. **Product Name:** El Molino Soybeans.
Manufacturer's Name: El Molino Mills.
Manufacturer's Address: A division of ACG Co., Box 2250, City of Industry, CA 91746.
Date of Introduction: 1976.
How Stored: Shelf stable.
New Product–Documentation: June Ranill. 1976. The El Molino Cookbook. p. 26.

2141. **Product Name:** Sanitarium Health Foods Canned Vegetable Protein Sausages.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1976.
Wt/Vol., Packaging, Price: Can.
New Product–Documentation: *Soybean Digest Blue Book.* 1976. p. 37.

2142. Bragg, Paul C.; Bragg, Patricia. 1976. The miracle of fasting: For agelessness–Physical, mental & spiritual rejuvenation. Desert Hot Springs, California: Health Science. 198 p. Illust. Ports. No index. 21 cm
• ***Summary:*** At the top of the title page: "New discoveries about an old miracle–The "fast" fasting way to health. The table of contents of this book is the same as that of the 1st edition (1966), except that a new chapter, chapter 32, "The spiritual aspects of fasting," has been inserted and "Food for thought" is now chapter 33–the last chapter. Both Soya beans (p. 179) and Soya oil (p. 180) are mentioned.

Note that Paul and Patricia Bragg now have "Ph.D." after their names. When and where did they get these degrees? Paul Bragg is a "Life extension specialist."

In Chapter 32, Bragg talks about meeting Mahatma Gandhi on 27 July 1946 in India. At Gandhi's headquarters here [New Delhi] I received permission to accompany this amazing man on a 21-day fasting trip eastward through the villages..." "He ate nothing and drank only water flavored with lemon and honey" (p. 193).

On the last two unnumbered pages are brief bios of Patricia Bragg and Paul Bragg. She graduated from the University of California, was the youngest woman ever to be granted a U.S. Patent, has been a health consultant to President Harry S. Truman (who walked a lot) and to the British Royal Family. Paul still plays tournament tennis, competes in track meets all over the world. Crippled with TB [tuberculosis] when in his teens, Paul "teamed with the great fitness expert Bernarr Macfadden to introduce America and the world to the benefits of Physical Culture at the turn of the century. He was one of the first editors of the Physical Culture Magazine. He worked with Luther Burbank in California to produce healthful, organically grown fruits and vegetables. He opened the first modern Health Food Store in Los Angeles."

Photos show: (1) Paul Bragg, smiling and looking healthy in Hawaii (cover and p. 61). (2) Jack LaLanne, his wife Elaine, Paul Bragg, and Patricia Bragg. Jack says that Paul saved his life at age 14 when he attended a Bragg lecture in Oakland (p. 4). (3) Paul Bragg behind a table of fruits. He has been supervising fasts for over 70 years [i.e., since 1906 or before] (p. 41). (4) Patricia Bragg (p. 83, 173). (5) Paul with about 50-75 members of his "Longer Life, Health and Happiness Club" under palm trees at their "exercise compound at Fort DeRussey, Waikiki Beach, Honolulu, Hawaii." Membership is free and open to all. Monday through Saturday mornings from 8:30 to 10:30 for

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"deep breathing, exercising, meditation, group singing, and mini health lectures..." (p. 100). (6) Paul Bragg and Bernarr Macfadden leading a thousand happy hikers, summer 1932, on the trail to Mt. Hollywood, California (p. 121). (7) Paul, bare from the waist up, with his large chest and "powerful body" (p. 126). (8) "Paul Bragg and daughter Patricia" dressed in workout suits "at the start of their vigorous daily morning exercise program" (p. 153). Address: 1. N.D., Ph.D., Life extension specialist; 2. Ph.D. Health and beauty consultant. Box 477, Desert Hot Springs, California 92240.

2143. Clark, Linda. 1976. A handbook of natural remedies for common ailments. Old Greenwich, Connecticut: Devin-Adair Co. 291 p. Index. 22 cm. [100+* ref]
• ***Summary:*** In Chapter 19, "Help for heart trouble," soy lecithin is mentioned on page 223. Clark often cites Adelle Davis and Carlton Fredericks ("who may be the most learned living nutritionist of our time" {p. 223}) as authorities on nutrition and health.

She also deals with the subject of saturated fat (p. 222): "Then there is the fat furor. Saturated fat is considered a dirty word, whereas unsaturated fat is extolled from the housetops. But this concept has been distorted and converted into a scare story which many experts refuse to believe.

"You will notice that Dr. Yudkin has pointed out that many tribes with a low incidence of heart disease, have a high consumption of animal fat (saturated) and butter, though low in sugar."

Clark remembers Carlton Fredericks saying more than 20 years ago that the theory of natural saturated (animal) fat as being dangerous would be disproved. Address: M.A.

2144. Farr, Barbara. 1976. Super soy!: Delicious protein without meat. New Canaan, Connecticut: Keats Publishing Co. 151 p. Index of recipes. 21 cm. [9 ref]
• ***Summary:*** Contents: 1. Magic bean. 2. Soybeans and nutrition. 3. A glossary of soy (and other things)–With a table giving nutritional information for each; wheat bran, dried soybeans, green soybeans, lecithin, miso, nutritional yeast, sesame tahini, soy granules or grits (toasted), soybean oil, soybean powder (also called soybean flour; full-fat soy powder, low-fat soy powder, defatted-fat soy powder), soy protein isolate, soy sauce, soybean sprouts, tofu, yogurt (soy or dairy).

4. Basic techniques with soybeans. 5. Appetizers and snacks. 6. Soups and breakfast dishes. 7. Main dishes. 8. Breads, etc. 9. Sweet things. Bibliography. Note: Contains many recipes.

Dedication: "This book is dedicated to the most inspiring health-seeker: Gayelord Hauser."

2145. Mallard, Gwen. 1976. Soy bean magic: Delicious recipes with soy beans, flour & grits. Saanichton, British Columbia, and Seattle, Washington: Hancock House Publishers. 80 p. Index. 18 cm.
• ***Summary:*** Contents: 1. Commercially bought soy products: Soy flour, soy grits, soybean milk, soy flakes (fine, or coarse), soybean oil, soybean lecithin, soy lecithin spread (butter substitute), soy noodles, macaroni and spaghetti, soy sauce, soy coffee, roasted soy nuts, baked and green soybeans (canned). 2. Homemade soy products: Soy milk from dry beans, quick soy milk (from soy flour), soy cream (from soy flour), "soy base" (from soy flour), soy cheese from soy flour [tofu] (curded with lemon juice), oven-roasted soybeans, toasted soy flakes (coarse), toasted soy flour, sprouted soybeans. 3. Soybean recipes: Breads 'n breakfasts, soups 'n salads 'n salad dressings, soy suppers, desserts and delights.

To make soy base (p. 14): Slowly add 2 cups cold water to sifted soy flour to make a smooth paste. Stir in 1 teaspoon salt. Place in a double boiler and "cook for 30 minutes over rapidly boiling water. This mixture will be thick when it is cooked. Soy base is ideal for enriching gravies, stews, puddings, and soups. It will also make an excellent sandwich spread."

Note: This is the earliest English-language document seen (Aug. 2013) that uses the term "soy base" as a noun in this way; within 10 years the term had acquired a different meaning.

On the back cover is a biography of Gwen Mallard by Derrick Mallard, her husband. She was born in 1917 in Fernie, British Columbia; she lived with her parents and three brothers in a log cabin in the beautiful Elk Valley among Canada's majestic Rocky Mountains. In 1971 she helped launch a campaign against plans for shipping oil in Alaskan tankers along the coast of British Columbia with the inherent dangers of disastrous oil spills (Note: On 24 March 1989 the tanker Exxon Valdez ran aground and spilled 11 million gallons of heavy crude oil in Alaska's pristine Prince William Sound–the world's worst oil spill in history). Gwen runs a small health food store and restaurant 14 miles north of Victoria, British Columbia. Address: British Columbia, Canada.

2146. Neufeld, Don F. ed. 1976. Seventh-day Adventist encyclopedia, revised [2nd] ed. Washington, DC: Review and Herald Publishing Assoc. 1640 p. 25 cm. Commentary Reference Series, Vol. X. First ed. published 1966.
• ***Summary:*** This indispensable reference work, which is about 10% longer that the original 1966 edition, contains excellent short histories with some updated or additional financial and/or production statistics for the food companies.

A complete list (with city and country) of all SDA food companies is given at "Food companies."

New entries: World Foods Service (1968): "A department of the General Conference whose director coordinates the various phases of the denominational food production and marketing activities throughout the world

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field. Each division (except North America) has a world food service secretary to further the development of the food ministry within his area of operation.

At the Autumn Council of 1967 a health food department at the General Conference level was created. At the Autumn Council of 1968 this department was named World Foods Service.

"Secretary (until 1974) and Director: E.W. Howse, 1969- ." Address: Washington, DC.

2147. Neufeld, Don F. 1976. Seventh-day Adventist encyclopedia, 2nd ed.: DE-VAU-GE Gesundkostwerk GmbH (German Health Food Factory, Ltd.). Washington, DC: Review and Herald Publishing Assoc. 1640 p. See p. 389-90.
• ***Summary:*** "A firm in Hamburg, Germany, owned by the Euro-Africa Division, which makes a wide variety of products ranging from bread and cereal flakes to nut creams, vegetable spreads, meat analogs from soybeans, and diabetic food. The products are distributed through several channels, but mainly through health-food stores. The factory was founded in 1899 at Friedensau, near Magdeburg, and began operation in an old mill under the management of Augusto Pages. But since the factory was too small and too far from markets and sources of imported raw materials, such as fruits and nuts, to operate economically, a new plant was built at Hamburg shortly before World War I.

"In 1940 the political conditions in Germany forced the denomination to transfer the factory to four SDA trustees–Willie Luhr, the former manager, A. Vollmer, O. Schildhauer, and H. Niemann–who continued to operate it as a private company until the building was almost completely destroyed in an air raid on July 28, 1943. Some 12 months later the factory resumed production, but on a diminished scale.

"After World War II, in 1947, a new organization, formed by the former Central European Division, took over operation of the food factory from the remaining trustees. In 1966 a new building was constructed in north Hamburg, at Brodermannsweg 17. New soy products were developed, and a new sales force was organized. The rapid growth of sales, both in and outside Germany, made it necessary to lay plans for more space and greatly expanded facilities. Early in 1974 a new property was purchased in Lueneburg, an attractive industrial area of Germany. The yearly turnover exceeds $5 million."

Note: DE-VAU-GE is an abbreviation for "Deutscher Verein für Gesundheitspflege" (German Society for Health Care). They owned and used the brand GranoVita from at least 1958 until 1991. After that, the story becomes very complicated (See Drosihn 2010). Address: Washington, DC.

2148. Neufeld, Don F.; et al. ed. 1976. Seventh-day Adventist encyclopedia, 2nd ed.: Granose Foods Limited (British Health Food Factory). Washington, DC: Review and Herald Publishing Assoc. 1640 p. See p. 527-28. Or. p. 624.
• ***Summary:*** "A health-food factory situated in Stanborough Park, Watford, Hertfordshire, England, manufacturing several varieties of vegetarian protein foods and breakfast cereal biscuits, one of the latter being called Sunny Bisk. In 1973 business volume totaled £400,000, made possible by updating the processes with modern machinery.

"The SDA [Seventh-day Adventist] health food work in Great Britain was begun by a group of laymen who, under the name The London Health Food Company, purchased health foods from Dr. J.H. Kellogg, of Battle Creek, Michigan, and distributed them to the public. After a few years SDA leaders in Great Britain sent J. Heide, a master baker, to Battle Creek to learn how to make the foods. In 1899 a manufacturing company was formed under the name The International Health Association Limited, changed in 1926 to Granose Foods Limited. The company purchased a flour mill in Salford, near Redhill, Surrey, to serve as the factory... A fire burned the factory to the ground in 1900. Health foods were again temporarily imported from America, but gifts and loans from SDA's re-established the company in Birmingham.

"In 1907 all SDA institutions in England, including the food factory, were centralized at Stanborough Park, Watford. The factory has grown until in 1973 it had a floor space of approximately 44,000 square feet, and still further extensions were planned." Address: Washington, DC.

2149. Neufeld, Don F. 1976. Seventh-day Adventist encyclopedia, 2nd ed.: Sanitarium Health Food Company. Washington, DC: Review and Herald Publishing Assoc. 1640 p. See p. 1285-86.
• ***Summary:*** "A chain of health food factories, wholesale branches, and retail shops in Australia and New Zealand, operated by the Health Food Department of the Australasian Division... Headquarters for the firm are at 148 Fox Valley Road, Wahroonga, New South Wales, Australia.

"Products include Weet-Bix, a flaked-wheat breakfast-food biscuit; cornflakes, and other cereal foods; Marmite, a yeast-extract flavoring; peanut butter; vegetarian meats and textured vegetable protein; and soybean milk

"In 1973 the company was operating 12 factories in Australia and New Zealand and 8 large wholesale branches. There were 68 shops and 4 cafes scattered in the main cities of the two countries; 11 of these retail branches were in company-owned buildings. Total net worth was approximately $24.2 million. Approximately 1,700 workers were employed, and the company's products were stocked throughout the grocery trade in Australia and New Zealand. A growing export trade was also being developed, principal markets being the Southern Pacific and nearby Asian countries.

"The gross annual revenue sales were $46 million. In 1973 the company realized a profit of $2.7 million, of which $1.362 million went directly to the treasury of the

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Australasian Division for mission use. In addition, nearly half of the general administrative expenses of the division are met by the company as operational costs.

"History. The motivating influence leading to the establishment of health food work in Australasia is found in addresses given by Mrs. E.G. White at the Brighton, Victoria, camp meeting in 1893 and in Melbourne, Victoria, in 1895. She spoke of different aspects of the work, and urged the leaders to move forward along medical lines, including manufacturing of health foods and establishing of vegetarian restaurants. In response the Australasian Union Conference on Oct. 31, 1895–Resolved that the Executive Committee be urged to take steps to commence such work in the various large cities of these Colonies by the establishment of both houses and depots for the supply of Health Foods, Sanitary Clothing, etc. as the way may open (Minutes, p. 30).

"In 1897 a consignment of wheat biscuits, granola, gluten, and caramel cereal [grain coffee] arrived from Battle Creek, Michigan. A small factory was rented in North Fitzroy, Melbourne, where the production of granola and caramel cereal was begun. The firm, registered April 27, 1898, was first known as the Sanitas Supply Company and then as the Sanitarium Health Food Agency. Processing was done under the direction of E.C. Halsey, from Battle Creek.

"The results of the Melbourne enterprise were not satisfactory, and Mrs. White counseled that the factory be moved to Cooranbong to be operated in conjunction with the Avondale School for Christian Workers (now Avondale College), to which the managing committee agreed... At this time the firm's present name was adopted. Operations at Cooranbong began in 1899.

"In all these early moves Mrs. White, who was residing in Australia at the time, gave important counsel for the health food work and shared in many of the major decisions relative to the development of the business. At first all sales of health foods were made through conference tract societies, but a retail shop was opened in Sydney in 1902 in association with the first vegetarian restaurant. However, the business was not financially successful, and by 1904, when the whole health food enterprise was heavily in debt, many of the denominational leaders favored closing it... Success was achieved, and in 1906 the first donation by the food company for island mission work was made.

"Between 1907 and 1913 shops and cafes were opened in Melbourne, Brisbane, and Adelaide, followed later by branches in Hobart and Perth. The manufacturing and wholesale sections of the business expanded rapidly in the period 1920-1935... In 1927 the company began to sell directly to retail grocery stores, bypassing the wholesale merchants.

"Two competing businesses were acquired in 1928 and 1929, respectively–Grain Products, manufacturers of Weet-Bix, and the Cerix Company, manufacturers of puffed cereals. These acquisitions widened and strengthened the company's activities.

"The development of the health food work in New Zealand paralleled that in Australia. Manufacturing began at Christchurch in 1900 in a small plant operated by E.C. Halsey, who had been transferred from Australia. Shops and cafes were opened in the main cities, and in 1921 a new factory was built in Christchurch under the management of A.J. Dyason. This was the beginning of an era of rapid growth, which has since continued. The Auckland and Christchurch factories of Grain Products, Ltd., were acquired in 1930. A third factory, in Palmerston North, began operation in 1952." Address: Washington, DC.

2150. Ranill, June. 1976. The El Molino cookbook: Natural wholegrain foods from El Molino & CaraCoa. El Molino Mills, A division of ACG Co., Box 2250, City of Industry, CA 91476. 144 p. Illust. Index. 22 cm. Spiral bound.
• ***Summary:*** Contents: Part I: Description of grains, seeds, legumes & carob (1-2 pages about each with an illustration; barley, buckwheat, corn, millet, oats, brown rice, rye, triticale, wheat, alfalfa seed, chia seed, flaxseed, pumpkin seed, sesame seed, sunflower seed, lentils, mung beans, split peas, soybeans {p. 22-23}, carob, El Molino and CaraCoa products).

Part II: How to use and enjoy whole grains, seeds, legumes. Part III: Recipes (by Alice Walter).

This year El Molino Mills celebrates its 50th anniversary; thus it was founded in 1926. Soya powder is like soya flour, but it is more finely ground for use in beverages. "Soy flour is made from the raw bean, while soya flour is made from soybeans that have been lightly toasted. This 'toasting,' actually a moist heat treatment, enhances the flavor." El Molino soya flour is full-fat flour.

El Molino products (p. 26) include Soybeans (whole cooks best), and Carob coated soynuts. No soy flour or powder is mentioned.

Soybeans, soya flour, grits, and powder are used extensively throughout his book. White bread (with soy flour, p. 46). Honey oatmeal bread (p. 48). Cornell bread (p. 50). Soya bread (p. 51; 4.5 cups wheat flour and 1.5 cups soya flour, so 25% soya flour). Improved quickbreads (p. 68). Crunchy muffins (with soya grits, p. 70). Homemade muffin mix. Soya muffins (p. 72). Gluten sesame thins (p. 74). Homemade Granola (with 1 cup El Molino soya flour, p. 75). Soy nuts. Garlic soy nuts. Roasted soybeans (p. 85). Carob breakfast drink (with 1 tablespoon El Molino soya powder, p. 88). Bean salad (featuring soybeans, p. 92). Meatloaf (with soya grits, p. 97). Soybean loaf. Baked soybeans. Soybean chili (p. 101).

The section titled "Meatless dishes" (p. 102-112) features many soy and many gluten recipes: Soybean medley. Cooked soybeans (Basic). Soy cakes. Soybean paste (ground cooked soybeans). Stuffed peppers. Stuffed tomatoes (both with soybean paste). Baked soybean croquettes. Softened

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soya grits. Stuffed zucchini (with softened soya grits). Tofu (from soybeans curded with lemon juice). Soy cheese (made from soya powder). Cooked gluten (homemade, p. 110). Gluten cutlets. Gluten patties. Gluten roast. Eggs and soya grits.

Soya milk (from soya powder, p. 115). Pineapple soya cocktail (with soya powder, p. 116). Soya applesauce cake (with soya flour or powder, p. 119). Improved cakes (p. 122). Peanut butter cookies (with soya flour, p. 125). Improved cookies (p. 128). Cookies for your puppy dog (p. 130). Sesame carob balls. Carob nut log (p. 137).

Sesame seed: On page 17 is a full page about sesame seeds and their uses, with an illustration of the sesame plant and its seeds. The Index contains more than 45 entries for "Sesame" including: Sesame butter (p. 17, 87). Sesame granola bars (p. 84). Sesame halvah (p. 17). Sesame milk (p. 17, 115). Sesame in muesli (p. 76). Sesame tahini dressing (p. 93). Address: City of Industry, California.

2151. Stare, Frederick J. 1976. Food faddisms. In: Dwain N. Walcher, N. Kretchmer, and H.L. Barnett, eds. 1976. Food, Man, and Society. New York and London: Plenum Press. xv + 288 p. See p. 174-85.

• ***Summary:*** Contents: Introduction. The health food bonanza. Definitions (fad, quack, charlatan, health foods, organic foods, natural foods). Why so much food faddism and quackery. Eating–safely–through the eighties. Food in a growing world (i.e., in a world with a rapidly growing population, which is now over 4 billion). Conclusion.

Dr. Stare considers the following to be food faddists: Sylvester Graham (of Graham cracker fame), Horace Fletcher (who advocated thorough chewing of each bite of food), Bernard [sic, Bernarr] Macfadden ("the self-acclaimed king of the physical culturists"), Henry Ford, John D. Rockefeller, and George Bernard Shaw.

Dr. Stare states that no vitamin or mineral supplement is needed by normal, healthy people who are eating a balanced diet. He also believes that many health food promoters are food faddists and quacks.

In the section on "Definitions" he refuses to define "organic foods" (short for organically grown foods) and "natural foods" in the commonsense way that they are defined by the industries that grow and make them. He deliberately defines "organic" in the chemical sense as "containing carbon," instead of as "grown without the use of chemical fertilizers, pesticides, or herbicides" or as "Organic farming is the form of agriculture that relies on techniques such as crop rotation, green manure, compost, and biological pest control, to maintain soil productivity and control pests on a farm."

Likewise he knows full well that natural foods are those which have had little or nothing added (additives) or removed (refining). So brown rice and whole wheat flour are natural foods whereas white rice and white flour are not. Address: Prof. of Nutrition, Harvard School of Public Health, Boston, Massachusetts.

2152. Superior Court of California, County of Riverside. 1977. Petition for special letters of administration. Indio, California. 4 p. 28 cm.

• ***Summary:*** Page 1: This petition concerns the estate of Paul Bragg, Case No. 39047. Name of petitioner: Patricia Pendleton Bragg, his adopted daughter, who intends to act as special administrator. Name of Patricia's attorney: Morton C. Devor, Esq., Los Angeles, California. Paul Bragg died on 7 Dec. 1976. Note: This petition is filed about 4 months after Paul Brags death. It was officially filed by the Riverside County Clerk on 23 March 1977.

Page 2: Contains a list of the current names and addresses of the "heirs, devisees, and legatees" in Paul Bragg's will. (1) Patricia Bragg, 66-299 West Eighth St., Desert Hot Springs, California; she is Paul Bragg's legally adopted daughter and an adult.

(2) Robert Elton Bragg, 301 South Catalina St., Los Angeles, California; he is Paul Bragg's son and an adult.

(3) Lorraine Agnes Chilson, 4222 Hilaria Way, Newport Beach, California; she is Paul Bragg's daughter and an adult.

(4) Neva Pauline Bragg Schulz, 6710 Hawaii-Kai Drive, Hawaii-Kai, Hawaii; she is Paul Bragg's daughter and an adult

Patricia Bragg's signature appears twice at the bottom of page 2.

Pages 3 and 4 are titled: "Attachment 3 (e): Grounds for special request for appointment of special administrator and requested powers." Patricia Bragg, the petitioner and executrix of Paul Bragg's Will will serve without bond.

"Some time prior to decedent's death, to wit, in or about June, 1976, an individual who at one time was in the employ of decedent, and whose name is James Cameron Gilroy aka Curtis J. Cameron, aka Jim Bragg and James Cameron Gilroy dba Bragg Properties, stole, appropriated, and converted to his own use certain personal property belonging to the decedent having a value of approximately $78,200.00. Said James Cameron Gilroy has been arrested for these wrongful acts and is now in custody of the Sheriff of Los Angeles County, California. Some of the personal property taken and converted by said James Cameron Gilroy have been traced to third parties and your petitioner is now in possession of taking whatever steps are necessary to regain as much of the personal property so taken as possible.

"It is necessary for your petitioner to file an action immediately in the Los Angeles County Superior Court, for claim and delivery or in the alternative for money damages for conversion, in order to either obtain return of the personal property taken by said James Cameron Gilroy or to obtain money damage for the value thereof."

Note: Paul Bragg died on 7 Dec. 1976. Patricia Bragg married James Cameron Gilroy on 31 March 1976 in Los

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Angeles, California. So this marriage took place while Paul Bragg was still alive and about 8 months before his death. If a "gold digger" is a woman who marries a man for his money, then James Cameron Gilroy appears to have been a male gold-digger–and an alleged thief–although he may have been exonerated. According to the California Dissolution / Divorce Index, an action to dissolve the marriage was filed in May 1976.

We have no idea why Patricia married Mr. Gilroy before Paul died, whether Paul was aware of it, or whether Paul attended the marriage ceremony.

James Cameron Gilroy died in July 1977 at the USC Medical Center in Los Angeles County; the verdict of "N. Palmer, Deputy Los Angeles County Coroner" was "Suicide" by "Acute Amitriptyline Intoxication" / "Ingestion of Overdose." LA County Death Cert. #035189.

In California Death Records on rootsweb / ancestry.com is the following for James C. Gilroy. Birth date: 12 Sept. 1954 in California. Death place: Los Angeles. Death date: 1 July 1977. Social Security Number (SSN): 561-96-4420. Age: 22 years. His mother's maiden name, father's name, and residence are blank–as if no informant who knew him was present when the death record was filled out. Note that he committed suicide at age 22! Address: 4050 Main St., Riverside, California 92501.

2153. Domowitz, Pat. 1977. Health food firm sues 5 retailers. *Hartford Courant* (*Connecticut*). March 23. p. 10B.
• ***Summary:*** "A Boston health foods distributor has sued at least five state health food retailers, charging them with violating federal antitrust laws by boycotting the distributor for selling to food cooperatives."

This week, Erewhon filed the suit at the U.S. District Court in Hartford. In a previous action, filed in Boston, Erewhon sued 15 other natural food stores in Connecticut and Massachusetts.

In its lawsuits, Erewhon charges that in about 1975 the retail stores began complaining about Erewhon's sales to food cooperatives, arguing that a distributor breaches "common basic loyalty" owed to the retailer by "selling directly to customers at wholesale prices."

Erewhon–a privately owned firm with sales of about $7 million a year–says the boycott started last year and has cost the company about 5% of its market.

Note: Erewhon eventually won this lawsuit, but its legal bills were so high that it could never pay them. This event marked the beginning of Erewhon's downfall.

2154. American Academy of Pediatrics, Committee on Nutrition. 1977. Nutritional aspects of vegetarianism, health foods, and fad diets. *Pediatrics* 59(3):460-64. March. [41 ref]
• ***Summary:*** Vegetarian and vegan diets can be adequate if selection of foods is varied. Discusses the excellent health, rarity of obesity, and lower serum cholesterol levels of vegetarians, and the serious hazards of Zen macrobiotic diets, and excess intakes of vitamins A, C, D, and E, and protein. Address: USA.

2155. Raymer, Patricia. 1977. Home juicers: Surveying the crop. *New York Times.* May 11. p. 52.
• ***Summary:*** Juice extractors are touted as veritable fountains of youth and renewed health. Although they are hardly household words today, they are finding their way into more and more kitchens. They are relatively expensive–$54.99 to $235–but are the only way to get fresh, custom-blended fruit and vegetable juices at home.

All but the Champion Juicer ($198.95) work on a centrifugal force principle. One long section is titled "Juicing tips" and another cites three books about fruit and vegetable juices.

Photos show the Acme Juicerator and the Oster Automatic Pulp Ejector Juicer, two of the more popular models.

2156. Allen, Robert F. 1977. Re: The motion picture "A Moment in Time." Letter to Mr. Howard C. Long, President, The Adelle Davis Foundation, 824 Moraga Drive, Bel Air, California 90049, May 25. 2 p. Typed, with signature on letterhead.
• ***Summary:*** "You have requested that I outline a series of steps and procedures to ensure the widest distribution possible for the motion picture, "A Moment in Time," which we recently produced for the foundation. I am pleased to make comments here in that regard." He proposes ten projects plus ideas for new motion pictures. Address: Primada Productions: Motion Pictures for Business and Industry (A Div. of Primada Communications Network), 2667 Orange Ave., La Crescenta, California 91214. Phone: (213) 248-2987.

2157. Modern Products, Inc. 1977. Gayelord Hauser: In France, England, Japan, Australia and the U.S.A. our Gayelord Hauser products are Number One (Ad). *Natural Food and Farming* (*Atlanta, Texas*) 23(12):10. May.
• ***Summary:*** For each of the following products there is a photo of the front of the package and a description: Spike (instant seasoning), Vege-Sal, New Vegit, Swiss Kriss (natural laxative), and Swiss Kriss tabs. Address: Milwaukee, Wisconsin 53209.

2158. Whelan, Kathy; Leviton, Richard; Timmins, Tom. 1977. Laughing Grasshopper Tofu Shop. LGTS, 3 Main St., Millers Falls, Massachusetts 01349. 6 p. Unpublished typescript. Undated.
• ***Summary:*** Starts with a brief biography of the three authors / partners.

"Richard and Kathy, natives of Massachusetts and wanting local but meaningful employment, founded

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Laughing Grasshopper



Tofu Shop

Hand Made - in the traditional manner from organically grown soybeans and nigari.

NO PRESERVATIVES

3 Main Street Millers Falls, Massachusetts 01349

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Corncreek Whole Grain Bakery in the spring of 1974. Since then, while other bakeries have come and gone, Corncreek has thrived and continues to grow, The bakery was established on a strong advocacy of using pure, organically grown ingredients, a reliance on hand-craftsmanship and minimal use of machines, and an abstention from any dairy or animal products in the baked goods. They have successfully restored bread-baking to the domain of handcraft in a smell commercial shop.

"Tom, a native of Iowa, now living in Brattleboro, Vermont, with his wife, Judy, and their three children, worked as manager of the Yellow Sun Natural Foods Coop in Amherst, Massachusetts, for 2½ years. His residiency there came during a formative period of struggle and growth in the now prosperous store. Following this, he spent over a year on the sales staff of Llama Trading Company, a natural foods wholesaler in Brattleboro. From his experiences both on the retail and wholesale level, he has catalyzed the distribution and use of wholesome foods all over New England.

"Together, we bring a strong commitment to health-giving foods, an ability to work hard to achieve a goal, and a practical background in transmuting ideals to reality in the business world."

Explains what tofu is and why they started a tofu shop (Right livelihood, world food crisis, educating the public), describes each ingredient used, and how tofu is made in the shop. The soybeans are ground in a Hobart VCM blender, then the puree is cooked in two 15-gallon stainless steel cooking pots, and the soymilk is curded with nigari in a 20-gallon oak barrel and the tofu is pressed in two hardwood settling boxes.

Attached to this document is a leaflet (single sided, 28 cm, brown on beige) titled "Laughing Grasshopper Tofu Shop." Address: Millers Falls, Massachusetts.

2159. Superior Court of California, County of Riverside. 1977. Inventory and appraisement: Partial No. 1. Indio, California. 4 p. 28 cm.
• ***Summary:*** On page 1: Case No. P 39047. The total appraisal is $204,000. Under "Signature of the representative" is the signature of Patricia Pendleton Bragg, dated Aug. 12, 1977. The appraiser is Dwight W. Mize, who signs to swear that the appraisal is true and correct.

Page 2: The second and final appraisement is $35,910.02 for a total of $235,222. Again the signatures of Patricia and Mize appear.

The last two pages are handwritten appraisals. The estate of Paul C. Bragg. California inheritance tax appraisal.

Partial Inventory #1. 51% interest in unimproved real property in Burbank, California. $204,000. Sold to Patricia Bragg 9-6-1977 for $231,000 9-6-1977.

Partial Inventory #2 & Final. (1) 3 bank accounts in California and Hawaii in Paul's name–$1,921.05. (2) Common stock in Paul's name, CAT&T, Castle & Cook, Texaco–$11,188.97. (3) Real property, San Diego County, California, in Paul's name–$2,800. (4) Two bank accounts, jten. [joint tenancy] with Patricia in Bank of America, Desert Hot Springs, CA–$1,922.87. (5) Unimproved real property, Los Angeles County, in joint tenancy with Patricia–$90,000.

(6) to (13) Unimproved real property in Riverside County, CA, in joint tenancy with Patricia–$3,400 + $12,000 + $2,500 + $2,500 + $25,000 + $2,000 + $67,900.

(14) House and lot, Riverside County, CA in joint tenancy with Patricia–$26,000.

Additionally Paul and Patricia owned Condominium Apt #1836 at the Ilikai Apartment Bldg., Honolulu, Hawaii, not taxed in California, but probably worth $40,000 at Paul Bragg's death. Address: Indio Branch, 46-209 Oasis St., Indio, California 92501.

2160. United Press International (UPI). 1977. FDA gives up its battle on 'megavitamin' doses. *Chicago Tribune.* Sept. 26. p. 7.
• ***Summary:*** "Washington [DC]–After four years of public dispute and court battles, the government has quietly dropped its attempt to require a doctor's prescription for high potency doses of vitamins A and D."

The FDA first proposed the restrictions in Oct. 1973.

The National Nutritional Foods Association (NNFA, which represents health food stores) and the Solgar Co. (a vitamin maker) filed a lawsuit against the FDA.

"The final decision came from the Justice Department, which told the FDA earlier this month that it will not appeal a court decision handed down June 7, that overturned the FDA regulations."

2161. United Press International (UPI). 1977. FDA loses battle to control vitamins. *Hartford Courant* (*Connecticut*). Sept. 26. p. 27.
• ***Summary:*** Quite similar to an article (with a slightly different title) published on this same date in the *Chicago Tribune.*

The National Nutritional Foods Association (NNFA, which represents health food stores) and the Solgar Co. (a vitamin maker) filed a lawsuit against the FDA.

2162. Shurtleff, William. comp. 1977. Large natural food distributors, health food distributors, and book distributors in North America. Lafayette, California. 1 p. Undated. Unpublished typescript.
• ***Summary:*** Most of the following companies are presently distributing *The Book of Tofu, The Book of Miso* and *The Book of Kudzu* published by Autumn Press. For each, the company name (listed alphabetically) and address are given:

Large natural food distributors (28): Arrowhead Distributing (Denver, Colorado), Beautiful Foods (Philadelphia, Pennsylvania), Cc Grains (Seattle, Washington), Chico-San Inc. (Chico, California), Clear Eye

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(Rochester, New York; $3 million/year in sales), Dari Farms Natural Foods (Tolland, Connecticut), Eden Foods (Ann Arbor, Michigan; Phone: 313-973-9400. Tim Redmond, Michael Potter), Erewhon (Cambridge, Massachusetts; Phone: 617-354-2001. John Fogg, President), Erewhon West (Vernon, California; Phone: 213-582-6144. James Silver), Japan Food Corp. (JFC–South San Francisco, California; also in New York), Laurelbrook Foods (Raleigh, North Carolina), Llama Trading Co. (Greenfield, Massachusetts), Midwest Natural Foods (Ann Arbor, Michigan), Pure and Simple/The Well (San Jose, California; Pure & Simple changed to 1045 Pepitone, San Jose, CA 95110; Jon Hoefler), Rainbow Distributing (Denver, Colorado), Reality Natural Foods (Haleiwa, Oahu, Hawaii), Redwood Natural Foods (3245 Santa Rosa Ave., Santa Rosa, California; Greg Hartman. Phone: 707-546-5878). Rock Island Foods (Ignacio, California), Shadowfax (Binghamton, New York), Starflower (Eugene, Oregon), Tree of Life (Augustine, Florida), United Naturals (Eureka, California), Westbrae (Emeryville, California), Lifestream Natural Foods (Vancouver, British Columbia, Canada), Manna Foods (Scarborough, Ontario, Canada).

Large health food distributors (8–also carry books): Akin (Tulsa, Oklahoma), Akin Southeast (Jacksonville, Florida), Balanced Foods (Bergen, New Jersey), Collegedale Distributors (Collegedale, Tennessee), Foods for Health (Phoenix, Arizona), Health Foods Inc. (Des Plaines, Illinois), Kahan and Lessin (Los Angeles, California), Natures Best (El Segundo, California).

Large booksellers [distributors] (3): Nutribooks Corp. (Denver, Colorado), Bookpeople (Berkeley, California), Landstrom (South San Francisco, California).

Note: This is the earliest document seen (March 2020) that mentions "United Naturals."

2163. David, Elizabeth. 1977. English bread and yeast cookery. London: Allen Lane. xxii + 591 p. Illust. by Wendy Jones. Index. 22 cm. [161* ref]

• ***Summary:*** The section on "Miscellaneous bread flours" (p. 72-73) mentions soya flour, which can be used in much the same way as malted meal "and is regarded as a valuable enriching agent in bread dough." It can be purchased from health-food stores. "An emulsified form of soy bean extract is used in the bakery trade as a dough improver." Also mentions chickpea flour and buckwheat flour.

Olive oil is considered best for making bread or pizza. Alternatives are "sesame-seed, sunflower-seed, and tasteless arachide or peanut oil. Corn oil has its adherents" (p. 131).

Some wholewheat loaves sold in English health-food stores are decorated with sesame seeds (p. 146), but no sesame seeds or poppy seeds are called for in recipes in this book.

In the section on "Toast" (p. 540-45) is a long quotation from *César Ritz, Host to the World*, by Marie Ritz (1938, London: Harrap), which describes the origin of Melba Toast–about which Elizabeth David is skeptical for two reasons: (1) Escoffier did not invent, and never claimed to have invented, the method of slicing a piece of toast in half then toasting the untoasted sides. Miss Marian McNeill described the process in 1929. (2) Melba toast is now usually understood to consist of very thin slices of bread toasted or dried in an oven until they begin to curl. That is surely a much easier and better method "than all that slicing business."

Contains an excellent bibliography. Address: 24 Halsey St., London SW3, England.

2164. Deutsch, Ronald M. 1977. The new nuts among the berries. Palo Alto, California: Bull Publishing Co. viii + 359 p. Index. 22 cm. [260* ref]

• ***Summary:*** This is a follow-up to the author's 1961 work (revised in Feb. 1967) titled "The nuts among the berries: An exposé of America's food fads." The basic premise of both books is the same–That all popular books and people advocating health foods, natural foods, organically-grown foods, vegetarian or macrobiotic diets are nuts (crazy). The book is well researched but the tone is again that of an exposé of popular nutrition, one-sided and derogatory. There are two excellent bibliographies. The first, titled "Some controversial books in nutrition, contains 223 citations, listing almost every book ever published on the subjects noted above, including books such as *Diet for a Small Planet.* The second, titled "The factual resources for this book," includes 37 basic nutrition books, textbooks, and articles.

Contents: 1. The magical feast (Adelle Davis; Daisey Adelle Sieglinger). 2. Of cabbages and things (a brief history of "foodism"). 3. Mr. Graham bakes a cracker (Sylvester Graham). 4. Little men, little women, little food (Amos Bronson Alcott, Louisa May Alcott, and vegetarianism). 5. Water, water everywhere (The naturopaths, James Caleb Jackson, Ellen G. White, Father Kneipp). 6. Snap! Crackle! Enter Dr. Kellogg! (Dr. John Harvey Kellogg). 7. The battles of Battle Creek (Michigan and Seventh-day Adventists). 8. Life along the alimentary canal (Metchnikoff). 9. The jungle, the sausage, and the law (Upton Sinclair, Harvey W. Wiley, and the formation of the FDA). 10. Chew, chew Horace (Fletcher, Chittenden). 11. The bare torso king goes public (Bernarr Macfadden, Jack La Lanne, macrobiotics). 12. How to stop your cow from drooling (selling nutrition). 13. Eating for the hull of it (raw sugar, bran, fiber, and foodist or food extremist Alfred Watterson McCann). 14. The drinks are on the Hauser (Gayelord Hauser, macrobiotics). 15. Old proteinaceous Joe or Is there sex after dinner (Lelord Kordel, protein myths, and sex). 16. Mrs. Spratt's millions or Diet is a four-letter word (fat and dieting). 17. Protomania or Richard Nixon's diet revolution (high-protein diets). 18. Swing low, sweet glucose tolerance (hypoglycemia or low blood sugar). 19. How to sell a vitamin (Linus Pauling).

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20. My mother squeaked or How to write about health foods (popular health books and articles). 21. The red faced confession and other tales of food cures and law (fraudulent advertising, the FTC). 22. Quick, nurse! The bean sprouts! (unproven therapies and cures, megavitamin therapy). 23. Meanwhile, back at the organic ranch (Jerome I. Rodale). 24. Organic politics or Gloria Swanson goes to Washington (toxic chemicals in foods). 25. How the poison gets into your health food (Center for Science in the Public Interest, Gary Null, and other health promoters).

Let us examine one chapter, 13, titled "Eating for the hull of it." It was well known by the 1990s that dietary fiber was the one nutrient in shortest supply in the American diet, and that this shortage is the cause of many diseases, from simple constipation to various disorders of the digestive tract. Those advocating a natural foods diet argued that we should return to eating whole-grain bread, primarily for the dietary fiber it contains, but also for its extra vitamins and minerals lost in the process of making white flour. Instead of dealing with these important issues, the author spends most of the chapter ridiculing a "foodist" and "food extremist" named Alfred Watterson McCann (born in 1879) and a physician named Dr. William Howard Hay (who graduated in 1891 from the medical school of the University of the City of New York), and comparing the nutritional value of raw vs. white sugar. He also notes that before the Civil War, the wheat used to make most American bread was soft winter wheat. It was easily ground between stones, then "bolted" through a soft cloth to sieve out some of the larger bran particles–a process which Sylvester Graham "felt was against God's purpose." After the Civil War, Scandinavian and German emigrées moved into the virgin lands of Wisconsin, Minnesota, the Dakotas, and Iowa, bringing with them a new tough wheat–the hard spring wheat. When the millers began to grind and bolt it, they found that much of the valuable gluten stuck to the bran. "To leave the bran in the flour meant creating a product that only a Graham or an Alcott would buy; dark coarse in texture, and hard to chew. Not surprisingly, the public rejected it." The first solution was the "middlings purifier" first installed in Minneapolis in about 1871; the purifier used a blast of air to blow away the bran. The primary solution was the Hungarian Mill, or highmilling machine–which had 6-7 sets of porcelain or chilled steel rollers. Sylvester Graham, James Caleb Jackson, and others said it was "unnatural" to take the bran out of bread. "Dr. [John Harvey] Kellogg's protests, which began about the time that the new wheat and new milling methods arrived, were based on his belief in 'auto-intoxication,' which called for bran to 'sweep out' the intestines and clear away their 'toxins.'" Address: Popular scientific and medical reporter.

2165. Johns, Warren L.; Utt, R.H. eds. 1977. The vision bold: An illustrated history of the Seventh-day Adventist philosophy on health. Washington, DC: Review and Herald Publishing Assoc. vii + 208 p. Illust. Index. 29 cm.
• ***Summary:*** An excellent book, loaded with old photos, cartoons, illustrations, and other graphics. Contains a colorful and accurate history of the subject. Contents: Elmshaven: The little elderly lady of Elmshaven (Ellen G. White). Pills, potions, purges, and prussic acid [hydrocyanic acid]. Battle Creek: Will success spoil John Kellogg? (Dr. John Harvey Kellogg). Granola, Postum, Corn Flakes, and peanut butter (W.K. Kellogg, C.W. Post). That's a wonderful bargain, but we haven't a cent (David and Mary Paulson). Westward: Another Kellogg, another San (Saint Helena Sanitarium). Where koala bears munched gum tree leaves: Health reform leaps the Pacific (Work in Australia and New Zealand, Sanitarium Health Food Co. makes Granose Biscuits and Weet Bix). God will give the thirsty elephant a drink (Paradise Valley Sanitarium). What makes Burden borrow? (Glendale Sanitarium and John Burden in Southern California). Ernest Lloyd remembers: Present at the purchase of Glendale Sanitarium (J.H. Kellogg, Harry Miller, David Paulson). Loma Linda: The resurrection of Lonesome Linda: New medical center gets off to a very shaky start (Loma Linda Sanitarium and College of Medical Evangelists). "They have gone and done what I told them not to" (American Medical Assoc., Percy Magan and Sutherland).

Photos show: Ellen G. White (p. 8, 11, 14). Ann Stanley Kellogg and John Preston Kellogg, the parents of John Harvey and Will K. Kellogg (p. 23). John H. Kellogg (p. 36, 38, 48, 52, 60, 68-71). Dr. James Caleb Jackson and Dr. Russell T. Trall (p. 40). The Western Health Reform Institute (p. 46, 49). Battle Creek Sanitarium (p. 56). Graph showing yearly patronage of the Battle Creek Sanitarium, 1866-1939. It grew from 53 patients in 1866 to a peak of 7,462 in 1926, then fell to 3,283 in 1935, and rose back to 3,691 in 1939. W.K. Kellogg (p. 74-80). Sydney, Australia, Sanitarium (p. 126). Sanitarium Foods Labels (Australia) including Gluten Meal (p. 142-43). Paradise Valley Sanitarium (California, p. 158-59). Percy Magan (p. 188, 201).

A bar chart (p. 73) shows yearly patronage of the Battle Creek Sanitarium from 53 people in 1866, to 1,174 in 1886, to a local peak of 7,034 in 1916, to an all-time peak of 7,462 in 1962; by 1939 yearly patronage had declined to 3,691. In "1933 the institution went into receivership. The Federal Government eventually turned it into an army hospital." Address: 2. Freelance writer and editor, Wrightwood, California.

2166. Edwards, R.A. 1978. Social and legislative constraints [on soy protein foods]: The Australian situation. In: American Soybean Assoc., ed. 1978. International Soya Protein Food Conference, Proceedings. Hudson, Iowa: ASA. 136 p. See p. 12-13.
• ***Summary:*** There are somewhat less than 200,000 vegetarians in Australia, mostly Seventh-day Adventists, Hindus, and Jains. Their dietary needs have been met for the

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last 40 years by the Sanitarium Health Food Company, which is owned by the Adventist Church. Their meatlike products include Nutmeat, Rediburgers, Vegecuts, and Vegelinks. Initially the protein in these foods came exclusively from nuts, then wheat gluten was added, and more recently they have also included low-fat soy flour imported from the USA. The company imports texturized soy protein products and also makes their own, but they have found that their traditional untexturized vegetable protein foods outsell TVP by a factor of 50 to 1. Sanitarium appears to be the only supplier of non-meat protein foods to Australian and New Zealand consumers, presumably because the market is not big enough to attract a second company of the type.

As far as the author knows, the only Australian manufacturer of TVP other than Sanitarium is Griffith Laboratories, which makes an unflavored TVP for the very large and lucrative pet food market; they also make a low-fat soy flour.

In Australia, heart disease is the most serious disease, accounting for more than 30% of all deaths. With health professionals advocating a reduction in animal products, total fats, saturated fats, and cholesterol, and with the increasing awareness during the last few years of the relation between nutrition and health, "it would seem to me to be an opportune time to give the marketing of soy bean products a deeper and more searching examination than the superficial approaches that have been taken in the past." Address: Prof., School of Food Technology, Univ. of New South Wales, P.O. Box 1, Kensington 2033, Australia.

2167. *Sunset* (*Menlo Park, California*). 1978. This delicious fruit cheesecake isn't cheesecake... it's *tofu* cake. 160:134. Feb.
• ***Summary:*** "Make your friends guess why this banana-pineapple cheesecake is so smooth and creamy. Instead of cream cheese, it's made with tofu, or soybean curd: high in protein, low in cholesterol, and only about 200 calories a serving. It's actually good for you, and the subtle flavor blends well with the sweet bananas and pineapple." Gives a recipe for Tofu banana-pineapple cheesecake. It has a graham cracker crust and contains 2 eggs and ½ cup packed brown sugar. The ingredients are pureed in a blender, and the cake is baked.

2168. Declaration of Patricia Bragg re ownership of joint tenancy property and other real property owned in part by the decedent. 1978. Los Angeles, California. 1 p. March 16.
• ***Summary:*** This unsigned document is a declaration that Patricia Bragg (an adult) has been adopted by Paul Bragg. It begins: "State of California, County of Los Angeles.

"I. Patricia Bragg, declare as follows: I am the executrix of Paul C. Bragg deceased being duly appointed by the Riverside County Superior Court as Executrix. I am the adopted daughter of the decedent Paul C. Bragg being legally adopted by the Riverside County Superior Court, Indio Branch, by order of such court dated Oct. 10, 1957. My birthday is April 29, 1929.

"Contribution by declarant for acquisition of 49% undivided interest in real property located in Burbank, California on the corner of Olive Street and Alameda."

"Subsequent to the transfer by way of a gift from the decent to the declarant of such 49% of the issued and outstanding shares of stock of Live Food Products, Inc., the corporation known as the Live Food Products, Inc. was dissolved and all of the assets of this corporation, subject to all of the liabilities of the corporation were transferred by Paul C. Bragg deceased and to your declarant, 51% undivided interest being transferred to the decedent and an undivided 49% thereof being transferred to your declarant." Address: Alameda County, California.

2169. Clayton, Hugh. 1978. Soya takes over from the cow. *Times* (*London*). May 23. p. 3, cols. 6-8.
• ***Summary:*** The article, written in a negative tone, begins: "Soya technology, which has already brought us beefless steak pudding and meatless mince, has taken another step forward." The International Health Foods Exhibition in London opens today. Itona Products, of Wigan, Lankashire, has a stand where they are sampling: Milkless rice pudding, "made from brown rice, unrefined sugar, and a milklike liquid made from soya-beans." It retails for about 28*p.* for a 10 oz. tin, or about twice as much as its dairy milk counterpart. Sold in health food shops instead of supermarkets, it "conjures up instant memories of bleak school meals." Mr. Jeff Hampson, managing director of Itona, was present at the company's stand "amid soya biscuits, soya milk 'that has never even seen a cow' and packets of soya that can be used to make something that looks and tastes like a fishcake." It is called "C Food." Itona "also introduced a small packet of roasted and salted soyabeans for sale as a casual snack," as well as a coffee substitute.

Itona now produces about "2,000 gallons a week of 'milk' made from soya flour," a tiny amount compared with the millions of gallons of real milk from Britain's cows. "Yet the health business remains one of the most buoyant in the food industry because of the new interest in unprocessed food..."

2170. Helfex. 1978. Helfex '78. Royal Lancaster Hotel, London (Ad). *Alive* (*England*). May. p. 27-28.
• ***Summary:*** "International Health Food Exhibition. 23 May–24 May." "Helfex is an exhibition sponsored by the British Health Food Trade Association."

"This year's exhibition will be opened by Lord Mountbatten at midday on Tuesday, 23 May. It is believed to be the first time a member of the Royal Family has so honored the health food industry."

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2171. Shurtleff, William. comp. 1978. Mailing labels of companies buying large quantities of *The Book of Tofu*, and *The Book of Miso* from Autumn Press. Lafayette, California. 1 p. Undated. Unpublished typescript.
• ***Summary:*** Mailing labels (including the company name, purchaser or key contact person, and address) are given for the following companies: Erewhon, Inc. (Cambridge, Massachusetts), Nutri-Books Corp. (Denver, Colorado), Lifestream Natural Foods (Richmond, BC, Canada), Manna Foods (Scarborough, Ontario, Canada), Midwest Natural Foods (Ann Arbor, Michigan), Nature's Best (Torrance, California), Laurelbrook Foods (Bel Air, Maryland), Feather River (Bellevue, Washington), Arrowhead Mills (Denver, Colorado), Llama Trading Co. (Greenfield, Massachusetts), Reality Natural Foods (Honolulu, Hawaii), Tree of Life (St. Augustine, Florida), Eden Foods (Ann Arbor, Michigan), New Leaf Distributing Co. (Atlanta, Georgia), East West Journal (Brookline, Massachusetts), Mother Earth News (Hendersonville, North Carolina), Bookpeople (Berkeley, California), Landstrom (South San Francisco, California), Health Foods Inc. (Des Plaines, Illinois).

A single-letter code, A through D, appears in the upper right corner of each label. A = Biggest buyer. B = Second biggest buyer, etc. Erewhon and Nutri-Books are the two biggest buyers. Address: Lafayette, California.

2172. Vita Mix Corp. 1978. Stop wasting food, time, energy, money. Save! Make bread. Total juices, hot soups... (Ad). *Workbasket* (*The*). Oct.
• ***Summary:*** This large ad features a photo of a "Super 3600 Stainless Steel Vita-Mix Breadmaker," with a whole orange, apple, carrots, etc. being fed into "patent 'splash guard action dome"® at the top to make "Total Juice"®. Address: "3600" Div., 8615 Usher Rd., Cleveland, Ohio 44138.

2173. **Product Name:** Health Food Store Soybean Oil.
Manufacturer's Name: Kahan & Lessin.
Manufacturer's Address: Compton, California.
Date of Introduction: 1978.
Ingredients: Soybeans.
Wt/Vol., Packaging, Price: Bottle.
New Product–Documentation: Schreiber & Fillip. 1978. Whole Foods. Aug. p. 20-21. "Edible oils: The cold facts on 'cold pressed.'" This oil is bottled and labeled "cold pressed" by Sona Food Products.

2174. **Product Name:** Sanitarium Health Foods Bologna (Canned Frankfurter Flavored Loaf).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1978.
Ingredients: Wheat protein, vegetable oil, yeast, soy protein, salt, Savex, hydrolysed vegetable protein, rice, garlic, onion.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a cylindrical Bologna loaf on a bed of rice and mushrooms. "Vegetable Protein–Ideal for salads, casseroles, sandwiches, etc." Recipes for Spanish Salad and Bologna Contadini.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1978.

2175. **Product Name:** Sanitarium Health Foods Vita-Burger (Flavoured T.V.P.).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1978.
Ingredients: Soy flour, salt, hydrolysed vegetable protein, flavouring, syrup, caramel.
Wt/Vol., Packaging, Price: 200 gm box.
How Stored: Shelf stable.
Nutrition: Protein 50%, moisture 8%, ash 8%, fibre 3%, carbohydrate 30%, fat 1%.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. Box. 13 by 9.5 inches. Full color. Photo shows 7 burgers in tomato sauce in a skillet. "Textured Vegetable Protein. Main course vegetable protein. Ideal for patties, burgers, casseroles." Recipes for Spaghetti Sauce and Vita-Burgers (hamburgers).

Letter from Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1978.

2176. **Product Name:** Sanitarium Health Foods Pelletized Flake Biscuits.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia.
Date of Introduction: 1978.
New Product–Documentation: *Soybean Digest Blue Book.* 1978. p. 26.

2177. Hewitt, Edward R. 1978. Lecithin and health. Denver, Colorado: Royal Publications, Inc. 20 p. 17 cm. Series: A Nutri Book. 1st ed. 1957.
• ***Summary:*** The author's attention was first directed to lecithin in 1891 when he was a student in Berlin, by Geheimrath Rouleoux, the most distinguished physiologist of Germany at that time. Rouleoux was investigating the effects of lecithin on human physiology.

The copyright page states: "Copyright 1957, Copyright Revised Edition 1978, 20th printing 1982. Distributed to retail stores by The Nutri-Books Corp., Box 5793, Denver,

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Colorado 80217.

In 1978 the height of the book was increased to 17.2 cm from the original 15.2 cm and the font size was made larger. A new Appendix was added starting on page 16. This Appendix begins:

"Adelle Davis, the well-known Consulting Nutritionist and author of several important books on nutrition gave a lecture which dealt with the subject of keeping the human heart 'young.'

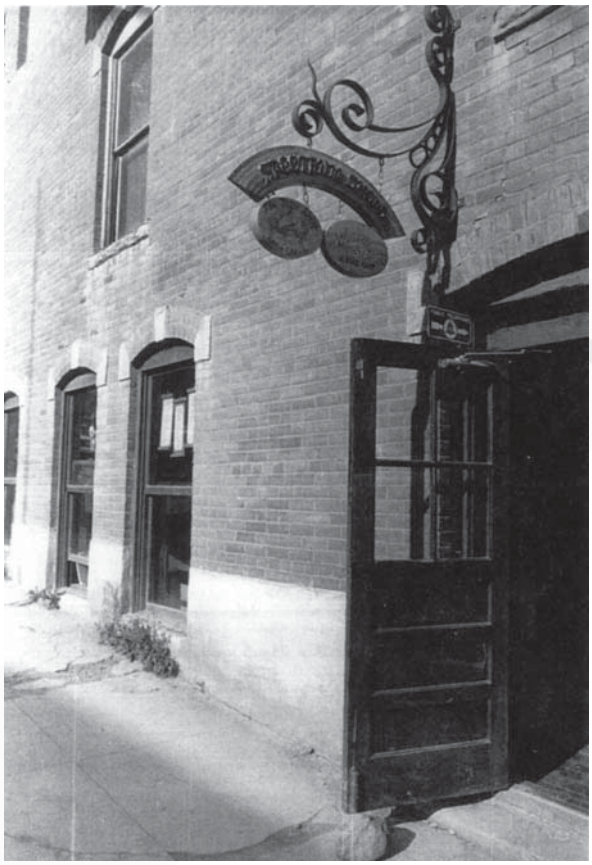
"In this lecture, we find several interesting observations on the significance of lecithin in conjunction with atherosclerosis. This illness is caused by the blocking of the arteries with cholesterol deposits." Address: USA.

2178. Mortimer, Robert; Mortimer, Charles; Eberhardt, Suzanne; Mortimer, Mary Ellen. comp. and ed. 1978. The menu guide of Los Angeles. Pacific Palisades, California: Corm Enterprises. 191 p. Illust. No index. 28 cm.
• ***Summary:*** Contains copies of menus from Alice's Restaurant (not vegetarian), The Golden Temple (Yogi Bhajan, vegetarian, 7910 W. 3rd St., Los Angeles), The Source (vegetarian, 8301 Sunset Blvd., Los Angeles), etc.

The Source (p. 155-59): This attractive undated menu, handwritten in calligraphy with a decorative illustrated border, is from the famous vegetarian restaurant started in 1969 by Jim Baker (Yahowa). Only two pages from the larger menu are shown: Breakfast (incl. Soy or whole wheat pancakes). Beverages (Large selection of juices squeezed to order, large or small, coffee, tea, milk). Juices (Fresh squeezed to your order, incl. Fruit smoothie, carrot, celery, lemon slush). Desserts (incl. Cheesecake, Ice cream, Coffee cooler, Date shake, Carrot cake, Rice pudding).

Note: This menu may have been printed in 1969, when The Source Restaurant opened. The restaurant's mystical name and symbol, with many esoteric signs, appears on p. 158. Address: Pacific Palisades.

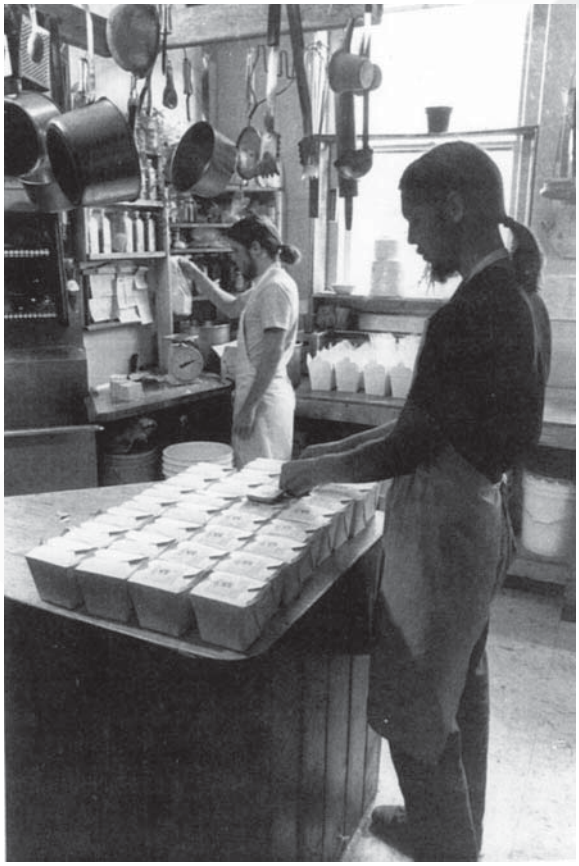
2179. Photographs of the Telluride Tofu Shop in Telluride, Colorado. 1978. Telluride, Colorado.
• ***Summary:*** Fourteen black-and-white photos (each 3½ by 5 inches), numbered with captions, were sent to Soyfoods Center on 24 Sept. 2002 by Matthew Schmit, founder and owner of the Telluride Tofu Shop. The photos themselves were all taken in 1978. They show: (1) Sign above entrance on Oak Street to Spectrum Shops: The Tofu Shop and Winter Stash food co-op. (2) Restaurant with "Tofools" eating and hanging out. (3) View of the "kitchen" with cutting board, pots, and shelves. (4) "The Tofools" (16 people) standing under sign in front of Oak Street entrance. Incl. Catherine Peterson, Christie Mather (front row, third from left), and Matthew Schmit (in far back). (5) Packing the day's tofu in kitchen. Matthew Schmit (front, with beard and ponytail). Joel Rosenblum (back). Forming boxes of tofu were pressed on cutting board by Joel–who later worked for White Wave





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in Boulder, Colorado. (6) Interior of kitchen. Tofu stove with lever press mounted on wall. Refrigerator.

(7) Sprout room and packaging area. (8) Matthew Schmit in sprout room holding a tray of sprouts by its shelf. They grew alfalfa, clover, radish and mung bean sprouts; no soy sprouts. (9) The kitchen. Entrance to restaurant is at back left. Christie Mather and Stuart the Hermit are bagging soy burgers for freezing. (10) Oak Street (torn up in preparation for creating a new park) looking toward the ski slopes. On left: Windows of tofu shop restaurant and entrance to tofu shop and opera house. On right: Entrance to county courthouse. (11) Tofu maker Joel Rosenblum (with pony tail and beard) slicing tofu on scale for packaging. (12) Tofu-making equipment by stove in kitchen. Left to right: 1 gallon Waring blender. Wooden forming box and lid. Wooden lever press on wall. Ceramic 10-gallon cauldron with wooden lid and wooden straining bucket from Olof Brentmar. (13) Top view of many take-out deli 14 oz tofu containers each with a label on top. An illustration shows a dragon in a circle. (14) Another view of the sprout room.

Note: Matthew later moved this tofu shop to Arcata, California, where it was renamed Arcata Tofu Shop. Address: Telluride, Colorado.

2180. Walker, Norman Wardhaugh. 1978. Fresh vegetable and fruit juices: what's missing in your body. Revised ed. Phoenix, Arizona: Norwalk Press. 125 p. Illust. 22 cm. Index. Compiled under the direction of and endorsed by R.D. Pope. *

• ***Summary:*** This book was copyrighted in 1936 by Norman W. Walker. Address: Doctor of Science, etc.

2181. *Health Foods Retailing Merchandising Handbook.* 1978--. Serial/periodical. Published in New York, NY, by Syndicate Magazines, Inc. Frequency: Annual. Illust. 23 cm. *

• ***Summary:*** This is a directory of the health / natural food industry in the USA. Address: San Francisco, Chicago, New York.

2182. Westbrae Natural Foods. 1979. We believe if you've seen one health food nut you *haven't* seen them all (Ad). *Whole Foods* (*Berkeley, California*) 2(1):8. Jan.

• ***Summary:*** In this full-page color ad, a large photo with diagram shows ten different types of Westbrae's nuts, seeds, dried fruits and trail mixes, including Tamari cashews, Deluxe tamari nut mix, Tamari almonds, Tamari sunflower seeds, Tamari nutroaster's mix, Chisholm trail mix, and Jubilee trail mix. "For more information write Westbrae, P.O. Box 8611, Emeryville, California 94662. All Tamari roasted nuts and trail mixes are available in bulk and a select few in two or ten ounce Panda packages." Address: P.O. Box 8611, Emeryville, CA 94662.

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2183. *Hartford Courant* (*Connecticut*). 1979. Natural health food group to meet. March 14. p. 44.
• ***Summary:*** "Wethersfield [Connecticut]–The National Natural Health Food Association will meet Thursday at 7:30 at Town Hall. Dr. John Youmanitis will speak on food additives and preservatives and fluoridation in the water supply."

Note: The name of this group is probably written incorrectly. It might be the "National Nutritional Food Association."

2184. **Product Name:** Tofu.
Manufacturer's Name: Soy Bean Factory (The).
Manufacturer's Address: 56 Sophia St., 1st Floor, Surrey Hills, NSW, Australia.
Date of Introduction: 1979 April.
New Product–Documentation: Shurtleff & Aoyagi. 1978, Dec. *The Book of Tofu* (Ballantine pocketbook edition). "Appendix B: Tofu Shops and Soy Dairies in the West." p. 400. Owners: Marcea Newman and Yoshiko Wright.

Fenwick & Oakenfull. 1981. (Manuscript received 19 May 1980). Tofu was received from The Soy Bean Factory, Surrey Hills, New South Wales. Soyfoods Center Computerized Mailing List. 1981. Jan. 22. Owner: Marcea Weber & Yoshiko Wright.

Martha Wagner. 1981. Soyfoods. Summer, p. 11. "Soy down under." "Marcea Weber owns The Soybean Factory located just outside of Sydney, Australia... Marcea, originally from New York, began her tofu business three years ago, about a year after arriving in Australia from England..."

Letter from Ken Alexander of Daylesford, Australia. 1982. Oct. 21. Marcea Weber is working on a small scale in Sydney for a relatively "innocent" market.

Letter from Marcea Newman Weber. 1995. Feb. 12. "The Soy Bean Factory was established in Dec. 1978, when Michael De Campo, Yoshiko Wright and Marcea Weber started a company devoted to producing traditional Japanese tofu using nigari (a sea water extract) as a coagulating agent. The fresh Japanese-style tofu began to arrive in the health food stores and Japanese supermarkets around April 1979." See this letter for a history of the company. Marcea thinks (but is not sure) that the name was originally spelled "Soy Bean Factory." She would guess that they first started to make and sell tofu in about March or April of 1979. Tofu was the only product they ever made commercially. The owners were Marcea Weber, Michael De Campo, and Yoshiko Wright.

Note: This is the earliest-known tofu shop in Australia.

2185. Hoang, Van Chi. 1979. Report to the Bureau of Industrial Guidance, FDA: Vietnamese soysauce. Its particularities and our manufacturing process. Bowie, Maryland: Vietnam Food & Drink Co. 4 p. May 25. Unpublished typescript on letterhead. 28 cm.
• ***Summary:*** Contents: Names of company director, plant manager, and technical board (in left margin). Bibliography: Translation into English of article on Vietnamese soysauce production found in *Khoa Hoc Thuong Thuc*, a scientific magazine published in Hanoi. The translation follows: General process (for making soysauce). Some differences between Chinese and Vietnamese soysauces.

Our manufacturing process: Ingredients to obtain 8 gallons of soysauce (Soybeans 10 lb. Rice 5 lb. Salt 5 lb. Sugar 5 lb. Water 5 gallons). Rice fermentation or "koji" preparation. Soybean fermentation or preparation of the brine. Preparation of soysauce. Packaging. The pH problem. The problem of oxydation [sic, oxidation]. Our request with FDA.

Vietnamese always prefer their own soysauce to the Chinese brand. After fermentation is over, the Chinese filter the product, taking only the filtrate to make their sauce, while discarding all the solid particles that remain. The Vietnamese, on the other hand, grind the whole product to obtain a sauce which is much thicker. The Chinese add *Lactobacillus* to the cooked soybeans to stimulate their fermentation. The Vietnamese roast their soybeans before cooking. Chinese like black soy sauce. To get that black color, they keep their soysauce in an open jar, exposed to the air for as long as three months; auto-oxydation turns the sauce black. Vietnamese prefer brown-colored soysauce. Vietnamese soybeans do not have a great tendency toward oxydation. Roasted soybeans and rice inoculated with *Aspergillus oryzae* are fermented separately. The finished koji has a pH of 4.0 (sample A1). During the soybean fermentation, if the temperature is maintained at 35-38ºC, the fermentation is complete in 9 days, with a pH of 5.0 to 5.2 (sample A2). "Fermented rice [koji] and fermented soybeans are mixed together, and salt and sugar are added. The whole mixture is then ground in an industrial blender and reduced to a thick paste" (sample A3). The pH of the final mixture is important since "Vietnamese customers have a traditional for a sweet and only slightly sour sauce." The addition of a few grams of vitamin C to each 8-gallon batch of soysauce helps to fight oxidation and prevent unwanted darkening of the sauce. The finished soysauce is poured into glass bottles (8 oz or 16 oz) and sealed with a cap. The company requests that the FDA consider this soysauce as a fermented food rather than an acidified food, and authorizes the company to keep its pH around 4.8–the same as some Chinese-style sauce made in the USA (sample A4).

Note 1. This is the earliest document seen (May 2014) concerning the work of Vietnamese with soyfoods or soybeans overseas (one of two documents). By June 1979 Hoang Van Chi was making Vietnamese soy sauce in Bowie, Maryland.

Note 2. The address of the company's factory is handwritten in red at the top left of page 1: 3824 Ironwood Place, Landover, Maryland 20785. Phone: (301) 322-7948.

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The company director, Hoang Phan, is the writer's wife. Address: Technical Director, Vietnam Food & Drink Co., Inc., 12653 Heming Lane, Bowie, Maryland 20716. Phone: (301) 262-3735.

2186. Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. Index by product category. Index of manufacturers. Index of advertisers. Illust. 28 cm.

• ***Summary:*** On the cover are two kites (colored orange and red) flying in the sky. This catalog, largely printed by a computer, contains many ads on numbered pages. Contents: Policies and terms. Catalog information. Packaged. Books. Refrigerated and frozen. Bulk. Literature and flyers. Indexes (3).

"One stop shopping... We are now a Full Line distributor." List of new lines. List of new products within existing lines. Symbols and abbreviations.

Suppliers are listed alphabetically: Arrowhead Mills, Balanced Brand [Balanced Foods, New Jersey], Bragg's (Liquid Aminos), Dr. Bronner's (with full page ad showing the doctor), Carmé (lecithin), Cedar Lakes, Cellu (Soy bean flour), Chico-San, A.A. Debole (Spaghetti sauce–soy conc), Dragon's Milk (Arica), Elam's (soy flour), El Molino, Ener-G–Jolly Joan, Erewhon (with "Erewhon West" full-page ad), Family Orchards (Tamari mixes, Trail mix), Fantastic Foods, Fantastic Falafel [Felafel], Fearn Soya Foods, Flavor Tree, Hain Pure Foods ("Cold pressed" vegetable oils, mayonnaise, nut butters), Hansen's juices, Health Valley (incl. Vegetarian Chili), Hi-Energy Foods (food bars), Hoffman's (protein powders, snack bars), Lact-Aid (p. 109, ad p. 118), Jack La Lanne, Lange's, R.G. Lecithin, Lifestream (p. 113, 251, ads p. 249-50), Malt-O-Meal, Maya Grainburgers (p. 119, ad p. 126–mix with tofu), Midland Lecithin, Miso Cup, Modern Products (Gayelord Hauser), Mus-L-On (MLO), NF Factors, Niblack ("Tamari toasted sunflower seeds," Tamari pumpkin seeds," raw or toasted wheat germ, unprocessed miller's bran), Old Stone Mill (soy), Orjene, Parkelp, Plus Produces (incl. Tiger's Milk), Richter Bros., Soken, Sovex, Viobin, Waring (blender, juicer), Westbrae.

Books, Talking Foods, Meats (nitrate and nitrite free), Poultry (no hormones or antibiotics), Soy Products (Health Valley soy milk, tofu), Soy Plant Tofu (nigari, and tofu sausage, p. 259-60), Tumaro's, Willow Run (Soybean spread [margarine]). Bulk–Beans, dry roasted soybeans, fruit & nut mixes (trail mix), nut butters, condiments, vegetable oils, pasta (with nomenclature), granola, teas & herbs. Literature & flyers. Indexes. Note: Many companies have a large selection of herbs. Address: 170 Aprill Dr., Ann Arbor, Michigan 48103. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

2187. Blair, Betty. 1979. Kids get a taste of 'health food.' *Detroit News.* June 20. G-10.

• ***Summary:*** The Great American Nutrition Campaign visited Detroit last weekend, sponsored by the Center for Science in the Public Interest (CSPI). The breakfast menu featured some unusual but highly nutritious dishes; the unrivaled star was scrambled tofu. CSPI nutritionist Bonnie Liebman and staff member Letitia Brewster were at the breakfast with toys and posters, including the Junk Food Hall of Shame. They are teaching people that many inexpensive foods are tasty and nutritious. The whole campaign will cost only $30,000.

Carol Ann Huang, owner of the Yellow Bean Trading Co. (a natural food store and deli in Detroit) was in charge of food preparations. Recipes are given for two dishes served at the breakfast: Scrambled spiced tofu, and Smoothies. Address: News staff writer.

2188. Leviton, Richard. 1979. The soy delicatessen. *Soycraft* (*Greenfield, Massachusetts*) 1(1):12-18. Summer.

• ***Summary:*** See next page. Describes The Tofu Shop (Rochester, New York), The Soy Plant (Ann Arbor, Michigan), The Cow of China (Boulder, Colorado), and The Tofu Shop (Telluride, Colorado).

Photos taken at The Tofu Shop in Rochester show: Greg Weaver at the counter serving a woman (cover photo). The inside of the restaurant, including two women seated at a wooden table and the large menu on the wall in the back. A woman employee cutting vegetables in the kitchen. Another woman working in the kitchen. A close-up of the wooden menu on the back wall (with prices; * = organically grown), which offers: Deli: Tofu*, tempeh*, soy mayo, soysage, soy milk*. Salads: Deviled tofu, tempeh, tossed. Dips (with tofu): Onion, dill. Hot sandwiches: Tofu burger, tofelafel, sloppy joe tempeh, tempeh Reuben, temptation! Cold sandwiches: Deviled tofu, tempeh salad. Casseroles: Tofu-spinach pie, tofu Italiano. Soups: Miso, soup of the day. Sampler plate. Special of the week: Ginger garlic sauce over tofu, rice and sauteed vegetables. Desserts: Lemon cream pie, tofu carob-mint pie, chocolate-mint pie, gingerbread, peanut butter cookies. Drinks: Soymilk, herb tea*, vegetable juice*, apple cider, Bambu (a roasted grain coffee), Banilla shake (with frozen bananas and soymilk), carobanana. The deli case at White Wave. The outside of The Cow of China.

Note 1. This is the earliest document seen (June 2019) that mentions the use of frozen bananas to add thickness to a smoothie–a breakthrough idea.

"Matthew Schmit–proprietor of The Tofu Shop, in Telluride, Colorado, Juice Bar, Dining, Catering, Wholesale Kitchens, 'producers and suppliers of specialty foods for the western slope–operates a soy-based restaurant that seats about thirty people and has waiters and waitresses. The Restaurant, which opened in October 1977, and had gross sales last year of twenty thousand dollars, is open six days a week from 11:00 A.M. to 9:30 P.M. Matthew astonished me with the figure of one thousand dollars as the initial

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capital investment for this business, which now produces 250 pounds of tofu for weekly wholesale distribution in addition to the flourishing restaurant.

"The menu, which features a stunning photograph of Rocky Mountains rising out of a misty valley, and which they use as a promotional brochure, delineates the fare: Entrees (Stir-fried tofu, Rice & vegetables; Soy burgers, Tofu burgers, Okara burgers, Grilled tofu & vegetables in pita bread, Guacamole & tofu, Spicy tofu & rice filling with guacamole for burritos); Smoothies (Carob-honey soymilk with banana, Carrot sunny shake); Beverages (Miso broth, soymilk, [soy] whey); and Salads (Tofu & guacamole salad, okara salad, tofu & vegetable salad)." Matthew explains the okara salad and whey.

"Matthew and his associates regard the tofu and soyfoods as an entrance into an expanded food processing line for their local market, a move that will lessen their dependence on only one or two products. Believing that every community should have its own fresh tofu, Matthew adds that 'everyone develops their own business according to the nature of their community.'" During the holiday season, Matthew's community created an exotic recipe for "tofu turkey." "Chunks of tofu are seasoned and basted, often carved in the shape of turkeys, and baked for an entire day"–after which "they taste exactly like turkey."

Page 15: "'Greetings from the Rocky Mountains! We maintain a soy delicatessen in Boulder called 'The Cow of China.' The 'Cow' serves as our retail outlet for White Wave Soy Foods. Some products sold at the 'Cow' are: Tofu, Soysage, Honey-Vanilla Soymilk, Carob-Maple Soymilk, Tempeh, 'Missing Egg Salad,' Tofu Mayonnaise, Sweet Bean Pie, Banana-Coconut Tofu Treat, Peanut-Carob Tofu Treat, Carob-Mint Tofu Treat, Mellow Miso, and Hearty Miso Salad Dressing.' According to Steve Demos–the 'beneficent dictator' (his own sobriquet) of a 'group working together,' and founder of White Wave–while these foods are made for wholesale distribution, the 'Cow' deli also processes soy into many other ready-to-eat items, such as Soysage Plate [Paté?], Miso-Tahini Sandwiches, Tofu Pizza, Tofu Spinach Dill Turnovers, Tofu Cinnamon Rolls, Hot Tofu Meatball, Sloppy Joe Sandwich (made with textured vegetable protein), Tofu, Cream Cheese, and Black Olive Sandwich, Tofuna (mock tunafish) Sandwich. And if this tour de force were not enough, the deli offers an assortment of cold drinks (juice and nut milks), baked goods (Strawberry Tofu Pie, Soy-Sesame Bars, Tofu Butternut Squash Pie), and cold salads (Bulgar salad, Hummus-Tahini, Carrot, Raisin, and Brown Rice Pudding).

"'Summertime seems to be the 'shot in the arm' that our retail business needed,' Steve remarks. 'We have now added Baked Tempeh Sandwiches, Herb Tofu Cutlet Sandwiches, Soy Coconut Cream Pie, Carob-Mint Creamies, Tofu Strawberry Pie and Tofu Peach Pie, to our menu. For salads, we have added Tofu Mayo Potato Salad and Marinated Tofu and Greens Salad and to conclude our list of new items, let me mention our ethnic variations on the tofu-spinach turnover. We now offer Indian Curried Tofu turnovers, Italian Tomato-Tofu turnovers, and Spicy Mexican turnovers.'

"Steve (with a gleam of triumph, knowing he has impressed me irreversibly with this cornucopia of soyfoods) adds, 'To help attract customers, the `Cow' is stocked with a variety of Japanese and American misos, sea vegetables, shoyu, kudzu, woks, cookbooks, crackers, jams, umeboshi plums, soba, udon, and ramen noodles.'

"The Cow of China, on Pearl Street, in Boulder, Colorado, is surely one of the nation's most ambitious and energetic soyfoods companies. In the shop itself, the three hundred square feet are divided off into two sections by a counter and display case, leaving a standing space of one hundred square feet for customers. Work tables and storage shelves are on the other side. In the front, the walls are lined with shelving containing crocks of miso, nut butters, and cookbooks. All packaging is hand-performed. Steve and his co-workers (fourteen) use pressure sensitive hot sealing for their tofu tubs and egg salad; the mayonnaise and salad dressings are packed in glass jars; the candies and soy dishes are cellophane wrapped, then heat-sealed on a hot-plate. 'It's totally unmechanized, to be honest with you,' Steve says, grinning.

"Steve Demos' original intention had been the establishment of a small traditional shop for which they rented space (three hundred square feet) in a retail section of Boulder; but within six months they had outgrown the shop's capacity for expanded production. Rather than lose the valuable retail location, they relocated the manufacturing facility in a three-thousand square foot warehouse and turned their retail space into a market channel for promoting their soyfoods. They spent their first year perfecting their product line, in developing high quality products that were palatable and tasty, and in announcing themselves to the public, through advertisements, graphics, and other promotional work. 'At the same time, it was a hell of a struggle,' Steve concedes, 'especially for an undercapitalized small business. But I certainly wouldn't discourage anybody because we started with nothing and we've been going since then and we have been able to make it all meet. We've jury-rigged, we've improvised, we've done everything imaginable, as I'm sure many other people in this industry have. We cut our salaries way back, we did without a lot, but its own momentum kicked in. So, let me express my gratitude to everybody and everything, seen and unseen, who have helped us pull this together.'

"Steve believes the best service his company can perform is to deliver wholesome soy products to his customers, taking maximum care in controlling the quality, so that their tofu, for example, will never sit on the shelf for more than two days before purchase. The regard for integrity permeates the company. 'We would like to promote

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ourselves as a strictly vegetarian food company. All our owners have been strict vegetarians for the past eight to ten years.'

"In the soy deli line there is a dizzying multitude of products waiting to be fashioned and Steve recognizes this as an unrelieved lure and temptation on the culinary imagination. There is an effort underway to concentrate and consolidate their efforts, to exercise judicious restraint, to avoid spreading out their base too far. 'I think that's the one risk that this approach really has, that you spread yourself so far out that you've overshot your means of supplying all your ingredients and in maintaining your product line. Our concentration now will be in constantly upgrading each product, not in terms of ingredients, but in their packaging, in their public appearance.'" Address: Sunrise Farm, 100 Heath Rd., Colrain, Massachusetts 01340.

2189. Minsky, Terri. 1979. Natural growth–Health-food chains, in a rapid expansion, cause some heartburn: Purity of goods questioned and some rivals claim unfair marketing tactics. Are any foods healthful? *Wall Street Journal.* Sept. 28. p. 1.
• ***Summary:*** In 1938, in the midst of the Great Depression, David Shakarian started a health food store he named "Lackzoom" in downtown Pittsburgh, Pennsylvania, in the warehouse district.

Today, Mr. Shakarian calls his 700 stores General Nutritional Centers; he owns them all. Two additional GNC stores open every week, and he plans to eventually own 6,000. In addition to wheat germ, honey, vitamins and other traditional health foods, he also sells "sea-salted toasted soybeans," natural fruit juices, and other items that bring in revenues of $200 million/year. GNC's biggest competitor is the 70-store chain of Nature Food Centres. Address: Staff reporter.

2190. *Boston Herald American* (*Massachusetts*). 1979. Are health foods really a panacea? Oct. 3. *

2191. Haddix, Carol. 1979. Health foods that are more than good for you: Turn health foods into class act. *Chicago Tribune.* Oct. 4. p. D1.
• ***Summary:*** These include bean sprouts, lentils, tofu, cracked wheat, bran, carob, and Graham flour (for whole wheat bread, biscuits, etc.).

Tofu is a Japanese word. The mild flavor of this bean cake makes it easy to add to just about any dish when you want to increase the protein content. Tofu adds an interesting texture and a little of its own flavor to dishes from stir-fried vegetables to noodle casserole. "We stir-fried tofu with bits of tomato, onion, and fresh basil and came up with a refreshing main dish that tasters raved about." It was also delicious with East Indian spices, such as turmeric, or scrambled as an alternative to scrambled eggs.

2192. Riker, Tom; Roberts, Richard. 1979. Directory of natural and health foods: A sourcebook for dietary revolution. New York, NY: Putnam (A Paragon Book). 320 p. Index. 37 cm.
• ***Summary:*** The first part of this book (p. 7-49) consists of essays on natural foods and nutrition (some reprinted). Part two is a commercial catalog/directory of natural foods available in 1979; it lists and describes (with may photos and labels) products from most of the major U.S. natural foods manufacturers. An Index (p. 293-308) lists participating companies alphabetically.

Soy-related products include: Hain Super-E Soy Oil and Crude [unrefined] Soy Oil (Los Angeles, California, p. 55). Health Valley Soy Moo (Montebello, California, p. 56). Edward & Sons Miso-Cup (Union, New Jersey, p. 57). Family Orchards Fruit & Nut mixes, incl. Back Packer+*, Hi-Fiber Mix+, Hi-Iron Mix+, Hi-Protein Mix+*, Hiker's Helper, Mixed Nuts*, Mountain Munchies*, Tamari Mixed Nuts* (+ = contains Soy Nuts; * = contains Tamari Peanuts) (Berkeley, California, p. 60-61). Niblack Tamari Pumpkin Seeds (Pepitas), Tamari Roasted Sunflower Seeds, Liquid Lecithin, Granular Lecithin (Rochester, New York, p. 72-73). Arrowhead Mills Unrefined Soybean Oil (Hereford, Texas, p. 75). Good Morning New England Granola incl. Cashew-Raisin Bran-ola (with okara soy fiber), Happy Trails Mix (with roasted soynuts) (Amherst, Massachusetts, p. 79). Elam's Soy Flour (Broadview, Illinois, p. 81).

A long section on Erewhon and its products (p. 84-108) is probably the reproduction of an Erewhon catalog. Erewhon is now located at 3 East Street, Cambridge, MA 02141. Following several pages about the company and its philosophy and standards, each of its major products is discussed in detail, often with nutritional analyses. A label for Soy Flour (organically-grown stone-ground, 24 oz.) is shown; the main recommended use is for making soy milk! A major part of the presentation is titled "Japanese food guide." Products described include: Umeboshi (2 pages): Plums pickled in brine (umeboshi). Umeboshi paste. Plum concentrate (*bainiku ekisu*). Miso (2 pages): Hatcho, waka-Hatcho, soybean, barley, brown rice, rice, and natto miso varieties. Tekka (made with Hatcho miso). Sweets made from mizu ame [rice syrup]. Nigari. Gomashio. Koji starters for various types of miso or shoyu. Goma-muso (60% barley miso and 40% whole sesame seed butter). *Gomamiso furikake* (with barley miso, whole roasted sesame seeds, and shredded nori seaweed). Kombu candy. Kokkoh. Dried tofu (*Kohya-dofu*). Brown rice sake. Mirin. Gluten cakes (*Kuruma-fu*). Seitan (Gluten cooked in shoyu). Rice crackers seasoned with tamari soy sauce. Kuzu (3 pages). Tamari and shoyu (4 pages; Johsen Shoyu is made in Sendai and tamari is made by San-jirushi Co.). Seaweeds (4 pages): Kanten, arame, hijiki, kombu, ne-kombu, nori, seasoned nori, kanten, kanten flakes, wakame, and mekabu.

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Good Food brand Soy-Millet Bread (Austin, Texas, p. 120). Arrowhead Mills Bulgur-Soy Grits (p. 121). Erewhon Morning Cereal, and Infant Cereal (each containing soy beans). Chico-San Black Soybeans (imported), and Azuki Beans (Dainagon imported small red), and Lima Soy Sauce (Chico, California, p. 126-27). Arrowhead Mills 7 Grain Cereal, and Deaf Smith Crunch (granola-type cold cereal) (each contains soybeans, p. 130).

The section on pages 188-197 is titled "Soy." It lists Farm Foods Tempeh Kit, Tempeh Starter, Natural Nigari for Curding Tofu, Soyflour, Whole Cleaned Soybeans, Good for Ya Textured Vegetable Protein (Summertown, Tennessee, p. 189). New England Soy Dairy Tofu (with many tofu recipes, Greenfield, Massachusetts, p. 192-96).

The Redwood Sprouter Co. sprouter containing Soy Sprouts (1976, Austin, Texas, p. 202-04). Worthington Foods (a photo shows their line of 38 products). Millstone Burger-Like (with soy flour and TVP), Wheat Fries (with wheat gluten), Tender Cuts (with wheat protein and soy flour) (Penryn, California, p. 222-23). Sunrise Health Products Lecithin Granules (p. 274-75).

2193. Sunbow Farm Products. 1979. Soy cookbooklet. Corvallis, Oregon. 8 p. 22 cm.
• ***Summary:*** Sunbow produces tofu, soy sausage, and burger mix. Contents: Why the "noble" bean [noble bean]. What is tofu? 20 quick ways to use tofu: Main dishes (13 brief recipes), smoothies (2), salad dressings and sandwich spreads (6), desserts (2).

12 ways to use Sunbow Soy Sausage (11 brief recipes). Sunbow's Burger Mix (3 recipes). "Our burger mix is another high fiber product and a lot more."

The two recipes for "Smoothies" read: (1) Banana: In blender put ¼ lb. tofu, one ripe banana, ¼ tsp. vanilla and some crushed ice or cold water. Sweeten to taste. (2) Berry: Blend ¼ lb. tofu, ¼ cup water or crushed ice and drop in fresh or frozen berries to taste. Sweeten to taste.

Note: This is the earliest document seen (Feb. 2007) that uses frozen fruit (berries) to add thickness to a smoothie. Address: Route 2, Box 46, Corvallis, Oregon 97330.

2194. Vegetarian Society of the United Kingdom Ltd. 1979. International Vegetarian Health Food Handbook. Altrincham, Cheshire, England. 210 p. 19 cm.
• ***Summary:*** Edited by Bronwen Humphreys and Derek McEwen. Contents: Introduction. Application. United Kingdom: Vegetarian societies, other societies, publications, British periodicals, general facilities, travel and holidays, restaurants, hotels and guest houses, health centres, health foods stores, organic growers.

Overseas: Vegetarian societies, publications, vegetarian food hints for Continental hotels, restaurants, hotels and guest houses, health centres. Shopper's guide: Introduction, contents, products. Glossary of common food additives and contaminants. Index of manufacturers. Index of advertisers. Address: Parkdale, Dunham Rd., Altrincham, Cheshire WA14 4QG, England.

2195. Granose Foods Ltd. 1980. Granose–Britain's leading health foods: Product information. Stanborough Park, Watford, Herts., WD2 6JR, England. 5 p. April. Unpublished typescript.
• ***Summary:*** The name of each product is given, usually with a basic description and ingredients. Product categories include: Breakfast cereals. Protein foods–soya based: Soya beans in tomato sauce, Goulash, Curry sauce, Bolognese sauce, Chicken flavoured pie filling, Chicken flavoured savoury pudding, Ravioli, Cannelloni, Soyapro wieners, Soyapro slices, Beef like, Chicken like, Ham like. Dried foods–soya based: Vegex (Chunks and Mince), Sausfry, Granogen, Granolac. Dried foods–nut based: Rissolnut (with soya nuts). Address: Watford, Hertfordshire (Herts.), England.

2196. Sheraton, Mimi. 1980. History of American nutrition. *New York Times.* June 11. p. C14.
• ***Summary:*** An overview of the history of nutrition in the USA. Includes photos of Adelle Davis and vegetarian Bernarr McFadden [sic, Macfadden].

2197. Nolan, Tom. 1980. The health-food restaurateur who decided to be God: Retrospect. *Los Angeles* (*City Magazine, Beverly Hills*). June. p. 128-40.
• ***Summary:*** A good biography of Jim Baker. The first health food restaurant started by Jim Baker (an ex-marine) and his second wife, Elaine, was the Aware Inn, which opened in 1958 in the heart of the Sunset Strip in Hollywood. The first customer to "wander in" was Greta Garbo, and she proved to be an omen." She was followed by Anthony Perkins, Steve McQueen, Warren Beatty, Paul Newman, even Marlon Brando. Cardini invented the Caesar Salad; Baker hired his daughter, Rosa Cardini, to develop his salad dressings. He bottled them and sold them in health food stores. Baker became a local celebrity.

His second restaurant, also named the Aware Inn, opened in Sherman Oaks. He sold it to his friend Al Kaiser.

Then Baker, who knew judo, killed a man with his bare hands. He had gotten involved with some woman. Her ex-husband got upset, and came over to Baker's place with a gun. A shot was fired and the ex-husband was killed. Baker was convicted of manslaughter, but the charges were later dismissed.

After his release [from jail], he opened another restaurant, the Old World, just a block east of the Aware Inn on Sunset Boulevard in Hollywood. It was conceived as a relaxing lunchtime oasis, where inexpensive, short-order organic food would be served in a French country-inn atmosphere.

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He took some time off, then in the late 1960s he opened The Source, his first solo venture, a vegetarian, organic restaurant which drew in the new rock n' roll people as well as the movie crowd; it was "one big party." John Sebastian, Donovan, Bob Dylan, Julie Christie, Crosby, Stills Nash & Young, and Joanie Mitchell.

Then everything changed when he met and became a disciple of Yogi Bhajan, the Sikh guru, who arrived in Los Angeles in 1969. Religious pamphlets began to appear on the tables, and meditative music appeared on the stereo. Then he moved en masse to Hawaii with his spiritual family. In 1974 Baker sold The Source, On 25 Aug. 1975 Baker died in a hang gliding accident off a cliff at Koolau Ridge, Makapuu Point, Oahu, Hawaii.

Photos show: (1) Baker in his 30s. (2) Baker in 1972 as Father Yod, looking like God is supposed to. (3) The symbol outside The Source Restaurant. (4) Baker in long hair seated next to a smiling woman

Talk with Akasha Richmond of Los Angeles. 2004. March 25. Her friend Richard Glasser (Baba Singh Khalsa), a disciple of Yogi Bhajan, ate at The Source. A scene from the Woody Allen movie *Annie Hall* was shot there. After about a year, Baker left Yogi Bhajan, grew his hair long, grew a beard, and became a swami/guru himself, with his own cult following–which included at least 12 lovely young ladies who lived with him in a house in Hollywood. They called him "Father." Address: Los Angeles, California.

2198. Recchia, Camille. 1980. Takoma Park changing: Influence of Seventh-day Adventists wanes before influx of newcomers. *Washington Post.* Aug. 10. p. B1.
• ***Summary:*** Takoma Park, Maryland, has long been the world headquarters of the Seventh-day Adventist Church. Thousands of Adventists, a group that is largely vegetarian and known to eat a healthy diet, live in the area. But today at a local health food store, "Adventist grandmothers buying soy bean curd and organically grown cantaloupes are outnumbered by young people who are only dimly aware of the church's connection with Takoma Park."

In addition, "the influence of the Adventists, who were once a dominant force in the town's politics, real estate, and commerce, is beginning to wane." Church leaders are becoming more sensitive to community issues and more willing to solicit and listen to the views of others. Address: Staff writer.

2199. Stuttman, Leonard M. 1980. Re: Answers to nine questions about soynuts. Letter to William Shurtleff at New-Age Foods Study Center, P.O. Box 234, Lafayette, California, Aug. 23–in reply to inquiry of Aug. 18. 2 p. Typed, with secretary's signature on letterhead.
• ***Summary:*** Shurtleff is writing an article about soynuts which he hopes to have published in *Soyfoods* magazine (it was published in issue No. 5, summer 1981). He asks Len Stuttman specific questions about his products and this article. The Stuttmans make Super Soys Roasted Soynuts and Soynut Granola.

With his answers Len encloses: Nutritional analyses of Super Soys by Wisconsin Alumni Research Foundation (WARF), yellow soybean standards, three photos of Super Soys in various packages, and the label of a Super Soys sample.

Before closing he notes: "I've experimented a bit with soynut butter per your suggestion. I have to add considerable oil in order to make it spreadable... Also the product is extremely bland."

Len also returns the edited manuscript with many interesting comments: (1) Soy Town, El Molino, and INARI make carob coated soynuts. (2) Len lived in India for 4 years; there other nuts, legumes, and grains are widely roasted in hot sand. Address: President, INARI, Ltd., 2331 Forest Rd., Lansing, Michigan 48910. Phone: (517) 882-3323.

2200. Balanced Foods, Inc. 1980. A family affair (Ad). *Health Foods Retailing* 44(8):226. Aug.
• ***Summary:*** A full page black and white ad, with the BF logo. "A family-owned, family-run company since 1939. Still growing, still providing top service to you." Five photos show the company founders, other key people, and an early Balanced Foods delivery van. Address: 700 Grand Ave., Ridgefield, New Jersey 07657.

2201. Conte, Mary. ed. 1980. Balanced Foods' 40th anniversary. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.
• ***Summary:*** This is the "Official Magazine of the National Nutritional Foods Association." Much of this issue of the magazine is devoted to an excellent special section that celebrates the 40th anniversary of Balanced Foods, Inc. [BF] (700 Grand Ave., Ridgefield, NJ 07657. Phone: (201) 943-5500), pioneer health food distributor. Ads on many of the pages congratulate the company and express thanks for all it has done for the health food industry.

Contents: A family of [five] companies: The finest health food distributors, sell all leading national lines (ad, p. 100). We're celebrating our 40th! A short letter of thanks from Samuel H. Reiser to health food manufacturers, other jobbers, and especially retailers ("... we are once again on the threshold of an exciting new era in our industry," p. 101). Table of contents: Balanced Foods at forty (p. 106). An overview. Nostalgia: Tribute to two founders: "Doc" Shefferman and William "Will" Reiser. Growth. Management. Balanced Foods 1980: New Jersey, Northwest, Akin–Tulsa (Oklahoma), Akin–Jacksonville (Florida), Midwest. Computerization. Special services. Private label. Legal battles. Progressive warehousing. Balanced Foods checklist. Adapt and change. Tribute.

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Photos related to Balanced Foods show: "Doc" Shefferman, William Reiser, and Samuel H. Reiser (p. 108, 122, 128, 226). Balanced Foods' display at early convention (p. 118). Inside the BF warehouse in New York city in the early days (p. 131). A portion of the old offices on West 4th St., New York City (p. 138). Individual portrait photos of Sam Reiser, John Reiser, Rhona ("Ronnie") Reiser (p. 142-44). Employees at Ridgefield, New Jersey (incl. Sol Wilson, p. 146-47). Employees and warehouse at Northwest Dietetic in Kent, Washington (incl. John (Jack) Vogt, Sr., p. 148-49). Russ Meyer, President of Akin, in Tulsa, Oklahoma (p. 151). Employees and warehouse at Akin in Jacksonville, Florida, (incl. Martin Joffe, president, and Dick Whelan, general manager, p. 152-53). Employees and warehouse at Midwest Natural Foods in Ann Arbor, Michigan (incl. Steve Giordano, president, and David Rock, VP and general manager, p. 154-55). The computer room (incl. Ed Sands, Arnold Lang, p. 156-58). Special services (incl. Doug Braun and John Reiser, p. 159, 200). Warehouse personnel (p. 163-64). San Reiser (p. 167). Retailers Vic Boff and Ron Camp (p. 169). Howard Inches, one of the first lecturers to promote his own line with product demonstrations (p. 174). Attorney Milton Bass (p. 181). Frank Brassington, asst. to Sam Reiser (p. 192). Inside the BF warehouse (p. 208, 210, 220). Fred Boneri, former warehouse manager (p. 212). Calvin Tynes, BF's first full-time truck driver (p. 214). Marty Lerner (asst. Warehouse manager, p. 218). Midwest Natural.

2202. Conte, Mary. ed. 1980. Balanced Foods' 40th anniversary: Chronology. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.

• ***Summary:*** 1939–Balanced Foods (BF) is founded in New York City by "Doc" Shefferman, Samuel Reiser, and his brother Will Reiser. Its first location was in Manhattan (New York City) at 100 Fifth Avenue [between 15th and 16th streets] on the 17th floor of an office building. "Doc" Shefferman "had a degree in naturopathy and always advocated the benefits of good diet and nutrition. He was an associate editor for *Nature's Path* [published by Benedict Lust] and also wrote for *Better Nutrition* and *Health Foods Retailing.* 'Doc' authored *Foods for Longer Living* [1956], a well-received book on health and nutrition, and even found time to teach classes at the Lust College of Chiropractics... An early advocate of nutritious eating and a balanced diet, he was truly one of the industry's pioneers. He helped found the NNFA and was an active member of PELLL." He was "a gallant and gentle man who embodied the highest ideals of integrity, honesty and fairness." Sam and Bill Reiser were fresh out of college. American was in the midst of the Great Depression.

Sam Reiser recalls (p. 118, 122, 128, 182): "Balanced Foods was so small in the beginning that it was almost impossible to describe it as a business. Health foods was an infant industry. Everybody knew everybody in the industry. All the store owners went into it not to make money, not as a business, but to make health foods available to as many people as possible. But they frequently didn't know too much about business, or how to run a store, or manage finances." When Balanced Foods first started there were three health food stores "in New York City, one in Brooklyn, one in the Bronx–two in New Jersey, three in Philadelphia–perhaps 100 from Maine to Florida." "Doc" Shefferman "knew the industry intimately. He understood nutrition, was familiar with the products, and had been involved with health food lecturers and publications for 20 years. It's amazing how well the three of us worked together. We complemented each other. We each respected the other's talents and abilities." "We worked seven days a week for 15 to 18 hours a day." "Our first year in business we lost money. But from then on we grew little by little. It was a very rough struggle. Then came the war [World War II]. We were locked in with a lack of money. There was a shortage of merchandise and everybody wanted cash payments and cash was scarce." "Government quotas, which were based on the previous year's sales, were placed on many items... It was a very, very difficult period."

"Maurice 'Doc' Shefferman was a very quiet and dynamic man, noted for his quick wit, gentle humor and a great waxed mustache. It was his business acumen and knowledge of the health food industry that helped shape the basic philosophy of BF, Inc.; to provide special dealer services; offer quality products; and set a distributor standard–and select products to live up to it." "'Doc was also an accomplished musician and singer; he often performed on radio in a trio."

1940–Helen Hollinger joins BF as a bookkeeper.

1941 or 1942–BF moves across the street to 79 Fifth Avenue to get more space. "At that time orders were shipped via public carrier. Costs were 15 cents for 100 pounds, local, and 50 to 75 cents for 'over the road' destinations like Washington, D.C. and Pennsylvania. During this time dietetic foods boomed. People went to health food stores primarily for sugar-free and salt-free products."

1942–Balanced Foods starts the carry the original vitamin pills. "When vitamins first came out, they were strictly a health food item. When health food stores started doing well with them, the drug and department stores got into the field and took away the business completely... Only with the advent of Schiff and their natural vitamin line did we get back into the category" (Sam Reiser, p. 174).

1943–BF makes a big move into a 10,000 square foot loft at 304 East 64th Street in Manhattan.

1940s and 1950s–These are the days of the lecturer. They traveled around the USA, educated people, and promoted their own line of health food products. "They were great showmen." "After the lectures people would buy from the health food stores."

1947–Calvin Tynes becomes BF's first full-time truck

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driver, driving the company's the 1936 Ford delivery truck.

1951–BF moves into a new warehouse at 700 Broadway, a spacious two-level structure with offices on a mezzanine overlooking the warehouse floor; there was also a basement. The company remained here for 16 years.

1955 June 23–Balance Foods, defended by Milton Bass, wins an important lawsuit brought against it by the federal government.

1960-1965–90% of BF's business is now diet foods. Eventually most of that business went to the supermarkets.

1964 Nov. 14–Balanced Foods wins a second lawsuit (brought against it by the FDA) concerning the sale of books that promote certain products.

1967–BF moves to North Bergen, New Jersey, into a 50,000 square foot space in a giant 400,000 square foot warehouse. "Doc," Sam and Will and a handful of employees pack up the entire operation and made the move together. "As BF grew bigger and bigger it expanded simply by extending its space in the building. It also hooked into the warehouse's computer system.

1972–BF begins to expand into a national distributor by acquiring Northwest Dietetic in Kent, Washington–a suburb of Seattle–its first such acquisition.

1974–"Doc" Shefferman dies.

1975–BF expands further by acquiring Akin in Jacksonville, Florida and Tulsa, Oklahoma.

1977–William "Will" Reiser dies.

1977–BF moves into its own completely air conditioned public warehouse located in North Bergen, New Jersey, several blocks from the previous one. With this move, warehouse and office operations were geographically split; the warehouse (new) was located in North Bergen just three miles from the offices at 700 Grand Ave. in Ridgefield, New Jersey. Note: The offices were later moved to the same building as the warehouse. As of 1980: "Over 30 employees bustle about in the 10,000 square foot office, which is 10 times larger than the company's first office and warehouse combined.

1978–BF expands further by acquiring Midwest Natural Foods in Ann Arbor, Michigan.

1980 (today)–There are 7,500 retail stores nationwide and Balanced Foods with its affiliates sells to most of them. Of the 3 founders, only Sam Reiser is still living "to talk about the dream. But then its no longer just a dream. Now health foods is a thriving industry and Balanced Foods is the biggest health food jobber in America" (p. 114).

2203. Conte, Mary. ed. 1980. Balanced Foods' 40th anniversary. Ads. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.

• ***Summary:*** Continued: There are ads (mostly full page) from the following companies: Balanced Foods: A family of [five] companies (p. 100). KAL (Canoga Park, California, p. 102). Nature's Gate Herbal Cosmetics (Chatsworth, CA, p. 103). Arrowhead Mills, Inc. (Hereford, Texas, p. 104-05). Hoffman's Food Products (York, Pennsylvania, p. 107). Schiff (p. 109). Loma Linda Foods (Riverside, CA, p. 110-11). Bima Industries–The Sprout People, Sprout-Ease sprouting seeds (Seattle, Washington, p. 112). American Dietaids–Acerola Plus (p. 113). Mill Creek Natural Products–Elastin, Keratin (Rolling Hills, CA, p. 114-15, 119). Hain–"pure cold-pressed vegetable oils" (incl. soy oil, sesame oil, safflower oil, p. 116). Plus Products–Torula and brewer's yeast (Irvine, CA, p. 117). Hair Trip (p. 120). Health Valley Natural Foods (Montebello, CA, p. 121). MLO–Fillmore Foods (Hayward, CA, p. 123). Holistic Products Corp. (East Rutherford, New Jersey, p. 129). Office of Monopoly–Korean Red Ginseng (p. 130). Imedex–Siberian ginseng products (p. 132). Nature's Way (herbs, p. 133-35). L&A Juice Company (p. 136). NuLife (Long Beach, CA, p. 137). Chico-San (Chico, CA, p. 139). Joyva Corp.–Sesame tahini (Brooklyn, New York, p. 140). Para Laboratories, Inc.–Queen Helene natural health and beauty aids (Hempstead, New York, p. 141). Balanced Foods–private label products (p. 160). Viobin Corp. (A subsidiary of A.H. Robins Co.) Wheat germ oil (Monticello, Illinois, p. 170). Tom's of Maine roll-on deodorant (p. 173). Miller's Honey Co. (p. Colton, CA, p. 174). Para Labs–Footherapy natural mineral foot bath for corns and calluses (p. 176). Alacer Corp.–Ora-Pops, Super-Gram II (p. 178, 194). Pacific Trends, Inc.–Korean ginseng and Oriental herb products (Canoga Park, CA, p. 180). Sovex Natural Foods without sugar–incl. 5 Granolas (Collegedale, Tennessee, p. 182). Larchmont Books–from the publishers of Better Nutrition, Health Foods Retailing (p. 183, 208). Pet Care Inc. (Miami, Florida, p. 185). American Dietaids–Bran n' Honey, Papaya enzyme (p. 186, 188, 190, 192). Advance Laboratories, Inc.–Prostex (Cambridge, Massachusetts, p. 187). Worthington Foods (Worthington, Ohio, p. 189). Loanda Products Corp.–Beyond Soap (Novato, CA, p. 191). Alvita Products Co.–Herb teas (Huntington Beach, CA, p. 193). Fearn Soya Foods–cakes mixes (p. 195). CellLife–selenium powder (San Diego, CA, p. 200, 247). The Food Supplement Co.–Propolis from England (West Palm Beach, Florida, p. 201). Plantation Molasses (p. 203). Bio-Strath from Switzerland (p. 204). SugarLo Company–LactAid (Atlantic City, NJ, p. 205). Sterling Cider Co., Inc. (Sterling, MA, p. 206). Natural Aloe Vera soap (p. 206). Ener-G (formerly Jolly Joan, for wheat, egg and milk-free diets)–Soyquik (Seattle, Washington, p. 207). Jonathan Green's sprouting seeds (p. 208). Nu Age Laboratories Ltd.–Silica, Biochemic way (St. Louis, Missouri, p. 210). Food Science Laboratories, Inc.–Aangamik, Freedom (Burlington, Vermont, p. 211). San Francisco Herb & Natural Food Co.–Herb teas (p. 212). Nature de France–Pierre Cartier (New York, NY, p. 213). Food for Health, Inc. (p. 215). Larchmont Books (p. 216, 221, 223). Hoffman's and York Barbell (p. 216). Dynamic Natural Products (Theradophilus–the pure Lactobacillus

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acidophilus, p. 217). Acme Juicer Mfg. Co. (Lemoyne, PA, p. 217). Merit Publications–health food books (North Miami, Florida, p. 218). Carris Candy (Riverside, CA, p. 219). Golden California (Chatsworth, CA, p. 219). R.W. Knudsen–Natural fruit juices (p. 219). Richter Bros. Inc. (Carlstadt, NJ, p. 220). Jones Manufacturing–Foods of Nature pet food (Covina, CA, p. 221). Barbara's Bakery (p. 223). Celestial Seasonings (Iced Delight herb tea, p. 224). Lion Cross (Ridgefield, NJ, p. 225). Balanced Foods (Ridgefield, NJ, p. 226). Solgar (Lynbrook, NY, p. 227, 235). Canasoy's Soya Lecithin Spread–Non-hydrogenated margarine (Snohomish, Washington, p. 234, 237). Niblack (Rochester, NY, p. 234). Solgar Co. (Lynbrook, NY, p. 11563). Bioforce of American, Ltd.–Herbamare herb seasoning, Trocomare (Westbury, NY, p. 236). Canasoy High-Protein Soya Macaroni–Shells, alphabets, elbows (p. 237). The Fibertone Co. (Los Angeles, CA, p. 246). Nature's Best–Distributor (Torrance, CA, p. 246). Jumbo's Jumbos–Vacuum packed peanut butter stock (Edenton, North Carolina, p. 247). Joyva Corp.–Sesame Tahini, Halvah, Sesame Candies (Brooklyn, NY, p. 258). Hoffman's Products–Hi-Proteen Powder (York, Pennsylvania, inside back cover).

2204. Hain. 1980. Nobody makes more of nature than Hain (Ad). *Health Foods Retailing* 44(8):116. Aug.
• ***Summary:*** "When it comes to pure cold-pressed oils, no other company can offer you more years of experience and more different oil varieties than Hain. Every oil we sell is 100% pure and natural with no preservatives. The Hain line of oils includes all-blend, almond, apricot-kernel, avocado, cod liver, corn, linseed, olive, peanut, sesame, soy, sunflower, walnut, wheat germ, in addition to the famous no-cholesterol, highest in polyunsaturates Hain Safflower Oil." The oval Hain logo states: "Making the most of nature since 1926." A large photo shows many bottles of Hain oils. Address: California.

2205. Health Foods, Inc. 1980. "We were big in this business before this business was big." *Health Foods Retailing* 44(8):40. Aug.
• ***Summary:*** A full page, black and white ad. "When we opened our doors back in 1936, the health food business was hardly the booming industry it is today. But we believed in the products we sold... Today, our 105,000 sq. ft. warehouse is one of the largest in the business, and it is filled with all the top name brands of vitamins, staple foods and cosmetics today's consumers demand."

Photos show: (1) A man in a warehouse standing with a bag of Lundberg rice. (2) Various bottled and canned products. (3) The outside of the building. Address: 155 W. Higgins Road, Des Plaines, Illinois 60018. Phone: 694-2550.

2206. *Health Foods Retailing.* 1980. Part I. 44(8):1-98. Aug.
• ***Summary:*** Selected full-page ads and articles: (1) Norganic–Wheat pilaf (Anaheim, CA, p. 7). (2) "Health Valley's great pasta dinners," from Health Valley Natural Foods. Whole wheat pasta, tomato sauce and raw milk (Montebello, CA 90640, p. 11). (3) "Richlife natural protein drink a meal." Each can (11.5 oz) "contains a balanced formula of vitamins and minerals with over 20 grams of protein from nonfat dry milk, peanuts, soy and whole milk (Anaheim, CA, p. 15). (4) Hain specials for September include 15% off Natural Teriyaki Marinade and Tenderizer Mix (p. 17). (5) Solgar Co.–Lecithin granules, Formula VM-75 (Lynbrook, New York, p. 29, 33). (6) Tiger's Milk Nutrition Boosters, come in colorful new packaging and four flavors: Unsweetened Plain, Carob, Vanilla, or Cocoa. In 12, 24, or 36 oz. cans. From Plus Products (Irvine, California 92714, p. 43).

(7) "Federal court issues injunction against FDA protein regulations." "The regulations, which were to go into effect Aug. 4, would require that warning labels be put on certain food products deriving 50% or more of their caloric value from protein; the warning required varies according to the use for which the product in question is promoted, but in the case of protein products promoted for use in weight reduction, the warning includes the statement that "Very low calorie protein diets... may cause serious illness or death" (p. 50).

(8) "Lectures boost business," by Mary Conte. Photos show: (a) A hugely muscled man in a tiny swim suit, with the caption: "Dr. Franco Columbu, a former Mr. Universe, lectures on body building." (b) Jack LaLanne, "a famous TV personality," dressed in a striped suit and lecturing. (c) Dr. Robert C. Atkins on the cover of his book "Dr. Atkins Diet Revolution." (d) Dr. Allan D. Cott (p. 51).

(9) "Europe's Helfex attracts U.S. trade." Helfex is "Europe's International Health Food Exhibition, held from May 18 to 21 in Brighton, England," the historic seaside town (p. 67, 228). (10) Naturade–Elastin (p. 82). (11) Alta-Dena Dairy, which was established in 1945, sells kefirs, youghurts, frozen youghurts, and Golden Honey ice creams, ice milks, and cheeses (City of Industry, CA, p. 83). (12) The Pavo Co., Inc.–Distributor since 1931 (Minneapolis, Minnesota, p. 96). (13) American Dietaids–Papaya enzyme with chlorophyll (p. 97).

2207. Health Valley. 1980. Congratulations to Balanced Foods on 40 years of service to the health food industry (Ad). *Health Foods Retailing* 44(8):121. Aug.
• ***Summary:*** "We thank you for your support." Below the company logo is its address. Address: Montebello, California 90640.

2208. Huberman, Max. 1980. Facts of life. *Health Foods Retailing* 44(8):28, 30, 32, 92. Aug.
• ***Summary:*** Discusses the role of women in the health foods industry and looks ahead at the NNFA presidential elections

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of 1981. Portrait photos show: Max Huberman, Luci Flint, Mary Courtland, Mary Ware, Margaret Isley, Pat Mateljan, Betty Seroy, and Rosemary West. Address: California.

2209. Kahan & Lessin Co. 1980. The professionals (Ad). *Health Foods Retailing* 44(8):Inside front cover. Aug.
• ***Summary:*** A full page black and white ad. "Kahan and Lessin–the innovative pioneers in Health and Diet Foods–can help you run a better store and make a better profit.

"We've been serving the Western United States since 1932 and presently we serve many leading Health Food Retailers with the finest products plus a retailer savings / sharing plan,* exciting retailer travel opportunities,* ... (Note: * = Available only in California, Arizona, and Nevada).

The bottom half of this ad shows 7 people working at various jobs in an office; on lady appears to be entering data using a computer keyboard. Address: 3131 Marina St., Compton, California 90221. Phone: (213) 631-5121.

2210. National Nutritional Foods Association. 1980. 1979-80 roster of NNFA officers (Ad). *Health Foods Retailing* 44(8):6, 14, 16. Aug.
• ***Summary:*** Three full pages of black and white listings. Structure: President and Board of Directors Chairman: Dave Ajay (Citrus Heights, California). Board of Directors: Eight members, incl. Frank Ford (Arrowhead Mills, Hereford, Texas), Max Huberman (Youngstown, Ohio), Betty Seroy (NF Factors, Concord, California), Danny Wells (Nutrition in a Nutshell, Walnut Creek, CA). NNFA staff personal: Executive Secretary: Ron Weiner (Whittier, CA). Legal counsel: Bass, Ulman & Lustigman (747 Third Ave., Manhattan, New York). Legislative counsel: Bernard Fensterwald (Washington, DC).

Manufacturers / Distributors Executive Council: 11 members, five from the east and 6 from the west, incl. Frank Ford, Pat Mateljan (Health Valley Natural Foods, Montebello, CA), Lou Richard (Fearn Soya Foods, Melrose Park, Illinois), Jack Schwartz (Health Foods Retailing, 6 E. 43rd St., New York, NY 10017), Betty Seroy Canadian representative: George A. MacMillan (Ontario). Retailers Executive Council–At large members: Five. Regional representative members: 8. Address: California.

2211. Sherman Foods Inc. 1980. Think smart. Think Sherman (Ad). *Health Foods Retailing* 44(8):1. Aug.
• ***Summary:*** A full page black and white ad. A half page illustration shows a clerk wearing a bow tie, a big smile, and a pencil behind his ear, with his right forefinger pointing upward. "We never forget that satisfied customers made us what we are today, for at Sherman *you*–the customer–always comes [sic] first." "1980 Wholesale Price Catalog–Order Book #15." "Serving the entire eastern seaboard & middle west." Address: 276 Jackson Ave., Bronx, New York 10454. Phone: (212) 993-8900.

2212. **Product Name:** Tiger's Milk Nutrition Boosters [Plain, Natural Cocoa Flavored, Natural Carob Flavored, Natural Vanilla Flavored].
Manufacturer's Name: Plus Products.
Manufacturer's Address: Irvine, California.
Date of Introduction: 1980 November.
New Product–Documentation: See next page. Ad (full page, color) in *Better Nutrition.* 1980. Nov. Inside front cover. "We've just improved Tiger's Milk Nutrition Boosters from the inside out." Each product is new and improved with protein, vitamins, and minerals.

2213. *Soya Bluebook.* 1980-1994. Serial/periodical. St. Louis, Missouri: American Soybean Assoc.
• ***Summary:*** A directory and information book (general and statistical) for the soybean production and processing.

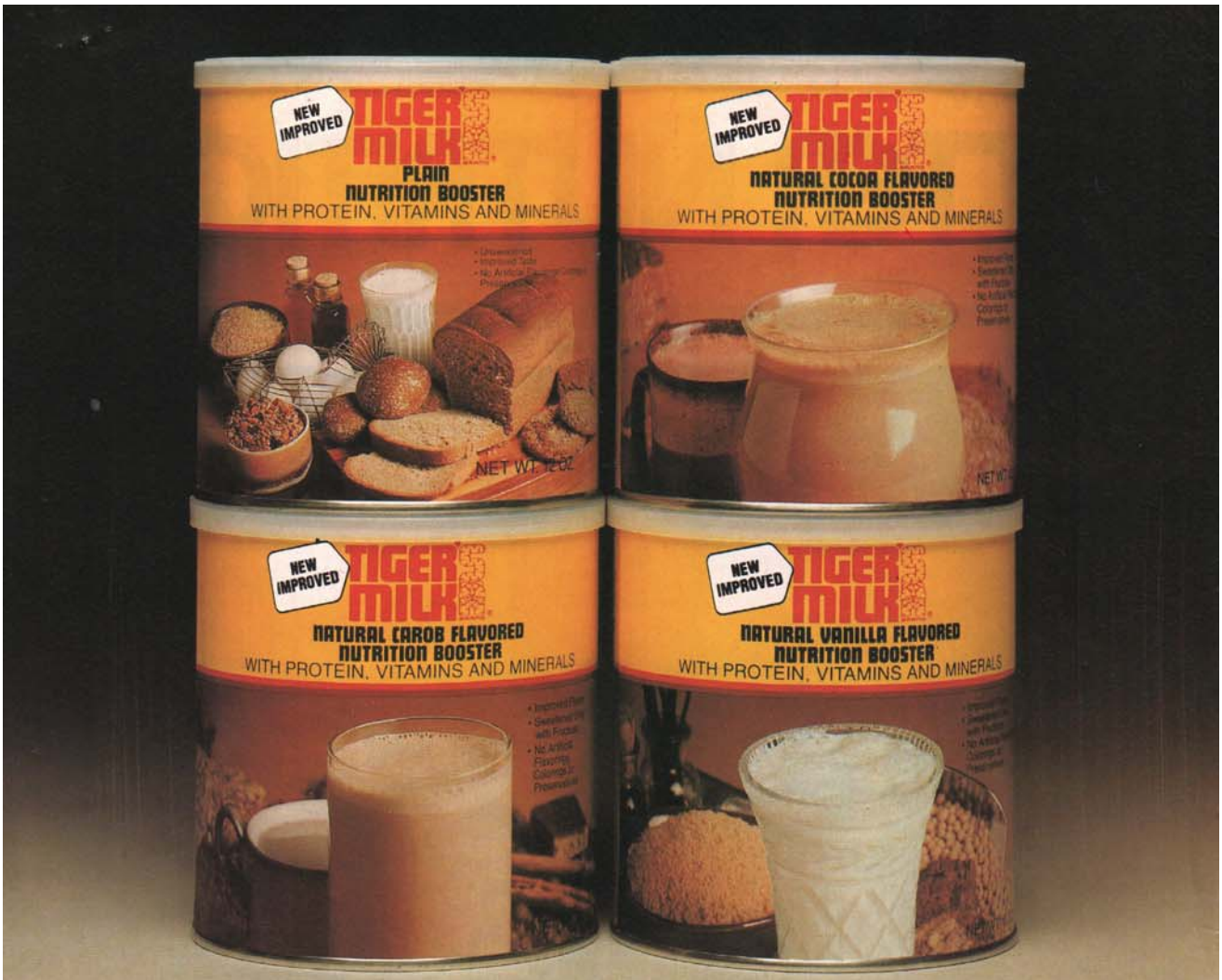
Titled *Soybean Blue Book* from 1947-1964; *Soybean Digest Blue Book Issue* from March 1965 to March 1972; *Soybean Digest Blue Book* from March 1973 to 1979; *Soya Bluebook* from 1980 to 1994.

In 1987 the *Soya Bluebook* contained seven major sections: Organizations (incl. Associations), Soy Directory (Crushers, Soyfoods, Industrial Products), Soybean Manufacturing Support Industries, Marketing and Auxiliary Services, Soy Statistics, Glossary, Standards and Specifications. Well indexed, with color maps. In the early 1980s the Bluebook started to include many more foreign soyfood manufacturers.

The book contains many tables, including: "World Soybean Production," which gives area and production in specified countries (1974-1980). In 1980 this included: North America: Canada, Mexico, United States. South America: Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay. Europe: Bulgaria, France, Hungary, Romania, Spain, Yugoslavia. Soviet Union. Africa: Egypt, Ethiopia, Nigeria, South Africa, Tanzania, Uganda, Zaire. Asia: Burma, China (Mainland), Taiwan, India, Indonesia, Iran, Japan, Kampuchea [Cambodia], Korea (north), Korea (South), Philippines, Thailand, Turkey, Vietnam. Oceania: Australia. World total.

In early 1988 the American Soybean Association sold the *Soya Bluebook* to Soyatech, owned by Peter Golbitz. His first print run was 8,800 copies. Yellow pages were added. In Dec. 1989 Soyatech announced that in 1988 estimated readership was 10,265 in 55 countries. 33.6% of the buyers were soybean processors / manufacturers, 28.7% were importers, exporters, transporters or marketers, 15.0% were suppliers of soybean processing or handling equipment and manufacturing support services, 9.9% were consultants, booksellers, or periodicals, 8.7% were organization or government agencies, and 4.1% were colleges, universities, libraries, and information centers. By region, 64.3% were

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WE'VE JUST IMPROVED TIGER'S MILK NUTRITION BOOSTERS FROM THE INSIDE OUT.

The first thing you'll notice about new improved Tiger's Milk™ Nutrition Boosters is the colorful new packaging. But that's just the beginning.

Inside, you'll discover an even better tasting Tiger's Milk. You can choose from our unsweetened Plain, or from Carob, Vanilla or Cocoa, which are sweetened only with fructose. All Tiger's Milk Boosters consist of a unique blend of natural, nutritious ingredients to provide a wholesome, energy-producing balance of protein, vitamins and minerals.

We've also improved mixability, so now it's even easier to give a healthy boost to many of the foods you enjoy. Because each Tiger's Milk Nutrition Booster is now more concentrated, you won't have to use as much to get its full benefits.

Start enjoying the benefits of new Tiger's Milk Nutrition Boosters today.

TIGER'S MILK

THE NUTRITIOUS ALTERNATIVE™

© Plus Products, 1980, Irvine, California 92714

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sold in North America, 15.2% in Europe, 9.1% in Asia / Pacific / Oceania, and 9.1% in Latin America.

The 1991 Soya Bluebook appeared in Aug. with a new larger (8½ by 11-inch) format and 264 pages. The indexing system is more complete and the pages are tabbed for easy access to each section. The "reference" section was expanded by adding nutritional information on soyfoods, a new chart of soyfoods products, and soybean oil trading standards.

Health Foods Business. 1992. Nov. p. 218. *Soya Bluebook* now reports its circulation to be 3,000.

Talk with Joy Froding of Soyatech. 1995. Jan. 12. The 1994 print run of Soya Bluebook was 2,300 copies. An estimated 4 people read each copy.

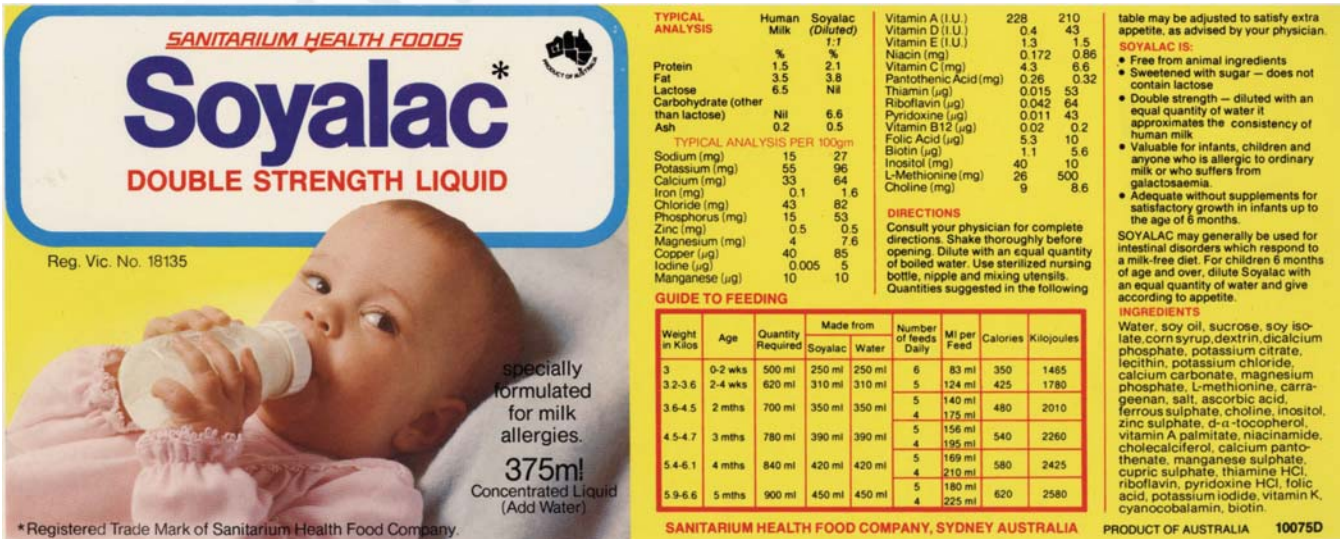
Price of the Soya Bluebook (1 book sent to USA, Canada, or Mexico): 1992 = $28 (if paid before June 1; $38 afterward). 1993 = Same price. 1994 = $38 (no prepayment discount; Available July 1994; this book has fold-out indexing tabs and 272 pages. The order form announcing the '94 Soya Bluebook states: "For 47 years Soya Bluebook has served as *the* noted information source for the world's soybean industry"). Starting in Jan. 1994 four issues of *Bluebook Update* are available free of charge to all who subscribe to or are listed in *Soya Bluebook.* 1995-96 = $38 ($48 after 1 June 1995; then in Nov. 1995 the price is raised to $58; incl. indexing tabs, 292 pages). This 1995-96 issue is titled "Soya Bluebook Plus: the annual directory of the world oilseed industry." Crops featured on the front cover are "soya, corn, cottonseed, palm, canola, rapeseed, and sunflower." Address: St. Louis, Missouri; Bar Harbor, Maine (After Jan. 1988).

2214. Itona Products Ltd. 1980. Itona health foods take the biscuit! (Catalog). Leyland Mill Lane, Wigan, Lancashire, England. 6 p.

• ***Summary:*** The following soyfoods are listed with photos of most labels: Golden Archer brand Soya Plantmilk, Brown Rice Pudding, Beanmilk Custard. Granny Ann brand High Fibre Biscuits, Noots (roasted salted soya beans), Noot Bar, Beanmilk Chunky Bar. Itona TVP, Beef flavoured mince, or chunks, Natural chunks, Tonabanga, Tonaburga, Tona 'C' Food (like seafood). Address: Wigan, England.

2215. **Product Name:** Sanitarium Health Foods Soyalac Double Strength Liquid (Soymilk).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia.
Date of Introduction: 1980.
Ingredients: Water, soy oil, sucrose, soy isolate, corn syrup, dextrin, dicalcium phosphate, potassium citrate, lecithin, potassium chloride, calcium carbonate, magnesium phosphate, L-methionine, carrageenan, salt, ascorbic acid, ferrous sulphate, choline, inositol, zinc sulphate, d-alpha-tocopherol, vitamin A palmitate, niacinamide, cholecalciferol, calcium pantothenate, manganese sulphate, cupric sulphate, thiamine HCL, riboflavin, pyridoxine HCl, folic acid, potassium iodide, vitamin K, cyanocobalamin, biotin.
Wt/Vol., Packaging, Price: 375 ml can.
How Stored: Shelf stable.
Nutrition: Diluted 1:1: Protein 2.1%, fat 3.8%, carbohydrate other than lactose 6.6%, ash 0.5%.
New Product–Documentation: Soya Bluebook. 1980. p. 51. Letter from Sanitarium Health Food Co. 1981. Label. 10 by 3.5 inches. Full color with yellow background. Photo shows baby drinking from a bottle. "Specially formulated for milk allergies."

2216. Kandel, R.F.; Pelto, Gretel H. 1980. The health food movement: social revitalization or alternative health maintenance system. In: N. Jerome, R. Kandel, and G. Pelto, eds. 1980. Nutritional Anthropology: Contemporary



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Approaches to Diet and Culture. Pleasantville, New York: Redgrave Publishing. viii + 433 p. See p. 327-63. *

2217. Lin, Ching-Fwu. 1980. Preparation of shrimp-flavored tempeh using a thermo-tolerable *Rhizopus* sp. T-3 isolated from Indonesia. In: Proceedings of the Oriental Fermented Foods. Food Industry Research and Development Institute, P.O. Box 246, Hsinchu, (300) Taiwan. iv + 229 p. See p. 167-79. Held 10-14 Dec. 1979 in Taipei, Taiwan. 8 tables. 3 figs. [20 ref]

• ***Summary:*** This T-3 strain of *Rhizopus* mold, which was isolated from indigenous tempeh collected on Bali island, grew vigorously even at 45ºC or more, and the stolon and sporangiophore were found to be larger than for any *Rhizopus* species listed in the "Taxonomical Studies on the Genus Rhizopus" by Inui et al. This mold produced abundant hydrolytic enzymes, such as acid protease, glucoamylase, lipase, cell separating enzymes and milk clotting enzyme in soybean substrate. The tempeh prepared by this mold after 18 hours fermentation at 30ºC–40ºC had the flavor of shrimp. The tempeh thus made was easily macerated into a single cell from slight blending in a blender.

"An improved procedure for preparation of tempeh using raw soybean as substrate is presented in this paper." Address: Inst. for Microbial Resources, Taiwan Branch, 100 Chien-Hsing St. East, Taichung, Taiwan.

2218. Sicherman, Barbara; Green, Carol Hurd. eds. 1980. Notable American women: The modern period. A biographical dictionary. Cambridge, Massachusetts, and London, England: The Belknap Press of Harvard University Press. See p. 179-80. [17 ref]

• ***Summary:*** The long entry for Adelle Davis was written by James Harvey Young. A popular writer and lecturer on food and health, Davis was born 25 Feb. 1904 in Lizton, Indiana, and died 31 May 1974 at her home in Palos Verdes Estates, near Los Angeles, California.

"Adelle Davis, popular writer and lecturer on food and health, was born Daisie Adelle Davis in Lizton, Indiana, the youngest of the five daughters of Charles Eugene Davis, a farmer, and Harriet (McBroom) Davis. She later dropped the name Daisie because she associated it with cows and pigs. Ten days after the baby's birth, Harriet Davis became paralyzed; she died seventeen months later. This blow and the strict upbringing by her father, Davis later asserted, created a sense of loneliness and lack of self-esteem which only seven years of psychoanalysis, beginning in 1953, eventually dispelled. As a girl, Davis worked on the farm, learned to cook before learning to read, and won 4-H Club ribbons for baking and canning."

"Davis returned to California in 1931, launching a private consulting practice in nutrition which continued until 1958, for two years in Oakland, thereafter in the Los Angeles area. In 1939 she received an M.S. degree in biochemistry from the University of Southern California. From 1948 on she made her home in Palos Verdes Estates, near Los Angeles.

"Davis married George Edward Leisey, a surveyor ten years her junior, in 1946. An adopted son and daughter, George Davis (b. 1946) and Barbara Adelle (b. 1950), were given the Leisey name. This marriage ended in divorce in 1953, and in 1960 Davis married Frank V. Sieglinger, a retired accountant and lawyer.

"Davis's first publication was a 1932 promotional pamphlet for a milk company. There followed two privately printed tracts, *Optimum Health* (1935) and *You Can Stay Well* (1939), and a nutrition handbook, *Vitality through Planned Nutrition* (1942). Davis's public acclaim, however, rested on four books: *Let's Cook It Right* (*1947*), *Let's Have Healthy Children* (*1951*), *Let's Eat Right to Keep Fit* (*1954*), *and Let's Get Well* (*1965*). The four *Let's* books and their revisions sold ten million copies..."

2219. Wade, Carlson. 1980. Carlson Wade's lecithin book. Lincolnwood, Illinois: Keats Publishing Co. 112 p. No index. 18 cm. Series: A Pivot original health book.

• ***Summary:*** Contents: Lecithin–The life you save may be your own (lecithin alleviates atherosclerosis and acne). Introduction. 1. Lecithin–How it can revitalize your total health. 2. How lecithin can add years to your heart. 3. Cleanse and melt cholesterol with lecithin. 4. The "Dr. Rinse Lecithin Breakfast" for a longer life. 5. How you can enjoy your vim-vigor-vitality with lecithin. 6. How to "think young" and protect against senility with lecithin. 7. Questions and answers about lecithin. 8. Using lecithin for beauty. 9. Your lecithin cookbook (most recipes call for 2-6 tablespoons lecithin granules).

The following recipes also call for soybeans or soyfoods: Scrambled eggs: with ½ cup soybean mash [okara], packed. Soy bread: with 1½ cups soy flour. Soy chowder: with 2 cups cooked green soybeans. Soybean vegetable soup: with 1 cup dry soybeans. Soybean-corn-tomato casserole: with 2½ cups dry soybeans, cooked and drained. Cold bean salad: with 2 cups cold cooked soybeans. Green soybean salad: with 15-ounce can green soybeans, drained. Lemon soybean sprouts: with 5 cups soybean sprouts. Lecithin burgers: with 1 teaspoon soy flour and Enough soy milk to moisten. Meat loaf, with ½ cup soybean mash, packed (and 1¼ pounds ground beef).

The last paragraph states: "Use the preceding recipes as a tasty way to lecithin-nourish your body and mind every single day as well as using soy lecithin granules as a supplement. Lecithin can regenerate your total being."

Note: Although this book contains no references, it does cite sources in the text. For books, Wade cites the author and title, but never the year of publication or the pages on which the information is found. The books tend to be popular rather than scientific. For example: For scientific journals,

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Wade often cites the bare minimum: Journal name, year and month, but not the title or author of the article nor the pages on which it appears in the journal; for example (Geriatrics, January 1958).

The book also suffers from having no index.

2220. Howse, Eric. 1981. Seventh-day Adventist work with soyfoods worldwide (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 12. 2 p. transcript.
• ***Summary:*** Howes was the International Director at the General Conference in Washington, DC, until he retired. Soyfoods are a rapidly growing component of Adventist food work worldwide. Discusses: Sanitarium Health Food Co. in Australia, DE-VAU-GE in West Germany, Granose Foods in England. A major new component is low-cost extruders making TVP. Address: 6471 Penn National Drive, Fayetteville, Pennsylvania 17222. Phone: 717-352-7239.

2221. John, Harrison W. 1981. Adventist food industries: Recent developments. *Spectrum: Journal of the Association of Adventist Forums* 11(3):28-36. Feb.
• ***Summary:*** One of the most informative articles ever written about Seventh-day Adventist food companies worldwide. "Ever since Ellen G. White's health reform message of 1863, Seventh-day Adventists have had a 'theology' of nutrition." In 1979 food sales for Adventist manufacturing and marketing companies totaled $188 million, up 95% over 1974 sales of $96 million, and up 3.68 times over 1970 sales of $51 million. The most successful company is Sanitarium Health Food Company in Australia. Sales for the 5-year period 1975-79 totaled $400 million. Their most popular product is read-to-eat "Weet Bix," a breakfast cereal that outsells Kellogg's Corn Flakes in Australia.

In Europe: Earned income figures for 1978 were impressive. DE-VAU-GE's income was $12.2 million (second only to Sanitarium Health Foods in Australia). Nutana's was $7.6 million ($10 million in 1979), and Granose's was $1.8 million. Nutana showed an impressive tenfold sales increase from 1973 to 1979.

Profit figures, however, were not impressive. In 1978 Granose lost about $295,000 and Nutana $5,903. DE-VAU-GE's profits were unknown. Granose had been a consistent money looser; between 1975 and 1978 it lost an average of $101,000 a year and its net worth decreased from $331,902 in 1975 to $113,515 in 1978. Thus in October 1979 Sanitarium Health Foods of Australia was asked to take over the management of ailing Granose. Loma Linda Foods in the USA has also had problems. Though 1978 sales were $11.7 million, they lost $390,000. In April 1980 management and control of LLF was transferred to Sanitarium of Australia. In about 1978 Granix in Argentina and Superbom in Brazil entered the vegetable protein market with TVP and are currently producing 700 tons/year. In 1976 a "World Foods Service Expansion Program" was started to finance expansion of food production into countries having serious nutritional problems. Low-cost extrusion cookers making TVP were a key part of this program. Address: Rockville, Maryland.

2222. Order fixing inheritance tax. 1981. Riverside County, California. 1 p. March 16.
• ***Summary:*** See next page. Attorney: "Irwin D. Goldring, Esq., 433 North Camden Dr. #770, Beverly Hills, Ca. 90210. Phone: (213) 273-7444.

"Attorney for: Patricia Bragg, 66 299 West Eighth St., Desert Hot Springs, Ca.

"Superior Court of the State of California, For the County of Riverside.

In the matter of the Estate of Paul C. Bragg, deceased. Date of death: December 7, 1976. Case No. 39047 (Handwritten: Transferred to Indio).

The bottom line: The inheritance tax to be paid by Patricia Bragg (since she is Paul Bragg's adopted daughter) has been reduced to $26,956. Neither Neva Pauline Bragg Schulz nor Lorraine Agnes Chilson (422 Hilaria Way, Newport Beach, Ca.) are required to pay any tax.

Note 1. Neva and Lorraine are Paul's daughters.

Note 2. An expert on Paul Bragg observes: Some adoptions are "adult adoptions," as opposed to the typical "child adoptions." It seems logical that Patricia Bragg's adoption had to do with California Inheritance Tax savings as Patricia was essentially the sole heir under his Will. Even with the adoption, Patricia had to pay $26,956 in inheritance taxes to the State of California; without it, it probably would have been thrice that much. Not a bad dollar savings for maybe a couple hundred dollars paid to an attorney back in 1957. And not a bad "business decision" as it turned out. Address: Alameda County, California.

2223. Barry, Ann. 1981. Flour: Which type to use for what. *Chicago Tribune.* March 26. p. W_A2 (or S_A2 or N_B2).
• ***Summary:*** The small section titled "Other flour" states: "Gluten flour has practically all starch removed... Other diet flours include potato starch, soybean, oat flour, rice flour, and corn flour. Some brands of diet flours are Cellu Goods, Golden Harvest, and Fearn Soya Foods, available in Chicago health food stores."

The last section, "Where to get natural flours," begins: "Stone-ground flour is milled the old-fashioned way, by stone rollers, which are often propelled by water power." Best to keep refrigerated: The name and address of the following sources is given: Arrowhead Mills (Hereford, Texas), El Molino Mills (City of Industry, California). Erewhon Trading Co. (Cambridge, Massachusetts), Grain Process Enterprises Ltd. (Scarborough, Ontario, Canada), Great Valley Mills (Bucks County, Pennsylvania), Shiloh Farms (Sulphur Springs, Arkansas), Vermont County

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NAME, ADDRESS, AND TELEPHONE NUMBER OF ATTORNEY(S)

IRWIN D. GOLDRING, ESQ.
433 North Camden Dr. #770
Beverly Hills, Ca. 90210
(213) 273-7444

ATTORNEY(S) FOR

PATRICIA BRAGG
66 299 West Eighth St.
Desert Hot Springs, Ca.

FILED
RIVERSIDE COUNTY
MAR 16 1981
DONALD D. SULLIVAN, Clerk
By E. Jones, E. Jones, Deputy

SUPERIOR COURT OF THE STATE OF CALIFORNIA

FOR THE COUNTY OF RIVERSIDE

IN THE MATTER OF the Estate of:

PAUL C. BRAGG,

Deceased.

CASE NUMBER
Transferred to Indio
39047

ORDER FIXING INHERITANCE TAX

Date of Death: December 7, 1976

DWIGHT W. MIZE, Inheritance Tax Referee

in the above-entitled proceeding, having filed a report dated September 27, 1979, notice of the filing thereof having been given by posting and mailing as required by law, more than ten days having elapsed thereafter, and no objection thereto having been filed,

IT IS ORDERED: Said report is confirmed, and in accordance therewith, the total inheritance tax due the State of California, the persons liable therefor, and the amounts for which they are respectively liable, are fixed as follows:

NAME AND RELATIONSHIP		AMOUNT OF TAX
LORRAINE AGNES CHILSON 422 Hilaria Way Newport Beach, Ca.	2,500.	Nil
NEVA PAULINE BRAGG SCHULZ	2,500.	Nil
PATRICIA BRAGG 66-299 West 8th St. Desert Hot Springs, Ca.	336,300.	26,956.
TOTALS	$341,300.	TOTAL TAX $ 26,956.

Dated: MAR 16 1981

Wm J. Brinkley
Judge of the Superior Court

IT-42 (REV. 11-70) ORDER FIXING INHERITANCE TAX

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Store (Weston, Vermont), and Walnut Acres (Penns Creek, Pennsylvania). Address: Chicago.

2224. *Prevention* (*Emmaus, Pennsylvania*). 1981. A health food dictionary: Soybeans. March. p. 144-46.
• ***Summary:*** Soybean foods include soybean oil, tofu, tamari, soy milk, tempeh, miso, soybean sprouts, soy flour, soy ice cream, and soy nuts.

The article on "soybeans" ends: "Do yourself a favor. Get to know the soybean." Address: Emmaus, Pennsylvania.

2225. Bower, Lois. 1981. Mildred Lager: Recollections of her life and work (Interview). Conducted by William Shurtleff of Soyfoods Center, April 28. 2 p. typed transcript. [1 ref]
• ***Summary:*** Lois is Mildred Lager's stepdaughter, the daughter of Ed Jones' former wife before he married Mildred. Lois' mother died in about 1943-44, about 2 years before Ed remarried to Mildred. Mildred and Ed were married in 1946; Lois was about age 30 at the time. Mildred died in 1960; they were married for 14 years. She died of osteoporosis caused by cortisone or a cortisone derivative. She had been on steroid hormones because of her arthritis. She apparently used too much cortisone, and suffered from spinal collapse.

The House of Better Living was a health food store in Los Angels that published its own newsletter and catalogs, which were sent to a mailing list. Mildred also gave nutrition classes there. Lois has a guestbook from The House of Better Living, and she has newspaper articles about Mildred in Los Angeles plus several of Mildred's books, which she will send to Soyfoods Center.

Mildred's interest in nutrition started when she got rheumatoid arthritis. Her interest in soy developed after that. Mildred probably learned a lot about soy from Ed Jones, who was a health food jobber. He called on Mildred, and sold her various products, including soy products. Ed Jones also worked for T.A. Van Gundy. Ed could have known Mildred for as much as 10 years before their marriage.

Dorothea was Lois' 2nd stepmother. Mildred and Dorothea did NOT co-author the book. After Mildred died, Dorothea rewrote the book. After Lois' mother died, both Mildred and Dorothea were going out with Ed Jones; that was how they met. There was not a close relationship between Dorothea and Mildred; as competitors for the same man, they were cordial but not friendly. Ed chose to marry Mildred.

By 1946, when she married Ed, Mildred was no longer involved with her health food store or her radio program. She has a regular news column in the Los Angeles Times; she was very well known in her field.

Mildred was in a wheelchair when she was young. Lois does not know how long she had been in a wheelchair. Mildred's engagement to a young man was broken because of her illness. She had very painful, difficult years, but she had a tremendous spirit. "She was a tiny little thing, very slight, just skin and bones, but with a twinkle in her eyes. Always a laugh. A very pretty woman. She just forged ahead, with a brisk walk and a little swing of one leg–but no one would call it a limp. She was no longer crippled in her later years, so she conquered her disease. All the time she operated The House of Better Living she was on her feet. She was eager to help others."

How did others see her? "She was extremely likeable and friendly, but very thrifty, almost stingy. Her parents were immigrants from Sweden. She was rather sharp; nobody would take advantage of Mildred.

Mildred wrote *The Useful Soybean.* When Ed married Dorothea he probably said, "You know about soy too. Why don't you rework it and we'll re-issue it and keep it alive as a source of family income." Ed was at work selling those books long after Mildred died. Address: 825 Redbud Drive, Redding, California 96001.

2226. Cling Peach Advisory Board. 1981. Color recipe cards for tofu & peaches. P.O. Box 7111, San Francisco, California 94120. 6 color recipes. And 4 black and white.
• ***Summary:*** Each color recipe card, yielding typically 24 portions, is 5 by 8 inches, with a color photo, the recipe name, and a brief description on the front. On the back are ingredients, directions, and nutritional analysis of one serving. Color recipes are for: Cheeseless cheesecake with peach glaze, Double peach tofu pudding cups, Fruited tofu rice pudding, Peach banana tofu smoothie, Peach tofu whip (with soft tofu), and Tofu fruit 'n rice custard.

Recipes with black-and-white photos are for Tofu french toast with peaches, Peach tofu salad dressing, Peach tofu cobbler, and Tofu fruit gelatin salad combo. Finally there is a card titled "Tofu: What every foodservice operator should know."

The front of the card for "Peach Banana Tofu Smoothie" begins: "For inbetween mealtime snacks or instant meals, serve this Peach Banana Tofu Smoothie. It's a tasty, nutritious drink that's quickly prepared in a blender..." The recipe on the back reads: "Tofu, soft custard type–8 oz. Cling peach slices, drained–2 cups. Peach syrup–¼ cup. Orange juice–¼ cup. Banana, small–1. Honey–3 to 4 Tbsp. Almond flavoring–¼ tsp. Drain tofu; rinse in cold water and drain again. In a blender or food processor, whirl all ingredients until smooth. Keep refrigerated. Serve chilled."

2227. Holmes, Charlotte Van Gundy. 1981. Re: Mildred Lager, Ed Jones, and Dorothea Van Gundy. Letter to William Shurtleff at Soyfoods Center, May 9. 2 p. Handwritten, with signature.
• ***Summary:*** Mildred Lager "was certainly a go-getter. And she got Ed [Jones] the same way." "I will say Ed was good to his wives–tho' the first two were very sick." "Mildred was a

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Unitarian, yet Ed took her to the White Memorial Church on Sabbath, but she never accepted the [Seventh-day Adventist] faith. I believe she was quite crippled before she died & suffered greatly... Ed was 13 years older than Dot [Dorothea Van Gundy] when they married, so Mildred died at age 51 (?) and Ed was 19 years older than Mildred. Ed was 77 when he died in 1968–March. He was a twin."

Note: Mildred Lager died on 25 Jan. 1960 for various factors, but mainly from the increasingly large doses of steroid hormones, cortisone derivatives, she was taking to treat her severe arthritis. She also had severe osteoporosis at the time of her death. Address: California.

2228. *Toronto Star* (*Ontario, Canada*). 1981. Health food pioneer (Advertorial). June 30. p. B13. Advertising supplement.
• ***Summary:*** "If George MacMillan was not Canada's first health food entrepreneur, then today this 73-year old entrepreneur certainly makes it into the category of longest lasting.

"The MacMillan Health Centres located all over Toronto began back in 1939 when MacMillan rented a store behind the King Edward Hotel for $30 a month to sell celery and carrot juice.

"His business breakthrough came when a Syrian customer suggested he make and market yogurt and MacMillan's became the first store to put the yogurt into pint and quart containers for customers to take home."

2229. *Toronto Star* (*Ontario, Canada*). 1981. Many foods promote health (Advertorial). June 30. p. B11. Advertising supplement.
• ***Summary:*** "The subject of health foods opens a wide and complex canvas." What are they? Are they the same as "natural foods" and "pure foods"? Are they all organic?

"'Health foods are,' as Barbara Towns, manager of Soyateria Delicatessen in Toronto explains, 'anything that enhances the body. Anything that prmotes health instead of disease.'"

"Tofu is a health food staple. It is a soybean curd which looks like a block of cheese. It is high in protein..."

2230. Keough, Carol. 1981. Tofu goes All-American. *Organic Gardening* 28(6):97-99. June. [1 ref]
• ***Summary:*** "New recipes and techniques from our kitchen translate tofu into down-home cooking. Tofu seems weird to people who have never tried it. The word itself is funny. The English translation, bean curd, is even less appealing. If you buy some at a health food store or supermarket, and bite off a big hunk–you probably won't think it's delicious. Bland is the word for raw tofu.

"That's because tofu is an *ingredient*, to be combined with other foods. Like flour, cooking oil and yeast, it does not stand well alone. But, as those ingredients can be turned into a delicious loaf of bread, so can tofu be combined into a variety of wonderful dishes."

Contains tofu recipes which will appear in a upcoming book, *Home Soyfood Equipment:* Scalloped tofu au gratin. Quick blender tofu soufflé. Tofu and pineapple pastry filling. Carob tofu pudding.

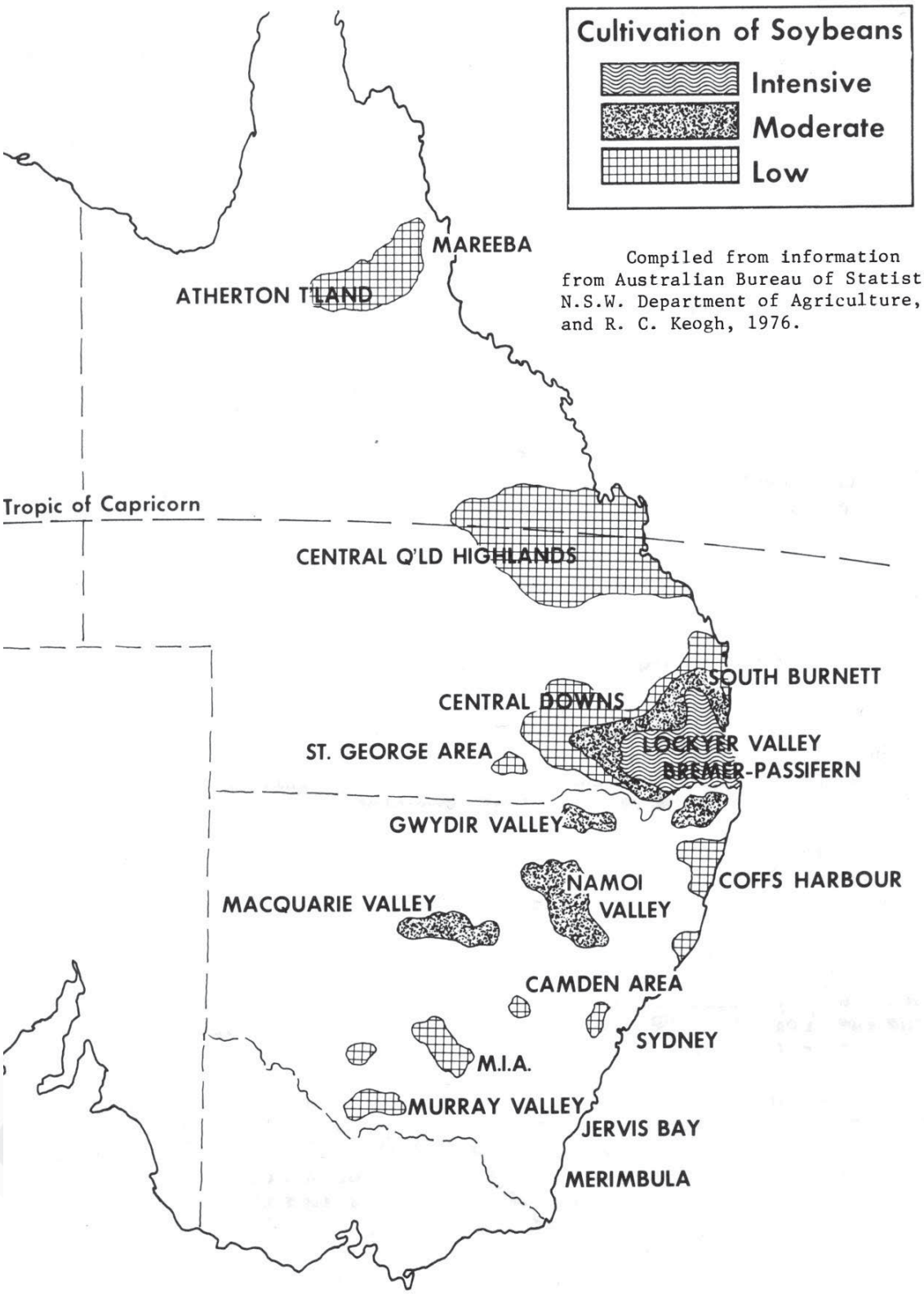
2231. Smith, Paul. 1981. Re: Pioneering work with debittered full fat soy flour and with soybeans in Australia. Soybean production in Australia. Letter to William Shurtleff at Soyfoods Center, undated. 2 p. Handwritten. Plus comments on draft of History chapter.
• ***Summary:*** See next page. Comments on "History of Soya in Australia" manuscript: Vincent R. Smith was a soyfoods pioneer in Australia. In 1951-52 he began to manufacture Australia's first whole (full-fat) heat-treated (debittered) soy flour. From 1953-54 to 1974-75 V.R. Smith also canned soybeans in tomato sauce or puree. In 1956 he founded Soy Products of Australia Pty. Ltd. Between 1965 and 1974-75 Mr. Smith developed and manufactured two soyabean meat substitutes–Soya Bean Luncheon Loaf, and Savoury Roast–for Bellevue Health Supplies, as part of his product range within F.G. Roberts' Health Foods Proprietary Ltd. This latter company has since been absorbed within Soy Products of Australia Pty. Ltd. Technically and nutritionally these products were excellent, but they were discontinued due to rising labour costs, the small Australian market, and competition from larger, more highly automated companies like Sanitarium and Heinz. At the time, possibly due to the very cheap cost of meat in Australia, there was very little market interest in soyabeans either as a food, meat substitute, and/or extender.

By 1981 Soya Products of Australia Pty. Ltd. was making debittered full-fat soy flour and grits, Soy Crunch (a breakfast cereal containing soy grits), Soy Compound (containing dry soymilk, whole soy flour, malt, and lactose), and several types of Muesli containing soy grits. The company's main role is in supplying high grade, human consumption quality raw (enzyme active) and debittered (heat-treated) soy grits and soy flour to industry [food processors] for a wide variety of uses: cakes, biscuits, bread, bread premixes, pizzas, breakfast cereals and mueslis, hamburgers, smallgoods, baby foods, soy milk, soy ice cream, tofu, and calf- and piglet rations.

Interest in soyfoods is growing in Australia, and will continue to grow fostered by increasing health consciousness and the rising prices of meats of all kinds. After the end of the Vietnam war in 1975, there was a big influx of Vietnamese into Australia, swelling the number to 50,000, of which 30,000 are ethnic Chinese. There are also some 10,000 Indonesians currently residing in Sydney alone.

Letter: "Thank you for your hospitality during my visit to the USA... We are now more than fully occupied running, maintaining, and expanding our soy flour mill and our health

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. Approximate Distribution and Intensity of Soybean Cultivation in Australia

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food business. In the last two years we have made substantial improvements in our quality control, throughput, and heat-treatment process. We have also been working on improving our bulk unloading and grain cleaning system, and plans for extending and further automating our plant are well in hand... We are actively participating in research and development work on soy flour and its end uses: particularly in the areas of liquid and powdered soymilks and soy ice cream.

"We were amongst the first people in Australia to use soya beans to make products for human consumption, in particular heat-treated or debittered full fat soy flour. We were actively involved with the first commercial crops of soybeans grown in Australia in the early 1950s at Kingaroy; we even had a plot of several varieties of soyabeans growing in our own backyard for several years from about 1953-55. Though the bushes grow, the soybeans never mature properly. We also did some interesting work in canning beans in tomato sauce or purée and in manufacturing soy meat substitutes. In addition to our conventional bakery and small goods outlets, our own specialty products and breakfast cereals, we are now supplying several small manufacturers of tofu, soymilk with soybeans, soy flour (raw), and soy grits (raw) and have recently become involved in tempeh manufacture. The trend here in Australia is definitely following that in the USA and interest seems to have grown dramatically in the last year or so. Soyfoods seem to have taken off... Unless you can afford shiploads, freight to Australia is a killer, so we do our best to avoid importing soybeans.

"I am enclosing a recent newspaper article about a tofu producer. We supply him with soy flour for making his tofu and soymilk."

Concerning soyabean production in Australia: "Soyabeans are widely grown in Australia from just north of Shepparton in Victoria (120 miles north of Melbourne), through the Riverina district of southern New South Wales (NSW), through central, north, and northeastern NSW; the Darling Downs area (around Toowoomba) and Kingaroy districts of Queensland. More recently soyabeans have been grown in Western Australia, near Perth.

"A great deal of work has gone into developing suitable varieties of soyabeans for Australian conditions; much of this has been built on American research and experience. U.S., Chinese and Australian beans, while generally similar, are very different to handle and process, in our experience.

"Initially, soyabeans were grown under natural rainfall but this is now rare as bean size tends to be small and yield poor. Soyabeans are definitely not suited to dryland farming techniques. Nearly all soya beans now grown in Australia are grown under irrigation."

Update (March 1995): Paul Smith joined this family-run company in April 1980. In 1981 he was just starting to learn about its history. By 1986 he had done extensive research and writing (which see) on the company history, which showed that it had much earlier and very interesting origins. Address: Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2232. Shurtleff, William. 1981. Soynuts; The soybean's answer to the peanut. *Soyfoods* No. 5. p. 20-25. Summer.



• ***Summary:*** "The soynut industry in America is a surprisingly large and vigorous one, composed of at least 11 producers that use an estimated 3,600 tons of raw (dry) soybeans to produce 2,750 tons (5.5 million pounds) of either of two types of soynuts. Oil-roasted soynuts, which are deep-fried, are made by all but one of the producers, and make up an estimated 60 to 70 percent of the industry's total finished product by weight. Dry-roasted soynuts, which are roasted and toasted in a conveyorized oven, are made by only one firm, and make up the remaining 30 to 40 percent of the total production.

"One hundred pounds of raw soybeans containing an average of 13 percent moisture typically yields 98 to 101 pounds of whole oil-roasted soynuts (not dehulled), or 60 pounds of oil-roasted soynut cotyledons (dehulled), or 65 pounds of dry roasted soynut cotyledons (dehulled and preblanched). It is legal to label any of these products as Soynuts or Soy Nuts.

"The largest producers of oil-roasted soynuts, in descending order of size, are General Nutrition Mills, Subama Food Co., Malt-O-Meal, Agra By-Products, and INARI. The only producer of dry-roasted soynuts is Edible Soy Products in Iowa. A typical plant employs two to three production workers.

"Soynuts are whole soybeans that are processed to taste like nuts and to be used like nuts. They are presently sold in a variety of flavors including plain (unsalted), salted, seasoned (garlic, onion-garlic, sour cream-onion, barbecue, pizza, cheese, jalapeno, shoyu / tamari, etc.), and sweetened (such as carob- or chocolate-coated). They are sold in small packages like peanuts, in eight-ounce jars, or in bulk.

"Popular uses for soynuts, in addition to retail snack

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uses, are: (1) in baked goods as a substitute for nutmeats in nut bread, banana bread, muffin batters, or cookie doughs, or to add crunchy texture to toppings (ice cream, pudding, yogurt, etc.) or glazes; (2) as candy in candy bars or confections; (3) in salad bars as a crunchy salad topping in place of croutons, peanuts, or sunflower seeds; and (4) in trail mixes, mixed nuts, or granola. For retail snack uses, they are sold in small transparent packages as munchies in supermarkets, natural and health food stores, theaters, concession outlets, and vending machines. Oil-roasted soynuts can also be blended in a colloid mill with some additional oil (peanut oil works well) plus a little salt to make a delicious soynut butter, which resembles peanut butter.

A number of large food processing companies have started to use soynuts. Sunmaid uses over one million pounds a year in trail mixes and as a carob-coated sweet. Nabisco is considering putting soynuts in their cookies McCormick and Celestial Seasonings both use soynuts in mixed salad toppings. Ghirardelli has used them in abundance in a delectable, crunchy, sweet, chocolate bar called Soy-Nut. Washington Chocolate Company in Oregon is making carob-coated and chocolate-coated soynuts. and Planters Peanut Company sells soynuts in vacuum sealed jars. El Molino, Malt-O-Meal, and INARI have marketed carob-coated soynuts.

Soynuts have a number of virtues that make them attractive to food service institutions, food processors, and individual consumers:

"1. Economy: Raw soybeans sell for about one-third to one-half the price of raw peanuts; studies show that pound for pound, soynuts retail for roughly 40 percent less than roasted peanuts ($1.29 vs. $2.19 per pound). In bulk, soynuts wholesale for as little as $0.51 per pound. Moreover, soynuts occupy 12 to 40 percent more volume than the same weight of peanuts or tree nuts. This makes their price per unit volume proportionally even lower, which is important in items such as candy bars and mixes.

"2. Nutrition: A table (p. 24) compares the nutritional value of five brands of soynuts with peanuts and almonds, in terms of calories, protein, fat, and carbohydrates. It shows that dry-roasted soynuts, compared to peanuts, have only about 80 percent as many calories and 46 percent as much fat, plus 61 percent more protein. They are also a good source of dietary fiber. The PER of soynuts averages 2.1 (Malt-O-Meal is 2.32) compared with 2.5 for casein (milk protein). The digestibility of dry-roasted Pro-Nuts, for example, is 93 percent; oil-roasted Malt-O-Meal is 90 percent,

"3. Acceptability: Although the typical consumer generally still prefers tree nuts and peanuts to soynuts, a growing number of people report that they like the rich flavor and more crunchy texture of soynuts as much as or more than they liked peanuts or tree nuts. Soynuts have a longer shelf life than peanuts (eight months versus two months) and they fracture or crack easily, even with light tooth, gum, or denture pressure. On the negative side, soynuts cannot be sliced and some people experience more problems with intestinal gas after eating soynuts than after eating peanuts or tree nuts.

A sidebar (p. 21, with four photos) titled "Making soynuts at home" describes how to make oil-roasted soynuts starting with 1 cup whole dry soybeans.

"A brief history of soynuts: Dry roasted soynuts have been produced for centuries in East Asia. In Japan they are called *iri-mame* ("roasted soybeans") and they play a key role in one of the country's most ancient and widely celebrated rituals. They are scattered by the handful in each room of the house while the family chants, 'Out with all evils, in with good fortune.' Soynuts coated with sugar, sugar starch and nori (a seaweed) or shoyu and nori are also popular. In China whole soybeans are soaked in water (which is sometimes salted) then roasted and eaten like roasted peanuts. Oil-roasted soynuts are not widely produced in East Asia.

"Soynuts have a long history in America. In 1915 John L. Kellogg took out a patent for roasted soybeans and for a soynut butter with added oil (No. 1,189,128). Soynuts are thought to have first been made commercially in the U.S. during World War I but the name of the producer is unknown. Before World War II soynuts became famous in Chicago, where they were very effectively marketed as Salted Soys by a big downtown specialty store called 'Stop and Shop.' Again it is not known who the producer was. During World War II soynuts were made by the Borden Soy Processing Co. and by Griffith Laboratories in Chicago, Illinois. Starting in 1945 the Whitson Division of Borden, with plants in Chicago and Ottawa, Kansas, produced Soyettes on a large scale. The beans were simply soaked and dry roasted then used by the candy and baking industries. Some were salted and sold in bulk to variety stores for use like salted peanuts. In 1948 the main Borden plant was modernized and moved to Waterloo, Iowa; production of Soyettes stopped several years later. In 1944 Central Soya in Indiana was making chopped soynuts called Nut-T-Soys and Loeb Products in New York was making Soya Puffs (a ready-to-serve breakfast cereal made from puffed soybeans) and Exploded, Precooked Soybeans.

"In 1944 the following companies were also producing or distributing soynuts: Dewey Food Products and Soybean Products Co. in Chicago; La Choy Food Products in Archbold, Ohio; Tom Soya Foods in Williamsport, Pennsylvania; and Vegetable Products Co. in Rochester, New York.

"The current wave of interest in soynuts and the increased production began in about 1970, when Malt-O-Meal started to market soynuts in a big way. Additional interest was generated by an excellent pair of articles by

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Badenhop et al. at Cornell University entitled 'Toasting Soybeans as a Processing Technique' (Proceedings of Frontiers in Food Research Symposium. Cornell University, June 1968). Both oil-roast and dry-roasted soynuts were discussed.

"Oil-roasted and dry-roasted soynuts each have their advantages and limitations. The advantages of oil-roasted soynuts are (1) most people prefer the richer flavor and nicer texture to that of dry-roasted soynuts; and (2) the technology to produce oil-roasted soynuts is much simpler and less expensive, and uses less energy.

"The advantages of dry-roasted soynuts are (1) increased nutrition. Compared with oil-roasted soynuts, they are 8 percent lower in calories, 32 percent or more lower in fats, and 23 percent higher in protein, while being 21 percent lower in fiber; and (2) increased volume. During processing, they can be made to expand in volume about 20 percent more than oil-roasted soynuts, which lowers their price per unit volume and gives them a light texture and crunchiness.

Most dry-roasted soynuts are dehulled, since the hull can become very dark or burn during dry roasting. Oil-roasted soynuts are made both with and without the hulls (seed coats). INARI Ltd., for example, prefers not to dehull, since dehulling reduces significant amounts of essential minerals, especially potassium, and phosphorus, while also reducing the fiber content. The finished product remains a whole food. Dehulled soynuts, however, look more like typical roasted peanuts and some researchers feel that dehulling helps avoid any deposition of oil between the hull and the cotyledons, although we have not found this to be a problem. Note that all soynuts are either cooked or soaked before roasted, to avoid creation of an undesirable hard texture and to remove some of the flatulence causing oligosaccharides found in raw soybeans.

"Let us now take a detailed look at methods presently used by two large commercial producers of oil-roasted and dry-roasted Soynuts. We recently visited and studied both of these plants." Continued. Address: Director, Soyfoods Center, Lafayette, California.

2233. Wagner, Martha. 1981. Soy down under. *Soyfoods* No. 5. p. 11-12. Summer.

• ***Summary:*** First discusses the work of Marcea Weber and Debbie Schmetzer in Australia. Marcea Weber owns The Soybean Factory located just outside of Sydney, Australia. Debbie, formerly a tofu maker at Surata Soyfoods in Eugene, Oregon, is now living in New Zealand, where she plans to start a soyfoods business. "Marcea, originally from New York, began her tofu business three years ago, about a year after arriving in Australia from England where she operated a small natural foods bakery. Koreans and Chinese were already producing large volumes of tofu in Australia but her business was the first to produce a nigari tofu. After three years, tofu is still quite foreign to Australians, Marcea says...

"The Soybean Factory sells to natural food stores, restaurants, and juice bars. It produces only 600 half-pound blocks a week. Using simple Takai machinery with a 45-gallon Australian pressure cooker, only 30 pounds are produced in each batch so the selling cost is high, about double U.S. prices, and much higher than Korean and Chinese tofu sold in Australia." "The factory employs three production workers and a manager. Marcea does the promotion. She also spends much of her time teaching cooking and nutrition classes at the East-West (Macrobiotic) Center, which she and her husband, Daniel, an acupuncturist, established when they arrived in Australia."

In New Zealand, "no one outside the Chinese community had even heard of tofu until an Auckland health food store, Harvest Whole Foods, began producing it in a backroom kitchen last October [1980]. The enthusiasm for tofu was shown by several restaurants doing an alternative lifestyle festival, which featured tofu burgers, has produced healthy sales for the shop. The three owners, Greg and Ricky Chalmers and Ricky's wife, Elizabeth, are producing about 170 to 299 kilos (374 to 440 pounds) of tofu a week. They expect sales to grow and are planning to expand production facilities."

Debbie Schmetzer arrived in New Zealand in Jan. 1981 with her husband, Peter (who was born in New Zealand) and their young son. She describes the process and ingredients used to make tofu at Harvest Health Foods, then notes that "Even in the Chinese community, only two Chinese restaurants are making tofu. Harvest's main customers are Indonesians, vegetarians, people switching from dairy to soy on the advice of naturopathic doctors, and spiritual seekers such as Hare Krishna and Divine Light people." On the Run is a fast food deli that makes excellent tofu dishes in Auckland, including tofu burgers, curried tofu salad in pita bread, and tofu tacos with locally made tortillas.

Letter from Martha Wagner. 1981. July 24. "Before this article went to press I learned that Debbie and her husband had become disillusioned with attitudes in New Zealand toward food and organic agriculture, red tape, and toward setting up business–especially concerning a mold to make tempeh. So they took off for greener pastures in Australia. They are now mulling over the scene in the Melbourne are and may well do a bagel business combined with a soy deli. She would be a good person for a soyfoods information center there. Address: 35 Flower Street, Essendon 3040 Victoria, Australia.

"For the addresses of the Koreans and Chinese making lots of tofu in Australia, contact Marcea Weber, 29 Belmore St., Rozelle 2039, NSW.

"Did you meet the Australian couple Fred and Radhika Koch at the SANA conference? They are planning to set up a good size tofu operation as a support for a 26-person community in the country." Address: USA.

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2234. Sass, Lorna J. 1981. Soy foods: Versatile, cheap and on the rise. *New York Times.* Aug. 12. p. C1, C6. Widely syndicated.

• ***Summary:*** The article begins: "Soy foods have come west and, apparently, are here to stay. No longer restricted exclusively to the world of woks and cleavers, soybeans in America are now patted into soyburgers, and tofu (soybean curd) is puréed into soy mayonnaise, baked into 'cheesecake' and fried as 'cutlets,' while soy milk emerges from the blender as a frothy carob shake or from the freezer as cantaloupe 'ice cream.'

"Because soy foods are an inexpensive source of protein, low in fat and completely cholesterol-free, they have been attracting more and more attention among the growing number of weight-conscious, health-conscious and dollar-conscious Americans. Until recently, soy sauce was the only soy product familiar to most Americans.

Contains a long discussion of David Mintz (owner of Mintz's Buffet, a kosher delicatessen at 1040 Third Avenue at 62nd Street). He makes a tofu ice cream, and a tofu-spinach quiche. "A large Japanese company wants to buy exclusive rights to distribute Mintz's tofutti 'ice cream' in Japan. 'The more dishes I make with tofu, the better my business is,' said Mr. Mintz." He is frequently called upon to cater "tofu weddings."

Also discusses Light Foods in St. Louis (Missouri), and the Rochester Soy Deli (in New York). "Two of the people most responsible for introducing soy foods to Americans are William Shurtleff and his wife, Akiko Aoyagi, who in 1975 wrote 'The Book of Tofu,' a comprehensive cookbook and introduction to the untapped potential of soy foods as an alternate source of protein."

There follow seven recipes featuring tofu and tempeh: Mintz's tofu herb dip. Breaded tofu cutlets (with frozen tofu. Might also be called "Fillet of tofu," plus a note on how to freeze tofu at home). Tofu tartare sauce. Tempeh salad. Carob-tofu-mint pie. Whole wheat pastry crust (with soy milk and soy oil). Lotus Cafe not-dogs (meatless hot dogs).

Next comes a section titled "Learning more about soy: A listing of useful books." For example: "There is no more thorough book on the history and myriad Oriental forms of tofu than the profusely illustrated *"Book of Tofu,"* by William Shurtleff and Akiko Aoyagi (Autumn Press / Random House; 334 pages; $8.95). First published in 1975, it is credited by most tofu cookbooks as the one that 'spread the light.' The hundreds of recipes, mostly Oriental in style, will fascinate adventurous cooks. Beginners may prefer the condensed, somewhat more Americanized version (Ballantine, 433 pages, $2.95)."

The long article ends with a helpful sidebar titled "How to buy and store tofu." "A four-ounce piece of tofu (bean curd) sells for about 30 cents..." One main difference "between the tofu sold in health food stores and the Oriental-style tofu sold by many greengrocers is the type of coagulant used. Tofu from health food stores is almost always made with nigari (primarily magnesium chloride and trace mineral elements derived from evaporated seawater), while Oriental tofu makers generally use calcium sulphate."

A photo shows Katherine Iselin with some of the special sandwiches at the Tofu Shop, a fast-food soy deli in Rochester, New York. She is wearing a Soyboy Tofu T-shirt. On the wall behind her is the restaurant menu.

Note: A similar article titled "Out of the wok and into the frying pan" appeared in *The Durham Sun* (9 Sept. 1981, Section B).

Another similar article titled "More budget-conscious Americans are hitting the soy–its not just sauce" appeared in the *Chicago Tribune* (29 Oct. 1981, p. W_A21).

2235. McNees, Pat. 1981. Natural & organic: Taking the health food approach. *Washington Post.* Aug. 27. p. E1, E15, E20.

• ***Summary:*** The author's position on health food is slightly to the left of Julia Child and "considerably right of tofu lemon pie." She still eats more for pleasure than virtue [health]. She quickly adds: "You don't have to be a health nut or food faddist to take advantage of what health food stores have to offer." Their prices aren't always more expensive than those of supermarkets–and they tend to be much less expensive on some items, such as bran or stick cinnamon, and grains, nuts, herbs, and dried foods sold in bulk–which two photos show.

Includes the name and address of 15 such stores in Washington, DC, and 20 in Maryland (incl. Beautiful Day Trading Co. and Smile Herb Shop). Contains 8 recipes incl. one for Seasoned Crisp Fried Tempeh, from *The Book of Tempeh,* and one for Creamy Tofu Dip, from *The Book of Tofu* (both by Shurtleff and Aoyagi).

2236. Brown, Judy. 1981. Health foods–Finding their way onto supermarket shelves. *National Food Review.* Summer. p. 18-19. NFR-15. [9 ref]

• ***Summary:*** "Safeway, the nation's largest supermarket chain, plans to add health food departments to 200 stores this year... The health food industry has grown from 1,000 stores with $140 million in sales in 1970 to 6,600 stores with over $1.6 billion in sales in 1979, according to a Frost and Sullivan report and a survey conducted by the industry publication *Whole Foods*...

"In a USDA 1980 survey, 'Consumer's Food Related Behavior, Attitudes and Motives,' researchers found that 26 percent of the 1,353 consumers surveyed in a national random sample shop in health food stores. In another 1980 national family food study conducted by Yankelovich, Skelly and White–an independent national research firm–1 out of 3 of the 1,221 respondents had purchased natural food. The same research firm found that 68 percent of the respondents say that natural foods are healthier than processed foods, and

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26 percent strongly agreed that supermarkets should offer a larger, more varied selection of natural foods. USDA's 1980 survey found that 30 percent of the respondents who shop in health food stores did so because they could not find the products elsewhere." Address: USDA.

2237. Shurtleff, William; Aoyagi, Akiko. 1981. History of Butler Food Products (Document part). In: William Shurtleff and A. Aoyagi. 1981. History of Small Seventh-day Adventist Food Companies and Sanitariums. 8 p. See p. 4-6. Unpublished manuscript. Available online at www.soyinfocenter.com. [1 ref]

• ***Summary:*** In operation from 1939 to 1946, this was a private company in Cedar Lake, Michigan. "This creative company was founded in 1939 by Howard O. Butler and run primarily as a family enterprise. Butler got interested in soyfoods from people he knew at Madison Foods in Tennessee. He hired people with prior experience in soyfoods production; Howard Hoover (who made soymilk with Dr. Miller in East Asia) and a Mr. Roose. An initial aim of the business was to offer jobs for Adventist youth to pay their tuition at nearby Cedar Lake Academy, although the business was not formally connected with the Academy. The company's primary product, first produced in 1942, was 'Soya Butter,' actually what we would now call soy margarine; it contained 79% lightly hydrogenated soy oil, soymilk (18% by weight), salt, vitamin A carotene (as a natural coloring), and butter flavor. The melting point was 110ºF (43ºC). Butler advertised the product as being nonfattening.

"He soon ran into problems with the government concerning his soya butter. In August 1944 the *Soybean Digest* reported that 'H.L. Hoover, manager of the firm, claims that he is the victim of conflicting federal and state regulations, and that he cannot comply with one set of regulations without violating others. Hoover points out that while the Food & Drug Administration prohibits his company from labeling the product oleomargarine without the addition of dairy products to it, the Bureau of Internal Revenue classifies it as oleomargarine for taxing purposes.' Margarine was then defined as vegetable oils churned with dairy milk; Butler used soymilk in place of dairy milk to give a completely vegetarian product. Furthermore, it was claimed by the Bureau of Dairying in Lansing, Michigan, that the product had been illegally colored in imitation of butter, and in several instances had been sold as butter. In August 1944 cases were pending in circuit and U.S. courts, awaiting trial. In May 1945 a federal judge in Cleveland, Ohio ruled that Butler's Soya Butter was not taxable as margarine and should not be labeled as margarine, but shortly thereafter the Ohio Department of Agriculture, in variance with the federal ruling, classified soya butter as colored margarine, which could not be sold legally in Ohio. In June 1945 the American Soybean Association came out in favor of a congressional bill to define soya butter as being distinct from margarine. Finally in December 1945, at which time the company was manufacturing 100,000 units of soya butter a month, a federal judge in Detroit ruled that the product was oleomargarine as defined by the internal revenue code, and therefore subject to back taxes of 10 cents a pound on every pound made to date. The three-year battle and the ruling assessing an estimated $150,000 in back taxes drove the company out of business in 1946. In about 1950, while typing out an appeal to the government to reconsider his case, Butler suffered a fatal heart attack. Shortly after his death, the margarine law was changed and the tax (on other companies) removed.

"During the early 1940s, Butler Foods was a thriving operation. In early 1942 they were making a nice line of nine soyfoods including ready to eat Soy-Fruit & Nut Cereal (with figs, dates, and bran), ViM-eat Soy-Nut-Loaf, ViM Soy-Nut Cheese, Soy-Kawfee, Entire Soybean Flour (i.e. full-fat), Entire Soybean Wheat Flour Mix (70:30), Soybeans with Tomato Sauce, ViM-ilk (soymilk) and Soy-Nuts. An attractive brochure, which described the company's products and gave recipes, noted that some of the soybeans were 'grown on Butler's own mineralized farm.' In mid-1942 Soya Butter was added to the line. The company also made bulk soymilk for use in its Soya Butter. In September 1943 Butler Foods ran a full-page ad in the *Soybean Digest* headlined 'New Foods from the Wonder Bean' showing pictures of cans of Butler's Soynut Cheese, Vegeburger, Soya Nut-Loaf, Soya Butter, and Vegetarian Chops. The chops, his most popular meat analog, were a blend of wheat gluten and soy flour, sliced, pre-cooked, then canned in a broth made of soy sauce and other savory seasonings. A September 1945 ad showed that Butler's Meatlike had been added to the line.

"After the government tax ruling of 1946, Cedar Lake Academy leased Butler's property and tried to operate the food business for 2 years, but the plant was too big and the company had now lost its vital income from sales of soya butter. The Academy food business ceased operation in 1949. The supervisor at that time, Vesper Sias, who had worked at Butler Foods since 1942, then left and started his own company, Cedar Lake, in November 1949." Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

2238. Shurtleff, William; Aoyagi, Akiko. 1981. Dr. John Harvey Kellogg and Battle Creek Foods: History of work with soyfoods. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 20 p. Sept. 29. Unpublished typescript. Available online at www.soyinfocenter.com.

• ***Summary:*** www.soyinfocenter.com/HSS/john_kellogg_and_battle_creek_foods.php

A comprehensive history of the subject. Contents: Introduction. Early life and teachings: Birth, work with Ellen White, medical school, thesis, in 1876 took charge of institute he renamed Battle Creek Sanitarium (new meaning

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for this term), its research kitchen developed America's first meat analogs, start of *Good Health,* famous people who came to sanitarium, trip to Europe to deepen medical knowledge, primitive state of medical knowledge, "Biologic Living," dynamic man, living proof of his techniques. Early health food products: Granola, peanut butter (probably America's first), cereals, rift with church, meat substitutes (Nuttose, Protose), Harry Miller. Early writings about soyfoods: *The New Method in Diabetes* (1917), mentions to 1923, mentions in *Good Health* (1921-29), *Good Health* (1930-39), J.H. and W.K. Kellogg's speeches to American Soybean Association (1927 and 1930), Kellogg and Henry Ford, 1933 edition of *The New Method in Diabetes,* 1936 expanding interest, letters to Horvath and Admiral Byrd, 1937 speech to American Public Health Association. Development of early soyfoods: soy meal, early interest in fermented milks, Metchnikoff and Tissier, first soymilk (1930), soy acidophilus and diseases (1933), patent for soy acidophilus milk (SAM, 1934), Dionne quintuplets (1934), SAM from 1936-1950's, heyday of his work with soyfoods (1934-37). Later soyfoods developments: Correspondence with William Morse, products in Morse's office, 1937 Battle Creek Food Co. products, 1940 price list, first commercial soymilk (Soygal, 1942), Kellogg's first meat analog (Soy Protose, 1943), small price list in 1955, sale of company in 1960, Kellogg's death in 1943, his influence on others. Address: Lafayette, California. Phone: 415-283-2991.

2239. Shurtleff, William; Aoyagi, Akiko. 1981. History of Loma Linda Foods. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 8 p. Oct. 4. Unpublished typescript. Available online at www.soyinfocenter.com.
• ***Summary:*** www.soyinfocenter.com/HSS/loma_linda_foods.php

A comprehensive history of the subject. Contents: Background. Early years (1906-1937): Sanitarium Food Co. (1905-06); first soyfoods (copied from Van Gundy): Smokene (1921), tofu, soymilk, and soy sandwich spread (1933-34); no one at Loma Linda knows how these foods originated. New plant (1938-1950): Started 1938 under Chapman, World War II years. The 1950's: Acquisition of Dr. Harry Miller's company, International Nutrition Laboratories (1951). The 1960's. The 1970's and 1980's: Many new products from 1972, products in 1981, 1980 acquisition by Sanitarium Health Foods Co. of Australia, present. Address: Lafayette, California. Phone: 415-283-2991.

2240. Shurtleff, William; Aoyagi, Akiko. 1981. Mildred Lager: History of work with soyfoods. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 9 p. Oct. 19. Unpublished typescript. Available online at www.soyinfocenter.com.
• ***Summary:*** www.soyinfocenter.com/books/135

A comprehensive history of the subject. Contents: Introduction. Early years (1908-32): Birth, arthritis from 1925, self-cure with diet, arrival in Los Angeles, center of interest in health foods and a perfect place to study and influence soyfoods. The House of Better Living and early work with soy (1933-1939): House established 1933, its aims, Jan. 1934 radio program on K.F.A.C., 1935 monthly newsletter, free classes (one on soy flour in 1936), unclear how interest in soyfoods developed, diet research, 3 early books and booklets, influence of Ed Jones and Dorothea Van Gundy, "Food Facts" column in *California Health News* from 1936, one of the first to distinguish between natural and health foods. Two early catalogs: March 1936 catalog with listing of the 27 soyfoods marketed in Los Angeles, 1938 enlarged catalog with 26 new soyfoods listed. Mildred and her books about soyfoods: What kind of person she was, 1942 booklet *Soy Bean Recipes: 150 Ways to use Soy Beans as Meat, Milk, Cheese and Bread,* 1945 major work, *The Useful Soybean: A Plus Factor in Modern Nutrition,* president of National Dietary Association and vice president of Health Food Dealers of Southern California, married Ed Jones 1946, stopped health work, self-published *How to Use the Soybean: A Plus Factor in Modern Nutrition* in 1955, new edition of her diabetic diets booklet, death in 1960 from cortisone treatments for arthritis, marriage of Ed Jones to Dorothea Van Gundy in 1960, their revision of her book, conclusion.

As of Sept. 2009, this history is available on the Soyinfo Center website, www.soyinfocenter.com. Address: Lafayette, California. Phone: 415-283-2991.

2241. Sass, Lorna J. 1981. More budget-conscious Americans are hitting the soy–its not just sauce. *Chicago Tribune.* Oct. 29. p. N_B19.
• ***Summary:*** This article first appeared as: Sass, Lorna J. 1981. "Soy foods: Versatile, cheap and on the rise." *New York Times.* Aug. 12. p. C1, C6.

2242. **Product Name:** Tofu Dip [Dill, Basiga (Basil), or Hot Curry], and Tofu Pudding [Carob-Almond].
Manufacturer's Name: Central Soyfoods.
Manufacturer's Address: 11 W. 14th St., Lawrence, KS 66044. Phone: 913-843-0653.
Date of Introduction: 1981.
New Product–Documentation: Talk with Jim Cooley of Central Soyfoods. 1989. Feb. 16. He started making these when he bought a Hobart blender. Both have been discontinued. Volume was too small to be profitable.

2243. **Product Name:** Sanitarium Health Foods Textured Vegetable Protein TV [Flavour-Like Beef, Flavour-Like Fish, or Minced].
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1981.

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Ingredients: 1990: Soya flour, vegetable oil, salt, Savex, artificial flavour.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows round slices or minced chunks on a bed of rice. "Just heat and eat."

Letter and Labels sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1981, and address as Sydney, N.S.W.

2244. **Product Name:** [Manna Tofu-Based Spreads (Natural, Dill, Sandwich), and Soyanaise (Imitation Mayonnaise)].
Foreign Name: Manna Tofu Spreads (Naturel), Soyanaise.
Manufacturer's Name: Stichting Natuurvoeding Amsterdam. Renamed Manna Natuurvoeding B.V. in 1982.
Manufacturer's Address: Meeuwenlaan 70, 1021JK, Amsterdam, The Netherlands.
Date of Introduction: 1981.
Ingredients: Naturel: Manna's tofu-soycheese (*sojakaas*)*, unrefined cold-pressed vegetable oil, grain [corn] syrup (*graanstroop*), demeter-apple cider vinegar*, ume (Japanese plum) paste, mustard, white seasalt, guar vegetable binder. * = *van biologische grondstoffen of teelt* = from organically grown raw materials or agriculture.
Wt/Vol., Packaging, Price: 215 gm glass jar.
How Stored: Shelf stable.
New Product–Documentation: Letter from Sjon Welters. 1982. April 16. "Manna started this month to market tofu spreads, which are a great success right now. It lasts for at least 3 months refrigerated, with no chemicals or artificial additives." Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 25. "Manna started to make tofu spreads in 1981. They are now made in a Hobart blender. 200 kg/week of tofu is used to make 1,000 x 250 gm bottles of spreads. Some are pasteurized at 85ºC and some sterilized at 100ºC. The flavor of the spreads is lost at temperatures higher than 85ºC. The Manna spreads are 3.45 guilders per 45 gm jar for 3 flavors. The natural spread contains tofu, unrefined oil, miso, apple vinegar, corn syrup, sea salt, guar." Soya Bluebook. 1987. p. 100. Label. 16.5 cm by 3.5 cm.

2245. **Product Name:** Hing's Tofu.
Manufacturer's Name: Sun Hing Foods Co.
Manufacturer's Address: 147 Onepu Rd., (P.O. Box 14-213, Kilbirnie), Lyall Bay, Wellington 3, New Zealand. Phone: (04) 877 313.
Date of Introduction: 1981.
New Product–Documentation: Letter from Alan Tam of Hing's Tofu, 275 Cuba St., Wellington, New Zealand. 1985. May 1. "We have been makers of tofu for many years now, initially on a small scale, only making it for friends and family. But in recent years, with growing awareness of health and nutrition among the general public, there has been growing demand for tofu in Wellington. This has led us to making tofu on a commercial scale, supplying the local health food stores, restaurants, and the local community in general. After reading your book, *The Book of Tofu*, I am very impressed at the extent of your research into tofu and soybean foods, its historical, cultural, and nutritional aspects. I also find your recipes very interesting, covering a wide range of tastes and exploring many new ways of eating tofu. In fact it is the most comprehensive book on soyfoods that I've ever seen!" He asks about ordering the book *Tofu & Soymilk Production.*

Letter from Alan Tam, Owner. 1986. Nov. 18. He has just moved into new premises, so this address is probably incorrect. Current production is about 1,000–1,200 lb/week of tofu. Leaflet. 1986. Hing's Tofu. Brown and blue on white. Contains 18 recipes, nutritional analysis and illustrations from *The Book of Tofu* by Shurtleff and Aoyagi.

Letter from Alex Leung, Director. 1992. Dec. 9. The company is now named Hing's Limited, located at 147 Onepu Road, Kilbirnie, Wellington, New Zealand.

Note: This is the earliest known commercial soy product made in New Zealand.

2246. Bragg, Paul C.; Bragg, Patricia. 1981. Hi protein vegetarian health recipes: With history and reasons. Santa Barbara, California: Health Science. 184 p. Illust. No index. 21 cm.
• ***Summary:*** This book is quite similar to the 1975 edition, however one word in the title has been changed (to vegetarian meatless from meatless), and small changes have been made on several pages following Paul Bragg's death in Dec. 1976. Nevertheless, the book gives the strong impression that Paul Bragg is still alive. Whereas he used to advocate moderate amounts of meat and fish in the diet, he now advocates a vegetarian diet [which is becoming increasingly popular, especially among young people, in the USA]. On the book's cover these words appear in large bold letters: "Vegetarian. Salt free. Sugar free."

We will discuss here only the changes that have been made in the 1980 edition. The copyright page states that this is the fifth printing. The address of Health Science, the publisher, has changed to Box 7, Santa Barbara, California 93102–from Hot Springs, California.

At the bottom of the next page a message has been added, which starts: "Our sincere blessings to you dear friends, who make out lives so worthwhile and fulfilled by reading our teachings on natural living as our Creator laid down for all of us to follow... Our prayers reach out to you for the best in health and happiness..." Signed Paul C. Bragg and Patricia Bragg.

On the page facing page 1, under the large photo of

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Bragg, is a different caption: "Paul C. Bragg in Hawaii, where he spends much of his time during the latter years of his vigorous, long life (almost a century!)." Describes how he writes, teaches, and exercise each day. Below that is "An old English Prayer," which begins: "Give us, Lord, a bit of sun, / A bit of work and a bit of fun. / "... Our daily whole grain bread and a bit of nut butter."

On page 66, at the bottom of the full-page ad for Bragg Liquid Aminos, readers are directed to order from a new address: Live Food Products, Box 7, Santa Barbara, CA 93102. "For 8 ounces of Bragg New Super Concentrated Liquid Aminos send $3.50 which covers postage and handling." Note: In 1975 the price was $2.99 for 16 ounces of "Bragg Liquid Aminos."

On page 81, an illustration of a pot and vegetables has been replaced by an illustration of Ponce de Leon, with a message about how he searched for the fountain of youth. "If he had only known–it's within us." There is also a new quotation from Patricia Bragg which states: "The more natural food you eat, the more radiant health you will enjoy and you will be better able to promote the higher life of love and brotherhood."

On page 157, the section titled "Sickness is expensive," has been updated (new statistics) and slightly expanded.

On page 160, a new photo, titled "When you are healthy–You are happy! shows the members of the "Longer Life, Health and Happiness Club" at Fort DeRussy on Waikiki Beach, Honolulu, Hawaii.

The end of the book (after a blank page titled "My favorite recipes") contains: Advertisements: (1) Send for important free health bulletins. (2) Bragg live longer, live stronger self-improvement library (list of 25 books by Bragg, with prices). From the authors. Brief biography of Patricia Bragg, Ph.D., Nutritionist, beauty and health consultant. Advisor to world leaders, glamorous Hollywood stars, singers, dancers, athletes. Lecturer and author (She says she is the daughter of Paul C. Bragg. An accomplished musician, dancer, tennis player, swimmer, and mountain climber. The youngest woman to ever have been granted a U.S. patent. Graduate of the University of California. Lists her famous clients). Biography of Paul C. Bragg. Address: 1. N.D., Ph.D., Life Extension Specialist; 2. Beauty and diet expert. Both: Santa Barbara, California, and Honolulu, Hawaii.

2247. Cleary, David Powers. 1981. Great American brands: The success formulas that made them famous. New York, NY: Fairchild Publications. xii + 307 p. See p. 239-44. Illust. 24 cm.

• ***Summary:*** The unnumbered chapters in this book are listed alphabetically by brand. The chapter titled "Ralston Purina Foods and Feeds: 'Find the right foundations and build them,'" tells the story of how William H. Danforth brought the Ralston brand name into his Robinson-Danforth Company, formed in 1894.

Will Danforth always recalled that as a boy, he was sickly. He wanted to be part of the group, but never quite made it. Then one day a school teacher "stood him up in front of everybody and 'dared' him to become the healthiest boy in the class." He decided to take the dare, and it transformed his life–and later his business. He grew up in Charleston, Missouri. Another vivid childhood memory was of the Brown family as they came into town, everyone dressed in red and white checkerboard pants, shirts, and dress–all made from the same inexpensive bolt of cloth.

In 1894, two years after graduating from Washington University in St. Louis, Missouri, at age 24, he formed the Robinson-Danforth Commission Company in St. Louis with two church friends; it was a "hand shovel horse and mule feed operation."

Advancing from bookkeeper to top salesman, he married Adda Bush. By the spring of 1896 Danforth had become president of the small company, and on May 26 of that year he became the majority stockholder, by buying out the interest of William Andrews. The very next day a tornado completely destroyed the business.

His good character and work ethic earned him a bank loan and by 1898 the business was flourishing again.

Once-sickly Danforth, now a strong and healthy man, wanted to add a new kind of "health cereal" to his product line. He met a Kansas miller who had devised a way of making a whole wheat cereal yet preventing the wheat germ from turning rancid. Danforth reasoned that the germ, part of the whole, natural kernel, must be important to good health. So he arranged to package the miller's cracked wheat for (initially) grocers and others in St. Louis. From his company's slogan, "where purity is paramount," he coined a new name for the health cereal: Purina.

"At the same time, Danforth was being deeply impressed by the spectacular success of Dr. Albert Webster Edgerly who, as 'Dr Ralston,' had written an electrifying book entitled *Life Building* and whose followers, now banding together in health clubs, numbered some eight hundred thousand. Dr. Ralston was urging the use of only the pure, whole wheat, complete with germ. Will Danforth was soon discussing his new Purina product with Dr. Ralston, and the two were agreeing on terms under which the product would be renamed Ralston Wheat Cereal and would carry the famous doctor's endorsement. By 1902 the names Ralston and Purina had become so widely known that the name of the firm was changed to Ralston Purina Company."

Note: The above paragraph can be misleading. Webster Edgerly was not a well-known person, largely because he wrote all his many books under pseudonyms. In 1891 he started using the pseudonym Everett Ralston for his first two books: *The Ralston Health Club,* and *The Ralston Brain Regime.* In 1892 he changed his pseudonym to Edmund Shaftesbury. He also wrote books about subjects such as elocution, personal magnetism, etc. In 1920 (p. 3) he wrote:

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"The Ralston Health Club will soon be forty-four years old" suggesting that it was founded in the 1870s. Yet we know of no evidence that it existed before 1891. Nor are we aware of any evidence that Edgerly was ever a "Dr." or that he ever used that title. Moreover, there was no such person as "Dr. Ralston," although one can easily get the impression that there *was* from the above and from Edgerly's books.

Photos (p. 241) show: (1) The front of an early box of Ralston Wheat Food, showing the simple, graphic checkerboard design that won it swift national recognition. (2) An ad titled "Ralston Purina Miller" from the Ralston Purina Co. (St. Louis). (3) A stylish Ralston Purina wagon pulled by two white horses. The checkerboard design appears on both the sides of the wagon and on the horses' harnesses.

2248. Davis, Adelle. 1981. Let's stay healthy: A guide to lifelong nutrition. Edited and expanded by Ann Gilroy. New York, NY: Harcourt Brace Jovanovich. Foreword by Leonard Lustgarten. Index. *
Address: Los Angeles, California.

2249. Kloss, Jethro. 1981. Back to Eden: A human interest story of health and restoration to be found in herb, root, and bark. Loma Linda, California: Back to Eden Books. xxxii + 684 p. Illust. Index. 18 cm. Kloss Family Heirloom Edition.
• ***Summary:*** One of the most creative and original sources of early soyfoods recipes, which include "Soybean Cream" and "Soybean Ice Cream." This revised edition contains the complete original text of this classic work on healing herbs, home remedies, diet, and health–plus 16 pages of new family recollections by Jethro Kloss' daughter, son, and granddaughter at the beginning of the book, and 16 pages of previously unpublished photographs in the middle of the book. This edition was first copyrighted in 1972. The book has been published continuously by the Kloss family since 1946. A blurb on the cover of the 1981 printing (which retails for $2.95) states: "Two million copy bestseller. The complete original text [with the same page numbers]. New family additions!" A color illustration by Harry Anderson shows a man and woman seated by an idyllic river, surrounded by birds and animals, in the Garden of Eden. The back cover states that this is "The heirloom authorized Kloss family edition."

The contents of the book, except for the new sections mentioned above, are identical to the original 1939 edition. But the recollections of Jethro Kloss by his children and granddaughter contain a wealth of new and interesting information. The recollections by his daughter Promise Kloss Moffett note: "My father was born on a large farm near Manitowac, Wisconsin, on April 27, 1863. The ninth of eleven children born to his pioneering parents lived a healthy and happy life in that primitive Indian country...

"When he was about twenty, he went to Florida and worked in the orange groves, finally owning a large grove at Deland. Later he attended school in Nebraska and then in Battle Creek, Michigan. While in Battle Creek he worked closely with the then revolutionary medical leadership of the world-renowned Battle Creek Sanitarium. He saw clearly the disastrous results of the use of dangerous drugs then prevalent in caring for the sick. He developed further his own philosophy and understanding of the laws of nature...

"He was married March 5, 1900 to Miss Carrie Stilson, who had trained as a Bible worker and teacher and had labored in a mission in Madison, Wisconsin and taught several terms of grade school. At that time he was a licensed minister in Wisconsin and they established their home at Rose Lawn. Two children were born to this union, Promise Joy and Paul, who died when only four weeks old of whooping cough. During these years, besides my father's ministerial work, my parent's operated a branch of the Battle Creek Sanitarium and also sold Battle Creek Sanitarium health foods. My mother died in July of 1905.

"In March, 1907, my father married Mrs. Amy Ponwith, a widow with a small daughter, Mabel. My father and step-mother owned and operated an attractive sanitarium in pleasant surroundings in St. Peter, Minnesota, which they named *The Home Sanitarium*... Their daughter Lucile was born here in St. Peter in 1908 and their son, Eden, in 1910.

"Next the Kloss's became interested in the self-supporting work being conducted in the south and visited some of the schools in North Carolina and Tennessee. About 1911 they sold the sanitarium in Minnesota and moved to Fountain Head, Tennessee, where their youngest daughter, Naomi, was born in 1913. Here they bought a 250 acre farm, built a large house and barn, and raised many kinds of fruits and vegetables...

"A later development in good health was his creation of a significant health food manufacturing operation in Amqui, Tennessee after receiving a call from them to take charge of their food factory...

"Before this factory was sold to the Nashville Agricultural Normal Institute he was shipping health foods all over the United States and Canada. It was during this time at this place that he originated many new health food recipes. This establishment later became a part of what has since become the well-known Madison College near Nashville, Tennessee.

"Our next move was to Brooke, Virginia where [in 1921] papa established a health food factory and retail market. Each of us children was pressed into service in one way or another with this family enterprise. At times we would be helping with some food experiment, or perhaps in typing and retyping the material that later became *Back to Eden*, which was many years in preparation. Jethro Kloss's son Eden was for many years his right hand helper. Whatever my father did in spreading the gospel of health and natural living, he did with all his might and trained his children in that same pattern of living...

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"One of my favorite memories as a family is the daily worship hour when Father would gather his family of seven about him and we would sing hymns, read Bible verses around the circle, and pray together. He was a gentle but firm family leader.

"Although a strict disciplinarian, my father was warm-hearted and affectionate–devoted to his family. When he was away from home, we invariably received a letter from 'papa' every day...

"Eventually this health food factory at Brooke, Virginia was taken over by my step-sister, Mabel and her husband.

"The Kloss's then moved to Washington, D.C. and carried on his work of treating the sick, lecturing on health and a more intensive study of herbs and preparation of his book, *Back to Eden.* I still have in my possession an attractive menu... for a Demonstration Dinner he gave March 27, 1933, at the Dodge Hotel in Washington, D.C. The menu was completely vegetarian and included 'Sweetbreads a la Kloss.' The pumpkin pie and strawberry sundae were made with soy milk...

"*Back to Eden* was at last published in 1939, the fruition of much toil and sacrifice for many years by the entire Kloss family... [Jethro's] wife Amy [Pettis] Kloss died in 1944 at Fredericksburg, Virginia...

"In 1945 papa became acquainted with Mr. and Mrs. Deloe Robert Hiatt on a trip to Madison, Tennessee. Together they found a property at Coalmont, Tennessee, where the Hiatts took over the promotion and publication of *Back to Eden*... [Jethro] peacefully went to sleep in June of 1946, his eighty-fourth year [but he was age 83], and today rests in a little cemetery in Tennessee."

The recollections by his son, Eden, note: "I was born in St. Peter, Minnesota, on February 10, 1910, to Jethro and Amy Kloss... After the move to Tennessee, my parents developed a plant for the manufacture of a line of vegetarian meat substitutes, cereals, crackers, and other items, at Amqui, near Nashville. (Our business was called the Nashville Sanitarium Food Factory.) Many of my early memories center on that large two-story factory, where raw materials were transformed into good-tasting, healthful food products...

"My father was an untiring worker. He would be up hours before the rest of the family–building fires, starting cracker dough, and making everything ready so that the work could go full speed ahead when the workers arrived in the morning... One day when Eden was burned while canning tomatoes, Jethro rushed him to the Madison Sanitarium for treatment. Kloss also made gluten there.

"When I was nine or ten years old, the factory was sold to the private school at Madison and transferred to that campus, and our family traveled in our pickup truck, camping en route, from Tennessee to Virginia. Here, at a town named Brooke, we found an ideal location–a plot of ground with a building in which we could make and sell health foods and teach people about healthful living...

"It was here at Brooke, Virginia, that Papa started to put in uncounted hours working on the beginnings of his book, *Back to Eden.*

"After some years, my oldest sister and her husband took over the food factory, and my parents moved to Takoma Park (on the outskirts of Washington, D.C.)...

"Papa's travels to give lectures and food demonstrations took him to places like Miami, Florida, and Houston, Texas."

There are also recollections by his granddaughter, Doris Joyce Kloss Gardiner. In about 1939-40 she used to be with her grandparents when they visited relatives in Falmouth, Virginia, just north of Fredericksburg. There she helped make soymilk: "Nor was I happy to stand at the stove stirring and stirring large kettles of soybean milk (so the milk wouldn't stick and be scorched)–a laborious and time-consuming process. But Grandpa's soybean milk was delicious, and so were the twenty or so other soy products that he originated and produced–including meat substitutes and soybean bread, butter, cheese, and ice cream...

"Often Grandpa would prepare soybean ice cream to serve at the close of his lectures or cooking demonstrations. One of my favorite treats was to lick the paddle from the ice-cream freezer before we left home to go to the lecture...

"Grandpa and Grandma Kloss died when I was in my mid-teens." The frontispiece (facing the title page) is a portrait photo of Jethro Kloss. An original of this photo was sent to Soyfoods Center in 1985 by Doris Kloss Gardiner of Loma Linda, California. On the 4th page of photos in the center section is an ad by "Jethro Kloss Health Food Company, Brooke, Virginia." Photos show two hand grinders, a large-scale gas-fired pressure cooker, a large stove-top pressure cooker, and a hand scaler. The text begins: "We manufacture a large line of health foods." In 1921 Kloss opened this health food factory in Brooke, VA, and it as on this site that he began writing *Back to Eden.* Address: P.O. Box 1439, Loma Linda, California 92354.

2250. Young, Mala. 1981. Main dishes. Newton Abbot, Devon, England: David & Charles. 48 p. Illust. No index. 21 cm. Series: Health Food Cooking.
• ***Summary:*** Page 8 notes that miso and tamari, both fermented soya products, are useful ingredients–as are aduki beans and seaweeds. Soy-related recipes include: Mixed bean and grain stew (with miso and tamari, p. 20). Soya beans and vegetables in miso sauce (p. 22-23). Aduki pâté and salad (p. 24-25). Winter vegetable and miso pie (p. 38).

2251. Sass, Lorna J. 1982. Budget-conscious Americans are hitting the soy–its not just sauce. *Chicago Tribune.* Jan. 21. p. S_A151.
• ***Summary:*** This article first appeared as: Sass, Lorna J. 1981. "Soy foods: Versatile, cheap and on the rise." *New York Times.* Aug. 12. p. C1, C6. It first appeared in the

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Chicago Tribune on 29 Oct. 1981 (p. N_B19).

2252. **Product Name:** [Auenland Tofu].
Foreign Name: Auenland Tofu.
Manufacturer's Name: Auenland Tofu und Soja Produkte.
Manufacturer's Address: Hub 4, 8210 Prien-Chiemsee, West Germany. Phone: 08054 579.
Date of Introduction: 1982 March.
Wt/Vol., Packaging, Price: Bulk.
How Stored: Refrigerated.
New Product–Documentation: Soyfoods Center Computerized Mailing List. 1981. Dec. 8. Owner: Peter Wiegand. Letter from Peter Wiegand. 1982. June 22. Followed by phone talk. Note: Apparently the company had not yet started. Peter got interested in tofu, in part, through Wildwood Natural Foods in Fairfax, California.

Form filled out by Peter Wiegand. 1982 (probably). Says that his company, Auenland Tofu, started making tofu on a commercial scale in April 1982. It is sold both vacuum packed and bulk in water.

Soyfoods Center Computerized Mailing List. 1982. Sept. 17. Owner: Peter Wiegand. Label. 1983, undated. 6.25 by 4.5 inches. Self adhesive. Many colored. Shows rayed sunrise over a rural village.

Letter from Wolfgang Furth-Kuby of Sojaquelle. 1984. April 26. "Lukas Kelterborn is not with us any more. The *Rundbrief* was mainly his thing. I knew it was not going to work this way, but I let him do it his way so he could learn. Lukas wanted to go into production of tofu so badly. He joined with Peter Wiegand and some other people and after having stuffed some 70,000 German marks into Peter's exhausted business, all went bankrupt."

Talk with Paul Duchesne. 1989. Aug. 26. Much of the following is the result of a conversation Duchesne had yesterday with Michael Pierce in Georgia (Phone: 912-752-8070 Office; 912-742-4234 Home). Wiegand sometimes used to refer informally to his company as "Wildwood II" because he felt such a strong connection with Wildwood in Fairfax, but neither the company nor the product was ever officially named Wildwood Tofu. It was always called Auenland Tofu, from the first day. Michael Pierce was present in Germany when the company started production (from Feb. to July 1982) in a small dairy barn, not in a garage. Michael did the artwork for the original labels. As soon as the products hit the market, the first plant was too small. Peter will now be very hard to get hold of. Try contacting his friend and benefactor, George Eich, Aumuehle 8210, Prien Chiemsee. George is a filmmaker who has money and may have invested in Auenland. Wiegand is presently on the outs with almost everyone–maybe including George. Wiegand also knew Wolfgang Furth-Kuby, whom he called "the Shurtleff of Germany."

Wiegand ran the small company for a while, then built a larger plant. In July 1983 Wiegand visited Fairfax for the 2nd or 3rd time. That fall, in October, Duchesne's son Paul went back to Germany with him at his new and larger facility. So the new operation, which Michael described as a huge dairy almost the size of a basketball court, contained 4 large pots for cooking, troughs, etc. and it never got completely used. Wiegand was very much in debt and working very hard. Everyone wanted the tofu but not the second generation products. So he sold his tofu mostly to food processors who made their own second generation products. He was not good at organizing, negotiating, scheduling, or managing his workers, who were not very productive. He was enthusiastic and a good salesman. After a while, he went crazy. His wife, who had a better head for business than Peter, did the bookkeeping.

For more history, see interview with Paul Duchesne, 25 Aug. 1989.

Talk with Michael Pierce (Graphic designer, 408 2nd St., Macon, Georgia 31201. Phone: 912-752-8083 Office). 1989. Oct. 30. Svadesha, who started making tofu before Wiegand, had a small operation in southeast Germany near the border, making only about 25-30 lb/week of tofu, sold at 10-11 health food stores in small lidded plastic tubs immersed in water. His tofu was in the stores when Auenland introduced theirs. Pierce went to Germany in Feb. 1982. The kitchen was getting put together when he arrived. He helped Wiegand develop a press and they started making tofu in late Feb. They also made soymilk (*sojamilch*), a baked tofu sandwich, tofu pizza, and tofu apple cake. He has an early German-language publication with recipes plus some labels. Auenland's early tofu was sold in bulk. Everyone was ready for it and people wanted more. In the early days, Auenland's people would go to the Rajneesh center and give classes on how to cook with tofu to 60-70 people. The day the company opened, it was too small. So Wiegand tried to expand, but that was a disaster, which also destroyed his family. He couldn't make enough money. Michael went to India in Feb. 1983 and when he came back in June 1983 Wiegand had a gymnasium sized building with 4 big kettles. He got the money from his ex-wife's father. Auenland got hooked up with a company near Salzburg that made mochi and seitan. (Note: It sounds like Sojvita Produktions & Norbert Brunthaler in Lichtenwörth, which was making seitan and mochi by mid-1984, but Sojvita was located southwest of Vienna, far away from Salzburg). That company had a store in Salzburg but produced foods in a home about 15 miles outside of the city. Auenland smuggled tofu to them in Austria and brought back excellent Austrian-grown soybeans. Later that Salzburg company started to make tofu. Auenland also bought organic soybeans from France, and used them to make tofu. Pierce got to know Wolfgang Furth-Kuby, whom he feels played a key role in getting tofu started in Germany, in part by translating *The Book of Tofu* into German. Pierce never heard Wiegand call the company Wildwood, only Auenland. Auenland is a folk

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name for that part of Germany (a mystical golden triangle in the mountains); its not a map term. The area was also called the Chiem-gau meaning "Bay Area." And it was also in a place called Wildenwald, which means "Wildwood." So there seemed to be many cosmic connections with Wildwood in California. It was located about 60 miles southeast of Munich on the Way to Salzburg.

Pierce also recalls hearing about a big research organization connected with a university in Stuttgart, both growing and utilization. They wanted to develop a soybean that grew in the area.

2253. **Product Name:** Earth Angel Tempeh.
Manufacturer's Name: Earth Angel Soyfoods.
Manufacturer's Address: 53 Stanley Ave., Mt. Waverley (E. Oakleigh), VIC 3149, Australia. Phone: 03-544-8020.
Date of Introduction: 1982 March.
Ingredients: Organic soybeans, cider vinegar, tempeh starter (Rice, Rhizopus oligosporus culture).
Wt/Vol., Packaging, Price: 250 gm.
New Product–Documentation: Letter from Debbie Schmetzer. 1982. March 3. Earth Angel is just getting underway and their first product is tempeh. They soon hope to produce tofu and tofu puddings for the health food stores. Label. 1983, undated. 4 by 8 inches. Black on tan. 250 gm. Illustration of a a winged elf, with soybean leaves on both sides.

2254. Dobrin, Adam A. 1982. Sikhs swig success with 'Honey Pure' soda as sales bubble. *Washington Post.* May 24. p. WB14.
• ***Summary:*** About the Honey Pure natural soda company of Herndon, Virginia–which is owned and operated by Sikhs living in the USA.

"To ensure that health-food standards are met in the giant natural foods industry, Honey Pure is helping to organize what will be the Health Food Association of America." A logo will be stamped on products that gain association approval. Address: Post staff writer.

2255. Light, Davin. 1982. Overweight shed pounds the fast way. *Hartford Courant* (*Connecticut*). June 18. p. B12E.
• ***Summary:*** Today more than 35 million Americans are more than 20 pounds over their ideal weight. Many people believe that fasting is an effective way to lose these extra pounds. Discusses the pros and cons of fasting. Books on the subject include *The Miracle of Fasting*, by Paul C. Bragg.

2256. **Product Name:** Light Links (Meatless Tofu Hot Dogs with Egg Whites). Renamed Tofu Light Links by 1987.
Manufacturer's Name: Light Foods Inc.
Manufacturer's Address: 6144 Bartmer, St. Louis, MO 63133. Phone: 314-721-3960.
Date of Introduction: 1982 July.
Ingredients: Tofu, soy oil, okara, dried egg white, textured soy protein, salt, barley flour, honey, shoyu, locust bean gum, natural spices.
Wt/Vol., Packaging, Price: 16 oz vacuum pack. Ten links per pack.
How Stored: Frozen.
Nutrition: Per 1.6-oz. link: 105 calories, 6.36 gm protein, 7.04 gm fat, 0.59 mg cholesterol.
New Product–Documentation: This pioneering and creative product was introduced by Robert Davis at the NNFA convention in New Orleans, Louisiana, July 1982. Food Report (Lehmann). 1982. Aug. The product "Has absolutely no meat, no nitrites, no additives, no preservatives, no artificial coloring and no sugar." Spot in Soyfoods. 1983. Winter. p. 49. "Tofu Dogs. Possibly



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LIGHT FOODS INC. PRESENTS:
LIGHT LINKS

A Tofu based Hot Dog developed for the healthy child in us all.

This product has absolutely,

- **No meat**
- **No nitrites**
- **No additives**
- **No preservatives**
- **No artificial coloring**
- **No sugar**

Light Links are also low in calories and are 99% cholesterol free.

Delicious when broiled, browned, or bar-b-qued.

In Joy!

Consciously crafted by Light Foods Inc.
6144 Bartmer / St. Louis, MO 63133

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the most maturely conceived, expertly produced, and appropriately packaged prepared convenience soyfood on the market."

Label (orange, brown, and yellow on white) reads: "Meatless. A vegetable based product. A food for thought. 99% cholesterol free. Low calories." Spot in Whole Foods. 1983. Jan. p. 39. "New Tofu Line. Light Foods, Inc. presents a new dimension to soyfoods: Light Links, Light Tofulogna and Light Soysage.

Leaflet. 1983. "Light Foods Inc. presents Light Links: A tofu-based hot dog developed for the healthy child in us all." 1 p. Single sided. 28 cm. Brown ink on beige paper. "This product has absolutely: No meat. No nitrites. No additives. No preservatives. No artificial coloring. No sugar... and are 99% cholesterol free."

Spot in Soyfoods. 1984. Summer. p. 42. Label. 1988, received. Tofu Light Links. 5.5 inches square. Light and dark purple, beige, and white. Logo of smiling sun in upper left. "A meatless vegetable based product. No cholesterol. Low calories." Ingredients are now: Tofu, soy oil, water, dried egg white, textured soy protein (made from soy flour), salt, barley flour, honey, tamari (a natural soy sauce), beet juice, spices, natural extractives of paprika, natural spice oils. Now contains only 76 calories and 6.0 gm of fat per 1.2 oz serving.

2257. Quong Hop & Co. 1982. New Leaf. The Soy Deli in natural food store freezers everywhere (Ad). *Natural Foods Merchandiser.* July. p. 136.
• ***Summary:*** A 1/3 page vertical black and white ad. "Now, open a full-line gourmet soyfoods deli right in your own store's freezer and give your customers all they've been looking for in natural food goodness, gourmet quality and selection, and super-convenience.

"Natural food goodness: Every product from your New Leaf Soy Deli contains only the finest quality natural ingredients including organic tofu, garden fresh vegetables, organic whole wheat pastas, and pressed oils. NO sugars, NO preservatives, and NO artificial ingredients whatsoever are used, We give you tofu, the food of the future, in its most delicious forms ever.

"Gourmet quality and selection: Plump and juicy tofu ravioli, ready to boil and serve in just minutes, an eggless tofu quiche with Gruyere cheese and fresh mushrooms on a whole wheat crust, and rich and savory tofu cacciatore with garden vegetables are just a few of the many items you can offer to satisfy even the most discriminating tastes. For desserts or snacks, they'll always come back for more of our baked tofu no-cheese cakes or our incredible dairy-free tofu 'Wholly Canolli.'

"Convenience for your customer and for you: For your customer, convenience means desserts that are ready to thaw and serve from the package and entrees that are piping hot and ready to eat from the oven or microwave in just minutes. For you, the retailer, convenience means that just one phone call and as little as $50.00 can put you into the soy deli business with our soy deli 'Grand Opening' kit. Included in one package are window posters, shelf talkers, and a selection of the best moving products in the line.

"The Grand Opening: For piping hot samples and specials, drop by our grand opening at the coming NNFA Show in New Orleans [Louisiana], Booth 755." Address: 161 Beacon St., South San Francisco, California 94080.

2258. Winter, Christine. 1982. News for you: Good 'n' healthy. *Chicago Tribune.* Sept. 15. p. E2.
• ***Summary:*** "Health foods are becoming increasingly popular, and even mainstream foods are taking on a healthy glow..." New Product News is filled with page after page of new health food products including tofu hot dogs (Light Links, from Light Foods) and soy ravioli (New Leaf Soyfoods).

2259. **Product Name:** Earth Angel Tofu.
Manufacturer's Name: Earth Angel Soyfoods.
Manufacturer's Address: 53 Stanley Ave., Mt. Waverley (E. Oakleigh), VIC 3149, Australia. Phone: 03-544-8020.
Date of Introduction: 1982 September.
New Product–Documentation: Letter from Debbie Schmetzer. 1982. March 3. Earth Angel is just getting underway and their first product is tempeh. They soon hope to produce tofu and tofu puddings for the health food stores. "Right now there are two Chinese factories that produce inorganic gypsum tofu and people would rather see organic tofu on the market... At the moment we are selling tempeh as well as tofu cheesecakes to a natural foods restaurant, and the response was great."

Letter from Darren Fletcher of Darkville, Melbourne. 1984. Sept. 4. "Earth Angel Soyfoods makes tofu and tempeh. They may close down in the near future. They told me that they would like to finish and take off for a laid-back country life style. Too much hard work they said. They will look for someone to buy the business."

2260. **Product Name:** Tofu, Tofu Cakes, Tofu Sandwiches, and Soymilk.
Manufacturer's Name: Tofu Shop.
Manufacturer's Address: 78 Bridge Rd., Richmond, Melbourne, VIC, Australia. Phone: 03-429-6024 or 6204.
Date of Introduction: 1982 September.
New Product–Documentation: Form filled out by Malcolm Green. 1983. They also operate a deli serving soyburgers, sushi rolls, kanten (agar) sweets, tofu rice sandwiches, various soy drinks, and health foods. They use 10-15 lb/day of dry soybeans.

Soyfoods Center Computerized Mailing List. 1983. June 20. Owner: Malcolm Green.

Newspaper article by Jeni Port. 1983. "The tofu is here!"

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(Title of newspaper and exact date unknown). A photo shows Malcolm and Guna Green and their baby, Georgia, in their Richmond home, the first tofu shop in Melbourne. At "The Tofu Shop" (78 Bridge Road, Richmond) Malcolm and Guna make and sell a variety of soy foods, "specialising in tofu and tempting tofu cakes and sandwiches for the take away trade. It seems incongruous that the former butcher shop now contains Melbourne's first retail outlet for tofu, a food so strongly associated with vegetarianism." Making tofu is an art "that has taken Malcolm many years to master." They also sell soy milk for 90 cents a litre.

Letter from Darren Fletcher of Darkville, Melbourne. 1984. Sept. 4. "I've decided I don't want to commit myself to the tofu business. Too much long and hard work and I really think Melbourne has enough tofu shops. I also work with Malcolm Green's Tofu Shop."

2261. Boucher, Laura. 1982. Obituaries: Mrs. Cubbison, pioneer in prepackaged stuffing. *Los Angeles Times.* Dec. 5. p. F19.

• ***Summary:*** Sophia Cubbison died on 23 Nov. 1982 at age 92. Mrs. Cubbison's Stuffing, sold in Southern California markets, is a product and an industry she developed and pioneered as an alternative to home-prepared turkey dressing. She made the product in her bakery on Pasadena Ave. near Avenue 34 in Los Angeles. She was also known for her packaged Melba toast.

In 1916, Mrs. Cubbison and her husband, Harry, opened a bakery in downtown Los Angeles. However their small business prospered, and soon they moved to the Pasadena Ave. location.

Sophie learned to bake as a child on her family's ranch in El Segundo; she put herself through college [at Cal Poly] in San Luis Obispo with the money she earned by baking for others.

Her husband died in 1953. Nearly a decade later she sold her bakery to a pretzel company headquartered in St. Louis, Missouri. The business later changed hands several times. Address: Times staff writer.

2262. *SoyaScan Notes.* 1982. Chronology of soybeans, soyfoods and natural foods in the United States 1982 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** Jan. White Wave in Colorado is the first company to get its tofu placed in the yogurt / dairy case in supermarkets.

Jan. Legume, Inc. launches Tofu Lasagna, frozen in a box. It is soon followed by Tofu Ravioli.

Jan. *The Incredible Tofu Cookbook, California Style,* by Immegart and Dansby self published.

Jan. New England Soy Dairy launches "Year of the Dog" Chinese New Year tofu promotion and nets 47% immediate sales increase.

Jan. Food Protein Council, a trade association, changes its name to Soy Protein Council, since all of its members make only soy protein products.

Jan. Island Spring survives industry's first publicized tofu recall and the discovery of new tofu spoilage microorganism, *Yersinia enterolitica.*

Jan. ADM becomes a sponsor of "This Week with David Brinkley" on Sunday ABC TV, with 4.4 million viewers.

Jan. Soyfoods Unlimited in California introduces tempeh burgers and ships them air freight to East Coast markets; Pacific Tempeh in California follows suit.

Feb. Yuba is first made and sold commercially in the Western world by Ken Lee of Soyfoods of America, in Duarte, Southern California. Trial production had begun in Nov. 1981.

Feb. *Soyfoods* magazine No. 6 (yellow cover) published.

Feb. Many large ads run by San-J (tamari), New England Soy Dairy, and Legume in major national trade journals.

Feb. Unicorn Restaurant in Miami, Florida, has $15,000 gourmet, soy / natural foods banquet to welcome chef Ron Pikarski, who makes elegant tofu dishes and carves a swan from soy butter.

Feb. Nasoya buys $50,000 Kutter vacuum-packaging machine, which helps to popularize this packaging style for tofu.

March. *Tofu Fantasies,* by Juel Andersen published by Creative Arts.

March. USDA issues new school lunch regulations, fails to approve tofu for use.

March. Inaccurate, damaging article on iron binding by soy proteins appears in San Francisco Chronicle and Los Angeles Times.

March. Fifteen soyfoods companies exhibit at Natural Foods Expo, Anaheim, CA. Richard Leviton gives key speech. 5,000 visitors see expo. Pacific Tempeh unveils new full-color tempeh burger poster.

March. Auenland Tofu und Soja Produkte (Prien-Chiemsee, Germany), founded by Peter Wiegand, starts to make 7 tofu products from day one: (1) Tofu Pizza, Tofu; (2) Apple Tart, or Tofu Slices; (3) Tofunafish Salad or Tofu Salad; (4) Tofu Mayonnaise; (5) Tofu Burger (Ready-to Eat, Vacuum Packed); (6) Auenland Tofu; (7) Baked Tofu Sandwich. Peter had learned how to make tofu at Wildwood Natural Foods, Fairfax, California.

March. Cauldron Foods Ltd. of Bristol, England, founded by Philip Marshall and Peter Fagan, starts making: (1) Tofu: Soy Bean Curd; (2) The Bristol Vegetable Burger (Meatless Tofu Burger); (3) The Bristol Chilli Burger (Meatless Tofu Burger); (4) The Bristol Nut Burger (Meatless Tofu Burger).

March. Big increase in European soyfoods companies; there are now eleven.

March. Name of *The Beanfield* newsletter changed to

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Soyfoods Monthly.

March. Great Eastern Sun trading company founded in North Carolina by Barry Evans.

April. At New York's International Food Show, Quong Hop, Yeo's, and President brand soymilks, and Veda's Bayou Delights (tofu / tempeh pot pies) exhibit. ADM serves soy isolate ice cream and soymilk.

April. Quong Hop unveils its new Soy Deli marketing concept for retail using posters and tofu entrees sold frozen.

April. Jack's Beanstalk in Utah does creative work at introducing tofu to institutions. Develops 30 bulk recipe cards scaled to 100 servings.

April. ADM unveils work with glucono delta-lactone (GDL) and soy isolates in making tofu.

April. *Toyo Shimpo*, Japan's tofu newspaper, gives extensive coverage to upcoming Soyfoods Come West conference in Seattle, Washington.

May. Island Spring releases two 5-minute color video tapes demonstrating tofu cooking for showing in supermarkets.

May. Public schools in Hawaii are granted permission to use tofu in meals.

May. *Soyfoods Directory and Databook*, (1st ed.) by Shurtleff and Aoyagi published by Soyfoods Center, the first book of its type listing all soyfoods companies and industry and market statistics, 21 pages. Based on many phone interviews with company owners. Second edition published in June as *Soyfoods Industry: Directory and Databook*, 52 p.

May. William Shurtleff and Mark Fruin receive a grant from Kikkoman to write a book on soy sauce.

May. *Cook with Tofu*, by Christina Clarke is 2nd runner-up in R.T. French's Tastemaker awards for cookbooks.

May. Clearway Tofu sponsors the first Mother's Day Tofu Fair in Santa Cruz, California, with tofu recipe competition, music, and prizes.

June. Vitasoy USA runs color display ads for soymilk on San Francisco buses.

June. Kibun of Japan exhibits four flavors of soymilk in Tetra Pak cartons at National Restaurant Show in Chicago, Illinois.

June 16. *The New York Times* runs an article on Dieter Hannig, Director of Food Research for Hilton Hotels. His many tofu recipes on microfiche are sent to 86 Hiltons worldwide.

June. *Bestways* magazine begins a 3-part series on soyfoods by Bonnie Mandoe.

June. *The Soy Dairy: A Way to Save the Small Farm*, by MacCormack published by Sunbow Farm.

June. *The Book of Nigari Technique* (in English) published by Yoshikawa Kagaku in Japan.

June. Metta Tofu Products in Denman Island, BC, Canada, introduces Frozen Buddha soymilk ice cream.

June. Haarmann & Reimer debuts flavors for tofu and okara at IFT convention in Las Vegas.

June. Royal American Foods is launched in Kansas City, Missouri, with $1 million startup capital to sell TVP entrees, tofu-like products via multi-level marketing system.

June. Granny Goose Potato Chips does extensive radio advertising in California for a new potato chip. Ad makes frequent, positive reference to tofu. First national radio ads mentioning tofu.

June. Farm Foods presents Ice Bean at American Booksellers Convention at Anaheim, California, along with previews of their new tofu cookbook.

July. "Discover Tofu" published by *Cosmopolitan* magazine.

July. Farm Foods receives a U.S. trademark for "Ice Bean" as a soy ice cream.

July. Bob Davis of Light Foods excites NNFA convention in New Orleans, Louisiana, with debut of Light Links, the world's first tofu hot dogs.

July. Eden's Orchard tofu / soymilk ice cream introduced in New York by Heller Enterprises.

July. Richard Jennings announces a new formula for okara / barley tempeh; later purchases Southwest Soyfoods, relocates company in Santa Fe, New Mexico. Continued.

2263. Nakano, Eisha; Stephan, Barbara B. 1982. Japanese stencil dyeing: Paste-resist techniques. New York and Tokyo: Weatherhill. ix + 143 p. Index. 27 cm. [46* ref]

• ***Summary:*** Both authors are women living in America. Eisha Nakano, a graduate of the junior division of the Women's University of Fine Arts, Tokyo, is a stencil artist with long experience teaching katazome (stencil dyeing) to Westerners. The katazome process consists of cutting a paper stencil, preparing the resist paste (made of glutinous rice flour [*mochiko*] and rice bran [nuka]), choosing and preparing the fabric or paper which will be dyed, applying the paste to the fabric or paper using the stencil, letting the paste dry, preparing and applying sizing to the fabric or paper, dyeing the fabric by applying the dye or pigment with a brush, sometimes steaming the fabric, then washing off the paste to reveal the design, and finishing the fabric. The cloth is not dyed in the areas where paste was applied; thus katazome is the direct opposite of the silk-screen technique. Soybeans have traditionally been used in the katazome process in two ways: As sizing and as pigment-binding agents.

Chapter 6, "Sizing the fabric," states (p. 69-73). "The sizing most widely used for katazome, however, is *gojiru* [actually uncooked diluted soybean liquid, or soymilk], a liquid extracted from soaked and ground soybeans. The reason that soybeans are such a good sizing agent is not just that they are cheap and plentiful but also that they are rich in protein, which has adhesive-like qualities. Once the liquid is brushed onto the cloth, the protein begins to undergo a structural change, known as denaturation, whereby it is rendered insoluble. This not only makes the

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sizing permanent; it also helps reinforce the bond between the fiber and the subsequently applied dye, ensuring good colorfastness... As sizing, the soybean liquid is highly diluted, so the effect is little more than a light starching."

To prepare the soybean sizing for 5-6 meters (16-20 feet) of narrow-width cotton fabric, choose a dry warm day. Soak about ¼ cup (50 gm) whole soybeans in ample water for 5-6 hours in summer or overnight in winter. Drain off the water and have ready an equivalent volume of fresh water. Crush the softened soybeans in a blender or suribachi, adding the fresh water as necessary. Pour the liquified [liquefied] soybeans into a cloth filter bag made of organdy or coarse muslin then squeeze over a bowl to extract the concentrated uncooked soymilk, whose volume should be about equal to that of the swollen beans. Now dilute the concentrated soymilk with 8 to 10 parts water, or until it has the translucence of nonfat milk. Now apply the soybean liquid sizing to the fabric using a wide brush following the details given. Stretch the fabric tight and allow it to dry. The soybean liquid must be used fairly quickly, lest it spoil.

Concentrated soybean liquid is also used in traditional Japanese pigment dyeing as a thinner and binder for many pigments. "Pigments differ from dyes in that they are opaque, are insoluble in water, and have little or no affinity for textile fibers. Instead of penetrating the fabric, the finely ground particles lie on the surface, held by any number of film-forming binders. In traditional Japanese dyeing, this binder has generally been derived from soybeans... In traditional pigment dyeing, the color is bound to the fabric through a change in molecular structure that occurs when the protein found in the soybeans dries and turns into an insoluble compound. For the color to be fast, the soybean liquid with which the pigment is mixed must be fairly concentrated, much more so than when used as sizing." Whereas the volume of water added to concentrated soybean liquid for sizing is 8-10 parts, for mixing pigments it should be 1 part for detail or accent color, or 3 parts for background color. After dyeing, the color is fixed with alum solution.

Talk with John Marshall (24 July 1991), a Berkeley artist who was apprenticed to a natural dyer in Japan from 1971-1976 and who uses natural plant dyes: Protein is used in a number of ways in ethnic textile dying. The Japanese and Chinese use soymilk as their source of protein. The people in Pompei used egg white / albumin, while those in Okinawa use dairy milk. The purpose is to coat the fabric and to serve as a primer or *gesso* on which the natural dyes are applied. Real gesso is powdered marble and a binder. In Japan, a dyer would stretch a piece of fabric made from any natural fiber, then apply the soymilk to it using a brush; 1 coat is usually enough but some artists use 2-3 coats. John makes his own soymilk from whole soybeans; he learned how in Japan as part of the dye process. In traditional Japanese dyeing the cloth was not immersed or dipped in the soymilk. Let the cloth dry until it is no longer wet, then it is ready to be dyed, for example using tie-dye (dunked), paste-resist (made from powdered glutinous rice and bran; leave it stretched, as with katazome), batik (with wax resist), or a solid color. Address: 1. Cincinnati, Ohio; 2. USA.

2264. Whorton, James C. 1982. Crusaders for fitness: The history of American health reformers. Princeton, New Jersey: Princeton University Press. xi + 359 p. Illust. Index. 22 cm. [477* ref]

• ***Summary:*** Critical of health reform movements and presented in an unsympathetic, sometimes mocking or sarcastic tone, this provocative book on the American "health fanatic" and "health faddism" is nevertheless extremely well researched and well written. It shows the importance of basing health reform movements on solid nutritional science. In attempting to prove his point, the author is often unbalanced in his presentation.

Contents: List of 11 illustrations (both photos and illustrations). Acknowledgments. Introduction: The kingdom of health. 1. A fig for the doctors. 2. Christian physiology (Reverend Sylvester Graham [1794-1851], Francois Broussais, William Andrus Alcott, Bronson Alcott). 3. Tempest in a flesh-pot (Vegetarianism, Graham, Alcott, George Cheyne, William Lambe, John Frank Newton, Russell Trall, William Cowherd, William Metcalfe). 4. Physical education. 5. Hygiene in evolution (Martin Luther Holbrook, Herbert Spencer). 6. Physiologic optimism (Horace Fletcher). 7. Muscular vegetarianism (John Harvey Kellogg, Ellen G. White). 8. Uric acid and other fetishes (Alexander Haig). 9. Philosophy in the gymnasium (Bernarr Macfadden). 10. The hygiene of the wheel (Rise of the bicycle and cycling). 11. A modern conspectus (J.I. Rodale, Adelle Davis, holism macrobiotics (p. 342), Frances Moore Lappé, Jay Dinshah, the religion of running and marathons, etc.).

The health reformer "is one of the classic characters bred by American culture." The first health reform movement started in the 1830s, with Sylvester Graham. Devotion, asceticism, and zeal have led to hygienic ideologies and religions of physical purification. A deep trust in the wisdom and beneficence of nature have characterized all American health reform ideologies. Perfection of the body is seen as a first step towards perfection of the whole organism, mind, moral character, and soul–and eventually of society and the world. Any indulgence which is immoral must also be bad for the body. Note: Seventh-day Adventists started the first health reform movement that used soyfoods.

Good health is seen as more than the absence of physical symptoms. Today we have "high level wellness" or well being.

These reform movements have flourished in periods of general reformist ferment and social optimism. Thus, the Jacksonian Era (Andrew Jackson was president of the U.S. from 1829-1837; Jacksonian democracy celebrated the

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virtues of the common people and of grass-roots democracy) and the Progressive Era of the 1900s and 1910s were years of great reform activity. The 1960s gave birth to the "wholistic health movement" of which the natural foods movement was but a part.

There have been few serious studies of the history of America's unique health reform movements. Recent exceptions include: *Prophetess of Health: A Study of Ellen G. White*, by Ronald L. Numbers (1976) and *Sex, Diet, and Debility in Jacksonian America: Sylvester Graham and Health Reform*, by Stephen Nissenbaum (1980).

America's first major health reform movement was founded by Sylvester Graham during the Jacksonian Era. Against the heroic medical therapeutics of the day (mercury compounds, opium, strong emetics and cathartics, and bloodletting) arose a deep trust in nature and a confidence that hygiene (the key word, which had a different meaning then) could replace medicine.

Sanitary reform began in the mid-1850s following the first invasion of Asiatic Cholera into America in 1832. Health reform grew largely out of Christianity. Hygienic living was considered by many to be a Christian duty, which was necessary for salvation and part of redemption. Its opposite was indulgence. So the emphasis was on what to avoid rather than on what to do. Graham was a Victorian New Englander, based in Boston, Massachusetts. He advocated avoiding consumption of alcohol, meat, spices, and white bread. He was a very strong advocate of whole wheat bread. Flesh food was doubly bad: the cruelty of the slaughterhouse and the fact that it was a "stimulating" food.

William A. Alcott, cousin of the famous Transcendentalist and "vegetarian by instinct" Bronson Alcott, was as busy a lecturer as Graham, but he had a more complete and balanced philosophy.

In the late 1830s, Graham and the American Physiological Society helped to organize the nation's first health food store in Boston, to supply Graham Bread and fresh fruit and vegetables grown in virgin, unfertilized soil.

The Journal of Health (Philadelphia, Pennsylvania), America's first health reform periodical, was inaugurated in 1829, the same year that Andrew Jackson was; it lasted until about 1832.

Donna Maurer of Southern Illinois University, who is writing a PhD thesis in the field of vegetarianism, notes (Jan. 1995): "Regarding Whorton's interpretation of early vegetarians–although I agree with you that his scholarship is unbalanced in terms of giving 'proper' credit to Graham, Alcott, and Kellogg, etc., he has presented the movement in *much* more favorable terms than any other interpretation I've read (that deals with vegetable diet as a component of 'irregular' medicine). Also, Whorton has engaged in more archival, primary research on the early vegetarians than any other historian to date." Address: Assoc. Prof. of Biomedical History, Univ. of Washington, Seattle, WA.

2265. *Health Foods Retailing.* 1983. Frozen desserts mean traffic and sales. 47(1):66. Jan.
• ***Summary:*** "A tofutti and yogurt dispenser put Utopia on the food map at 113th and Broadway in New York City. 'The juice bar was built around the machine,' said manager Jacquie Davis... Tofutti costs $9.60 a gallon. It comes four 1-gallon jugs to a box."

2266. Leviton, Richard; Shurtleff, William. 1983. The year in review: 1982. *Soyfoods Monthly* (*Soyfoods Magazine, Colrain, Massachusetts*) 3(1):1-2. Jan.
• ***Summary:*** January:

White Wave in Boulder, Colorado is the first company to get its tofu placed in the yogurt/dairy case in supermarkets

The Incredible Tofu Cookbook, California Style, by Mavis Immegart & Patti Jon Dansby published by the authors.

New England Soy Dairy launches "Year of the Dog" Chinese New Year tofu promotion and nets 47% immediate sales increase

Island Spring survives the industry's 1st publicized tofu recall and the discovery of a new tofu spoilage organism, *Yersinia enterocolitica*

ADM sponsors "This Week with David Brinkley" on Sunday a.m. TV with 4.4 million viewers

America's 1st commercial yuba made by Soyfoods of America, Duarte, California

Soyfoods Unlimited introduces tempeh burgers & ships them airfreight to East coast markets; Pacific Tempeh follows suit

Nasoya Foods publishes *Nasoya Tofu Cookbook.*

O Livro da Soja by Jane Cadwell published by Editora Ground Ltda., Brazil, its first book about soyfoods.

February: *Soyfoods* magazine No. 6 published

Extensive large ads run by SanJ tamari, New England Soy Dairy, Legume in major national trade journals

Unicorn Restaurant in Miami, Florida, has $15,000 gourmet, soy/natural foods banquet to welcome chef Ron Pickarski who makes elegant tofu dishes and carves a swan from soy butter

Nasoya buys a $50,000 Kutter vacuum pack machine which helps popularize this packaging style

March:

Tofu Fantasies by Juel Andersen is published by Creative Arts

USDA issues new school lunch regulations, fails to approve tofu for use

Damaging, misleading article on soy protein/iron appears in *S.F. Chronicle* and *L.A. Times.*

15 soy companies exhibit at Natural Foods Expo, Anaheim, Calif. and Richard Leviton gives key speech. 5000 visitors see Expo. Pacific Tempeh unveils new full color tempeh burger poster.

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Big increase in European soy companies: now 11

Name of *The Beanfield* newsletter changes to *Soyfoods Monthly*

April:

At New York's International Food Show, Quong Hop, Yeo's and President brand soymilks, at Veda's Bayou Delights (tofu/tempeh pot pies) exhibit. ADM serves soy protein isolate ice cream and soymilk

Quong Hop unveils new Soy Deli marketing concept for retail using posters and frozen tofu entrees

Revised, expanded edition of *The Soy of Cooking* published

Jack's Beanstalk, Utah, does creative work at introducing tofu to institutions; develops 30 bulk recipe cards scaled to 100 servings

ADM unveils work with GDL and soy protein isolates in making tofu

Toyo Shinpo, Japan's tofu newspaper, gives extensive coverage to upcoming Soyfoods Come West, Seattle [Washington] meeting

May:

Island Spring releases 2 five minute color video tapes on demonstrating tofu cooking for showing in supermarkets

Public schools in Hawaii granted per mission to use tofu in meals

Shurtleff & Aoyagi publish *Soyfoods Industry Directory & Databook*

Bill Shurtleff and Mark Fruin receive a grant from Kikkoman to write a book on soy sauce

Cook With Tofu, by Christina Clarke is 2nd runner-up in R.T. French's Tastemaker awards for national cookbooks

Clearway Tofu sponsors the first Mother's Day Tofu Fair in Santa Cruz Calif., with tofu dish competition

June:

Vitasoy U.S. runs color display ads on San Francisco buses for soymilk

Kibun of Japan exhibits 4 flavors of tetra-pak soymilk in Chicago, Illinois at the National Restaurant Show

New York Times runs article on Dieter Hannig with mention of tofu recipes on microfiche at New York Hilton

Bestways magazine begins a 3 part series on soyfoods

Restaurants & Institutions magazine publishes photo & recipe for Tofu French Toast

Sunbow Farm publishes *The Soy Dairy: A Way to Save the Small Farm.*

Yoshikawa Kagaku publishes *The Book of Nigari Technique* in English

Metta Tofu Products on Denman Island, BC [Canada], introduces Frozen Buddha ice cream from soymilk

Haarman & Reimer debut flavors for tofu and okara at IFT meeting

Royal American Foods launched in Blue Springs / Kansas City [Missouri] on $1 million start-up to market TVP entrees, tofu products

Granny Goose Potato Chips does extensive radio advertising in California & makes frequent reference to tofu

Farm Foods presents Ice Bean at the American Booksellers convention in Anaheim along with previews of their new tofu cookbook

Report on Soy Delis, Cafes and Restaurants, by Shurtleff & Aoyagi published by Soyfoods Center (comb bound; 116 p).

July:

Cooking For Profit magazine runs article on lightening menus with tofu

Cosmopolitan magazine publishes "Discover Tofu" article

Farm Foods Ice Bean receives trademark from US. Patent Office

Light Foods excites NNFA convention in New Orleans with debut of Light Links, their tofu hotdogs

Eden's Orchard tofu/soymilk ice treat introduced in New York by Heller Enterprises

American Health magazine publishes article on Ice Bean

Health Express publishes article on tempeh

Bon Appetit magazine publishes recipe for marinated tofu/vegetable dish

Richard Jennings announces new formula for okara/barley tempeh; he later purchases Southwest Soyfoods, relocates company in Santa Fe, New Mexico

Turtle Island releases liquid tempeh starter to industry

Soyfoods Magazine No. 7 published, with 4 color cover, glossy paper

Bean Machines introduces new Continuous Pressurized Slurry Cooker, America's first designed-for-the-industry tofu system

Tofu: Introduction to the Land of Milk & Honey by Walter Danzer published in Switzerland, Europe's 3rd tofu book

Soyfoods Come West convention in Seattle draws 250 people from 12 nations and makes a profit; large Expo and plans for a new tofu trade group

Diet for a Small Planet reissued with 8 soyfoods recipes

August:

BBC of London, England, runs 30 minute program on the U.S. tofu industry

Whole Life Times publishes "Why Are Soyfoods Catching on?" by Judy Brown

Soy Protein Council in Washington, D.C., releases filmstrip on soy protein

Poet/writer Marge Piercy writes a poem with tofu mentioned, published in *New York Times Book Review;* first literary acknowledgement of tofu

Keats Publishing releases booklet *Tofu, Tempeh, Miso & Other Soyfoods* by Richard Leviton; 32 p, 15,000 copies printed

September:

Legume has first public stock issue (IPO), approved by

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SEC; raises $100,000

Nasoya releases "Tofu Slices" vacuum packed, marinated/broiled tofu

New England Soy Dairy releases pre-flavored, boxed tofus

Restaurant Hospitality magazine publishes feature article on tofu

Miyako Oriental Foods, maker of Cold Mountain Miso, relocates with $15,000 reopening party

USDA's Dr. C.W. Hesseltine receives $50,000 research grant to study shelf life of tofu, tempeh, and miso

Shurtleff & Aoyagi publish *Soyfoods Labels, Posters & Other Graphics*

Soyfoods Unlimited runs full page color ads in *Vegetarian Times, New Age Journal* for tempeh burgers

October:

Richard Leviton does "Soyfoods in the Heartland" nationwide tour with 13 programs, 11,000 miles

Tofu Cookery by Louise Hagler, published by The Farm in Tennessee

Tofu Cookery by Fusako Holthaus published by Kodansha, New York (both books have color plates, a first)

Beatrice Wittels' CSC sponsors World Food Day in Philadelphia with speech by Richard Leviton, soyfoods banquet 200 people and Pennsylvania's senator attend.

La Choy asks the Soy Plant in Ann Arbor, Michigan, about making tofu for them. Saga Foods asks Rising Sun Soy Farms in Columbus, Ohio, the same

South River Farm Miso opens as the nation's 2nd Caucasian miso shop (in Massachusetts, formerly Ohio)

Farm Foods prepares tofu meals at ECHO trade show in Pennsylvania

Vegetarian Times publishes full-color photos of Dieter Hannig's tofu files (Continued). Address: 1. 100 Heath Road, Colrain, Massachusetts 01340; 2. P.O. Box 234, Lafayette, California 94549.

2267. Ornish, Dean. 1983. Stress, diet, and your heart. New York, NY: Holt, Rinehart and Winston. xxi + 392 p. Foreword by Alexander Leaf, M.D., Illust. Printed in 1983 by New American Library (Signet Books). 24 cm. [224+ ref]

• ***Summary:*** The title page states: "With a Foreword by Alexander Leaf, MD. Original recipes by Martha Rose Shulman." This is Dean Ornish's first book on the benefits of diet, stress reduction, and exercise in reducing heart disease. Grains, legumes and vegetables are the staples in this low-fat, vegetarian diet. Dairy products (such as milk and yogurt) are used sparingly.

In the section on the "Five Food Groups," the subsection titled "Legumes" includes azuki beans, miso, soybeans, soy flour, soy milk, tempeh, and tofu.

The recipes–which are innovative, tasty and nutritious–were developed by Martha Rose Shulman and she wrote most of Chapters 14-20.

The word "tofu" appears on 46 pages in this book, "soy flakes" on 10 pages, "soy milk" on 5 pages, "soy flour" on 2 pages. and "tempeh" on 1 page. Soy-related recipes and information include: Soy flakes, tofu (p. 161-63). Modified sautéed eggplant (p. 164-65). Brief descriptions of azuki beans, soybeans, soy flakes, and soy grits (p. 175-76). Instant soy milk (such as Fearn or Jolly Joan), Tofu–description and uses (p. 181). Recipe for Brown rice, barley, soy grits (p. 182). General cooking directions for legumes (p. 184-87). Very simple cooked soybeans ("The size of the pot is especially important with soybeans, which bubble up dramatically," p. 185). Cooked soy flakes (p. 188). Herbed tofu spread (p. 207-08). Apple spice tofu morning spread (nice on toasted morning bread or muffins, p. 208, 279, 290). Peanut butter banana tofu spread (209). Nutty tofu cheese substitute (p. 236-37). Roasted soybeans (dry roasted = baked, p. 239-40). Homemade granola (with "½ cup soy flour," p. 241-42). Deep-dish vegetable pie (with cooked soy flakes, p. 252-54). Eggplant and rice casserole (with soy grits, p. 257-58). Sprouts, tomato, and white bean spread sandwich (with dry roasted soybeans cracked in a blender, p. 260). Tofu banana cream pie (p. 266-67). Gazpacho (p. 269-70). Pizza (homemade, with Tofu cream sauce, p. 271-73). Brown rice salad (with dry roasted soybeans, p. 279). Buckwheat noodle salad with hot and sour dressing (and dry roasted soybeans, p. 282-83). Bulgur-spinach salad with poppy seed dressing (p. 285). Curried tofu and vegetables (p. 287). Mushroom and barley soup (with soy flakes, p. 291). Pasta with vegetables (and dry roasted soybeans, p. 296). Pasta with vegetables (and dry roasted soybeans, p. 296). Millet raisin pudding (with "¼ cup instant soy milk {such as Fearn}," p. 298). Spaghetti sauce with tofu tomato sauce (p. 298-99). Grated zucchini casserole with eggplant sauce (and dry roasted soybeans, p. 301-02). Couscous casserole (with "½ pound {2 cakes"} tofu, p. 321). Soybean-grains casserole (with "2 cups cooked soybeans or soy flakes, p. 325-26).

For information on a vegetarian diet, see p. 3, 144-50.

The excellent Foreword by Dr. Alexander Leaf, M.D. (Chairman, Dep. of Preventive Medicine and Clinical Epidemiology, Harvard Medical School) notes that coronary heart disease is now the leading cause of death in our western industrialized world. Medicine has been grappling with this modern killer largely by trying to cure coronary artery disease–angina and nonfatal heart attacks–rather than to prevent it. "With heart attacks accounting for as many deaths annually in the United States as all other causes of death combined, we are dealing with a modern epidemic still taking a toll of 600,000 lives per year... Many of these deaths are sudden..." The major risk factors for future heart attacks are cigarette smoking, arterial hypertension, elevated serum cholesterol, Type A personality, etc. "What is still lacking in the logical chain is evidence that reducing the risk factors in a given individual will prevent the occurrence of coronary artery disease in that person." Dr. Ornish, through

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his research and preventive approach, is seeking the evidence for that missing link. Nevertheless "the prudent person will benefit his or her well-being, and very possibly his or her heart as well, by adopting and adhering to the dietary and stress modification programs Dr. Ornish has presented" in this important book. Address: M.D., Sausalito, California.

2268. McCaleb, Don R. 1983. Alumni on the go: Mrs. Cubbison leaves 'stuffing' legacy. *Cal Poly Today* 24(3):18. Spring.
• ***Summary:*** Sophie Huchting Cubbison graduated from Cal Poly in 1912. "She put herself through college with money she earned baking for others. She learned to cook on her family's ranch near El Segundo, where she prepared meals for her parents, nine brothers and sisters, and up to 50 ranchhands.

Later, she invented the prepackaged stuffing that bore her name and was a pioneer in the poultry stuffing industry. She is widely remembered as a "smiling, grandmotherly woman in a red and white apron laboring cheerfully over a holiday feast. She is the personification of Thanksgiving past–a perfect symbol to sell prepackaged stuffing." She died on 23 Nov. 1982 at age 92. "After her husband's death in 1953, Sophie remained active as a consultant in the business. She developed a corn-bread stuffing and appeared frequently on television talk shows to offer cooking tips until failing health forced her to retire in the late 1970s.

"Mrs. Cubbison remained loyal to Cal Poly throughout her life and donated a generous portion of her estate to the university." A photo shows Sophie in a dress with a checkerboard pattern standing behind a table on which is a turkey, a box of her stuffing, and a mixing bowl.

Talk with Mike McCall of Cal Poly's endowment office. 2004. Feb. 5. Sophie left two generous endowments to Cal Poly in her will. They were the "Sophie C. Cubbison Home Economics Endowment" and the "Sophie C. Cubbison Endowment." The checks arrived at Cal Poly in Nov. 1988 from Wells Fargo Bank, which was the trustee for her estate. Address: [Director, Public Relations, Cal Poly].

2269. **Product Name:** Ice Bean Sandwich (Ice Bean Between Carob Coated Honey Wafers) [Honey Vanilla, Carob, or Peanut Butter].
Manufacturer's Name: Farm Foods.
Manufacturer's Address: Summertown, Tennessee.
Date of Introduction: 1983 June.
Ingredients: Vanilla: Ice Bean Ingredients: Water, soybeans, honey, corn oil, pure vanilla extract, soy lecithin, guar and carob bean gum. Carob wafer ingredients: Whole wheat flour, wheat flour, honey, corn oil, carob, molasses, salt, baking soda, soy lecithin, pure vanilla extract.
Wt/Vol., Packaging, Price: 6 sandwiches, 3 fluid oz each, in paperboard box.
How Stored: Frozen.
New Product–Documentation: See also next page. Soyfoods. 1983. Summer. p. 48-50, 52. "Ice Bean Sandwich: In May Farm Foods released a newly redesigned Ice Bean container, a new vanilla flavor (sweetened with fructose), and an exciting Ice Bean Sandwich (vanilla Ice Bean layered between carob-coated wafers). The new products were unveiled at the May ECHO show in Atlantic City and the NNFA show in Denver [Colorado] in July." They also introduced a honey vanilla soy ice cream and a new package; Spot in Natural Foods Merchandiser. 1987. July. p. 84. Two new flavors: Peanut Butter Ice Bean with Carob Wafer and Carob Ice Bean with Vanilla Wafer. Label reads: "No cholesterol. Lactose free. Low sodium. Honey sweetened. 6 sandwiches." Six black and white photos of different Ice Bean products sent by Robert Tepper. 1983, April.

2270. *Soyfoods.* 1983. Soy marketing: Promotions [Hinode tofu, New England Soy Dairy, Ice Bean sandwich, Bread & Circus, Tree of Life]. Summer. p. 48-51.
• ***Summary:*** Soy Dairy discontinued selling its Herb Garden and Spice Garden Tofu in boxes, switched to redesigned, less expensive, standard tofu tubs.

"Ice Bean Sandwich: In May Farm Foods released a newly redesigned Ice Bean container, a new vanilla flavor (sweetened with fructose), and an exciting Ice Bean Sandwich (vanilla Ice Bean layered between carob-coated wafers). The new products were unveiled at the May ECHO



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show in Atlantic City and the NNFA show in Denver [Colorado] in July.

"Farm Foods also operates a monthly press release service, adds marketing co-director Beth Lloyd, in which product information releases are mailed to 125 trade journals and distributors, and, every couple of months, publishable short articles, with recipes (Southern Soy Breakfasts, Low Calorie Coolers for Hot Summer Days) are sent to 100 newspaper food editors. In terms of the article publications and favorable notices, this twofold program has been 'very effective,' states Beth Lloyd.

Farm Foods predicts that sales of Ice Bean will jump 50% in 1982, and will top $1 million by the year's end. Farm Foods recently established a Los Angeles warehouse to handle its 14 West Coast distributors. Farm Foods also recently landed the Alpha Beta supermarket account; Ice Bean is now sold in 15 of the chain's leading Northern California outlets in their natural foods centers. In February 1983, Ice Bean moved into 40 Raley's Supermarkets in the Sacramento area. And Ice Bean is sold at 500 General Nutrition Centers (about half of all outlets) nationwide.

2271. Shulman, Martha Rose. 1983. The health food industry. *Cosmopolitan.* July. p. 240-45.
• ***Summary:*** "These days, as interest in nutrition burgeons, health food is no longer the fringe fad it once was. Jane Fonda, Barbra Streisand, Sidney Poitier, Jerry Brown, Carol Channing, and Erica Jong are all avid fans of nutritious cuisine... and did you know Doris Day, Cheryl Tiegs, and Bill Walton have a distinct weakness for tofu? Sales of health food, now $2.4 billion a year, have *tripled* in the last decade. There are more than eight thousand natural-foods stores in the United States–over thirteen hundred in Los Angeles County alone–and over eighteen million people shop in them. Increasingly, too, the funky natural-foods shops of the late sixties and early seventies are becoming sophisticated supermarkets. Health-food chains are–excuse the expression–sprouting up nationwide. The largest, General Nutrition Centers, has about eleven hundred stores."

2272. Leviton, Richard. 1983. Report on soyfoods research trip across America, September 1983. Colrain, Massachusetts. 8 p. Unpublished typescript.
• ***Summary:*** Visited or discusses: Grainaissance (makes amazake and mochi), Brightsong (Dik / Richard Rose), Sonoma Specialty Foods (California), Northern Soy (Rochester, New York), Southwest Soyfoods (Richard Jennings), White Wave (Steve Demos, Boulder, Colorado), Quong Hop & Co. (South San Francisco, California), Modern Fare (Loveland, Ohio), Soyfoods Unlimited (Valerie, Gary and John Robertson, San Leandro, California). Soyfoods Center (Lafayette, California), Soyfoods of America (Doug Fiske and Ken Lee, Los Angeles), Real Foods (Polk St., San Francisco), Tumaros (Los Angeles), Unicorn (Terry Dalton, Florida), Japantown and Rainbow Grocery (San Francisco), Berkeley Natural Grocer and Berkeley Co-op (Bob Gerner, California), Hinode Tofu Co., Edensoy, Farm Foods, New England Soy Dairy, and Nasoya (Leominster, Massachusetts). Legume (Gary & Chandri Barat, New York City), Lotos / Lotus Cafe (Greg Weaver, Rochester, New York).

NRRL (Hesseltine and Wang, Peoria, Illinois): Their work is in mixed starter culture fermentation, vitamin B-12 work. Japanese man from Tokyo to work one year on natto at NRRL, paid by Japanese government. B-12 can withstand some heat during cooking and the percentage of B-12 lost depends on the initial percentage present. Natto research: examine all Japanese publications for review article. Experiment using U.S. soybeans to make natto since the Japanese buy Chinese beans for their thinner seed coat. See what happens to the oil to protein ratio during fermentation. Natto as such has no possibilities in the U.S. as it is a slimy food with a rotten smell; hard to tolerate. There might be vitamin B-12 in natto produced by *Bacillus subtilis.* Koreans have done lots of B-12 research with kimchee and other pickled vegetables. Earl Swain died this summer of a heart attack at age 36. Natto research will help U.S. soybean exports. USDA bureaucrats are making it difficult for Dr. Hesseltine to do natto research. They have 65 objectives, but Dr. Wang's projects don't fit any of them clearly, so they won't mention "food" in their research outlines, just fermentation methods. Secretary of Agriculture John Block

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[served 1981-86 under President Ronald Regan] says the U.S. needs more ag exports and more basic information about crops uses, so he is in support of this natto research.

Out of business: Michiana Soyfoods, St. Ignatius shop, Sunshine Soy, Heartsong, probably Joy of Soy and a Korean shop in Salt Lake City, Utah.

Concerning soymilk: 10. In Oak Park, Illinois, a natural foods retailer says Edensoy outsells San-J by two to one. (Note: San-J imports "To-Neu Natural Soy Beverage" made in Japan by Kibun). Teenagers buy the carob Edensoy along with popcorn in the store, and use it as a soft drink. But most retailers say the Eden package [stand-up foil retort pouch] is a disaster; it is impossible to open without scissors, then if you squeeze, it sometimes spills out. San-J [in a Tetra Brik carton] is convenient but the taste is poor and the front graphics are confusing–too many words and images. According to Shurtleff, both are inferior products compared to Japan's best.

22. Concerning Edensoy at the NNFA show in Denver, Colorado: Mike Potter says "it went over great." He sold two container loads right away. People liked the package and the taste. About 4,000 people sampled it and were "generally amazed." The results were as good as they could want; it generated interest and excitement. Now they are setting up the distribution system. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

2273. Friedman, Nancy. 1983. Make way for tofu: It's cheap, versatile, nutritious–and about to break out of the health-food ghetto. *West* (*San Jose Mercury News, California*). Nov. 6. p. 34-39.

• ***Summary:*** About San Jose Tofu Co. (with a large color photo of Kenny Nozaki and his tofu shop), Fuji Tofu Co. (Reiso Kake started Fuji Tofu Co. 20 years ago), Azumaya, Quong Hop, and William Shurtleff. Contains 3 tofu recipes provided by Soyfoods Center: Creamy tofu dip or dressing. Tofu cheesecake with strawberry topping. Chilled tofu (*Hiya-yakko*).

2274. Kahan, Alan. 1983. Recollections of the early health foods industry in Los Angeles: Bill Baker, Mildred Lager, El Molino Mills, Ben Kahan, and Joseph Lessin (Interview). *SoyaScan Notes.* Nov. 30. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** In the late 1920s and early 1930s physicians in and around Santa Barbara, California were treating gout and other ailments by changes in diet. Bill Baker was Alan's godfather; he baked Alan's parents a 250-pound wedding cake.

In late 1931 Ben Kahan started selling soy bread, made by Bill Baker, to 16 stores in Los Angeles. He would drive his model A truck from Los Angeles To Ojai, load it up with Baker's bread, then distribute it. Bill Baker's bakery, built around the turn of the century, still exists in Ojai. Bill Baker was a pastry chef for some U.S. president in about 1910-1919. A very innovative man who was deeply involved with soya, and good personal friend of Ben Kahan's, he died in about 1945. Ben also knew Mildred Lager. She was one of his first customers.

Ben, who is now age 69 and in good health, lives in North Hollywood and is still vitally interested in Kahan & Lessin, and the health food industry. He entered the industry when he was 17 years old, selling Bill Baker's bread. On the side of his truck was a large illustration of a package of Bill Baker's bread. Then he grew into a distributor named the Ben Kahan Co., which also sold dried fruit packs. In 1934 Joseph Lessin was selling healthy foods out of his car. Joseph and Ben met, but they didn't merge to become Kahan & Lessin until 1945, when an accountant put the two men together.

Alan knew Harold Hain. Mr. Vandercook of El Molino Mills started with soy in about 1927 [sic, 1926]. At his mill in Alhambra near Los Angeles, he ground grains on a stone burr mill. Address: Kahan & Lessin Co., Compton, California.

2275. *Health Foods Business.* 1983. Industry news: Pharmaceutical firm acquires K&L. Nov. p. 31.

• ***Summary:*** "Kahan & Lessin Co. of Compton, California, has been acquired by Jameson Pharmaceutical Corp. of San Mateo, California. K&L, a leading distributor of natural products, was founded in 1932; it has been owned by Fleming Companies of Oklahoma City since 1972.

"Jameson's main business is the manufacturing and distribution of vitamins and food supplements, mainly through drugstores and supermarkets. James H. Jones, 53-year-old chairman of the board at Jameson, is a founding director of" Wal-Mart.

A photo shows Arthur Miller, age 62, who will continue in his role as president and chief operating officer of K&L.

"K&L currently serves over 1,600 health food store accounts in the states of California, Hawaii, Arizona, Utah, Nevada, Colorado, Montana, Washington, New Mexico, Texas, Oregon, etc. It carried more than 8,500 items at a 100,000-square-foot distribution center."

2276. *Toyo Shinpo* (*Soyfoods News*). 1983. [Study of health food buyers in Saitama prefecture, Japan]. Dec. 1. [Jap]

• ***Summary:*** The biggest buyers of health foods in Japan are women in their 50s and 60s; they are more interested in men. Sea vegetables and vinegar are the two health foods used most frequently (both are alkaline foods and are rich in minerals).

When asked which foods they believed are good for their health, these women replied: Sea vegetables 89.3%. Vinegar 87.9%. Yogurt 71.6%. Health tea 34.4%. Prunes 22.6%. Sports drinks 16.0%.

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2277. Kahan, Ben. 1983. Recollections of the early health foods industry in Los Angeles: Bill Baker, Mildred Lager, El Molino Mills, Harold Hain, Henry Borsook, Gayelord Hauser, Clark Irvine (Interview). Conducted by William Shurtleff of Soyfoods Center, Dec. 4. 3 p. transcript.
• ***Summary:*** Ben, age 69, was one of the founders of Kahan & Lessin. He has been in the health foods industry since 1932. He became involved with soyfoods through Bill Baker (of Ojai), who pioneered the use of soy flour in Los Angeles bakery products. Bill had the flour ground by El Molino Mills, by elder Vandercook. Starting in about 1936 he developed and started to sell soybean bread. At about the same time he started to make soybean cookies, cereal, pancake flour, and related products. Ben Kahan was the first distributor of Bill Baker's soybean products. Before this, he developed lima bean flour, bread, and pancake and waffle flour, then he switched to soybean flour. Bill Baker got El Molino interested in soybeans. El Molino started in about 1927 with whole-wheat flours. Mr. Vandercook came from Holland, worked for Sperry Mills, was disenchanted, left Sperry and came to Alhambra, where he set up a stone burr just as he had known as a child in Holland. Kahan was also the first distributor for El Molino.

Mildred Lager had one of the first free-standing health food stores (i.e., not in a department store) but she also did promotional work for the health food industry direct to consumers via radio. She was retained by a number of pioneer health food organizations which sponsored here, including Bill Baker. Ben knew here and distributed products to her. Mildred was a slight woman, medium height, former school teacher from Wisconsin, arthritic since youth [about age 16]. Doctors told her to go to California since the weather might help her. She decided to help herself through nutritional means. She was enthused in discovering the relationship between nutrition and health, and she wanted to spread this knowledge to the public. So she started a store, radio broadcast, and classes. She would hire a hall in the Royal Palms Hotel (at 6th and El Dorado), invite people to lectures and cooking classes, and publicize it through her radio program. Bill Baker would bake fresh soybean breads and cookies for the demos.

Bill Baker entered America as a poor immigrant from Prussia. He worked as a baker at some of the most prestigious hotels and restaurants in America. His last jobs were as chefs in the White House [sic] for many years. The last administration was the Harding administration. After that each Christmas he would send the official holiday fruit cake, continuing until Franklin Roosevelt's 3rd administration. After retirement in the early 1930s he was in Ventura, then he moved to Ojai; he baked conventional breads and pies for the Thatcher School and other schools in the Ojai Valley.

Then a group of doctors at the Cottage Hospital in Santa Barbara asked him to try to develop an alkaline bread for nutritional treatment of patients with hyperacidity. Baker researched the problem and came up with lima bean bread, using flour from dried immature baby limas. Also lima bean pancake and waffle flour. He then tried to get this out to the doctors' patients. It was the middle of the Great Depression so it was hard to introduce new products. Kahan, a new distributor in need of products, tried to get the new bread into stores, but only health food stores were interested. Others laughed him out of the store. Mildred Lager was one of his first customers. Bill Baker did his promotions through her.

Bill Baker died in about 1945. The heyday of his baked goods was during World War II. Kahan distributed 1,200 loaves a day. Baker probably also sold through many other distributors in other regions. He shipped his bread to San Francisco, Seattle, and as far east as Colorado. The formula was a secret but probably 16-20% soy flour and the rest a high-gluten unbleached white flour.

The Los Angeles health food movement originated in the late 1920s and early 1930s. Clark Irvine was one of the founders. He published *Health Food Digest* [sic, *California Health News*], which later became Let's Live. Kahan, Irvine, and a few others founded the Health Food Dealers Association, which later became the National Dietetic Foods Association.

The key health food people in Los Angeles were Clark Irvine, Bill Baker, Mildred Lager, Van Gundy, Vandercook, La Sierra Industries (founded by T.A. Van Gundy in Arlington, California), and Loma Linda Foods. Kahan knew of T.A. Van Gundy, and he knew Dorothea Van Gundy well. Harold Hain canned the first commercial soybeans in about 1924. His Hain Health Foods company later became today's Hain Food Group. Dr. Fearn was a pioneer but not a mixer in the industry; not at the National Health Food Dealers Association.

Vitamins: Dr. Henry Borsook, a biochemist at the California Institute of Technology (commonly referred to as Caltech) pioneered vitamins in the early 1940s. He attended health food meetings. This is one reason for the rise of the health food industry in Los Angeles. Borsook was the first on the West Coast to do this. The first U.S. vitamins in a health food store were sold by Joe Bishop, manager of the Vegetarian Cafeteria in San Diego, in about 1941. He sold those made by W.T. Thompson Co.–powdered vitamin B-1 sold in little envelopes. The Seventh-day Adventists also played a big role in Los Angeles. In the early days, many stores were marginal operations in private homes, run by women. The manufacturers were primitive. They catered to poor, marginal people, during the Depression, who couldn't afford to go to doctors, so they tried health foods. They also catered to diabetics, people with allergies, and the teachers who preached against salt. Some of the earliest out-of-the-home health food stores were concessions in markets. So, in this sense, now its not new for health food stores to be in supermarkets. Some of the leaders were those disenchanted with the medical profession. Gayelord Hauser played a

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leading role in making health foods acceptable; before him they were associated with the nuts, kooks, and freaks. Hauser, who associated with Hollywood and Greta Garbo, gave health foods a big image boost. He created the first big chain, the forerunner of the modern health food industry, in the late 1940s. He and his books and charisma gave the industry a new image. Suddenly health foods were seen as being used by people in the know–not just by nuts.

He recalls four stages of health food stores: (1) In private homes run by women. (2) Concessions in larger food markets or stores. (3) Small stores in secondary retail stores, out of the way, because they couldn't afford stores in main shopping districts. (4) A handful of free-standing health food stores. Mildred Lager's store was not a prime place by any means, but it was pretty good. She had a friend named Gilbert Thayer who backed her. He was an early chiropractor interested in nutrition. She worked for him originally, then branched out on her own. Before that she was a primary school teacher in Wisconsin. Address: 5530 Goodland Ave., N. Hollywood, California 91607. Phone: 818-701-6632.

2278. *SoyaScan Notes.* 1983. Chronology of soybeans, soyfoods and natural foods in the United States 1983 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** Jan. 16. Larry Needleman decides to sell Bean Machines; he is looking for a buyer. Jan. 24. "Legume, Company Finds Niche Selling Frozen Foods Made with Tofu, published by *The Wall Street Journal.*

Feb. *Soyfoods* magazine No. 8 published by Richard Leviton. Blue cover, 5,000 copies

Feb. 6-8. Sixteen soyfoods companies exhibit at the Natural Foods Expo. in Anaheim, California. A new trade association named Soyfoods Association of America (SAA) is formed; it is basically a restructured version of the original Soyfoods Association of North America, which was founded in July 1978 and which now ceases to be active. SAA elects a new board of directors; Michael Austin is chosen new Executive Director and Gary Barat of Legume becomes new President. Fourteen companies pledge $12,000. Headquarters established in New York City.

Feb. 7. The First Great Tofu Burger, a dry mix, made in Oakland, introduced at Anaheim Natural Foods Expo.

Feb. 18. Wm. Shurtleff has idea for forming a Soy Sauce Council to help encourage soy sauce companies to join Soyfoods Association, develop soy sauce terminology and standards, and eliminate mislabeling.

Feb. Jack's Beanstalk, innovative tofu company in Salt Lake City, Utah, goes out of business.

March 10. *Soyfoods Industry and Market: Directory and Databook 1983* published by Soyfoods Center, accompanied by glossy flyer and catalog of professional publications and services.

March 10. *Tempeh Primer,* by Juel Andersen and Robin Clute, published.

March 14. Connecticut Agricultural Experiment Station, in Bulletin 810 "Quality of Tofu and Other Soy Products," reports high bacterial and coliform counts. A virtual expose, revealing the tofu industry's erratic quality control, it gets wide media coverage and hurts sales of New England and New York tofu companies.

March. Hinode Tofu Co. starts major tofu ad and coupon campaign, with full-page ads in four national magazines. Most extensive national publicity ever done for tofu. Triggers lawsuit from a rice company over the Hinode brand, with which Hinode Tofu Co. is subsequently forced to part.

April 27-30. Six soyfoods companies exhibit at Whole Life Expo in San Francisco, as part of Soyfoods Association's booth. Shurtleff presents a speech and color slide show.

April. Jacob Hartz Seed Co. is purchased by Monsanto.

May. *The Au Naturel Tofu Manual,* by Chloe & Abraham Fox self-published in Canada. Vol. 1 is *Tofu Recipes for Families.* Vol. 2 is *Modern Jewish Tofu Cooking.*

May 3. Michael Austin mails out Soyfoods Association Charter Member letter. By year's end $18,000 in membership fees had been raised.

May 4. Richard Leviton decides to move to California.

May 8-11. Hinode Tofu Co. exhibits five flavors of Tofu Parfait at the prestigious and influential Food Marketing Institute convention in Chicago, a major national supermarket convention, attended by 20,000.

May 9. Dr. Hwa L. Wang of USDA NRRC speaks on "Tofu and Tempeh as Potential Protein Sources in the Western Diet" at the American Oil Chemists' Society symposium on "Potential New Protein Sources" in Chicago.

May 16. Quong Hop & Co. introduces the first Soy Deli cooler display case to Raley's supermarkets in Reno (Nevada) and Sacramento (California). In July they introduce the idea to Safeway supermarkets in California. By August there are Soy Delis in ten Safeway supermarkets in the San Francisco Bay Area.

May 18. The New York Times article on "Bacteria in Soy Products" is a follow-up on the Connecticut tofu contamination report.

May 24. Wm. Shurtleff leaves for China for three weeks to study soyfoods, sponsored by Danish Turnkey Dairies; the first trip for this purpose since Dr. A.K. Smith of the USDA went there in 1949. Shurtleff writes 75-page report on *Soybeans and Soyfoods in China: 1949-83.* After China, Wm. and Akiko Shurtleff spend 3 weeks studying the burgeoning soymilk industry and market in Japan.

May 31. Leviton and Wang speak on the soyfoods industry at Iowa State University conference on grains and legumes.

June. Worthington Foods introduces Tofu Garden Patties, developed for the health food market as part of a larger new line of natural food products, all sold under the

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Natural Touch brand. This is a new trend for the company and they commit money to promoting it. In 1984 they launch Okara Patties (which contain okara as the 4th ingredient).

June. *Quantity Tofu Recipes for Institutions & Restaurants*, by Gary Landgrebe published by Soyfoods magazine and Fresh Press.

June. *The Magic of Tofu*, by Jane O'Brien of Ireland published by Thorsons in the UK.

June. *Tofu: Not Just for the Health of It*, by Jana H. Crutchfield self-published.

June. *Handbook of Indigenous Fermented Foods*, edited by Keith H. Steinkraus, published by Marcel Dekker. Extensive original material on traditional soyfoods. It soon becomes a classic.

June. *Soyfoods* magazine No. 9 published, 7,000 copies. *Soyfoods Newsletter* published in new typeset, 4-page format with new design.

June. Torigoe Seifun, Japan's fifth-largest flour miller, starts production of tempeh. This is the earliest known commercial tempeh ever made in Japan.

July 1. Quong Hop & Co. purchases Pacific Tempeh Co.

July. INTSOY publishes *Proceedings of the First China/USA Soybean Symposium*, held July 1982 at the University of Illinois.

July 3-Aug. 22. Richard Leviton in England, lectures on soyfoods in London and Leicester, and does some soyfoods research.

July 25. Soyfoods Association meeting in Denver, Colorado. Tom Timmins, president of Tomsun Foods Inc. (one of the companies seriously affected by negative publicity on tofu quality) is asked to be head of the Soyfoods Association's Standards Committee, and to appoint people to work with him on the development of standards, especially tofu standards. In October he sends a 4-page survey letter concerning soyfoods standards to the 18-person Soyfoods Association Standards Committee that he has appointed.

July 28-Aug. 2. Second US/China Soybean Research Symposium, held in Jilin, China

July. NNFA show in Denver. Eden Foods surprises the natural foods industry by launching designed-for-America Edensoy in plain and carob flavors. Made in Japan by Marusan-Ai and exported by Muso, it is packed in a 6-ounce retort pouch. San-J's To-Neu brand soymilk is also debuted in Tetra Brik cartons.

Eden Foods is the first Caucasian-American company to import soymilk, and their gamble soon pays off; sales skyrocket, sparked by an extensive magazine advertising campaign. Between Sept. and Dec. 1983 over 1 million packs are sold. A host of competitors rush to follow Eden's lead... and many of them go to Muso. Eden objects.

July 31. Fifth Anniversary of the founding of the Soyfoods Association of North America.

Late July. Hot, dry summer weather heats up the price of soybeans from $6/bu to over $9.50/bu in August and September, falling back to $8 in December.

Aug. 15. *Time* magazine article on stylish ice creams has a paragraph on Tofutti soy ice cream.

Aug. 15. Delegation of four soyfoods experts from People's Republic of China spends 5 hours at The Soyfoods Center. First stop of the first Chinese soyfoods team to visit the USA.

Aug. 15. Soyfoods Center makes the first photocopy of the entire Log of the Dorsett-Morse Expedition to East Asia, 1929-31. 6,170 pages. The only original is owned by the American Soybean Assoc. in St. Louis, Missouri.

Aug. Farm Foods serves Ice Bean soymilk ice cream at the American Soybean Association convention in Nashville, Tennessee.

Sept. Legume in New Jersey, in their second public stock offering in 15 months, raises an additional $400,000 ($300,000 net).

Sept. Continental Soyfoods, run by Pat Aylward in Minneapolis, Minnesota, goes out of business.

Sept. 9. Richard Leviton leaves Massachusetts, moves Soyfoods magazine to Encinitas, California. But he decides to leave there a week later.

Sept. 21. New Ten Speed Press edition of *The Book of Miso*, by Shurtleff and Aoyagi published. Extensively revised, it shows miso consumption in the U.S. has increased 300% since 1975.

Sept. 25. Open House at new headquarters of Soyfoods Center for 30 people, including Nancy Dailey, who is writing a major story on soybeans for *National Geographic* magazine, and for Richard Leviton, newly arrived in California. Shurtleff shows color slides of soyfoods in China.

Sept. 26–Oct. 1. Symposium on "Soybean in Tropical and Subtropical Cropping Systems" held at Tsukuba, Japan. About 200 people attended. Proceedings were published in 1985.

Sept. 28. Soyfoods Center buys its first computer and begins computerization, which soon leads to development of the world's three largest computerized databases focusing on soyfoods and the soybean industry–from which this chronology is compiled.

2279. *SoyaScan Notes.* 1983. Chronology of soybeans, soyfoods and natural foods in the United States 1983 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** Continued. Oct. 9 to Nov. 14. Richard Leviton travels to Europe as a consultant for the American Soybean Association. Gives six speeches on soyfoods in Italy, Belgium, Denmark, France, Netherlands, and Hungary. The 50-minute speech in Italy is about the soyfoods industry in the USA, presented to 150 members of EUVEPRO, the European Vegetable Protein Association. Leviton studies soyfoods throughout Europe, the first representative of the American soyfoods movement to do so. He reports that

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virtually all tofu in Europe is vacuum packaged. On Oct. 28, ASA Belgium Office expresses interest in sponsoring a European Soyfoods Conference and a European Soyfoods Newsletter. Leviton writes a 56-page report on the trip.

Oct. New England Soy Dairy starts to sell its tofu under the Tomsun brand.

Oct. The world's first spray-dried tofu is introduced by Clofine Dairy & Food Products of Linwood, New Jersey. St. Peter Creamery first began spray-drying soymilk powder in late 1984, and tofu in the summer of 1985, under the Oberg patent.

Oct. *Kikkoman: Company, Clan, and Community,* by W. Mark Fruin (358 p.) published by Harvard University Press as part of their series Studies in Business History.

Oct. Major reorganization of The Farm in Tennessee. It is no longer a cooperative. Every participant must pay his/her own way. All workers earn wages. The soy dairy sells its tofu and soymilk to Farm residents. Farm Foods becomes an independent, for-profit corporation.

Oct. Pauline Six-Chan, founder of Premier Foods in Leuven, Belgium, starts making Tofu Tart/Cheesecake and promoting tofu and other soyfoods in Belgium.

Nov. Hymowitz and Harlan's "The Introduction of the Soybean to North America by Samuel Bowen in 1765" is published in *Economic Botany.* This brilliant piece of historical research pushes the introduction date back 39 years, and shows that by the late 1760s Bowen, in Georgia, was making soy sauce and exporting it to England. It also credits Benjamin Franklin with the earliest known reference by an American to tofu, in 1770.

Nov. 11. Wm. Shurtleff and Gordon Bennett (Westbrae Natural Foods) mail out a packet including proposed U.S. soy sauce standards, English translation of Japanese Shoyu Standards, and proposal for formation of a Soy Sauce Council to 60 companies connected with soy sauce in the USA.

Nov. Soyfoods Assoc. officers meet with David Mintz of Tofu Time (maker of Tofutti) asking him to either use tofu as an ingredient in Tofutti or drop the term "tofu" from his product name and stop stating or insinuating that his product contains tofu.

Nov. 11. William Shurtleff writes a strongly worded letter to Mintz threatening to report the matter to the Securities and Exchange Commission and the FDA if Mintz fails to stop deceptive practices. Mintz quickly re-adds tofu to Tofutti.

Nov. 19. House Shokuhin Kogyo, a major Japanese food company, invests $2.5 million in Hinode Tofu Co. in Los Angeles as part of a joint venture to expand tofu production.

Nov. 25. Dr. Clifford W. Hesseltine of the USDA NRRC receives the award of the Third Class of the Order of the Rising Sun from the Emperor of Japan in recognition of the meritorious services he has rendered: proving the safety of Japan's traditional fermented foods, training Japanese scientists, and promoting technical cooperation in the field of food fermentation between the United States and Japan.

Dec. New England Soy Dairy, in a half-page article in *Inc.* magazine, is named as one of America's 500 fastest growing small private companies.

Dec. Inari Trading Co. in Michigan develops a delicious Christmas Soynut Sampler with seven flavors of Super Soys, including yogurt-coated, carob-coated, and butter-toffee. Runs a full page color ad in Soybean Digest.

Dec. *International Bibliography of Soybeans* (3 volumes, 2,500 pages) published in Brazil. 19,571 references total, under 75 subject headings, all published during 1970-1982. Volume III contains author and subject indexes. Mostly soybean agronomy, but 1,584 references on soyfoods.

Dec. 1. The title of *Soyfoods Monthly* is changed to *Soyfoods Newsletter.*

Dec. 5-7. Symposium on Soybean Utilization held at Ibadan, Nigeria, Sponsored by IITA. First event of this type in Africa.

Dec. 8. Tofu Time Inc. in New York raises $3.2 million ($2.4 million net) in their first public stock offering (IPO), to finance national marketing of Tofutti soy-based ice cream.

Dec. 10. Doug Fiske becomes majority owner (55%) of *Soyfoods* magazine, Leviton owns 45%. Fiske will take over most publishing responsibilities. Leviton moves to San Francisco Bay Area.

* *Eurosoya,* the annual publication of the European Cooperative Network on Soybean, begins.

* Soymilk production peaks in Japan at 116,724 kl. By 1986 it has fallen to 43,392 kl, which is only 37% of the peak.

1983 New Trends:

New Capital and Expertise are Flowing into the Soyfoods Industry, leading to many exciting new ideas and products and marketing programs. A dozen or so large companies with nationwide marketing are emerging.

New Emphasis on Soyfoods Marketing, now that production techniques have been fairly well mastered, is seen throughout the industry, and is reflected in new editorial and advertising policies of *Soyfoods* magazine.

Brand-Name Promotion by larger companies is surpassing generic or commodity promotion.

Stylish Second-Generation Products, prepared convenience soyfoods, are appearing with better product quality, better marketing and promotional programs, and better packaging and graphics. These are the fastest growing component of the soyfoods industry.

Extensive Professional Advertising of Soyfoods in natural and health food consumer magazines, as by Legume, Eden Foods, San-J, Hinode, Edward & Sons, and Pure & Simple. Each of these companies run very attractive, professional ads. Brightsong Light Foods has top graphics for a small company.

Exhibits at National Trade Shows are now a matter of

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course: The Natural Food Merchandiser show, followed by the National Nutritional Foods Association (NNFA) show are most popular.

Tofu Market Control is Increasingly Concentrated in the hands of large manufacturers, who distribute nationally and have professional marketing. Most companies are getting much more professional, but many small tofu companies are going out of business. The total number of companies is stabilizing.

Soymilk Makes its First Big Splash in the American Caucasian Market, led by Eden Foods' Edensoy. Vitasoy has big plans for early 1984. Vitasoy had the largest total imports in 1983, but mostly sold to the Asian-American market. Large new soymilk plants are planned to open in 1985.

East Asian Soymilk Sales are Skyrocketing, leading to a general soyfoods Renaissance, and reevaluation of traditional soyfoods staples. Production of soymilk in Japan tops 100,000 metric tons (tones) for the first time, reaching 116,724 tonnes, up 71% over last year. The per capita consumption of soybeans in Japan is 5.8 kg/year, up 3.6% from last year.

Soy Ice Cream is becoming fashionable. Made with tofu, soymilk, and/or isolated soy protein, it is emerging as a major way that Americans are discovering soyfoods.

Tofu industry is vulnerable to sanitation and credibility problems as vividly demonstrated by the Connecticut quality / contamination report in March and subsequent adverse publicity, and by a Tofutti mislabeling incident in November. The industry urgently needs standards and better sanitation. Tofu souring and spoilage is the tofu industry's number one problem.

The Soy Deli Concept: Defunct or Ready for Takeoff? No new openings and some closings. But more and more natural food and vegetarian restaurants are starting to use soyfoods, and Chinese and Japanese restaurants are increasing their traditional use. In Soyfoods No. 9, Leviton calculated that as much as 16% of all tofu made in the U.S. is being served in restaurants, but this figure is probably far too high. Most promising, plans by Tofu Time/Tofutti to open a chain of natural, fast food restaurants featuring tofu, soymilk and other soyfoods could bring the Soy Deli concept new life and widespread publicity as a healthful alternative to McDonald's, Burger King, and the like.

European Soyfoods Industry is Flourishing, with lots of innovation. Large producers of tofu and tempeh are emerging in the Netherlands.

Tempeh is Starting to Take Off in Japan and interest is rising rapidly: 13 articles were published on tempeh in Japan this year, followed by 20 in both 1984 and 1986.

2280. **Product Name:** Golden Life.
Manufacturer's Name: Martin Pharmaceuticals. Div. of the Nicholas Kiwi Co.
Manufacturer's Address: Australia.
Date of Introduction: 1983 December.
Wt/Vol., Packaging, Price: Tetra Brik Aseptic cartons.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Geoff Wilson. 1987. Jan. Soyfoods (ESFA). Jan. The dates in this article are not clear. The product is said to be "the first Australian soy drink, launched late last year. A sport drink, it contains dextrose and is being packed in tetrabrik cartons in the Leongatha factory of Murray Goulburn Cooperative, Australia's largest farm-owned dairy company. However other soy-based foods are not yet expected to be produced by other dairy companies, because of the anger the new soymilk technology's threat has caused among hard-pressed dairy farmers... The product is currently being sold through health food stores But other manufacturers are tipping that a range of soy based dairy food substitutes will become available to supermarkets in 1985. One health food shop in Melbourne has reported a tenfold sale of soy drinks over the last 6 months. They are made from isolated soy protein."

2281. **Product Name:** Sanitarium Health Foods Swiss Rounds (Vegetarian).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1983.
Ingredients: Textured vegetable protein, vegetable oil, rolled oats, onion, whey protein concentrate, thickeners, flavours, yeast extract, salt, sugars, herbs and spices, water added.
Wt/Vol., Packaging, Price: 430 gm can.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1983.

2282. Child, Julia; Bertholle, Louisette; Beck, Simone. 1983. Mastering the art of French cooking. Updated. New York, NY: Alfred A. Knopf. xv + 684 + xxiii p. Illust. 26 cm.
• ***Summary:*** The use of an electric blender shows the authors' innovativeness, flexibility and adaptability. Explains how to make emulsions like mayonnaise and hollandaise sauce with an electric blender.

The following page numbers (in the Index under "Electric blender") are from this 1983 updated and revised edition: In Volume I: For Bread Crumbs, see Broiled chicken, p. 266. For Hollandaise sauce, p. 81. For Mayonnaise, p. 88. For Mousses (Chicken, Liver, etc.), p. 559. For Pancakes, p. 191, 649. For Pulverized almonds, p. 582. For Shellfish butter, p. 104. For Soups, p. 37.

In Volume II. For Pulverized almonds, p. 475. For Shellfish butter, p. 34. For Souos and bisques, p. 4, 32. Address: 1. Cambridge, Massachusetts; 2-3. France.

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2283. DE-VAU-GE Gesundkostwerk GmbH. 1983. GranoVita. Health-food & natural food from Germany. Natural nutrition for young and old for every day. P.O. Box 1660, D-2120 Lueneburg, West Germany. 6 p. Manufacturer's catalog. [Eng]

• ***Summary:*** See next 3 pages. This full-color manufacturer's catalog contains a color photo of each of the company's products and a listing of ingredients. All are natural, vegetarian foods. The lines are Soya-Products, Sandwich-spreads, Baby food, Fruit- and Grain bars, Nut-Creams, Wholemeal Breakfast, Herbal drugs, Drinks (soymilks and coffee substitutes), and Boesen grain-mill. Contains a concise history of the company, which was founded in 1899 by a group of health reformers at Friedensau near Magdeburg. Today the Lueneburg plant employs about 120 workers. The company supplies 2,500 health food stores in West Germany and has business dealings worldwide. "By our motto 'Once a week a meatless day with granoVita soya-food' more and more customers are induced to try the wholesome and tasty soya-products."

In 1977 DE-VAU-GE acquired the Boesen Bakery Ltd. which employs 130 workers. In 1982 total sales for granoVita and Boesen were 50 million DM (German marks).

Among the many color photos is an aerial view of the present factory at Lüneburg. Address: Lueneburg, West Germany.

2284. Fry, Patricia L. 1983. The Ojai Valley: An illustrated history. Ojai, California: Matilija Press. xxi + 297 p. See p. 238. Illust. Index. 22 cm.

• ***Summary:*** Chapter 15, titled "Ojai today," contains sections titled "Bill Baker's Bakery," "Ranch House Restaurant" (started by Alan and Helen Hooker), "Meditation Mount," "Krotona" Institute of Theosophy (photos show Annie Besant at age 23 and Albert Powell Warrington), "Jiddu Krishnamurti" (who first came to Ojai in 1922, hoping that the climate would save his ailing brother) (p. 238-48). A chronology (p. 280-83) shows: The population of the Ojai increased from 50 in 1873, to 1,100 in 1920, to 12,000 in 1952, to 18,000 in 1963, to 25,000 in 1980. In 1874 the town of Nordhoff was founded; by 1891 it had a population of 300. Address: Ojai, California.

2285. Herbert, V.; Drivas, G.; Chu, M.; Levitt, D.; Cooper, B. 1983. Differential radioassays better measure cobalamin content of vitamins and 'health foods' than do microbiologic assays. *Blood* 62(5):37a. Suppl. 1. *

2286. Rohé, Fred. 1983. The complete book of natural foods. Boulder, Colorado: Shambhala. xvi + 491 p. Illust. Index. 26 cm. [120 ref]

• ***Summary:*** This book is about "The New American Diet," which is an "omnivarian" [omnivorous] diet including some fish and meat.

Chapter 14, titled "New and future natural foods," contains a section titled "Soy foods" (p. 162-65) including tofu, tempeh, miso, soy sauce, soy milk, and other soy products (yuba and sufu). The work of William Shurtleff and Akiko Aoyagi, and their Soyfoods Center, is mentioned 2-3 times. Toward the back of the book are many soyfoods recipes.

Page 165: "Vegetable Gels and Thickeners: Two 'vegetarian gelatins' are fairly widely used in food manufacturing. Most Americans have had them without realizing they are sea vegetables.

"Irish moss, also known as carrageen, can be bought in bulk in natural foods stores and boiled down to form a clear gel for puddings, jelly, or 'jello' desserts."

The next section (p. 165), titled "Future Foods from the Sea," briefly discusses arame, hijiki, and wakame.

The Prologue tells Rohe's life story and pioneering work with natural foods. In 1964, at the ripe old age of 27, he didn't feel good, didn't look good, and didn't like it–the result of years of smoking, drinking, eating bad food and "burning the candle at both ends." "It was time to do something about it. Adelle Davis became my guru and Thom Hamilton–the health foods store owner who sold me [her book] *Let's Eat Right to Keep Fit* became my mentor." Within a few months he was feeling much better. "So in 1965 I bought a small health food store in the Sunset district of San Francisco." It was named Sunset Health Foods." He discarded most of the dietetic foods on the shelves and replaced them with "old-fashioned groceries–basic stuff, traditional, simple, whole food... What was evolving was a modern version of an old-fashioned grocery store." He would provide information instead of hype, bulk retail foods sold out of barrels, crocks, jars, and drawers instead of packaged products, food instead of food supplements. He renamed the store "New Age Natural Foods."

"My career ended in 1973, after eight years. New Age Natural Foods had served as a model for what were called in those days 'hippie food stores.' It is credited as being the prototype natural foods store, as distinct from a health food store." Since 1973 Fred continued to work in the natural foods industry. In 1979, in his capacity as a consultant, he met the people of Sunburst Farms, who are his collaborators on this book. "Sunburst is the realization of a vision experienced in 1951 by its founder Norm Paulsen, while he was living as a student monk studying yoga at the Self-Realization Fellowship in Los Angeles. He moved to the Santa Barbara area, and while operating a construction business in 1968 established Sunburst Farms as a group of people living communally under spiritual principles on 160 acres of land in the mountains above Santa Barbara. The community-owned business, Sunburst Natural Foods, grew foods organically and flourished. In 1970 they opened a natural foods retail store in Santa Barbara. The community grew to include a second ranch and a total

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granoVita

Health-food – natural food from Germany

Natural nutrition for young and old for every day









Views of Lüneburg-residence of the company

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Soya-Products

Eating meatless soya-products is up to date. It gives you a change and all the fun of discovering new tastes. Moreover meatless food is wholesome and healthful.

Soya-Sausages in 3 varieties

Article-No. 1402 Soya-sausages, standard
Article-No. 1465 Soya-sausages, highly seasoned
Article-No. 1475 Soya-Wieners
Ingredients: Vegetable oils and fats, water, soya-protein, egg-protein onions, natural spices, wheat gluten, salt, glucose, yeast, rolled-oats, bread-crumbs. 275 g per tin.

Soya-zart (tender cutlets)

Seasoned soya-cutlets. Ingredients: Soya-protein, water, corn-germ-oil, egg-protein, salt, dextrose, spices.
Article-No. 1406 / 350 g per tin.

Soya-balls

Ingredients: Soya-protein, water, corn-germ-oil, egg-protein, bread-crumbs, spices, sea-salt, wheat-protein, wheat-flakes, yeast, onions, potato-starch. Article-No. 1415 / 170 g per tin.

Pasta chuta Bolognese

Use as spaghetti-sauce. Ingredients: Tomato-pulp, water, textured soya-protein, onions, grated cheese, soya-oil, salt, natural spices, corn-starch. Article-No. 1411 / 400 g per tin.

Soya-goulash

To be served with potatoes, rice or noodles. Ingredients: Non hydrogenated vegetable-fats, soya-protein, carrots, celery, tomatoes, wheat-flour, natural spices. Article-No. 1417 / 425 g per tin.

Soya-Mignon

Can be used like meat-balls. Ingredients: Soya-protein, water, onions, rolled-oats, non hydrogenated vegetable-fats, egg-protein, spices. Article-No. 1473 / 375 g per tin.

Soya Ragout fin

To be served as tasty filling for pies. Ingredients: Water, Soya-zart, mushrooms, wheat-flour, cream, vegetable-margarine, onions, spices. Article-No. 1472 / 400 g per tin.

Soya-Vita

Perfectly seasoned patty-mixture with sea-salt. Ingredients: Soya-protein, bread-crumbs, wheat-gluten, wheat-flakes, glucose, egg-protein, yeast, potato-starch, onions, spices, sea-salt, celery, parsley. Article-No. 1409 / 200 g.



Sandwich-spreads in various tastes, in tins or to be stored in the refrigerator.

granoVita Sandwich-spreads can be used in several ways: As spreads on bread, crisp-bread or toast, in vegetarian patties, on pizza, in salads or puff-pastries, together with rice as filling for peppers. Due to the added yeast granoVita Sandwich-spreads contain a considerable quantity of the essential B-vitamins. No cholesterol.

Sandwich-spread

Produced according to a Swiss recipe. Ingredients: Water, vegetable-oils and fats, yeast, onions, potato-starch, sea-salt, natural spices. Article-No. 1312 / 80 g or as small unit for cold storage 4x62,5 g / 250 g. (Article-No. 4730).

Sandwich-spread with mushrooms

Ingredients: Like Sandwich-spread, with mushrooms added.
Article-No. 1316 / 80 g
or as small unit for cold storage Article-No. 4727 / 200 g.

Sandwich-spread with olives

Ingredients: Like Sandwich-spread with pepper-filled olives added. Article-No. 1315 / 80 g or for cold storage Article-No. 4728 / 200 g.

Sandwich-spread – like homemade

Ingredients: Water, vegetable-oils and fats, yeast, onions, wheat-wholemeal, buckwheat-groats potato-starch, spices, sea-salt, soya-flour. Reduced in calories – only 225 calories per 100 g. Article-No. 1320 / 80 g or for cold storage Article-No. 4729 / 200 g.

Soya-pikant

Ingredients: Water, vegetable-oils and fats, egg-protein, soya-protein, spices, wheat-gluten, glucose, salt, yeast, rolled-oats, soya-sauce, bread-crumbs, onions. Article-No. 1448 / 80 g.

Soya-Delikat

Tasty vegetarian slices to be used in various dishes, on bread or dressed and fried, in salads or stews. Ingredients: Soya-protein, corn-germ-oil, mushrooms, water, egg-protein, onions, salt, dextrose, spices, yeast. Article-No. 4726 / 250 g.



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membership of over 200 people. "The business came to include manufacturing and wholesaling as well as retailing. There are now five Sunburst Farmer's Markets, two of them–in Goleta and Ventura–large, complete, natural foods supermarkets. Sunburst also owns and operates a natural foods restaurant, 'The Farmer and the Fisherman,' 35 miles north of Santa Barbara along the coastal highway." Then Norm envisioned a new direction and everything changed. They traded their 6,000 acre coastal ranch for land in northeastern Nevada totaling over 500,000 acres. "It could hardly have been a more radical change. But the soil is rich in minerals and there is abundant water from artesian wells. They are responding strongly to the challenge of, as they say, 'making the desert bloom as a rose.'"

"Appendix eight: Recommended reading list" (p. 470-78) includes a section titled "Soyfoods."

This book was Re-published in 1986 as *Nature's Kitchen* by Garden Way in Brattleboro, Vermont.

Interview with Fred Rohe. 1988. Nov. 3. Fred bought Sunset Health Foods in 1965 and transformed it into New Age Natural Foods at 1326 Ninth Ave. in San Francisco.

Note: This is the earliest document seen (March 2020) that contains the term "natural foods supermarkets"–plural, but regardless of hyphenation. Address: 4014 Lincoln Way, San Francisco, California 94122. Phone: 415-564-7024.

2287. **Product Name:** Tofu Missing Egg Salad.
Manufacturer's Name: Soycraft.
Manufacturer's Address: P.O. Box 420, Woollahra (near Sydney), NSW 2025, Australia. Phone: (02) 32 0716.
Date of Introduction: 1984 January.
Ingredients: Tofu, fresh vegetables, herbs and spices, shoyu, vegetable oil, mustard, apple cider vinegar, honey, sea salt.
Wt/Vol., Packaging, Price: 200 gm.
New Product–Documentation: Letter and Label sent by Ralph and Volli Henderson, founders of Soycraft. 1984. Jan. 17. The letter is on Klinica letterhead. "We have been so busy that nobody has yet staggered to the printer to collect Soycraft letterheads. I think Volli and her small crew sometimes wish it had never happened...

"We make tofu, and then use all of our tofu to make secondary products. At the present time we don't think there is market support for tofu, which would justify another firm in that line of business; it will be a year or two before Australians may wean away from their meat based diets. The local Chinese community makes and uses a lot of tofu, but it is really only the health food shops (about 230 in Sydney) that sell tofu. About 30% of these health food shops are still vitamin supply people and unaware of what it is all about anyway. Our tofu is made via the cauldron method–laborious, tedious, etc. We will consider buying the Takai W30A system towards the end of this year."

Label. 2.5 by 3 inches. Green on white. "All natural ingredients–No preservatives."

2288. Smith, Paul. 1984. Re: Pioneering work with soyfoods in Australia. Letter to William Shurtleff at Soyfoods Center, Feb. 7–in reply to inquiry. 2 p. Typed, with signature on letterhead.
• ***Summary:*** Answers to questions: "1. Soy products of Australia Pty. Ltd (Proprietary Limited) evolved from F.G. Robert's Health Food Company Pty. Ltd. F.G. Robert's Health Food Company was established in 1923 and Soy Products of Australia Pty. Ltd. was officially incorporated on the 19th June 1957. The company first started making soy foods in the mid nineteen thirties and the first Soyfood product was 'Soy Compound'.

"2. The company first started making debittered full fat soy flour in 1951-52. The company manufactures full fat soy flour only: raw or debittered depending on the end usage. Current output is several thousand tonnes per annum. We are not prepared to divulge process details, markets or the exact tonnages involved.

"3. We are the only manufacturer of full fat soy flour in Melbourne and in the State of Victoria, and we believe that we are the only manufacturer of debittered full fat soy flour in Australia. However, enzyme active or raw soy flour is widely used in bread improvers and bread manufacture in this country and several people in the other states produce raw full fat soy flour. We are not familiar with them all or their throughputs, and have no exact idea how we rank in size wise. We probably rank somewhere in the top three and we probably have the most specialized knowledge about handling and processing soy bean for human consumption." Address: Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2289. Shurtleff, William; Aoyagi, Akiko. 1984. Large natural and health food distributors in the United States (Document part). In: Shurtleff and Aoyagi. 1984. Soymilk Industry and Market: Worldwide and Country by Country Analysis. Vol. 1. 177 p. See p. 56-57.
• ***Summary:*** These two tables were compiled from various reliable sources: (1) Natural food distributors. (2) Health food distributors. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

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Company Name	City and State	Estimated Annual Sales ($ Million)
1. Rainbow Distributing	Denver, CO	13
2. Arrowhead Mills	Hereford, TX	12
3. Eden Foods	Clinton, MI	10
4. Rock Island Foods	Ignacio, CA	10
5. Westbrae Natural Foods	Emeryville, CA	9
6. Pacific Rim	Seattle, WA	7
7. Cornucopia Natural Foods	Coventry, RI	7
	Total for top seven.....	68

Company Name	City and State		Estimated Annual Sales ($ Million)
1. General Nutrition Corp.	Pittsburg, PA		450
2. Balanced Foods Group			148
Balanced Foods, Hdqtrs	North Bergen, NJ	($40)	
Akin Southwest Dist	Tulsa, OK	($38)	
Akin Dist of Florida	Jacksonville, FL	($30)	
Midwest Natural Foods	Ann Arbor, MI	($20)	
Northwest Dietetics	Kent, WA	($20)	
3. Tree of Life Group			74
Tree of Life, Hdqtrs	St Augustine, FL	($55)	
Health Foods Inc.	Chicago, IL	($19)	
4. Kahan & Lessin (K&L)	Compton, CA		44
5. Nature's Best	Torrance, CA		24
6. Landstrom Co.	South San Francisco		22
7. Stow Mills	Brattleboro, VT		21
8. Collegedale Distributors	Collegedale, TN		12
	Total for top eight...		795

2290. Vaughn, Harmon. 1984. Bill Baker of Ojai, California, and his early work with soy (Interview). Conducted by William Shurtleff of Soyfoods Center, March 25. 1 p. typed transcript.

• ***Summary:*** Harmon met Bill Baker in 1936. Bill Baker started to make soy bread in the early 1920s–about 1921-1923. Baker had been working for about 10 years with Dr. Samson's clinic in Santa Barbara. The clinic specialized in heart and stomach problems, so it needed foods that patients could tolerate. He found that the alkali in soybeans neutralized the acid starches in wheat. During the 1930s, Baker developed oil-free breads and sprouted grain breads, each containing soy.

Ben Kahan was not Bill's first distributor, but he was Bill's first exclusive distributor. Before Kahan, Bill used a potato chip distributor. Harman has a good history of Bill Baker's work. Bill wrote one book. He was considered the

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world's best sugar artist and decorator. Harmon has a photo album that is now in the Ojai Museum on loan; it shows mostly sugar creations but also some early soy. He also has pamphlets, newspaper clippings (dated), and magazine clippings that tell his story. He is willing to make copies. One photo shows Baker in 1921-22 loading a train at the depot with a delivery wagon of lima bean wafers.

Harmon is now age 69. That bakery is the only place he ever worked in Ojai.

Note 1. Talk with Gordon Kennedy of Ojai, California. 2002. Oct. 18. Bill Baker's bakery is still active making German-type breads on Ojai Ave., in Ojai. Gordon has an old post-card advertising Bill Baker's soy bread.

Note 2. Update. Talk with Helen Vaughn, Harmon's wife. 2004. June 6. Harmon is no longer living. She and Harmon worked for Bill Baker from 1936 to 1942, then after he died, they bought the bakery in 1947 and ran it until 1973. Bill was a big heavy-set guy, who spoke with a German accent and had blonde hair. She and Harmon gave their photo album to a man named Thomas, who purchased the business from them in 1973. He moved away from Ojai and took the album with him–but nobody knows where he went. Address: 404 E. Topa Topa St., Ojai, California 93023. Phone: 805-646-2716.

2291. **Product Name:** Tempeh Chips.
Manufacturer's Name: Soycraft.
Manufacturer's Address: P.O. Box 420, Woollahra (near Sydney), NSW 2025, Australia. Phone: (02) 32 0716.
Date of Introduction: 1984 March.
Ingredients: Incl. tempeh.
New Product–Documentation: Letter from Ralph and Volli Henderson, founders of Soycraft. 1984. Jan. 17. "Our tempeh cabinets will be ready the first week of next month, however due to limited freeze facilities [freezer space] of the health food retailers, and our need to transport the product inter-state, we will produce the tempeh chips. Local tempeh is made, some in Queensland, some by an Indonesian restaurant, very, very small, servings, and expensive, so much so that local shops are giving up because of consumer reaction to price."

2292. Jenkins, Nancy. 1984. Health food and the change in eating habits. *New York Times.* April 4. p. C1, C6.
• ***Summary:*** "Americans eat less red meat than they did 10 years ago, and the red meat they do consume is significantly leaner, according to John Francis of the National Livestock and Meat Board, with 25 to 35 percent less fat than meat produced 20 years ago."

2293. *Wall Street Journal.* 1984. "Health-food" stores aren't just for wheat germ and tofu anymore. May 24. p. 1, col. 5.
• ***Summary:*** "Nowadays they're also for pizza, potato chips, candy and many other items that suspiciously resemble those in ordinary supermarkets."

2294. Price, Charlene C.; Brown, Judy. 1984. Growth in the health and natural foods industry. *USDA Economic Research Service, Staff Report* No. AGES840501. 32 p. May. [24 ref]
• ***Summary:*** The number of natural food retail stores has increased from about 1,000 stores in 1970 to some 8,000 in 1982. Total sales have jumped from $140 million in 1970 to a little over $2 billion in 1983. The three basic foods in the industry are natural foods, health foods, and organic foods. About 37 full-line wholesalers serve the industry.

Table 4 titled "Percentage of health and natural food industry sales held by foods and nonfoods categories" (1975-1983, p. 15) shows that soy products rose from zero percent in 1975 and 1976, to a peak of 1.5% in 1977, the fell slowly to 0.6% in 1983. The source of these statistics is *Health Foods Business*, annual surveys, 1976-1984. Address: National Economics Div., ERS.

2295. Murray, Frank; Tarr, Jon. 1984. More than one slingshot: How the health food industry is changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. June. Illust. No index. 18 cm. [20 ref]
• ***Summary:*** A history of the National Nutritional Foods Association (NNFA) and their decades of legal battles with the U.S. Food and Drug Administration (FDA). This is one of the only supportive (non-critical) histories of the health foods movement in America.

Contents: Introduction. 1. How the health food industry began. 2. The vitamin and mineral hearings (prompted by onerous FDA regulations of 18 June 1966). 3. The battle rages on. 4. The struggle over vitamins A and D. 5. NNFA marches on Washington (May 1975). 6. The vitamin bill is finally passed (22 April 1976; Proxmire Bill, signed into law by President Gerald Ford. NNFA victory over FDA). 7. Hanky-Panky in Washington. 8. How the FDA attempted to curtail the sale of health books. 9. NNFA vs. Frederick Stare and Elizabeth Whelan (and the American Council on Science and Health, ACSH, whose current funders and institutional members are listed on pages 187-92). 10. The golden years of PELLL Committee (Public Relations, Education, Legal, Legislative and Lobbying; formed by NNFA in 1955). 11. NNFA supports the Delaney Clause. 12. NNFA's radio and TV programs. 13. NNFA has many friends. 14. NNFA's first woman president. 15. What lies ahead. Epilogue.

Frank Murray got involved with the health foods movement in 1963, working for Jack Schwartz at Syndicate Publications. The book was written for the NNFA and not released commercially. Several thousand copies were printed in paperback, selling for $4.95. A copy was sent to each member of Congress.

The health food industry was born out of the discovery of vitamins and the devitalization of the American food supply (especially white flour since the late 1890s, and white

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sugar) by large corporations. A few early companies started in the 1920s but most began in the 1930s. It grew on the issues of chemicals and pesticides in foods.

"The National Nutritional Foods Association (NNFA), which has had several names since its inception, has been the spokesman for the health food industry since 1938" (p. 6).

Companies: Akin's Special Foods (Tulsa, Oklahoma, p. 30-31), Eichenauer's (Phoenix, Arizona, p. 34-36. Opened in 1938. Early lines included Paul Bragg products, Dr. Walker's Vegetable Juice Hydraulic Press and books, Gayelord Hauser products and books, Martin Pretorius products and Waring Blender), Vita Food Co. (Washington, DC, p. 34-36. Opened in 1928. A list of products sold in an early catalog includes Lust's Peanut Butter, Carque's Almond Butter, Black Mission Figs, Kadota Figs, Manukka raisins, Carque California Health Bars {5¢ each}, Live Food Juicer {$5.95}), Vic Boff's (Brooklyn, New York, p. 36. For 48 years he has been associated with the pioneers of Physical Culture), House of Better Living (now owned by John Quinn and called Quinn's, p. 38), General Nutrition (Pittsburg, Pennsylvania; David Shakarian), Kahan & Lessin Co. (Compton, California), The Landstrom Co. (South San Francisco, CA), Balanced Foods, Inc. (North Bergen, New Jersey), Wm. T. Thompson Co. (Carson, CA), El Molino Mills (City of Industry, CA), Ener-G-Foods, Inc. (Seattle, Washington), Naturade Products (Paramount, CA), Seelect, Inc. (Chatsworth, CA; Max Lessin), Fearn Soya Foods (Melrose Park, Illinois), Hoffman Products / York Barbell Co. (York, Pennsylvania), Worthington Foods (Worthington, Ohio), RichLife, Inc. (Anaheim, CA), Hain Pure Foods (Los Angeles, CA).

Periodicals: *Health Foods Retailing* (New York City; started in April 1936 by Lelord Kordel), *Better Nutrition* (1940 by Jack T. Schwartz). *Health Foods Business* (formerly *Dietetic Foods Industry*, 1950), *Whole Foods* (Jan. 1978), *Natural Foods Merchandiser* (1979 in Hope, Pennsylvania), *Prevention* (1949 by J.I. Rodale), *Let's Live* (1933), *Bestways* (1973).

NNFA Presidents (1938-1981, p. 56-58).

People: Dr. Linus Pauling, Dr. Roger Williams, Dr. Albert Szent-Gyorgyi, Paul C. Bragg, Gayelord Hauser, Adelle Davis, Anthony Berhalter (founded the American Health Food Assoc. and the National Health Foods Assoc., predecessors of the NNFA in 1937), Ben Kanan, Otto Carque, Lelord Kordel, George Spitzer, Milton A. Bass (lead attorney), Max Huberman, Dave Ajay, Stanley N. Phillipps, Martin Pretorius, William T. Thompson, Jack Schwartz; Wayne Walker, Eugene Schiff, and Herb Bristol started the NNFA and kept it going during hard times; Milt Okin. Address: New York.

2296. Murray, Frank; Tarr, Jon. 1984. Balanced Foods, Inc., North Bergen, New Jersey (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 43.

• ***Summary:*** "This wholesaler opened for business in 1939 in New York City, at 15th Street and Fifth Ave. In its New Jersey location [2501 71st Street, North Bergen, NJ 07047], it has a 100,000 square foot operation" [mostly warehouse]. Note: North Bergen is very close to New York City. Directly west of Central Park, it is just across the Hudson River from Manhattan, and about 3 miles north of the Lincoln Tunnel under the Hudson River.

"During its formative years, the company was run by Samuel H. Reiser, the current president, and Will Reiser, his brother, and Dr. Maurice Shefferman, both deceased. John H. Reiser and Rhona C. Reiser are vice presidents of the firm. Its subsidiaries include Akin's in Oklahoma and Jacksonville, Florida; Midwest Natural Foods Distributors, Ann Arbor, Michigan; and Northwest Dietetic Supply, Kent, Washington.

"'In the early days the health food industry was primitive,' Sam Reiser said. 'The operators of health food stores were visionaries–idealistic and few of them were merchants. Leading products at that time were the Battle Creek meat substitutes, yeast tables, vegetable salt, vegetable tablets, carrot tablets and health cereals.

"'The health food industry at that time comprised less than 50 stores from Boston [Massachusetts] to Washington [DC], with only about 150 stores in the entire country, he continued. 'There were probably no more than six jobbers [wholesalers] to serve the entire industry. Growth of the health food field was very slow, for it was primarily a business catering to diabetics.'"

Note: An Internet search (March 2006) shows that Sam Reiser died in 1989. His wife was named Helen. One of his sons, Paul Reiser (born 30 March 1957 in New York City) became quite famous as an actor. In 1973 he graduated from Stuyvesant High School in New York City, and in 1977 he earned his BFA (Bachelor of Fine Arts) at SUNY (State University of New York) Binghamton, with a major in piano and composition. In 1996 Paul Reiser established the Samuel Reiser Scholarship Endowment, in honor of his father, for students majoring in piano or composition. When he finished college, his family expected him to take over his father's health food business. But he turned to stand-up comedy and acting instead. He married Paula Ravets on 21 Aug. 1988 and they had a son, Ezra Samuel Reiser, born Sept. 1995. Address: New York.

2297. Murray, Frank; Tarr, Jon. 1984. The Landstrom Co., South San Francisco, California (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 42.

• ***Summary:*** "In 1931, in the depths of Depression, Wesley

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Landstrom began selling fresh milk, cottage cheese, and other items door to door. In 1941, Wesley's brother, Lloyd Landstrom, took over the growing business, and, in 1942, George Merriam and his wife, June, the former June Landstrom, became partners in the business. Thelma Landstrom, June's mother, was also active in the business for many years. June's sons, Richard and Robert, were directors of the company over the years, but only Richard is presently an executive of the company.

"The parent company, with Gerald Fleming as president, is known as Nutritional Foods, Inc.; its subsidiaries include Landstrom Distributors, Keene Distributors (Keene, Texas), Mottel Distributors (Linden, New Jersey); and Collegedale Distributors (Chattanooga, Tennessee)." Address: New York.

2298. Murray, Frank; Tarr, Jon. 1984. Health Foods, Inc., Des Plaines, Illinois (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 42.

• ***Summary:*** "In 1936, Samuel Middell began this company, then known as Health Food Jobbers. For many years the company was managed by Aaron Solomon and Al Levenberg, both in semi-retirement. They sold the company in Feb. 1984 to Tree of Life (St. Augustine, Florida), whose president is W. Ryland Dooley, III. Tom Keim is the VP of sales and marketing of HFI.

"'The health food industry has made many Americans label conscious and has changed the eating habits of millions,' Al Levenberg said. 'The industry has convinced many that, by eating better, they can perhaps remain a little healthier than they would if they ate all of the junk foods on the market today." Address: New York.

2299. Murray, Frank; Tarr, Jon. 1984. Kahan & Lessin Co., Compton, California (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 40-41.

• ***Summary:*** The Ben Kahan Co. began in 1932, and the Joseph E. Lessin Co. in 1935. In 1945 the two companies merged to become Kahan & Lessin Co. [widely known as K&L]. "In 1972, this wholesale company was acquired by Fleming Companies, Inc. and in the fall of 1983 the company was sold to Jameson Pharmaceutical Corp., San Mateo, California. Art Miller, long-time president of K&L, has retired and Jan Stoll is now president of the wholesale concern.

"'The industry has come out of the homes and back-street locations to take its place with the finest specialty food stores in the country,' said Ben Kahan, who is now retired. 'Our customers were mainly elderly people who were medically disenchanted, diabetic, vegetarian or whole-food dedicated people. Today, we can add to these early customers a great host of people of all ages and stations in life; we now have a broad base of customers.

"'Our industry had and is exerting a major impact on America's eating habits,' he continued. 'Here are a few examples: reintroduction of natural fiber to the daily diet; supplementation of our foods with natural type vitamins and minerals; encouragement of ingredient content of foods on labels; encouragement of nutrition content of foods on labels; more Americans are now eating health foods such as yogurt, whole-grain cereals, unfiltered juices, wheat germ, lecithin, etc., and we have championed Freedom of Choice and Freedom of Information,' he said." Address: New York.

2300. Murray, Frank; Tarr, Jon. 1984. Sherman Foods, Bronx, New York (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 41-42.

• ***Summary:*** "Founded by Solomon Sherman in 1924, this wholesaler was purchased in 1946 by Ernest Fried, deceased, and Jerome (Jerry) Sperling, who is still active with the company. Sherman's arcadia brand of products is one of the oldest lines in the industry; they also distribute thousands of other items from the industry's manufacturers.

"'Consumers have become more nutrition conscious through favorable articles in newspapers, magazines, etc.,' Jerry Sperling said. 'Also, radio and TV appearances by the authors of books on health and diet foods have increased interest. These sources have kept the public informed on the importance of nutrition. And, of course, the thousands of new health [natural] food stores in towns and cites across America have made it convenient for the consumer to satisfy his nutritional needs while doing his daily shopping.

"'The health food industry has been the No. 1 factor in changing America's eating habits,' he continued. 'During World War II, we were physically the poorest nation of all countries involved. That can never happen again.'" Address: New York.

2301. Murray, Frank; Tarr, Jon. 1984. Origin of the American Health Food Association, the National Health Foods Association, and the National Nutritional Foods Association (NNFA) (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 20-25.

• ***Summary:*** "In 1937, Anthony Berhalter organized a consumer group known as the American Health Food Association." A man of foresight, he operated a bakery in Chicago, and bought high-protein whole-wheat flour from Elam Mills, also of Chicago. Berhalter also had a health food

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store (one of the first in Chicago), and a mail order business, with 24- to 36-page catalogs. He bought "quantities of fine, sundried, unsulphured fruits from California" [probably from Otto Carque].

"In the spring of 1937, Berhalter set up a convention of some 10 to 15 booths" in the old Auditorium Hotel in Chicago. "Exhibitors included Live Food Products, Alberty Products, American Dietaids (then known as Tam Products, Inc.), Battle Creek Scientific Foods, Chippewa Spring Water Co., Dietetic Food of New York (Diamel), Elam Mills, Health Food Jobbers (now Health Foods, Inc.), H.W. Walker Co., Loeb Dietetic Foods, Modern Diet Products, Inc., Natural Health Products of New York, Nutty Brown Mills of Texas, Parkelp of California, and Vegetable Juices Inc. of Chicago." About "150 health food people" attended the convention, coming from across the United States.

Berhalter hoped to bring together all factions of the health food industry in this one organization. "Dr. Walter Hodson was one of the able speakers at those first meetings of the American Health Food Association... And those attending the first convention, among them Ed Neumann, George Spitzer, Henry Rosenberger, Sr. (of Cambridge, Massachusetts), Herb Bristol, H. Wayne Walker and others, felt that Tony Berhalter should be offered a fee to form an organization made up of retailers, manufacturers and jobbers, but excluding consumers."

"Mr. Englehardt of Physical Culture Publishing Company, who was sent to the meeting by Bernarr Macfadden to help in starting a solid organization, secured a large room at the Big Hotel down the street on Michigan Avenue, where dissenters could thrash out a plan for the new organization."

Eight men were elected to the organization committee. "After working all night with attorney Henry Junge, the committee presented a Constitution and By-Laws the next day to those who wanted the new association. It was approved [in 1937] and the new organization, National Health Foods Association [NHFA], which is now NNFA, was born. Herb Bristol and Wayne Walker immediately made plans for a second convention to be held in the summer of 1938 at the Sherman House in Chicago."

The first president was Dr. John Maxwell. George Fleming was the paid secretary, who served until 1945. The next [2nd] convention at Sherman House [sic, La Salle Hotel, in late August 1939] was a resounding success with speakers such as Paul Bragg, Edward McCollum [not to be confused with Elmer V. McCollum, the famous biochemist from Johns Hopkins University], and others. Approximately 150 people attended the banquet, "however Bragg and McCollum had 800 to 900 people at their lectures.

"Chicago became the headquarters for the new association, with Herb Bristol, Wayne Walker and George Fleming doing most of the work. Fleming received about $50.00 a week as secretary. The next two conventions were held in Chicago. "In 1941, the fledgling association held its fourth convention at the McAlpin Hotel in New York." Since this convention was not a financial success, the next 5 conventions were held in Chicago. In 1947 the convention at French Lick Springs, Indiana, marked a low point in the association's history. So the next convention was held in California (Ben Kahan helped to organize it), followed by another in Chicago.

After the 1966 convention at the International Hotel in Los Angeles, Stanley N. Phillips (of Cincinnati, Ohio) who, for years, had done much of the work organizing conventions, "resigned and helped to start a new retailer organization, American Dietary Retailers Association" (ADRA). But after two years, in 1968, Phillipps of the ADRA and Walter Camp of the NHFA began to communicate about merging the two organizations is order to better "fight a common enemy–the bureaucrats in Washington [DC, at the FDA] rather than squabbling among ourselves.

"In 1969 the two associations held a joint convention and it was agreed that, if the remaining differences were resolved at the 1970 convention in New Orleans [Louisiana], the merged group would be united under the name of National Nutritional Foods Association" [NNFA].

The transition was made and Phillipps continued as convention manager through 1974, when he resigned and turned over the convention work to Arnold Pike, who managed the Las Vegas convention that Phillipps had set up for the MGM Grand Hotel. Address: New York.

2302. Murray, Frank; Tarr, Jon. 1984. NNFA Presidents (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 56-58.
• ***Summary:*** "The following have served as president of the National Nutritional Foods Association, although the Association has been known by other names during the years.

"1938-1939–John C. Maxwell, Chicago, Illinois.

"1939-1940–Stanley Phillipps, Cincinnati, Ohio.

"1940-1941–Floyd Campbell, Des Moines, Iowa.

"1941-1942–James J. Martindale, Philadelphia, Pennsylvania.

"1942-1943–James J. Martindale, Philadelphia, Pennsylvania.

"1943-1944–Edward A. Schauer, Canton, Ohio.

"1944-1945–Judson D. Ryan, Wilmington, Delaware.

"1945–No convention held.

"1946-1947–Charles W. Reeman, Chicago, Illinois.

"1947-1948–Benjamin L. Getman, Hollywood, California.

"Mr. Getman resigned and the Executive Committee appointed Ken Miles, Los Angeles, to serve as president. He

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subsequently resigned and Stanley Phillips was appointed to fill the vacancy.

"1948-1949–Floyd R. Beeler, Indianapolis, Indiana.
"1949-1950–Lloyd H. Elrod, Detroit, Michigan.
"1950-1951–Howard Neumann, Detroit, Michigan.
"1951-1952–Walter Camp, Washington, D.C.
"1952-1953–Walter Camp, Washington, D.C.
"1953-1954–Archie Chatman, Kansas City, Missouri.
"1954-1955–Michael Schlanger, New York, N.Y.
"1955-1956–Michael Schlanger, New York, N.Y.
"1956-1957–Milton Low, Philadelphia, Pennsylvania.
"1957-1958–Milton Low, Philadelphia, Pennsylvania.
"1958-1959–James Sofer, Cleveland, Ohio.
"1959-1960–James Sofer, Cleveland, Ohio.
"1960-1961–Mac Senter, San Bernardino, California.
"1961-1962–Mac Senter, San Bernardino, California.
"1962-1963–Milton Low, Haddon Heights, New Jersey.
"1963-1964–Milton Low, Haddon Heights, New Jersey.
"1964-1965–Jim Droke, Arlington, Texas.
"1965-1966–Jim Droke, Arlington, Texas.
"1966-1967–Barney Matheson, Burbank, California.
"1967-1968–Barney Matheson, Burbank, California.
"1968-1969–Ernest Brunswick, New York, N.Y.
"1969-1970–Ernest Brunswick, New York, N.Y.
"1970-1971–Harry Matchett, Seattle, Washington.
"1971-1972–Harry Matchett, Seattle, Washington.
"1972-1977–Max Huberman, Youngstown, Ohio.
"1977-1981–Dave Ajay, Sacramento, California.
"1981+–Rosemarie West, Richmond, Virginia."

Address: New York.

2303. Huchting, August George. 1984. Historical information regarding the family of August Heinrich Huchting. California. 1 p. July 5.
• ***Summary:*** "August Heinrich Huchting (1845-1909) came to California from Germany as a young man in the early 1870s. He got a job with the Spreckles Sugar Company of San Diego, California. He intended to sail to the Hawaiian Islands on one of the company's ships. "However, he met and fell in love with Maria Conception Gonzales (1856-1942), a 16 year old Californian of Mexican descent. The two were married in Ventura, California, Maria's birthplace.

"A few years later the pair moved to La Costa, California, approximately 25 miles north of San Diego. Here August Heinrich engaged in farming, an enterprise which was carried on by some of his sons after his death. There marriage was blessed with eleven children as follows:"

The names and dates of the ten surviving children, and the one who died as an infant are given. They were born between 1876 and 1899, six boys and four girls. Sophie Amalie Huchting, the 7th child and 3rd girl lived 1890-1982. "Sophie married Harry Cubbison and together they founded the Cubbison Cracker Company in Los Angeles, California. They struggled to make a success of their venture. Sophie would bake bread in the home and Harry would travel about selling it. In the end they developed a very successful bakery business."

Note: August Heinrich, the father, died at age 61 of stomach cancer. Address: Grandson of August Heinrich Huchting.

2304. Word of Nutrition. 1984. The most complete, unique and attractive: More than a health food store in the country (Ad). *Hartford Courant* (*Connecticut*). Aug. 16. p. H13.
• ***Summary:*** This half-page ad appears on the page titled "Spotlighting: Newton." "Come in and let us 'show off' our wares from A-Z. Atmosphere (par excellence)... Herbs (bulk–enormous selection)... Kombu,... Macrobiotic selection (very extensive)... Peanut butter (made fresh by us)...Soy milk... Tofu (fresh)... Tofu entrees... Vegetarian foods..." Address: 194-200 Market Square, Newington, Hartford County, Connecticut.

2305. House, S.L. 1984. Spotlight: Institutional foodservice. Alive Polarity, Murrieta, California. *Soyfoods.* Summer. p. 6.
• ***Summary:*** "Northeast of San Diego and southeast of Los Angeles lies a peaceful place where people can go for a day, a week, a month to experience spiritual renewal and better health practices. Among other diverse activities, Alive Polarity's Murrieta Hot Springs offers mudbaths, marriage counseling and superb vegetarian cooking."

"The lacto-vegetarian diet offered at Alive Polarity emphasizes purifying, health-building and gourmet dishes. Soyfoods make up a large part of the menu.

"'More than 50 percent of our meals contain soy products,' says Breese English, kitchen manager. Tofu is by far the soyfood used most often because it's so receptive; it adds little flavor of its own yet takes on the flavor of ingredients used with it. 'I'd say we consume at least 70 pounds a day."

"Alive Polarity's restaurant serves breakfast, lunch and dinner buffet style, totaling about 1000 meals daily."

"While tofu is a primary ingredient in many of the recipes, other soy products are used extensively as well. Bragg's Liquid Aminos and tempeh are two products that have found a place in Alive Polarity's kitchen.

"Bragg's is a liquid mineral soy bouillon often used instead of soy sauce or tamari. Its slightly less salty flavor had made it a popular item for the cooks as Mary Ann Beauchamp attests. 'I use it in almost everything, sauces, salad dressings, soups.' About 25 gallons of Bragg's Liquid Aminos are consumed weekly.

"Tempeh is the third most popular soy product used. Tempeh is a complete protein food with a texture that lends itself to hearty foods and entrees. Used in place of hamburger for summer barbecues, tempeh burgers are very popular. The kitchen staff estimates they use about 400 tempeh patties a week.

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"Two soyfoods recently introduced at Alive Polarity include soymilk and Tofutti. Given that almost 20 gallons of soymilk are consumed weekly, it appears it's already gained acceptance among the clientele."

"Mary Ann Beauchamp, whose mother is Japanese explains, 'My mother is amazed with the things we do with tofu. The Japanese use tofu in traditional ways for specific purposes. I don't feel that they experiment or work with it as we do.' For example, Beauchamp explains a favorite recipe, Tofu Tidbits. 'You take cubes of tofu and bread them in a mixture of flour, nutritional yeast, herbs and spices. Then layer the cubes in a pan with a small amount of oil. Bake for an hour at 500º. Serve with tartar sauce and lemon wedges, it's fantastic. People just love it.'"

A photo shows the staff: Jane Buck, Breese English, Mary Ann Beauchanp, and Diane Luzzi. Contains a "favorite recipe" for Tofu french toast.

2306. Beazley, J. Ernest. 1984. Largest retailer of health foods indicted by U.S.: General Nutrition [GNC], 3 officials cited in FDA bid to halt therapy-based claims. *Wall Street Journal.* Nov. 15. p. 4.

• ***Summary:*** Concerns the marketing and sale of oil of evening primrose tablets. The FDA wants to send a clear message to the entire health-food industry that the promotion of health foods for therapeutic purposes must stop.

2307. Johnson, Gil. 1984. Natural foods and American history: A ten year perspective. *Vegetarian Times.* Nov. p. 33-34, 66-67. [2 ref]

• ***Summary:*** This very insightful 10-year history of the natural foods movement in America begins: "A generation ago, they were called 'dietetic' foods–the domain of the sick and the desperate, the vain and the visionary. Natural foods were limited to wheat germ, bran, brewer's yeast, blackstrap molasses and vitamin supplements. And in an era of stereotypes, 'health nuts' were no exception: ninety-seven-pound weaklings desiring muscle-bound physiques; scientific men with horn-rimmed glasses; aging actresses trying to preserve their youthful beauty; and wild-eyed men in leather loincloths. The whole thing was reminiscent of the ads in the back of an *Amazing Tales* comic book.

"Then came the Baby Boomers–the Pepsi Generation, and while this generation grew up, the natural foods industry matured along with them. Together they eventually made tofu and alfalfa sprouts acceptable. In the late 1960's natural foods became politically correct. In the mid-1970's they became chic, and today they are commonplace.

"Ten years ago, total retail sales of natural foods were $350 million. Last year, according to *Natural Foods Merchandiser,* a trade magazine, natural foods sales were $3.3 billion–a thousandfold increase. For an industry once dominated by anti-growth sentiments, that's a phenomenal performance, rivaling even the high-tech industries.

"Throughout this growth period, however, the natural foods industry has been perceived by its proponents as a movement as well as a business. The products sold in natural foods stores are not merely fuel for the human body, but the very keys to health and happiness. Success has not overridden this conviction. Yet, like all movements, the natural foods industry is vulnerable to charlatans posing as heroes of the revolution. Every year, it seems, a new miracle product which promises to cure cancer, boost energy or safely take off pounds is introduced. These products generate a short-lived burst of sales in some health foods stores, then fade away (or are forcibly withdrawn by the FDA), only to be followed by the next miracle product.

"Sub-Culture: Perhaps the first major expansion of the natural foods market emerged from that great political cauldron where the causes of peace, civil rights, sexual liberation and ecology bubbled together in the same broth. (Weren't war protestors labeled 'hippie-commie-vegetarian types'?) During this period, all corporations were mistrusted and food companies were no exception. Simultaneously, an awareness of environmental problems prompted a renewed interest in organic farming and unprocessed foods. The counter-culture theory that big, corporate and technological things are bad, and small, collective and natural things are good fostered the spirit which nurtured fledgling natural foods stores and co-ops.

"Prior to the emergence of co-ops, natural foods were available only in small health food shops, which specialized in vitamins and a limited amount of packaged foods for special diets. Later, when stores began stocking staples such as whole wheat flours and breads, certified raw milk, free-range eggs and organic produce, shoppers could purchase enough natural foods with which to prepare an entire meal.

"Most of these stores were characterized by rough wooden fixtures, rudimentary bins for holding bulk items and unusual signs. Walls in some stores were covered with revolutionary posters, in others by photos of favorite gurus. They were staffed by volunteers or barter-rate employees, and many stores served as focal points for extended families, to the point that it was impossible to tell the employees from the customers.

"These early stores developed to serve the needs of specific communities, or sub-communities, but the reason they succeeded can be traced to the one or two ambitious and intelligent individuals who realized they had to start making a living. To them, selling natural foods was a lot more agreeable than working for law firms or defense contractors, and it seemed to have more of a future than pottery or candlemaking.

"An array of natural foods philosophers influenced the nascent movement and got it rolling. Names such as Adelle Davis, Paavo Airola, Linus Pauling and Michio Kushi are familiar to anyone who has endeavored to learn more about their own health. Their books prompted people to question

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their lifestyles, their diets and their relationships with the medical establishment. Although only a few preached absolute vegetarianism, most of these authors advised their readers to eat less meat and more whole grains.

"The dissemination of Kushi's macrobiotic teachings, based on balancing opposing characteristics in foods, paralleled the rise of the industry. Kushi began lecturing on macrobiotics shortly after arriving in the United States in 1949, but he didn't establish a strong following until 1965, when he founded a summer camp on Martha's Vineyard, and it wasn't until 1972 that the EastWest Foundation was opened in Boston [Massachusetts], representing a broadening of his attempt to awaken the public. It was in that year and the following few that the natural foods movement really began to spread.

"Macrobiotics had a direct impact on the industry, with Kushi controlling Erewhon until its bankruptcy in 1981. Other manufacturers and importers, such as Eden Foods in Michigan and Chico-San in California, evolved to supply the consumer demand for macrobiotic foods, and hundreds of natural foods stores opened around the country.

"Mainstreaming: In the mid-1970's, the voices advocating natural foods diets changed somewhat. Instead of iconoclasts on the fringes of their disciplines, the messengers were now from the mainstream. In 1977, Sen. George McGovern's Special Committee on Nutrition released its landmark *Dietary Goals*, a document which gained favor across a broad spectrum of health officials and nutritionists. Within two years, even officials from the notoriously stodgy National Institutes of Health adopted most of the recommendations from the McGovern report. But the public received this information piecemeal, in headlines such as "Cholesterol Linked to Heart Disease" and "Fat and the Risk of Cancer." The McGovern report sent millions of people into natural foods stores for the first time in varying attempts to escape preservatives; artificial colorings, food additives, refined sugars and flours, and meat. Yet even greater millions, equally concerned about their diets, stayed away from natural foods stores. In 1980, a Food Marketing Institute survey found that 68% of grocery shoppers felt natural foods were superior and that 34% actively purchased natural foods. But only 8% regularly shopped in natural foods stores. Still, for a fledgling industry, the shoppers who did enter natural foods stores created tremendous growth curves, with some operations experiencing sales jumps of 50% or better in one year. People were being scared into eating better, and they were becoming vegetarians in droves. Fortunately for these born-again vegetarians, there were more foods to eat.

"With the publication of William Shurtleff and Akiko Aoyagi's *The Book of Tofu* in 1975, the natural foods industry discovered soyfoods. Although several Asian tofu companies had operated in the U.S. since the 1930's, their products were sold mainly to Asian-Americans. But after the book appeared, small tofu plants started springing up throughout the country. The phenomenon was so startling that food industry writers proclaimed that tofu would become 'the yogurt of the 80's.' Last year, Juan Metzger, the founder of Dannon Yogurt, was named chairman of the board of New England Soy Dairy, the largest Caucasian-run tofu company.

"To meet the consumer's demand for convenience, American ingenuity has come up with quick brown rice and frozen tofu lasagne, and just in time. By the end of the 1970's, even committed natural foods shoppers had grown tired of baking their own bread and soaking beans overnight. They had started careers and were beginning families. Time was of the essence.

"As a result, the natural foods stores themselves began to change. Where it was once properly ecological for stores to require customers to bring their own bags (and bag their own groceries), that now took too much time. And working a few hours a week at the co-op was too much for a lot of two-income couples. Predictably, the number of co-ops with working memberships began to decline.

"At the end of 1977, a new kind of natural foods store was launched in Los Angeles by a former school teacher who had nearly died from an allergic reaction to an antibiotic commonly found in chicken. After doing some research, Sandy Gooch discovered her problem was by no means unique and that she could avoid near-fatal reactions with a natural foods diet. But she was not willing to shop in small, limited natural foods stores which required her to make additional trips to the supermarket in order to purchase other household items. She wanted something better." (Continued). Address: Executive editor of *Natural Foods Merchandiser* magazine, Oregon.

2308. Kerr, Peter. 1984. Gayelord Hauser, 89 author; Proponent of natural foods [obituary]. *New York Times.* Dec. 29. p. 26.

• ***Summary:*** Helmut Eugene Bengamin Gellert Hauser was born in about 1895 [Wikipedia gives his birth date as 17 May 1895]. in Tübingen, Germany, the son of a Lutheran schoolmaster and the 11th of 13 children. He went to the USA to be with his elder brother, Otto Robert, who was a Lutheran minister in Milwaukee, Wisconsin.

He was stricken with tuberculosis of the hip and underwent several operations. But his cure did not begin until a doctor recommended warm baths, clay packs, herb teas, and a diet of salads, fruit juices, and vegetable broth. He had discovered the healing power of food.

In 1923, after studying food from medical specialists in Vienna and Dresden, Mr. Hauser opened an office in Chicago, Illinois, where he gave advice on diet and nutrition. He soon became a partner in Modern Food Products (Milwaukee, Wisconsin), which specialized in an herbal laxative, Swiss Kriss, and Hauser broth.

In 1927 he moved to California and quickly won a

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following among film stars. His ideas also became popular with Queen Alexandra of Yugoslavia [reigned 1944-1945; lived 1921-1993] and the Duchess of Windsor. From 1930 to 1936, he wrote 8 books on diet an health. During the 1950s he remained nationally prominent via his radio and television programs and his periodical "Diet Digest." He and Greta Garbo (a close friend) invested in property on Rodeo Drive in Los Angeles before prices skyrocketed. He had buildings constructed and became landlord of about 6 prestigious shops there.

Mr. Hauser never married. He is survived by a nephew, O. Robert Hauser. A portrait photo shows Hauser in 1974.

Note: Concerning his later years and death, Wikipedia states:

"Hauser was friends with Greta Garbo until the end of his life and they may have been romantically involved. Garbo was also friends with Frey Brown, a promising young actor who had left his career in the early 1940s to be Hauser's male domestic partner. Garbo and her close friend Mercedes de Acosta would spend time at Hauser and Brown's houses in Los Angeles, Palm Springs, and Italy.

"After purchasing a villa in Taormina, Sicily in 1950, Hauser spent much of his time there with Frey Brown. After Brown's death in 1979, Hauser sold the villa and returned full-time to Hollywood, where he remained in vigorous good health until shortly before his death on 26 December 1984 from complications of pneumonia."

2309. *SoyaScan Notes.* 1984. Chronology of soybeans, soyfoods and natural foods in the United States 1984 (Continued–Part II) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** Continued: July 26. At the NNFA (National Nutritional Foods Association) show in Atlanta, Georgia, Great Eastern Sun rolls out Ah Soy, its new line of soymilk imported from Saniku Foods in Japan, in vanilla, chocolate, and plain flavors, in foil retort pouches. After the show, the Soyfoods Association board meets. Steve Snyder replaces Michael Austin as director of SAA. The next day, SAA directors Snyder, Burke, and Barat travel to St. Louis, Missouri, to meet with the staff of the American Soybean Association to discuss possible areas of mutual interest. ASA appears friendly and open minded, and offers to discuss specific future joint projects. A potential line of communication is opened.

July 30. *People* magazine (circulation 2.8 million) article on Tofutti titled (ineptly) "A Happy Zealot Turns Curd (Yuck!) into a Creamy Treat."

July. "The Soyfoods Industry: Growing Like a Beanstalk" by B. Bialick published in *Whole Life Times.*

Aug. 9. The last issue of Soyfoods magazine (No. 10) arrives, with its first color photo on the cover. 7,000 copies printed at a cost of $11,200. Doug Fiske of Encinitas, Calif., a professional editor and publisher, did a fine job. Magazine's focus has been changed from production to marketing of soyfoods.

Aug. 12-17. World Soybean Research Conference III held at Iowa State University. Heavy emphasis on soybean production and agronomy; relatively little new material on soyfoods. Soyfoods movement is not represented.

Aug. 20. Ralston Purina introduces Checkerboard Farms TenderLean, America's first branded ground beef product consisting of 75% ground lean beef and 25% textured soy protein isolate. Some meat journals are harshly critical and many meat departments refuse to carry it. Ralston withdraws the product.

Aug. 24. Westbrae Natural launches WestSoy Natural, a plain soymilk similar to Ah Soy but lower in price and made with organic ingredients. Imported in a foil pouch from Saniku Foods in Japan, it is the company's first soymilk.

Aug. 31. San-J International Inc. announces that it will construct a soy sauce plant (44,000 square foot, $5 million) in Virginia on a 27-acre site just north of Colonial Heights.

Sept. Chico-San, Inc. introduces unpasteurized miso in a revolutionary "Pressure Release Package," a plastic bag with a one-way valve that allows the escape of the carbon dioxide produced naturally during fermentation.

Sept. 9-14. Gloria Vanderbilt announces that she, in conjunction with Dolly Madison and Frusen Gladje, will launch a tofu ice cream.

Sept. 27-28. First European Soyfoods Workshop held in Amsterdam, The Netherlands, at the Grand Hotel Krasnapolski, organized by the American Soybean Association's Belgium office. ASA reports attendance as 105 people from 14 countries, but participants report a maximum of 50 participants. Talks on tofu, soymilk, tempeh, distribution, and microbiological standards, all later published in the Proceedings. There is a large Expo with soymilk equipment from Alfa-Laval and Soya Technology Systems prominently featured. A very successful event, and another ASA first!

Oct. *The Tofu Gourmet* by Linda Barber and Junko Lampert published by Kodansha in Menlo Park, CA. 129 p. Many color photos.

Oct. 15. "Here Tofutti, There Tofutti," a full-page, very positive article with 2 color photos published in *Newsweek* magazine (circulation 3 million).

Oct. 23. The joint managing directors of the International Food Information Service, owners of Food Science and Technology Abstracts (FSTA, the world's largest, oldest, and most widely used food-related computerized database) visit William Shurtleff at The Soyfoods Center to discuss putting the 6,500 bibliographic records in The Soyfoods Center Library into FSTA, thus making this information available worldwide. Both parties are very interested in the project but technical problems remain to be solved.

Oct. Westbrae Natural Foods launches Malted's, billed

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as "thick and rich non-dairy soy delights." Marketed like a milkshake and imported from Japan in a foil pouch, they come in three flavors: vanilla, carob, and cocoa-mint.

Oct. Three member team from Plenty Canada spends one month in Sri Lanka, funded by the Canadian International Development Agency, studying the country's soyfoods program. They learn, teach, and introduce tofu ice cream.

Nov. 13. A.E. Staley Manufacturing Company, America's oldest existing soybean crusher, announces that its soybean crushing operations are for sale.

Nov. 20. Tofu Time's first Tofutti Shop opens in uptown Manhattan, New York. A fast-food retail outlet with a slick, red-and-white plastic, almost gaudy, decor.

Nov. 16. Chico-San Inc. is purchased by H.J. Heinz Co., largely for its rice cake business.

Nov. 21. After years of searching, William Shurtleff, with help from Nancy Florida in Java, discovers an 1815 reference to tempeh in the *Serat Centini,* from the Court in Solo, Java. This pushes the earliest reference to tempeh back 60 years and has it originating in Indonesian rather than in Dutch culture.

Nov. 30. America's first Tofu Standards are issued by the Soyfoods Association's Tofu Standards Committee, in part to help stem the rising tide of products bearing the name "tofu" that contain little or no tofu.

Nov. Galactina, a Swiss manufacturer of soymilks since 1969 (they make Vita Drink / Enteroform, a soymilk sold to in vanilla, chocolate, and strawberry flavors to the dietetic and pharmaceutical markets for tube feeding), starts test marketing tofu in Swiss supermarkets. An attractive recipe booklet is attached to each packet, which is pasteurized for a 6-week shelf life.

Dec. Excellent, 19-page cover story on "Soymilk and Soyfoods," published in the prestigious *Journal of the American Oil Chemists' Society.* 1984 is the Society's 75th anniversary.

Dec. Ralston Purina, in its 1984 annual report, notes: "The Company has entered into preliminary agreement with Cargill, Inc., to sell six of the Company's seven soybean [crushing] plants." It also reported strong, steady growth in sales of soy protein products, from about $98 million in 1980 to $152 million in 1984, for an 11.5% compound annual growth rate (but only 4.5% after adjusting for inflation).

Dec. Gloria Vanderbilt's Glace, a soy-based nondairy ice cream, starts being test marketed in Los Angeles, in nine flavors.

Dec. A poll of readers by *Vegetarian Times* magazine finds that 53.1% of readers used tofu one or more times during the past 7 days; 29.4% used it 3 or more times.

Dec. 31. Brightsong Light Foods in Petaluma, California, receives the first funds of a $500,000 equity investment from a Hong Kong investor, who had seen an article praising Brightsong in *Venture* magazine. Brightsong greatly expands its product development and promotion.

* American Soybean Assoc. phases out its Human Nutrition Dept., headed for years by Judy Trujillo.

* Chicago Board of Trade [Illinois] starts trading options contracts on soybean futures. Continued.

2310. *SoyaScan Notes.* 1984. How the National Nutritional Foods Association (NNFA) missed a great opportunity to become the trade association of the budding natural foods industry in the 1960s and 1970s (Overview). Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** Founded in 1938, the NNFA was the thriving trade association of the health foods industry during the 1960s and 1970s. By this time, the health foods industry had largely become an industry that focused on dietary supplements (pills). Young Americans at this time realized that both the health foods industry and the mainstream supermarket industry were no longer supplying traditional natural foods, such as unrefined grains, whole-wheat bread, organically grown foods, foods sweetened with natural sweeteners, foods for vegetarian diets, etc.

Therefore these young people decided to start their own stores, and manufacturing and distributing companies to supply such foods. They tried several times to form a trade association to represent them, but never succeeded. By the late 1970s there were thousands of natural food stores in the USA but they had almost no interest in the health food industry or the NNFA.

If NNFA's leadership had be awake to this major huge new trend, they would have started a dialogue and tried to interest members of the natural foods industry into becoming members of NNFA. But instead, NNFA largely ignored this new industry. To this day, most members of the older industry still use the term "health foods" instead of "natural foods." One reason for this (according to Frank Murray, NNFA historian) may have been that the NNFA constitution and by-laws require that the president of NNFA must be a health food retailer.

It was not until July 2006 that NNFA, its industry having been left in the dust by the natural foods industry decided to change its name to the "Natural Products Association" in the hope of attracting members from the natural foods industry.

The natural foods industry still has no trade association; the bi-annual Natural Products Expos, on the West Coast in Anaheim, and on the East Coast in Washington, DC, or Baltimore, Maryland, have filled some of the functions of a trade association.

And there is another less well known association, the American Natural Hygiene Society (ANHS), which changed its name in 1998 to the Natural Health Association. According to its website (in June 2021) it was founded in 1948–as follows: 1948: The American Natural Hygiene Society (ANHS) was founded in New York City on June 28, 1948 by Drs. Herbert Shelton, William Esser, Gerald Benesh,

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Christopher Gian-Cursio and Jesse Mercer-Gheman along with Attorney Irving Davidson, Jack Dunn Trop and Symon Gould.

"1949. ANHS holds its first National Convention at the Diplomat Hotel in New York City. Dr. Shelton was elected the first ANHS President.

"1964: ANHS forms the Natural Hygiene Press and published Fasting Can Save Your Life by Dr. Herbert Shelton.

"1968: Ithaca College becomes first college campus to hold an ANHS Convention.

"1983: ANHS purchases Dr. Shelton's library and James Michael Lennon becomes Library Director.



"1978: Health Science launched as the new ANHS Membership Health Journal.

"1981: ANHS Headquarters relocates to Bridgeport, Connecticut with Jo Willard as Executive Director

"1985: Dr. Herbert Shelton passes away at age 90

"2014: Lynn Grudnik retires as Executive Director on May 31, 2014 and NHA headquarters moves to Youngstown, Ohio under the direction of NHA President Mark Huberman."

2311. **Product Name:** Tempeh.
Manufacturer's Name: Light Wave Wholefood.
Manufacturer's Address: 21 Gilbert St., Newton, Adeliade, SA 5074, Australia.
Date of Introduction: 1984.
New Product–Documentation: Letter from Dominic Anfiteatro of Light Wave Whole Foods, Adelaide. 1983? (undated). He has been a vegan for 8 years. He learned about tempeh during a 7½-week grape and water fast from *The Book of Tempeh*, by Shurtleff and Aoyagi. Then he traveled to Indonesia to learn more about making tempeh. He was there just after Mt. Galungung in West Java erupted for the first time (about 1982?). He smuggled some indigenous mixed-culture tempeh starter (*biang ragi*) into Australia and "made hundreds of batches of tempeh for myself and for Adelaide." He ran a vegetarian restaurant and juice bar from which he introduced tempeh to many people. He orders a copy of the book *Tempeh Production.* He also made tapeh using organic brown rice, or cassava.

Label. 1984, undated. 4.5 by 5 inches. Red and black on white. "A Cultured Soyabean Food." 250 gm. Letter from Dominic Anfiteatro. 1985. May 2.

2312. **Product Name:** Sanitarium Health Foods B-B-Q Links (Vegetarian Hot Dogs).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.
Date of Introduction: 1984.
Ingredients: Textured vegetable protein, vegetable oil, coconut oil, whey protein concentrate, egg albumin, torula yeast, modified starch, sauce, salt, dried autolysed yeast, onion powder, garlic powder, water added.
Wt/Vol., Packaging, Price: 430 gm.
New Product–Documentation: Letter with Label from Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1984. Label is 10 by 4 inches. Red, yellow, black, and green on white. A color photo shows 3 links on a bed of scrambled eggs on a white plate with a half tomato and some small squash.

2313. Janes, Ellen Malino. 1984. Portrait of a community: Ojai–yesterday's and today's. Ojai, California: Ojai Valley News (Fred Volz). 96 p.
• ***Summary:*** Page 29, titled "Bill Baker's" states: "The bakery, which still stands on the same East Ojai Avenue spot where it opened in the 1920s, took its name from the first

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owner William Cook Baker, who changed his name from Wilhelm Koch during the anti-German days of World War I. Pioneering the health foods of today, Baker created breads out of lima bean, soybean, and other wheat substitutes. He also gained nationwide publicity for Ojai by producing lavish cakes and sending them as birthday greetings to both the Hoover and Roosevelt White House.

"(For a close-up view of the bakery storefront, see page 42.) Pat Carsner, who owned several stores in Ojai, worked as a baker during the 1930s Depression." Photos from Bill Baker Scrapbooks, courtesy Ojai Valley Museum (OVM). Photos show: (1) Four people standing in front of Bill Baker's Bakery in 1928, waiting for a delivery. There is a striped awning over the windows on both sides, and a long black car parked at the far left. (2) A decorated cake on a round lace doily, with "Greetings from Ojai" written on the cake. (3) Bill Baker standing in a new-looking bakery. He is wearing a dark two-piece suit and tie, holding a cigar in his left hand, and laughing. In the center of the room, three young women are seated together on a wooden crate and acting playfully. (4) Pat Carsner and an assistant, dressed in a white baker's outfit, with cap and long pants, standing in front of a large machine.

2314. Wilkerson, Tichi; Borie, Marcia. 1984. The *Hollywood Reporter:* The golden years. New York: Coward-McCann. 356 p. Illust. Index. 24 cm. *
• ***Summary:*** Neither "Screamer" nor "Irvine, Clarke" are mentioned in the Index.

2315. Leviten, Peter. 1985. Soy products are on the move: Long a staple of the health foods industry, soybeans are finding their ways into many exciting new products. *Health Foods Retailing.* Jan. p. 18-22.
• ***Summary:*** Over the past 2-3 years, the popularity of soy-based products has been growing. "Smart health food store owners will profit by giving customers a wide variety of these tasty, low cholesterol, high protein items." Taste is the key to soy foods' success. One pioneer product was tofu. One flashy newcomer is Tofutti.

Danielle Lin, owner of Laughing Moon Foods in Los Angeles, is a self-proclaimed tofu "freak." She is also the maker of a tofu turnover that is a meatless alternative to the traditional chicken pot pie. Lin also handles public relations for the Soyfoods Association of America.

Lin believes that the success of Tofutti could be the catalyst for launching other soy-based foods, a view that is echoed by several manufacturers of such foods. Gary Barat of Legume, Inc. says sales of his frozen entrees made with tofu are up 400% over last year.

"The interest in soy foods has basically been sparked by tofu." Address: Associate Editor.

2316. *Dairy Industries International.* 1985. Soya Health Foods opens in Manchester. 50(5):43. May.
• ***Summary:*** "A factory to produce soya milk has been opened in Trafford Park, Manchester. UK supplies of this low fat, high protein drink have previously been imported from Belgium, France, and Germany.

"Sales [of soya milk] in the UK have increased five-fold in the last year to total £3.5 million; the company behind the new venture, Soya Health Foods, estimates that the market will reach £20 million within the next three years. They are already producing 46,000 litres a week, packed in cartons and sold under the brand name of Sunrise. Later in the year, they are hoping to launch a soya yogurt and soya milk ice cream. There are also plans for a soya milk by-product, presently sold as pig feed." Note: Taking the retail price at UK£0.64 per liter, these values correspond to 5,600 tonnes of soya milk for 1984 and 32,000 tonnes projected for 1988. Address: England.

2317. *Natural Foods Merchandiser.* 1985. NNFA lobbying blunts dietitian's bills: natural food retailers have blocked attempts by the American Dietetic Association to restrict the flow of nutrition information to the public, but the state by state challenge continues. June. p. 10.
• ***Summary:*** "'The effect of many of these bills, however, would be to put the health food retailer out of business:' Bass says. He notes that the dietitians bills are often worded in such a way that anyone giving out nutritional information, or even selling high-potency supplements, would be violating the law."

Note: Scott Bass is legal counsel for the NNFA.

2318. *Food Chemical News.* 1985. FDA conducts undercover probe of soy drinks in health food stores. July 8. p. 17-18. [1 ref]

2319. **Product Name:** Tofu.
Manufacturer's Name: Chenrezig Institute.
Manufacturer's Address: Eudlo P.O., QLD 4554, Australia.
Date of Introduction: 1985 July.
New Product–Documentation: Letter from Mark Gerhard of Chenrezig. 1985. July 23. "A group of us here in the hills of Queensland have just started making our own tofu (using your *Book of Tofu* as a guide) and it has proved very successful. We are swamped with orders from all the local health food shops."

Mark has also been interested in miso for the last three years. "Have just purchased your *Book of Miso* and am deeply impressed by it... You have given me the enthusiasm to seriously think about making our own miso and other related soy products, starting from growing our own beans." He enquires about ordering a copy of *Miso Production.*

"Please keep up the good work. Your far-sighted vision of overcoming (or at least helping) world hunger is highly

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commendable and very inspiring. May all your wishes be spontaneously fulfilled."

2320. Puzo, Daniel P. 1985. Food briefs: Alta-Dena to honor founders with new label on some dairy products. *Los Angeles Times.* Sept. 26. p. H26.
• ***Summary:*** Alta-Dena (located in City of Industry near Los Angeles) is celebrating its 40th anniversary with a name change. From now on the well-known brand name will appear on only the companies pasteurized dairy products, which comprise most of the company's production of 100,000 gallons/day. Equally important, "Alta-Dena Certified Raw Milk, which has been discussed in countless news stories for the past 20 years [i.e., since about 1965] because of various health disputes, has been retired."

Steuve's Natural will become the brand for the five products that will make up the new line: raw milk, raw butter, raw cream, raw kefir, and raw cottage cheese.–daily production of which will total about 15,000 gallons. Address: Times staff writer.

2321. *Natural Food Trader* (*England*). 1985. Soya yoghurt launched [by Soya Health Foods of Manchester, England]. Sept. p. 25.
• ***Summary:*** "And now we have a dairy product-free yoghurt! Sunrise soya yoghurt is the latest addition to the range offered by the new Soya Health Foods company... The yoghurt comes in four flavors–strawberry, peach melba, black cherry, and raspberry. Says Michael Cole: 'This product is unique. There have never previously been any soya milk yoghurts available in the United Kingdom or Ireland. Being lactose and cholesterol free, this product will be very popular."

"These products are available from various distributors throughout Britain. For details and prices contact Soya Health Foods, Unit 4 Guinness Road, Trafford Park, Manchester M17 1AU. Phone: 061-872-0549." A large photo shows Sunrise Soya Milk (2 types), Sunrise Yogurt (2 types), Sunrise Ice Dream, and Sunrise Vegetarian Burgers.

Note: This is the earliest document seen (Sept. 2012) that uses the term "soya yoghurt" to refer to soy yogurt. Address: Manchester, England.

2322. *Rockford Register Star* (*Michigan*). 1985. Nutty about soybeans: Alternative to peanut butter helps growers reach health food stores, specialty markets. Nov. 12. p. 5C.
• ***Summary:*** Leonard Stuttman of INARI Ltd. of Mason, Michigan, has developed "soynut butter," a product that is just now coming on the market. The company has been marketing soybean products since 1978. A photo shows Len Stuttman with a VCM (vertical cutter mixer) that makes the product and a plate of crackers spread with soynut butter.

According to the National Peanut Council, Americans paid $700 million last year for 600 million pounds of peanut butter.

2323. Zenkoku Natto Rengokai, Tenpei Fukyukai [Japan National Natto Association, Tempeh Popularization Group]. 1985. 21 seiki no kenko shokuhin wa kore da! [This is the health food of the 21st century (Leaflet)]. Japan: Zenkoku Natto Kyodo Kumiai Rengokai. 3 panels each side. Each panel: 22 x 9 cm. [Jap]



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• ***Summary:*** A color leaflet. "Tempeh is a distant relative of natto." Contains recipes (with tempeh) for: Curry rice. Gyoza (Pot stickers). Tempeh kabayaki domburi. Tempeh banana donuts. Happosai. Potato croquettes. Seafood salad.

A nice chart compares the nutrients in tempeh and beef.

2324. Waring Products Division, Dynamics Corporation of America. 1985? Fifty years of Waring quality: A better idea, backed by one of America's most beloved musicians, made Waring a household word. It still is. New Hartford, Connecticut. 12 p. Unpublished typescript. Undated.

• ***Summary:*** Contents: The show biz era: Fred Waring markets the Waring Blendor. 1945–present: Blendor applications and a growing line of electric appliances. The Waring Blendor yesterday and today. Key events (chronology). Fred Waring's bio.

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One version of how Fred Waring hooked up with the Blendor is told in the book *The Housewares Story*, by Earl Lifshey [which see].

In 1954 sales of the Blendor topped the one million mark. It was now manufactured in Winsted, Connecticut, where in 1955 a catastrophic flood almost destroyed the factory. In 1956, following a series of complex business relationships, Waring became part of Dynamics Corporation of America. In the late 1960s the electrical blender industry was revolutionized, led by Waring's breakthroughs in design, engineering, and manufacturing efficiencies, which combined to create a versatile machine with 7 speeds retailing for $20.00.

In 1984 the acquisition of Acme Juicer Manufacturing Co. gave Waring a leading position in juicers for the health food industry. Today the size of the container (carafe) has been increased to 5 cups from 4 and the blender no longer requires lubrication. Address: New Hartford, Connecticut 06057. Phone: (203) 379-0731.

2325. *Australian Dairy Foods.* 1986. "Tofutti" takes off in Australia. Feb. p. 84.
• ***Summary:*** Distributor with sole Australian franchise for Tofutti is David Grossbaum of Shoyu Natural Foods in Melbourne. Photos show: (1) Dale Code and David Grossbaum making soft serve Tofutti. (2) "Some of the soy foods now being marketed in capital city health food shops:" Earth Angel Soyoghurt (tub), Pureharvest Soy Drink (two sizes, Vanilla, Tetra Brik), Soypreme natural soymilk in a Pure-Pak carton made near Melbourne, and Bonsoy soymilk (Barley Malt flavor in a Tetra Brik carton) imported from Japan.

Note: This is the earliest document seen (Sept. 2012) that uses the word "Soyoghurt" to refer to soy yogurt. Address: Australia.

2326. Ferrell, David. 1986. Gypsy: At 75, 'Nature Boy' is a free spirit with a healthy sense of humor. *Los Angeles Times.* April 20. p. 9-1.
• ***Summary:*** A good look at Gypsy Boots. The pride and joy of his life are his three children. Alexander, age 31, is a classical pianist. Daniel, age 27, is trumpet player, artist, and aspiring screenwriter. Freddie, age 23, is a flutist and saxophonist. Unlike Gypsy, "they are scholarly and refined, good students who adopted serious pursuits." He is still married to Lois, and his marriage is very important to him. About once a week he visits his friend, Maximilian Sinkinger, age 73, who lives in a cabin he built more than 40 years ago by an icy creek deep in the Santa Monica Mountains.

During the 1940s and 1950s Gypsy traveled with Sikinger and a cast of other Nature Boys–Gypsy Gene (killed by a jealous husband ca. 1955), Bob Wallace ("He looked like Jesus Christ), James the Greek (he fasted to death), and Fred Pfister (the Swiss Nature Boy, who used to yodel).

After his first children were born, he opened the Health Hut on Beverly Boulevard. Movie stars came to visit. But after 3 years, in the early 1960s. it went bankrupt.

2327. Kingaard, Jan. 1986. Looking back at the NNFA. *Whole Foods.* June. p. 1, 23-26.
• ***Summary:*** A 50-year anniversary history of the National Nutritional Foods Assoc. (NNFA) Today it represents a $3 billion industry. Pioneers who helped to organize health food advocates into an industry include Ed Neumann, Stanley Phillips, Herbert Bristol, Bernarr Macfadden, George Spitzer, Henry Rosenberger Sr., and H. Wayne Walker. A photo shows some of NNFA's past presidents: Dave Ajay, Rosemarie West, Stanley Phillips, Max Huberman.

"The original organization, the American Health Food Association (AHFA), was founded in 1936 by Tony Berhalter."

2328. Mitchel, Diana. 1986. Re: New developments with soymilk in Australia. Letter to William Shurtleff at Soyfoods Center, Sept. 1. 2 p. Handwritten.
• ***Summary:*** (1) Castle Trading (Ranwick, NSW) are now selling non-sweetened fresh soymilk in 2 litre containers at $3.00 Australian. (2) Biogenic (owned by Russels-Russels, which is owned by a New Zealand health chain) are selling 1 litre Tetra packs sweetened with honey at $3.40 each. (3) Sanitarium Health Food Company, a Seventh-day Adventist chain, are producing their own soya milk. It is apparently nice and cheap. (4) Soyfoods Australia P/L [Pty. Ltd.] at 14/2 Paton Place, Manly Vale (Phone: 02-949-7314) are producing soy milk "and have just spent $100,000 on equipment that is quite unsophisticated in comparison to the English equipment I was thinking of buying. Anyhow, they are contracting to sell fresh soya milk to all Coles supermarkets in NSW in plastic bottles." (5) Quite a few brands are selling in NSW, including: "Simply Better" (24-B Braeside Drive, Braeside, VIC 3195. Phone: 03-580-8505); Light Foods (37 Richards St., Hindmarsh, SA 5007); Earth Angel Soy Foods (Mt. Waverley, Victoria). Address: Squirrels on the Park, P.O. Box 4, Surry Hills 2010, NSW, Australia.

2329. McDougall, John A. 1986. Yogurt is no health food. *Vegetarian Times.* Oct. p. 52. [1 ref]
• ***Summary:*** "Yogurt to many Americans is 'health food,' and this myth has existed since the turn of the century. Replacing the gram-negative intestinal bacterial flora with a lactobacillus variety derived from yogurt is supposed to result in robust health. However the variety of lactobacillus used to make yogurt, *Lactobacillus bulgaricus*, will not grow in the human intestine (Robins-Browne *American Journal of Clinical Nutrition* 34:514, 1981). The variety used to culture acidophilus milk (*L. acidophilus*) also fails to grow in the

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small intestine where beneficial activity would be expected to take place.

"Yogurt is high in fat–50 percent of its calories are derived from fat, mostly the saturated variety implicated in heart disease. 'Low-fat' yogurt produced from partially skim milk" still derives 31% of its calories from fat.

"Yogurt is also high in animal protein, which causes the body to lose minerals–including calcium–through protein-induced changes in kidney physiology. Milk-derived proteins are the No. 1 cause of food allergy. Yogurt (like its parent product, cow's milk) is entirely deficient in fiber and is inadequate for human needs in linoleic acid, iron, niacin and vitamin C. Rather than being considered a food that supports health, yogurt should be classified as a delicacy (at best) or even as a health hazard for some people." Address: M.D. and internist, Medical Director of the Lifestyle and Nutrition Program at St. Helena Hospital, Deer Park, California.

2330. Frost & Sullivan, Inc. 1986. The health foods market in the EEC [European Economic Community]. 106 Fulton St., New York, NY 10038. Or Sullivan House, 4 Grosvenor Gardens, London SWIW 0DH. 303 p. Dec. Price: $2,300. *
• ***Summary:*** While food consumption is growing generally in Europe at about 2% to 3% a year, the health food sectors are growing at 6% to 7%. The total market value for health foods is forecast to rise from $36.1 billion in 1984 to $43.5 billion in 1991 (in constant 1985 U.S. dollars). The report covers in depth trends in France, West Germany, the United Kingdom, the Netherlands, Belgium-Luxembourg and Denmark, with summaries for Italy, Spain, Greece, Ireland and Portugal. West Germany has the largest and most structured market for health foods. The last five years have seen the following major changes throughout the EEC: Increased public awareness of nutrition and health; greater health food sales through normal retail outlets; a wide variety of health food products available to consumers.

Soyfoods are apparently not specifically discussed. European countries have the following number of specialist health food stores and general food stores, ranked in descending by descending number of health food stores: Netherlands (53/1,860), West Germany (43/1,400), Belgium/Luxembourg (39/2,000), Denmark (38/1,190), France (32/1,550), United Kingdom (25/760), Italy (3.5/3,020), Spain (3.5/3,090), Portugal (na/4,310). Address: New York, New York. Phone: 212-233-1080 (USA); 01-730-3438 (UK).

2331. Cole, Michael. 1986. Soya Health Foods Ltd. Company profile. Unit 4, Guinness Road, Trafford Park, Manchester M17 1AU, England. 4 p.
• ***Summary:*** Michael Cole is an entrepreneur, born in Manchester, England. The company was formed in 1984 in Manchester. The factory is sited in Trafford Park Industrial Estate and was the first to be built for the sole purpose of Soya Milk manufacture. The company is headed by Mr. M.S. Arora (Chairman), Mr. M.P. Cole (Managing Director), and Burns Anderson p.l.c. (Financial Controllers). Production of Soya Milk began in January 1985. The Sunrise brand is currently being sold throughout the 2,500 independent health food shops and in many supermarkets. The company has 5 products. Their soymilk is private labeled for 5 other companies. Soya Health Foods Ltd. has also been established in Australia and New Zealand, with its own private labels (milk in New Zealand and Burgers, Ice Cream, and Dessert in Australia). Address: Manchester, England.

2332. Baker (Bill) International. 1986. Bill Baker International (Business card). Ojai, California. 1 panels. 5.5 x 9.5 cm.
• ***Summary:*** On the left half of the card is a baker with a tall chef's hat (and the year 1897 on the front headband), a handlebar mustache, walking with his left arm and right foot extended forward. On his right arm, extended backward, he is carrying a globe of the world. Two addresses, Ventura and Ojai, are shown on the card: (1) 1437–3E Victoria, Ventura, CA 93003. Phone: (805) 642-7583. (2) 457 E. Ojai Avenue, Ojai, CA 93023. Phone: (805) 646-1588. There are individual cards for Ed Romano, Debby Curry, and Bill Phillips. One name appears in the upper right corner.

Talk with Colleen Kohnen of Tehachapi. 2006. March 14. Ed Romano (who is no longer living) was a baker here during the time when John Welty (who now lives in Carpinteria, California) was an investor. She would date this business logo and name from 1986.

Talk with John Welty. 2006. March 14. The name of the bakery was changed to Bill Baker International by Bill Baker when he was shipping bread up as far as San Francisco. John thinks "Bill Baker International" was on the wrappers of the breads he shipped. It was definitely not John's idea nor Ed Romano's nor the Vaughns. It was before the Vaughns owned the bakery.

Talk with Helen Vaughn. 2006. March 14. She has never seen this logo or heard of this name for the bakery. Address: Ojai, California.

2333. Green, Harvey. 1986. Fit for America: Health, fitness, sport, and American society. New York, NY: Pantheon Books. xvi + 367 p. Illust. Index. 28 cm. [250+* ref]
• ***Summary:*** This is a serious and sympathetic study of the American quest for perfect health in the period from 1830 (a watershed year in this as in so many other aspects of American culture) to 1940. The author suggests that the pursuit of physical perfection is a way to compensate for the experience of social failure. The Strong Museum, where he works, is the only major U.S. museum devoted entirely to documenting life in Victorian America [1837-1901]. The author has MA and PhD degrees from Rutgers University, New Jersey, and is presently also an adjunct professor of history at the University of Rochester, in New York.

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Contents: Preface. Acknowledgments. Part I: Millennial dreams and physical realities, 1830-1860. 1. Health, medicine, and society. 2. Spices and the social order. 3. The springs (and shocks) of life. 4. "Bad air" and the "movement cure." Part II: The price of civilization, 1860-1890. 5. The sanitation movement and the wilderness cure. 6. The new "American nervousness." 7. Electricity, energy, and vitality. 8. "Muscular Christianity" and the athletic revival. Part III: Regeneration, 1890-1940. 9. Living the strenuous life. 10. Old-time quiet in a breathless age. 11. Dietetic righteousness. Epilogue. Notes. Picture credits.

Contains many interesting photos. Address: Deputy director for interpretation, Strong Museum, Rochester, New York. Home: Palmyra, New York.

2334. **Product Name:** Sanitarium Health Foods So Good: The Non-Dairy Soy Drink (Soymilk).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia.
Date of Introduction: 1987 April.
Ingredients: Soya isolate, vegetable oil, maltodextrin, sugar, mineral salts [incl. calcium] (332, 229, 340, 504, 509), vitamins (101, 301), water added.
Wt/Vol., Packaging, Price: 250, 500, or 1,000 ml in Combibloc Aseptic carton.
How Stored: Shelf stable.
Nutrition: Water 86.4%, soya extracts 4.1%, vegetable oil 3.5%, maltodextrine 3.3%, sugar syrup 1.7%, mineral salts and vitamins. Percentage of RDA per 600 ml: Calcium 700 mg/100%, vitamin B-12 1.8 mcg/90%, riboflavin 1.0 mg/65%, iron 3 mg/30%.
New Product–Documentation: Shurtleff & Aoyagi. 1986. Soymilk Industry and Market, Update. This company makes its own brand, which is economically priced. Label (photocopy). 1987, undated. "The non-dairy soy drink. Cholesterol free. Lactose free. Long lasting." Manufacturer's catalog. 1989. "Juices and Drinks: The newest introduction into this drink category is So Good, a soy-based drink which is designed as an alternative to milk. This is particularly popular with those who have a lactose sensitivity and a need to reduce the cholesterol intake. It is made to a Sanitarium-inspired formula from soy isolate (the protein component in the soya bean) and has the distinct advantage of having a calcium level equivalent to that of cow's milk."

The Supermarket Circle. 1988. "So Good was awarded a 'Golden Sial' award or 'Food Oscar' at the AIDA-SIAL '88 International Oscars, judged in Paris on June 10. The Oscars is a bi-annual competition between 16 nations, including Canada, Great Britain, Italy and the USA. Each country presents products in 7 food and beverage categories: Grocery, alcoholic drinks, non-alcoholic drinks, dairy, deep-frozen, meat/poultry and delicatessen.

"The retail trade in each country nominates the representative products. With outstanding sales success since its launch by Sanitarium in 1987, Australia's retailers nominated So Good to represent the country in the 'non-alcoholic drinks' category."

Alfa-Laval. 1988, June. Soyfoods: Old traditions with new potentials. p. 9. A color illustration on the front of the package shows a glass of soymilk by a bowl or cereal on a table in front of a window facing a stylized rural landscape with the sun rising behind rolling hills. Green. blue, brown, and white. Subtitle: "The non-dairy soy drink. Cholesterol-free. Lactose-free. Long lasting."

Technique Laitiere & Marketing. 1988. No. 1034. Nov. p. 61. Gives nutritional composition. p. 65 So Good is an Australian soymilk product which won the 1988 SIAL gold medal (SIAL d'Or 88). SIAL is the International Food and Dairy Exhibition in Paris.

Sanco News. 1988. Dec. "Now the world thinks we're as good as gold: The Gold Food Oscar for So Good."

Talk with Eric C. Fehlberg, director International Health Food Assoc. 1990. March 7. So Good has had remarkable success in the past few years. Sanitarium Food Co. was the first to make soymilk in Australia. It caught on rapidly, and soon prompted 4-5 competing brands to be launched, but none of them have sales nearly as large as So Good. The main problem has been the company's inability to produce enough to keep up with demand. It was launched in April 1987. In Oct. 1989 they sold 1,738 long tons (2,240 lb/ton). The equipment used to produce the soymilk is Adventist technology, not that purchased from Alfa-Laval, STS, etc. Originally the product was packed under contract by a nearby dairy company in Combibloc cartons. After a year or so they purchased their own Combibloc packaging machine. Sanitarium Foods has a very strong research lab.

Sanitarium Nutrition Education Service. 1990. April. "So Good." This 4-page leaflet gives a clear explanation of



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each ingredient used, plus nutritional and other information.

According to competitors, in 1991 Sanitarium's So Good was Australia's leading soymilk product. But the fact that it is made from soy protein isolates rather than whole soybeans is considered a drawback by the natural foods market. Sun Gold is another major soymilk product.

2335. Hoskin, Bob. 1987. History: Ella Kellogg's kitchen. The origins of the Sanitarium, Kelloggs and General Foods companies can be traced back to Mrs Ella Kellogg's Kitchen. *Record* (*Official Paper of the South Pacific Division of the Seventh-day Adventist Church*) (*Australia*) 92(28):6. July 25. • ***Summary:*** "'You are the mother of Home Economics, aren't you?' someone asked the late Lenna Frances Cooper, dietitian, teacher and author of books on cooking and nutrition.

"'I'm sometimes called the Dean,' she answered, 'but the "Mother" of Home Economics is without doubt Ella Eaton Kellogg.'

"Mrs. Kellogg's ideas continue to influence the living and dietary habits of not only Seventh-day Adventists, but much of the Western world. However, in a recent Sydney survey of Seventh-day Adventist home economics teachers, not one had ever heard of Ella Kellogg and her famous kitchen.

"In the preface to her book *Science in the Kitchen,* Ella Kellogg is referred to as Mrs. Dr Kellogg, a title we would never use today, but which reflects the relatively low status of women in society some 100 years ago. Undoubtedly her name has contributed to her relative obscurity. "'Science in the Kitchen, by Mrs. E.E. Kellogg, AM, published in 1892 by the Health Publishing Co of Battle Creek, Michigan,' reads the title page of the old book that has been sitting on the Avondale College library shelves for about 80 years. The preface describes Mrs. Dr Kellogg's qualifications as superintendent of the Sanitarium School of Cookery and of the Bay View Assembly school of Cookery, and Chairman of the Worlds' Fair Committee on Food Supplies for Michigan. It also claims the art of cooking is at least a century behind the march of scientific progress.

"The book presumably sold well–a later copy dated 1910 is described as the fourth edition. To the casual observer the two editions look essentially the same. However, a detailed comparison shows that the differences between the two books contain the ingredients for transforming the dietary habits of the Western world. It is interesting to note the philosophical relationships between Catherine Saxelby's *Nutrition for Life,* a current popular nutrition book selling at most Australian newsagents, and Ella Kellogg's book published almost 100 years earlier.

"The entrepreneurial activities occurring in Ella Kellogg's kitchen near the turn of the century were reminiscent of a gold rush or oil strike. And they were to transform Battle Creek into what has been described as the health or cereal capital of the world. The ideas presented in Ella's *Science in the Kitchen* provided the stimulus for the formation of over 40 food companies in Battle Creek. And the origins of the Sanitarium, Kelloggs and General Foods companies can be traced back to her kitchen.

"Dr John Kellogg had met Ella (nee Eaton), a young Seventh Day Baptist, while studying medicine at Bellevue Hospital Medical School in New York City. Ella was also well-educated, with a master's degree in hygiene.

"As a young married couple in their early 20s, the Kelloggs returned to Battle Creek, where John was in 1876 appointed medical director of the first Seventh-day Adventist medical institution. Dr Kellogg was to remain director of the Battle Creek Sanitarium until his death at the age of 91 in 1943. On arrival in Battle Creek, Ella Kellogg began supporting the many facets of her husband's health mission. It is not surprising that Ella soon got to know Ellen White, and a lasting friendship resulted.

"In 1888 the magazine *Good Health* took on a new look and increased its popularity–mainly as a result of the well-illustrated articles on cooking, clothing, budgeting and health by Ella Kellogg that were a refreshing change from the dour medical articles of her husband. Ella Kellogg served on the editorial staff of *Good Health* for 43 years.

"In 1888 the Sanitarium School of Domestic Economy was established at Battle Creek under the leadership of Ella Kellogg. Details of the course were advertised in the March 1888 edition of *Good Health.* The fee was $100 and applicants were to be of good character, good health, over 18 years and faithful in work. Forty young women enrolled in the first course. Not only was Ella Kellogg heavily involved in the various outreach programs of the Sanitarium, she also raised over 40 foster children in her own home. The Kelloggs were childless and adopted several of the foster children who spent time at their home.

"The 1892 edition of Ella's book *Science in the Kitchen* consolidated many of the concepts that had been presented in the School of Domestic Economy and in *Good Health* articles. While the 1892 edition contains meat recipes, Ella clearly discourages the use of meat–especially its fat. And the book recognises the role of fibre in the diet–some 60 years ahead of Dr Denis Burkitt's work in this area. Likewise most of the other modern dietary guidelines can be found in this 1892 edition. The book also contains one of the earliest food composition tables.

"A significant recipe in Ella's 1898 edition, at least from the perspective of the development of food industry, was the caramel coffee substitute. Charles Post, a Sanitarium patient, tried the coffee substitutes from Ella's kitchen and recognised a money-spinner. Mr Post marketed the coffee substitute as 'Postum' and used the slogan, 'It makes your blood red.' By 1900 he was a millionaire and the General Foods Corporation had begun. 'Postum' is still available in Australia.

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"In the 1910 edition of Ella Kellogg's *Science in the Kitchen*, the chapter on meat cooking is omitted and replaced by a range of meat substitutes such as peanut butter, nuttolene and gluten products that were being invented in the large Sanitarium kitchen. The chapter on food for the sick is enlarged–reflecting the development of corn flakes, wheat flakes and similar products. Australians and New Zealanders would have no trouble recognising the photographs of the equivalent products to Weet-Bix and Nutolene shown in the book.

"The early Seventh-day Adventists that came from America to Australia brought with them not only the theory, but also many of the practical ideas on health that were developing at Battle Creek. The year after Avondale College was established at Cooranbong in 1897, the Sanitarium Health Food Company was begun as a college industry under the direction of the Physiology lecturer. The early food and nutrition classes used Ella Kellogg's book *Science in the Kitchen* as their text.

"The fact that Seventh-day Adventists settled in both towns linked Cooranbong and Battle Creek. It is, therefore, no accident that the breakfast cereal industry still forms an important part of the economy of both Battle Creek and Cooranbong. Again it is no accident that the Adventist residents of Cooranbong live longer and healthier lives than most other Australians. Thanks can be given to the very practical contributions of Ella Kellogg and other pioneers in the food and nutrition field." Address: Lecturer, Dep. of Home Economics, Newcastle College of Advanced Education, New South Wales, Australia.

2336. Cole, Michael. 1987. Soya International Limited (News release). Downs Court, 29 The Downs, Altrincham, Cheshire WA14 2QD, England. 2 p. Oct.
• ***Summary:*** Cole was the founder (in 1984) and previously managing director of Soya Health Foods Ltd. Soya International Ltd. is an international soya marketing company, with an international database containing information related to soya products. Stephen Burgess is the company's computer consultant. "This information centre fully computerized and the first of its kind serves to support the main activities of the company whose sub-heading is "Research, Development, Marketing, and Management Consultants." S.I. Ltd. has already joined with the large Italian company Sordi S.p.A. (a supplier of dairy and juice equipment) to complete a feasibility study for the Argentine government, as well as working with both the Brazilian and New Zealand governments on far reaching long term soya projects. Cole, age 42 and born in London, is a vegetarian. He managed to bring Soya Health Foods Ltd.'s Sunrise brand products to the position of market leaders in just 2 years.

Note: In Feb. 1989 a letter sent to this company was returned. His phone was no longer in service, and the directory assistance operator in England could find no new listing in Altrincham or in the Cheshire County or Manchester areas. Address: Cheshire, England. Phone: 061-926-8019.

2337. Arancibia, Juan. 1987. Mystery surrounded lifestyle, departure of desert hermit [William Pester]. *Press-Enterprise* (*Riverside, California*). Nov. 1. p. B-1, B-5.
• ***Summary:*** William Pester, a hermit, lived in a shack in the canyons outside Palm Springs. Pester was a frequent sight in Palm Springs in the 1920s and 1930s. His long hair, sandals, and head band made him noticeable. "He would come into town mostly at night, but was a sociable and sound-minded person... He was best known for his principal business ventures: selling postcards of himself and charging 10 cents for a look at the moon through his small telescope." He also made and sold Indian arrowheads and canes he made from palm trees.

"Then one day in the late 1930s, Pester disappeared, leaving no trace." He is remembered as "the first nature boy" and "a hippie long before their time." The hermit liked to be close to nature and often be nude in his secluded shack. If someone came to visit, he would quickly put on a monks robe.

The Palm Springs Historical Society has a collection of his post cards, some written in Spanish, with brief messages advising people to eat vegetables and fruits and to avoid red meat and sugar–admonitions nutritionists would echo decades later.

Frank Bogert, Mayor of Palm Springs who met Pester in 1921, says that Pester moved to Indio after living near Palm Canyon, inside the Agua Caliente reservation. Pester purchased land in Bermuda Dunes at the time. "A 1927 deed on record at the Riverside County Recorders Office shows he purchased about 10 acres of land partly bordered by Fred Waring Drive, Jefferson Street, and Burr Street. According to the deed, Pester paid $600 in gold coins to a Los Angeles couple named Joseph E. and Esther H. Newcomer."

A photo (courtesy Palm Springs Historical Society) shows William Pester standing at the door of his desert shack.

Note (Feb. 2015): Look for William Pester on the Web and you will find many images / photos and stories. One story from Palm Springs says: "According to Matthew Link, writing in Desert Outlook, the main reason he married a woman later in his life was for her influential contacts in order to keep him out of prison, where he found himself in 1940–at the infamous San Quentin on 10 counts of 'sexual perversion' for having sex with underage boys. He served six years, writes author Peter Wild in his book about Pester, 'The Hermit of Palm Springs.'"

"Pester evidently kept a low profile after his time in jail, and hardly anything is known of his later years, except that he probably died in Arizona in 1963 at the age of 78. The site of Pester's Palm Canyon hut is now a parking lot and trading

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post. Look closely, and you'll spot the nearby Hermit's Bench named in his honor."

2338. Cody, George. 1987. History of naturopathic medicine. In: Joseph E. Pizzorno and Michael T. Murray, eds. 1987. A Textbook of Natural Medicine. Vol I. Seattle, Washington: John Bastyr College Publications. 24 p. [50* ref]
• ***Summary:*** Contents: Introduction. A brief history of early American medicine with emphasis on natural healing: 1800-1875, professional medicine (College of Philadelphia [Pennsylvania], Benjamin Rush), Thomsonianism (Samuel Thomson), the eclectic school of medicine, Wooster Beach (a person) and the eclectic school (Worthington, then Cincinnati, Ohio), the hygienic school (Sylvester Graham and William Alcott), homeopathy, rise and fall of the non-allopathic sects, American influence, Russell Trall, Holbrook, Sylvester Graham. The beginnings of "scientific medicine:" Foundations with monies from Carnegie and Rockefeller foundations, medical education in transition, Flexner report, pharmaceutical industry, the new "sects" (osteopathy, chiropractic, Christian science). The founding of Naturopathy: Benedict Lust arrives in USA in 1892 from Germany, Lust purchases term "naturopathy" from Scheel in 1902, the Germanic influence (Vincent Priessnitz, Johann Schroth, Father Sebastian Kneipp, Arnold Rickli, Louis Kuhne, Henry Lahman, F.E. Blitz, Adolph Just, Theodor Hahn), the convergence with American influences (A.T. Still, B.J. Palmer, Henry Lindlahr, John H. Tilden, Elmer Lee, John Harvey Kellogg, Sidney Weltmer, Bernarr McFadden [Macfadden], Shelby Riley). Twentieth century medicine: The metamorphosis of orthodox medicine (comparing 1875 and 1920), the halcyon years of naturopathy (progressive health era, 1900 to 1920, Morris Fishbein, Gaylord [sic, Gayelord] Hauser healed by Lust in 1920s, death of Lust in Sept. 1945 at Yungborn in Butler, New Jersey, emerging dominance of AMA medicine, osteopathy, chiropractic, Jethro Kloss and *Back to Eden*). Modern rejuvenation (counter-culture of the late 1960s, alternative medicine gains respect but naturopathic educational institutions dwindle to one, the National College of Naturopathic Medicine, John Bastyr College formed in 1978). The book has two bibliographies: General (21 refs), and naturopathic (29 refs).

Concerning Hauser (p. 20): "During the 1920s, Gaylord [sic, Gayelord] Hauser, later to become the health food guru of the Hollywood set, came to Lust as a seriously ill young man. Lust, through the application of Nature Cure, removed Hauser's afflictions and was rewarded by Hauser's lifelong devotion. His regular columns in *Nature's Path* became widely read among the Hollywood set." Address: Faculty Member, John Bastyr College, Jurisprudence.

2339. Panati, Charles. 1987. Extraordinary origins of everyday things. New York, NY: Harper & Row. xi + 463 p. Illust. Index. 24 cm. [150+* ref]
• ***Summary:*** Includes discussions of: Blender (electric kitchen appliance) (1922, Racine, Wisconsin, initially known as a "vibrator"). Plastic (1900, USA, incl. Celluloid, Bakelite, Cellophane, Acetate, Vinyl, Plexiglas, Acrylics, Melmac, Styrene, Formica, Polyester, Nylon, Tupperware {made of polyethylene}). Peanuts (1800s, USA, incl. P.T. Barnum, peanut butter, Planters Peanuts). Cracker Jack (1893, Chicago, Illinois {"Candied Popcorn and Peanuts"}). Hot dog (1500 B.C., Babylonia [today's Iraq], incl. frankfurter, American hot dogs, Nathan's franks). Hamburger (Middle Ages, Asia). Sandwich (1760, England). Melba Toast (1892, London). Worcestershire Sauce (mid-1800s, Britain). Graham Crackers (1830s, New England).

Note: This book is very well written, but some or all of the information in some of the entries (such as the blender, peanut butter and Worcestershire sauce) comes from secondary sources and is incorrect. The book would be much better (but much longer) if the sources for each statement or entry were cited.

2340. Pomeroy, Leon R. 1988. In Memoriam: Carlton Fredericks 1910-1987. *J. of Applied Nutrition* 40(1):57-60. Spring.
• ***Summary:*** Filled with praise for this pioneer in the field of preventive medicine who died on 28 July 1987. Address: P.O. Box 6176, Yorkville Station, New York, NY 10128.

2341. Palermo, Anthony A. 1988. Modern Products purchases Fearn Natural Foods, moves to Milwaukee (Interview). *SoyaScan Notes.* May 11. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Modern Products bought out Fearn in Oct. 1986, closed the plant in Melrose Park, Illinois, and moved to Milwaukee. The CEO is presently Anthony A. Palermo and the president and chief operating officer is his son, Gayelord G. Palermo. Lou Richard is somewhere in Illinois. Modern Products was founded by Gayelord Hauser in 1925. His products include Vege-Sal, Spike, Vegit, Naturally Salt Free, Santay, Onion Magic, Lemon Pepper, Naturally Cajun, and Spice Garden Herbs and Spices. His most famous book was *Look Younger, Live Longer* (1950). Address: P.O. Box 9398 (3015 W. Vera Ave.), Milwaukee, Wisconsin 53209-0398. Phone: 414-352-3209.

2342. *Graphic* (*Brooklyn, New York*). 1988. The "scoop" on David Mintz, the father of Tofutti. May 25.
• ***Summary:*** David Mintz, a successful kosher caterer from Brooklyn, never believed tofu could change his life, but it has. In 1972, while searching for a milk substitute for kosher desserts, pastries, pies and sauces, he discovered tofu. In 1981, he introduced Tofutti ice cream to the world. More than 38,000 outlets in all 50 states–including supermarkets, health food stores, groceries, gourmet shops and department stores–carry the product. Tofutti is also available in Canada,

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Japan, Australia, Korea, Hong Kong, and the U.S. Virgin Islands.

2343. Jones, Susan Smith. 1988. The health pioneers: Who they were and how they enriched our lives. *Let's Live.* Aug. p. 22-23, 75.
• ***Summary:*** Paul C. Bragg, an early health enthusiast was the son of a Virginia farmer. Betty Lee Morales, born Betty Lee Hunt, was lauded for her understanding of herbs and nutrients as medicine, which she studied for three years in China. Paavo Airola was raised and educated in Europe, where he studied biochemistry, nutrition, and natural healing in biological medical centers in Sweden, Germany, and Switzerland. Adelle Davis wrote four best-selling books, *Let's Cook It Right, Let's Have Healthy Children, Let's Eat Right To Keep Fit,* and *Let's Get Well.* She went school at the Univ. of California, Berkeley, where she earned a bachelor's degree in dietetics in 1927. Her books have sold more than 5 million copies. Linda Clark was another health pioneer who wrote 18 books. Gayelord Hauser, known as the Dean of the Natural Foods Movement became a world-renowned syndicated columnist, lecturer, and author of several books.

2344. Kahan, Ben. 1988. Early history of health food publications and protein powders (Interview). *SoyaScan Notes.* Sept. 24. Conducted by William Shurtleff of Soyfoods Center. [2 ref]
• ***Summary:*** Ben Kahan was a founder of Kahan & Lessin, a major health food distribution company. During the early years of the health foods industry, in the 1930s and 1940s, the main publications were: 1. *California Health News,* which was started by Clarke Irvine in 1933 in Hollywood, California. Its successor was *Let's Live.* Then there was a split in the family at Let's Live; a son-in-law split off and started a new competing magazine, *Healthways,* which still exists. 2. *Health Food Retailing,* a trade magazine published by Jack Schwartz of Syndicate Publications of New York (Jack can be reached at 27 Highland Ave., Larchmont, NY. Phone: 914-967-7556). 3. *Prevention,* founded by Rodale Press in 1950. Note: Organic Farming and Gardening was started by J.I. Rodale in May 1942. The title changed to Organic Gardening and Farming in Nov. 1942.

The first protein powder was Hoffman's Protein Powder, introduced in about 1948 by Bob Hoffman, a weight lifter and owner of York Barbell Co. Bob's right hand man was John Terpak, who is still alive. Subsequent Hoffman soy protein products included a high-protein powder, tablets, etc. That product was followed 2-3 years later by Weider's Protein Powder, which was basically the same kind of product. Hoffman and Weider were both competitors in the weight lifting field. Both had weight lifting magazines and made equipment/foundries as well, and both marketed their products mainly to weight lifters. They belonged to rival weight lifting organizations. The original marketing focus was on weight lifters. Hoffman came into the health food field first, followed by Weider. Protesoy was another product of the same type but more specialized and just health food. Hoffman was the real innovator. Instantizing with lecithin made blending of protein powders with liquids in blenders and mixers a lot easier.

Concerning the "protein craze" of the late 1970s, "the government tried to collapse the market, but it quickly recovered and was more effective. They could never prove that many people had died. Once in a while the government used to take after anything that smacked of health or dietary products because they didn't want any of them to get too successful for some reason. I think it was pressure from other food industries who didn't like the nutritional claims made by the health food industry. During the years of World War II they tried to reclassify the health food stores in the came category as grocery stores, which would have hurt them. This industry has always been an embarrassment to the government, a burr under their saddle; they said the RDAs were too low.

There has never been a good history of the U.S. health food industry because no one ever saw a market for it. The editor of Jack Schwartz's magazine put out a little paperback but it didn't do much. Address: 5530 Goodland Ave., N. Hollywood, California 91607. Phone: 818-701-6632.

2345. Schwartz, Jack. 1988. History of the health foods industry in America (Interview). *SoyaScan Notes.* Sept. 25. Conducted by William Shurtleff of Soyfoods Center. [1 ref]
• ***Summary:*** Jack founded the magazine *Health Foods Retailing* in about 1938 in New York. But the real expert on the history of this industry is Frank Murray, who lives in Manhattan (Business: 212-613-9700; Home 212-924-0063). He has done extensive research in the field and has written a book on the history of this industry [*More than One Slingshot*], published in 1984. He has copies of back issues of magazines and many records. Frank worked for Jack at Syndicate Magazines. They published *Better Nutrition* starting in about 1939, then *Today's Living* in about 1948; both are still published. In 1981 he sold the company to a large British firm, a subsidiary of British General Electric. They discontinued or ruined many of the best publications.

Another early and important health food publication was *Nature's Path,* published by Benedict Lust in New York City, starting in 1925.

Early and important soy products were Joyana, Bob Hoffman's Protein Powder and about 10 years later a similar product from Joe Weider, and a line from Battle Creek Foods.

Another pioneer to talk with is Sam Reiser, who founded Balanced Foods, the largest natural food distributor in America. A cousin, he was in the industry since about 1939 and was a major pioneer. Phone: 201-944-4639 in Fort Lee, New Jersey. Address: 27 Highland Ave., Larchmont, New

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York. Phone: 914-967-7556.

2346. Boff, Vic. 1988. University of Texas Library's Todd & McLean collection on health and fitness. Health food pioneers (Interview). *VegeScan Notes.* Sept. 26. Conducted by William Shurtleff of Soyfoods Center. [5 ref]
• ***Summary:*** The University of Texas at Austin has one of the largest collections of periodicals, books, papers, and memorabilia on the health foods movement and industry in America. It is in the Todd & McLean Collection, occupying 8,000 square feet. Contact Dr. Terry Todd in Austin (Phone: 512-471-4890. Gregory Gym 33, Univ. of Texas, Austin, TX 78712). The library is on the third floor of the gym. Prof. McLean is no longer living. They have an especially good collection of Bernarr Macfadden's publications.

Vic is an old timer in the health food industry. He worked closely with Dr. Benedict Lust (he wrote for him starting in 1936) and knew Bernarr Macfadden. Lust was an M.D. (licensed in Florida), ND, and DC. Coming to America from Germany, he was the founder of Naturopathy in America, located on Lexington Ave. in New York. He died in 1942. Lust published *Nature's Path* (a popular periodical that started in the early 1900s and was continued by his nephew or son, John Lust, who passed away recently), and *Naturopath,* a professional publication for naturopathic physicians, starting in the 1930s until he died. Lust had two sanitariums in Florida and New Jersey, doing hydropathy and chiropractic. He was a major figure, a great man, but had constant opposition for the local medical associations and societies. Macfadden was tremendous in the advancement of natural foods and natural healing in this country. Boff has all Physical Culture magazines from 1898 to the 1940s. Macfadden and Lust were on good terms with each other. Macfadden was more involved with physical fitness; his slogan was "Weakness is a crime." He promoted sunshine and fresh air, physical therapy and hydrotherapy; he was put in jail for trying to do away with bathing suits that covered the whole body. He had a huge publishing operation. Otto Carque was a great natural foods pioneer in California, probably in Los Angeles. He was interested in soyfoods. Even in the early days, many of the health foods pioneers advocated the soybean because many of them were vegetarians and the soybean is a great substitute for meat. Loma Linda and Kellogg were also a major forces. Address: Brooklyn, New York. Phone: 718-648-5254.

2347. Murray, Frank. 1988. History of the health foods movement in America (Interview). *SoyaScan Notes.* Sept. 26. Conducted by William Shurtleff of Soyfoods Center. [5 ref]
• ***Summary:*** Frank entered the health foods industry in 1963, when he went to work for Jack Schwartz at Syndicate Publications, publisher of *Health Foods Retailing* magazine. His book, "More than One Slingshot" (1984) was a history of the NNFA, written for them and not released commercially. But it was also a history of the health foods movement in America. Important health foods publications included *Health Foods Retailing* (founded in April 1936 by Lelord Kordel and sold several years later to Jack T. Schwartz, who remained publisher until Feb. 1982), *Better Nutrition* (now in its 50th year), *Let's Live,* and *Prevention.*

The University of Texas has a large collection of periodicals, books, and memorabilia on health and physical fitness, including figures such as Bernarr Macfadden. For details contact Vic Boff in Brooklyn, an old timer in the industry. Back issues of Health Foods Retailing (in a small, digest format) can be found at Communication Channels Co. in Atlanta, Georgia (Phone: 800-241-9834).

Joe Weider has always been in California, and is still alive. He publishes many weight lifting magazines.

In the 1960s the main soyfoods products he remembers were from Loma Linda Foods, Worthington, and Fearn Soya Foods. Address: New York. Phone: 212-613-9700.

2348. *Natural Foods Merchandiser.* 1988. Frank Ford receives 1988 Rachel Carson Award from NNFA. Sept. p. 4.
• ***Summary:*** Frank Ford, chairman of the board of Arrowhead Mills, is a longtime organic farmer. A photo shows Ford on his John Deere tractor.

2349. Kloss, Jethro. 1988. Back to Eden: A human interest story of health and restoration to be found in herb, root, and bark. Revised and expanded second edition. Back to Eden Publishing Co., P.O. Box 1439, Loma Linda, CA 92354. xxviii + 1007 + 20 p. Illust. Index. 21 cm. Kloss Family Heirloom Edition. Index.
• ***Summary:*** One of the most creative and original sources of early soyfoods recipes, which include "Soybean Cream" and "Soybean Ice Cream." This revised edition contains all essential material from the original text of this classic work on healing herbs, home remedies, diet, and health, but it has been reorganized, re-typeset and re-indexed to make it easier to use and more contemporary. Three hundred pages of natural health information have been added. Old terms have been explained and updated. There are also 16 pages of photographs and 16 pages of new of family recollections by Jethro Kloss' daughter (especially interesting), son, and granddaughter. These add greatly to the story of his life and work. For example, his daughter, Promise, states (p. xv):

"Next the Klosses became interested in the self-supporting work being conducted in the south and they visited some of the schools in North Carolina and Tennessee. About 1911 they sold the sanitarium in Minnesota and moved to Fountain Head, Tennessee, where their youngest daughter, Naomi, was born in 1913. Here they bought a 250-acre farm, built a large house and barn, and raised many kinds of fruits and vegetables. They also raised Shetland ponies for a time.

"A later development in good health was his creation of

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a significant health food manufacturing operation in Amqui, Tennessee after receiving a request from the owners to take charge of their food factory. While he was operating this factory he would be up at two, three, or four o'clock in the morning; as early as necessary to build the fires for the steam cooker or the large oven and whatever else needed to be done to have everything in readiness for the workers to begin the day processing, canning, or baking. When that big oven was hot, he would often pop into it some special weekend treat for his family–some delicious health coffee cake or raisin buns like no one else could make, for he was an excellent baker.

"Before this factory was sold to the Nashville Agricultural Normal Institute, he was shipping health foods all over the United States and Canada. It was also during this time and at this place that he originated many new health food recipes. This establishment later became a part of what has since become the well-known Madison College near Nashville, Tennessee."

Photos show: (1) Portraits of Wilhelm and Sofia Kloss, parents of Jethro Kloss. They had 11 children, born between 1848 and 1868. Jethro was the 9th child, born April 27, 1863. (2) Jethro Kloss in 1900 as a young minister, healer, and teacher. (3) Jethro Kloss with Carrie Stilson, his first wife whom he married in 1901. Tragically she died in 1905. (4) Promise Kloss, born to Carrie and Jethro in 1903, shown as a young girl with her father. (5) Amy Pettis Kloss, Jethro's second wife. They were married in 1907. (6) Children of Jethro and Amy: Lucille Kloss (1908-1929). Eden Pettis Kloss (1910-). (7) Naomi Joan Kloss at 17 months of age. Jethro's youngest child, she was born in 1913. (8) In 1907 Jethro and Amy opened this comprehensive health and medical center in St. Peter, Minnesota, which they named The Home Sanitarium. (9) Jethro Kloss giving a hydropathy treatment at The Home Sanitarium; it was open from 1907 to 1912. (10) Amy operating the women's hydropathy treatment room. (11) Manufacturing malta, the great cereal syrup from pure wheat starch and barley. (12) In 1915, from their food factory in Nashville, Tennessee, the Klosses shipped foods throughout the United States and Canada. Here 4 people are seen working at a table. (13) Patients, family and friends enjoyed health foods canned by the Klosses in this outdoor "factory," which was a commercial enterprise as well. (14) This interesting illustration shows an aerial view of the Nashville Sanitarium-Food Factory with a train and 3 sets of train tracks in front. (15) A 1920 advertisement for utensils (such as 2 hand grinders for flour or nuts) sold by the Jethro Kloss Health Food Company in Brooke, Virginia. (16) Menu for a demonstration vegetarian dinner given by Jethro Kloss at the Dodge Hotel in Washington, DC, on March 27, 1933. "Sprouted soy beans" are on the menu. "The pumpkin pie and strawberry sundae were made with soy milk" (p. xvii). (17) A 1926 photo of Promise Kloss (Moffett) at age 23. (18) A 1935 snapshot of Jethro's only son, Eden Pettis Kloss. (19) Jethro's daughter, Promise, with typewriters won in typing contests during the 1930s. (20) Proud grandfather, Jethro, holding his only grandchild, Doris Joyce, in 1929. (21) Jethro's youngest child, Naomi Kloss Engelhard, mother of Doris Joyce. (22) "Promise Kloss Moffet, Jethro's first child, shares food preparation tips with Doris Joyce, his granddaughter, in 1934. (23) "A group of letterheads dating back to 1904 showing some of the variety of enterprises engaged in by Jethro Kloss during his lifetime." 1922 Feb. 27–Jethro Kloss Health Foods Company (Brooke, Virginia). Undated–Brookside Mercantile Company (Brooke, Virginia). Undated. Branch of the Battle Creek (Michigan) Sanitarium (Superior, Wisconsin). A full line of Battle Creek Sanitarium Health Foods. J. Kloss & Co. Grove Contractors, Farmers and Truck Farmers. Jethro Kloss Publications (Washington, DC). Back to Eden Magazine. Jethro Kloss, Medical Evangelist. (24) Promise Kloss Moffet, with a large, framed photograph of her father, Jethro Kloss, on her 80th birthday, Aug. 16, 1983. (26) Great-grandchildren of Jethro Kloss: Stephen Kloss Gardiner. (27) Nancy Kloss (Bramlett).

The book has been published continuously by the Kloss family since 1946.

Contents: Section I: Natural health. 1. Personal experiences. 2. Soil preparation and farming. Section II: Herbs for healthful living. 1. History of herbal medicine. 2. Herbs. 3. General directions for preparation and use of herbs. 4. Tonic herbs. 5. Herbs used to treat disease. 6. Medicinal trees. 7. Specific herbs for various medical problems. Section III: Treating diseases with herbs. Treating diseases with herbs. Special notice. Section IV: Your body and its needs. The digestive section. 1. The importance of good nutrition. 2. Carbohydrates. 3. Fats. 4. Protein. 5. Mineral elements in the body. 6. Vitamins. 7. Water. 8. Fresh air, exercise, and sleep. Section V: Your foods. 1. Fruits. 2. Vegetables. 3. Fiber (to "help keep you regular"). 4. Oatmeal. 5. Nuts. 6. Breads and refined flour. 7. Meat and vegetarianism. 8. Milk. 9. Salt. 10. Garlic. 11. Healthful diets. 12. Obesity. 13. Fasting and healthful eating. Section VI: Food preparation. 1. Useful hints to preserve vitamins. 2. Kloss's favorite health recipes. 3. Cooking under steam pressure. 4. Aluminum cooking utensils. 5. Baking and breads. 6. Preparing wholesome desserts and beverages. Section VII: Effects of polluted and adulterated foods on the body. 1. Adulteration of food. 2. Health-destroying foods. 3. Dangers from disease in animals. Section VIII: Water and good health. 1. History of water cure. 2. Using water to preserve health. 3. Water's effects and use in treatment. 4. Water's effects on sickness. 5. Baths and water treatments. 6. Compresses and fomentations. Section IX: Skills in caring for the sick. 1. Nursing. 2. Massage. 3. High enemas. 4. The value of charcoal. Appendix: Glossary of old-fashioned medical terms. Glossary of medical properties of herbs. General tables.

A press release accompanying the new revised, 2nd edition notes: Back to Eden was written by Jethro Kloss

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during the 1920s and 1930s, with help from Promise and Eden, his daughter and son. It was first published in 1939, when the author was 76 years old. It has since sold more than 3 million copies. Kloss died in 1946 after retiring to Tennessee. Message Press, a small business in a rural community not far from Chattanooga, continued to publish Back to Eden for more than 25 years after his death, under the direction of Promise, his daughter. Unfortunately in 1967 the copyright expired during the confusion attendant to the illness and death of the book's country publisher. Promise's attempt to renew the copyright in Jan. 1968 was too late. In 1971 other publishers pirated Back to Eden. Address: Loma Linda, California.

2350. *SanCo News* (*Sanitarium Health Foods Co., Australia*). 1988. Now the world thinks we're as good as gold: The Gold Food Oscar for So Good. Dec.
• ***Summary:*** "So Good was honoured at the 1988 AIDA-SIAL International Food Oscars held recently in Paris. As one of only 5 products representing Australia, So Good won a Gold Oscar by winning its category for the world.

"A total of 16 countries participated in the competition. An international panel of judges evaluated hundreds of products based on their uniqueness, appeal and sales performance. So Good won the 'non-alcoholic beverages' category thereby establishing itself as the best new product, in its category, in the world for 1988."

"The international award has created many enquiries about So Good from interested parties around the world." Address: Wahroonga, Australia.

2351. Health Foods Retailing. 1989. Geographical breakdown of circulation (Leaflet). Atlanta, Georgia. 1 p. 28 cm.
• ***Summary:*** This magazine reaches over 13,500 health food retailers. The top 10 states, each with more than 300 retailers, are as follows: California 2,297, Florida 864, New York 732, Illinois 620, Pennsylvania 508, Ohio 502, Michigan 439, New Jersey 432, Washington 422, Colorado 311. Note that this closely parallels interest in soyfoods. Address: Communication Channels Inc., 6255 Barfield Rd., Atlanta, Georgia 30328. Phone: 404-256-9800.

2352. Johnson, Gil. 1989. What a decade! NFM celebrates 10th anniversary. *Natural Foods Merchandiser.* Feb. p. 1, 60, 63-64, 66, 68-69, 71-72.
• ***Summary:*** A nice overview and history of the growth of the natural foods industry in America from 1979 to 1989. The explosive growth began in the mid-1970s. Includes photos of and talks with industry leaders in the following categories: Retail (incl. Sandy Gooch, Danny Wells), Distribution (Nature's Best, Tree of Life), Manufacturing (Jim Rosen of Fantastic Foods, Ken Murdock of Nature's Way), Associations (Patricia Heydlauff of NNFA), Brokers, Co-ops, Consumers (Gauger & Silva, Tom Chappell, Jeffrey Bland, Bill Shurtleff of Soyfoods Center, Rebecca Wood).

Bland notes: "The last ten years has witnessed the general population's acceptance that diet and lifestyle play a role in the disease patterns we now have... the aging baby boomer generation has invested more time and energy into the development of self than any generation our society has ever known."

Of Shurtleff, the article notes: "... but as effective a promoter as he is, his real contribution has been in providing the soyfoods industry with market research."

2353. Toriano, Peter. 1989. Japanese food firms cook up new strategies for U.S. consumers. *Economic World.* April. p. 22-26.
• ***Summary:*** "Riding the success of tasty, low-priced food products, the Japanese eye a bigger helping of the U.S. grocery mart." Two of the most popular Japanese food products have been soy sauce, ramen noodles, and tofu. "Nissin sold more Cup O'Noodles in the United States last year than McDonald's sold hamburgers nationally... Japanese food companies and food products are slipping under America's door unnoticed... The Japanese start selling their food products in the U.S. to a small, very concentrated ethnic market... While Kikkoman can trace exports of soy sauce to the U.S. as far back as 1869, most Japanese food companies did not export to or manufacture products in the United States in significant quantities until the 1970s...

"American food product companies focus on their competitors, whereas the Japanese tend to focus on what the customer wants...

"Kikkoman, one of Japan's largest food-related companies, is involved with wines and liquors, pharmaceuticals, health foods and a chain of restaurants. In addition to its other products, Kikkoman has introduced a shelf-stable tofu, instant miso soup and a rice wine for use in cooking.

"Kenzaburo Mogi, planning manager of Kikkoman's foreign operations department, says tofu could become as big a market as soy sauce for Kikkoman in the U.S. in the years to come. In the U.S., Kikkoman also owns 80% share of JFC (Japan Food Corp.), a major distributor of oriental food products... Consumption of Kikkoman's soy sauce has increased fivefold since 1972... On average, each Japanese consumes about 2.5 gallons of soy sauce every year; the average American consumes less than 10 oz...

"Almost a quarter of Kikkoman's total business now is outside Japan: two-thirds in the U.S. and most of the rest in Southeast Asia. The company also is targeting production in Europe, Australia and China...

"Ajinomoto Co, Japan's largest food processor, has been selling abroad since 1909, when its first overseas office opened in New York... Until the 1960s, Ajinomoto's main product was MSG (monosodium glutamate). Today, it has

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a more diversified line-up, with about 41% of sales coming from processed foods, and 26% from seasonings... The predominant products the firm manufactures in the U.S. are amino acids for pharmaceutical use...

"Kibun Products International Inc., a subsidiary of Kibun Company Ltd. Japan, is a major manufacturer of surimi in the U.S... Kibun is a multi-billion-dollar, 50-year-old food products company with worldwide operations totalling $2,000 million annually...

"Morinaga Nutritional Foods Inc., a subsidiary of Morinaga Milk Industry Co. Ltd., the Borden of Japan, is selling its tofu in air-tight containers that prolong freshness, eliminate water changes and is bacteria-free...

"'This could be the food of the future, replacing dairy and meat as major sources of nutrition," says Kent Cooper, spokesman for Hakuhodo Advertising America Inc. in Los Angeles, which handles Morinaga's account...

"Faith Popcorn, chairman of BrainReserve Inc., a marketing consulting company to Fortune 500 companies says America is eating healthier and is more and more concerned with where food products originate and what that does to the Earth, known as the graining/greening of America. 'Vegetarianism is growing like crazy. Americans are changing from flesh food to health food.'"

2354. Laboyrie, David. 1989. The Australian soymilk market and Australian Natural Foods Holdings Ltd. (Interview). *SoyaScan Notes.* Aug. 17. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Approximately 8 million liters/year of soymilk are presently sold in Australia. His company, Australian Natural Foods, has 3 basic soymilk products. The first, sold to the health food market, is Aussie Soy, which was launched in June 1987 and now has about 60% of the health food market, around 2 million liters a year. It is in a Tetra Pack container. The other two (Excel and VitaFresh) are designed as milk alternatives, and are fortified with vitamins and calcium. But after about 3 months, calcium fortification (with calcium phosphate and calcium chloride) has an definite undesirable thinning effect on most of the soymilk with the formation of a thick layer of sediment settling to the bottom. They sell through supermarkets, and have a much smaller market share. Sanitarium Foods dominates that market, producing about 100,000 liters/week, or 5.2 million liters/year. David's company makes their soymilk from whole soybeans rather than isolates, and promotes it as such.

Excel was originally launched in Aug. 1987 as a fresh product but it was discontinued in June 1988 due to distribution problems and short shelf life. It is now sold in supermarkets in a UHT pack in plain flavor only. They also make another product (similar to Excel) under another brand for another company. It is called VitaFresh. It has the same settling problem. The existing formula does not contain tri-polyphosphate. They think there is still a big market for fresh soymilk in Australia, but they need either a dairy distributor or a 28-day shelf life. Address: Australian Natural Foods Holdings Ltd., 80 Box Rd., Taren Point, NSW 2229 Australia. Phone: 02-526-2555.

2355. *SoyaScan Notes.* 1989. Pioneers in vacuum packaging tofu. Its pros and cons (Overview). Sept. 19. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** In late 1977 Redwood Natural Foods Inc. in Santa Rosa, California, became the world's first company to vacuum package tofu. The pioneer there was Greg Hartman (whose photo appears in the Sept. 1983 issue of *Health Foods Business,* p. 80). Redwood used tofu made by Quong Hop & Co. and distributed and sold the organic tofu under their own brand. An illustration of the machine and description of the process is given in *Tofu & Soymilk Production* by Shurtleff & Aoyagi (1984, pp. 23 & 72; In about 1978 Shurtleff & Aoyagi visited Hartman at Redwood Natural Foods and observed his packaging process).

Since that time, many companies have switched to vacuum packaging their tofu. Pioneers in the USA included: Quong Hop & Co. Jan. 1979, Summercorn Foods Sept. 1979, Nasoya Foods 1981, Zakhi Soyfoods 1981, Pacific Trading Co. 1981, Lecanto Tofu 1981, Swan Gardens 1982, White Wave 1983, Farm Soy Dairy 1985, Island Spring 1985.

Pioneers in Europe included: Aros Sojaprodukter in Sweden 1982, Manna Natuurvoeding in the Netherlands 1982, Auenland Tofu in West Germany 1983, Tofuhaus Tiefenthal in West Germany 1983, and Haldane Foods in England 1985.

A few companies (such as Nasoya) have even dropped vacuum packing and switched back to water pack. Companies using relatively small chamber-bag batch-type machines seem happiest with the technology and have had few problems. Companies using larger, continuous process roll-stock machines have often had ongoing, serious problems.

Advantages of vacuum packaging, in approximate order of importance, are: (1) The package is familiar to consumers and it makes tofu look quite similar to cheese, a related and popular food product; first-time tofu users are not turned off by a cake tofu floating in a pale yellow liquid (which reminds some consumers of a fetus floating in formaldehyde in a biology lab). No other food in the western world besides tofu is sold floating in water. Yet the water that surrounds the tofu inside the vacuum pack detracts from its appearance. Some have even said that the resulting package reminds them of a used condom! (2) Because the tofu is packaged without water, it is much lighter and less bulky, which cuts shipping costs and can expand market areas; (3) Nigari-type tofu retains most of its natural sweetness, which is leeched off in water-pack tofu; (4) Vacuum packaging is generally thought to give the product a longer shelf life than water pack. Typical companies date their tofu for an 18-21 day shelf life;

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(5) The cost of the package itself is less for vacuum packing, BUT the additional labor required for packaging and labeling with a batch-type machine may make the total packaging cost more than for water pack.

Disadvantages of vacuum packaging, in approximate order of importance, are: (1) Most Asian-Americans, especially first generation Asian-Americans, strongly prefer water pack, to which they are accustomed; (2) Vacuum packed tofu is much more susceptible to damage than water-packed tofu in a rigid plastic tub, unless the vacuum pack is surrounded by a fairly rigid box; (3) It is difficult to vacuum pack soft tofu, which is the texture preferred by many Japanese; (4) Unless the tofu is immersed in chilled water for 6-12 hours before vacuum packing, the yellow whey in the tofu may leech out and collect inside the package, giving the tofu a unappealing yellow hue.

One example of a company that has had problems is White Wave Inc. in Boulder, Colorado, which in May 1983 bought a used Tiromat vacuum packager. Thereafter everything went wrong, so much so that that one machine "almost broke the company's back." President Steve Demos later called it "the curse of the Devil," and his production manager would sometimes ask, only half in jest, "Do you think we are sitting in vacuum packaging hell?" Demos notes: "Tofu is a very difficult product to vacuum pack, though firm tofu is easier than soft. In our case, about 30% of the problems have been caused by the machine, 30% by the product, 30% by the operator, and the rest is absolute bad karma. The process was unforgiving, as was the Tiromat's maker, which gave White Wave almost no help." But by Oct. 1989 White Wave had worked the bugs out of their vacuum packing system and now prefers it to water pack.

2356. *Adventist Review* (*Hagerstown, Maryland*). 1989. Granose Foods opens new factory: Growth from bakery to Britain's major health food manufacturer. Sept. 28. p. 20-21 (p. 1036-37).

• ***Summary:*** The brand new factory is at Newport Pagnell, Buckinghamshire, England–30 miles away from its former location at Stanborough Park, on the outskirts of London, near Watford, Hertfordshire. The founder is said to be J. Heide, who, a hundred years ago, came to London from Germany to start a new life. With help from his uncle, he became a master baker. He soon joined the small group of members of the Seventh-day Adventist Church. "In 1899 John Hyde (as he soon became known) was living over his bakery at 332 Portbellow Road in east London with his wife" and four children. He worked hard to make bread that tasted better and was fresher than anyone else. He and his brother delivered their loaves late at night or early in the morning.

"John soon learned about health foods and the church's teaching that God is honored in a healthy body as well as in a healthy mind and spirit. Samples from the Sanitarium Health Food Company in Battle Creek, Michigan, found their way to Britain, and in 1899, with the blessing of the church, John went to the United States to learn how to make the foods. He spent six months with Dr. John Harvey Kellogg, who was president of the medical college in Battle Creek, superintendent of the Battle Creek Sanitarium (with its health food company) and member of more than a dozen medical societies and associations,..."

"Kellogg created the formula for a gluten biscuit. The Battle Creek Sanitarium Health Food Company also produced Granola, a cooked preparation of wheat and oats to be used as a breakfast food. Granose flakes, Granose biscuits, Protose, and Bromose were among their strangely named products.

"Imported know-how: John Hyde took the production know-how back to Britain, where he put it into operation. Adventists purchased a flour mill at Salford, near Redhill, Surrey, and formed the International Health Association Ltd. Hyde imported used plant equipment from Battle Creek and purchased other items locally.

"But the road to success was not to be easy. Before the advent of electricity, candles were used for lighting. This practice led to a fire that burned down the factory in 1900.

"In 1907 the association moved to Stanborough Park, an idyllic 75-acre estate on the outskirts of London, near Watford, Hertfordshire. In 1926 it became Granose Foods Ltd."

John Hyde, the baker, worked many years for Granose Foods. He eventually had 13 children–a baker's dozen. The name of each is given. "Almost all his children became employees of the Adventist Church."

Why did the factory move? Over the years, the SDA church leadership sold off portions of the valuable estate surrounding the Granose food factory; as new houses were built, the factory became a "noncoforming user" in a residential zone. Income from a recent sale of 10 more acres at Stanborough Park helped to pay for the new plant and the 3 acres of land on which it was built.

A photo shows the ribbon-cutting ceremony on July 9. Present were: (1) "Eric Fehlburg, who coordinates the activities of 52 Adventist health food companies worldwide, with $300 million in receipts, from church headquarters in Washington, D.C." He believes that Granose has a bright future but believes that, since the 3 acres is already too small, Granose should purchase 20 acres somewhere else. Note: Why did they not buy more land on which to build the new factory? Apparently for lack of money. (2) Peter J. Archer, age 50, who left school at age 16 and got a job sweeping the yard for Granose. He has been the manager of Granose since 1984, and he and his team have turned the company around (after years of indifferent sales) and appear to be on a path of continuing growth. "Granose is my life," says Archer. A small photo shows Archer and Fehlberg shaking hands.

Granose products include "Ravioli, Nuttolene, Vegecuts, Mock Duck, Burger Mix, Sausfry, Soya Wieners, a variety

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of soymilks, and more than 100 other products. The latest, Sweet Sensation, is a soy ice cream. With the assistance of De-Vau-Ge in Germany, Granose supplies a tremendous demand for nondairy products. The company sells 656,000 gallons (2.5 million liters) of soymilk a year. From the Nutana factory in Denmark, Granose imports and distributes five different packs of nondairy margarine containing oils, but no whey. Tue Westing and marketing manager Inge Kjeldal of Nutana were present at the opening."

2357. New Hope Communications. 1989. The natural products market: A wellspring of consumer trends. Boulder, Colorado: New Hope Communications. 164 p. Price: $975.00.

• ***Summary:*** Contents: Acknowledgements. 1. Introduction: The roots [history] of the natural products industry. 2. Coming to terms: Definitions of basic concepts. 3. The industry matures: From rebellion to leadership. 4. The impact of legislation and regulation by Peter J. Semper. 5. The role of science: Research, development, and credibility. 6. Product category sales trends (Soyfoods is not listed as a category). 7. Retailing: The interface with the consumer (Health food chains: General Nutrition Centers, Great Earth Vitamins, Nature Food Centres, Fred Meyer Nutrition, Nutrition World). 8. Manufacturing: A multitude of market shares. 9. Distribution: Consolidation, stability, and efficiency. 10. Regions. 11. Factors for the future. Appendix 1. Organic farming labeling legislation. Appendix 2. Examples of advertising.

Gross retail sales for this industry exceeded $3.5 billion in 1988. This study gives a good look at the structure of the market, and contains a brief historical overview of the industry. It contains many tables, graphs, and maps. None of these relate to soyfoods. A graph of "Natural Products Industry Sales" shows total retail sales to have grown from about $250 million in 1970 to $3,550 million in 1988, a 14-fold increase in 18 years. Of the 1988 total, $2,390 million (67%) is sold by independents (natural and health food stores), $679 million (19%) by the mass market (supermarkets), and $477 million (13%) by non-supermarket chains (such as General Nutrition Centers). The major natural products in the mass market (with sales in 1988) are yogurt $1,200 million, bottled water $800 million, granola bars $200 million, and herbal teas $70 million. "These 4 product categories add up to more than $2,200 million, which is more than double the sales we tracked for all grocery products sold through the natural products industry."

History: The notion of natural or health food products has been around for almost as long as the United States. Two of the early pioneers were Sylvester Graham and John Harvey Kellogg. Graham, who admonished Americans to stop eating meat, "gained both fame an notoriety in the early 1800s in claiming that 'a single pound of rice absolutely contains more nutritious matter than 2½ pounds of the best butcher's meat.' Graham died in 1851, at the ripe old age of 57. A year later, John Harvey Kellogg was born. He lived to be 91, and attributed much of his longevity to his [vegetarian] diet based on fruits, nuts and whole grains. From his Battle Creek Sanitarium, Kellogg concocted whole wheat meals, which found their way into the mass market. And subsequently, became more refined and less healthy."

The natural foods industry is based on two basic beliefs, both expressed by Graham and Kellogg. "The first is that certain foods or nutrients can be used medicinally. That is, the right foods can be used to help cure disease or to enhance vitality or performance... The second maxim dear to the natural foods industry is that food is better and intrinsically healthier when eaten most closely to its original state in nature. The ideal food is that which is unprocessed, unrefined, and even uncooked in some instances."

"The industry matures: From rebellion to leadership. Since World War II, food production in America can be explained by the concept of the Hegelian dialectic. One concept or practice (a thesis) inevitably evokes its opposite (an antithesis), and the two interact to form a new concept (synthesis), which in turn becomes a new thesis. "Throughout the 1950s and 1960s, food became ever more mass produced, processed, homogenized and inexpensive... as the power of the food conglomerates reached their peak some 20 years ago, the antithesis was being articulated by such visionaries as Adelle Davis, Gayelord Hauser, and Linus Pauling. "It's probably no accident that this antithesis caught on and became a movement in the late 1960s and early 1970s, when a significant segment of the Baby Boom generation was protesting everything else.

"Through the 1980s, a synthesis has been evolving. The food giants have become more aware of health issues and the natural foods industry has adopted and adapted technologies to allow greater production of food, while retaining its intrinsic values."

During the 1960s and 1970s this industry was divided into two camps, often at odds with each other. One sold "health foods" and the other "natural foods." The health food industry, which had started in the 1930s and focused on the first maximum that food can be used as medicine, focused most of its attention on vitamins, herbs, and some traditional health foods such as wheat germ and brewer's yeast. "In the late 1960s the natural foods faction emerged. Its followers were primarily concerned about food [rather than vitamins or supplements] and its purity... Products were defined essentially by what they did not contain: chemical pesticides, preservatives, food colorings, refined sugars and flours and, frequently, any animal products. Vegetarianism was an important part of the natural foods movement."

During the 1970s the industry was nurtured more by idealism than business acumen. When Natural Foods Merchandiser began surveying industry retailers in 1979, "nearly a quarter of them could not tell us their gross profit

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margin and a significant number did not even accurately know their gross sales. A high percentage didn't care...

"A decade later, the only thing that remains constant is the idealism, but today it is frequently blended with sound management and creative marketing...

"How did the industry accomplish this transformation? It happened in several evolutionary stages. First and foremost, the impetus for growth came from consumers. Economists use the term *demand pull* when describing conditions in which consumption dictates sales growth and pricing. In this case, the entire natural products industry was virtually dragged kicking and screaming into the mainstream by consumers. They demanded the natural products, and then they began demanding that these products be marketed properly.

"Then between 1975 and 1982 a new wave of retailers entered the scene. They ran better, cleaner businesses and broadened the market. "Health" and "natural" principles were integrated. Industry sales grew remarkably during the 1970s, from about $250 million in 1970 to $1,850 in 1980, averaging about 20% a year for the decade. The number of outlets quadrupled. "At the same time, the supermarkets started setting up health food sections. On the west coast, two regional chains–Raley's in northern California and Fred Meyer in Oregon–had successfully introduced health foods as early as 1971. Their continued success, along with heightened media attention, prompted Safeway to begin a program in 1980 (another motivation was that Raley's was generally leading Safeway in market share wherever the two chains competed). Since Safeway at that time was the nation's largest grocery chain, its leadership encouraged other supermarkets to follow suit. Drug stores and discount stores, such as K-Mart, also entered the field.

"Meanwhile, there was strong expansion from the existing health food retail organizations, primarily the major chains such as General Nutrition Centers (GNC), Great Earth International and Nature Food Centres."

By the end of 1982, this expansion had peaked. There was a 4-year shakeout which lasted from early 1983 until late 1986. The industry lost a net of 1,500 health and natural food stores, and the vast majority of these were small health food stores. "The number of segregated natural foods sections declined from a high of 2,700 in 1985 to approximately 1,400 today."

Surviving retailers emerged stronger. A resurgence began in 1987. In the fall of that year Surgeon General C. Everett Koop issued a report stating that cholesterol levels exceeding 200 were associated with a high risk of heart disease. This was considerably lower than the previous acceptable cholesterol limits and immediately plunged a quarter of the American people into a risk group. Consumers began visiting natural foods stores to buy low-fat, low-cholesterol foods, some based on tofu and other soyfoods. Also, foods such as oat bran, canola oil, and niacin were shown to actually lower serum cholesterol levels.

"Probably the biggest boost the industry has ever received... came in March of this year, when CBS '60 Minutes' ran a segment on the potential dangers of apples treated with Alar (daminozide) to young children. Retailers reported being overwhelmed by consumers clamoring for organically-grown foods of all types.

"In many ways, the industry is 20 years old. Many of the leading companies in the industry were formed within the past 20 years, including Tree of Life, Nature's Way, Twin Lab, Celestial Seasonings, R.W. Knudsen & Sons, Mrs. Gooch's, Bread & Circus and Whole Foods Markets." Address: Boulder, Colorado. Phone: 206-642-3586.

2358. **Product Name:** Sanitarium So Good: Flavoured Non-Dairy Soy Drink [Strawberry, Jaffa {Chocolate & Orange}, Honeycomb, or Caramel].
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia.
Date of Introduction: 1989.
Ingredients: Jaffa: Water (80.0%), soya isolate (3.7%), sugar (3.7%), vegetable oil 3.2%, maltodextrin 2.8%, fructose (1.7%), mineral salts, vitamins, flavours, food acid, colour.
Wt/Vol., Packaging, Price: 250 ml Combibloc Aseptic carton. Retails for $0.75 (10/93, Walnut Creek, California).
How Stored: Shelf stable; refrigerate after opening.
Nutrition: Per 250 ml.: Calories 178 (or 750 kJ), protein 8.0 gm, fat 8.0 gm, carbohydrate (total 19.7 gm, sugars 13.7 gm, lactose 0 gm), cholesterol 0 gm, sodium 137 mg, potassium 350 mg. Provides 40% of the Daily Allowance of calcium and 35% of vitamin B-12.
New Product–Documentation: Letter and Labels sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1989.

Sanitarium Nutrition Education Service. 1990. April. "So Good." This 4-page leaflet gives a clear explanation of each ingredient used, plus nutritional and other information.

Product with Label (Jaffa and Strawberry flavors) purchased at Diablo Oriental Foods in Walnut Creek, California. 1993. Oct. 11. Each retails for $0.75. 3 inches by 3 inches by 1.87 inches thick. Jaffa: Brown, reddish brown, orange, pink, blue, and red on white. Illustration of a large glass of pink soymilk with a straw in it. Beside it is an orange and two squares of chocolate. Behind it is the morning sun rising over purple mountains and green fields. Front panel: "Long lasting. No cholesterol. No lactose." Back panel: "So Good is an excellent source of protein. A 250 ml serve of So Good supplies 8g of vegetable protein. Another quality product from the Sanitarium Health Food Company–the people who believe that food should not only taste good, it should be good for you." Side panel: "So Good has no cholesterol, no lactose, and as much calcium

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as milk. Quality Guarantee: If you are not satisfied with this product, please send the top of the pack with your complaint to SRL Consumer Services... or to the nearest Sanitarium State office." Soyfoods Center taste test. Excellent. No beany flavor at all.

2359. Baker's (Bill) Bakery. 1989. Bill Baker's hot fresh coffee (Sign / Leaflet). Ojai, California. 1 p. 35.5 x 22 cm.
• ***Summary:*** An illustration in the top half of this sign shows 3 dark-skinned men, bare from the waist up, loading large sacks of coffee onto a nearby sailing ship. A white man, in a pith helmet, stands by supervising. The text (on a scroll-like background) reads: "Fresh-ground, regular, or de caf. 8 oz. .25¢. 12 oz. .45¢. 16 oz. .65¢. (includes one refill). Tea–.45¢ per bag, any cup. Hot chocolate–.50¢ any cup. Just a cop 5¢. Your own coffee cup 5¢ off. Pay at counter please."

Note from Colleen Kohnen of Tehachapi. 2006. March 10. She had this sign made in 1989; she does not recall the source of the artwork. Address: Ojai, California.

2360. Bragg, Paul C. 1989. The shocking truth about water. Santa Barbara, California: Health Science. xviii + 121 p. Illust. Forms. 21 cm.
• ***Summary:*** Explains that fluoride is a poison. Contents: Introduction. The universal drink of death. Inorganic vs. organic minerals. Dangerous inorganic minerals in drinking water. Fluorine is a deadly poison. The grim story behind fluoridation. Don't drink water contaminated by sodium fluoride. We live in a sick, sick world. Few people know the meaning of health. The marvelous mechanism of the body. Hardening of the arteries. Brains turned to stone. My early experiences with hard water. T.B. in my teens. The secret of rain water and snow water. The answer to healthful living. My two first cases. Nature's way. The stones within us. Gall stones–Silent and noisy. Kidney stones. Don't drink inorganic mineralized water. Dolomite tablets are inorganic. What is gout? Arthritis and rheumatism. Health hints for relief and benefits. Don't let your brain turn to stone. Doomed to the human scrap pile. How the brain functions. The brain needs extra fine nutrition. Organic minerals essential to life. Minerals make the man. The alkaline or base-forming minerals. Iron, the oxygen carrier of the blood. Every mineral matters. Sodium, a powerful chemical solvent. Salt–A slow but sure killer. Overweight and dropsy. Misinformation about salt. Inorganic water turns people to stone. Bone spurs and movable joint calcification. Calcification test. Calcified toe and finger nails. Bad posture from inorganic deposits. The curse of an aching back. The parade of the living dead. The "fad" of drinking sea water. Sea kelp–Rich minerals from the sea. Disfiguring broken capillaries. Cold feet and cold hands. Head noises, ringing in ears. Effect on the eyes. The world's greatest health secret. Let natural food be your medicine. Drink only distilled water. About rain water. How to fight hardening of the arteries. The great watermelon flush. Life expectancy–Life span. Keep young biologically. Prevention better than cure. Update on drinking water and how it affects your health. TDS [Total Dissolved Solids] and chronic disease. High blood pressure and drinking water. Water softeners and sodium equals trouble. The sad truth about chlorination. Cancers and chlorination. Miscarriages, birth defects, ? in tap water. Dangerous chemicals in our drinking water. Fluoride and cancer. Drinking safe water. Home water distilling & filtration systems. Pure water: The great life saver.

Concerning his early years: Paul Bragg says he was born on a farm in Virginia, along the Potomac River. His family got all their drinking water from a well–pure and fresh. But it was very hard water, containing calcium carbonate and other inorganic minerals from limestone. When they boiled this water, incrustations of these inorganic minerals formed inside the kettles–which eventually had to be thrown away. His grandfather, who drank this water, died after 3 strokes, while Paul was just a little boy. His body was sent to Johns Hopkins Hospital; the autopsy found that his arteries were like stone. Paul's uncle, William, was their family doctor (p. 18-20).

At age 12, Paul was put into a large military school in Virginia. his parents wanted to prepare him for West Point and a career in the military. He went to the school against his wishes and at age 16 he developed tuberculosis. He spent time in several T.B. sanitariums, where the doctors admitted they could not cure him. So his little Swiss exchange nurse took him to her hospital in Switzerland, where the great physician, Dr. Auguste Rollier (1874-1954) cured Paul, in two years, using only natural methods. Note: A pioneer in the treatment of tuberculosis by heliotherapy, Dr. Rollier's main clinic was in Leysin, Switzerland. When Paul left the Sanitarium, Dr. Rollier cautioned him to drink only rain water, snow water, distilled water, and vegetable and fruit juices.

Paul decided to live in London, England, and study biochemistry. He found a small apartment near Regent Park. But the Wilson's, his landlords were sick. So he had them go on a fast and before long they were healthy. They were his first two cases (p. 24-29).

Note: Also reprinted, with some new editions, in 1977, etc. 1989 is the date of the 25th reprint. Address: 1. N.D., PhD, life extension specialist; 2. N.D., PhD, life extension nutritionist. Both: Box 7, Santa Barbara, California 93102.

2361. Oswald, Jean A. 1989. Yours for health: The life and times of Herbert M. Shelton. Franklin, Wisconsin: Franklin Books. xiv + 154 p. Illust. Portrait. *
• ***Summary:*** Shelton's full name was Herbert McGolphin Shelton (also spelled Sheldon). He was a founder and leader of the Natural Hygiene movement in the USA.

2362. Simpson, J.A.; Weiner, E.S.C. 1989. The Oxford

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English dictionary. 2nd ed.: Blender. Oxford, England: Clarendon Press.
• ***Summary:*** Under the word "blender" we read: "b. Cookery. An electric food processor, used to blend (purée, etc.) ingredients; = liquidizer.

"1948. *American Home.* June. p. 117, col. 2. 'Relax with a blender at your elbow... Start out with the recipes in your blender book.'"

1950 [see Liquidizer].

1955. M. McCarthy. *Charmed Life.* Chap. 2, p. 32. "Vitamin soups made in a blender with nine raw vegetables." Address: England.

2363. Simpson, J.A.; Weiner, E.S.C. 1989. The Oxford English dictionary. 2nd ed.: Liquidizer. Oxford, England: Clarendon Press.
• ***Summary:*** The earliest entry for Liquidizer is 1950. Consumers' Research Bulletin (USA). 'Liquefiers,' 'liquidizers,' or 'blenders.' Address: England.

2364. Simpson, J.A.; Weiner, E.S.C. 1989. The Oxford English dictionary. 2nd ed.: Liquefier or liquifier. Oxford, England: Clarendon Press.
• ***Summary:*** The word "liquifier" does not appear in the OED. The word "liquefier" does appear, but not with the meaning of an electric kitchen blender. Address: England.

2365. *Good Food News* (*Nutrition Education Service, Sanitarium Health Food Company, Australia*). 1989--. Serial/periodical. New South Wales, Australia: Sanitarium Health Food Co. Frequency: Quarterly.
• ***Summary:*** Contains information about healthy (largely vegetarian) eating, with recipes that use products made by Sanitarium Health Food Co. The format changed in Sept. 1997 (vol. 9, no. 3) by adding 2 more pages and including a "New Products" section.

Some new soy products and the dates mentioned: Sept. 1997–Crispy Nuggets, Country Burgers, Seafarers Patties, Potato Pockets. Dec. 1997–So Good Now (chilled soy beverage in gable-top cartons, regular and low-fat), Weet-Bix Hi Bran with Soy & Linseed. March 1998–So Good Smoothie (Mango, or Banana). June 1998–Soyaccino (cappuccino-style So Good soy drink), Up & Go (Liquid Breakfast). Sept. 1998–Today's Gourmet: Cacciatore Kiev. Dec. 1998–Fat Free So Good. March 1999–So Good Plus (calcium + linseed oil). SoyHealthy: Eight chilled (incl. Original Soy Slices) and five frozen (incl. Tender Soy Schnitzels, Country-Spiced Burgers). Sept. 1999–So Good Ab+ (Soy Yoghurt with Acidophilus and Bifidus, in Strawberry, Apricot & Mango, and Passionfruit flavors). Address: 146 Fox Valley Road, Wahroonga, NSW 2076, Australia. Phone: (02) 487-1711.

2366. Bragg, Paul Chappius; Bragg, Patricia. 1989? Vegetarian gourmet recipes: Salt free, sugar free, low fat. Santa Barbara, California: Health Science. [16] + 178 + [14] p. p. Undated. Illust. No index. 21 cm.
• ***Summary:*** A flaky book, with no publication date and many unnumbered pages. We read over and over again that Patricia Bragg is Paul Bragg's daughter, yet she was once his daughter-in-law, married to his son, Robert E. Bragg! (See *Los Angeles Times* 21 Dec. 1955, p. 4; 17 Jan. 1956, p. 5; 23 March 1956, p. A10). We also read that both Paul and Patricia have N.D. [Doctor of Naturopathy] and Ph.D. degrees. Address: 1. N.D., Ph.D., Life Extension Specialist; 2. N.D., Ph.D., Health & Beauty Consultant.

2367. Granose Foods Ltd. 1989? A selection of recipes using Granose delicious health foods. Stanborough Park, Watford, Herts. WD2 6JR, England. 28 p. Undated.
• ***Summary:*** Contents: Main meal entrées. Dinner party entrees. Supper dishes. Party and picnic fare. Miscellany. Each recipe calls for the use of a Granose food product. The booklet contains some color photos. On the front cover is a color photo of fruits, grains, bread, milk, eggs, etc. Address: Watford, Herts., England.

2368. Sanitarium Health Food Co. 1989? Sanitarium: The people who believe food should not only taste good, it should be good for you! 148 Fox Valley Rd., Wahroonga, NSW 2076, Australia. 8 p. Undated. Manufacturer's catalog.
• ***Summary:*** Contents: Background. Manufacture. Retail. Export. Products.

In the late 1800s a group of immigrants from the USA, all of whom were members of the Seventh-day Adventist Church, decided to make their living by distributing health foods. At first they imported a selection of products from Battle Creek, Michigan, then famous for its sanitarium. The first products arrived in Melbourne in 1897. They included Granola, Caramel Cereal, and gluten products. But when demand outstripped supply, in late 1897 a baker, E.C. Halsey, was persuaded to migrate to Australia to start up a manufacturing plant similar to the one he had operated in Battle Creek. On Nov. 8 he arrived in Sydney en route to Melbourne, totally unaware of what he was starting. The records show that the St. George's Bakery was rented in Melbourne in 1898. The production of Caramel Cereal and Granola commenced immediately.

In 1898 the group moved to larger premises in Cooranbong, a rural area south of Newcastle in New South Wales, and adopted the name Sanitarium Health Food Company. With Halsey in charge, production commenced in a large defunct sawmill in 1899. After a period of uncertainty, the Company grew and expanded until today, it has manufacturing plants in all states of Australia, in both islands of New Zealand, and in Papua New Guinea. In about 1906 the company's first retail shop opened in the Royal Arcade, Sydney. Many of the early shops included a

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vegetarian restaurant. Today the company operates some 70 retail shops. It also has an export division in Sydney. In 1935 the Australasian Food Research Laboratories were started. Located on the spacious grounds of the Cooranbong plant, they new employ a staff of nearly 40 people. Photos show the original Cooranbong factory, early products (incl. Nut Meat, Protose, Weet-Bix, Corn Flakes, and Marmite yeast extract), and today's food factories at Cooranbong, Victoria, and Palmerston, North New Zealand.

Product lines include Cereals (The company's leading product is Weet-Bix, the most popular breakfast cereal in Australia and New Zealand. It was first manufactured under the Sanitarium name in the mid-1920s, and comes in the shape of little biscuits. Other well known brands are Granose, Bran-Bix, and Sanitarium Skippy Cornflakes), Juices and Drinks (So Good, a non-dairy soy drink, is the newest introduction), Spreads (such as peanut butter and Marmite), Muesli Bars, Specialty Lines (such as dried fruits), Canned Protein Foods (all vegetarian, such as B-B-Q Links, Tender Bits, Vegetarian Rediburger, and Nut Meat), and Sundried (incl. TVP products, and Caffex coffee substitute); a color photo shows all of these.

The name and address of the company's head office, export division, and various food factories and retail outlets is given. Address: Wahroonga, NSW, Australia.

2369. Fehlberg, Eric C. 1990. Seventh-day Adventist health food companies in Europe (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter dated 24 May 1990 clarifying details.

• ***Summary:*** There are three major Seventh-day Adventist (SDA) food factories in Europe, each owned by the church: DE-VAU-GE in West Germany, Nutana in Denmark, and Granose in England. There are smaller factories in Spain, and Switzerland. All these companies are owned by the SDA church. The leading Adventist food companies, ranked in descending order of annual sales, are: 1. DE-VAU-GE, established 1899 in West Germany. They are by far the biggest in Europe. They manufacture a total of 257 products. DE-VAU-GE began making its own tofu in Jan. 1986; before that it purchased tofu from a Belgian soymilk company [Note: actually from Heuschen-Schrouff in the Netherlands]. When Michael Makowski took over as managing director in about 1972-73, company sales were about US$3-4 million. By 1983 sales were about $18 million. Since then growth has been fantastic. 1989 turnover was DM 84 million (US$49 million). This is due to both excellent management and the German interest in natural, health, and vegetarian foods. 2. Nutana, est. 1898 in Denmark. They are about half the size of DE-VAU-GE. Under the management of Bent Nielsen, who was there until 3 years ago, the company grew rapidly. Since 1987 growth has flattened, but there is great potential for future growth. 3. Nutana in Norway (Nutana Norge), formerly Dagens Kost, est. 1970. They were established as a marketing company for Nutana, Denmark, and they sell all the soyfoods made by Nutana, Denmark. They also manufacture 55 products, but they import and wholesale 321 products. All of the imports come from European Adventist companies. 4. Granose Foods, est. 1899 in England. They manufacture 39 products and distribute 98 more (mostly from Nutana or DE-VAU-GE). They have been a manufacturer since 1899, and they built a new food plant in 1989. Their business is now growing rapidly. 5. Nutana in Sweden (AB Svenska Nutana) was renamed in 1987. It was formerly named Edakost Food Company, Sweden, est. 1970. 6. Nutana in Finland, formerly Finn-Nutana, est. 1979. 7. Pur-Aliment, est. 1928 in France. They are not a food manufacturer; purely marketing. 8. PHAG Food Factory (Fabrique de Produits Dietetiques), est. 1895 in Switzerland. The small factory produces 40-50 tons of food a month. 9. Granovita Spain, was founded and began manufacturing in about Aug. 1985 in Valencia, Spain. They do not produce any soyfoods at all, but they market soy products made by DE-VAU-GE in West Germany and by Nutana in Denmark. 10. Nutana in the Netherlands, founded in 1986. They are presently selling all the products produced by Nutana of Denmark as well as 5 other products: Vitanex (Sandwich cream), Rondolettes (Chickenlike or beeflike flavor), Snackers (Soy sausages), Boulettes (Dinner balls).

The Austrian Food Company, founded in 1976, was a restaurant rather than a food manufacturer; it was closed in 1987.

Granose and DE-VAU-GE were both importing foods from Loma Linda in the USA. But now that Loma Linda has been sold to Worthington Foods, it is not clear what will happen to these imports. Today, the various Nutana companies are independent, but there is much talk of bringing Nutana in Norway and Holland together with Denmark. Nutana has always been behind the expansion of SDA food work in the Scandinavian countries. Using the common name Nutana greatly facilitates marketing.

The European food companies have grown at different rates, largely dependent on the effectiveness of each company's management. The trend has been generally up. The highest growth rates in the past 5 years have been shown by Granose in England (though it started from a smaller base), followed by DE-VAU-GE in West Germany. Pur-Aliment and Nutana have had a bit of a struggle.

All of these companies pay a portion of their profits back to the church. They are encouraged to pay about 20% of profits back to the church, but some pay almost 50%. This is similar to the dividends paid by secular companies. Fehlberg believes that tofu will be the growth food of the future; it has great growth potential that has not yet begun to be realized. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone:

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301-680-6674.

2370. Fehlberg, Eric C. 1990. Recent Seventh-day Adventist work with soymilk (Interview). *SoyaScan Notes.* March 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** So Good soymilk from Australia has had remarkable success since it was launched in April 1987. Sanitarium Health Food Co. was the first to make soymilk in Australia. It caught on rapidly, and soon prompted 4-5 competing brands to be launched, but none of them have sales nearly as large as So Good. The main problem has been the company's inability to produce enough to keep up with demand. It was launched in about April 1987. In Oct. 1989 they sold 1,738 long tons (2,240 lb/ton, thus 3,893,120 lb). The equipment used to produce the soymilk is Adventist technology, not that purchased from Alfa-Laval, STS, etc. although in the last 6 months Sanitarium Foods purchased a pilot plant from Alfa-Laval which they plan to use in their laboratory. Originally So Good was packed under contract by a nearby dairy company in Combibloc cartons. After a year or so they purchased their own Combibloc packaging machine. Australia started to make soymilk after DE-VAU-GE in West Germany. The latter is very happy with their STS system, and Fehlberg is now seriously considering ordering one or two more turnkey soymilk plants for other countries in the near future. Sanitarium Foods has a very strong research lab.

The Seventh-day Adventist food company in South Korea, Sahm Yook Foods, now makes a Tetra Pak soymilk. The company was established in 1978, but did not begin food production until Sept. 1981. It began to make Sahm Yook Soy Milk in May 1985. Only a plain soymilk is produced–no flavors. After launching soymilk, the company began to grow dramatically, as that product grew. Last year they built a very large, now soymilk plant (based on Adventist technology) and they are now about the 2nd or 3rd largest soymilk maker in Korea. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2371. Fehlberg, Eric C. 1990. Thoughts on Loma Linda Foods, its acquisition by Worthington Foods, and the health foods industry in America (Interview). *SoyaScan Notes.* March 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Worthington Foods purchased Loma Linda Foods (LLF) from the Seventh-day Adventist Church in Jan. 1990. Loma Linda Foods, unlike most other Seventh-day Adventist companies worldwide, tended historically to target its products to Seventh-day Adventists. Within North America there are very, very few respectable SDA businessmen. That is the problem. "Loma Linda has been working since 1906 with their eyes blindfolded. Too often, instead of using a businessman to head the program, the men in their wisdom have elected to install a broken down minister, and expected him to make a roaring success of it."

A very good businessman, George T. Chapman from Australia, ran LLF from 1938 to 1963. The company did very well financially under his leadership. Since 1963 the company has had a series of managers who lacked business experience; the result was ongoing financial problems. In June 1984 Mr. Fehlberg went from his position at the General Conference to Loma Linda where he turned the company around. Fehlberg ran LLF for about 2 years, during which time it went from a substantial loss to a very profitable company. Mr. Pizzaro was brought in Nov. 1984 and has kept it profitable. He is a very conservative man with a background in banking. He was able to hold LLF together but was not inclined to take the risks to make it really take off.

The church first wanted to sell off the infant formula part of the company because of the high cost of liability insurance. The FDA are really down on infant formula foods. If anything goes wrong, there is no end to the strife. LLF had one small recall due to a small shortage of vitamin A–from dissipation. It was very expensive. Fehlberg understands that but does not understand at all and strongly disagreed with the sale of LLF. "I talked myself hoarse on the committee opposing the sale but I didn't win. I am not happy that it ended up in the hands of Worthington Foods. Their financial report over the past 5 years is not that strong. The last year has not been a healthy year. I hope they can survive. Loma Linda will definitely help them survive by giving them a lot of extra new sales with no extra administration or marketing costs. Now that they have a monopoly, they may relax their standards. I believe that once the 5-year non-compete term expires, you'll get an influx of products into the United States from Adventist companies overseas that will make it very difficult for Worthington to operate–unless they can improve things. Fehlberg prefers the flavor the Australian meat analogs, which are less highly flavored and easier to digest.

Fehlberg feels that the USA is 20 years behind many other countries (Australia, West Germany, Japan) in food processing and storage techniques, largely because of Food and Drug Administration (FDA) restrictions. One area where the USA lags behind is in retorting of food products in plastic film containers. We tend to retort foods too long, and do not have foods retorted in sausage-type pouches (e.g., tofu sausages), which require no refrigeration. The FDA is afraid of botulism in such protein foods, so they require that the foods be frozen. In Australia, West Germany, and Japan these foods are refrigerated, but Adventist tests show they can be stored at room temperature for 6-12 months, or more. If Worthington's frozen meatlike products could put in plastic containers made of this special film (which is available in America) there would be major cost savings in

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factory storage, transportation, and retail storage. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2372. Fehlberg, Eric C. 1990. Recent organizational changes in Seventh-day Adventist international food and development work (Interview). *SoyaScan Notes.* March 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** 2-3 years ago his organization's name was changed from World Food Service to International Health Food Association. The former name implied that the company was a foodservice organization. The association is composed of all Seventh-day Adventist (health) food companies worldwide. The organization's logo is a circle of the world, with a sheaf of wheat in orange, and with IHFA under it in red. It is part of the General Conference of the Seventh-day Adventist Church.

Seventh-day Adventist World Service (SAWS), the Church's relief and development program, emphasized the relief work more that the development. This organization is now named ADRA (Adventist Development and Relief Agency); its focus for the last 6-8 years has been more on long-term development than relief. Development helps to prevent the problem from recurring. There is no Adventist health food company presently in South Africa; a company was there once but it has been discontinued. One is still operating in Nigeria but it has problems. IHFA works closely with Dr. D.W. Harrison in Uganda, though the business is not church owned. He needs a good businessman to help him run that show. Now he spends a few months in Uganda, then has to return to the USA to his medical practice to earn some money to help keep it going. A new organization is starting in Kenya; it will be run by a very competent black businessman. He is not directly connected with the church. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2373. Karas, Thomas. 1990. The Reform House market and the natural foods market in West Germany. The German Soyfoods Association (Interview). *SoyaScan Notes.* March 14. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** There is a clear distinction and a big difference between these two segments of the natural/health foods market in West Germany. The Reform House movement is much older and the stores are like U.S. health food stores. There are about 2,000 to 3,000 Reform Houses (Reformhaeuser) that have annual sales of DM 1,000 million. There are 1,500 to 2,000 natural foods stores (Naturkostlaeden) with annual sales of about DM 700 million, or about 41% of the total natural foods market. Before a product can be sold at the Reform Houses, it must have the "Neuform" Reform House logo. It is difficult to get this because Mr. Heirler and others keep out products that will compete with theirs. On the other hand, the natural foods stores have much higher quality standards. Most important, all raw materials must be organic if possible. The Reform Houses have not traditionally been interested in organic ingredients. But now they are moving toward organic.

Another problem is labeling. To sell in natural food stores, a company's products need to meet a higher standard, and they need to be inspected. When a company has the Neuform (Reform House) logo on their products, they must make another label for each product without the Neuform label before they can sell those products in the natural food stores. So to sell in both of these 2 markets requires two sets of labels, which is expensive. Thomas is working to bring these two segments closer together. Now, when a food company starts, they must basically decide whether they want to sell in the Reform House or the natural foods market. Very few companies try to sell in both.

In about 1984 in West Germany a natural foods association named Bundesverband Naturkost (BN) was started. Its members included natural food manufacturers, distributors, and retailers. This structure did not work well, since large companies tended to dominate it and the different segments had different interests. So from 1987 to 1989 a new natural foods association named BNN (Bundesverband der Naturkost und Naturwaren) was established. BNN has its own new logo, and only 3 members, each of which is an association. The first is a food manufacturer association (BNNH, Hersteller; about 35 members. Karas is on the board of directors), the second is a food wholesaler association (BNNG, Grosshaendler; about 35 members), and the third is a food retailer association (BNNE, Einzelhaendler; 700-800 members). Within the manufacturers' association (BNNH), an association only for manufacturers of organic soyfoods, named BAG Soya (Bundesarbeitsgemeinschaft biologische Sojaprodukte) was founded in early 1989. The soyfoods association also develops marketing materials for its own use. The headquarters of BAG Soya are at Huetlin Str., Konstanz, West Germany. Kurt Miller, a small tofu maker at Bodensee is Director.

BNN certifies many certification associations (MDI, OCAA, which must be members of IFOM) or farmers and food producers to a very high quality standard. Manufacturers are inspected once a year by an inspector from BNNH.

The Reform Houses are in some ways similar to America's health food stores but there are basic differences. Reform Houses are less oriented to food supplements/pills (vitamins, minerals, protein powders) and more oriented to natural food medicine and medicinal herbs. But nowadays in Germany the two sides are coming closer together, and modern Reform Houses have a good selection of natural foods. Address: Bochumerstr. 92-104, D-4270 Dorsten, West

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Germany. Phone: 2362-26801.

2374. Bundesfachverband Deutscher Reformhaeuser. 1990. [Re: Overview of the Reform House (Reformhaus, including Neuform) movement in Europe]. Questions answered on Soyfoods Center letterhead (dated 22 March 1990) and returned to SC on 30 March 1990. 5 p. [Ger]

• ***Summary:*** The first Reformhaus was started in Berlin, Germany, in 1877 by Karl Braun as a health center (*Gesundheitszentrale*). Today there are 2,800 Reform Houses in West Germany, 400 in Switzerland, and 50 in East Germany. Each house is owned by an independent merchant who is a member of the cooperative.

Concerning the Neuform part of the Reform Houses (as of 31 Dec. 1988), there are 1,325 members, a total of 2,804 sales places of which 1,902 are Reform Houses. There are 902 storehouses / warehouses (Depots). Annual sales (Umsatz, EVP) are 1,050,000 million.

A breakdown by type of goods sold is: Foods 56.1%, natural medicines / pharmaceuticals 19.6%, body care products & cosmetics 13.3%, dietetic foods 9.6%, diverse minor products 1.4%.

There are about 4,500 Neuform products made by 73 contractors / producers. Employees: About 10,000.

Sales by Neuform-Reform Houses and Depots has grown from DM 700 million in 1988 to 1,050 million 1988. In 1988 of the 2,804 Neuform locations, 67.8% were Reform Houses and 32.2% were Depots. In 1980 of the 2,638 Neuform locations, 64.2% were Reform Houses and 35.8% were Depots. Address: Waldstrasse 6, Postfach 4110, D-6370 Oberursel 4, West Germany.

2375. Marshall, Philip. 1990. Publications in English that cover the natural/health foods trade in Europe (Interview). *SoyaScan Notes.* April 17. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** The two main English-language publications, both based in England, are Natural Food Trader (West Byfleet, Surrey) and Health Food Business. Both are quite good. Natural Food Trader is more broad based with its focus on foods. They have just started to look beyond the UK to the Continent. Every other month they plan to take a look at the market and new developments in one other European country. So they want to become more of a European magazine.

Health Food Business tends to be more centered around the food supplements. Address: Owner, Cauldron Foods Ltd., 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol BS3 2TL, England. Phone: (0272) 632835.

2376. Sanitarium Nutrition Education Service. 1990. Information for health professionals. Sanitarium So Good Non-dairy Soy Drink. Sanitarium Health Food Co., P.O. Box 249, Wahroonga, NSW, 2076, Australia. 8 p. April. 30 cm. [3 ref]

• ***Summary:*** Contents: Introduction. Ingredient description. Nutritional analysis. Suitability for special diets. Directions for use. So Good for babies. Typical nutritional profiles. Nutritional aspects of So Good. Address: Wahroonga, Australia. Phone: (02) 487 1711.

2377. Fehlberg, Eric C. 1990. Re: List and activities of Seventh-day Adventist health food companies worldwide. Letter to William Shurtleff at Soyfoods Center, May 24. 6 p. Typed, with signature on letterhead.

• ***Summary:*** For each for the following companies is given the date of founding, date manufacturing started, and the soy products presently manufactured: Granovita, Spain (1985). Nutana, Holland (1986). Nutana, Norway (marketing agency for Nutana, Denmark). Nutana name changes. Austrian Food Company (a restaurant, 1976). DE-VAU-GE, West Germany. Sahm Yook Foods, Korea (1978->1981). Sanitarium Health Food Company, Australia (3 pages).

Lists (with addresses) the following companies: Sanitarium Health Food Company in Wahroonga, NSW, Australia; DE-VAU-GE Gesundkostwerk GmbH in Lueneburg, West Germany; San-iku Foods in Sodegaura-machi, Kimitsu-gun, Chiba-ken, Japan; Korean Food Factory (Sahm Yook Foods) in Choongchungnam-do, South Korea; Alimentos Integronaturales y Panificadora la Carlota in Montemorelos, N.L., Mexico; Produtos Alimenticios Superbom Industria e Comercio Ltda. in Sao Paulo, Brazil; Alimentos Granix in Florida, Buenos Aires, Argentina; Nutana Health Food Company in Bjaeverskov, Denmark; AB Svenska Nutana in Rimbo, Sweden; Granose Foods Ltd.



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in Newport Pagnell, Bucks, England; Pur-Aliment Food Factory in Clichy–Cedex, France; PHAG Food Factory in Gland, Switzerland (Note: PHAG is an acronym for Produits Hygièniques Alimentaires Gland); Egypt Food Factory in Heliopolis, Cairo, Egypt; Glaxo India Limited in Bombay, India; Westico Foods Ltd. in Mandeville, Jamaica; Industrias Covac S.A. in Alajuela, Costa Rica; South China Island Union Mission in Hong Kong (3 pages). Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2378. Menzies, John. 1990. Re: Harry Miller's work with soymilk in East Asia. Plans by the South China Island Union Mission of Seventh-day Adventists to set up a health food company in Hong Kong and Taiwan. Letter to William Shurtleff at Soyfoods Center, June 20. 2 p. Typed, with signature on letterhead.

• ***Summary:*** After his soyfoods plant in China was destroyed, Dr. "Harry Miller retreated to Taiwan along with the Nationalists and later set up a soya milk plant associated with the Taiwan Adventist Hospital which has long since gone. I am not even sure when the soya milk operation was discontinued. Unfortunately the only industries set up in Hong Kong were hospitals.

"Recently I was asked by the South China Island Union Mission of SDA's to set up a health food industry in Hong Kong and Taiwan... My background is food technology and I have worked for Sanitarium in Australia and New Zealand for a number of years.

"Initially we will import various products from our sister institutions around the world and where possible re-pack under our own label. This will allow us to get a feel for the market so in the near future we will know what sort of a manufacturing plant to set-up (i.e. soyamilk, vegetarian, or cereal). It looks like we might even have an opportunity to set up a manufacturing base in one of the specially administered regions in communist China." Address: General Manager, Food Div., South China Island Union Mission of Seventh-day Adventists, 40 Stubbs Rd., 2nd floor, Hong Kong. Phone: 838-3991.

2379. *Health Food Business* (*England*). 1990. Health Food Business retailer guide to Ice Creams. June. p. 21-23.

• ***Summary:*** Soy ice creams described, each with a color photo, include Berrydales Special Ices, and Dayvilles N'Ice Day.

2380. Lark, Susan M. 1990. The menopause self help book: A woman's guide to feeling wonderful for the second half of her life. Berkeley, California: Celestial Arts. 239 p. 22 x 22 cm. [228* ref]

• ***Summary:*** The title page states: "The first completely practical all-natural master plan to relieve and prevent every symptom of menopause."

Soy is mentioned as follows: Dairy products: There are many negative health aspects of using dairy products. Soybeans are a good source of calcium. Soy milks and nut milks can be used as alternatives to dairy milk (p. 46). Breakfast–beverages: Stop using coffee, which contain caffeine. Grain-based coffee substitutes such as Postum, Pero, or Caffix are both nutritious and satisfying. Other good breakfast beverages include nondairy milk, such as soy, nut, or grain milks. Soy milk is now easy to find in health food stores (p. 52-53). Spreads: Peanut butter (without added salt), sesame butter (which is rich in calcium), and soy spreads are good (p. 55). Soups: For women who can't eat soup unseasoned with salt, try adding one teaspoon of miso per cup of soup. Miso, a fermented soy product from Japan, is widely available at Oriental markets and health food stores. It contains less salt than regular table salt. How to substitute for dairy products: Tofu can be used in some recipes to replace cheese. Use soy milk, nut milks, or grain milks in place of dairy milks (p. 70). Substitutes for common high-stress ingredients: In place of 1 cup milk, use 1 cup soy milk, nut milks, or grain milks. In place of ½ teaspoon salt, use 1 tablespoon miso or ½ teaspoon Bragg's liquid amino acids, or ½ teaspoon sea vegetables–dulse, kelp (p. 72-73).

Chapter 8, titled "Menopause self help cookbook," contains many recipes: A "Fruit smoothie" (p. 75) contains only fruits, no dairy products or soy. For recipes for sesame milk and almond milk, see p. 76. Tofu and sesame-butter spread (p. 79). One dish meals: Almond tofu (Tofu with almonds), and Tofu with snow peas (p. 94). Tofu-wild rice salad (p. 95). Tofu & brown rice (p. 96). Apple-tofu custard (p. 97).

In chapter 10, titled "Herbs for menopause," is a section on "Herbs for your menopausal symptoms." The subsection titled "Heavy irregular menstrual bleeding" notes that bioflavonoids, flavonoids from plants, help to strengthen capillaries and prevent heavy bleeding. The section titled "Hot flashes" states: "Many plants are good sources of estrogen, the hormone that helps to control hot flashes. Besides controlling heavy menstrual bleeding, bioflavonoids also have weak estrogenic activity (1/50,000 the strength of estrogen). They are very effective in controlling such common menopause symptoms as hot flashes, anxiety, and irritability... Plants also form the basis for the production of medical hormones. Many common plants such as soy beans and yams contain a preformed steroidal nucleus. Estrogen and progesterone can be synthesized from plants in relatively few steps and have allowed sex hormones to become available commercially at a reasonable cost" (p. 127-28).

Note 1. This is the earliest document seen (Jan. 2021) that mentions "hot flashes" in connection with soy.

Note 2. Susan M. Lark, M.D., born in 1945, "is a noted authority on women's health care and preventive medicine. She is the Director of the PMS and Menopause Self Help

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Center in Los Altos, California. She also sees women patients in her private practice. Dr. Lark has been on the clinical faculty of Stanford University Medical School, Department of Family and Preventive Medicine. She is also an associate member of the Department of Family Medicine, El Camino Hospital in Mountain View, California. Dr. Lark lectures widely on women's health care issues and is a sought-after speaker."

On the inside back cover is a mail order form for Dr. Lark's Menopause Self Help Book, plus 3-month supplies of Menopause Vitaminerals, Herbal Formula, and Essential Oil, to be sent to Self Help Options for Women, Carson City, Nevada. On the back cover is a portrait photo of Dr. Lark. Address: Director, The PMS and Menopause Self Help Center, 101 First St., Suite 441, Los Altos, California 94022. Phone: (415) 964-7268.

2381. Fehlberg, Eric C. 1990. Re: Seventh-day Adventist health food companies worldwide. Letter to William Shurtleff at Soyfoods Center, Aug. 17. 4 p. Typed, with signature on letterhead.

• ***Summary:*** "Nutana of Holland do not manufacture the five products that are listed in my letter of May 24. Each of the products does contain soya as an ingredient, and it is my understanding that they are manufactured by Nutana of Denmark.

"Nutana of Norway, established in 1970, and you are right, it was formerly known Dagens Kost, but was renamed Nutana Norge, in 1982. In Norway they are strictly a marketing branch and do not manufacture any foods at all."

Sahm Yook Foods is the official name of the Korean Food Factory.

Alimentos Colpac is the official name of the food factory in Navojoa, Sonora, Mexico; it was established in 1969. The Montemorelos Branch is known as Alimentos Integronaturales y Panificadora la Carlota; it was established in 1981.

Granose Foods Ltd. of England moved from Stanborough Park, Watford, Herts, to Howard Way, Newport Pagnell, Bucks., in Jan. 1989. The official opening date was 9 July 1989.

PHAG (of Switzerland) is written in all upper-case letters; it is not an abbreviation of anything.

Glaxo Ltd. India has nothing to do with the Seventh-day Adventist church.

DE-VAU-GE was primarily responsible for setting up the Adventist food industry in Spain and the Kolett's brand is packed specifically for the Spanish market. DVG has two brand names which are manufactured for the reform or natural foods market in Europe: Granovita and Bosen. The products under the Bosen label were originally made in their bakery.

Pan American Health Service in Honduras still produces soymilk. Mountain View College in the Philippines is still making meat analogues and perhaps soya milk–but only for their own use. Bandung College (now called Bandung Academy) in Indonesia is still in operation and they may be making soya products. Two years ago they wanted very much to start a food factory, but it did not happen. The Hong Kong Hospital is still operating and they still manufacture small amounts of food, basically for their own use. South China College has a long history. It was established in 1903 as Bethel Girls' School, but underwent several name changes and changes of location due to political turmoil and the Sino-Japanese war of 1937, followed by the violence of the Second World War.

"Eventually it was re-established at Clear Water Bay in Kowloon, in 1958 and a college curriculum introduced in 1962. Its name was changed to South China Union College in 1964. In 1981 they officially adopted its name and has been called Hong Kong Adventist College since then. It still operates today, and possibly manufactures small quantities of food, basically for their own use." Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904.

2382. Baker's (Bill) Bakery. 1990. Bill Baker. Celebrating 93 years as Ojai's finest German bakery (Ad). In: Ojai Visitor's Guide, 1989-1990. See p. 17.

• ***Summary:*** This full page ad has two parts. On the left is a vertical 1/3 page column of text, titled "Bill Baker," which tells the bakery's story. On the right is vertical 2/3 page ad.

The story: "Established in 1896, this historical bakery has been the pride of Ojai for almost a century." It is an "Old World Bakery" filled with the aroma of cinnamon. Lists baked goods for the "breakfast crowd," from croissants to apple strudel. "For the bread connoisseur, 23 varieties are available from Low Sodium Whole Wheat to five different types of Sourdough.

"Thomas and Colleen Kohnen are the proud owners. Thomas was born and raised in West Germany. At age 15 he began trade school and training in the biggest bakery of his hometown of Bottrop. After three years of school and training he was given his credentials as a Confectionist..."

The ad: "5 different types of sourdough: Whole wheat, dark rye, black rye, onion rye, french. Specialty cakes for all occasions. Wedding cakes. Large variety of other wholesome breads available also. Fresh brewed coffee served all day."

A coupon at the bottom of this ad states: "Free loaf of sourdough with this ad–With $5 purchase or more. Expires March 1, 1990. Open Mon.-Sat., 6 a.m. to 6 p.m. Sun 6 a.m. to 4 p.m. 457 E. Ojai Ave. 2 blocks E. of Libbey Park." A cartoon shows a German baker with a round face, big mustache, and white chef's hat. Address: Ojai, California. Phone: 646-1558.

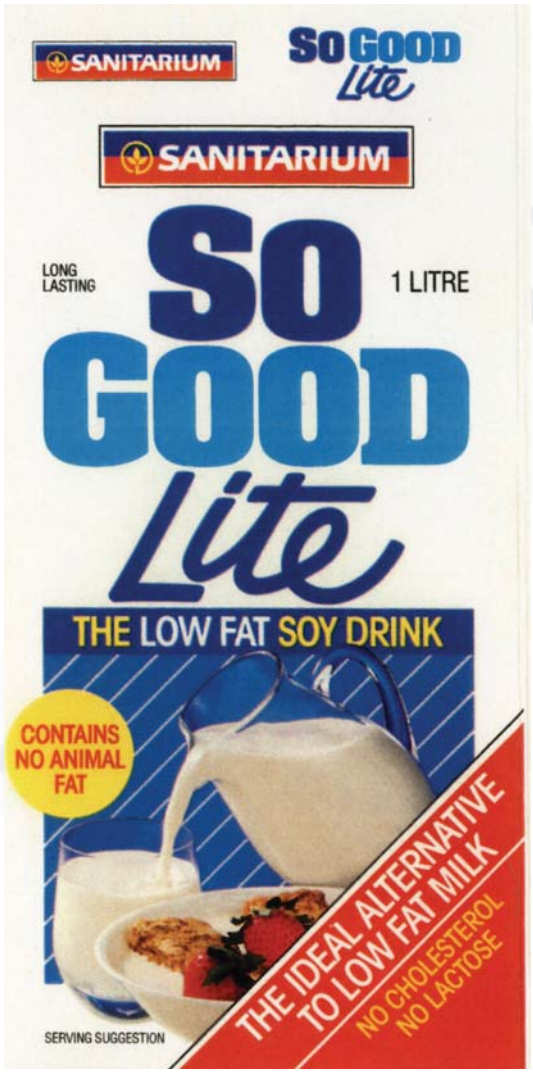
2383. **Product Name:** Sanitarium So Good Lite: The Low

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Fat Soy Drink.
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia.
Date of Introduction: 1990.
Ingredients: Water (88.0%), soya isolate (4.0%), maltodextrin (3.3%), corn syrup solids (3.1%).
Wt/Vol., Packaging, Price: 1 liter Combibloc Aseptic carton.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1990.

Sanitarium Nutrition Education Service. 1990. April. "So Good." This 4-page leaflet gives a clear explanation of each ingredient used, plus nutritional and other information.

Note: This is the earliest commercial soymilk product seen (July 2013) with the word "Lite" on the front panel (one of two products).



2384. Helfex International Health Food Exhibition. 1990. International Helfex 90 Exhibition catalog. Angel Court, High Street, Godalming, Surrey GU7 1DT, England. 46 p. 28 cm.
Address: Godalming, Surrey, England.

2385. Sanitarium Health Food Co. 1990? Our story (Leaflet). 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia. 2 panels on each side. Each panel 30 x 21 cm. Undated.
• ***Summary:*** This glossy, color leaflet gives a brief history of the company, interspersed with many color photos. The company's export division is at Hudson Ave., Castle Hill, NSW 2154, Australia.

"The fascinating history of the Sanitarium Health Food Company started in the late 19th century when a group of highly motivated immigrants from the United States decided to make their living by distributing health foods that they had imported from Battle Creek, in Michigan, USA. Battle Creek was famous then for its Sanitarium, the health retreat based on a Swiss model, where the rich and famous from all parts of the United States and Europe came for a relaxing health holiday. One of the draw cards of this place was a breakfast cereal and health food manufacturing plant, the purpose of which was to supply food to the institution as well as to the neighbouring districts.

"A selection of these products was sent to Melbourne, Australia, in 1897, but before too long the demand for these unique foods outstripped the availability. Local production was inevitable...

"The name, Sanitarium Health Food Company, was adopted in 1898."

Photos show: (1-4 on front panel) Weet-Bix in a white bowl. A man on a bicycle pedaling a wheeled cart in front of him; on it is written Sanitarium Health Food Co. A modern factory with a company flag flying over it. Veggies in a wrap on a plate. (5) The old Battle Creek Sanitarium. (6) A hand pouring a pack of So Good Soymilk. (7) A very old photo showing an early food factory along the banks for a river. (8) An aerial view of a modern food factory. (9) A bottling line. (10) A breakfast table on which Sanitarium breakfast food products are served. (11) A Sanitarium food delivery truck. (12) Packages of the leading Sanitarium food products: Weet-Bix. Corn Flakes. Weet Bix Hi-Bran. Puffed Wheat. Weeta Puffs. Good Start. Ricies (rice cereal). Honey. Peanut Butter (Smooth or Crunchy). Crunchy Granola. Caffex. Golden Toasted Meusli. So Good (soymilk). Vegetarian Sausages (canned). Vegetarian Bologna (canned). Address: Wahroonga, Australia. Phone: (02) 487 1711.

2386. Sanitarium Health Food Co. 1990? Product range. 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia. 6 p. Catalog. Undated. 30 cm.
• ***Summary:*** Product lines include: Flake biscuit range (incl. Weet-Bix ["Australia's favourite whole wheat malted

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breakfast biscuits"], Corn Flakes, and Muesli). Loose cereal range. Sundry cereal range. Drinks and beverages (incl. So Good soymilk). Spreads (peanut butter and marmite). Legumes, grains, seeds (incl. soya beans in 500 gm bag). Dried fruits. Nuts. Mixes (such as nuts & raisins). Canned vegetarian meals (24 meatlike products, 3 of which are dry TVP in boxes). Misc. foods (incl. natural lecithin and lecithin granules).

The company also has an export division at Hudson Ave., Castle Hill, NSW 2154. Address: Wahroonga, Australia. Phone: (02) 487 1711.

2387. **Product Name:** Sanitarium Health Foods Soya Beans (Dry in Poly Bag).
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 146 Fox Valley Rd., Wahroonga, NSW 2076, Australia.
Date of Introduction: 1990?
Ingredients: Soybeans.
Wt/Vol., Packaging, Price: 500 gm poly bag.
How Stored: Shelf stable.
New Product–Documentation: Sanitarium catalog. 1990. Product range.

2388. **Product Name:** Sanitarium Health Foods Lecithin [Natural in Can, or Granules in Poly Bag].
Manufacturer's Name: Sanitarium Health Food Co.
Manufacturer's Address: 146 Fox Valley Rd., Wahroonga, NSW 2076, Australia.
Date of Introduction: 1990?
Wt/Vol., Packaging, Price: 125 gm can or 250 gm poly bag.
How Stored: Shelf stable.
New Product–Documentation: Sanitarium catalog. 1990. Product range.

2389. *Adventist Review* (*Hagerstown, Maryland*). 1991. Granose Foods sold. Feb. 14. p. 6.
• ***Summary:*** "A long chapter in the history of the Adventist Church in England closed last month with the sale of Granose Foods Limited in Newport Pagnell, England. The Adventist-owned health food company had served the British Isles with wide assortment of health food products for 92 years.

"The British Arkady Company Limited purchased Granose for £5.5 million (US$11 million), reports Ray Dabrowski, Trans-European Division communication director.

"The British Union Conference (BUC) Executive Committee took an action to sell Granose last October after three years of stagnant sales. In the three-year period, from 1988 to 1990, sales increased from £4.2 million (US$8.3 million) to £4.9 million (US$9.6 million), representing an 11 percent growth for the whole period and well under the national inflation rate.

"Eleven years ago Sanitarium Health Foods of Australia took Granose under its wing–giving it an infusion of cash and equipment. However, the Australian company later withdrew because of financial reasons.

"As part of redevelopment proposals for Stanborough Park, Granose moved into new facilities at Newport Pagnell in 1988. Even with new facilities, however, the sales did not increase significantly. Also, accrued interest on the £1.9 million (US$3.8 million) loan made to the company for the relocation contributed significantly to the company's operating loss of £122,000 (US$244,000) for 1989."

2390. Todd, Jan; Roark, Joe; Todd, Terry. 1991. A briefly annotated bibliography of English language serial publications in the field of physical culture. *Iron Game History* 1(4&5):25-40. March.
• ***Summary:*** "Physical culture" refers to body building, weight lifting, etc. This bibliography does include, for example, Brain and Brawn, edited by Harry Brook; it does not include *California Health News.* Address: Univ. of Texas at Austin.

2391. Fehlberg, Eric C. 1991. The sale of Granose Foods to the Haldane Foods Group and British Arkady Ltd. (Interview). *SoyaScan Notes.* April 30. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** The sale of Granose took effect from 1 Jan. 1991. At the time of the sale, Granose was doing very well financially. The only year that they didn't break even or make a profit was 1990. At the beginning of 1990 they moved from their old building into the new one; the expenses connected with the move took up most of their profits. In all other recent years they have been making good money, and a portion of that money has been contributed to the church. Mr. Fehlberg cannot understand why the church would sell such a thriving company.

But the board of the directors of the British Union of the Seventh-day Adventist church got an offer (which was a little bit of back-door work) that was too good to refuse, so they looked at it in their committee meeting and decided to accept it. They have a good understanding of all aspects of the company. This is the second long-established Seventh-day Adventist food company that has been sold by the church during the last 2 years. Loma Linda Foods was sold to Worthington Foods in Jan. 1990. Most of the employees of Granose have stayed with the company after the sale. Peter Archer, the former general manager, has stayed but is no longer the general manager. He is now marketing manager. The church no longer has any involvement with Granose at all.

We cannot say that these two sales are the start of a trend, but he is quite sure that the four Scandinavian Adventist food companies (Nutana in Denmark, Sweden,

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Norway, and Finland) will be the next to be sold. Nutana-Sweden is in considerably better financial shape than the other three, and Nutana-Finland is in pretty good shape. Nutana in Denmark and Norway are losing money and are very much in trouble. But he thinks that can easily be corrected if they get their costing straight and price their products based on their real costs. The man who has gone in to make these changes, Jan Paulsen, has as good a chance of succeeding as anyone, but he works out of London, England and does not have a much time for the health food work. He feels that the church should not be in the business of selling healthy foods. He influenced the board of the British Union in their decision to sell of Granose.

After the Scandinavian Nutana companies, the Egypt Food Factory, run by Mokhtar Nashed in Helipolois, Cairo, Egypt may well be the next to go, probably within the next few months. They used to make soymilk but he thinks they no longer are making it. Their products are "sub-standard" but still good. Superbom in Brazil is also having a hard time because of the adverse exchange rate and the desire to borrow money from the church. Superbom Chile is also having some problems.

But many of the Adventist food companies definitely will not be sold by the church in the foreseeable future. In fact, in the Far Eastern Division, a new food company in Hong Kong, run by Mr. Menzies, is scheduled to start selling products in early June of 1991. A new company is also starting in Thailand. Sahm Yook in Korea is also very successful, as is DE-VAU-GE in Germany and Sanitarium Foods in Australia. The food companies in Central America (Mexico, Costa Rica) and the Caribbean (Trinidad) are all doing well.

There are various administrative "Unions" within the Seventh-day Adventist Church. There are 4-5 unions in North America, 4 in Australia, many in South America, etc. The South American ones report to one central office in Brasilia, Brazil. The Central American food companies report to Miami, Florida. Sometimes a company manager and the head of the Union (a church official to whom he reports) have different ideas of what needs to be done at the company. These two men live in two different worlds, yet both have input in running the company. This can be a cause of business problems. The Mormon church owns some food companies and has the same type of problems. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2392. Carper, Jean. 1991. The food pharmacy guide to good eating: More than 200 totally healthy recipes. New York, NY: Bantam Books. xxiv + 422 p. Index. 24 cm.
• ***Summary:*** This is a book about the medicinal and therapeutic properties of food. Part I has a long section (p. 9-13) titled "The vegetarian advantage," extolling the many health benefits of a vegetarian diet–based on many different scientific studies. However the book also contains an even longer section (p. 265-326) titled "Seafood, poultry, and meat main dishes"–with sidebars about how eating fish is good for your health.

The index contains 9 entries for tofu, 6 for soy sauce and for whole soybeans, 5 for miso, 2 for soy oil and its omega-3 fatty acids, and 1 for soy milk.

2393. *Toyo Shinpo* (*Soyfoods News*). 1991. Kenkô shokuhin to shite no nattô: Nattô no "tare" no genjô [Natto as a health food: The present status of natto's *tare* sauce]. Aug. 1. p. 6. [Jap]
• ***Summary:*** In Japanese, the word *tare* refers to seasoning sauce based on soy sauce.

2394. Rabheru, Neil. 1991. The early days of the soymilk market in England, Soya Health Foods and Michael Cole (Interview). *SoyaScan Notes.* Sept. 16. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Michael Cole deserves full credit for getting soyamilk into supermarkets (multiples) in the UK. Vandemoortele was smart in capitalizing on his work to put themselves in their present strong position. It is sad that Soya Health Foods did not support Michael by investing in better technology to give a better quality product. In the early days, Soya Health Foods had everything in their grasp. If they had played their cards right, Unisoy would not be here today, and Vandemoortele might not even be in the UK. The principal(s) of Soya Health Foods were either too hesitant or not smart enough to take the necessary risks. He was content making money milking the cow (so to speak), never mind when the cow drops dead. Michael left the company out of frustration. Michael is an outstanding salesman.

Neil is absolutely certain that Michael Cole has never been involved with John Holt. Neil thinks that Michael Cole's first involvement with soyfoods in the UK was with Soya Health Foods (Sunrise). Neil spoke with Michael Cole 3 weeks ago; he is back in the UK trying to market some spray-dried organic tofu and soymilk. Neil does not know the source. Address: Unit 1, Cromwell Trading Estate, Cromwell Rd., Bredbury, Stockport, Cheshire SK6 2RF, England. Phone: 061-430 6329.

2395. *Whole Foods.* 1991. El Molino Foods purchased by holding company. Sept. p. 19.
• ***Summary:*** "El Molino, founded in 1929, is described as the oldest food company in the natural foods industry." It was sold by American Health Plus Corp. of Pearl River, New York, to a new holding company, El Molino Ltd.

2396. Kennedy, J. Robert. 1991. History of Chico-San's distribution and import operations (Interview). *SoyaScan Notes.* Oct. 3. Conducted by William Shurtleff of Soyfoods

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Center.
• ***Summary:*** Chico-San never really developed its own distribution company. It used other established distributors, such as Balanced Foods in New Jersey, K&L (Kahan & Lessin) in Los Angeles, Landstrom in San Francisco, and Health Foods Incorporated in Chicago. "We had a tough time getting started in selling macrobiotic foods. Chico-San also sold a lot of macrobiotic foods through its mail-order service because most of the large distributors only wanted the best-selling items such as rice cakes, soy sauce, and sesame salt; they wouldn't take the complete macrobiotic line." In late 1962, shortly after the company was established, Chico-San got a few vans and began a few small routes down to the San Francisco Bay Area and as far north as Redding, distributing 2 types of whole-grain bread (a rice loaf and an unleavened whole-wheat bread) and gluten-nut crackers to the Berkeley Co-op and established (old-line) health food stores. The Berkeley Co-op was one of the first to carry the full line of macrobiotic products. These routes continued until about 1964-65.

Chico-San's first really successful product was rice cakes. They were introduced in 1963 but initially the big distributors showed no interest. That changed starting in about 1964 when a new generation of rice cake machines began to make a better product and a few of the big distributors started to carry them. By 1965 Chico-San's rice cakes and other popular products were being sold at more than 150 California outlets. It was the national popularity of the rice cakes that kept Chico-San from developing its own distribution company, and relying instead on large established distributors–and later brokers.

By about 1966-1967 rice cakes and rice chips (*senbei*) were beginning to cut a wedge into the mass market nationwide, so Chico-San created the Spiral Foods brand for these mainstream products, keeping the Chico-San brand for the health food market.

Concerning imports of miso and soy sauce from Japan, Chico-San first imported directly from George Ohsawa; he located the manufacturer, put the order together, and shipped it himself. Then came Nippon C.I., which was started by George and some of his disciples in Tokyo, but it didn't last very long. In 1966 Chico-San started importing from Muso Shokuhin in Osaka. But after Muso started selling a lot to Erewhon (which became a major competitor for Chico-San), Bob felt that product quality began to decline, so he began to do all his importing from Ohsawa Japan, a company that was developed by George's sister-in-law (Lima Ohsawa's sister), Flora Tanaka, at George's request. Bob felt the quality of products from Ohsawa Japan was better than from Muso, but the prices were higher and the company was not quite as professional in its business dealings.

Concerning the sale of Chico-San to Heinz, Bob is overall not very happy with the outcome. Granted, rice cakes are now much more widely known and sold in supermarkets, but the loss of Chico-San "put a big hole in the process of selling macrobiotic foods." Bob and Herman Aihara bought back the macrobiotic line from Heinz and created Ohsawa America in Chico to try to sell it. Early general managers were Marty Roth, then Lane Seiger (who had previously worked for Bob at Chico-San). But the volume was not there on relatively few products to sustain a company profitably and eventually the company ran up debts of $300,000. At that point Bob basically gave the company to Sierra Natural Foods in Brisbane, California. Sierra had several thousand products; they only paid for the inventory. Bob is now working to develop new products from rice–such as a rice-crust pizza and crackers. Address: Chico, California. Phone: 916-891-0970.

2397. Geslewitz, Gina. 1991. Turbulence brews north of the border. *Health Foods Business.* Oct. p. 8, 77.
• ***Summary:*** The Canadian Health Food Association (CHFA) recently celebrated its 25th anniversary [i.e., it was founded in about 1966]. The organization, which focuses on vitamins and other supplements, organizes two trade shows a year.

However two years of infighting among members of the CHFA has resulted in the formation of a new association; the Natural Products Association of Canada (NPAC) will focus on serving the Canadian natural foods industry.

2398. Francis, Russ. 1991. The unleashing of tofu hot dogs: health food factory outpaces recession. *Vancouver Sun* (*Vancouver, British Columbia, Canada*). Dec. 28. p. 26.
• ***Summary:*** "At San Francisco's Candlestick Park [in California] they sell tofu hotdogs made in a little factory on Georgia Street in Vancouver's downtown east side."

Yves Fine Foods has grown, on average, 45% in each of the past five years. In British Columbia, "sales increased by 165 per cent in 1991 over 1990."

Yves Potvin, the founder and owner, says the company is the largest of its kind in North America. A former Montreal chef and one-time sculptor, he founded the company in 1985 on $40,000 of his own money after a flash of inspiration.

A large photo shows Yves Potvin biting into a hot dog. The caption: "Sausage seller: Yves fine foods owner Yves Potvin is the largest maker of tofu hotdogs in North America and his business shows no sign of slowing down."

Note: This story makes it sound as if Mr. Potvin invented the tofu hotdog. The first one was sold commercially on 1940 and 15-20 had been created and sold by 1985, including major ones by Light Foods (launched in 1982), Northern Soy / Soyboy (1984) and Tempehworks (1985). Address: Sun Business Reporter.

2399. Lee, C.H. 1992. Re: Companies presently making soymilk in Australia. Letter to William Shurtleff at Soyfoods Center, Feb. 17–in reply to inquiry. 1 p. Typed, with signature.

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• ***Summary:*** Sanitarium Health Food Co. (Wahroonga, NSW) makes So Good. Berrivale Orchards Ltd. in Berri, SA, makes Soypreme. Dairy Farmers Co-OPerative Ltd. in Wetherhill Park, NSW, makes Sungold. Tixana Pty Ltd. in Campsie, NSW, makes Soybev and Soy Kink. Queensland Soybean Food Products Pty. Ltd. in Brisbane, QLD, makes an unknown brand, and Blissquik Food Products in Townsville, QLD, makes Wonder-Vite Soymilk Drinks (plain or flavoured). Address: Owner, Blissquik Food Products, P.O. Box 197, Garbutt [37 Hammett St.], Townsville, QLD, Australia.

2400. Lurie, Barbara Demming. 1992. Restaurants / Night life: Gourmet health food at new MT Plate. *Daily Breeze* (*Redondo / South Bay*). March 20. p. E25-E26.
• ***Summary:*** This is a review of the MT Plate Gourmet Bistro, 403 N. Pacific Coast Highway, Redondo Beach, California. Phone: (310) 318-8558. Lunch and dinner, daily. Beer, wine. Shopping center parking. No reservations. Cards.

Ambience: Very unbeansproutish, contemporary, sophisticated. Highly recommended. The reviewer actually liked the "dreaded tempeh. Unlike tofu, the beans in tempeh are mashed, skins and all, giving it a pulpy, more meatlike consistency. My verdict: Chicken liver is better, but my arteries are applauding the tempeh."

Tanya lived for a while in Indonesia.

2401. Macdonald, Bruce. 1992. Work after leaving Erewhon (Boston) in May 1971 (Interview). *SoyaScan Notes.* April 5. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Bruce took a warehouse in Los Angeles and ran his businesses, Pure & Simple Corporation–which had a line Pure & Simple brand of fruit butters (naturally sweetened, peach butter, raspberry, blackberry, etc.). They were very successful. Sorrell Ridge (in the USA) copied that idea from Bruce and built it into a very big business. Gregory Sams came out with the same line of products years later in the UK. Smuckers Simply Fruit is basically the same product.

After about 3 months in this warehouse, Bruce started talking with Phil Parenti about merging. So Pure & Simple (Bruce) and The Well (Phil) merged with no cash transaction; the new company was named The Well. About 6 months later (at Bruce's suggestion), Parenti changed the company's name to "Pure & Simple." There were about 20 shareholders–all arranged by Phil–and Bruce had an option to buy a large number of those shares, which he never exercised. Now age 20, he got a large salary and a car. Bruce stayed involved with the new company; in the fall of 1971 he moved to Santa Cruz near San Jose. Roger Hillyard was still with Arrowhead Mills in Texas; he became chief of product development for Arrowhead. He put together there whole oil line and many other important products for Arrowhead.

New Age Distributing was started by Fred Rohe. First he had two natural food retail stores, the first in San Francisco, then a supermarket in Palo Also. Then he started the distributing company in order to be like an Erewhon on the West Coast. Fred Rohe wasn't a businessman. By the time the Palo Alto store opened, they were already in deep financial trouble. Then the lady landowner of the San Francisco store refused to renew the lease, which resulted in Fred losing that store; the whole thing just came unglued. Phil Parenti was a stockbroker who had gotten into natural foods, and he owned part of Fred Rohe's company. Somehow, Phil ended up owning New Age Distributing–and its debt. He raised some money and brought in some additional shareholders; the company was already in San Jose. Phil had a friend named Mel Laroussa ("Sweet Melvin") who was a lady's man extraordinaire; he used to drive a little 280 Mercedes. Mel and his father were the proprietors of Standard Produce, which was the largest independent produce distributor in northern California. They had this huge warehouse in San Jose where Bruce and Phil occupied the back one-quarter. Bruce thinks that New Age Distributors was situated in this same warehouse. Eventually they ended up taking over the whole thing. The Well was just a new name for New Age Distributors–they wanted to get away from the "New Age" name. At the point that Bruce contacted Phil, New Age Distributors no longer existed. Bruce worked in San Jose for about 6 months, incorporating the Pure & Simple line into the merged catalog, handled distributor sales, and get everything set up.

Then Bruce took a vacation to Colorado to visit one of their largest customers, Green Mountain Granary. As he came over the hill into Boulder he said, "Oh my God. This is where I want to live. I just fell in love with that whole area." As it turned out, the two owners of Green Mountain (George Slavin and Joe Rosenberg) were having a conflict over ownership. So Bruce bought the company via a 3-way trade; he traded all his interest in the Natural Living Company. Right before Bruce left San Jose, he called Roger Hillyard (who was still in Texas) and asked him if he would like to take over Bruce's job of handling distributor sales and product development at The Well. Roger was tired of Texas and he wanted to return to his native California, so he said "yes." Moreover, Phil was a good man, a visionary, and an excellent entrepreneur. But he and Bruce made the mistake of expanding much too fast. When Bruce met Phil, The Well was a distributor of organic produce, with a few dry goods. Soon they were a full-fledged distributor of all natural foods (but no vitamins or other supplements) including Japanese imports from Mitoku–with most items sold under the Pure & Simple brand. The main competitor at the time was Westbrae.

How did Pure & Simple go out of business and why? Phil Parenti was in the produce business and he always had cast a covetous eye to the Los Angeles market–which was where all the produce was happening. In Los Angeles was a wildly successful organic produce company, run out of no

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more than 2,000 square feet, called Max Kozek. Max was an old produce guy located right in the produce market. He had a dock where the trucks came in and out. "It was just the sweetest little operation you ever saw." He was doing big business–30-40 LB3 (5 by 5 by 6 feet, rounded so it fits into the side of an airplane, holds 2,500 lb) containers a day, flying it all over the country. The airlines loved this constant business, so they gave the produce companies low prices (about 10 cents a pound at the time) which made flying produce financially viable. "Max was just raking in the dough. He owned Arabian horses, lived in Beverly Hills, but he was getting older. And he was "a little shady around the edges," in part because the demand for organic produce was always greater than the supply. They caught him putting non-organic carrots in bags labeled "organic" and everything went downhill from there. "Back in those days, carrots comprised about 50% of all organic produce–for the carrot juice. So the organic produce business was basically a carrot business. There was one year when he shipped more LB3 containers on United Airlines than anyone else. He was that big–like 1,200 a month. There was no other way for the East Coast stores to get fresh organic produce."

The produce business is a bit of a grind. Its starts around 11:00 at night and its over at 8:00 in the morning–so your daily schedule is all goofy. Max had done this for years and years.

In about 1972-73 the first big merger of the natural foods industry took place. Some big money guys came in and they assembled this conglomerate which involved El Molino Mills, Hain Pure Food, Inc., Max Kozek, Radiant Vitamins, plus some manufacturer of capsules. But there was a big falling out with Max, so he ended up buying back his company from the conglomerate, and made a lot of money in the deal.

Note: This deal (in the early 1970s) was apparently never finalized; a complex Internet search shows that no article about it ever appeared in the *Los Angeles Times.*

So Philip Parenti befriended Max Kozek and they worked out a deal. Bruce never knew the details, but Phil ended up buying Max Kozek. The Achilles heal of the deal was this–incredible story. Max had been selling to a company (The Village Market) in Pennsylvania–in Amish / Pennsylvania Dutch territory. Village Market had an idea that the next great market would be frozen organic vegetables. Somehow Village Market ended up owing Max $300,000. They had an Amish stone warehouse that Bruce has been told was "the most beautiful warehouse that has ever existed." So after he bought Max Kozek, Phil Parenti went to visit Village Market–because the guy owed $300,000. The guy at Village Market threw up his hands and said, "Just take over my business. I can't pay." So all of a sudden, Phil had to swallow two large businesses. Phil put "Sweet Melvin" in charge of the Pennsylvania warehouse. But Melvin was basically a trucker; his father ran the produce while he ran Standard Truck Lines, which was a contract trucker. Mel was an ace at that but he was not an ace at running a natural food distributing business–and much too much of a bon vivant. All this happened throughout the late 1970s while Bruce was a Green Mountain Granary. Phil had to declare bankruptcy. Jimmy Silver ended up with the brand name "Pure & Simple." Max and Phil were pioneers of organic produce in the United States. Continued. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2402. *Farmland News* (*Archbold, Ohio*). 1992. If soybeans are to become a health food, the beany flavor's gotta go! July 14.

• ***Summary:*** Ohio State Univ. food scientist Charles Morr and his colleagues are carefully "sniffing out" the compounds in soybeans (using a gas chromatograph) that give soyfoods a beany flavor. The off flavors are formed in the soybean as the enzymes react during processing. "Different varieties of soybeans can have different enzymes. Morr says bad-tasting compounds typically form when the bean is crushed, releasing the enzymes. The freed enzymes link with fatty acids within the bean and promote their reaction with oxygen to cause a bad flavor."

2403. Wainer, Howard. 1992. Leading trade publications in the natural and health food industry (Interview). *SoyaScan Notes.* Sept. 25. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** In 1984 the leading trade magazines in the natural/health foods industry (in terms of circulation and total ad space) were *Health Foods Business*, followed by *Health Foods Retailing* (which had been #1 for years prior to about 1982-83), and *Natural Foods Merchandiser,* with *Whole Foods* way down in fourth place.

Today, in 1992, *Natural Foods Merchandiser* is in first place (they first moved into first place in 1984), followed closely by *Whole Foods,* with *Health Foods Business* way down in third place. These are the only three publications in the market, since *Health Foods Retailing* went out of business in 1987. This ranking is based on total ad pages, but since NFM is tabloid size, Wainer counts each tabloid page as two-thirds of a page to reduce it to an 8.5 by 11-inch equivalent. Thus Wainer counts 10 pages of ad space in NFM as equal to 6.67 pages in *Whole Foods.* In 1989 and 1990 *Whole Foods* was number 1 based on this method of comparison.

Whole Foods currently has a larger circulation (11,000) than NFM (9,500). Whole Foods tries to appeal to stores of all sizes, whereas NFM focuses more on larger stores in terms of editorial. Whole Foods aggressively seeks to find and mail to small stores; NFM does not. Both magazines are equally oriented to the natural foods and the health foods trade.

A magazine cannot exist primarily for ad revenue, with

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a message and editorials that are self-serving. The readers catch on very quickly that the magazine has noting important to say, so they stop reading the magazine, and once they stop, the advertiser's message is not seen. A magazine must have integrity and independence. The key is a good balance between quality articles and steady ad revenues. The reader is the key to the magazine.

To find out how readers like a magazine, publishers send out feedback cards, do surveys, read letters, etc. Readership studies done by Whole Foods indicates to them that they are the leader. To the question: "If you could only receive one magazine, which would it be?" the most readers answer *Whole Foods.* Note: According to the Nov. 1992 issue of *Whole Foods* (p. 72), the average number of copies of the magazine printed per month over the past year was 10,195.

Nowadays, supplements seem to be more important than foods in the natural/health foods industry. Consumers want beta-carotene (found to be good for the heart for preventing cancer); niacin is also very popular. Organic produce has always been popular and is getting more and more popular, but now supermarkets carry it.

Concerning the NLEA: "For the next two years I think we have it beat. During that period the industry will be funding more solid studies on the benefits of supplements; the research has already begun." Address: President, Whole Foods Communications Inc. and publisher of Whole Foods magazine, South Plainfield, New Jersey 07080. Phone: 908-769-1160.

2404. *SoyaCow Newsletter* (*Ottawa, Canada*). 1992. Major health food store to open SoyaCow department. 1(3):1. July/Sept.

• ***Summary:*** "Rainbow Foods, the largest health food store in the Ottawa area, is committed to the SoyaCow retail concept. After fifteen years in business, they will move to larger premises in January, reopening with a department devoted to SoyaCow and its related fresh soyfoods.

"The ability to make fresh soymilk and other soyfoods on location will appeal to their existing clients and will also attract new ones. Besides the take-home foods, a small line of take-out products will be featured, including shakes, yogurts, soyburgers, and fresh juice. As the first store anywhere to do this, Rainbow will help promote this as a pilot location in a franchising concept. Other retailers will be invited for demonstrations.

"Rainbow owner Mike Kaplan became a SoyaCow believer after his first taste of its soya milk. He deemed it superior to all other products he sells in Tetra Paks [Tetra Pak cartons]. He also appreciated the freshness and the environmental benefits."

A photo shows a "New SoyaCow Model SC20A."

2405. Shurtleff, William; Aoyagi, Akiko. comps. 1992. Bibliography and sourcebook on Seventh-day Adventists' work with soyfoods, vegetarianism, and wheat gluten, 1866-1992: Detailed information on 835 published documents (bibliographic), 602 commercial food products, 207 unpublished archival documents, 158 original interviews (many full text) and overviews. Lafayette, California: Soyfoods Center. 407 p. Subject/geographical index. Author/company index. Language index. Printed Oct. 15. 28 cm. [1606 ref]

• ***Summary:*** This is the most comprehensive book ever published on the work of Seventh-day Adventists (SDAs) with soyfoods, vegetarianism, or wheat gluten. In each of these closely-related areas SDAs have been the pioneers and leaders over a period of 70 to 130 years, and they have had the good fortune to be able to watch their visionary ideas gain increasing worldwide acceptance. Moreover, they have founded and successfully run many pioneering food companies that have transformed their ideas into commercial products and made them available to consumers worldwide.

The scope of this book includes all known publications, commercial food products, and archival documents, plus many original interviews, from earliest times to the present, worldwide. Thus it is also the single most current and useful source of information on this subject available today, since 83% of all references (and most of the early and current ones) contain a summary/abstract averaging 131 words in length.

This is one of more than 40 bibliographies on soybeans and soyfoods being compiled by William Shurtleff and Akiko Aoyagi, and published by the Soyfoods Center. It is based on historical principles, listing all known documents and commercial products in chronological order. It features: 33 different document types, both published and unpublished; every known foreign language publication on the subject–including 55 in German, 25 in Spanish, 23 in French, etc.; extensive translations of many of the Japanese and European works; 158 original Soyfoods Center interviews and overviews never before published. Thus it is a powerful tool for understanding the development of these subjects and related products from their earliest beginnings to the present, worldwide.

Compiled one record at a time over a period of 17 years, the bibliographic records in this book feature (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English publications together with an English translation, month and issue of publication, and the first author's first name (if given).

It also includes details on 602 commercial food products, including the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as references to and summaries of

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advertisements, articles, patents, etc.) are also given.

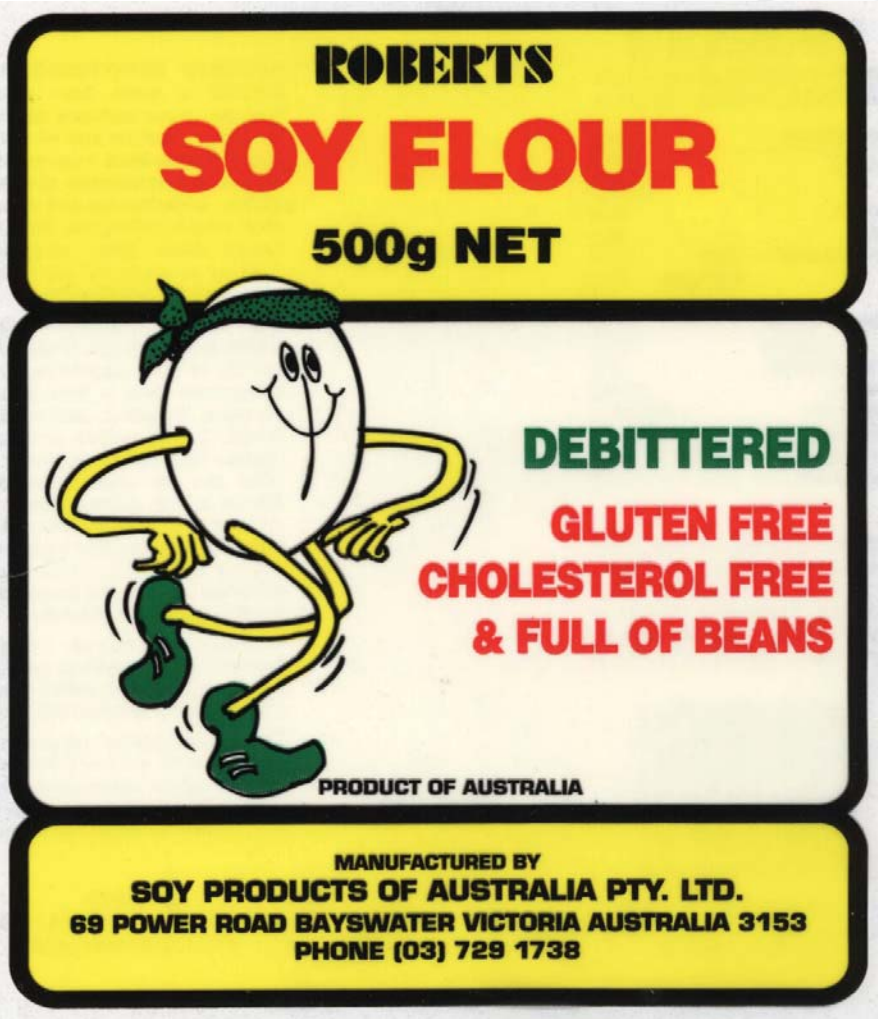
Details on how to use the bibliography, a complete subject and geographical index, an author/company index, a language index, and a bibliometric analysis of the composition of the book (by decade, document type, language, leading periodicals or patents, leading countries, states, and related subjects, plus a histogram by year) are also included. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

2406. **Product Name:** Roberts Soy Flour–Debittered.
Manufacturer's Name: Soy Products of Australia Pty. Ltd.
Manufacturer's Address: 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738.
Date of Introduction: 1992 October.
Ingredients: Australian-grown soybeans.
Wt/Vol., Packaging, Price: 500 gm plastic bag.
How Stored: Keep sealed. Store in a cool, dry, dark place.
New Product–Documentation: Package with Label sent by Paul Smith of Soy Products of Australia Pty. Ltd. 1995. March 9. Roberts Soy Flour. 7 by 9 inches. Yellow, red, black, and green on white. On the rear right panel: This "soy flour is made from whole Australian grown soybeans retaining the natural lecithin and oil of the bean completely intact. It also provides an excellent combination of quality protein, carbohydrate and dietary fibre. Prior to milling into flour, the beans have been specially toasted to render the soy protein more palatable and digestible.

"Soy Flour may be used creatively in a host of ways to add protein and variety to both vegetarian and conventional diets: in cake, biscuit, pancake, doughnut, pastry, high protein bread recipes and as a protein replacer or extender in meat pies and vegetable burgers. Where a rich golden pastry is required or to enhance the colours and flavours of the other ingredients e.g. in dark fruit cakes, plum puddings and recipes using malt, treacle. molasses and the like.

"If a lighter coloured, blander flavoured biscuit, muffin or pancake etc. is required, it is better to use Roberts' Lightly Steamed Soy Flour.

"For further recipe suggestions please ask for our Information and Recipe Leaflets. These are available either through your local Health Food Store or by writing directly to us." "Gluten free. Cholesterol free & full of beans. Product of Australia."



Letter from Paul Smith. 1995. March 14. Lowans, Kadak, Select Foods, and other companies have also packaged this product under their names and brands for many years previously.

2407. Mergentime, Ken. 1992. Retrospective: A century of natural products. The evolution of an industry. *Natural Foods Merchandiser* 13(11):1, 26-28, 30. Dec. [3 ref]
• ***Summary:*** An interesting history of today's natural products industry. The estimated number of retail stores selling natural products has grown from 150 in 1938, to 1,000 in 1960, to 6,500 in 1981, to 10,100 in 1991. Sales of natural products in the USA have grown from $1,900 million in 1980 to $2,900 million in 1986, to $4,640 million in 1991.

Health reform teaching began with Sylvester Graham in the 1830s, but the natural food manufacturing industry really began in the late 1800s in Battle Creek, Michigan. Two of the pioneers were Dr. John Harvey Kellogg and his brother Will Keith Kellogg–who in 1906 broke away from Dr. Kellogg and took Kellogg's Toasted Cornflakes mainstream.

The first health food stores (Martindale's in Philadelphia, Pennsylvania, and The Original Health

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Food Store in New York owned by Benedict Lust, M.D.) started in the mid-1920s and early 1930s. An early periodical was *Nature's Path*, published [1925-1953] by Dr. Lust. A key to the industry's establishment and growth was the acceptance and popularization of vitamins. Early health food companies included Sherman Foods in 1924, Fearn Soya Foods in 1925, El Molino Mills and Naturade in 1926, Ener-G Foods and Orjene (the first natural personal care company) in 1928. *Health Foods Retailing*, the industry's first trade publication, began in 1936 and continued until 1987. In about 1929 Andrew Rosenberger started a health food store named Nature Food Centre; the store is still open today–along with 101 others along the Eastern seaboard between Maine and Virginia. The publicly-owned chain, based in Wilmington, Massachusetts, now grosses nearly $50 million a year.

A sidebar discusses Anthony Berhalter of Chicago, Illinois, who in 1936 organized a consumer group named the American Health Foods Association. In the spring of 1937 in Chicago he organized America's first health foods convention, with 150 attendees, 10-15 booths, and many lecturers. At this meeting the National Health Foods Association was born. It was later renamed the National Dietary Foods Association, then the National Nutritional Foods Association (NNFA).

World War II spurred interest in vitamins and nutrition. A government program was called Vitamins for Victory. "By 1945, vitamins and supplements had become the most profitable product in health food stores. By the end of the decade the industry was, literally, quite healthy.

During the 1950s stores such as Lindberg Nutrition (Lindberg's Nutrition Service) became a beacon for retail innovations; it eventually grew into an 11-store chain.

"In 1952 a man named Joe D. Nichols, M.D., opened new doors for the industry when he presented a paper called Concept of Totality, in which he outlined a healing philosophy centered on the ideas of preventative medicine and nutrition, while considering environmental and psychological factors. This was the foundation of holistic medicine as we know it today. Nichols founded Natural Foods Associates (NFA) in 1953 to educate and change the eating habits of Americans. In 1954, he unveiled *Natural Food & Farming* magazine as forum for nutritional education and the fledgling organic industry...

"The ensuing decades saw a fundamental shift in consumers' perceptions of health and nutritional needs resulting in a phenomenal growth period for the natural products industry. Beginning in the mid to late 1960s, as the Baby Boom generation began to come of age, a new generation of well-educated consumers became aware of a need for natural foods... By the mid 1970s and early 1980s, the industry saw the migration of products, such as yogurt, granola and rice cakes, into mainstream markets."

Photos show: A health food store inside the Battle Creek Sanitarium in the 1870s. The Sanitarium at the height of its prosperity in 1903. Organically grown fruit and vegetables featured in a produce case in the mid-1950s. The inside of the Battle Creek Food Co. in the early 1920s. Dr. John Harvey Kellogg. Lindberg Nutrition's second store, circa 1952. Portraits of Gladys Lindberg (1950s) and Sam Reiser, owner of Balanced Foods (ca. 1935).

2408. Mergentime, Ken. 1992. Our industry and the FDA. *Natural Foods Merchandiser* 13(11):28. Dec.
• ***Summary:*** Since 1938 the FDA and the natural products industry have been at odds. This articles outlines some of the more important legal cases where the natural and health food industries have gone head to head–in 1960-64, 1962-74, 1973-77, 1974-76, 1990. In each case, the natural products industry won the key cases.

2409. Sass, Lorna J. 1992. An ecological kitchen: Healthy meals for you and the planet. New York, NY: William Morrow and Company, Inc. xv + 492 p. Index. 26 cm. [35+* ref]
• ***Summary:*** This excellent vegetarian (actually vegan), ecological cookbook, proves that the most environmentally sound diet is also the healthiest and, for many, the most delicious and economical. It emphasizes whole grains, fruits and vegetables, focuses on unprocessed and minimally packaged foods, use of regional and seasonal foods, efficient menu planning, and creative recycling of leftovers. Delightful quotations relevant to the book's subject are scattered throughout.

The author's guiding principles for cooking ecologically are: "Eat a plant-based [vegan] diet; buy organic, regional, seasonal produce whenever possible; and use nontoxic products to keep your kitchen clean."

The chapter titled "Tofu and tempeh" (p. 217-31) contains basic information and many recipes. Other soy-related recipes include: Thai vegetable soup (with tofu, p. 39). Ten-ingredient lo mien (with tofu, p. 165-66). Triple bean maybe it's chili (p. 186-87). Black soybeans (p. 191-92; keep the skins on by adding salt). Curried mustard greens with tofu (p. 255). Chinese-style stir-fry of kale, onions, and marinated tofu (p. 258). Tahini-miso spread (p. 315). Sun-dried tomato dip (with tofu, p. 318). Brilliant beet dip (with tofu, p. 319). Onion upside-down cornbread (with tofu, p. 323-24). Tofu whip (like whipped cream or whip topping, p. 398).

The very fine chapter / glossary "Ingredients A to Z" (p. 399-468) includes: Aduki / azuki beans, agar, almond butter, almonds, amaranth, amasake (incl. koji), arame, barley malt syrup.

Black beans–fermented (salty black beans): "Black beans, fermented (Salty black beans): A little of this Chinese specialty–small black soybeans preserved in salt–goes a long way. About 1 tablespoon adds a deliciously complex flavor

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to stir-fries. Chop the beans finely to disperse their flavor. If you like the taste but want to reduce the salt, soak the beans briefly in water before using. Fermented black beans last for about a year in a well-sealed jar under refrigeration.

"Bragg Liquid Aminos: This is a *very tasty* soy-sauce-like condiment made by extracting amino acids from organic soybeans. Its flavor is more winelike and complex than most soy sauces. It is salty, so sprinkle sparingly. (There is no added salt, but 125 milligrams of sodium per ½ teaspoon come from the natural sodium in the soybeans.)

"Unlike soy sauce, Bragg Liquid Aminos is not fermented, making it an ideal seasoning for those who suffer from yeast sensitivities. Delicious added to stir-fries or plain-cooked grains. It is readily available in health food stores." Also in natural food stores.

Daikon, dulse, gomashio, hijicki / hizicki [sic, hijiki], job's tears, kombu, kuzu (kudzu), kuzu kiri, lupins, miso, mochi, natto, nigari, nori, peanut butter, peanuts, quinoa, rice–brown, rice cakes, rice syrup, sea vegetables, tamari-roasted seeds, seitan (wheat gluten), sesame butter (tahini), sesame oil, sesame seeds, shoyu, soybeans, soybeans–black, soy cheese, soy flakes, soy flour, soyfoods, soy grits, soy ice cream, soy milk, soynuts, soy oil, soy powder (powdered soy milk), soysage, soy sauce, soy yogurt (fermented), tahini, tamari soy sauce, tempeh, tofu, umeboshi plums, wakame, wasabi, winged beans. Note: Also contains recipes for many of these glossary items.

A color portrait photo on the inside rear dust jacket shows Lorna Sass–with a brief biography; she is a culinary historian, cookbook author, and food writer. Address: Box 704, New York City, NY 10024.

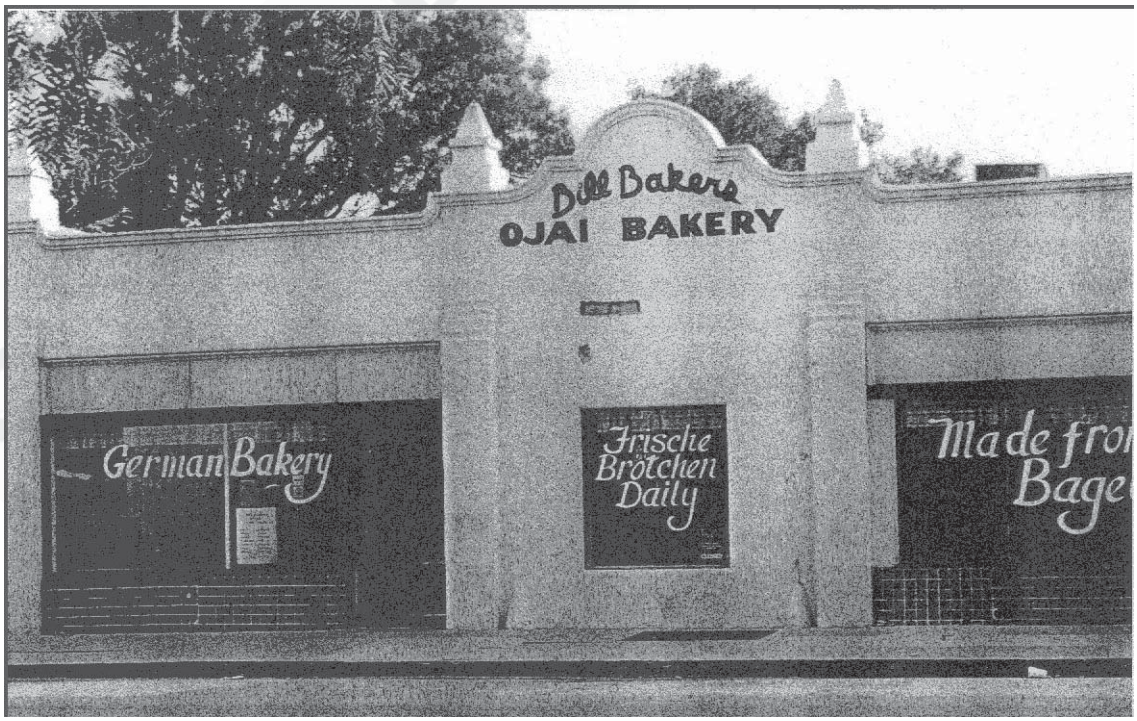
2410. The front of "Bill Baker's Ojai Bakery" as seen from across the street (Photograph). 1992.
• ***Summary:*** On the window of the shop on the left is written "German Bakery" in large white letters. On the square window of the middle shop is written "Frische Brötchen Daily." On the window of the shop on the right is written "Made from... Bage..."

A 4 by 6 inch black-and-white photocopy of this photo was sent to Soyfoods Center by Rose Boggs of Ojai, California.

A second photo, dated 16 April 1999, shows the top half of a piece of bakery equipment, perhaps a mixing machine. On a metal plate at the top center is stamped: "Dutchess, Beacon, N.Y., U.S.A."

Talk with Rose Boggs. 2004. July 19. Bill Baker could never call his bakery a "German bakery" or use any German names (such as Brötchen) for his baked goods because of the anti-German sentiment in the USA after World War I. That is why he was so patriotic and did so many patriotic things–such as baking cakes for U.S. presidents–to diffuse any criticism or suspicion, since he was born in Germany and spoke with a strong German accent. At the time this photo was taken, the owners of the bakery were Thomas Kohnen and his wife, Colleen; they had the words "German Bakery" and "Frische Brötchen" painted on the bakery's windows, since anti-German sentiment is a thing of the past and (Rose believes) Thomas (who was born in Germany) is the reincarnation of Bill Baker.

2411. Ojai Valley Museum. 1992? Bill Baker's Bakery–1896.



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Ojai, California. 1 p. Undated. 21 x 28 cm.
• ***Summary:*** Ojai sponsored a walking tour of historical sights. This plaque was placed in the bakery window so those with a map could easily locate the bakery. The plaque reads: "William Cook Baker established the present Bill Baker's Bakery in 1991. A pioneer baker of breads using no preservatives, he perfected recipes for lima bean, soybean and gluten bread. Baker had a flair for the dramatic, often creating huge cakes for special occasions such as U.S. Presidents' birthdays and he baked a thousand pound cake for the 1939 World's Fair in San Francisco. He was reputed to have the skill of Picasso with an icing bag. The bakery houses a brick hearth oven which was used as early as 1897." Address: Ojai, California.

2412. *SoyaScan Notes.* 1993. Listings for natural foods manufacturers, distributors, brokers, associations, publishers, advertising agencies and public relations firms, and service companies (educational organizations, consultants, and companies providing research and analysis, product development, promotions and other services) (Overview). Jan. 8. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** There are three good sources of this information: (1) The annual issue of *Natural Foods Merchandiser* titled "Supplier Guide," which is usually published each August. (2) The annual issue of *Whole Foods* titled "Source Book," which is usually published each May. (3) The annual issue of *Health Foods Business* titled "Purchasing Guide," which is usually published each November.

2413. *Health Foods Business.* 1993. NNFA's executive director Patricia Heydlauff talks about the industry's toughest job. May. p. 18, 21, 73.
• ***Summary:*** A good history of the NNFA's activities from 1984 to the present. Heydlauff served as executive director from 1984 until Jan. 1993. A small photo shows Patricia Heydlauff.

2414. Downard, Rick. 1993. Remembering an Ojai landmark. *Ojai Valley News* (*California*). Oct. 4.
• ***Summary:*** On 4 Oct. 1993 Ojai lost a valuable landmark–Harmon Vaughn. "Some people in the valley knew him as Bill Baker from the years he and his wife, Helen, owned and operated Bill Baker's Bakery." The Vaughn's arrived in Ojai from Arkansas on 31 March 1936. They were looking for a new life and the day after arriving Harmon found a job working for a German-born baker, Bill Baker. "Baker asked Vaughn where he was from. When told Arkansas, Baker replied, 'Vel I haf tried someone from effery other 'dom' state. Vy not dere?'"

Vaughn went right to work boxing bread for shipping. "At that time, the bakery specialized in soya bean and lima bean breads. These were shipped by railway express, and later by truck lines, to various health food stores. Vaughn was paid $12 per week and his wife made $1 per day. But when Vaughn went to Ventura twice a week to deliver bread, Helen would go with him and purchase a week's worth of vegetables for a dollar.

Discusses the 1,000 lb fruitcake Baker and his staff made for the 1939 World's Fair [sic, Golden Gate International Exposition] in San Francisco. It was 5 feet in diameter, 3 feet tall, and had hand-made replicas of the 19 missions and other landmarks on it.

Baker died in 1942. Vaughn, having 6 years of training, continued to run the bakery for Baker's widow. In 1946 the Vaughns bought the bakery. During World War II, Vaughn could not get enough gas stamps, so he rode his bike or got up early and walked to the bakery from his home in Meiners Oaks (located just west of Ojai). Though sugar was rationed, he could get all the honey he could use. Discusses his generosity.

In Feb. 1974 Vaughn retired from the bakery to travel with his Airstream trailer. One of his favorite sayings: "See you down the road."

A photo shows Helen and Harmon Vaughn standing together and smiling in front of racks full of bread. She is holding a framed certificate and he a loaf of gluten bread. Address: Ojai, California.

2415. *Blue Beret* (*Airstream Trailer magazine, Jackson Center, Ohio*). 1993. In Memory: Harmon Vaughn. Nov. p. 7.
• ***Summary:*** "Services will be held Friday morning at 10 a.m. at Santa Paula Cemetery [in Santa Paula, about 15 miles southeast of Ojai] for Harmon Vaughn, 78, of Ojai, who died Monday, Oct. 4, at Ojai Valley Hospital after a short illness.

"Mr. Vaughn was born Feb. 19, 1915, in Cave Springs, Arkansas, and was an Ojai resident for 57 years, coming from Arkansas. Mr. Vaughn had been a baker all of his working life. and was the owner of Bill Baker's Bakery for many years. He was past international president of the Wally Bayam Club and a 23-year member of the Airstream Trailer Club. He was also a member of the Ojai Business and Professional Men's Club and the Elks Lodge #1430 of Ventura.

"Mr. Vaughn is survived by his wife, Helen, of Ojai; families members Louise Downard and Lynn Gholson of Ojai; two brothers Elmo Vaughn of Owassa, Oklahoma, and Pete Vaughn of Ojai; one sister Dorothy Mueller of Ojai; four grandchildren and eight great-grandchildren.

Note 1. Talk with Helen Vaughn of Ojai. 2006. March 13. Harmon was buried in the Santa Paula Cemetery because the Ojai Cemetery had filled up many years before. Harmon and Helen came to Ojai initially because Helen's sister lived there. When they discovered what a superb place to live it was, they told members of Harmon's family; his brother (Pete) and sister (Dorothy) soon moved to Ojai.

Note 2. This monthly magazine is the official

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publication of the Wally Bayam Caravan Club International, Inc., the recreational vehicle club of Airstream owners. They organize rallies (which might bring together 1,200 RVs) and caravans (in which 30 RVs might participate). Address: Ojai, California.

2416. Cole, Sidney J. 1993. Changes at DE-VAU-GE (Interview). *SoyaScan Notes.* Dec. 6. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** DE-VAU-GE (DVG) has stopped making soymilk [actually they plan to stop in early 1994] and therefore also tofu. It was an economic decision. When the Adventist church sold Granose Foods in England, that cost DVG about 40-50% of their soymilk market. DVG still sells and distributes both soymilk and tofu under their GranoVita brand, but they buy the products from other manufacturers. The soymilk may be made by Alpro in Belgium. DVG still manufactures many other soyfoods, such as the soy protein foods, the canned meatlike products, etc.

DVG is still a strong company that is growing rapidly and Michael Makowski is still the general manager. He calculated that he can do better financially by using his factory space to make Corn Flakes rather than soymilk. If DVG keeps up their current growth rate, they may soon pass Australia's Sanitarium Foods as the leading Seventh-day Adventist food company in terms of sales. The church has no plans to sell DVG, and in fact the church is looking to support its food industries quite strongly now.

The decision to sell Granose was made at the local division level, not at the General Conference level. Sidney personally would have preferred that the church not sell Granose, but at least they did sell it at the right time and to a good buyer–the Haldane Foods Group. The products, the company, and the philosophy are all in good hands.

Eric Fehlberg retired about 2 years ago as director of the Seventh-day Adventist International Health Food Assoc. Dr. Cole took his place, and he has also kept his job in Miami at the Inter-American Division. Address: Director, International Health Food Assoc., P.O. Box 140760, Miami, Florida 33114-0760. Phone: 305-443-7471.

2417. Levenstein, Harvey A. 1993. Paradox of plenty: A social history of eating in modern America. New York, NY: Oxford University Press. ix + 337 p., [8] p. of plates. Illust. (8 p. of plates). Index. 25 cm. [1473* endnotes]
• ***Summary:*** Contents: Prologue: Depression paradoxes. 1. Depression dieting and the vitamin gold rush (The New Nutrition, Victor Lindlahr, Gayelord Hauser, the willingness to eat for health more than for pleasure, Alfred W. McCann, Prof. Elmer McCollum and acidosis). 2. The great regression: The new woman goes home. 3. From Burgoo to Howard Johnson's: Eating out in Depression America. 4. One-third of a nation ill nourished? 5. Oh what a healthy war: Nutrition for national defense [World War II].

6. Food shortages for the people of plenty. 7. The golden age of food processing: Miracle Whip *über Alles.* Note: Miracle Whip, developed by Kraft Foods in 1933, is a less expensive alternative to mayonnaise.

8. The best-fed people the world has ever seen? (Insta-Burger-King chain of early 1950s, Ray Kroc visits San Bernardino, the McDonald brothers, Clementine Paddleford). 9. Cracks in the façade: 1958-1965 (kitchen appliances do not reduce time women spend on food preparation, growing suspicion of the food industries, food additives, refined and processed foods, Gayelord Hauser). 10. The politics of hunger.

11. Nutritional terrorism (DDT and pesticides, Rachael Carson and *Silent Spring,* USDA, mercury in fish from the Great Lakes, Jerome Irving Rodale {ex-auditor for the IRS "was quite unlike most of the others in the huckster-filled health food business." Circulation of his *Organic Gardening and Farming* magazine soared from 60,000 in 1958 to 650,000 in 1970}. "Soon the doors were open to the usual horde of health food advocates and fad diet promoters impatiently waiting for the moments when they could again hold center stage." Gayelord Hauser, his women and his Five Wonder Foods, Adelle Davis, Organic foods, natural foods, health food stores, the government had sided with the medical establishment to keep the public from turning to vitamins–rather than to doctors–to solve health problems, the FDA and Food Faddism, vitamin advocates, Ralph Nader, agribusiness, cholesterol awareness, the AMA's council on foods, National Heart Association, Linus Pauling bankrolled by Hoffmann-La Riche, the largest wholesaler of vitamin C, in 1971 Michael Jacobson helped found the Center for Science in the Public Interest, middle class was rapidly losing faith in the food industry and government).

12. The politics of food (The New Left vs. Ralph Nader, radicals, *Ramparts* magazine, Francis Moore Lappe, vegetarianism, Berkeley radical Alice Waters opens Chez Panisse, aphorism *Man ist was er isst* {Man is what he eats, by Ludwig Feuerbach, 1804-1872, German philosopher}, avoidance of meat and white foods, natural foods, Zen macrobiotic diet, Georges Ohsawa, Yin and Yang, Warren Belasco, brown rice, soy sauce, granola, Fred Rohe, Charles Reich, *Mother Earth News*, *Berkeley Barb*, "back to Nature," organic foods, the women's movement, LSD, Theodore Roszak, Frederick Stare sets up American Council for Health and Nutrition. Jean Mayer, reviling white sugar, John Yudkin, America's puritanical streak, Robert Choate destroys sugar and sugar-laden breakfast cereals, the public grows to despise sugar).

13. Natural foods and negative nutrition (You are what you eat {1969}, *Fortune magazine* predicts convenience will win out over natural foods. Delaney Amendment, cholesterol and heat disease, loss of faith in the core of America's postwar national credo: the ideal of the balanced meal and faith in the Basic Four, Senator McGovern and

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his committee's special report *Dietary Goals for the United States* {1977-1978}, which called for a complete about-face in government nutrition policy. "All previous government efforts had centered on getting people to eat more of what was thought to be good for them. *Dietary Goals* emphasized eating less of what was thought to be bad for them"–what Levenstein calls "Negative Nutrition." A great outcry came from the beef, dairy, and egg producers).

14. Darling, where did you put the cardamom? (The rise of gourmet, high ethnic, and upscale cuisines, French food, Julia Child, Craig Claiborne, snobbery, ethnic food boom, Oriental foods). 15. Fast food and quick bucks (Pizza, McDonald's, Kentucky Fried Chicken, franchises). 16. Paradoxes of plenty. Abbreviations used in frequently cited periodicals.

Born in 1938, Levenstein's first book was titled *Revolution at the Table: The Transformation of the American Diet.* This is a carefully researched, generally well written and very interesting cultural history of food and eating in the USA from 1930 to 1993–and of America's ongoing food wars. However by trying to take a fair and balanced centrist position, and by trying to prevent value judgments from creeping in (e.g., a healthy, balanced diet is better than an unhealthy one), Levenstein no doubt disappoints, and perhaps even infuriates, all sides. His sources on natural and organic foods and vegetarianism are scant and often very negative. Address: Prof. of History, McMaster Univ., Univ. of Hamilton, Ontario, Canada.

2418. LaBarr, Connie. 1994. What is edamame (fruit-of-the-stem)... and why is it rapidly becoming the health food of the 90's? (Leaflet). Lincoln, Nebraska: Nebraska Soybean Program. 3 panels each side. Feb. Each panel: 22 x 9 cm.
• ***Summary:*** Professionals who contributed to the development of this interesting leaflet are: Virginia Messina, MPH, RD; Kristi Metzger, BS, Minnesota Soybean Program; Terri Sander, BS, Food Processing Center, Univ. of Nebraska at Lincoln.

"Edamame (pronounced aid-a-MOM-ee) is a special type of large-seeded soybean which is rapidly making its way into western culture as the health food of the 90's. Originating in East Asia, this sweet tasting nutritional vegetable is eaten as both a snack and as a main dish... In Japan edamame is eaten in much the same fashion that Americans eat salted-in-the-shell peanuts. However, when served fresh and green, edamame is a popular hors d'oeuvre and is served with beer or sake."

"If you already know about edamame, you may know that these beans are often difficult to find. Usually you can find edamame in the produce sections of Asian/oriental food stores and in specialty 'farmer's markets.' However, edamame is beginning to be stocked in supermarkets in a shelled frozen form. They are called 'sweet beans.'... In the coming years we expect to see edamame as a commonplace vegetable in every grocery store in the U.S., but in the meantime you may have to search a bit." A nutritional analysis (per ½ cup) is given, based on composite average figures for 4 varieties. Calories 120. Protein 9 gm. Total fat 4.5 gm. Dietary fiber 4 gm.

Talk with Connie LaBarr. 1994. April 11. The Nebraska Soybean Program developed this brochure in early 1994 because food writers wanted information on edamame, and because her program is giving samples of edamame to many Nebraskans and there was a need for a publication to answer consumers' questions. Address: PhD, Nebraska Soybean Program, Lincoln, NE. Phone: 1-800-852-2326.

2419. Ralston Purina Co. 1994. The Ralston chronicle: 1894-1994. A century of managing change. St. Louis, Missouri. 32 p. Illust. 26 x 33 cm.
• ***Summary:*** This excellent company history, which contains more photographs than text, begins with company "Milestones" (1894-1994) in the inside front cover, followed by an Introduction by Bill Stiritz, Chairman and CEO. For each "era" in the company history is given the years encompassed by that era, a one-line description of the era, a description of the key events of that era–both within the company and for the United States, and photographs taken during and capturing key parts of that era.



"Dr. Ralston" inspires a line of whole-wheat breakfast foods — "Where Purity is Paramount."

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Milestones (inside front cover): "1894–Robinson-Danforth Commission Company is founded in St. Louis. 1896–Tornado destroys original feed mill. 1898–William H. Danforth assumes a leadership position and enters the cereal business with the endorsement of 'Dr. Ralston.' 1902–The name of the company is changed to Ralston Purina Company to reflect more accurately the business–where 'Purity is Paramount." 1902–Ralston adopts the famous Checkerboard logo. 1904–Ralston gains exposure at the 1904 World's Fair in St. Louis. 1926–Ralston opens its experimental farm at Gray Summit, Missouri. 1926–Ralston purchases the Rye-Krisp plant in Minnesota. 1932–Donald Danforth Sr. is named President of Ralston [near the start of the Great Depression]. 1937–Wheat Chex is introduced. 1950–Rice Chex is introduced. 1955–Founder and Chairman of the Board William H. Danforth passes away on Christmas Eve..."

1894-1910: Agricultural volatility and reform, and manufacturing might. Color photos show: (1) Company letterhead in about 1896. Across the top: "Familiar faces at your grocers–Ralston Health Club Breakfast Food, Purina Health Gluten–Whole Wheat Flour, Century Health PanKake Flour, Ralston Health Club Barley Flour, Ralston Infant Food. "Fine foods build fine minds." (2) Poster (red and black on beige) titled "Ralston Purina Foods" with caption "'Dr. Ralston' inspires a line of whole-wheat breakfast foods–'Where Purity is Paramount.' We see the front panel of: Ralston Breakfast Food. Ralston Cereal Coffee. Whole wheat flour for Brain bread (sack). Purina PanKake Flour. Ralston Hominy Grits. Ralston Kornkins–Old fashioned corn meal. Ralston Health Oats. Ralston Barley Food. Black and white photos show: (1) Women working in a factory making Ralston cereals, with rope drives and pulleys. (2) A child by the fire dreaming of the morning and Kellogg's toasted Corn Flakes.

1894-1910: At the World's Fair in St. Louis ("The Louisiana Purchase Exposition"). "Danforth's fascination with fitness and health inspires the endorsement of 'Dr. Ralston, a health guru with 800,000 followers. 'In a million homes,' a 1902 advertisement boasts, 'Ralston Purina

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Cereals find a welcome home at the breakfast table.'" "When the Louisiana Purchase Exposition comes to St. Louis in 1904, Ralston celebrates its unlikely first decade in a colorful way. Checkerboard boxes with handles are distributed to fairgoers, and the Purina booth serves Ralston Breakfast Food and pancakes made with Purina PanKake Flour." A color poster titled "Ralston Purina Foods" shows a miller tossing a happy little girl into the air. A package of Ralston Health Breakfast Food is shown. A dark brown on beige poster is titled "You will never forget the World's Fair and your Ralston Box. Begin to Live–now!

Note: A little additional history: 1894–The three founders were George Robinson, Will Andrews, and William Danforth. They started with $12,000 in borrowed capital in a storefront near the St. Louis riverfront. Their horse and mule feed–a combination of corn, oats, and molasses–was mixed by shovels then poured into 175-pound sacks, which were then sewn shut by hand."

Danforth was a man of strong personal convictions. Believing that the 'ingredients' of life were body, mind, personality, and character, he strove to balance all four in his own life and to help his employees do the same. A who felt passionate about healthy living, he boasted that he had never missed a day of work due to illness. It was, in part, Danforth's interest in health that helped him succeed in diversifying from animal feed into consumer goods.

In the late 1800s, most whole-wheat flour had the germ removed, to extend its shelf-life. "In 1898, while traveling in Kansas, Danforth met a miller who had developed a way to prevent rancidity in whole wheat. Packaging the miller's wheat, Danforth named it 'Purina Whole Wheat Cereal,' and began selling it to St. Louis grocers. The name Purina was derived from Robinson-Danforth's company slogan: 'Where purity is paramount.' To promote his new cereal, Danforth approached one of the most famous health spokespersons of the day, a Dr. Ralston. Ralston, whose precepts were followed by thousands, agreed to endorse the cereal only if it were named after him. Danforth quickly renamed the product 'Ralston Wheat Cereal,' and the campaign began. By 1902, there was a whole line of Ralston cereals boasting various health benefits."

Page 20: In 1961 Ralston Purina registers and uses its first food protein trademark: *Edi-Pro.* Protein's *SUPRO* line is introduced in 1967. In 1969 Ralston invests in the Keystone ski operation. Address: St. Louis, Missouri.

2420. *Natural Foods Merchandiser.* 1994. Monsanto sues dairy producers over BGH-free label. April. p. 10.
• ***Summary:*** Monsanto makes Posilac, generically known as BGH or bovine growth hormone. It is suing two dairy companies that do not use BGH on the grounds that, as their promotional materials falsely imply, milk from untreated cows is safer or of higher quality than milk from treated cows.

Monsanto also sent letters to several retailers warning them that their advertising is in violation of federal guidelines. Karen Buckey, a retailer who received one of the letters, says she "will achieve FDA's 'proper context' by saying she is carrying rBGH-free products because her customers want them, because of her concern for the health of the cows and because of possible negative economic effects on small family farmers.'"

"The board of directors for the NNFA voted unanimously to condemn FDA's disclaimer requirements.

"HFA, a San Francisco-based advocacy group, also opposes the FDA guide-lines. HFA is spearheading a campaign to remove BGH-treated milk from school food programs and has run full-page anti-BGH ads in *Time, Newsweek, U.S. News* and other national publications. For more information, contact HFA at 1550 California St., Suite #6, San Francisco, CA 94109, 415-485-1495."

2421. Kevin, Kitty. 1994. Tofu comes of age: Breaking out of the health food store and onto supermarket shelves. *Food Processing* (*Chicago*). June. p. 81-82.
• ***Summary:*** Peter Golbitz, president of Soyatech, estimates that tofu has become an "estimated 4.3 million pound ingredient business." Steve Demos of White Wave expects that in about 2 years tofu will be used by a number of major food processors in meatless entrees. Jerry Maynard, president of Nasoya Foods, suggests the breakthrough might be even sooner. The tofu industry has faced three major problems: (1) Making a more sanitary product, with less bacteria and a longer shelf life. (2) Finding creative ways to use a product with an unfamiliar texture. White Wave has transformed fresh tofu into meatless tofu steak. (3) Turning tofu's bland taste into an advantage. Demos believes that Americanizing tofu by adding it to mainstream American dishes will increase its appeal. It is also excellent when added to Italian, Mexican, and Asian dishes.

Photos show: White Wave's meatless tofu steak. Labels of four of Sharon's Finest's Tofu-Rella cheese alternatives. Address: Assoc. Editor.

2422. Grundland, Howard. 1994. Sprucetree Baking Co. and tofu creme pies (Interview). *SoyaScan Notes.* Sept. 11. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Sprucetree conceptually originated in about 1970 or 1971 in Boston, Massachusetts, where Howard was lived in Michael and Gretchen Swain's macrobiotic study house for 3 years (1970-1973). Howard and his roommate, Gary Gaiser, used to visit Crane's Call, a bakery then owned by David and Loretta Kailin. Crane's Call made a fantastic rice bread in loaves–which was naturally leavened (no added yeast), using brown rice and sweet [glutinous] brown rice as a sourdough starter. David and Loretta inspired Sprucetree, which later made a similar bread.

In 1972 Howard traveled down the East Coast from

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Boston to Key West, including Baltimore (Maryland) and Philadelphia (Pennsylvania). He remembers meeting Murray Snyder in Baltimore a day or two before Murray left for Brazil to study and teach macrobiotics. After Howard returned to Boston, Stanford Lessans, whom he had met in Baltimore, offered to back him in a bakery. Howard had no previous commercial baking or business experience. In mid- to late 1972 David and Loretta had sold Crane's Call to Howard Goldman and the name was changed to the Queensberry Street Bakery. Howard Grundland now began studying baking with Howard Goldman there. Howard bought a small grain mill and began milling flour at the Swain house. With David's and the Goldman brothers allowing him to use their bakery on the weekends, Howard began making a small amount rice bread in late 1972 or early 1973. There was no sense that Howard was a competitor; he sold some bread to Erewhon–as did Queensberry. Early in the summer of 1973 Howard packed up his Volkswagen bus and moved to Baltimore to start his bakery. He lived in a macrobiotic study house run by Miles and Susan Kierson on Park Heights Avenue in Pikesville (in northwest Baltimore) and again met Murray Snyder. Sprucetree Baking Co. started in 1973, and was initially located in the kitchen of the macrobiotic study house. Howard held another job during the day and would bake rice bread 2-3 evenings a week. He would deliver his bread from Baltimore to Washington, DC. In about Sept. 1973 Stanford Lessans bought him a regular commercial "sugar bakery" at 6657 Belair Road in Overlea, a suburb in northeast Baltimore. The company opened its doors in Oct. 1973. During the first year, Howard had no paid employees, but from the first day he was assisted by Michael Hare (volunteer) and about 10 other people who were members of the local macrobiotic and "new-age" communities, including Jeffrey Bergen and Murray Snyder (who was also organizing the East West Foundation). Their first product was rice bread. He has an old label which shows that the ingredients were: Organic whole wheat flour, filtered water, organic brown rice, organic sweet brown rice, and sea salt. Note that it contained no added sweetener. His second product was raisin strudel.

Howard is not certain how the recipe for tofu pie [which resembled a cheesecake] originated. He thinks that "Murray Snyder whipped out his old California recipes, and among his recipes was the recipe for tofu pie." Howard does not where in California Murray got this recipe. Murray can be reached in New York City at 212-308-3818. Howard would guess that the tofu pie was launched in about 1974 or early 1975 (about 18 months after the bakery started on Belair Road), and definitely when the bakery was located on Belair Road bakery. By the time the company moved across town to 4105 Aquarium Place at Reisterstown Road, Baltimore, in 1976 or 1977, they no longer made them using a blender. Howard is quite sure that Louis Fellman began to work for Sprucetree when the company was still on Belair Road. [Louis is certain he began to work for Sprucetree in August 1977]. Howard has an article dated 24 Jan. 1980 telling about the company, located at Aquarium Place, and founded in 1973. He also has an undated article titled "Sprucetree Baking Co.: They do things naturally," by Mike Lipske from about 1974 (the article says he was age 25) published in the *Baltimore Sun.* The tofu pies are not mentioned but Sprucetree had just purchased a cookie machine, and Laurelbrook Foods in Bel Air, Maryland was located nearby.

Sprucetree was the first company that Howard knows of that made this kind of product; many companies later copied the product. The product was originally named either Blueberry Tofu Pie or Tofu Blueberry Pie. At times the made either blueberry or strawberry, but the strawberry was usually too costly. "Michio Kushi would shake his head; he couldn't believe that we were blaspheming tofu to such a degree. Aveline Kushi used to eat our tofu pies frequently." Howard does not remember whether tahini and lemon juice were part of the original recipe–but he thinks they were. The tofu pie was not a major income earner for Sprucetree. Breads and cookies made most of the money. "My concept of Sprucetree was to have everything that you could want at a bakery presented in a natural foods form, and as close as possible to macrobiotic quality. We made eclairs (with tahini, apple juice, lemon juice and vanilla filling–no eggs) and doughnuts. We developed many creative, unique products." They also made an apple-tahini pie, seasonal strawberry and pumpkin pies, and a fruitcake for Christmas–all pretty much "macrobiotically correct." The tofu pies were always sweetened only with maple syrup (never with honey), which was expensive, though labor costs were not high. But they were priced to be sell at a profit. Sprucetree made both 8-inch diameter pies (which had the filling on a Graham-cracker type crust made of 2 types of whole-wheat flour, barley malt syrup, safflower oil, and a little salt) and a 3-inch tart (with no crust in a little pie tin), sold refrigerated. The filling was mixed in a 60-quart Hobart VCM, poured into a gallon measuring cup, then poured into the tins. After being baked and cooled, the blueberry topping was put on. The big pies were packaged in pie boxes with a clear window; the individual tarts were initially overwrapped with Saran wrap, later packed in a sealed package. They sold the whole pie, mostly to stores, which generally sliced them and sold them by the slice, either at a juice bar or re-wrapped and refrigerated. Some people would buy whole pies.

The tofu pies were the only product in which Sprucetree used tofu, but they did use soy flour in a 7-grain bread, and they made a sesame-soy bread (based on whole wheat with soy flour, and sesame seeds on top).

By the mid-1980s the natural baking industry had become very competitive. The trend was toward both better quality products and less concern about quality (such as more use of white flour and yeast). Matthew's was becoming very popular and affecting his sales. The company was

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forced out of its location at Aquarium Place in about 1985-86 and had to move to a shell at 4200 Mortimer Ave. Sprucetree finally went out of business in about Feb. or March of 1988. Address: P.O. Box 13, Hampstead, Maryland 21074. Phone: 410-239-9791.

2423. Weber, Marcea Newman. 1994. Re: History of early work with tofu and tofu cheesecakes in America. Letter to William Shurtleff at Soyfoods Center, Oct. 4–in reply to inquiry. 3 p. Typed, with signature.

• ***Summary:*** Marcea was first introduced to tofu in New York City in the late 1960s or early 1970s. She was living on West 72nd St, and was baking cakes, cookies, and slices for some of the health food shops and restaurants in New York City. "One day I happened to venture across a tofu factory that was located in a shop front on Amsterdam Avenue between 74th and 75th St. in Manhattan. [Note: This was K. Tanaka & Co., 326 Amsterdam Ave. Owner: Mr. Eisuke Murakami.] I went in to get a closer look at what they were doing and asked if I could stay and watch. They asked me to come back the next day as they were finishing their work for the day. So the next day I arrived there not knowing what on earth was in store for me, but the feeling to seek out this procedure was quite clear inside of me. They gave me some black rubber boots to wear as there was water everywhere and invited me in to watch the whole operation. It was very primitive according to today's standards. Everything was done by hand, from the grinding to the cooking and pressing, nevertheless I went through the whole tofu operation from start to finish. Being my first experience watching tofu being made, I didn't know anything else to compare it to.

"Then as I inspected it more closely, I began to think of cheese and as I was not eating dairy foods any longer perhaps the desire to eat some cheese affected the way I perceived it and so I took some home and thought I would like to experiment with it. I started to bake a 'cheesecake' with it although at the time I was just putting together ingredients. You see I had never baked a cheesecake in my life and for that matter most of what I did I did without having to experiment at all. The first time I put different ingredients together something delicious came out of the oven.

"The cheesecake worked and from then on I started to experiment with different flavours and toppings and then started to ask some of the natural food restaurants of they wanted to buy some 'Tofu Cheesecake' or 'Tofu Cream Pie' (I don't really remember which name I preferred). I don't really know where the inspiration came from and what it was all about. I was, after all, baking for some of the health food stores already, making things like O'george bars, which were peanut and raisin and honey bars, and selling them and cookies and other slices as well on a pushcart which I operated on the weekends."

What was the inspiration that led Marcea to develop so many remarkable tofu recipes in *The Sweet Life* (1974)? "I feel that my mother's influence had a great deal to do with it, although she did not bake cheesecakes, but I feel that the recipes kept coming through me, and I don't really understand how except I felt like a medium at times who was doing it without thought. My mother was a very good baker, although most of her baking took the form of honey cakes, cookies, and apple pies. I did spend many long hours watching her bake many kinds of delicious Jewish pastries and helped her lick the bowl clean.

"I began supplying fruit cakes to Souen [a restaurant at 2444 Broadway, between 90th and 91st Street, in New York City] when they first opened and as I knew the owners they asked me to help in the sweets department. In 1971, as soon as I perfected the 'Tofu Cheesecake' or 'Tofu Cream Pie' I began to sell it at the restaurant. As far as I know, this was the first product of its type sold in the U.S. I lived on West 72nd Street, near the restaurant, and I did spend lots of time there developing recipes and helping out." Note that Marcea developed this tofu cheesecake three years before her book *The Sweet Life* was published.

"The Cauldron [sic, Caldron] (a restaurant started by Marty and Glory Schloss and his mother) also had a [non-dairy] cheesecake, which I think had tofu as a major ingredient and which was slightly different than mine. I remember trying to figure out how they made theirs but of course it was a trade secret. I'm not sure when their cheesecake was introduced. I remember seeing it either after I developed mine, or at about the same time." Marcea also sold her tofu cheesecakes at Erewhon. She was not aware that Kathy Bellicchi ever made a tofu cheesecake. She does not remember the names of the first owners of Souen.

Marcea moved to Boston, Massachusetts, in about mid-1971. Other people in Boston at the time were Bill Tara, Paul Hawken, Dora Hawken, Murray Snyder, Daniel Weber, and Rebecca Wood.

Marcea and Daniel Weber met in Boston in about 1972, and both studied macrobiotics. They left Boston in 1974 to live in England because Daniel wanted to study acupuncture there. Address: 56 St. Georges Cres., Faulconbridge 2776 NSW, Australia.

2424. *Soyafoods* (*ASA, Europe*). 1994. Sunrise Health Foods. 5(3):5. Autumn.

• ***Summary:*** Soya Health Foods Ltd. is located at Unit 4, Guiness Road, Trafford Park, Manchester M17 1AU, England. Phone: +44 61 872 0549. Under the Sunrise brand the company has a range of soya products including natural and flavored soya drinks, vegetarian burgers, non-dairy products such as Ice Dream (a non-dairy frozen dessert in 6 flavors), Ice Yoghert (a non-dairy frozen dessert in 2 flavors), and Carob Ices. Their spray dried soymilk powder made from pure soymilk is a suitable ingredient for use in non-dairy cheeses, tofu, yogurts, frozen desserts, etc.

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2425. Jorgensen, Janice. 1994. Encyclopedia of consumer brands: Consumable products. Vol. 1. Detroit, Michigan: St. James Press. 681 p. See p. 114-15. Illust. 29 cm. *
• ***Summary:*** "Cleary [1981] reports that Dr. Ralston developed a following of 800,000 people." His real name was Albert Webster Edgerly. Address: Gale Group.

2426. Weber, Marcea Newman. 1995. Re: Work with natural foods and tofu in England and Australia. Letter to William Shurtleff at Soyfoods Center, Feb. 12–in reply to inquiry. 3 p. Typed, without signature.
• ***Summary:*** Marcea and Daniel Weber met in Boston in about 1972, and both studied macrobiotics. They left Boston in 1974 to live in England because Daniel wanted to study acupuncture in one of the acupuncture schools in Buckinghamshire. They stayed there for 6 months and then moved to London, where they connected with Bill Tara, who was working at starting an East West Centre. Marcea began teaching cooking classes and started a Wholefoods Bakery with an English woman. This continued for 1½ years.

During this time Marcea met Bruce Gyngell, an Australian who met Michio Kushi while he was in London. Michio suggested that Bruce change his diet, so Bruce came to the East West Centre and studied cooking. He was looking for a cook for himself. He was at that time living in England and working for one of the television studies. He was the person responsible for bringing television to Australia, so he was quite influential. He wanted macrobiotics to find its way to Australia, so he invited Marcea and Daniel to visit Australia and bought them each a round-trip ticket. He said they could see if they wanted to stay and start a centre in Australia. So in 1976, after visiting Japan and Oki sensei and his Oki Yoga Dojo in Mishima, Japan, for several weeks, they arrived in Australia, and have lived there ever since. In December 1982 Marcea and Daniel Weber were married in Australia.

"The Soy Bean Factory was established in Dec. 1978, when Michael De Campo, Yoshiko Wright and Marcea Weber started a company devoted to producing traditional Japanese tofu using nigari (a sea water extract) as a coagulating agent. The fresh Japanese-style tofu began to arrive in the health food stores and Japanese supermarkets around April 1979." As far as Marcea knows, theirs was the first Caucasian-run tofu company in Australia. It was her idea to start the company. Shares were issued at the beginning. Marcea initially invested about $5,000 to $7,000, Yoshiko Wright was brought in to invest about $3,000, and Michael De Campo invested about $3,000 or a little less. His main role was making the tofu and working with Marcea on improving product quality.

"The Soy Bean Factory was located just outside Chinatown and in the central district of Sydney, New South Wales, Australia. We concentrated on making a tofu equal in quality to the fresh tofu sold in Japan today. We were able to service people who wanted fresh tofu by selling it straight from the Factory to the public, as well as packaged in a plastic container with a plastic film on top."

The Soy Bean Factory ceased operation in October 1981. Note: On 8 Nov. 1981 Marcea wrote Bill Shurtleff, on a letterhead of the East West Foundation, 363 George St. in Sydney: "Our factory has shut down, and now one of the Chinese producers [Sin Ma Trading Co., 9 Meeks Road, Marrickville (in southwestern Sydney), NSW] is allowing us to use their premises to make our tofu... We are hoping to start another factory with more capitol behind us. Unfortunately, we were grossly undercapitalized, and this was our downfall." While making tofu at Sin Ma Trading Co., The Soy Bean Factory continued to use its original name, since they had lots of packaging and labels, and no need to change names.

"After getting into the swing of making Japanese-style tofu and using the packaging equipment, we decided to find a source of organically grown soybeans that would produce the same quality tofu as the non-organic beans we had been using. In 1983, after several months and many trials, we finally found a bean that would give almost the same quality, though with a small drop in tofu volume [yield].

"As the demand increased up to as much as 600 pieces per week of tofu (each piece weighed 300 gm), we began to look for larger premises, which were found in Leichhardt (about 7 miles southwest of downtown Sydney), so by early 1982 we had re-located to 355 Parramatta Road, Leichhardt, NSW 2040–and had started making tofu. At that time, Yoshiko Wright and Michael De Campo sold their shares to John Fenwick and me, and the name of the company was changed to Soyfoods Australia. Still having a controlling interest in the business, I hired Tony Wondal, a Chinese man, to help operate the business. A year later (in about 1983), after an increase of sales, John decided to sell his shares to Ross Ebert, and we moved to even larger premises at 14/2 Paton Place, Manly Vale (northeast of downtown Sydney), New South Wales. After a year of production and trying to make soymilk without proper soymilk equipment, I decided to sell my share of the company to Ross Ebert. I was expecting my first child in August 1985 and didn't want to be tied down to any business. So I left the tofu business and never looked back! As far as I know, Ross never put any new products out on the market and so the business only sold tofu–and still does today with new owners.

Note: In Sept. 1986 Ross B. Ebert had just spent $100,000 on fairly sophisticated soymilk equipment. He was selling soymilk fresh to Coles supermarkets in plastic bottles. In Nov. 1988 Lindsay Kotzman purchased the business, which was named Great Australian Pty. Ltd. In July 1990 Jennifer Young purchased the business, still located at 14/2 Paton Place. "The Company is Great Australian Tofu Pty. Ltd., trading as Soyfoods Pty. Ltd."

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As far as Marcea knows, Sin Ma Trading Co. and Castle Trading Co. were both tofu manufacturers. Address: 56 St. Georges Cres., Faulconbridge 2776 NSW, Australia.

2427. *Desert Sun* (*Palm Springs, California*). 1995. Eden Ahbez, 86. March 8.
• ***Summary:*** Eden Ahbez, age 86, of Desert Hot Springs, died on 4 March 1995 in Palm Springs, California. He was born on 15 April 1908 in Brooklyn, New York, to Anna and George Aberle.

A musician and composer, he wrote the lyrics and music to the well-known song "Nature Boy," sung by the late Nat "King" Cole.

Services will be held at 11 a.m. today at Desert Hot Springs Mortuary. Survivors include his brother-in-law Al Jacobson of Los Angeles.

2428. Folkart, Burt A. 1995. Eden Ahbez; Wrote hit song 'Nature Boy.' *Los Angeles Times.* March 11. p. A-22.
• ***Summary:*** A good obituary. Born in Brooklyn, he died at age 86 on Saturday [March 4] as a result of injuries suffered in an auto accident in the Palm Springs area last month. Ahbez, Gypsy Boots, Gypsy Gene, and other long haired young Nature Boys with more common names like Bob Wallace and Fred Pfister "became the vanguard of the health food faddists who traveled California playing their guitars and dining under the stars on cucumbers, persimmons, and various sprouts while espousing the cleansing and aphrodisiac properties of herbal tea." Ahbez was one of the devotees of Gypsy Boots, probably the most flamboyant of the tightly knit group of troubadours. Ahbez "was of a more scholarly bent." He wrote poems and songs, married and had a child. In 1944 he took one of his poems and set it to music. In 1948 it was given to Nat King Cole, the rising pianist and singer. Cole recorded this tale about "about a very strange enchanted boy" and it jumped to the top of the music charts. "Ahbez estimated that in 1948 alone his royalties would amount to $30,000..." But he said he lived on $3 a week; that all his fruits, nuts, and vegetables cost him.

After his brief fame, he "retreated into relative obscurity, writing his mystical poems and songs, and working on a book while living mostly in Palm Springs." His wife and son are said to have preceded him in death.

Note: According to various Internet sites: He was born Alexander Aberle on 15 April 1908 in Brooklyn, New York, of Jewish ancestry, the son of Anna and George Aberle. No one yet knows how or why he arrived in Los Angeles in the mid-1940s. There he lived a simple life and gradually cultivated a Christ-like appearance and reputation. He married Ann Jacobsen, and they had a child named Zoma. They kept living out under the stars with not much more than a bicycle, their sleeping bags, and a juicer to their name. He claimed to be a vegetarian. Sometime he stood on street corners in Hollywood lecturing on various Oriental forms of mysticism. Address: Times staff writer.

2429. Little, Janice. 1995. Information on Mr. F.G. Roberts of Australia (Interview). *SoyaScan Notes.* March 16. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Janice has been unable to find any information on Mr. F.G. Roberts of Australia, either in the Del E. Webb Library at Loma Linda University, or in any of the North American or Australian obituaries of SDA church members. She checked every single issue. She also talked with the reference librarian of the Heritage Collection at Andrews University (Berrien Springs, Michigan) and searched the OCLC database–again with no results. If anyone had information on him, it should be the Australian branch office or library at the college in Australia. If she gets information on R.G. Roberts, she will catalog it and file it in a "Bio file" under his name.

If Mr. Roberts was a registered member of the Seventh-day Adventist Church, and if he died a Seventh-day Adventist, his death would probably have been reported (by the church of which he was a member) to one of the Union papers. Then her library would have a record of the man. If he was prominent in health food production or as a naturopathic doctor, it would be all the more likely that his death would be reported and recorded in the SDA obituaries.

He could have gone to and graduated from an SDA college and not been an Adventist. That happens all the time. Moreover many non-SDAs believe in and even teach SDA health principles. Address: Reference Librarian, Heritage Room, Del E. Webb Memorial Library, Loma Linda Univ., Loma Linda, California 92350. Phone: 909-824-4942.

2430. Smith, Paul. 1995. The life and work of F.G. Roberts, naturopath, and Australia's first soyfoods pioneer. Part I. The early years, 1892-1926. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.
• ***Summary:*** Paul Smith is Director and General Manager of Soy Products of Australia Pty. Ltd. (69 Power Road, Bayswater, VIC 3153, Australia). This company was taken over in Aug. 1936 by an Australian naturopath named F.G. Roberts (lived 1892-1977), at which time the name was changed to F.G. Roberts Health Food Products.

Prior to that it had been known as Willson Health Foods, Naturopath, Dentist & Manufacturer (1932 to Dec. 1935), then Drummond's Health Products (Jan. to July 1936). It appears that Roberts' son, Horace, may have joined Willson in 1932, and that Willson manufactured products for Roberts as well as for himself. In the July 1930 issue of *Nature's Path to Health* (NPH) (Melbourne), Mr. W.H.J. Willson was Melbourne Branch president of the Natural Health Societies and Mr. David Evans was secretary of the Ballarat Branch. F.G. Roberts was the founder and national president. In the

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Dec. 1930 issue there are advertisements for Drummond's Health Products.

In the Aug/Sept. issue of NPH we find the first "Directory of Health Aids," a consolidation of previously scattered advertisements. In it appears an advertisement for: "Mr. W.H.J. Willson (Melbourne, President of Natural Health Society), 40 Chapel St., East St. Kilda. A nature cure dentist." From Jan/Feb. 1936 to 15 July 1936 in NPH we find: "Drummond Health Food Products, 40a Chapel Street, East St. Kilda." Apparently Mr. Willson was "consulted" by the Dentistry Board about his activities as "Dentist, Naturopath, Food Manufacturer" and forced to choose. It appears he chose dentistry, and sold the factory at the rear of his house, which became 40a Chapel Street. Paul Smith states (28 March 1995): "It appears that Wilson and Drummond manufactured Roberts' products prior to 1936... It appears that Willson began manufacturing products in 1932.

Roberts made the 11 earliest soyfood products sold in Australia. Ron Smith, Paul's father, was a pioneer in commercial soybean production in Australia, starting in the early 1950s.

Frederick Roberts was born on 11 Nov. 1892 in Hobart, Tasmania, the son of William Thomas Roberts and Ellen Bloomfield, both Seventh-day Adventists. He was one of eight children, including Arthur, George, Whit, William Edgar ("Bill"), and Kate. Their order of birth and the names of the other two are unknown. His parents came from Wales. In later life he was best known as F.G. Roberts. The "G.," which initially came from the first name of his wife Gladys, was later changed to "George" to add a little distinction to plain Fred Roberts. He attended primary school at the Hobart Seventh-day Adventist College.

While still in his teens [sic, age 22], Fred Roberts married Gladys Maude Griffiths in 1914 in Hobart, Tasmania. Born on 13 July 1895 in Hobart, Tasmania, she was the daughter of Edley James Griffiths and Susan Jane Mason. No additional details are given in the register of marriages. On the birth record, her middle name is spelled "Maud," but on the marriage record "Maude." Born an Anglican, Gladys became a devout Seventh-day Adventist, in part at least on her husband's behalf. They soon had three children: Fred, Jr. (born 14 Sept. 1911 in Hobart), Horace Eric (born 30 Sept. 1914 in North Lyell; died 1943), and Gladys Ellen (born 25 Feb. 1916 in North Hobart). The children, all born in Tasmania, probably in Hobart, were raised in the Seventh-day Adventist faith. Gladys, the daughter and youngest child, was later married three times, to Messrs. Newitt, Grimes, and Hawken.

In 1912 Fred Roberts began his studies in health and natural therapies as a result of the death of his father, William Thomas Roberts, from a hernia operation. Qualifying as an electrician by trade, he worked in Hobart and Mt. Lyell prior to the outbreak of World War I in 1914. He volunteered for an Engineer Reinforcement Corps but was excused from active service on compassionate grounds since he had married young and already had a young family. Moreover, his wife, Gladys, was strongly opposed to him undertaking military service.

In 1918, he left for England, where he studied at the British College of Naturopathy, learning the natural healing methods used in chiropractic, osteopathy, herbalism, dietetics, homeopathy, and hydrotherapy. During this time, his wife stayed behind in Tasmania with their children.

Returning to Hobart late in 1920, he moved his family to Burnie, Gladys' home town, on the northern coast of Tasmania. There he continued his work as an electrician. In 1923 he established his first clinic in Tasmania, where he engaged in chiropractic and osteopathic work. He often took people into his home for hydrotherapy treatment. Meanwhile he and his wife continued to read and study everything they could get their hands on from England and elsewhere related to naturopathy; this enabled them to steadily expand the areas of their clinical work.

While in the U.K., F.G. Roberts had also worked with ultraviolet and infrared lamps, and he was responsible for introducing them into Australia and using them in the treatment of asthma and certain skin disorders. Next the Roberts family moved to Launceston (in the northeast corner of Tasmania on the Tamar River); there they opened their first rest home or "Health Academy" and added dietary advice and herbal treatments to their range of health services. F.G. Roberts, who was born into a SDA family, was first baptised into the Seventh-day Adventist church in Launceston by Pastor Letts. About 2 years later the Roberts family returned to Hobart, establishing another rest home in Kingston and treatment rooms in Central Hobart, where he began practicing iridiagnosis [iridology, the study of the iris of the eye for indications of bodily health and disease; the term was first used in about 1923], and prescribing diets and herbal remedies, etc. Iridiagnosis became a lifelong study, constantly honed.

He became very skilled at using herbs therapeutically, and at diagnosing people, especially by examining the iris of their eyes. He was very interested in the work of Dr. Harry W. Miller (even though there is no record that the two men met) in China during the 1920s and early 1930s. He was also very interested in children who suffered from eczema, colic (abdominal pain), and mucus problems caused by cows' milk. Continued. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2431. Smith, Paul. 1995. The life and work of F.G. Roberts, naturopath, and Australia's first soyfoods pioneer. Part II. Early years in Australia, 1927-1932. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William

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Shurtleff in March 1995.

• ***Summary:*** Continued: In early 1927, after his clinic in Hobart was well established, F.G. Roberts traveled to Melbourne (in Victoria, southern Australia), where he became licensed in 1929 and established his first mainland clinic at Latrobe Street and commenced his well-known lectures. Initially his wife kept the clinic and rest home going in Hobart, then she and the children joined him in Melbourne in late 1927, when the family took up residence in Mordialloc, later moving their house and clinic to 232 St. Kilda Road.

In Nov. 1928 F.G. Roberts and his wife, Gladys, from their headquarters in Melbourne, began publishing a magazine titled *Nature's Path to Health* (NPH). The first issue was volume 5, number 5–raising many questions about previous volumes and issues. They continued publishing NPH until 1951-52. Gladys was a major contributor, serving as editor, publisher and even writer of articles when her husband was away. In later years, Gladys was assisted by her sister, Muriel Ackerman. The magazine became Roberts' main vehicle for announcing his lecture and travel plans, advertising his products, and disseminating his ideas about health, naturopathy, and diet.

In 1929 Roberts established the Australian College of Naturopathy and began offering lectures and study courses, including some in chiropractic; he used his home as the organization's first headquarters. Soon more space was required, so the Roberts family moved to 428-430 St. Kilda Road, where they also established yet another rest home.

During 1930, 1931, and 1932 frequent advertisements appear in *Nature's Path to Health* (Melbourne) for F.G. Roberts interstate lecture circuit, giving dates and venues. He established centers in Sydney and Newcastle (New South Wales), Brisbane, Ipswich, Toowoomba (Darling Downs), Maryborough, Bundaberg, and Rockhampton (Queensland). After traveling this northern circuit by train, he would return to Melbourne for several weeks to rest and attend to his duties there, prior to traveling by car to Ballarat and Geelong (both in southern Victoria), where he had also established centers. Then he was away by train to Adelaide (South Australia), and Fremantle (near Perth, Western Australia). He loved to travel, and in all these places he lectured and treated people. He also participated in radio (wireless) interviews and programs. As his students became qualified, he opened clinics and shops to give the public the goods and services he felt they needed. During this time he closed the St. Kilda Road Clinic and opened a new clinic at Post Office Place.

At about this time, F.G. Roberts may well have traveled to the United States. Esmae N. Jackson (born in 1937), the Roberts' granddaughter, recalls vividly that he told her about several visits (at least two) there during her years in primary and secondary school; she does not know when his trip took place but thinks vaguely late 1930s to mid-1940s. She recalls her grandfather mentioning Loma Linda (which was named College of Medical Evangelists from 1906 to 1 July 1961, when it was renamed Loma Linda University). Paul's father, Ron Smith, has no recollection of F.G. Roberts going to the USA between 1948 and 1954. If Roberts did go, there are three good reasons for thinking he may well have visited Benedict Lust (pronounced LOOST; rhymes with "boost"), who was based in New York. First, Lust published (from July 1925 to 1960) a naturopathic magazine titled *Nature's Path* (New York City). In 1930 F.G. Roberts, assisted by his wife (Gladys), began editing and publishing a bimonthly (later monthly) magazine titled *Nature's Path to Health.* He continued to publish it until about 1952. The magazine was published in Melbourne and Gladys kept it going during her husband's travels. Some articles by Benedict Lust appeared in the Roberts' Australian periodical. And articles by other writers, first published in *Nature's Path* (USA) later appeared in the Australian magazine. By Sept. 1939 Lust appears on the magazine's masthead as "American Contributing Editor"–all indicating a spirit of cooperation and friendship.

Second, the Sept/Oct. 1937 issue of *Nature's Path to Health* (Australia) states (p. 14): "The Naturopathic School of Dr. Benedict Lust conferred on F.G. Roberts, N.D., D.O., D.C. [doctor of naturopathy, osteopathy, and chiropractic], of 430 St. Kilda Road, Melbourne, Australia, the Degree of Dr. of Natural Therapeutics." Esmae believes the honorary doctorate arrived by mail, and that F.G.R. was enormously proud of the honour.

Third, Dr. Lust was widely considered the world's leading practitioner of natural healing (naturopathy) at the time, and it seems likely that an energetic, curious, and dedicated man such as F.G. Roberts would have wanted to meet him, to talk with him about their mutual interests, and perhaps to study Lust's organization, publications, and healing methods. Note: A careful examination of Dr. Lust's magazine might mention a visit from Roberts.

During the 1930s Roberts began to import a range of packet herbs, tablets, and other herbal remedies from Potter and Clark in London.

In 1934-35 F.G. and Gladys Roberts established a restaurant named the Curative Dining and Health Service, on the 2nd floor, 300 Little Collins St., Melbourne. It was renamed Cafe Naytura (see ad in 15 Aug. 1936 NPH). (Note: In 1943 Sanitarium Health Food Co. {SDA} had a cafe and natural food store at 293 Little Collins St., Melbourne). During the 1950s it was located in the basement at this same address and run by the Cutting family. It continued at this address until the late 1970s, when it was purchased by Don Newsome, a pharmacist, and moved to its current Bourke Street Mall location. Don used his experience to establish the Naytura Health Food Section nationwide through the Safeway (Victoria) / Woolworths supermarket chain. The Bourke St. store is used to evaluate products for potential supermarket sale and the basement restaurant still carries on the tradition of the Roberts' 1934-35 Cafe.

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In the early 1930s, F.G. Roberts became interested in Mr. Willson's food manufacturing business–probably because his son, Horace, worked there. It may have been that Roberts took over the business to keep Horace in a job. F.G.R. never had the time or any real interest in running it.

In the Aug. 15, 1936 issue of *Nature's Path to Health* we find the first advertisement for "F.G. Roberts' Health Food Products, 40a Chapel St., East St. Kilda." The same appears in the "Directory of health aids." He had acquired this health food factory which had been previously named Drummond Health Food Products. St. Kilda was a beach-side suburb of Melbourne, Victoria, Australia. A photo of this original red brick factory appeared in the May-June 1937 issue of *Nature's Path to Health* (p. 22); an original hangs on the office wall at Soy Products of Australia. The factory began to pack a variety of herbal products, and to manufacture some new foods, all to service the needs of Roberts' shops and clinics. Many herbs were grown locally in Australia to supplement the supplies imported from England. It was during the mid-1930s that many of the products still manufactured today by Soy Products of Australia Pty. Ltd. under the Roberts brand name were first formulated and developed. By the late 1930s F.G. Roberts, his teachings, and his products were known nationwide. From 1951 onward Potter & Clark's herbs were replaced by herbs mixed and packaged in Australia using some imported ingredients.

During this period the Australian College of Naturopathy (which Roberts had founded in 1929) became more closely affiliated with the British College and became known as the British and Australasian College of Naturopathy; the two colleges were run on the same standards and principles.

The Roberts' children had now grown up and were taking an active interest in the business, training for and working in key positions. The eldest son, Fred, Jr., and the daughter, Gladys, worked in the clinics. Fred, Jr. later moved to Brisbane and his son, Peter, carries on the family tradition, practicing as a chiropractor. Mr. Roberts was good at treating people and lecturing, but was less interested in managing the food factory, a role that his youngest son, Horace Roberts, fulfilled. Horace also managed the shop at the Post Office Place Clinic. Horace was instrumental in transforming his father's ideas into formulations and products. Starting in the mid-1930s, and continuing until the 1950s, F.G. Roberts developed a number of health food products, which were sold throughout Australia. They were hand-mixed and packaged at his factory, F.G. Roberts Health Food Products, in St. Kilda and from 1933 he was advertising them nationwide in his magazine *Nature's Path to Health.*

Several of these products contained soy flour. Prior to 1950 he launched and sold the following soy products, listed here is the order they were first advertised in his magazine: (1) Soy Wheat Macaroni (Aug. 1936); (2) Soy Bev (tea or coffee substitute; Nov. 1937) was made primarily from ground roasted soybeans and roasted milled chicory; Paul thinks it was first introduced in about 1935-36; (3) Soy Flakes (Dec. 1937); (4-5) Roberts' Soy Nut Roast; Soy Beans in Tomato (in glass, Oct. 1938; canned June 1940); (6) Malto-Soy Drink (tea or coffee substitute; Sept. 1939); (7) Soy Milk Compound (Sept. 1939; originally a mixture of soy flour, malt, lactose, and nonfat dry milk [skim milk]). This product is still made today in modified form under the name Soy Compound; Paul thinks it was introduced in about 1933 or 1934. It was made using defatted soy flour imported from America; (8) Soya Choc-Malt (Jan. 1940), renamed Soya-Choc in Aug. 1946; it was the Soy Milk Compound plus natural cocoa; Paul thinks it too was introduced in about 1933 or 1934; (9-10) Roberts Soy Nut Brawn, Soy Nut Cheese (May 1940); (11) Vita Elm (1948). This early and widely advertised herbal product was being advertised by May 1935 in *Nature's Path to Health* as a "vitalizer" that can give "Glorious Health." Vita-Elm, which always contained slippery elm, was based on an old English formula that went back to the 1750s; the company still makes the product today. Published ads from 1935, 1936, and 1949 said it contained "the Germ of Life of Wheat, Oats, Barley, Rye, Maize" (and slippery elm) but Paul is sure that somewhere prior to 1948 it also contained small amounts of soya flour. Esmae Jackson believes that the soy was added to Vita Elm in 1937, when Roberts first became interested in it. Continued. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2432. Smith, Paul. 1995. The life and work of F.G. Roberts, naturopath, and Australia's first soyfoods pioneer. F.G. Roberts Health Food Products, and Ron Smith. Part II. Mid-1930s to 1949. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• ***Summary:*** Continued: It is not clear when and how F.G. Roberts first learned about soybeans and soy flour. Paul suspects that he read about Dr. Harry W. Miller (a Seventh-day Adventist doctor) and his pioneering work with soyfoods in China, starting in the 1930s. "There is definitely some connection and I believe it is highly likely that F.G. Roberts met Harry W. Miller." Or the two men may have corresponded. If Roberts visited Loma Linda, California, he would surely have visited Loma Linda Foods, which made a large range of early soyfoods: In 1922 Loma Linda introduced–Smokene (a seasoning based on roasted soy flour). 1934–Soy Mince Sandwich Spread, Soymilk, VegeCheese, Soy Bean Spread, Breakfast Cup (coffee substitute), Soy Wafers, Soybeans with Proteena and Tomato Sauce. 1936–Soy Beans (plain, canned). 1938–Gluten Burger (with soy flour). 1940–Soy Beans with Tomato, Soy Beans with Proteena, etc.

During the 1930s, F.G. Roberts and others were

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experimenting with soybean cultivation in Australia on a small home-garden and experimental level. An article in *Nature's Path to Health* (15 July 1936, p. 35-36) gives details. Roberts concluded: "The Soya Bean has been very successfully grown in Australia." But there were no commercial crops until the 1950s.

In 1940 Horace Roberts, the youngest son, left the company when he volunteered for service with an ambulance corps being formed in Melbourne. Serving as a non-combatant male nurse during World War II, he was sent to Singapore. With Horace's departure, F.G. Roberts' food production business began to languish; the man who had managed the plant and attended to daily details was gone. Although the company's soy products were available during the war, it continued to languish until Ron Smith entered the business in 1948.

Meanwhile, during World War II, with the clinics and college all well established and running smoothly, F.G. Roberts turned some of his time and attention to a property at Panton Hills, an outer Melbourne suburb, between Eltham and Lilydale, where a home was built; he grew fresh fruit, herbs, and vegetables, and practiced composting. This provided family, friends, and pupils from the college with a place to visit and relax. It never made the expected profit.

Shortly after World War II ended, the Roberts family received devastating news. Their youngest son, Horace, had been captured in Singapore and interned by the Japanese in Changi, their prisoner of war camp there. He had died in October 1943 in Burma (working as a forced laborer on the Thailand-Burma Railway)–unbeknownst to his family until after the war had ended. So shattered was F.G. Roberts by the death of his son that he began to lose interest in the shop and the factory. The shop and clinic in the Post Office Place was closed and the family moved to Malvern Road, Prahran. The factory continued to run indifferently while F.G. Roberts put most of his time and energy into public lectures, the college, and seeing and treating patients.

Esmae recalls that for many years on a Thursday [sic Tuesday] night, often weekly, F.G. Roberts had addressed the public about "Health Matters" at the Athenaeum Art Gallery Hall at 188 Collins Street, Melbourne. Esmae personally attended many of these evenings, singing, playing the piano, and on one occasion addressing the audience with a speech of her own about diet and health.

In 1946 Ron Smith first came in contact with the F.G. Roberts at the Athenaeum. Vincent Ronald "Ron" and Mabel Smith, both originally from Western Australia, had married and settled in Melbourne after World War II. Ron was born on 10 December 1918 at Boulder (near Kalgoorlie), Western Australia. Mabel was born on 16 Dec. 1919 in Bunberry, also in Western Australia. Both in their late 20s and dogged by ill health, they first attended several of F.G. Roberts' lectures and later went to him for advice and treatment. Ron, in particular, was slightly built, had worn glasses for years, and had never enjoyed really robust good health. F.G. Roberts prescribed an exercise program and made radical alterations to the Smith family diet. Almost immediately the Smith family's health began to improve. Ron's physique developed and his eyes improved to where he was able to discard his glasses for nearly 30 years. Thus began a long and ongoing association with the Roberts family.

F.G. Roberts owned Green Island, a small island just off the coast of Queensland at Mackay, near the Great Barrier Reef; you could walk across at low tide. There he built a retreat to which he took his friends and pupils to enjoy the sea air, balmy climate, and the cleansing diet of fresh tropical fruits–pineapples, papayas, bananas, coconuts, and mangoes. Ron Smith enjoyed unforgettable visits with the Roberts at Green Island several times between 1948 and 1954.

F.G. Roberts had an enormous enthusiasm and an almost boundless capacity for work. When he got a bit tired or run down, he would switch off and head for Green Island for a few weeks of relaxation. He was good fun and good company to go away with. He would buy a case of good quality ripe oranges and, with his guests, would enjoy fresh squeezed orange juice and half a ripe pineapple (freshly sliced with a sharp machete and handed around to all present) for morning and afternoon tea. He practiced what he preached.

The Roberts presided over the prenatal and antenatal care of Mabel Smith during the birth of her two sons in 1949 and 1950 with beneficial results to both infants and mother. The Smiths became lifelong converts to Mr. Roberts' philosophy. Note: In 1995, at age 76, Ron Smith still comes to work at the company each day, and often puts in a 10-hour day as managing director of the company.

In early 1948, after several unsuccessful attempts to start his own business, Ron Smith went to work for F.G. Roberts. He worked as an employee at the factory at 40 Chapel St., St. Kilda, increasingly taking over the daily management and running of this operation–formerly the responsibility of Horace, the Roberts' son, who died in the war.

Although a great healer and publicist, F.G. Roberts was not strong in the technical aspects of food production or marketing. The factory at 40 Chapel St. was more like a cottage industry. It was small, cramped, and labor intensive; mechanical aids were either non-existent or very primitive. Output was small and most products were mixed and packed by hand.

Ron sparked the resumption of manufacturing, even though wartime rationing was still in place and obtaining permission to import anything was difficult. Paul recalls (28 March 1995): "Roberts, himself, was a dreamer, and far too preoccupied with travelling, treating patients, lecturing, and racing on to the next new idea. He lacked the patience, persistence, and stability to run a manufacturing business. His skills and interests lay elsewhere."

F.G. Roberts was an osteopath, naturopath, registered

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dietitian, iris diagnostician, and had several other natural healing qualifications. He studied by attending courses in the U.K. and by correspondence. He was first registered in Australia as a "Consultant Dietitian" in 1942-43. Continued. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2433. Smith, Paul. 1995. History of F.G. Roberts Health Food Products and Soy Products of Australia Pty. Ltd. The work of F.G. Roberts and Vincent R. "Ron" Smith. Part III. 1950-1959. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• ***Summary:*** Continued: In 1951-52 the company launched Australia's first full-fat heat-treated (dry-roasted) soya flour, which was named Soyvita. Prior to 1954 this flour was made from soybeans imported from China and the USA. From 1951 onwards, the company began mixing and packing its own range of herbs.

In May 1952 Ron Smith and F.G. Roberts became equal partners in the ownership of the food factory. In May 1954 Ron Smith bought the entire food processing business from Mr. Roberts, thus ending the partnership. Mr. Roberts kept some of the herbal products and tablets. In June 1954 Smith incorporated a proprietary company under the name "New Life Products Pty. Ltd." and in March 1958 changed the name to "F.G.R's Health Food Products Pty. Ltd."

Shortly after Ron Smith bought F.G. Roberts' Health Foods in 1954, he did two other important things: First, he bought a 3½-acre piece of land at 69 Power Road, Bayswater, Victoria–where the company is located. Bayswater is an outer Eastern suburb of Melbourne at the foothills of the Dandenongs between Croydon and Boronia (north-south), Montrose/Kilsyth and Wantirna (east-west). The property was a green-fields industrial site surrounded by orchards and daffodil farms, with no utilities connected. On this property he built a 100-square-meter storage shed, which was used to store the year's supply of soybeans in hundredweight (112 lb) Hessian sacks. The beans were then taken in small quantities to Hawthorn for dry roasting and milling as required. They were cleaned, bagged, and delivered by semi-trailers, and unloaded by hand.

Second, Smith moved the entire company from St. Kilda to larger premises at 146 Burwood Road, Hawthorn (an eastern, inner city suburb of Melbourne), Victoria–about 45 minutes drive from 69 Power Road. Initially the roaster and mill were at Burwood Road.

Not long after the Smiths purchased F.G. Roberts' food business, they also purchased a new home at Blackburn South on a bare, treeless piece of land. One Sunday, Roberts appeared with four Italian laborers and in a single day transformed the yard, planting zinnias, marigolds, etc. Paul still remembers vividly the riot of color the next summer. According to Ron Smith, F.G. Roberts was a great gardener, and wherever he went (as at homes in Kew and Panton Hills) he surrounded himself with a magnificent garden of herbs, annuals, vegetables and fruit trees.

After 1954, due to family and business pressures, contact between the Smith and Roberts family began to diminish. From all accounts, F.G. Roberts was a lively, congenial, and stimulating companion–a man of rare charm and brilliance. He was extremely widely read in all matters related to natural healing, and a learned man in every sense of the word. He also maintained an active correspondence with naturopathists and herbalists all over the world, even maintaining contact with German and Austrian colleagues during World War II. He avoided attracting attention to himself, and though he cured many people, he made no claims to such cures. He merely went about his chosen profession of helping and healing people. F.G. Roberts was active and healthy throughout his life, working right up until two months prior to his death in 1977 at age 84.

Ron Smith had fine mechanical and technical skills, and he began to expand and automate the factory, even though he was restricted by a shortage of money and the small market for health foods at that time–all the while faithfully preserving the spirit and intent of his mentor's work and often expanding on his legacy. He rebuilt old machines and adapted other machines to new uses. By studying other people's ideas, he was able to modify and adapt them to his own operation at a fraction of new commercial cost. He was an innovator, constantly improving the plant over the years to achieve greater efficiency and output. A stickler for regular maintenance and cleaning to keep the plant running smoothly, he required that meticulous records be kept of bearing performance, greasing routines, etc. Every Friday was devoted to a thorough cleaning of the plant and all its equipment. A keen browser of the technical literature, he built substantial files on all sorts of drying, milling, mixing, dust extraction, and metering equipment and systems.

During the 1950s Ron Smith, frequently accompanied by his two young sons, Paul and Ross, often visited Robert Hutchinson's Flour Mill at Glenroy and H.J. Heinz's new factory at Dandenong (both in Victoria), Australia. From these modern, state of the art plants, they gleaned valuable inspiration.

Ron Smith also carried on much valuable pioneering work, especially in the area of commercial soybean production in Australia. One of the company's major products, Soy Compound, was originally manufactured using defatted soy flour imported from the USA. This flour was often difficult to import during the 1950s, and Ron Smith began to have ongoing problems because of the flour's variable quality, flavour, texture, purity, and colour. So he asked a basic question: "Why can't we make soy flour in Australia?" Ron's research showed that there were soybeans

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locally available in Australia, so early in the 1950s he began to work with several farmers on experimental production of soybeans, first in the Kingaroy district of Queensland, then soon throughout New South Wales and Queensland. From 1951 to 1957, Ron purchased soybeans from Elmo W. Semgreen of Kingaroy, from Kel Maundsley from Murgon (near Kingaroy). Incidentally, Semgreen married one of F.G. Roberts nurses and became interested in soybeans through Roberts. From 1954-55 Ron also purchased soybeans from the Young family (of Chinese extraction–pioneers of commercial soybean production in Kingaroy), who grew them under contract specifically for him. Experimental plots in the Smith's backyard at Blackburn (a Melbourne suburb about half way between Hawthorn and Bayswater), in 1953, 1954, and 1955 produced healthy plants, flowers, and pods full of beans. Unfortunately temperatures and sunlight hours were not adequate at this location, so the beans did not mature and dry properly. Using Australian-grown soybeans, Ron Smith initially continued to use the small and primitive batch roasting and milling system located at the Burwood Road plant, which had been developed to process the imported beans. This improved the quality, reduced the cost, and put the raw material supply directly into the hands of the Smith family.

Early in 1954 the company first began to process Australian-grown soybeans; the first product made from them was Soyvita, a dry-roasted soy flour, similar to Japanese kinako. As soon as the company began to use locally grown soybeans, the soy processing business began to develop steadily as other local companies preferred local, timely production to the costs and difficulties associated with the imported product(s).

From the mid-1950s to the mid-1980s the company purchased most of its soybeans from the Darling Downs, an agricultural region in Queensland. The construction of huge man-made irrigation lakes and bores on the Darling Downs increased soybean yields and reliability–and the area was closer to the SPA plant. John Bligh, the Todd family, and the Behrendorf family were among the company's main suppliers for many years.

In about 1954 H.J. Langdon, a major importer, exporter, and seller of food ingredients, took an interest in buying soy flour from Soy Products of Australia. Starting in 1955 they had it private labeled under the brand name Soybake. It was extremely gratifying at the time to enjoy the support in marketing and distribution of soy flour by such a large and well established company, founded in the mid-1800s.

Brockhoff, a major Australian biscuit manufacturer established in Victoria since 1880 (acquired by and now part of Arnotts Biscuit Group of Companies, which is now owned by Campbells), started to buy soy flour and contract other products and services from F.G. Roberts. Shortly afterwards, Heinz began to use the soy flour as a thickener in many of their soups; they continue to do so to this day, exemplifying the gradual acceptance and increasing usage of soy for both technical (functional) and nutritional reasons in many varieties of popular foods. As Australian companies heard that soy flour and related products were being made in Australia, they decided to buy locally rather than import. Even Australian politicians helped; during the 1950s they were very concerned about the country's balance of trade and avoiding foreign debt, and they worked to make Australia more self sufficient.

In June 1957 Ron Smith founded Soy Products of Australia Pty. Ltd., and in Sept. 1957 had the new company formally registered and incorporated. So at that time he owned two active food companies, with headquarters at 146 Burwood Road, Hawthorn, and soybeans storage at 69 Power Road, Bayswater, both in Victoria.

During the 1950s the company continued to introduce new products. It canned soybeans, continuing F.G. and Horace Roberts' pioneering work in 1939-40, and lima beans, and bottled cider vinegar. In 1953 the company began exporting Soy Compound to New Zealand and continues to do so to this day (1995).

Demand for the dry-roasted soy flour and grits grew steadily over the years. In 1957-58, after electricity, gas and water services had been connected at Bayswater, the rather primitive roaster and then finally the mill were scaled up moved to the shed at Bayswater. The main mixing, packing, dispatch, and administration operations continued at Hawthorn. Continued. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2434. Smith, Paul. 1995. History of Soy Products of Australia Pty. Ltd., and the work of Vincent R. "Ron" Smith. Part IV. 1960-1979. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• ***Summary:*** Continued: By 1961 roasted whole soy flour was being produced at Bayswater 7 days a week, almost 24 hours a day. So that year an American consulting engineer, George Lloyd Levin, from Minneapolis, Minnesota, was hired to help design a much larger and more sophisticated, 4-story flour mill (including dehulling, steaming, drying and grinding) at 69 Power Road, Bayswater, to the rear and adjacent to the 1954 shed.

On 1 April 1963 this mill began to manufacture soy flour using a new process in which debittering has replaced dry roasting. Previously, the company was roasting and milling whole soybeans. Now they crack and dehull whole soybeans, before they steam, dry, and mill them. This new mill could produce more soy flour in one day than its predecessor could produce in a week using previous methods–and the quality and flavour were infinitely better. Eventually (in 1969-70)

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the bagged beans were replaced by the first bulk handling system. The plant and its processes have been continually improved in the areas of intake cleaning of the soybeans, throughput, and quality control of fineness, product purity, and microbiological standards, ever since the initial plant construction.

The 1964 *Soybean Blue Book*, in the section titled "Foreign processors" (p. 96), contained its first entry for Soy Products of Australia Pty. Ltd., at Woodmason Rd., Bayswater, Victoria. The top men were T.W. Harvey, V.R. Smith, and H.G. Eakins. Storage capacity: 20,000 bushels. Manufactures "Soyvita" full-fat soy flour. Approximate soybean operations 50% [i.e., 50% of its processing was done on seeds other than soybeans].

In 1965 Ron and Mabel Smith developed and manufactured two soyabean meat substitutes–Soya Bean Luncheon Loaf, and Savoury Roast–for Bellevue Health Supplies, as part of their product range within F.G. Roberts' Health Foods Proprietary Ltd.

By 1968 the contract milling and health food manufacturing operations at 146 Burwood Road, Hawthorn, had also outgrown the available space. So in April 1968 these operations were moved into newly expanded and constructed premises, including a new warehouse and manufacturing and packaging area in the Bayswater plant. Since 1968 the facilities and technologies at Bayswater have continued to expand and develop.

In the late 1960s and early 1970s the company pioneered Muesli manufacturing in Australia, working with Vitamin Supplies, another established and well-known Australian health food company.

By the early 1970s Soy Products of Australia employed more than 30 people and manufactured an extremely wide range of products. Unfortunately, many of these were labor intensive, and the company lacked the resources to finance the enormous capital investment required to automate them and to market them at a much larger scale. Other products, such as the herbs, were under increasing pressure from the medical profession and health departments, and were becoming increasingly difficult to market. With the enormous social and economic changes which have occurred in Australia since the mid-1970s, many of these products were no longer viable and, reluctantly and sadly, the Smiths had to scale down and lean up their operation. They had to concentrate on those products which they could manufacture and pack efficiently with their facilities.

On 28 Aug. 1973, F.G. Roberts was rebaptised into the Seventh-day Adventist (SDA) Church at the East Prahran Memorial Church (a suburb of Melbourne, Victoria) by J.B. Connolly and H.B. Christianson. F.G.R. and his wife were parishioners of the Windsor and East Prahran SDA churches and congregations.

At least four of the early soyfood products continued until the early 1974-74 under Ron Smith's direction: Beans in Tomato, Soy Bev, Soy Choc, and Soy Compound. In 1972, with the election of a labour government, labor and other costs soared. Most hand-made labour intensive products were discontinued at this time. The 2nd shift was discontinued and the number of permanent employees was reduced from 35 to 15, and have continued to decline ever since.

In 1974 the company F.G. Roberts' Health Foods Pty Ltd. ceased trading, following a rationalisation of the Smith family's affairs. The retail products and F.G. Roberts brand name were retained by "Soy Products of Australia Pty. Ltd." and continue to be manufactured by the company to this day (1995).

F.G. Roberts, a true pioneer in the fields of food, health, and naturopathy (natural healing) in Australia, died on 17 Nov. 1977, at "Corinella" Hospital, a Seventh-day Adventist (SDA) hospital adjacent to the SDA camp at Nunawading, an eastern suburb of Melbourne between Blackburn and Mitcham. Roberts was buried on 19 Oct. 1977 at Springvale, Cemetery.

His wife, Gladys, died less than a year later, on 12 July 1978, and was buried beside her husband at Springvale.

Roberts' daughter, Gladys, now (1995) resides at Corinella Retirement Village.

Was F.G. Roberts a vegetarian? Not strictly. Paul recalls: "He loved fish. A whole baked or grilled flounder was a favorite at home or dining out in Melbourne. He certainly enjoyed catching and eating the fresh Barrier Reef fish in Queensland. Roberts ate cheese, eggs and meat sparingly. In later life, as an antidote for a blood problem, he enjoyed a grilled steak on a weekly basis. Roberts favored vegetarianism. All his dietary advice advocated high consumption of fresh fruit, vegetables and wholegrain cereals, and sparing consumption of what he termed the 'concentrated' foods: meat, dairy products, eggs, nuts, fats, refined sugars." Address: Director / General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2435. Smith, Paul. 1995. History of Soy Products of Australia Pty. Ltd., and the work of Vincent R. "Ron" Smith. Part V. 1980-1995. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• ***Summary:*** In April 1980 Ron and Mabel Smith's eldest son, Paul, abandoned his career as an architect and joined them full time at Soy Products of Australia. Born on 23 January 1949 at Queens Road, South Melbourne, Paul had Architecture, Landscape Design, and Master of Business Administration (MBA) degrees. He had been a director of the company since Aug. 1977. In 1990 Paul became General Manager of the company following Mabel's retirement. In 1981, at the request of William Shurtleff of Soyfoods

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Center, Paul wrote a brief history of his company (which see). Thereafter, his interest in the company's history steadily grew, and he did extensive research on the subject. Paul is thinking about writing a biography of F.G. Roberts, so he has collected some documents about his life, including articles from *Nature's Path to Health*, published exercise regimes, iridiagnosis charts, and some recipe books. Unfortunately the company has no product catalogs from before 1985. Paul has written parts of the story and he has written an outline article in a 1985 company brochure.

Paul's human sources of information on F.G. Roberts were: His father and mother, Ron and Mabel Smith. Mrs. Gladys Hawken (F.G. Roberts' daughter). Mrs. Esmae Noelene Jackson (1937 -; née Grimes, granddaughter of F.G. Roberts and his wife Gladys; she was reared by both of them). Grahame Newitt (1939 -; chiropractor, grandson of F.G. Roberts, and brother of Esmae). Mr. David Evans, a naturopath who operated F.G. Roberts' clinics at Newcastle and Sydney during the 1930s. Mr. William Pruss, who worked with F.G. Roberts' brother, W.E. "Bill" Roberts in Sydney during the 1930s and 1940s. Nurse Cogan who operated F.G. Roberts' shop and clinic at Ballarat, Victoria, continuously from 1937 until her death in 1993. Numerous patients of F.G. Roberts, including Mr. Shugg (from Surrey Hills, a suburb of Melbourne), Nan Yates (diagnosed with terminal cancer in 1969 and still alive today), and Mrs. Alice Harding (diagnosed with cancer of the liver in 1939, who remarried at age 80 and died in 1987 at age 88).

The "Roberts" brand has been used continuously since F.G. Roberts commenced manufacturing in 1932 at 40a Chapel St., St. Kilda. The "Roberts" brand name applies to numerous other products, developed by Roberts in the 1930s, which have nothing to do with soybeans, e.g. "Molasses," "Alfalfa Tea," "Skin & Healing Ointment," "Vita Balm" (a heat rub), "Malted Bran," cider vinegar, etc., some of which we still manufacture and sell in addition to our soy products.

Apparently many of F.G. Roberts' personal papers and records were either dumped or acquired by Stephen (?) Newitt when Gladys Roberts Hawken sold her home to move into Corinella Retirement Village about 2 years ago. At least one complete set of *Nature's Path to Health* from July 1930 to Jan. 1947 still exists, privately owned, bound in five volumes.

Concerning old advertisements for products made by F.G. Roberts, Paul has original issues of *Nature's Path to Health* from 1935 (2 issues), 1936 (2 issues), and 1937, plus the April-May 1949 issue. He has seen later and earlier issues, and from some of these he has been able to photocopy articles and advertisements.

In the company's archives Paul can find no product labels or brochures which predate the move to Bayswater in 1968. All existing old labels have the Power Road, Bayswater, address, but many of them were copies of earlier labels with only the address changed. Some of the artwork goes back to the 1930s and early 1950s in format and design.

Even though F.G. Roberts was baptised a Seventh-day Adventist, attended an SDA college and married a woman who became a devout member of that church, he left the SDA church for many years during the middle of his life due to a mismatch between his views and the more conservative views held by the church and its elders at that time. There was intense competition between Roberts and Sanitarium Foods, owned by the SDA church. Roberts was a proponent of Norman Vincent Peale's "Power of positive thinking, and was very critical of Sanitarium Foods' use of wheat gluten in their meatlike products, nutmeats, etc. He also felt the SDA diet was too high in starch, sugar, and gluten. Ron Smith recalls that Roberts never discussed the matter with him.

Gladys, F.G.R.'s wife, remained a staunch SDA parishioner and member of the church throughout her life, paying out of her own income to send a number of children to SDA colleges in Australia and Fiji. F.G.R. upheld his wife in her religious beliefs and works, often waiting outside in the car while she and the children attended church. Yet F.G.R. was a very spiritual / religious person judging from the memories of those who knew him, and the tone of his magazine, *Nature's Path to Health.* His granddaughter, Esmae Jackson, was brought up in the Seventh-day Adventist religion and is still a devout, active member of the church. F.G.R. and his wife, Gladys, reared Esmae, due to friction between herself, her mother, and her stepfather. They paid Esmae's fees to attend the SDA college in Oxley Rd., Hawthorn (very near the 1954-1968 factory) and later Avondale College (SDA), where she studied to be a teacher. Esmae speaks very highly of the kindness and generosity of her grandparents for paying her school fees, etc. She apparently had a very happy and secure childhood with them. Paul suspects that F.G. Roberts felt that a religious background was not important to his work and it may have alienated some potential customers. He was widely known throughout Australia, and treated many SDA patients, including several people that Paul knows who formerly worked for the company.

Since 1957, Soy Products of Australia Pty. Ltd. has operated in two parts: One part is a flour milling / commodity type operation, producing heat-treated / stabilised / debittered products including Debittered Full Fat Soy Flour and Grits (the grits come in coarse and fine mesh), Lightly Steamed Full Fat Soy Flour, Heat Treated Soy Fibre Flour (from soy hulls), Stabilised Wheat Germ, and Stabilised Wheat Bran. They also produce heat treated wholegrain rice flour, and maize flour. The other part of the business produces specialty retail products under the Roberts' brand name for the health food, diabetic, and coeliac [celiac] markets. This product range, remaining true to Roberts' philosophy of minimally processed whole foods, continues to include such soy-based foods as Soy Compound, Gluten Free Plain Flour, Gluten Free Self Raising Flour, Soy Crunch, and Vita Elm.

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They also make some vegetarian burgers. In addition, since 1963, Soy Products of Australia has supplied cleaned and bagged Australian-grown soybeans to various commercial manufacturers of tofu, soy sauce, and other soyfoods in Australia. Since the early 1970s, most of these soybeans have been grown in the Riverina area in southern New South Wales and northern Victoria.

75% of the company's annual turnover relates in some way to soybeans. About 40% of their turnover is sold under the Roberts brand name and the remaining 60% is sold as commercial commodity products. They also do a fair amount of specialist contracting for the food industry, mainly stabilising bran and wheat germ, and milling, sieving, and mixing a variety of food stuffs for human consumption. They also process rice, maize, rye, barley, oats, wheat, and other grains for internal use. They are currently testing buckwheat, lupins, and chickpeas for both internal (i.e., under the Roberts brand) and external use. They propose to use them in conjunction with soy in a variety of applications. They are moving increasingly towards making user-friendly, convenience "health" or healthy foods which meet F.G. Roberts' ideals.

The company has 6 full-time employees and also employs a pool of casuals as required. The mill is highly automated, needing only a single operator. Last year's sales figures are confidential.

As of 1995 Paul Smith is involved in all aspects of the business, including building, plant and equipment selection, design, and development, product development, packaging design, information technology, etc.

V.R. "Ron" Smith is presently the Managing Director and major shareholder of the company; his wife and son Paul own the remaining shares. His main duties now revolve around maintenance and plant installation, with some consultative input on milling, sieving, and general product development. He no longer plays an active role in the day to day running and management of the company.

An excellent 4 by 6 inch black-and-white photo sent by Paul Smith shows F.G. Roberts, dressed in a coat, tie, and hat. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2436. Smith, Paul. 1995. Re: F.G. Roberts and soy in Australia. Letter to William Shurtleff at Soyfoods Center, May 5. 4 p. Typed, with signature.
• ***Summary:*** Gives details on the history of *Nature's Path to Health.* Includes a 2-page handwritten genealogy (family tree) of the descendants of F.G. Roberts and Gladys Maude Griffiths; they had 3 children and many grandchildren and great-grandchildren.

"For me this exercise has been invaluable in enabling me to put my fathers' and my own lifetime's interest in soy into perspective. To satisfy my curiosity in discovering how, why, when, and where it all started and how it has progressed since: to provide a totally coherent picture of the whole process. While there is no denying F.G. Roberts' pioneering contribution and the importance of his influence upon my father, Roberts' contribution pales into insignificance in comparison to the current work in plant hormones, isoflavonoids, fermented flours and the numerous soy food products on the [SPA] drawing board and in development.

"From the time of my father's involvement in the business F.G. Roberts became increasingly preoccupied with the Australian School of Naturopathy with increasingly heavy administrative, daytime and evening teaching commitments. From the split in 1954 onwards, Roberts became increasingly distanced from the food development and manufacturing business he had started or taken over in mid-1936. By the mid-1950s Roberts was in his early sixties; his career had taken a new and unrelated path and he was probably busier than he had ever been in his life. The drift away from publishing *Nature's Path to Health* and the health food business was inevitable. One door had closed and another opened. Roberts and his wife both continued working right up until a few months before their respective deaths in 1977 and 1978. The establishment of the Australian School of Naturopathy and his teaching work there were probably F.G. Roberts' greatest and most enduring accomplishments."

2437. Lazzaro, Don. 1995. History and current status of soymilk in Australia (Interview). *SoyaScan Notes.* June 6. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Ceres Natural Foods is their holding company and Pureharvest is their trading name. They made this name change in 1982 since they found the word Ceres was difficult for many people to pronounce. The first soymilk they imported to Australia was made by Saniku in Japan and imported from Mitoku.

Don is interested in macrobiotics. In early 1979 he took over the running of a small macrobiotic and natural foods retail store in Melbourne named Ceres Wholefoods. The only way he could make it viable was to try to buy at better prices, so in April 1979 he started a wholesale and import company, which he named Ceres Natural Foods, also in Melbourne. There was a company named Real Foods (run by Michael Pels) in New South Wales, Australia, that was importing, through Mitoku in Japan, tamari, soy sauce, miso, tofu, etc. Real Foods was the first company in Australia to import foods from Mitoku in Japan.

Don knew Michael from when they both used to live in Sydney in about 1978. Michael purchased some rice cake machines (the same kind used by Chico-san) through Mitoku from Airin Co. These machines were very poorly engineered and constructed. Michael has already sold 168 of these machines to Quaker.

When Don took over the Ceres Wholefoods retail

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store in 1979, he approached Michael and asked to be the distributor in Victoria of the food products Michael was importing from Japan through Mitoku. Michael said okay, and Don began distributing. Don asked Michael to import some soymilk from Mitoku, which he did in mid-1980. The stick-on label over the Japanese label said Ceres Natural, in Choc-Malt and Natural flavors. But the first soymilk in Australia was imported from Japan in about 1977-78, through Muso by 3-4 health food stores named Russel's; it was made by Marusan in a stand-up plastic pouch. Not much of it was sold. In about 1980-81, Michael decided to get out of the whole import business in order to focus on making rice cakes. So Mitoku Mr. Kazama and Chris Dawson asked Don to become their importer in Australia. Don also ran a 3rd company, a center that provided information and advice on macrobiotics.

Jim Wilson, who was running Spiral Foods in Australia, had been importing from Mitoku. He convinced Mitoku not to sell to Don, his competitor; Mitoku agreed. Mitoku then approached Saniku, and in about 1981 Don began importing soy milk made by Saniku through Mitoku. Don sold it under the same label he had used before. The Muso started to import some soymilk packaged in Tetra Brik cartons through Spiral Foods. Don got the same product from Kibun, and on it began to use the name Pureharvest.

In short: Four companies pioneered in importing soymilk to Australia: Real Foods, Russel's, Spiral Foods, and Ceres Natural Foods. There was also a little relatively beany Chinese soymilk sold in the ethnic Chinese market. Ceres, as a result of its Tetra Brik package, managed to get fairly good distribution into the grocery / supermarket trade, starting in late 1983 or early 1984. By this time Ceres was by far the biggest seller of soymilk in Australia. They were importing five 20-foot containers per month of the Kibun soymilk product. Ceres was actively promoting this soymilk, doing trade shows, etc.

In 1986 Ceres was approached by a small soymilk maker named Australian Natural Foods (ANF) in Sydney; basically they had old machinery and were in trouble. They approached Don asking if they could make a soymilk for him. They worked out an exclusive deal and formula, and in Nov. 1986 Ceres launched this as Aussie Soy in its first 1 liter package, in Tetra Brik. Sales shot up. It was trucked in a dairy tanker to Bon Lait in Victoria (almost 1,000 miles away) where it was packaged in a dairy that had a Tetra Brick packaging machine. In about 1990-91 ANF first got its own Tetra Brik packaging machine. That same year ANF launched its own soymilk product, named So Natural, to compete with Sanitarium's So Good. It is made from whole soybeans, and is very similar to the Aussie Soy product they have long made for Don.

As early as 1980 Sanitarium Foods was importing Soyalac in tins / cans. They sold it mostly to Seventh-day Adventists through their own retail stores. Then in April 1987 Sanitarium Foods launched their own So Good soymilk (made from a blend of soy protein isolates, made and packaged by dairy companies) in Australia. They went into it in a big way, with a national campaign. It was the best thing that ever happened to Don and Ceres, because this campaign grew the market dramatically. By April 1987 Ceres was selling 10,000 cartons / month of their Aussie Soy, not including their Japan imports. One year later the figure had skyrocketed to 60,000 cartons / month, increasing to 152,000 on year after that.

Nevertheless, according to the *Australian Grocery Industry Marketing Guide* (1995), Sanitarium has 71% of the dairylike (unflavored) Australian soymilk market, followed by Vitasoy at 7% (they launched in about 1991, and have done a very aggressive marketing campaign), then So Natural (made by ANF) at 5%, Sun Gold at 5%, and Aussie Soy at 4-5%. Of the total Australian soymilk market, flavored soymilks account for only about 5% of the total; the remaining 95% is dairylike; its a milk alternatives market. Each of the three major supermarket chains in Australia (Woolworth's Safeway, Franklin's, and Cole's) has its own soymilk brand. Franklin's has an isolate soymilk made by ANF, starting about a year ago. Sun Gold, made by Associated Dairies of New South Wales, is almost identical to So Good, made by the dairy company that used to mix Sanitarium's product. In about 1990 Sanitarium set up their own soymilk mixing and packaging factory.

Today the soymilk retail market in Australia is $45 million, with a population of only 17 million people. This is huge on a per capita basis. This market has three main segments: (1) Middle class, educated, with some allergies–70%. (2) Age 50 and older, concerned with cholesterol–20%. (3) Natural foods and vegetarian–10%.

In late 1993 and early 1994 Don approached Berrivale Orchard Ltd. (a cooperative of fruit growers, headquarters in Berri, South Australia) to see if they would be interested in making a soymilk product for Ceres / Pureharvest–because Don's relationship with ANF had become intolerable.

In 1979, to get tofu to sell at his retail store, Don used to go to Chinatown in Melbourne twice a week. He bought it from a little Chinese company (whose name he does not remember) located opposite Victoria Market. He would take a couple of buckets and carry it home in bulk, under water. Address: Pureharvest, 15 Ardena Ct., East Bentleigh, Victoria 3166 Melbourne, Australia.

2438. Guy, Camille. 1995. Soy under suspicion: Natural toxins in soybeans could be putting our health at risk. *New Zealand Herald.* June 24. Section 8. p. 2.

• ***Summary:*** "At Whangarei Heads a retired couple keep hundreds of dead parrots in a freezer. The prized chicks were hand-reared on a commercial bird feed derived from the much touted 'health food' soybean.

"Bird-breeders Richard and Valerie James are preserving

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the birds because they believe they were poisoned. You could dismiss them as cranks, except that the American Food and Drug Administration is now showing serious interest in the contents of the makeshift morgue.

"The couple who once nurtured 600 breeding birds of 40 different species now discount their personal losses. They found the implications of the parrot deaths so serious they went into debt to have them investigated.

"After two years' work at an estimated cost of $354,000, the Jameses and four New Zealand scientists now believe the parrot deaths were probably due to natural toxins in soybeans."

"The Whangarei couple's parrot problems began in 1992 when chicks, fed exclusively on a soy-based product died in ways consistent with eating rat poison. The birds haemorrhaged violently from the beak and suffered total collapse of their internal organs. Survivors suffered deformities, were infertile, or laid deformed eggs.

"Dick James, a New Zealand-born lawyer with a masters degree in business administration from California, was determined to establish why his birds died. Autopsies carried out at Massey University suggested the deaths were due to severe depression of the birds' immune systems."

"At no stage would any Government body contribute to the cost of this work. In 1994 New Zealand imported nearly 350,000 kg of soybeans, 18 million kg of soy flour, and 18 million litres of soybean oil. One seller of soy products, Healtheries of New Zealand Ltd., did help with the cost of the Fitzpatrick analyses. The company's technical manager, Robert Shaw, gave assistance, including getting Healtheries to commission Auckland Medical School senior toxicologist Dr. Iain Robertson to do an independent review of the Fitzpatrick report.

"The review, dated October 1994, was succinct and forthright. Dr Robertson found the Fitzpatrick report 'detailed and reasoned' and made eight recommendations. The first was that the use of soybean products in infant formula be discontinued. 'I can see no good reason why anyone would wish to continue with general sales of such products. Infants are a high-risk population.' Interfering with the many hormone-driven processes going on in infants could affect their growth or immunity, or put them at risk of cancer, Dr Robertson said.

"Healtheries does not produce a soy infant formula but the pharmaceutical company Wyeth does. Its Sydney-based [in Australia] marketing director, Dr Gregory Rough, told the *New Zealand Herald* that he believes the New Zealand reports are speculative and scientifically flawed. Dr Rough was unable to name any scientist not connected to the soy industry who could dispute them," but pointed to millions of babies using soy formula for 15-20 years without reports of adverse effects. "Dr Rough agrees there have been no long term studies but says Asians are exposed to a high level of phytoestrogens without problems."

Photos show: (1) Richard and Valerie James with a large white bird in one of their aviaries. The caption: "Richard and Valerie James are on a personal crusade to expose the dangers of soybeans." (2) Three dead parrots stores in the Jameses' freezer. The caption notes that they "are thought to have died as a result of eating feed containing soybean."

This article also appeared in *Christchurch Press* 25 Jan. 1996.

2439. **Product Name:** Spice of Life Meatless Meats [Beef, Ground Beef, Mexican Beef, Teriyaki Beef, Chicken, Chicken Mince, Italian Sausage, Pepperoni, Smoked Ham, Unflavored, Unflavored Mince].
Manufacturer's Name: Spice of Life Meatless Meats.
Manufacturer's Address: Van Nuys, California. Phone: 818-342-6573.
Date of Introduction: 1995 August.
Ingredients: Heartline Meatless Meats, spices and seasonings.
Wt/Vol., Packaging, Price: 8 oz., 5 lb, and 25 lb packs; retail for $2.99, $15.95, and $79.95 (11/95, California).
How Stored: Shelf stable.
New Product–Documentation: Talk with Pam Montanaro of Soy Cubano! (Global Exchange) in San Francisco. 1995. Nov. 1. Spice Williams Crosby has just introduced a meatless jerky and a line of meatless meats.

Talk with Jackie Padgette. 1995. Nov. 1. She is Spice's twin sister. This is a small family-owned company. These are dry products that must be reconstituted by boiling in water for a few minutes. They have a shelf life of one year. Bragg's amino acids are used for the flavoring. She is feeding abused children and homeless people in the Los Angeles area. The products have been in restaurants and health food stores for the last few months. They are sold at only 4-5 health food stores. Spice is an actress and stuntwoman, and has been a vegan for many years. She has a monthly column in Ms. Fitness, where she writes on veganism etc. She feeds about 1,000 homeless people each year at very little cost using her products in meatless meals. She got involved in this years ago when she was a musician. She decided to turn her life around, so she started. She had been registered nurse (who cared for elderly people when she was younger) and medical transcriber. She found that one of the best ways to do good things for your mind is to treat your body right. So she went gung ho in her research, and became a vegan. She uses a lot of soy products, and has been a real pioneer in this area for 15-17 years. She has written a booklet titled "Sixty reasons why The Spice of Life will improve your life, your world, and your workout." She mentions the environment, personal health, ethics, spirituality, history and recent epidemiology. She also has lots references.

Spice of Life Total Fitness Catalog. 1995. Nov. 4 panels. Lists prices for the many flavors in retail packs and institutional packs. Send orders to Lumen Foods, 409 Scott

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Street, Lake Charles, Louisiana 70601.

Talk with Greg Caton, president of Lumen Foods. He uses a slightly different formula when making these products for Spice of Life. In place of soy sauce he uses Bragg's Aminos, which is HVP supplied by A.E. Staley Mfg. Co. in Decatur, Illinois.

2440. Pemble, Louise. 1995. Jury is still out on side effects of soy formula. *New Zealand Doctor.* Sept.
• ***Summary:*** At a joint Australian and New Zealand science meeting, experts failed to agree on the risks of infant soy formulas. Visiting American nutrition expert Mark Messina, who was present, was not invited to speak despite his credentials as "a leading authority on soyfoods and cancer prevention." When he asked the panel why no studies have ever reported any adverse effects of soy consumption in humans, other speakers countered that no extensive studies of humans have ever been conducted.

Ian Robertson, senior lecturer in toxicology at the Auckland School of Medicine, advised parents to avoid soy formulas, even though no risk had been proven–because there is no evidence of their safety. He said that the risk is potential but avoidable, so why take it?

A sidebar titled "Soy advocates push hormone advantages" discusses the views of Dr. Mark Messina, who led a panel of nutrition experts in Auckland. Messina was former program director at the Diet and Cancer Branch of the U.S. National Cancer Institute. He conducted his doctoral research on the effects of cruciferous vegetables on colon cancer. He noted that in the USA soy is widely regarded as a health food, in contrast to New Zealand where it is now given negative coverage.

2441. Hain Food Group, Inc. 1995. Annual report 1995. Uniondale, New York. 17 p. Oct. 28 cm.
• ***Summary:*** The Hain Food Group was formed in May 1993 as Kineret Acquisition Corp. In December 1994 the name was changed to The Hain Food Group, Inc. The company's brands include Hain, Hollywood, Kineret, Farm Foods, and Estee. In August 1993, the Company acquired the Pizsoy trademark for use with a soy-based pizza product line. On 19 Nov. 1993 the Company completed an initial public offering from which it received net proceeds of approximately $2.9 million. In November 1993, the Company acquired Kineret, a marketer of kosher frozen products. In November, 1993 the Company acquired certain net assets of Barricini Foods, Inc., relating to frozen natural food products. The Company operates this product line under the Farm Foods name. The purchase price of $195,000 was paid by issuance of 60,000 shares of the Company's common stock. On 14 April 1994 the Company acquired Hain Pure Food Co., Inc. from Pet, Incorporated for $22.7 million. Hain, which sells natural foods, has been in operation since 1926.

Farm Foods is a line of good-for-you, soy-based frozen desserts, pizza, and single-serve items: Pizsoy Pizza (natural pizza with soy cheese), Ice Bean Frozen Desserts, and Pizsoy Pockets. In 1996 Pizsoy Pizza Bagels will be launched.

Consolidated statements for the year ended June 30. Net sales: $58,076,000, up almost 400% from $14,963 in 1994. Gross profit: $21,856,000, up more than 420% from $5,151,000 in 1994. Net income (profit): $2,365,000, up from a loss of $502,000 in 1994. Net income per share and common share equivalents: $0.28, up from a loss of $0.19 in 1994. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2442. Parr, Robert; Litser, Glyn. 1995. "What hath God wrought!" The Sanitarium Health Food Company story. Berkeley Vale, NSW, Australia: Sanitarium Health Food Co. 463 p. Nov. Illust. Index. 29 cm.
• ***Summary:*** This book is strong in describing the unfailing presence of the hand of God in Seventh-day Adventist health work, but short on a clear presentation of the history of that work. For example: Seventh-day Adventists were pioneers in the production of peanut butter worldwide. When did they start commercial production in Australia? Here is a brief chronology:

1897 Nov. 8–Edward C. Halsey first arrives in Sydney, Australia (p. 18 left column), from the USA [where he undoubtedly learned how to make peanut butter, probably at Battle Creek, Michigan].

1898 Jan. 28. Halsey roasted the first tray of peanuts–according to his diary (p. 19 left)–probably at the Melbourne plant.

1898 April 27–The first products of the infant company were Granose, Granola, and Caramel Cereal [grain coffee]. The names were registered on patents applied for on this date (p. 16 right).

Undated–There is no evidence of what they said as the first products were taken from the oven; "they were probably too busy with the next batch of Granola or the next tray of peanuts, to be roasted to make the first peanut butter ever made in Australia" (p. 19 right).

1899 May 29–The new factory at Cooranbong is now "ready to allow Edward Halsey to commence his manufacturing Wizardry. His first product was Peanut Butter" (p. 27 right).

1899 July–The company begins to sell its first products at the Union Conference session held at Avondale. "During this conference he [Halsey] produced (and sold to the delegates) the first Granose Biscuits ever made in Australia" (p. 27 right)–but no peanut butter.

1899 Dec.–Halsey "had the following products off the production line and ready for customers: Granose, Granose flakes, Bromose, Nuttose, Antiseptic (charcoal) Tablets, Granola, Caramel Cereal, Nut Butter, Wheatmeal Biscuits, Gluten Biscuits and Gluten meal" (p. 27 right). If this "Nut Butter" was peanut butter (which seems likely)

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then Sanitarium Foods first made and sold peanut butter commercially in Australia in Dec. 1899. They probably sold it commercially in late May or early June 1899. However, the company may have made 6-12 months earlier, but the records are unclear. Address: Berkeley Vale, NSW, Australia.

2443. Caton, Greg. 1995. New developments at Lumen Foods (Interview). *SoyaScan Notes.* Dec. 6. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** In Oct. 1995 Greg started his own TVP plant, which is making his new "Reverence" line of products. He used to buy the extrudite (textured soy flour) from either ADM or Central Soya. He would wash it to remove all of the oligosaccharides (which usually cause flatulence), then flavor it, oil it, cook it, dry it, mix it, etc. He does not use organic soybeans, because he finds that customers are not willing to pay for the end product, which is about twice as expensive. However by putting the product through a multiple washing cycle and using purified water than has been ionized and run through a carbon filter, he partially compensates for the non-organic soybeans.

Greg has at least two private label customers: Spice of Life in California, and Dr. Marvin Goldberg, an M.D. in Michigan who buys in container loads. Greg uses a slightly different formula when making these products for Spice of Life. In place of soy sauce he uses Bragg's Aminos, which is powdered HVP supplied by A.E. Staley Mfg. Co. in Decatur, Illinois, reconstituted in water by Paul Bragg's daughter in Santa Barbara, California, and sold at high prices as Bragg's Aminos. Greg admired Paul Bragg, who had an impeccable reputation. Bragg died tragically roughly 5 years ago at about age 95 while swimming off the coast of Florida; he was caught in an undercurrent and drowned. He was Jack LaLanne's mentor and he followed Vivekananda.

Last year meat analogs [alternatives] were the single fastest growing category in the health food trade. For the last three years Lumen has experienced a growth rate of 50% a year in their mail order business. Mail order is currently about 40% of the company's total business; it used to be about 5%. His company is almost becoming a mail-order company, like Harvest Direct.

Greg is a computer programmer and he designed his own site on the World Wide Web. He is a "webmaster" and knows HTML and Java script, which allows things to move on a Web page. He is now spending a great deal of time developing Veggie Net as part of his web site; it will contain pictures with accompanying quotations related to vegetarianism. Address: President, Lumen Food Corp., 409 Scott St., Lake Charles, Louisiana 70602-0350. Phone: 318-436-6748.

2444. Butler, Mary; Thornton, Frances; Ashley, Martin. 1995. Walking the road to Wellville: C.W. Post and the Postum Cereal Company. Battle Creek, Michigan: Heritage Publications. 104 p. Illust. (some color). Photographic index. 22 cm. Series: Gold in Flakes Set: Volume 2 of 4. [7 ref]
• ***Summary:*** John Harvey Kellogg and his brother, W.K. Kellogg, together discovered the wheat flake, but C.W. Post was the first successful breakfast cereal entrepreneur. This series of four books is about the origins of the breakfast cereal industry in Battle Creek, Michigan.

This very interesting book is composed primarily of full-page photos (some color) with captions, preceded by a brief biography.

For a more detailed biography of C.W. Post, see *C.W. Post–The Hour and the Man*, by Nettie Leitch Major (1963).

Charles William Post was born on 26 Oct. 1854 in Springfield, Illinois, the son of Charles Rollins Post and Caroline (Lathrop) Post. He had two brothers. They were all educated in the public schools of Springfield, with extra private tutoring being provided by their mother. At age 13, Charlie entered Illinois Industrial College, the forerunner of the University of Illinois. Although he had shown aptitude for mechanical engineering and other crafts, he dropped out after two years of indifferent grades. He soon joined the Springfield Zouaves, or Governor's Guards.

On 4 Nov. 1874, Charles William Post and Ella Letitia Merriweather were married at Pawnee, Illinois–at the home of her uncle, her parents having died a few years earlier.

In 1881 he established the Illinois Agricultural Works in Springfield, Illinois. The company, which manufactured Post Capital City Cultivators (mechanically) grew rapidly until a scheming banker tried to take control of the fast-growing business. Post's subsequent quarrels and lawsuits with the banker are thought to have been (eventually) the main cause of Post's first severe nervous breakdown and loss of his health in August 1885; he was left with nothing, not even his health, which–for the first time–he clearly realized was his most cherished possession. He slowly recuperated in Springfield.

On 15 March 1887, the Post family's first and only child, Marjorie Merriweather Post, was born in Springfield, Illinois.

In Nov. 1887 the family left Springfield and spent the winter in Santa Ana, California, where the climate seemed to put the finishing touches on Charlie's recuperation. By Feb. 1888, they had settled in Fort Worth, Texas, and before long he was in business again this time in real estate, building a subdivision and selling the homes. But in about Feb. 1890, his health completely collapsed again.

In Feb. 1891, when C.W. Post, with his wife and daughter, arrived in Battle Creek, with chronic health problems, he did not stay at the main building, Dr. J.H. Kellogg's Battle Creek Sanitarium, since the family assets were tied up in Texas real estate. So they rented a nearby cottage while Mr. Post was taking hydrotherapy, exercise treatments, and fresh air at the "San." But Post was not cured. After 10 months of treatment, Dr. Kellogg, director

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of the Sanitarium, told Ella he could do nothing more to help her husband. Within a day or two he was healed by a Christian Science practitioner; his appetite returned.

In 1892 he purchased the Beardsley farm on the edge of Battle Creek. His plan was to convert the farmhouse into his own health spa (LaVita Inn). While a patient at the San, he had tasted Caramel Cereal Coffee, a cereal-based coffee substitute. Like Dr. Kellogg, he believed that regular consumption of coffee was harmful to one's health. In late 1894 he developed Postum, his first food or beverage product, made from roasted wheat, bran, and molasses. On 1 Jan. 1895 C.W. Post and his only employee, Clark "Shorty" Bristol, began commercial production of Postum Cereal (a beverage dry mix) just outside Battle Creek. By late 1895 the product was selling well–thanks to his extensive advertising.

In 1895 the Postum Cereal Co. was established; it was incorporated on 22 Oct. 1896.

In 1898 Post introduced Grape Nuts, a very original product; during the slow baking, the starch was reduced to dextrose or grape sugar.

To help promote his new health cereal, Post wrote "The Road to Wellville," a little pamphlet summarizing his philosophy of healthy living and positive thinking, and attached a copy to each box of Grape Nuts.

By 1900 his first two products were being sold in Great Britain. By 1906 more than 600 employees were working around the clock in Battle Creek, making 6-7 million boxes of cereal a month.

By the early 1900s, Battle Creek turned into a boom-town as dozens of cereal and health food companies sprang up overnight, hoping to imitate the popularity of Post's products.

In 1904 he and his wife were divorced and he married Leila Young.

In 1906 he launched his 3rd product, originally named "Elijah's Manna," but soon renamed Post Toasties.

C.W. Post's business produced one of the largest fortunes of the early 20th century.

Also in 1906 Post, now a millionaire, began to buy large ranches in the Garza County section of Texas. Finally, with more than 225,000 acres he built Post City, Texas, which (when incorporated on 23 March 1907) was a humming tent city intended to be a model city or utopian community–on which Post deliberately made no profits. Although always short of water, the community survived until about 1920.

In the late fall of 1913 the first signs that C.W. Post was not in good health appeared, when he showed signs of strain and depression. In January 1914 he broke down from overwork and mental strain. He retreated to his winter home in Santa Barbara, California. But in mid-March he was rushed across the country on an express train to the Mayo Clinic in Rochester, Minnesota, where on 10 March 1914 he underwent a successful operation for appendicitis. He returned to Santa Barbara.

On 9 May 1914 C.W. Post died [suicide, by a self-inflicted gunshot wound]. He was buried in the C.W. Post Mausoleum at Battle Creek, Michigan.

The ownership of his company and properties passed to his daughter, Marjorie–age 27.

In the early 1920s, Marjorie and her second husband, E.F. Hutton, began acquiring food companies.

1925–The first company magazine, the "Wellville Post," was first published in May 1925. The coined word "Wellville" was used extensively in Postum advertising and publicity. It represented the goal of good health which could be obtained in part by eating good nourishing foods such as the company manufactured. The "Wellville Post" continued until September 1927, and was followed in 1928 by "Postum Magazine,"...

In 1927, an exquisite series of color posters titled "The Road to Wellville," produced by children's artist Carolyn Haywood, illustrate "the stages in the manufacturing of Post health products."

In 1929, when Birdseye "Frosted Foods" was added to the list, the company was renamed General Foods. Thus, amazingly, the roots of General Foods, a large and famous American food company, lie in the Postum Cereal Co., a health food company in Battle Creek, Michigan. Address: Historical Society of Battle Creek, 165 N. Washington Ave., Battle Creek, Michigan 49107. Phone: (616) 965-2613.

2445. Mix, Paul E. 1995. Tom Mix: A heavily illustrated biography of the western star, with a filmography. Jefferson, North Carolina: McFarland & Co. vii + 328 p. See p. 119-21. Illust. 24 cm. [1 ref]

• ***Summary:*** Silent movies made Tom Mix popular and a wholesome hero of America's children. He was known as the "King of the Cowboys" and his horse, Tony, was also a star. By 1921, at age 41, he was at the peak of his career. One of the top-ten box office stars during the roaring 1920s, he became the highest paid movie star in the country, earning $17,500 a week for 52 weeks. Yet it was the Ralston Purina Radio Program, *Tom Mix and His Straight Shooters,* that made Tom immortal. (p. 1-2).

The founder of what would become the Ralston Purina Co. had a humble start indeed. A miller named Will Danforth, from Missouri, believed that good food was the secret to good health. He advocated the idea that "you are what you eat" even before the term "health food" had been coined. Danforth was looking for a way to keep the wheat germ in cereal from turning rancid. A chance meeting with a miller from Kansas gave him the answer he was looking for. Soon Danforth developed a product named "cracked wheat." He was soon packaging and selling Purina Whole Wheat Cereal in and around St. Louis, Missouri.

Meanwhile, a nutritionist with the surname of Ralston, had written a book titled *Life Building,* which was making him popular. The book became so popular that good-

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health clubs began popping up everywhere. "By the turn of the century, Dr. Ralston had over 800,000 good-health believers." Danforth contacted Dr. Ralston to seek his endorsement for the Purina whole wheat cereal. Dr. Ralston agreed on the condition that his name be added to the product name. So in 1902 Danforth changed his company's name to Ralston Purina Co.

In 1933, when sales for Hot Ralston cereal began slumping, Will Danforth and his Gardner Advertising Agency turned to Tom Mix, "America's No. 1 cowboy hero," for an endorsement. Mix apparently signed a contract with Ralston Purina in 1933; it may have been hand scribbled on the back of a large envelope. On 11 April 1938 Tom Mix signed a second contract in which he "granted Ralston the right to broadcast a series of programs known as *Tom Mix–Ralston Straight Shooters* and to use continuity advertisements" titled "Tom Mix and the Ralston Straight Shooters."

2446. Sass, Lorna J. 1995. Lorna Sass' complete vegetarian kitchen: Where good flavors and good health meet. New York, NY: Hearst Books. xiv + 492 p. Index. 26 cm. [35+* ref]

• ***Summary:*** First published in 1992 as *An Ecological Kitchen: Healthy Meals for You and the Planet* (William Morrow–which see). This innovative vegan cookbook offers 250 cholesterol-free recipes. It features a complete glossary of wholesome ingredients for stocking the vegan pantry (no meat, dairy, or eggs). Address: New York City.

2447. Michaels, Daniel. 1996. Poles find tofu duck, other health foods hard to swallow: Food fight pits blood sausage against meatless tripe; 'One boiled dish a day.' *Wall Street Journal, European Edition.* March 27. p. 1, 7.

• ***Summary:*** Hilarious! The novel idea of healthy living is gradually catching on in Poland, especially among the younger generation of skate-boarding kids who equate healthy with hip. And they are starting to eat soy burgers, "Slavic Tofu," and other soyfoods, and to become vegetarians. But the diet of most Poles over age 30 is terrible, with lots of fatty sausages and other meats, which may be why they die at a younger age, have more heart attacks, and are in poorer health than most Europeans. And things are getting worse since market-oriented reforms put meat back in once-empty butcher shops. Address: Staff reporter.

2448. Guy, Camille. 1996. Soybean campaigner turns up the heat: A visiting professor tells about his concern over the sale of food containing soybean. *New Zealand Herald–Weekend Magazine.* June 15. Section 7. p. 10. Saturday.

• ***Summary:*** Reg Morgan is a physiology professor at the University of Western Australia. During a trip to New Zealand, he compared the promotion of soy products as health foods with "cigarette advertising at the turn of the century." He also joined with New Zealand scientists to "warn parents that using soy infant formula may put their babies' health at risk. The Ministry of Health has issued no such warning but a dramatic decline in supermarket sales of soy formula suggests that many parents are avoiding the product. Prof. Morgan said: "In my lectures I warn young people they may be drinking a cocktail of oestrogens and other nasties. But the babies are the ones I am scared about– the newborns who take soy formula from birth."

"At Auckland University's chemistry department Dr Mike Fitzpatrick has 25kg of soy flakes awaiting study. In 1994 Fitzpatrick was one of four New Zealand scientists who asked the Ministry of Health to warn the public of possible health risks from soy products.

"Then working as an analytical chemist for a private company, Fitzpatrick did a commissioned analysis of soy foods and a survey of the scientific literature on soy toxins.

"After reviewing Fitzpatrick's work in 1994, Auckland Medical School senior toxicologist Dr Iain Robertson recommended that the use of soy in infant formula be discontinued pending future research."

"Figures from the international marketing research group A.C. Nelson for supermarket sales of soy infant formula show that New Zealanders spent $1.6 million on these products over the past year–a 30 per cent decline on the previous year.

"Soy formula used to claim a 16 per cent share of the infant formula market. That share has shrunk to less than 9 per cent."

A photo shows Prof. Morgan with the caption "soy toxins are very active and scary stuff."

2449. Brant, Cherie. 1996. A Baker by name and trade. *Ventura Independent* (*Ventura Co., California*). Sept. 26–Oct. 3. p. 17.

• ***Summary:*** "Ojai has long been a lodestone for creative people." "William Cook Baker moved to Ventura in 1917 and opened a business on Main Street which he named the American Bakery."

"Baker died in May, 1942, at the age of 69, having carved out a unique slice of Ventura County history. The Vaughns came to inherit the bakery from Baker's wife, Helen.

"Today, Bill Baker's Bakery still operates in Ojai at its original location on Ojai Avenue. The original ovens are still on premises, although they are not used. Thomas Kohnen and his wife own the operation, where they continue to turn out sandwich, whole wheat, and gluten bread from Baker's original recipes. This year the business celebrates its 100-year anniversary."

A photo (published in the *Los Angeles Times* on 2 Dec. 1934) shows Joe Brown cutting a huge cake made by Bill Baker to celebrate the 75th anniversary of the Los Angeles school system. Bill Baker is second from left.

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Note: Thomas Kohnen and his wife, Colleen, have owned the bakery since Feb. 1989.

2450. Health Food Manufacturers' Association [of England]. 1996. Genetically modified soya beans (News release). 63 Hampton Court Way, Thames Ditton, Surrey KT7 0LT, England. 1 p. Oct. 3.
• ***Summary:*** "Background: Genetically Modified (GM) soya beans are currently a hot issue, with trade, political, and consumer organisations entering the debate. The reason? The news that the United States' Autumn 1996 soya bean crop will be made up of a random mixture of natural and GM soya beans... The official view is that one acre out of forty-one acres of soya bean will be modified."

Whether or not genetically modified organisms are desirable is a complex issue. "The HFMA Position: The HFMA considers that consumers must be able to exercise their freedom to choose. This means that they must be properly and accurately informed. Therefore products must be properly and accurately labeled." Address: Thames Ditton, Surrey, England. Phone: 0181-398-9888.

2451. Johnston, Cathy. 1996. Health-food maker seeks to buy former shrimp plant. *Sun* (*Lowell, Massachusetts*). Oct. 24. p. 7, 9.
• ***Summary:*** Nasoya Foods Inc. of Leominster, Massachusetts, "a producer of soy-based health food products, is working to buy the former New England Shrimp Co. building in Ayer, Massachusetts, located about 7 miles northeast of Leominster, and a slightly smaller town than Leominster. According to Nasoya president Fred Eaton, the 125,000 square foot building (located at One New England Way off Westford Road) would serve as a new, expanded headquarters and manufacturing plant, and will bring 77 jobs to Ayer. The company expects to add another 175 new positions during the next 3-5 years. The shrimp company was foreclosed upon by lenders after the federal government shut it down in 1992 for selling tainted shrimp. The FDIC, which now owns the building, auctioned it off in a sealed bid process on 25 Sept. 1996. Nasoya, the top bidder, has until Nov. 25 to complete the deal.

Nasoya was founded in 1978, as a tofu manufacturer located in a barn in Leominster. In 1984, 6 years later, as tofu production topped 25,000 lb/week, Nasoya outgrew the barn and moved into its current 30,000 square foot processing facility on Jytek Drive in Leominster. By 1987 Nasoya was producing more than 60,000 lb/week of tofu. In 1990 Nasoya was acquired by Vitasoy (USA) Inc. The former shrimp plant, with about 4.2 times the square footage of Nasoya's present plant, would give Nasoya the space to expand its current operations as well as to install a new line for making Vitasoy soymilk.

Nasoya's revenues grew 16% and 22% during the last two years respectively. The company is projecting a 24% sales growth this year.

Note 1. Nasoya's fiscal year runs from April 1 to March 31. So "this year" will end on 31 March 1997.

Note 2. Talk with Nasoya representative. 1997. Jan. 13. Nasoya purchased the plant in Ayer on 18 December 1996 and expects to be making tofu in the plant by about June of this year. They will operate two plants for a while, and hope to have finished phasing out the present plant in Leominster by the end of 1997. Nasoya uses only organic soybeans so they do not anticipate any problems in answering questions about using genetically modified soybeans. They have not yet prepared any documents to answer consumer questions on this subject.

Note 3. Talk with Nasoya representative. 1997. Oct. 1. The first Vitasoy soymilk started to be shipped from the plant in Ayer in mid-September 1997. The offices have now been moved to Ayer from Leominster. All tofu is still being made at the plant in Leominster.

Note 4. A label from the Azumaya tofu made in South San Francisco, California, shows that "glucono delta lactone" is now being used, with calcium sulfate, as a coagulant. Address: Sun Correspondent.

2452. Modern Products, Inc. 1996. Low-fat gourmet cooking: European beauty secrets. Milwaukee, Wisconsin. 32 p. Undated. 28 cm.
• ***Summary:*** This colorful booklet, distributed at the Natural Products Expo at Baltimore, Maryland, in Oct. 1996, features Fearn Natural Foods and Gayelord Hauser products (such as Spike, Spice Garden, and Sipp). A full-page color photo on all 45 current Fearn products appears on the inside front cover. The life story of Gayelord Hauser (with 4 photos) is on p. 12-13; he advocates a Seven Day Elimination Diet with raw fruits and vegetables, plus herbs (p. 16-19). Full (or half) page color ads for Fearn Whole Wheat Baking Mix (p. 20), Fearn Raw Wheat Germ (p. 25), four Fearn Cake Mixes (p. 29), "Welcome to the all-natural nutritious world of Fearn" (p. 30-31), and Fearn Liquid Lecithin and Lecithin Granules (p. 31). Address: Milwaukee, Wisconsin.

2453. Himelstein, Vicky. 1996. Amazing tofu diet to beat hot flashes: And here's how to make 'tasteless' health food really delicious. *Star.* Nov. 26. p. 1, 33.
• ***Summary:*** *Star* is a popular tabloid newspaper, sold at supermarket checkout stands, featuring sensational stories and celebrities. On the cover is a color photo of TV star Roseanne in a large rectangle. The text reads: "Roseanne's holiday diet: Eat what you want and lose weight, plus Tofu diet to beat hot flashes."

This article, based on an Associated Press story, begins: "If you're in the throes of menopause and suffer from uncomfortable hot flashes, take heart. You may be able to beat the heat by simply adding tofu to your diet. Startling new research reveals that tofu, a soybean-rich food, can cool

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the miseries of menopause fast, which may be the reason Asian women–whose diets are rich in soy–suffer fewer, less severe hot flashes and night sweating than American Women."

The article then summarizes a study by Dr. Gregory Burke, of Bowman Gray School of Medicine in Winston-Salem, North Carolina. Investigating the effects of soy on menopause, his 6-week study involved 43 women, ages 45-55. Tofu contains "phytoestrogen–the plant form of the female hormone estrogen." The Star adds: "Doctors are recommending that women eat tofu–a custard-like extract from soybeans–and drink soy milk. The challenge is now for cooks to make tofu taste good. 'Tofu is a white spongy cube that's very bland when you eat it raw,' says Star nutritionist Ann Newswanger. 'But it's cholesterol free, and absorbs flavor from other ingredients. The possibilities are endless–have it for meals and in desserts." Three recipes are given: Tofu raspberry mousse. Poppy seed dressing. Spicy tofu stir-fry with vegetables.

2454. Essex, Charles. 1996. Questions remain over soy milk infant formula. *New Zealand Doctor.* Nov. 27.
• ***Summary:*** "The adverse publicity surrounding soy-based formulas has had a significant effect on their sales in some countries. Soy formulas in New Zealand have fallen from about 13 per cent of the formula market in 1994-95 to around 5 per cent, although soy follow-on formula has risen from 0.8 per cent of the market to 1.3 per cent. This is because use of infant formula has risen in infants over six months of age as parents have delayed the introduction of whole cow's milk.

"Sales of other soy products, for the adult health food market, have also fallen recently in New Zealand because of the concerns which have arisen without satisfactory scientific evidence about the effects of soy in the human diet."

2455. Figueroa Polloreno y Wilson, Beatrice. comp. 1996. Family group record: Jose Maria Ortega (1760-1824) married Maria Francisca Lopez y Mora (1763-1833). California. 1 p.
• ***Summary:*** Sophie Cubbison was related to the 14th of the 20 children in this famous Ortega family. Sophie's ancestor was Maria Concepcion Ortega, born 12 Sept. 1808 in Santa Barbara, California.

2456. Fonda, Jane. 1996. Cooking for healthy living. Atlanta, Georgia: Turner Publishing, Inc. 240 p. Illust. (color photos by Joyce Oudkerk Pool. Color illust. by Jennie Oppenheimer). Index. 26 x 22 cm.
• ***Summary:*** This book contains 120 easy low-fat recipes. Jane Fonda (born in 1937) writes about growing up in Beverly Hills where her father (Henry Fonda, the famous actor) had a victory garden when she was little; he always had a vegetable garden and was a beekeeper. They always raised chickens. "Jane Fonda brought aerobic exercise to the forefront of American life with the opening of her Jane Fonda Workout studio in Beverly Hills in 1979." Recipes by Robin Vitetta. This is not a vegetarian cookbook; it has a large number of recipes using low fat meats, including bison. Color photo on the cover, and on pages 9, 12, and 28 show Jane Fonda. Meatless recipes include: Granola (p. 43). Vegetable lasagna (p. 164).

Talk with Akasha Richmond. 2004. July 18. Jane Fonda had her first famous workout center on Robertson in Los Angeles. Akasha's friend, Gurmukh, who is now the big celebrity yoga teacher to the stars, got her start with Jane Fonda at this studio. When she was pregnant, she had nowhere to go to exercise, so she started going to Jane Fonda's workouts. Now Gurmukh's whole specialty is prenatal yoga. She's written two books on the subject. Gurmukh was a Zen Buddhist (she practiced for two years at the zendo in Maui, Hawaiian Islands) before she became a Sikh. She was also in the Haight-Ashbury district of San Francisco–"She did the whole thing." She has been a vegetarian for 30 years. She ran the Golden Temple restaurant in Santa Fe, New Mexico. Address: Georgia.

2457. Keleny, Kathleen. 1996. The first century of health foods. Gloucester, England: Published by the author. Sole agent: Nuhelth Books. 44 p. Illust. No index. 21 cm.
• ***Summary:*** Contents: Dedication (to James H. Cook, Kathleen's father). Introduction. Early beginnings. Beginnings of food reform. Conversion. The first vegetarian restaurant and hotel. The first health food store. The new factory. Health foods. Kathleen's upbringing. Famous customers. Spanish figs. Wartime. Vitaland (health food factory). Demonstrations. Visitors and staff. Vitaland catalogue.

Kathleen talking. Vegetarian beliefs and ethics. The same ideals (In 1933 she met Frank Mayo, a keen vegetarian; they fell in love, were married a year later, and started a health food store in the City Arcade, Coventry). Effects of war (World War II, from Sept. 1939). After the bombing (returned to Warwickshire). The sale of Vitaland (after World War II). The Bircher Benner Clinic in Zurich [Switzerland]. The Hunzas. The new venture (1950 buy Coombe Lodge near Wotton-under-Edge, in southwest England)... The rest of the book is about her life and work, vegetarianism and veganism in England after World War II, Mad Cow Disease, etc.

The author, a "life vegetarian brought up on a vegan diet..." writes pages 6 through 11 of this book as if her father, James Henry Cook, were the author. It starts: "Early beginnings: My daughter is 88. When she was born I wanted her to have continuous good health,..."

Chronology of the early health food movement in the UK, according to this book:

1869–James Henry Cook, the pioneer, is born on the Isle

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of Wight. In 1885 he moved to Wolverhampton, where he was influenced by an elderly vegetarian, Mr. George Snape.

1895–Cook attends a meeting of the Vegetarian Federal Union where the President, Arnold Hills, a well known business man and Managing Director of the Thames Iron Works, speaks for an hour on vegetarianism and its benefits. During that speech Cook is converted to vegetarianism. His health soon improves dramatically. Before he changed his diet, he was physically very delicate, and was refused by three insurance companies. A few weeks later, enjoying the live-giving powers of dietary reform, he was accepted as a first class life risk.

1896 to early 1898–The next time Mr. Arnold Hills (an inspiring speaker) visited Birmingham, he called together a group of business men and said that he would like to see a first-class Vegetarian Restaurant in Birmingham, and if they would start one, he would subscribe 10 per cent of the cost. "In 1896 it so happened that a new building was being erected in Corporation Street, Birmingham. After much deliberation, the corporation of business men rented the whole of the basement and ground floor for use as a vegetarian restaurant." As Mr. Cook was very keen on the whole idea, he was appointed manager. Then the landlord asked the group of business men if they would like to take the whole of the seven storey building and convert the upper five storeys into an hotel.

1896–A vegetarian restaurant opens on Corporation Street in Birmingham, with financial help from Arnold Hills. James Cook is appointed manager. It is on the ground floor of a seven-story building. The vegetarian meals are an immediate success and hundreds of people soon lunch there daily.

1898 [Oct. 20]–The Pitman Vegetarian Hotel, England's first vegetarian hotel, opens on the top five stories of the building housing the restaurant. It is "named after Sir Isaac Pitman, inventor of Pitman Shorthand, who had been a vegetarian for 60 years, and at the time was the best known vegetarian in England." Customers of the restaurant "start asking for food which they could take home with them." James Cook starts to make simple, appetizing "foods from nuts, cereals, fruits and vegetables to take the place of meat, lard, butter, cheese and jelly made from animals."

1902?–"Six years before Kathleen was born the 'Health Food Store' was opened and the manufacturing side increased." James "realised it was not economic to run a factory in the centre of Birmingham, so he bought a site in Aston" where he built the first [sic] health food factory in England.

1905–The Pitman Health Food Company opens. Its most popular products are Nuto Cream Soup and Nut Cream, followed by Pitman Dandelion All products are dairy-free.

1929–A bigger and better health food factory, called Vitaland, is built in a beautiful building in green fields at Four Oaks, Sutton Coldfield Park, Warwickshire.

Photos show: (1) Portrait of James Henry Cook, handsome, bearded, and in his 60s or 70s. (2) Vitaland, the whole building taken with wire fence round it, seen from ground level. (3) Many photos of Kathleen and friends, yoga group, husband, Coombe Lodge, etc.

An old illustration shows the Pitman Hotel and (according to the caption) "Health Food Stores."

Note 1. In the section titled "Beginnings of health reform" (p. 6) Bernarr McFadden (of U.S. physical culture and publishing fame) is said to have written that James Cook had coined the term "'Health Food' advocating Food Reform for Vital Health." No date is given, so we must assume it was coined in about 1902. In fact, the earliest documented use of the term "Health Food" in the UK is in the name of the Pitman Health Food Co. in July 1905. However the term was used in the United States as early as Oct. 1875 by the Health Food Company of New York, and was widely used in the USA during the late 1800s.

Note 2. James Cook's date and place of marriage and Kathleen's date and place of birth are never mentioned in this book. In an article published in Oct. 1898 in *The Vegetarian* (London), James Cook said that he was unmarried and intended not to marry so that he could devote his full energies to his work as manager of the vegetarian restaurant, hotel, and retail store in Birmingham. Eventually he married Grace Marian Cook, a well-known singer. "She was one of the first cookery demonstrators of vegetarian dishes in the Midlands, and she experimented with making very many of the new lines for the Pitman Health Food Company" (p. 9).

Note 3. While this book is a nice tribute by the author to her father, James H. Cook, it is not an accurate history of the early health food industry in the UK, where the pioneer manufacturer was the International Health Association Limited (I.H.A.), a Seventh-day Adventist organization, starting in 1899. That company was renamed Granose Foods Ltd. in 1926. Moreover, two key dates related to the history of Pitman's work with health foods are vague.

Note 4. During World War II "Pitman Health Foods Ltd." ran many ads for its foods in the Vegetarian Messenger (UK). "Ask your Health Food Store for these grand foods." By 1942 the company's name had been shortened to "Messrs. Pitman, Ltd." (Vitaland, Four Oaks, Warwickshire). Address: Coombe Lodge, Stroud, Gloucestershire, SW England.

2458. Mendelson, Anne. 1996. Stand facing the stove: The story of the women who gave America *The Joy of Cooking.* New York, NY: Henry Holt and Co., Inc. xviii + 474 p. Illust. Index. 24 cm. [86 + 774 endnotes]

• ***Summary:*** An excellent biography of Irma Starkloff Rombauer and her daughter Marion Rombauer Becker and a richly detailed piece of American social history. Irma Louise Starkloff was born on 30 Oct. 1877 in St. Louis, Missouri, the daughter of Max von Starkloff (M.D.) and

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Emma Kuhlmann. She grew up in comfort at Carondelet (a part of St. Louis) in a family of strong German ancestry and liberal political convictions. Irma lived almost all her life in St. Louis. In 1930, during the Great Depression, Irma Rombauer's husband committed suicide. To help pay the bills, she decided to write a cookbook. *The Joy of Cooking: A Compilation of Reliable Recipes with a Casual Culinary Chat* was initially self-published in 1931 as a vanity book (the author pays the publisher, not vice versa); Irma was age 54, a complete amateur with no known qualifications for writing or publishing a cookbook.

But *Joy* went on to sell 14 million copies over 60 years, and to become the most influential American cook book of all time. While it has no claim to be the best-selling cookbook in American history, it is probably the best-selling trade cookbook–one published by an ordinary publisher and sold through retail bookstores. But in terms of total sales it falls well behind *The Better Homes and Gardens Cookbook*, which gets wide distribution through its parent magazine, and *The Betty Crocker Cookbook*, which benefits from the research and marketing prowess of General Mills. The latter two are, of course, the work of committees.

The crucial factor in *Joy's* unexpected success was Rombauer's lively voice as an unpretentious beginner. She treated her readers as close friends, as "an amateur addressing amateurs." America's home cooks were desperate to learn the basics in simple English they could understand. Yet they also enjoyed Rombauer's firm opinions and strong personality.

The information on *Joy's* copyright page is of little help in understanding the major stages in the book's history. Seven editions mark genuine stages in the book's development: The original privately published (1931). The first Bobbs-Merrill edition (1936). The popular wartime edition (1943). The first Rombauer-Becker edition (1951). The unauthorized edition (1962). The first authorized prepared by Marion Becker (1963–sometimes mistakenly called the 1964 ed.). And Marion's last revision (1975). Note: A supposed 1942 edition is a pure phantom.

The mother and daughter who wrote this superb book were very different people, and each put her own stamp on the book. Irma, the mother who began the work, "loved stardom as much as Marion Rombauer Becker, her eventual collaborator and successor, loved privacy" (p. 1). Marion developed a deep and abiding interest in natural foods and organic gardening, in compost and manure. She also grew up during the era when scientists discovered that micronutrients or trace elements (such as all vitamins and many new minerals) played an essential role in human health. This led many (including Marion, starting in 1939 or 1940) to criticize refined and overly processed foods–such as white flour, white rice, etc.–and to advocate a return to natural, whole foods, including raw foods such as fresh fruits and some fresh vegetables. This awareness began during the 1920s and 1930s, when canned fruits, vegetables, and juices were seen as a triumph of modern food science. It was most widespread in California, "a hotbed of health-food cults." On several trips to the West Coast during the 1930s, Irma visited California, where she saw juice bars and restaurants that were replacing sugar with honey and vinegar (p. 260-61).

By 1948, when Marion agreed to work seriously with her mother on *Joy*, it was understood that the "culinary priorities laid down in earlier editions would be drastically arranged. *Let's Cook it Right* [by Adelle Davis] was a concrete influence."

Marion, with her zeal and love of learning, became deeply interested in nutrition, health, and the relationship between diet and health.

The first Rombauer-Becker edition, which appeared in 1951, gave much more attention to grains, cereals, and flours, while lamenting the ills of "modern processing." Brown rice was preferred to white as "richer in taste and a far better buy nutritionally." Marion also "contributed one of the earliest recipes for bean curd ("soybean cheese") in any American cookbook" (on p. 192). The 1951 edition introduced mainstream readers to ideas generally "seen as the sole territory of health cranks" (p. 268).

Irma died in 1962. Marion suffered increasingly from allergies and sometimes had difficulty breathing. Knowing that the 1975 edition of *Joy* would be her last, she approached it with special care. It was a heady time, for parts of radical / counterculture ideas about natural foods and health had been adopted into mainstream American culture. Young visionaries, who rejected the offerings of supermarkets, were starting natural food stores nationwide. Ralph Nader (one of Marion's heroes) was denouncing harmful food additives and corporate junk foods. By 1975 Marion realized that "beliefs like hers on the relationship between food and health, land use, and good citizenship looked like very sensible ideas to a large spectrum of the American public. She was emboldened to direct *Joy* more emphatically to issues she had first noticed decades before" (p. 395). She commented on "chickens fed in batteries, pigs an cattle concentrated in feed lots," the fact that "many of our lakes and estuaries have become nearly incapable of supporting life," the "galaxy of pollutants such as viruses, nitrates, heavy metals, pesticides, and asbestos and other carcinogens" in our drinking water.

The new 1975 edition became an immediate best-seller, with 236,000 copies sold in 1975 and 334,000 in 1976. She was eager to make the text as accurate as possible. If someone pointed out an error, "she was not insulted but appreciative. When the soybean-product experts Akiko Aoyagi and William Shurtleff wrote to explain that the directions for homemade soy milk and bean curd were seriously muddled, Marion, grateful for this sign of the seriousness with which her work was taken, conscientiously sent in the necessary changes in time for the printing of

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August 1976." There are 8 glossy pages of photos, mostly of the two authors, their spouses and children. Address: Freelance journalist, New Jersey.

2459. Soya World Inc. 1996. So Good–Dairy free beverage: 5 easy to make, nutritious recipes. Product information guide (Leaflet). Vancouver, British Columbia, Canada. 6 panels each side. Each panel: 15 x 10 cm.
• ***Summary:*** This attractive, full-color, glossy leaflet is folded into 12 panels. On the front panel is a photo of a carton of "So Good: Dairy-Free Beverage." It is "Very high in calcium. Enriched with vitamins and minerals. Soy protein rich. Lactose free. Cholesterol free." Contents: The story of So Good. Five recipes and color photos. The So Good family of soy beverages. Tips for using So Good. The ingredients in So Good: Filtered water, soy protein, vegetable oil, maltodextrin, rice extract, fructose, cane sugar, mineral salts (calcium phosphate, potassium phosphate), food acid (potassium citrate), flavours.

Why choose so good? (Nine reasons, incl. contains up to 9.3 gm of protein per 250 ml serving). Nutritional information for each of the five flavors: Original, Fat Free, Absolutely Vanilla, Utterly Chocolate, and Seriously Strawberry.

Note: These products are made by Soya World Inc. under license from the Sanitarium Health Food Company, New South Wales, Australia. Address: P.O. Box 3018, Vancouver, BC V6B 3X5, Canada. Phone: (604) 420-3240.

2460. Van Dolson, Bobbie Jane; Van Dolson, Leo R. eds. 1996. Seventh-day Adventist encyclopedia, 2nd rev. ed. 2 vols.: Great Britain and Northern Ireland–Development of Seventh-day Adventist Work. Hagerstown, Maryland: Review and Herald Publishing Assoc. See vol. 1, p. 626-29.
• ***Summary:*** Early Seventh-day Adventist work in England began in 1878, but work with health foods did not start until a little more than 20 years later (i.e., after 1898). Address: Washington, DC.

2461. Bragg Live Food Products & Health Science. 1997. Bragg products & books for super health: Anaheim–Organic Pavilion Booth #1194 (Ad). *Natural Foods Merchandiser.* March. p. 170.
• ***Summary:*** A 1/3 page color ad. "Free samples of Bragg Aminos & autographed books at Anaheim. Meet Patricia Bragg N.D., Ph.D." Color photos show: (1) Patricia Bragg in a straw hat. (2) A jar of Bragg Liquid Aminos. (3) The cover of 5 "self-health books" written by Paul Bragg.

Across bottom of ad: "Health crusader & founder Paul C. Bragg. Originator health stores & NNFA." Address: Box 7, Santa Barbara, California 93102. Phone: (800) 446-1990.

2462. Nash, J. Madeleine. 1997. Early flash points: Beset by symptoms caused by ebbing hormones, women in midlife turn to herbs and health foods to smooth out the rocky road to menopause. *Time.* April 21.
• ***Summary:*** "The ingredients she weaves into each and every recipe–flaxseed, soy milk, tofu–contain chemical compounds known as phytoestrogens, which are estrogens produced by plants."

2463. Spaelstra, J.; Shapira, H.; Donnelly, H. 1997. Re: Introducing Dakini Health Foods Pvt. Ltd., in Pune/Puna, India. Letter to William Shurtleff at Soyfoods Center, May 7. 1 p. Handwritten.
• ***Summary:*** The letter begins: "To whom it may concern: We are a young company. Just started one year ago and *very* enthusiastic. I have come across your *Book of Tofu* and loved it. Started experiments and love it even more now. My friend and partner in business [Seemo] came across some American book [*Handbook of Indigenous Fermented Foods,* edited by Keith Steinkraus] that had 1 chapter about tempeh production. Out of this he developed the way to make tempeh here in India, which was quite difficult at times because the info was far from complete. Meanwhile our plans have changed because of all this and the *very* wholesome atmosphere that we sense around working with soybeans (and consuming the different products)–the same atmosphere we are picking up from your books too which is very inspiring to us."

They order three books–tofu-, tempeh-, and miso production, plus *The Book of Tempeh*–all by Shurtleff & Aoyagi. "We would really like to set up a complete soyfood line now. So please get in touch!" Signed: J. Spaelstra (Holland), H. Shapira (Israel), and H. Donnelly (Indian). Address: Dakini Health Foods Pvt. Ltd., Vidyut Nagar, Plot A2, Kawdewadi, Pune / Puna 411 001, India. Phone: 0091-212-63-1990 (phone and fax).

2464. Seemo (H. Shapira). 1997. Re: History of Dakini Health Foods Pvt. Ltd., in Pune/Puna, India. Letter (fax) to William Shurtleff at Soyfoods Center, May 13–in reply to inquiry. 7 p. Handwritten.
• ***Summary:*** Seemo is Mr. H. Shapira from Israel and Kairava is Mrs. J. Spaelstra from the Netherlands. Seemo is in charge of tempeh, Kairava in charge of tofu & soymilk. They are making the earliest known commercial soybean tempeh in India. For their first letter see Dakini (1997).

Both Seemo and Kairava are devout disciples of Osho (formerly called "Sri Rajneesh"), he since 1984 and she since 1986. They arrived in Pune to stay in about 1988/89. Initially to support themselves, they had a gem and crystal shop, a wholesale new-age jewelry operation, and a motor bike repair shop. Now they have finally found what they want to do for work. "It's love and Zen." Osho died in Pune on 19 Jan. 1990; they returned to India the next day; the fire was still burning at the burning ghat. In the year before his death, his discourses were mostly about Zen. He died in Pune due

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to heavy metal poisoning and radiation damages done to him by U.S. marshalls in an Oklahoma jail cell, where he was kept unlawfully in 1985.

Their company started with the idea of making white tahini and possibly Turkish halva [halvah] (in which white tahini is a main ingredient). It was extremely difficult to get started. As foreigners doing business in India, they had to register a "Pvt. Ltd." company. Then they could not find a space for the company, since Pune is a rapidly growing city. So Seemo pulled down the back garden in his rented house, constructed a shed with a floor area of 25 square meters, and moved his bedroom up to the second floor. This gave him an additional 24 square meters where the bedroom used to be. They also have a 25 square meter storeroom where they make the tempeh. He got electrical connections then waited for 8 months while a colloid mill (copy of a 1940 model), hot air oven, and filling machine were delivered. The mill proved to be a technical nightmare; he had to totally rebuild it. Finally their small factory started operation. Then they added peanut butter and brown tahini to their product line–with no additives or preservatives. They had to set aside their plan to make halva.

Spicer College, run by Seventh-day Adventists, is located in Pune. They have a health food store and they make peanut butter–nearly edible, with too much sugar and salt, plus other ingredients. Their sesame butter (brown tahini) is gritty, rancid, and inedible. They also produce grape juices (very, very sweet), pastries (Mmmm good). And they make and bottle soy milk in plain and chocolate flavors, but it is loaded with white sugar and Class II permitted preservatives! They also make pretty good tofu; Seemo used to eat it now and then for the last 8 years. "Besides being actually able to taste the Bible in it, I had no reason to complain." This tofu is now served at the Osho commune. "Pune old timers told me that once–20 years ago–the place was managed by an enthusiastic old American woman and the quality of their products was very good.

At Dakini, they now also make hummus in their kitchen, 15 kg/week in summer and 60 kg/week in winter. They pack it in 200 or 400 gm cups and sell it at various shops in town to foreigners and Indians. They like it.

Seemo started developing the tempeh about 8 months ago. Last year a friend of his found a book titled *Handbook of Indigenous Fermented Foods*, edited by Dr. Keith H. Steinkraus, in a pavement stall for 400 rupees (US$13.00). Since he had been to Bali, Indonesia, many times, he tried making some of the foods but rarely got any edible products. So before leaving Pune, he gave the book to Seemo as a gift. As he read it, Seemo got really excited. He had grown up in a meat-eating family. Even while traveling and living in Europe, he continued to eat meat and junk foods. "Then I understood it was not good for me on all levels, and went vegetarian." Living in Holland later on, he started to learn about tofu, and then tempe, tamari, etc. "So now I was a healthy, well-fed vegetarian." Then he moved to India, but after some years of eating fried foods, lentils and lots of dairy products, he started to eat meat again, 2-3 times a month. "It did not feel too good, but I had no idea how to manage my diet, and living on mostly dairy products did not suit my body. So when Dr. Steinkraus' book fell into my hands, I got excited and realized that it might be possible to make tempe here in India at a small, affordable investment.

"So I first got a small incubator built; its actually like a cool box ½ meter wide and 1½ meters high, made of galvanized sheet metal with insulation and 8 shelves (of which I now use only 3)." At the bottom are heaters, which give 250-540 watts of heat. Two old computer cooling fans distribute the heat, and a thermostat regulates it. "It's not a perfect machine but I can do 5-12 kg/day when I want and, most important, I can produce in it excellent spore powder–since it is difficult to import anything here. Actually, I nearly gave up the project, because I was making sporulated tempeh, then sun-drying it and running in through my spice grinder. The powder looked great. The tempe cakes used to get hot, then very hot, then smelly with funny colors (no white mold). I double-checked everything. In the end, only the grinding was left, so I bought a small hand-turned grain mill (500 rupees = US$15.00). Since then, perfect tempeh has been happening.

"For starter, I first got a packet of spores from Holland. Later I got 1 gram of white tempe starter from an American friend in Goa (she used to make her own supply down there), and playing with it I found it a bit more suitable for my use. So most of my spore stock now is from this starter, and some is mixed. I still have to study how to make tempe and starter during the different seasons here. Now it is very hot and dry. Next month is monsoon (wet), followed by a month that is hot and humid, and then the 3-month 'cold' season."

About half of all tempe produced is sold frozen; the other half is sold fresh. Seemo also plans to try making dry tempeh. He gives away lots of tempe as samples; most people love it. Starting this July, it will appear on the menu of one restaurant, possibly two–first as Tempeh Stroganoff and Tempeh Shashlik (steamed, then spiced, then barbecued). "When I get *The Book of Tempeh* I will introduce it to more places. Meanwhile, I have totally forgotten about eating meat. I feel strong and light. I find my vision benefits too; I haven't noticed that with tofu. Now that I am a bit more confident working with the mold, I hope to raise some capital, move to a suitable place (possibly well out of town), and then start to make tamari shoyu, and definitely some miso too. So that's a little of our story. Thank you." Address: Dakini Health Foods Pvt. Ltd., Vidyut Nagar, Plot A2, Kawdewadi, Pune / Puna 411 001, India. Phone: 0091-212-63-1990 (phone and fax).

2465. Seemo, -. 1997. Re: Dakini Health Foods in India is experimenting with tofu. Letter to William Shurtleff at

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Soyfoods Center, July 2. 1 p. Typed.
• ***Summary:*** "We are eating tons of tofu as Kairava is perfecting her art. We are using calcium chloride and everyone loves it. I serve it to our workers too and they love it. I let them take some home today to let them learn how they like to prepare it." If and when they start making tofu commercially they will have to buy or make all the equipment in India; imports are not affordable. "The biggest problem is to find a suitable working space."

Note: Seemo is Mr. H. Shapira from Israel and Kairava is Mrs. J. Spaelstra from the Netherlands. Address: Dakini Health Foods Pvt. Ltd., Vidyut Nagar, Plot A2, Kawdewadi, Pune / Puna 411 001, India. Phone: 0091-212-63-1990 (phone and fax).

2466. Seemo, -. 1997. Re: Update on tempeh made by Dakini Health Foods in Pune, India. Letter to William Shurtleff at Soyfoods Center, July 16. 1 p. Typed, with signature.
• ***Summary:*** "Our tempeh work is going great." Dakini tempeh is now sold in two shops. They are trying to introduce it to the Osho ashram, but the price is too high. Seemo is trying to find a new location for their shop, but real estate is terribly expensive and making a deal is tricky. He is also starting to make contact with soybean farmers in Madya Pradesh. "It is very difficult to find soybeans, and when we find them they are mostly of bad quality and high price, and the price gets even higher after the sorting and cleaning are done." He asks about Dr. Keith Steinkraus. Address: Dakini Health Foods Pvt. Ltd., Vidyut Nagar, Plot A2, Kawdewadi, Pune / Puna 411 001, India. Phone: 0091-212-63-1990 (phone and fax).

2467. Sanitarium Health Food Co. 1997. So Good now: The fresh taste of today (Booklet). 146 Fox Valley Rd., Wahroonga, NSW 2076, Australia. 8 p. April. 15 cm.
• ***Summary:*** The first 2 pages of this attractive full-color booklet contain information about these soymilk products: Soy & linseed–a recipe for good health. What's so good about So Good. Rich in phytoestrogens. The Omega 3 benefit. Calcium. Vitamin B-12. Low fat. There follow 7 pages of recipes. Address: Wahroonga, NSW, Australia.

2468. Agranoff, Jonathan. 1997. Introducing tempe to non tempe-eating societies. In: Sudarmadji, Suparmo and Raharjo, eds. 1997. Reinventing the Hidden Miracle of Tempe: Proceedings, International Tempe Symposium, July 13-15, 1997, Bali, Indonesia. Jakarta, Indonesia: Indonesian Tempe Foundation. xi + 280 p. See p. 235-38.
• ***Summary:*** Contents: Introduction. Key questions that must be addressed: Cultural acceptability, need, cost, practicality, sustainability, market.

"First, it is important to appreciate that tempe is a food only native to the Javanese people as well as to those who have lived on the island of Java. It is also not widely accepted throughout Indonesia except among the Javanese communities in other islands. Transferring a food from one society [or culture] to another is not an easy task."

Many other Asian cultures have tastes similar to those of the Javanese. In Southeast Asia, tempe has been introduced to Thailand, Burma, and Vietnam on an experimental scale with good acceptability. "In Malaysia, the racial distinction between bumiputera Malays [native-born Malays] and Chinese, segregates tempe along with poorer sectors of the society. It is known as a cheap inferior food of Indonesian immigrants and Malays, therefore it already has a negative connotation."

In the USA, Europe and Australia tempe is largely unknown. However tempe is known to the Dutch through the large Indonesian community in Holland. It is also known to and enjoyed by the vegetarian, vegan and health food groups in these three regions.

"Africa: Introducing tempe into parts of Africa would be of tremendous nutritional benefit, but would be the most difficult" due to the food culture and habits. "The appearance of fungus on a food is totally unacceptable to most African consumers and the appearance would have to be substantially changed by processing the food further, e.g., by cooking." However trials conducted in Zimbabwe have shown that fried tempe was extremely well liked–even though the food was unfamiliar. Address: Dep. of Microbiology, Kings College, London Univ., United Kingdom.

2469. Anderson, Jean. 1997. The American century cookbook. 1st ed. New York, NY: Clarkson Potter. xii + 547 p. Illust. Index. 24 x 19 cm. [586* ref]
• ***Summary:*** Contents: Acknowledgments. Introduction. How to use this book. Appetizers and snacks. Soups. Meat, fish & fowl. Casseroles. Eggs, cheese, pasta & grains. Vegetables. Salads and salad dressings. Breads and sandwiches. Puddings, pies & other desserts. Cakes & frostings. Cookies & candies. Permissions. Bibliography. Index.

The Introduction begins: "For the past ten years, I have been traveling backward in time. Back across the decades to 1900 and beyond. My quest: To trace this [20th] century's role in our culinary coming of age. To track the recipes, foods, food trends, food people, appliances, and gadgets that have had an impact on our lives from 1900 onward." This is a marvelous book about mainstream American food, but it is also somewhat strange. Marvelous because: (1) It is the culmination of a life's work as a food writer; she is the author of more than 20 cookbooks, the winner of numerous awards related to food writing, and a member of the James Beard Who's Who of Food and Wine in America, and a regular writer for leading national food magazines. (2) The historical research that has gone into this book is superb, and beautifully presented, with hundreds of old graphics (photographs, illustrations, ads, packages, labels, posters,

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etc.). (3) The book itself beautifully designed, and the format is original and very inviting, with numerous interesting sidebars and timelines, in addition to the graphics.

The book is strange because: (1) The author seems largely unaware (except for a brief mention in the Introduction, p. 4) that the 20th century was also the century of the rise of the natural foods, organic foods, vegetarian, and soyfoods movements in America–starting in the 1960s, with a smaller health food movement from 1900 to the late 1950s; the words "natural," "organic," "soy," and "health" do not even appear in the book's substantial index–although the word "granola" does–in connection with a recipe that contains an incorrect history. Among the various soyfoods, only tofu is mentioned–but not in a recipe. In a timeline, under 1980s: "Tofu comes to the supermarket." Note: Actually, tofu was first sold in a supermarket chain in 1958 in Los Angeles.

The books contains two vegetarian recipes: (1) Vegetarian (meatless) Moussaka (p. 166-67), a recipe the author developed in 1973 for an article she was writing in *Family Circle.* She had eaten and liked meatless moussakas in Greece. (2) Vegetarian Black Bean Chili (p. 250-51), a 1960s recipe that won "Best of the 1991 New York State Fair." There is (fortunately) a timeline entry (1971) and four recipes related to Alice Waters and Chez Panisse restaurant in Berkeley, California. (2) The book contains many unhealthy (though popular) recipes. It is overloaded with recipes for meats, fish, and fowl–the very foods that are causing a health crisis in America, with heart disease and stroke as major causes of death and disability. Other recipes (also popular) contain large amounts of refined foods, such as white sugar, white flour, etc.–Ingredients that people interested in healthy foods generally prefer not to eat. (3) There are some glaring omissions: Under appliances–nothing about the blender, or the juicer.

Compare the recipes in this book with those in the latest edition of the *Joy of Cooking* (also 1997) and you will see clearly that the latter has kept pace with America's changing cookery and attitudes toward food, nutrition, good health, and the important connection between diet and health.

Note: Jean Anderson, a member of the "old school," was born in 1929. Address: Chapel Hill, North Carolina, and New York City.

2470. Hain Food Group, Inc. 1997. Annual report 1997. Uniondale, New York. 5 + 30 p. Nov. 28 cm.
• ***Summary:*** This unusual annual report is composed of 6 unnumbered pages of annual report on glossy paper and 30 pages of Form 10-K, which is bound in. A color photo (p. 1) shows Mr. Irwin D. Simon, President and CEO. In October 1997 Hain completed the acquisition of Westbrae Natural, Inc. "Westbrae sells over 300 high quality natural and organic food and snack products. Westbrae is the market leader in non-dairy beverages, the largest single natural food category. Westbrae and Hain combine to lead six of the fifteen top selling natural food categories." A color photo shows four of Westbrae's soy and rice beverages.

Page 1 of Form 10-K states that On Sept. 11, 1997, Hain executed a definitive merger agreement with Westbrae Natural. The next day Hain offered $3.625 cash per share for all outstanding common shares of Westbrae. The aggregate purchase price will be approximately $23.5 million. "For the fiscal year ended DEcember 31, 1996, Westbrae reported net sales of $32,583,000 and net income of $1,203,000. For the six months ended June 30, 1997, Westbrae reported net sales of $17,502,000 (unaudited) and net income of $708,000 (unaudited)."

"The company was formed in 1993. Net sales for the year ended June 30: 1994–$14,963,000. 1995–$58,076,000. 1996–$68,606,000. 1997–$65,353,000 (down 4.9%). Net income for these years: 1994–($502,000 loss). 1995–$2,365,000. 1996–$2,134,000. 1997–$1,069,000 (down 50%).

Enclosed with the annual report is a "Notice of annual meeting of stockholders and proxy statement." The single largest shareholder is Irwin D. Simon, who own 1,573,000 shares, which is 16.7% of the common stock. Mr. Simon, age 38, is the company president, CEO, and a director. In 1997 has salary was $200,000, with a bonus of $60,000 and other annual compensation of $5,400 = $265,400. He is the company founder and has been the president and CEO since its inception. Former positions: 1986-1990 with Haagen-Dazs is sales and marketing. Dec. 1990 to Dec. 1992 with Slim-Fast Foods Company in various marketing capacities. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2471. Hogan, David Gerard. 1997. Selling 'em by the sack: White Castle and the creation of American food. New York, NY: New York University Press. x + 199 p. See p. 99, 100, 107. [261* ref]
• ***Summary:*** A fascinating book, very well researched and written. White Castle, a regional restaurant chain, was founded in 1921 in Wichita, Kansas–at a time when Americans were hesitant to eat ground beef after Upton Sinclair's 1906 novel *The Jungle* had publicized the poor sanitation practices of the meat packing industry. It became the first American hamburger fast food restaurant chain.

It made the hamburger a U.S. institution and launched the fast-food industry.

In the chapter "White Castle goes to war," the section titled "Victory coffee without the coffee" (p. 98-100) states that coffee was in short supply during World War II only because consumers, in the early summer of 1942, fearing it would be rationed, "fulfilled their own prophecy of scarcity by clearing grocery shelves and hoarding coffee in their cupboards." Rationing was imposed a few months later.

White Castle first considered extending the existing

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coffee supply by adding "chicory or soy meal." Eventually most wholesale roasters added 6-8% chicory to their mix, which did not alter the flavor much. White Castle soon accepted this "chicoried" coffee at most Castles in the chain.

They also tried a variety of other hot drinks to help make up the coffee shortage, such as Postum (an extract from roasted wheat bran flavored with molasses)–but it was quite expensive.

White Castle also considered and tested, but ultimately rejected, other coffee substitutes such as "Soykee, a soy derivative sold by Battle Creek Food Company; Soyfee from Cubbison Company; and Kofy Sub, another soy-based substitute" [made by Dr. Jackson Foods in Toronto, Ontario, Canada]. The only coffee substitute that White Castle considered seriously was Breakfast Cup, sold by Loma Linda Foods of California in 12-ounce packages; it was made from soy, bran, fig, wheat, and honey, but was eventually considered too expensive.

Since meat was also scarce during the war, White Castle also searched for alternatives to their hamburgers–and even considered meatless alternatives. Battle Creek Foods of Michigan offered the most varieties. Special Foods of Columbus [sic, Worthington] Ohio, made Numete, based on peanuts and corn flour. Many companies made a soy burger, while Loma Linda Foods made Vegelona (from soybeans, tomatoes, onions, and peanuts) and Proteena (from soy, tomato juice and yeast extract). Central Soya Co. made soya flour, which White Castle considered using as a meat extender. But there is no evidence that White Castle ever mixed its hamburger meat with any extender.

Brief story of Betty Crocker: The first company to pioneer a corporate hostess for image making was General Mills in 1921–though at the time the company was named Washburn, Crosby, and Company, it "was becoming frustrated with the growing negative publicity about the white bread made from its bleached Gold Medal Flour. White bread was being denounced as having no nutritional value and being full of additives. In response the company created the popular yet fictional gray-haired 'Betty Crocker,' who was portrayed to the public as both an expert on nutritional issues and the ideal role model of the feminine and organized homemaker." The program began with just one secretary signing this pseudonym to all public relations correspondence, but quickly expanded. Address: Assoc. Prof., American History, Heidelberg College [Tiffin, Ohio].

2472. Nutrition Education Service, Sanitarium Health Food Company. 1997. Sensational soy cookbook. Sydney, London, Vancouver, New York: Murdock Books. 64 p. Illust. Index. 20 cm. [32 ref]

• ***Summary:*** A saddle-stitched vegetarian cookbook on glossy paper loaded with color photos and lightweight text. The author and nutritionist is Cathy McDonald of Sanitarium. Recipes developed by Wendy van der Veer of Sanitarium. Contents: The story of soy. The soy family: Miso, soy beans, soy breads & cereals, soy cheese, soy drink, soy flour, soy grits & soy flakes, soy 'meats,' soy pasta, soy sauce, soy snacks, tempeh, TVP, tofu, tofu desserts (ice cream and yoghurt). Breakfasts. Soy for health (isoflavones, menopause, breast cancer, osteoporosis, prostate cancer, heart disease). Light meals. The secrets of soy. Main meals. Soy in perspective. Desserts. Sensational soy (sample menus). Snacks. Know your nutrients. Bibliography. Estimated isoflavones in soy foods (table). Address: 1 Sanitarium Drive, Berkeley Vale, NSW 2261, Australia.

2473. Waring, Virginia. 1997. Fred Waring and the Pennsylvanians. Urbana, Illinois and Chicago: University of Illinois Press. xiii + 404 p. Illust. Index. 24 cm. [350+* endnotes]

• ***Summary:*** The story of the development and commercialization of the Waring Blendor by Fred Waring–the man of many great talents who taught American how to sing coral music. His professional life encompassed every aspect of show business–dance, theater, vaudeville, recording, radio, movies, television, and concerts. He was also an excellent golfer and ran an empire of enterprises.

Chapter 13, titled "The Waring Blendor (p. 144-51), tells how story began in 1936 when a man named Frederick J. Osius brought Waring a "seemingly unworkable device"–although Osius had been able to secure a patent on it in 1933. [Note: Osius's first and only patent related to a blender ("Disintegrating mixer") was filed on 13 March 1937 and issued on 1 March 1938.] During the next few months Waring made many improvements, and it was in good working shape by the fall of 1936. He carried it with him in a special trunk wherever he went, demonstrating it at every opportunity. On 24 Jan. 1938 he described his "Waring Mixer" (its original name) in detail, then demonstrated it during an interview as a guest on the show "For Men Only" on WEAF radio in New York City; he made a chocolate milk shake with a banana, using milk, ice cream, a little chocolate, and a banana as the main ingredients. And he described his "gadget" as "... about 14 inches high, with a highly polished metal base and a sort of clover-shaped open glass jar on top of it."

His friend Rudy Vallee became a fan and informal salesman (he sold hundreds of them) after he discovered how well and quickly it could make a frozen daiquiri with fresh fruit.

The Waring Mixer was probably first sold commercially in 1937 or early 1938. In Sept. 1938 *American Business* reported that 35,000 had already been sold. They were very popular in bars for mixing drinks. The Blendors were assembled in Toledo, Ohio, by Air-Way Electric Appliance, a maker of vacuum cleaners.

During World War II, production of Waring Blendors stopped, due to rationing, although a few Blendors were

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built for scientific laboratories. After the war, "the Waring Corporation" was run out of the Hammerstein Building in New York City. It is not clear when the name changed to Waring Blendor from Waring Mixer, or from Waring Blendor to Waring Blender. During World War II they were widely used in scientific laboratories and the special Waring Aseptic Dispersal Blender was used by Dr. Jonas Salk to prepare culture media in developing the polio vaccine. By 1955 the Waring Blendors were made at a factory in Connecticut.

The Waring Blendor "revolutionized the eating and drinking habits of America." Fred received substantial royalty payments for some 30 years until the mid-1970s when the new parent company, Dynamic Corporation of America–filed for Chapter 11 bankruptcy; it had been using profits from its little Waring subsidiary to pay off creditors. All rights reverted to Fred Waring.

Many photos show Fred Waring–but none with his Blendor.

Note: The word "smoothie" was coined in the early 1940s (perhaps as early as 1940) by women developing new recipes for the Waring Blendor. Address: Wife of Fred Waring (1954-1984).

2474. Paolucci, Danny. 1998. Experiments with vacuum-packaging tofu Swan Foods Corp. in Miami, Florida. Suspicions of spying by Premmies from Swan Gardens (Interview). *SoyaScan Notes*. Jan. 16. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Danny said in an interview in Nov. 1992 that Mary Pung and Robert Brooks, founders and owners of Swan Foods, were both doing a lot of new product R&D, and playing with a clam-jaw-type vacuum packager.

Swan Foods water-packed its tofu. The work with a vacuum-packaging machine probably never got past the experimental stage. He is quite sure that they had a chamber-type vacuum packaging machine at one end of the tofu factory. He is very sure they were experimenting with this machine, but he is not sure that they used it to pack any of their tofu. Later, after he started Sunshine Soy Company Inc. in Miami, Danny vacuum packed his tofu and he is sure that he got the idea from Swan Foods. Even if we could locate Mary Pung (who had not changed her maiden name, Pung, by 1983), she would probably not remember the answer to this question. "Her brain is probably gone."

Dick McIntyre, owner of Swan Gardens in Miami, may have purchased Swan Foods' vacuum-pack machine. Dick was always very a unsociable, private and non-communicative person. Dick was a Premmie–a disciple of the young Indian Guru Maraji. Danny strongly suspects that he hired Premmies to work in Danny's factory. Then they would go to *satsang* and tell him what was happening in Danny's factory. "Basically, corporate spies."

Danny was not a disciple of Guru Maraji; he has done Hatha Yoga all his life and began to practice Zen meditation at age 18; he still practices Yoga and Zen regularly. He came from a very conscious family. His stepfather was from England and his mother from Austria. In the 1950s, they ate yogurt and whole-wheat toast, and they had an Acme juicer on the kitchen counter–for making carrot juice.

Others who might know about Swan Foods: (1) Bernie Shapiro, who ran the I Ching, an spiritual/alternative bookstore in Miami and "knew everyone." (2) Jimmy Wilks, who was a founder of Swan Foods, who later worked at Popeye's Health Foods in Miami, and might still work there. (3) Chik Shank, who published *Alternatives* magazine in Miami; he still lives in Miami and is still involved with publishing. Address: 2219 S.W. 59th Ave., Miami, Florida 33155. Phone: 305-266-0830.

2475. Indiana Soybean Board. 1998. Indiana soyfoods locator guide: A guide to finding soyfoods in the supermarket and health food store. Lebanon, Indiana: Indiana Soybean Development Council. 48 p. 28 cm.

• ***Summary:*** This is the first edition of this Guide. On the cover is a paper grocery bag resting on a bed of soybeans and chock full of foods: Veggie Slices (soy cheese), soynut butter, veggie burger, tofu, soymilk, soy flour, plus carrots, celery, and cooking oil. Contents: Food pyramid. Soyfoods descriptions–Meat the Bean: Introduction, green vegetable soybeans (edamame), hydrolyzed vegetable protein (HVP), infant formulas–soy based, lecithin, meat alternatives (meat analogs), miso, natto, nondairy soy frozen desserts, soy cheese, soy fiber (okara, soy bran, soy isolate fiber), soy flour, soy grits, soy protein concentrate, soy protein isolate (isolated soy protein), soy protein–textured (textured soy protein, textured soy flour), soy sauce (tamari, shoyu, teriyaki), soy yogurt, soybeans, soymilk–soy beverages, soynut butter, soynuts, soybean oil & products, sprouts–soy, tempeh, tofu & tofu products, whipped toppings–soy-based, yuba. A taste for health–Scientists are learning about soy's health benefits: Heart disease, osteoporosis, menopause, cancer, isoflavones. Soyfood icon chart. Soyfood facts & recipes: Meat alternatives, soybean oil, textured soy protein, whole soybeans, soy flour, soymilk, tofu. Composition and nutrient content of soyfoods. Soyfood conversion charts: description of one serving of soyfoods, guide to modifying recipes, soyfoods substitution chart. Mail order soyfood companies. Soyfoods Web site packed with information. Soy cookbooks. Soy resource books. 1-800-talksoy. Soyfoods market search map; where to find soyfoods in the supermarket (a two page color layout of a supermarket displaying where soyfoods are located). Soybeans... they're in almost everything. Finding soyfoods at the supermarket (store listings by county). Address: Indianapolis, Indiana 46205-1744. Phone: 1-800-275-7679.

2476. Seemo (H. Shapira); Kairava (J. Spaelstra). 1998. Re: Exciting new developments at Dakini Health Foods Pvt.

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Ltd. in Pune/Puna, India. Letter (fax) to William Shurtleff at Soyfoods Center, April 10. 1 p. Typed, without signature on letterhead.

• ***Summary:*** "Hello Bill. Greetings from hot, hot India, and some gossips too. 3 months ago we managed to close a deal on a 17,000 square foot plot about 7-8 km from our present place.

"We dug a bore well and found a good spring!!! And yesterday we got our electricity connection–a Big story in India.

"We are trying now for building permits and planning to have 5,000 square feet ready by next year some time. About half of the space will be for our soy project–tofu, soy milk, soyogurt drink, tempeh–and hopefully more. We can get nearly all the equipment built locally–steam boiler, cooking pots, refrigeration, etc. We also want to fabricate a pressure cooker, an okara press, etc.

"For grinders some hammermills are available but I think we prefer to get a sanitary stone grinder so please if you have the address of some manufacturer / stocklist of these. Models sold without motors are best. We will be happy to know as this type of equipment has never evolved in India and importing is the only solution. Taiwan, Japan, or the U.S. are all OK. We may possibly buy a small one for hummus production as well.

"All the best, with love. Seemo & Kairava.

P.S. Tempeh production is running smoothly, 60-80 kg per month, 7-10 per batch for now. Address: Dakini Health Foods Pvt. Ltd., S.N. 33, Bhoiwasti, Keshavnagar, Mundhwa, Pune / Puna 411 036, India. Phone: +91 20-613985.

2477. James, Richard F. 1998. Work to expose the dangers of toxic substances in soybeans (Interview). *SoyaScan Notes.* April 18. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Richard James, who was born and raised in New Zealand and still speaks with a "down under" accent, lives with his wife Valerie and many exotic birds in Whangarei, a fairly large city near the northern tip of New Zealand's North Island, about 80 miles north of Auckland. Before he moved to New Zealand, he was a lawyer and real estate agent in the San Francisco Bay area.

After many of Richard and Valerie's parrots began to die, Richard started to notice that a number of different animal species, including humans, were having some adverse reactions to the consumption of soy products. First he spent a considerable amount of his own money phoning around New Zealand, starting with agricultural people who were having trouble with their birds. It turned out, bit by bit, that rabbits, guinea pigs, pet hamsters, race horses–indeed everything being fed soy products was having some really nasty problems. And yet we couldn't quite put our finger on exactly what it was. We noticed that it was also affecting the reproductive capacity; we were getting deformed babies and infertile eggs. Valerie, apart from being distraught at watching all her lovely friends dying in miserable ways, spent a lot of time talking to Rob Shaw, the technical manager of a health food company–whose phone number Richard would be glad to share. Because the end results are so diverse, because these bloody soybeans have so many levels of toxicity, you almost couldn't put your finger on what was happening. Ultimately Valerie mentioned to Rob that the bird food was being advertised as producing 11-week-old baby birds that had the sexual characteristics of 2-year-old birds. At this point Richard and Valerie had no idea what an estrogen was, but Rob had enough biochemistry (and he really is quite a brilliant fellow) that he said immediately: Oh! That's premature maturation. Not many people in this part of the world would have known about that. Other good men are Dan Sheehan (of the USA) and Glen Plymate (616 Westland Dr., Alameda, CA; a personal friend of Richard's to whom Richard has sent many documents implicating the toxicity of soy).

Sheehan's revenge: Two important scientific papers have been published. The most recent was published in Nov. 1997 in *Biochemical Pharmacology.* The significance of these two is that they did basically what Richard suggested to Sheehan and his co-workers. They examined the huge number of thyroid cases that are reported in the medical literature. Note that one of the first places the effects of the estrogenic chemicals (like DDT, the dioxins, cadmium, mercury, etc.) shows up is in the thyroid gland. Having discovered that, see if you can prove the link between that and soy. The soy industry's defense has always been that their processing gets all the toxins out; that's why nobody else ever complained. In response to that, we have produced all these published research papers about prostate tumors in dogs, and liver cancer and infertility in cheetahs, mice, rats, hamsters, etc. Richard and his research team has the best library of this type of research in the world. Richard offers to send Shurtleff copies of page 1 and the bibliography of many of these key papers.

Back to Sheehan's revenge: They set out to prove that flavonoid compounds cause thyroid cancer. Again, there were two key papers.

There has been a major cover-up. When Rob Shaw looked at the early literature Richard and his team were collecting on their literature review, he was very upset: He said the U.S. government must have known (for at least 20 years) the estrogenic content of soy infant formulas, and that that in some cases little girls fed soy infant formula show premature breast development, premature menstruation, premature menopause (at about age 22), etc. It doesn't show up until the kids reach puberty. Then (according to the dosage) the thyroid deficiency and the problems mentioned above start up; the evidence is unequivocal.

Another thing that has never been revealed properly

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or has been propagandized, like the premature thelarche in Puerto Rico: The only food correlation they found was with soy infant formula. The Centers for Disease Control (CDC) went off and did another search and absolutely, completely ignored soy infant formula, the foods fed after infant formula, and they ignored boys–so they came up with the answer that there is no incidence of anything–no problems. Basically, they defined the scope of their study so narrowly, that they defined away the problem. But even in this limited definition of girls who had problems, they were 2¼ times as likely to have been fed soy formula as anything else.

The other two emidemiologies were on Long Island, New York, where the North Shore Community Hospital went looking for a reason for the high incidence of auto-immune thyroid disease in children age 10 plus or minus 4 years. This occurs when the immune system has gone berserk and is actually attacking the thyroid gland. This is a permanent debilitating disease; its manageable, but chances of early death are fairly high. Kids with that syndrome were 2½ times as likely to have been fed soy formula. The same North Shore Community Hospital also found that kids with insulin-dependant diabetes–which is another auto-immune disease–were twice as likely to have been raised on soy formula. Moreover, some kids with this type of diabetes also had the auto-immune thyroid disease–and no one looked at abnormal breast development in these two groups of kids.

ADM stated to the FDA that they had determined that the soy isoflavones they are now selling [Novasoy pill with 70 mg of soy isoflavones in a softgel form] were safe to be used as a general additive to all foodstuffs. This is "totally toxic."

In 1966 the National Academy of Sciences, National Research Council, Food and Nutrition Board, Food Protection Committee, compiled a very important book titled *Toxicants Occurring Naturally in Foods* (Washington, DC: NRC Press, 301 p.). A greatly expanded 2nd edition was published in 1973 (vii + 624 p.). Their basic approach was: Gee whiz, isn't it great that we have these analytical methods so that we can detect when these toxicants are getting into our foodstuffs. They concluded that the main source of estrogens in foodstuffs is the isoflavones in soy products. Hormone replacement therapy isn't necessarily the same as the chemicals that are in soy; they both mimic hormones but they may not have the same biochemical effects.

"I could go on weeks talking like this but I'll tell you the basics that we can document... We were absolutely 'monstered' by some of the biggest and nastiest companies in the world. But also by certain arms of the U.S. government, particularly the U.S. Department of Agriculture." A professional journalist is now writing a book about this. The small things were late night phone calls. But the pitch that was made all over New Zealand was: "We can buy TV channels. We can divert medical schools. We can influence governments. And we have millions of dollars and teams of lawyers–and we crush nutters like you. You won't last six months. We will destroy your credibility. We do this to 20 or 30 like you every year. "I am not a retired bird raiser. My professional training was as a lawyer. I practiced in New Zealand, in London, and in San Francisco–all quite successfully–until the California Bar Association lowered the boom on lawyers who hadn't passed the California Bar. I had an office at Bechtel Corporation in the legal department on the 20th floor, the corner office, facing out towards the Ferry Building." He also got an MBA at Golden Gate University in San Francisco (part time; it took about 5-7 years). "Right now I am the soy industry's biggest friggin' pain in the ass." After I quit Bechtel, we were in the real estate business in Walnut Creek, directly east of San Francisco. We hit the boom in 1976, invested quite carefully in California real estate, and made a few million dollars. Returned to New Zealand and decided to do what the liked–raising exotic birds. His wife has dual citizenship (U.S. and New Zealand).

Dr. Clifford Irvine was (Richard believes) the "chairman of the governing board of Lincoln University in Canterbury, New Zealand. He was also dean of the Dep. of Animal Sciences. His secretary intercepted so many terrifying phone calls–death threats and whatever–that she finally left and went home. She broke down. Cliff was told that if he went to the USA to Dan Sheehan's conference, he should wear body armor and travel on a separate plane from Mike Fitzpatrick–which he did. Mike also was told to wear body armor and to watch out. This was not very nice stuff. Mike's employer was driven out of his mind. I've got it documented from Bill Grayson, who owned Grayson Laboratories, that the pressure was coming from Bean Supreme and Nestlé. If you phone somebody three times a bloody day and tell him the whole New Zealand Food Industry is going to take their business away from his laboratory, you'll frighten the sh*t out of him.

"The soy boys pick a pinch hitter in some country. They started with Bean Supreme, then dumped him, and they've been using a fairly big Seventh-day Adventist owned health company–the most corrupt, dishonest company in the world–and I can document that for sure." They have been putting incredible pressure on Richard and the others in his group. Continued. Address: 1868 Whangarei Heads Road, Rural Delivery 4, Whangarei. Phone: +64 9 434 0564.

2478. James, Richard F. 1998. Work to expose the dangers of toxic substances in soybeans. Part II (Interview). *SoyaScan Notes*. April 18. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Continued: Originally the scientists looked at this soy matter; Richard was not a scientist, he was a check writer, because he and his wife saw something wrong that demanded a scientific explanation. Richard didn't even hire the scientists; they were commissioned originally by the health food company. Rob Shaw, the technical manager who had experience in the pharmaceutical industry,

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talked to everybody he knew to find out who was the best analytical chemist in New Zealand. They picked Allan Aspell, who owned his own consulting firm. First, Rob Shaw commissioned them to analyze the literature. When that was done, Rob told Richard that he was already convinced there was a problem with soy. Richard replied that he needed a toxicity report on the quantities toxins found in soy. So from the literature they had discovered, they analyzed for genistein, daidzein, etc. including from infant formulas. The soy industry has tried to make it appear–all over the Internet, etc.–that this was just one crazy bird breeder who fed raw soy flour to his birds. It wasn't! It was a crazy bird breeder who had fed soy infant formula to his children in 1969 and 1970. It was Isomil and the James' family was living in Walnut Creek at the time. Looking back, they saw some of the same effects in the early infancy of their children that they saw in the birds 20 years later. One of the really characteristic ones is a high level of hyperactivity. The estrogens wind the brain cells and central nervous system up. We had to move out of the 20th floor of the Golden Gateway Apartments in San Francisco, California, break the lease, which cost a pretty penny, because our son was so hyperactive we were afraid he was going to get out of the apartment and parachute 200 feet to the ground without a parachute. You notice it at about age 6-7 when they look like they are autistic or have attention deficit disorder. Those are subtle things; yet Richard could make a list of about nine things that he saw in the birds that he had seen in the kids. In early 1995 he made such a list and gave it to Dan Shehan and Kevin Medlock. After the short term problems you begin to see the serious deficiencies that reproductive systems and immune systems as they are supposed to be developing properly in later childhood. They have some "awful" anecdotal evidence of kids that were on soy formula for 20-21 months.

Richard will send Shurtleff the first page of about 20 of the most important documents.

In April 1994 the first major report, titled *The Toxicity of Soybeans and Their Related Products. Vol. 1. Scientific Reports, Laboratory Analyses, Field Observations,* was compiled and published by Valerie and Richard James. To get it reviewed around the world cost the two about $100,000 of their own money–just to get started. They thought that if they handed this peer-reviewed report to their own [New Zealand] government, they would act. Since, they have spent an additional $250,000 protecting and educating themselves. For example, soy infant formula contains about 150 times more carcinogens than is permitted under U.S. law–and most of the soy milks on the market contain about 50 times more. It has been general knowledge for about 50 years that these phytoestrogens are carcinogens–put nobody had ever gone and proved it. Even the toxicologist at the local medical school, who did an independent peer review of the 1994 report, wrote an essay for one of the local newspapers about the carcinogenic effects. Unfortunately it was never published die to pressure from the soy industry. Address: 1868 Whangarei Heads Road, Rural Delivery 4, Whangarei. Phone: +64 9 434 0564.

2479. James, Richard F. 1998. Re: Answers to questions by William Shurtleff related to photocopies sent by James. Letter (fax) to William Shurtleff at Soyfoods Center, May. Handwritten. Undated.

• ***Summary:*** (1) Columbit (NZ) Ltd. is the sole importer of soy protein isolate. It is owned equally (50/50) by Protein Technologies International (PTI) and Bruce Kirk. Kirk is the heavy-breathing late night phone call expert who was handing out threats of hell fire, etc. to Prof. Irvine, Dr. Fitzpatrick and his employees, Bill Grayson, and us.

(2) "Tofu shop" at the top of a fax (with fax #631 0616) is a suburban health food shop in Penrose, Auckland, on the north island of New Zealand. It is a retail outlet for Trevor Johnston's business, Bean Supreme (Brings Happiness). Address: 1868 Whangarei Heads Road, Rural Delivery 4, Whangarei. Phone: +64 9 434 0564.

2480. **Product Name:** Soyganic.
Manufacturer's Name: Sunrise Markets Inc.
Manufacturer's Address: 729 Powell St., Vancouver, BC, V6A 1H5, Canada.
Date of Introduction: 1998 June.
Wt/Vol., Packaging, Price: Paperboard tub.
How Stored: Frozen.
New Product–Documentation: Talk with George Conquergood, Vice-president of Operations, International ProSoya Corp., Surrey (Vancouver), BC, Canada. 1999. SoyaWorld presently markets three soymilk products: Sunrise soymilk (a beany-flavored product made and packaged by Sunrise in plastic bottles), Soyganic (a traditional beany-flavored product made by Sunrise with organic soybeans, packaged at Dairyworld in a gable-top carton and sold refrigerated), and So-Good (licensed from Sanitarium Health Food Co. in Australia, formulated and packaged in gable-top by Dairyworld, and based on soy protein isolates). Soyganic and So-Good appeared on the shelves at about the same time in 1997 under the SoyaWorld brand. They distribute those three products extensively across western Canada, and sell them in the dairy case.

ProSoya News release. 1999. May 17. *Soyganic* is an organic soy beverage fortified with calcium and other essential nutrients.

Talk with Peter Joe, owner of Sunrise Markets. 1999. May 26. In late 1997 the Canadian government first allowed soymilk to be fortified with calcium and vitamins. This showed a weakening of their many laws designed to protect dairy products. Use of the word "milk" is still not allowed. Soyganic was launched in mid-1998.

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2481. Bramblett, Billy. 1998. Company history: Wildwood Natural Foods (Continued–Document part III). Fairfax, California. 10 p. Unpublished typescript.

• ***Summary:*** "Meanwhile, Mr. Ridenour had brought the Santa Cruz operation into the sunlight of profitability. He had developed systems and teams that worked together toward enlightened profitability. His workers worshipped him, called him 'Dad,' and became a family of which he was the head and patriarch. Wildwood Santa Cruz was profitable in 1991, and on a firm footing.

"After a Stanford MBA analysis indicated that both companies should be headed by the enlightened leadership of Mr. Ridenour, the BOD [board of directors] north elected Mr. Ridenour as president and Mr. Orbuch retired. Mr. Ridenour has set about cleaning up the north and installing those systems and procedures which have been proven effective and profitable in Santa Cruz."

"So as of February 1992, Mr. Ridenour was in charge of both companies... In August, 1992 Mr. Bramblett returned at Mr. Ridenour's request to help with product development and financial analysis (Mr. Bramblett had been the CFO of China Books and Periodicals in San Francisco for the past two years). The analysis determined that the company was losing money primarily due to distribution costs and the imbalance between the sales of Wildwood products and the sales of products made by other manufacturers, which at that time was 33% Wildwood and 67% other."

In 1993 Mr. Bramblett took over the accounting department; Wildwood returned to profitability and the owners decided to merge the two companies so they could sell off a small part of it to raise capital. In Nov. 1993 John Breen was hired as controller.

The corporate merger was accomplished in 1994 with each of the four shareholders owning 25% of the surviving corporation. "We then wrote a business plan in which we proposed to build a new tofu factory, bring all production under one roof (likely in Watsonville) and leave a cross dock in Marin County near the Hwy. 101/580 intersection."

"We finally lined up financing for the new factory, but the senior debt underwriters wanted to see more equity on the balance sheet... We have not yet been successful in this plan but have had much interest and several buy-out offers. We have joined the Social Venture Network and have made presentations to the Investor Circle (SVN spinoff) and have a few investment suitors at this time.

"Meanwhile the combined corporations became profitable in 1995, 1996 and 1997 and so far in 1998. We have strung together 13 consecutive profitable quarters and added to our equity thereby. While only growing total sales by about 10% over the past three plus years, we have flip flopped the products profile and are now at 69% Wildwood and only 31% other products, a much more profitable balance. We have also developed many new products and have several products private labeled for us.

"Most recently we have introduced a new private labeled [by Ted Nordquist and TAN Industries] organic soymilk in gable topped cartons which comes in two flavors, Plain and Chocolate. We expect to have this product in distribution in the western U.S. by September 1998.

"Wildwood is currently producing approximately 30,000 lbs, of tofu per week and bottling 2,000 quarts of Yo Soy traditional soymilk (in plastic quarts) in two flavors, Plain and Honey-Vanilla. We reprocess about 40% of the tofu and sell the rest as either 10 oz. vac pack, or 20 oz. vac pac, 16 oz. firm water pack, 16 oz. medium (low fat, calcium sulfate) water pack, or institutional vac pac in 8 lb. blocks or 7 lb. pre-cut. We also produce 20 oz. vac pac for Whole Foods with their label.

"In addition Wildwood produces Hummus in four styles, traditional Mid East, Low Fat, Spicy Low Fat, and Pesto. To complete our middle eastern line, we also produce Tabouli Salad and Baba Ganooj.

"Secondary tofu products include Baked Tofu in four flavors, Smoked Tofu in two flavors, Tofu Vegie Burgers in three flavors, and Tofu Cutlets (traditional Nama Age). We also make Braised Tofu Salad (cubes of tofu lightly grilled with fresh vegetable in exotic sauces) in five flavors and fresh tofu salads in two flavors as well as two tofu spreads. We have abandoned the sandwich market altogether.

"The retail side of the natural foods market has consolidated. Very rarely will you find the small neighborhood health food store or the little mom and pop place that would sell ready to eat products such as ours. Now its all big corporate up-scale super stores with coffee bars, juice bars, cookie bars, salad bars, sushi bars in 65,000 square feet of fancy, wide aisles, highly decorated and high prices.

"These stores also demand more margin, squeezing distributors and manufacturers and exhibit 'serve all our stores or serve none' ultimatums. We have countered by refining our DSD (direct store delivery) system. Wildwood is now Macintosh networked from orders through production, packing and delivery. The driver/sales reps now deliver to the stores with completed invoice in hand. We educate the store clerks and managers to understand that our full service distribution saves them over 5% in stocking and inventory management expense and have kept the stores margins below 30% in most cases. Also, since we have concentrated on developing products with longer shelf lives and have refined production methods to extend the shelf lives of existing products, the return rates have dropped dramatically to under 3% for the entire Wildwood product line."

"Quality is still our number one goal, but profitability is a close second."

"We have expanded our distribution to include several sub distributors. Rock Island Foods carries our longer shelf life products into stores in the SF Bay area which we opt not to serve, as well as into eighty Lucky Markets and any

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account which is outside of Wildwood's distribution area. In Los Angeles our products are distributed by California Day Fresh as well as Tree of Life and Nature's Best."

In Portland [Oregon], we are carried into natural foods accounts by Zanya Trading, and we are preparing to open the Seattle [Washington] market by the fall of 1998. Our new soymilk will be carried by Texas Health into Texas, Colorado and New Mexico and will pave the way for the rest of our product line into those markets.

"Wildwood will continue to seek financing in order to build a new production facility before the new millennium and we plan to be nationwide by 2005. Our products continue to gain critical acclaim and have won first place or best of show at three separate San Francisco Chronicle and American Tasting Institute events in 1998 alone.

"In case you missed the ownership / management lineup, here's a recap:

"Jeremiah Ridenour, President & CEO, Board of Directors, 25% shareholder.

"Billy Bramblett, Treasurer, BOD, 25%, GM in Fairfax, product development, demonstrations.

"Frank Rosenmayr, VP & Secretary, BOD, 25%.

"Paul Orbuch, 25%.

"Other key personnel include:

"John Breen, controller.

"Erik Todd, distribution manager.

"Dolly Gianni, human resources (and so much more).

"Doug Porter, purchasing manager, graphic design (and so much more).

"Maria Gonzales, production manager, Fairfax.

"Chris Spalaris, plant manager, tofu manager, Santa Cruz.

"Juan Macias, secondary production manager, Santa Cruz.

"Currently we run thirteen delivery routes which visit our accounts three times a week. We have 95 employees. 1998 sales are estimated to exceed $6.5 million of which about 70% will be Wildwood branded products." Address: Wildwood Natural Foods, 135 Bolinas Rd., Fairfax California 94930. Phone: 415-485-3940 X-47.

2482. **Product Name:** Soy Wonder Soymilk Machine.
Manufacturer's Name: Miracle Exclusives, Inc. (Importer-Marketer). Made in China.
Manufacturer's Address: P.O. Box 8 (64 Seaview Blvd.), Port Washington, New York 11050. Phone: 1-800-645-6360.
Date of Introduction: 1998 October.
Ingredients: -
New Product–Documentation: Six-page brochure sent by Dr. Christopher Harrison, LAc, of Brooklyn, New York. 1999. Feb. 26. "Soy Wonder Soymilk Machine." This brochure, photocopied on light-blue paper discusses: "Introduction. About soymilk. Important safeguards. To make fresh soymilk–2 quarts (1.8 liters)–13 step process with 5 photos. Beverage recipes. Nutritional data. Other uses: Hot chocolate, chocolate soymilk, fruit smoothies, pudding, coffee creamer. Cleaning the machine. Technical data. The machine looks something like a Vitamix blender, and is about the same size. A note from Dr. Harrison states that the machine is made in China and imported by Miracle Exclusives–Phone: 1-800-645-6360. It wholesales for $179. The idea came from a book by Peter Golbitz (phone 207-288-4969). No okara is left over after making the soymilk.

Talk with Gail of Miracle Exclusives. 1999. March 3. This machine (MJ717) was first sold in about Oct. 1998. It wholesales for $179 and retails for $269. It takes about 22 minutes to make 2 quarts. Catalog and price list sent by Miracle Exclusives. 1999. March 4. Effective Nov. 1998. "Catalog 1999-2000: Health appliances for the new millennium." A color photo shows the machine next to a bowl of yellow soybeans, a glass of light tan soymilk, and a copy of the book *The Simple Soybeans and Your Health*, by Mark and Virginia Messina. "Simply insert soaked soy beans, add water, switch on and its done. Its controlled cooking and grinding process produces a delicious soy milk without a "beany" taste at a fraction of the cost of packaged soy products. Recipe book included." Website: www.miracleexclusives.com.

Ad (color, 1/6 page) in *Vegetarian Times*. 1999. July. p. 96. "Make your own fresh soymilk!" Makes 2 quarts in 22 minutes. Call: 1-516-621-3333.

2483. ProSoya Inc. 1998. Creating great opportunities in the health food industry: Advanced soymilk technology (Portfolio). Ottawa, Ontario, Canada. 17 inserts. 31 cm.
• ***Summary:*** The 17 documents enclosed in this portfolio (containing many black-and-white photos) include: (1) Cover letter from Brian Harrigan, Executive vice-president. (2) Creating great opportunities in the health food industry: Advanced soymilk technology (4-page brochure). (3) Soymilk systems: VS 30/40, VS 200, VS 700, VS 2000, VS 3000 and VS 4000. (4) Equipment for upgrading. (5) Production chart. Nutritional comparison of soyfoods (four bar charts). (6) ST 2000–Continuous soaking and hydraulic conveying system. (7) ST 2000-OPT–Dry bean conveying system, washing/dewatering augers, an circulating pumps. (8) EC 200–Extractor. (9) EC 1000 & EC 2000–Twin-stage, self-desludging extractors. (10) EC-OPT–Okara conveying system and spare cone. (11) Continuous heaters. (12) Continuous cookers. (13) VF series–Model 200, 3000, and 60000–Vacuum flash deodorizing systems. Address: 2-5350 Canotek Road, Ottawa, ONT, K1J 9N5, Canada. Phone: 613-745-9115.

2484. ProSoya Inc. 1998. Creating great opportunities in the health food industry: Advanced soymilk technology (Brochure). Ottawa, Ontario, Canada. 4 p. 28 cm.
• ***Summary:*** This 4-page black-and-white brochure (with

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green and yellow overlays), discusses the company, the technology, the equipment, our customers, business opportunity. "ProSoya technology is currently being used in more than 20 countries. There are large-scale processing plants in Canada, Russia, and Scotland. Over 250 small, to medium-scale plants are located on five continents around the world. ProSoya has technology transfer agreements with companies in Russia and India for the manufacture of smaller soymilk systems under license."

Photos show: (1) ProSoya's VS 7000 system. (2) ProSoya's VS 200 system. (3) ProSoya's VS 40 system. (4) ProSoya's VS 4000 system. (5) A sliced cake of tofu, a glass of soymilk, and scoop of soy ice cream on a cone. Address: 2-5350 Canotek Road, Ottawa, ONT, K1J 9N5, Canada. Phone: 613-745-9115.

2485. Hain Food Group, Inc. 1998. Annual report 1998. Uniondale, New York. 22 p. Nov. 28 cm.
• ***Summary:*** Net sales for the year ended 30 June 1998 were $104.25 million, up 59.5% from $65.35 million in 1997. Net income in 1998 was $3.292 million, up more than three-fold from $1.069 million in 1997.

"1998 achievements: Fiscal 1998 was our most aggressive period for acquisitions... In December 1997, we completed a public offering of 2.5 million shares of common stock that raised approximately $21 million. We used these proceeds to reduce debt incurred in connection with the Westbrae acquisition... In April 1998, we contracted to acquire four other natural food businesses which closed on July 1, 1998. These acquisitions, of Arrowhead Mills, Terra Chips, Garden of Eatin', and DeBoles Nutritional Foods, make us a premier natural food company with products that lead eleven of the top 15 natural food categories. The cost of acquiring these businesses was approximately $80 million, which we financed through the issuance of $40 million in our common stock and $40 million in senior bank financing."

The Company was named "New Product Company of the Year" by *Prepared Foods*, a leading industry publication. The company now markets over 1,500 different products under nineteen different brand names. In 1997 the company stock price ranged from $3.125 to $5.75. In 1998 it ranged from $4.84 in the first quarter to $27.25 in the fourth quarter.

In 1998 Irwin D. Simon, president and CEO, earned $225,000 salary plus $60,000 bonus plus $5,400 other annual compensation. Andrew Jacobson, now president of the company's Natural Foods Division, was with Westbrae. He commenced employment on 14 Oct. 1997 and earned a salary of $129,329. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2486. Kaptchuk, T.J.; Eisenberg, D.M. 1998. The health food movement. *Nutrition* 14(5):471-73. *

2487. Hill, Ray. 1998. The health food store: a nostalgic look at the first–its origins, philosophy and development. Gloucestershire, England: Nuhelth Books. 191 p. Illust. (1 portrait). No index. 21 cm.
• ***Summary:*** This valuable book is largely about the Pitman Health Food Company and James Henry Cook (1869-1943) its founder and guiding light. It was published in 1998 to mark the 100th anniversary of England's first health food store on Corporation Street in Birmingham. It is based on facsimile copies of selected pages from the many early catalogs and price lists saved for a century by the Cook family.

Contents: Introduction and dedication. A health food pioneer–James Henry Cook. The Pitman business (a chronology, 1896-1943). The first Pitman catalogs–facsimile reproductions (Dec. 1898; March/April 1900 {the first with advertisements}; Sept/Oct. 1900 with a full-page price list of Dr. Kellogg's Health Food Products; Feb. 1901, the first with the terms "Health Food Specialists" and "Health Foods" on the cover or in the catalog, One full page (p. 59) is titled "Depot for Dr. Kellogg's Health Food Products"; March 1902, with kitchen equipment and utensils added; May/June 1902, with a new style of front cover and a letter from Eustace Miles; Feb/March 1903, with a full-page ad for Toasted Wheat Flakes, made by the International Health Association, Birmingham, and "Pitman" Nut Butter; Spring 1908, with a full page explaining the 1908 "Butter and Margarine Act," which forces nut butters to be labeled "margarine"; 1908 Christmas, 106 pages long, with a small 8 page supplementary catalogue. The address is now 121-131 Aston Brook St., Birmingham; 1913-1914. The "Pitman" Health Food Co. is established as a manufacturing and



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distribution business. A full page describes its first "mission statement." Future catalogs now relate to the manufacturing business; 1915-1916 catalog; 1916-1917 catalog and supplements–during World War I; 1928 spring catalog).

Moving on through the 1930s: 1928 catalog featuring honey and bee wares; 1930-31 catalog featuring the new Vitland manufacturing facility at Four Oaks, Warwickshire, rather than to the shop. "In 1930 the Pitman Health Food Company moved from Aston Brook Street, Birmingham, to a green field site custom built factory and offices at Vitaland..." (p. 146); 1931 Pitman Catalogue 3rd supplement, with a ½-page ad for Soyolk [whole soy flour]. "1-lb. Soyolk = 30 eggs"; 1932 Pitman Catalogue–New Year Supplement, with full-page ads for "Pittman" Vitanut Flakes, a brand leader and "perhaps the first original British flake breakfast cereal, and "Nuto Cream" "The Milk that Never Disagrees–"as supplied to Gandhi during his last visit to England." And a full page of "Health queries answered," by J.C. Kenmoor Hayes; 1933 Pitman Catalogue, with Sun-Dried Black Spanish Figs; 1934 Pitman Catalogue, with Pitman Crumbled Bran and Prepared Washed Bran, and Innerclean from Prof. Arnold Ehret; 1935 Pitman Catalog 3rd Supplement; 1935... 4th Supplement with Pittman Soya Beans in Gravy, Curried Soya Beans, and Soya Beans in Tomato Gravy (each tinned). Soya Bean Seeds–a novelty for your garden. No. 1, Yellow, No. 2, Green, No. 3, Brown. "English acclimatized seed. Full planting instructions on every packet" (p. 174); 1935-1936 Pitman Catalogue, in a change of policy "acknowledges the role of the Nature Cure practitioner"; 1936-1937 Pitman Catalog.

The Pitman business grew nicely until World War II. In 1940 the government requisitioned the company factory (Vitaland) in order to make munitions for the war effort. This was a huge blow to James Cook, "who had dedicated his life to helping people to live healthily–who followed both the vegetarian and pacifist doctrine of no animal slaughter for food and a reverence for human life. His business, built up over some 40 years,... was to be taken over as a result of a War Department decision, for which there was no appeal. The company was given a small part of the factory in which to carry on its business, and was told to enter and leave by the back door only. In 1943 James Cook died heartbroken but quietly at age 74. He was buried in Four Oaks Parish Church, Sutton Coldfield. His wife, Grace Marion, their daughter, Kathleen, her husband and the directors carried on as best they could during the remaining war years.

A Trip Down Memory Lane: Discusses the contributions of others pioneers in this field: Before Henry Cook coined the term "health food." R.M. Scott of Ipswich were baking a range of stone milled wholemeal biscuits, and T.J. Bilson had developed the famous Bilsons Nerve Food. Dr. T.R. Allinson was putting his London patients on a healthy diet including wholemeal bread. And many others. By 1925 there were about 500 health food stores in Britain. "Initially Arthur Ling named his company Plantmilk Ltd. until the authorities forced him to change the name on a technicality–it can't be called milk unless it comes from an animal–So in the 1960s [or perhaps the 1970s] the original Plamil company was born. It was the first in the field."

Note: The color photo of Ray Hill, with his wife and three sons, was found on the Web; it is not part of this book. They have just purchased the Sunshine Health Shop. Address: Gloucestershire, England.

2488. Hubbard, Elbert (Fra). 1998. Olympians: Elbert Hubbard's selected writings Part 2. n.p. 476 p. See p. 321-26.
• ***Summary:*** One chapter, titled "J.H. Kellogg and C.W. Post–Pamphlet" (on pages 321-26 of the original 1998 book), is being sold by itself for an extremely high price. We suggest you avoid such books by Elbert Hubbard.

This chapter probably originated between 1909 and 1922, but its origin is deliberately obscured.

2489. Kennedy, Gordon. 1998. Children of the sun: A pictorial anthology from Germany to California 1883-1949. Ojai, California: Nivaria Press. 192 p. Illust. (some color). Index. 22 cm. [34 ref]
• ***Summary:*** A fascinating, very original and important book. Starting in the 1880s in Germany, four very interesting reform movements that prefigured the Western Hippie / counterculture movement of the 1960s began: (1) *Wandervogel* (free spirits / migrating birds). (2) *Naturmenschen* (natural men and women). (3) *Lebensreform* (life-reform, esp. vegetarianism, natural medicine, abstinence from alcohol, clothing reform, nudism). (4) *Monte Verita* (mountain of truth; the community at Ascona, Switzerland). This cultural Renaissance exerted its greatest influence in Europe in Germany and Switzerland up until the start of World War I in 1914. Remarkably, a number of the key figures came to America, and especially to southern California, where they were the pioneers in the movements begun in Europe and in the related fields of organic foods, natural foods, raw foods, vegetarianism, nature cure, naturopathy, drugless medicine, nudism / nakedness, and a return to nature. Packed with interesting photos and illustrations (especially by Fidus) in both black-and-white and color.

Contents: Acknowledgments. Prologue. Louis Kuhne (author of *New Science of Healing*, 1883; on 10 Oct. 1883 he opened his "International Establishment for the Science of Healing without Medicine or Operations" in Leipsic [Leipzig], Germany. Enlarged in 1892, 1901, and 1904, it grew to be very large and successful, and had a fruit orchard on the property). Karl Wilhelm Diefenbach. Fidus (born Hugo Hoppener). Adolph Just. Gusto Graser. Hermann Hesse (he lived in a cave with his teacher, Gusto Graser, in the summer of 1907 in the mountains near Ascona, Switzerland). Lebensreform. Naturmenschen. Ascona. Richard Ungewitter.

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Wandervogel (Founded in 1895 by Hermann Hoffmann in Steglitz, a suburb of Berlin. A youth movement that was both anti-bourgeois and Teutonic in character it had 45,000 members by 1911 and 50,000 by 1914. They sought communion with nature, with the ancient folkspirit, and with one another. Their camps led to the youth-hostel movement when in 1907 Richard Schirmann opened the first hostel in Altena, Germany). Dr. Benedict Lust (1892–Came to America from Germany. 1896–Returned after being cured of tuberculosis in Germany by Father Sebastian Knapp. ca 1901–Opened his Yungborn retreat in Butler, New Jersey on 60 acres of hills, forests, and fruit orchards. 1901 March 1–Established the American School of Naturopathy in New York City; it was the starting point for hundreds of America's health teachers, incl. Paul Bragg and Herbert M. Shelton. 1902–Founded the Naturopathic Society of America, which in 1919 was renamed American Naturopathic Association. He soon became known as the Father of Naturopathy in America. He started the Nature Cure Publishing Co. in Butler, New Jersey, and translated most of the German health classics into English. He was hounded constantly by the New York Medical Association and was arrested 16 times–from 1899 to 1921–by New York authorities; over 800 naturopathic doctors were arrested during a 12-year period, as well as many chiropractors and Christian Scientists. 1925 he published *Nature's Path* magazine).

Dr. Carl Schultz (arrived in California in 1885 from Germany at age 36 to establish himself as the "Father of Naturopathy" in California. By 1905 he had created the largest "alternative health empire on the West Coast"–p. 134).

Bill Pester (arrived in California not long after 1906, at age 19, from Saxony, Germany–to avoid military service. Settled in Palm Canyon in the San Jacinto Mountains near Palm Springs and lived in a palm hut he built by a stream and palm grove. He lived on Cahuilla Indian land, with permission from the local tribe which greatly admired him. His name even appeared in the 1920 U.S. Census with the Indians. Was the first of the "nature boys" and a mentor to many others–a new breed of Californian).

Arnold Ehret (arrived in California in 1914 from Switzerland. Wrote many books on fasting).

John T. Richter and Vera Richter (Both vegetarians. 1917–Moved from Minneapolis, Minnesota, to Los Angeles and opened the first of three Eutropheons, live-food vegetarian cafeterias in Los Angeles. 1925–*Mrs. Richter's cook-less book*, by Vera Richter published in Los Angeles. 1936–*Nature–The healer*, by John Richter published in Los Angeles. Their most important contribution was their live-food cafeterias, which lasted for over 25 years.

"California's Nature Boys {p. 166}, the first Americans to adopt the lifestyle and philosophy of the German *naturmensch* and *lebensreform*, were all employed at the Eutropheon, and were greatly influenced by Richter's ideas"–p. 156).

Hermann Sexauer (1907–Arrived in American from Germany. 1915–Moved to Santa Barbara. 1934–Sexauer Natural Food Shop opened on Anapuma St. in Santa Barbara–and for 16 years was the only health shop in Santa Barbara. He was a vegetarian). Maximilian Sikinger (1935–Left Europe for the USA, gradually making his way to California. 1941–Began to winter in Tahquitz Canyon. Lived and traveled with the Nature Boys who valued his ideas. 1943–Purchased some property in Santa Monica Mountains. 1946–His book *Classical nutrition* published). eden ahbez. Gypsy Boots. Epilogue.

The Epilogue begins with a beautiful 1828 quotation from Goethe about loving and practicing the truth: "The chief thing is to have a soul that loves the truth and harbors it where it finds it. And another thing. Truth requires constant repetition because error is being preached about us all the time and not only by isolated individuals but by the masses. In newspapers and encyclopedias, in schools, universities; everywhere error rides high and basks in the consciousness of having the majority on its side."

It then continues: "As the decades passed many of the alternative values introduced by the Germans gradually became interwoven into the fabric of the American mainstream, while the causal factors of this cultural infusion have been reduced to media morsels of historical amnesia and cultural cliches.

"For many of these immigrants, California was the country of the future, and they saw themselves as pioneers helping to lead to a new society, by transplanting and nurturing the most valuable ideas from their homeland into their new dreams for America.

"The real reason these groups never fade away is because they have always been here–a perennial sub-culture." The Volkswagen Bus, whose first prototype appeared in 1949, was an expression of the *Wandervogel* philosophy of traveling and sleeping in your own vehicle.

Note: Much of the information, plus many of the color photos and illustrations, can be found (March 2005) at the website: www.hippy.com.

Unfortunately, by July 2021 www.hippy.com no longer exists. Address: California.

2490. Zipern, Elizabeth; Williams, Dar. comps. 1998. The tofu tollbooth. 2nd ed. Woodstock, New York: Ceres Press/ Ardwork Press. vi + 250 p. Illust. 21 cm.

• ***Summary:*** The title of this book is probably a take-off on "The Phantom Tollbooth," a classic by Norton Juster (1961). This is not a book about tofu–although most of the stores listed here probably offer tofu. Rather, it is a popular guide to more than 1,000 natural food stores and eating spots–with lots of other cool stops along the way. It was written especially for travelers. All stores have organic produce, unless otherwise indicated. The listings are alphabetically

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by state, and within each state alphabetically by city name. A good map appears at the start of each state, showing the major roads and numbered cities and towns where natural food stores and eating spots are to be found. For each store is given: Name, address, phone number, and business hours. How to get there by car. Up to 17 symbols indicating such things as: Deli, bakery, cafe, juice bar, salad bar, coffee to go, beer/wine, filtered water machine, nutritionist/herbalist, wheelchair access, bathroom, wheelchair accessible bathroom, independent retail, corporate, co-op, or collective. For many cities there are "hot tips" of places to go and things to see.

The authors strongly advocate organic farming and gardening. Scattered throughout the book are 27 interesting "Organic facts" such as: No. 1. "Support a true economy. Although organic foods might seem more expensive than conventional, conventional food prices do not reflect hidden costs borne by tax payers (as in federal farming subsidies). Other hidden costs include pesticide regulation and testing, hazardous waste disposal and clean up, and environmental damage. Consumers can pay now or pay later. Organic foods are priced for paying now for a more sustainable environment." A photo shows the two authors seated cross-legged by the roadside.

2491. *Health Products Business.* 1999--. Serial/periodical. *
• ***Summary:*** Continues *Health Foods Business.*

2492. Boggs, Rose. 1999. Bill Baker's bakery–Built in 1927: Historic landmark number XX. Draft. Ojai, California. 8 + [2] p. Unpublished typescript. March. [13 ref]
• ***Summary:*** Contents: Report and recommendation of the Historic Preservation Commission. Bill Baker's bakery. 1. Explanation of the significance of the nominated landmark as its relates to the criteria for designation: General description: The bakery is situated at 457 East Ojai Avenue, Ojai, California 93023.

History: Bill Baker commissioned the building you see today in 1927. There were two buildings with an alley and great iron gates between. Mr. and Mrs. baker resided in the rear of the bakery. The oven was built on the site as early as 1896, and possibly before then. The oven is wood burning with a brick hearth. The oven door and some parts were purchased from the Dutchess Oven Co., which has been making doors and parts since 1872. "Bill Baker's Bakery oven is said to be the largest heat reservoir oven in California, and quite possibly in the United States. The oven has two heat reservoirs with circulating heat." It is 12 feet wide, 20 feet deep, and 8 feet high. The brick floor rests on 3½ feet of sand base.

"When Bill Baker acquired the East Building, he installed a new gas oven. An attached plaque dates this oven at 1927. He also put in three electric ovens."

Bill Baker was born Wilhelm Koch on 4 May 1873 in Marburg, Germany. As a young teen [i.e., 1886-1888] he was dispatched to Philadelphia, Pennsylvania to avoid Germany's compulsory military service. He lived with friends, working as a clean-up helper and apprentice baker in their bakery. At age 18 he was a master baker, renowned for his elaborate cake decorations.

Wilhelm worked in Washington, DC; New Orleans, Louisiana; Pasadena, California; Yellowstone National Park (located in NW Wyoming, S. Montana, and E. Idaho).

"In 1917 he left Pasadena, Calif., and bought the Ventura Bakery on Main Street in Ventura, California. About 1921, he purchased the Ojai Bakery from the Gerstenmeyer family.

"Bill Baker was an innovative baker and may have been one of the first to utilize 'natural' products, and to forgo the use of preservatives in his bread. Dr. Sansum requested a salt-free bread; thus gluten bread was born. The surplus of lima beans in Ventura County led to the introduction of lima bean bread; he also produced soybean bread.

"In 1942 Bill Baker was clearing land around his Hidden Valley home. After contacting poison oak, he was afflicted with a secondary infection that proved fatal. Bill Baker died on 23 May 1942. His widow continued to run the bakery, which was managed by Harmon Vaughn. When she died she left it to Harmon Vaughn.

Determination of significance–criteria for designation: A classical example of Colonial Mission architecture and is complementary with the Arcade.

Plaque inscription: Original bakery at this location since 1891. In 1921, when Bill Baker purchased the building, there were two buildings. He rented the east building to Mr. Burdick. It was a music store, etc.

Additional: 1973. Mr. Grace owned bakery, then Mrs. Leopold, then Jerry Theade. 1982. Ed Romano, John Welty. Since Feb. 1989 Thomas and Colleen Kohnen have owned the bakery. The previous 2 years Thomas had worked for the owner, John Welty.

Photos show: (1) The front of the new bakery in the late 1920s, with the alley and gate in between. (2) Helen and Harmon Vaughn standing together in front of racks of bread. Thomas and Colleen Kohnen standing together (May 1999).

List of 12 people with whom oral interviews were conducted.

Talk with Rose Boggs. 2004. June 23. Dan Chavez, her father, was a chemist, originally at a sugar beet factory. When she and her parents moved to Ojai, Dan worked full time for Bill Baker from 1925 to 1931, part time from to 31 to 1942; Dan made formulas for soya bean and lima bean bread. Although he was full-time caretaker at the Civic Center Park (now Libby Park), he would still get up at 3:00 in the morning to bake for Bill Baker. Sometimes there would be tennis tournaments or concerts in the park. It is the oldest and largest amateur tennis tournament in the world, after Wimbledon, that has remained in the same location. From 1951 to 1975, Dan Chavez baked part time for

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Harmon and Helen Vaughn, who had purchased Bill Baker's bakery after his death in 1942. While at the University of California at Berkeley from 1949 to 1951, Rose was on the varsity women's tennis team and was once the varsity tennis champion. She played in tournaments up and down California, and was once beaten by Billie Jean King. Rose is now age 76 and is seriously considering writing a book about Bill Baker. Address: Ojai, California. Phone: 805-646-3659.

2493. Conquergood, George. 1999. History of work with soyfoods and vegetarianism. Part III. Building Pacific ProSoya Inc. and making the base for Silk–1994 to 1996 (Interview). *SoyaScan Notes.* April 21. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Continued: George (and Lorne) moved to Vancouver, BC to build a soymilk plant, launch a new soymilk product, and dedicate himself 100% to the soy business; his wife and family stayed in Saskatoon, where they all work in the family business. He is still married, he communicates with his wife and family daily, and they visit one another from time to time.

In Vancouver George and Lorne set up a new soymilk company named Pacific ProSoya Foods. The company had a license to make and sell soymilk, soymilk products, and soymilk equipment in British Columbia and Alberta in Canada, plus Washington, Oregon, and parts of California in the United States. In April 1995 the SC-2000 started to produce soymilk on a trial basis, but it took 8 months to debug the system. Pacific ProSoya's first commercial soymilk was sold in Jan. 1996 to Ted Nordquist of TAN Industries, who used it to make Silk brand soymilk for White Wave in Boulder, Colorado. George started the company, and he and Dusty basically built it up; Lorne, who had been George's accountant, put together the financing.

When IPC started, the company had no plans to make its own soy products. Rather it planned to make soymilk base and supply it to the dairy industry. So selling soy base to Ted Nordquist, their first customer, fell within this general concept. But Ted wasn't buying that much soymilk. George is quite sure IPC never shipped him more than one tanker of soy base (containing about 10% solids) a week; one tanker holds 6,000 gallons. They probably shipped him, on average, 12,000 to 18,000 gallons/month. Ted was formulating product for White Wave's Silk in the 4% solids area. So 1 volume of IPC base would end up as more than 2.5 volumes of Silk, or 37,500 gallons of Silk a month. And that was only several days a month production for IPC's plant. IPC had to do something, so they began spray-drying their organic soymilk in the hope of developing a wholesale market. They shipped large amounts (many container loads), because a broker in the USA led them to believe they could sell plenty. Eventually they did sell small amounts to the USA. One woman buyer ran a health food company that used it in a potato mix. She ordered several 50-lb bags at a time and didn't pay her bills well.

Initially the SC-2000 continuous process SoyaCow didn't work, so George worked with Raj to perfect the technology. This took a long time, and that delay is one thing that took the company so long to get into production.

Actually, International ProSoya Corp. (IPC) was established (incorporated) in 1996. Lorne wanted to negotiate a broader license for Pacific ProSoya Foods that encompassed the whole world. They got rights of first refusal in every country of the world (except the CIS countries of the former Soviet Union), plus an exclusive license for North America. Early in 1996, IPC was formed, licenses were granted, and then (as its first move) IPC bought ProSoya's plant in Ottawa, Ontario (from Raj), and formed a company named IPC Eastern. When IPC launched its first product, it was made in the Ottawa plant (which IPC owned) and packaged by Beatrice.

The company was running into problems in western Canada selling bulk soymilk. They could not convince the big dairy, Dairyworld, to buy milk and package it. But they did get Dairyworld to agree to package and distribute soymilk for them. They even offered Dairyworld a joint venture. Then, shortly after the SIAL trade show in France in early 1996, they developed the brand SoNice and were going to market the product Dairyworld packaged under that brand. Dusty came back from the show with the idea for a brand "Soy-Nice," which after discussions became "SoNice." At about this time an "offering memorandum" went out. When the negotiations with Dairyworld fell through (in early 1996, after IPC was formed) everything changed. Another company, named SoNice Corporation, was formed in 1996.

In Nov. 1996, IPC launched its first product, SoNice. Dusty came up with the product name. Nobody in the firm at that time was aware of the similarity between this name and that of So-Good, a very popular Australian soymilk. George had never heard of the So-Good product, and he thinks that others in IPC also had not. This launch was a momentous event for both the company and the Canadian soymilk market. A.C. Nielsen in Canada attributed the dramatic growth of the Canadian soymilk market to IPC's market entry in 1996 and 1997. Many people who tasted SoNice said it was the best-tasting soymilk on the market. Many chain stores switched brands immediately. To own the patent for the process that makes the world's best tasting soymilk was to own something very valuable–but many of the company's "financial wizards" failed to grasp this. During late 1996 and 1997 the new company grew at breakneck speed. This growth required money. The company's stock was never publicly traded, but it was almost publicly traded.

When IPC packaged SoNice in Canada, they distinguished the Canadian Package from the U.S. package by a little roundel (circular symbol), containing a maple leaf plus "Canadian Technology," on the lower right hand corner of the panel. Continued. Address: Vice-president Operations,

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International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2494. Conquergood, George. 1999. History of work with soyfoods and vegetarianism. Part VII (Interview). *SoyaScan Notes*. April 21. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** By now the two members of the board of directors are on their knees, begging Dairyworld Foods (the huge, billion dollar dairy products and food company in Vancouver, British Columbia–the largest in Canada) to come to their rescue. In about 1997 Dairy Foods World and Peter Joe signed a joint venture agreement, which had been under discussion and negotiation since about 1995 or 1996. As a result of that, Dairyworld Foods created a division named SoyaWorld Foods, which is a 50:50 joint venture between Dairyworld Foods and Sunrise Markets (Peter Joe, in Vancouver, the largest soymilk manufacturer in Canada). SoyaWorld, which is a marketing company for products made by the two other companies, now controls more than 60% of the non-dairy beverage market in the grocery and supermarket trade in Canada–according to A.C. Nielsen statistics. The second largest player is Beatrice (10-13%), followed by Nutrisoy (a UHT soymilk made by Nutrisoya in Quebec), then the imports (Pacific Foods, Rice Dream, Vitasoy, Westsoy, and Edensoy). SoyaWorld presently markets three soymilk products: Sunrise soymilk (a beany-flavored product made and packaged by Sunrise in plastic bottles), Soyganic (a traditional beany-flavored product made by Sunrise with organic soybeans, packaged at Dairyworld in a gable-top carton and sold refrigerated), and So-Good (licensed from Sanitarium Health Food Co. in Australia, formulated and packaged in gable-top by Dairyworld, and based on soy protein isolates). Soyganic and So-Good appeared on the shelves at about the same time in 1997 under the SoyaWorld brand. They distribute those three products extensively across western Canada, and sell them in the dairy case. They are busy expanding, buying up dairies, so that they are now a national dairy, from coast to coast, in Canada. They own the shelf space in the dairy case across Canada, and they have tremendous synergies with other dairy companies in the United States. They use the dairy for distribution; SoyaWorld is really just a little marketing group. They don't want to see SoNice on the market because it outsold them 7 to 1–because it was a better product.

Now IPC is in such a mess, with so much debt (about six million Canadian dollars). Of this, about $2.5 million is unsecured to creditors. What could happen that would allow IPC to move forward? (1) A public company could buy the assets of IPC (the equipment, the brand, the goodwill)–not IPC itself; George could get rid of most of the debt with shares in a public company, so the company would not need a great deal of cash. (2) SoyaWorld could buy IPC; since August 1998 they have been trying very hard to do so. They are making a very complicated, long-term offer, with long-term royalties, etc. Both ProSoya (Raj Gupta) and IPC are tied into the deal. The amount of cash that would be put on the table at closing is quite small–not even enough to pay off the secured creditors, let alone the unsecured creditors. George is not happy with this deal, but there is not a lot he can do about it–except to keep on trying to scuttle it–as by talking to Horizon, the organic dairy. George feels very frustrated; he is cooperating with the deal to a degree, but at the same he's looking for a better deal. Yet he thinks the odds are 90% that IPC's assets will be owned by Dairyworld within the next few weeks or months. If it goes through (the closing date is May 4) George will at least get his back pay–he has not been paid since last August–but he would loose a lot as a shareholder. George does not know whether or not he has a future with SoyaWorld if the deal goes through–but he plans to be in the soy business somewhere. Since George knows more about making IPC's soymilk than any other person in the company, he is one of IPC's most valuable assets–yet SoyaWorld has not offered him a firm employment contract. SoyaWorld hopes to buy out Raj Gupta and his patents, and get him out of the picture. Continued. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2495. Mason, David. 1999. Bill Baker's bakery known near and far for 'Made in Ojai.' *Ojai Valley News* (*California*). April 30. p. A-3.

• ***Summary:*** This article begins with the text of an ad run by "The Ojai Bakery" in the May 17, 1909 issue of *The Ojai*–an earlier title of the *Ojai Valley News*. At that time, Ojai was named Nordhoff, and the ad was encouraging readers to shop locally rather than traveling to Ventura.

Wilhelm Koch was born on 4 May 1873 in Marburg, Germany–the city in which Europe's first Protestant university opened in 1527. Because of Germany's military draft, Wilhelm's father felt it was in the boy's best interest to have him leave the country, and so sent him to the USA. Note: It is not clear when Wilhelm arrived in America.

Wilhelm had shown early talent as an artist, and this blossomed in the "catering departments of some of America's finest hotels," including the Waldorf-Astoria in New York City, the Bellevue-Stratford in Philadelphia, Pennsylvania, the Arlington in Washington, DC, the St. Charles in New Orleans, Louisiana, and the Huntington Hotel in Pasadena, California.

When the U.S. entered World War I, the government offered a prize of $500 to the baker who could bake the best wheatless bread. Not only did Wilhelm "win the competition, he won the first and second prizes and the sweepstakes, and promptly changed his name to William Cook Baker."

While working in Pasadena, Baker discovered the charming seaside town of Ventura. After being named

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assistant food administrator for Southern California under Herbert Hoover, he decided to open his own bakery in Ventura–in about 1917. He named it The American Bakery.

In 1923 he bought the Ojai Bakery from Emile Gerstenmeyer. In addition to fresh bread, cakes, and table delicacies, the bakery carried a large assortment of other merchandise: candies, soft drinks, phonographs and records, magazines, and picture postcards. Baker changed the name to Bill Baker's Ojai Bakery.

In 1927 Bill Baker hired Roy C. Wilson, a well-known architect from Santa Paula (located southeast of Ojai), to design a new building for the bakery. Construction would be of brick and stucco, and the architecture would be of the Spanish style to match the newly built school across the street. The new bakery was modern and beautiful.

In Dec. 1927 Bill Baker sent the first of his many elaborate presidential cakes to President and Mrs. Calvin Coolidge in Washington, DC; it was a large fruitcake decorated with a small village in the snow.

On 2 Feb. 1928 "Bill Baker was called to Santa Barbara for a meeting with Dr. W.D. Sansum of the Sansum Clinic." The doctor was looking for a baker who could make bread to his exacting specifications. Bill Baker had been experimenting with lima bean baked good successfully and the "American Institute of Baking in Chicago, Illinois, had tested his product and proclaimed it to be the best. Dr. Sansum encouraged the use of this lima bean bread in an article written for the *Chicago Tribune*.

At start of 1930, Baker was making 500 loaves/day of lima bean bread; by the end of the year that number had risen to 1,600. He had to add a new delivery truck to his line. During the 1930s the bakery grew as did its line of lima bean products, including lima bean bread, wafers, and the new lima bean toast. Baker began to advertise both the bakery and the Ojai valley with a new label designed for his waxed paper wrappers. The words "Made in Ojai, California" were printed in blue on a silver background. These labels trumpeted the fact that Ojai was the home of Bill Baker's lima bean baking success story.

He soon developed and began to bake a soybean bread–a popular and tasty product. In Dec. 1931 Bill Baker sent a 50 lb fruitcake, made entirely of California fruits and nuts, to President and Mrs. Herbert Hoover. In 1936 his did the same for President and Mrs. Franklin D. Roosevelt–but it weighed 200 lb.

"In 1942 Baker contacted poison oak in the back yard of his home in Lake Sherwood and was rushed to the hospital in Ventura." He died before the ordeal was over.

Photos show: (1) The original wooden Ojai bakery in 1920 (before it was given its stucco facade in about 1927), owned by Emile Gerstenmeyer and his wife, with a sign on the front (from the Lundline / Linebarger collection). (2) Bill Baker's new bakery after 1927. (3) The 1939 cake for the San Francisco exposition. Address: Ojai, California.

2496. Sanitarium Health Food Co. 1999. Soy healthy: From the goodness of soy beans (Leaflet). Wahroonga, NSW, Australia. 2 p. April. Front and back.

• ***Summary:*** This attractive full-color leaflet is folded into 4 panels. The front shows the packages of 8 "Soy Healthy" brand vegetarian meat alternatives, nestled in a bed of lettuce and surrounded by green. Below the products: "Soy has never been so easy." The inside left panel discusses: Soy protein and phytoestrogens. Sunflower oil/Canola oil. Iron. Vitamin B-12. Fibre. The inside right panel gives detailed information on five frozen and five chilled Soy Healthy products. Frozen: Original soy burgers. Country-spiced soy burgers. Tender soy medallions. Tender soy schnitzels. Tender flaked soy fillets. Chilled: Original soy slice. Garlic & herb soy slice. Smoked soy slice. Soy sausages. Soy fillets.

The back panel lists suitability for specific diets: Reduced saturated fat / Cholesterol free. Vegetarian (lacto-ovo). No added preservatives. No added MSG. No artificial colours. For more information: www.sanitarium.com.au/Soy. Plus three toll-free numbers. From the company's "Nutrition Education Service." Address: 146 Fox Valley Rd., Wahroonga, NSW 2076, Australia.

2497. ProSoya Inc. 1999. SoyaWorld Inc. acquires So Nice soy beverage brand: Leading soy beverage company also secures a strategic interest in ProSoya Inc. (News release). ProSoya Inc., 2-5350 Canotek Road, Ottawa, ONT, K1J 9N5, Canada. 2 p. May 17.

• ***Summary:*** "Vancouver-based SoyaWorld Inc., a leading manufacturer and marketer of fresh soy beverages, has acquired the So Nice soy beverage brand and a strategic interest in *ProSoya Inc*. Through this transaction the company has also acquired soymilk extraction plants and equipment in Ottawa and Vancouver. Terms of the acquisition were not disclosed.

"'So Nice is an organic soy beverage for health-conscious customers. SoyaWorld will re-launch the product in Canada and the United States as *So Nice Soyganic*, an organic soy beverage fortified with calcium and other essential nutrients. *So Nice Soyganic* will complement the company's successful flagship product So Good [based on soy protein isolates, licensed from Sanitarium Foods of Australia], the mainstream soy beverage and nutritional alternative to milk.

"'*So Nice Soyganic* is an organic beverage, that will be targeted to health conscious customers through distribution in the health food stores and natural food sections of major grocery stores nationwide," said Maheb Nathoo, general manager and chief executive officer of SoyaWorld Inc. 'The new *So Nice Soyganic* beverage is a natural extension of SoyaWorld's business and a quality addition to our portfolio of dairy-free beverages.'

"SoyaWorld will also assume the ownership of the

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licensor rights of So Nice brand for soy beverages that are currently marketed in the UK.

"SoyaWorld secures exclusive license to ProSoya soymilk technology: ProSoya Inc., an Ottawa-based soymilk technology company controlled by Dr. Raj Gupta, develops technology and equipment for production of 'non-beany' soymilk using a patented 'air-less cold grinding' process. The ProSoya technology, which provides the soy base used in the manufacture of *So Nice Soyganic*, will now be licensed exclusively to SoyaWorld Inc. in North America, with rights in certain other countries as well.

"In addition, SoyaWorld Inc. gains access to ProSoya's international patents and advanced technology used to extract soymilk from soybeans. A table top version of the ProSoya soy extraction technology was recently tested by the Johnson Space Centre and was determined to be suitable for use in soymilk production on NASA's first manned mission to Mars.

"Soy beverage industry grows: The soy beverage market is one of the fastest-growing beverage categories in Canada. Dollar volume growth for soy beverages increased 106 percent in 1998 over 1997 with Canadians consuming more than 10 million litres last year.

"SoyaWorld Inc. is jointly owned by Dairyworld Foods of Vancouver, one of Canada's leading dairies, and *Sunrise Soya Foods*, Canada's largest tofu company. Formed in 1996, SoyaWorld is Canada's largest manufacturer and marketer of dairy-free beverages, with production facilities in Vancouver, British Columbia; Brampton, and Ottawa, Ontario.

"Contact information: SoyaWorld Inc. Maheb Nathoo, general manager and chief executive officer. (604) 420-0162.

"ProSoya, Inc. Dr. Raj Gupta, President. (613) 745-9115." Address: 2-5350 Canotek Road, Ottawa, ONT, K1J 9N5, Canada. Phone: 613-745-9115.

2498. *Good Food News* (*Sanitarium Health Food Co., NSW, Australia*). 1999. So, what's new with soy? An interview with Prof. Ken Setchell. 11(2):2-3. June.
• ***Summary:*** Recommends 50 mg/day of soy isoflavones for many health benefits, but higher levels may be needed to protect against some conditions such as loss of bone.

2499. Seemo (H. Shapira). 1999. Re: Dakini Health Foods Pvt. Ltd. recently moved into a new factory in Pune/Puna, India. Letter to William Shurtleff at Soyfoods Center, July 29. 1 p. Typed, without signature on letterhead.
• ***Summary:*** Seemo (Mr. H. Shapira from Israel), Kairava (Mrs. J. Spaelstra from the Netherlands), and the "Dakini crew" have been "intensively busy setting up our factory." They raised money through loans, brought in a new partner, got all the required government approvals, bought a plot of land, "navigated between impossible contradicting rules and regulations and corrupt officials." Then, with the help of an architect, they put of a 6,000 square foot building. They dug the first foundation in May 1998 and moved in in Feb. 1999. The process has been frustrating at times. To get an electrical connection, for example, took months, involved hundreds of signed documents, and "thousands of dollars in baksheeshes" [bribes].

They set up a pressure cooker plant for making tofu, first tested it on 17 July 1999, and "got a huge fantastic delicious cake of tofu." They plan to do a "soft launch" on Aug. 2 to some hotels, restaurants, institutions, etc., while getting their packaging systems ready. They plan to start selling to the retail trade in about two months. Their tofu production capacity is now about 200-400 kg/day.

"All this time we kept our little incubator busy supplying a small but loyal and growing clientele about 10-30 kg of tempeh weekly." Their new incubation room (12 by 11 feet) started operation today, with the first 15 kg batch of tempeh. They estimate a capacity of 60-70 kg maximum and are planning to start with 20-25 kg batches. They also have new clients waiting. Le Meridian in Pune has already put tempeh on their buffet, and will soon include it on their menu; now they want tofu as well! "It's a great adventure." Address: Dakini Health Foods Pvt. Ltd., S.N. 33, Bhoiwasti, Keshavnagar, Mundhwa, Pune / Puna 411 036, India. Phone: +91 20-613985.

2500. United Specialty Foods. 1999. Award-winning vegetarian products (Leaflet). P.O. Box 41279, Nashville, TN 37204. 1 p. Front and back. Black and white. 28 cm.
• ***Summary:*** "Longa Life 'Not Meats' are so good they are the only vegetarian products to win the National Nutritional Foods Association People's Choice Award * Three Years in a Row!

"Plus, they are so healthy they are free of hydrogenated fats and artificial color."

Photos of the front panels of Longa Life vegetarian products bear these captions: Notchicken: Winner "Best of Show" 1996. Notcorndogs: Winner "Best of Show" 1997. Not Chicken Breast Fillet: Winner "Best of Show" 1998.

In the upper left is the People's Choice seal. In the lower left corner is a 75¢ coupon.

On the rear, ingredients are given for each of the following Longa Life products: Notchicken slices. Notham slices. Notbacon. Notpepperoni. Notchicken Breast Fillet. Notchicken Nuggets. Notcorndogs.

The first 4 ingredients are typically water, soy protein, wheat gluten (or wheat flour), and canola oil. Address: Nashville, Tennessee. Phone: 1-888-57-4-LIFE.

2501. Urquart, John. 1999. A health food hits big time: Taste makeover moves soy milk into mainstream. *Wall Street Journal*. Aug. 3. B1, B4.
• ***Summary:*** Sales of soymilk in the USA are predicted to top $300 million in 1999, up 38% over 1998, and a rise from only $2 million in 1980–according to Soyatech Inc. of

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Bar Harbor, Maine. Sales of Silk, the soymilk product that pioneered the new and booming refrigerated category, are expected to double this year, says Steve Demos, president of White Wave. Silk is now distributed through dairies across the U.S. Sales of Vitasoy in the USA rose 34% during the last year, according to Jennifer Corsiglia Keim, the company's marketing manager.

Indeed soymilk is one of the few products that has been able to cross over from natural- and health-food stores into supermarkets. One of the keys to this cross-over is expected to be the change of packaging and positioning. Traditionally soymilk was sold in "special airtight boxes that require no refrigeration." Now, starting with Silk, it is being sold next to milk in cartons that look like milk cartons. Imagine Foods of Palo Alto is currently introducing a refrigerated version of its Soy Dream brand of soymilk. White Wave plans to hand out several million half-pint samples of Silk during the next 12 months to further stimulate demand. He says he has been making soyfoods for the last 21 years just "waiting for this year."

One reason for the growing interest in soymilk is the growing body of scientific evidence showing that soy has health benefits. Former junk-bond king Michael Milken, who was diagnosed with prostate cancer six years ago, tries to consume 40 grams of soy protein per day–including a soy hot dog and soy shake. Another reason is improvement in the taste of soymilk. Soymilk sales are expected to get another boost if the U.S. Food and Drug Administration allows a health claim saying that soy products reduce cholesterol.

Soymilk is also being promoted in coffee houses. About one year ago Peet's Coffee & Tea (Berkeley, California) introduced Vitasoy as a coffee creamer at its 47 coffeehouse outlets. The consumer response has been "terrific."

In Canada, the soymilk market is also booming; it grew 75% Last year and is expected to grow at about the same pace for the next 4-5 years–according to Maheb Nathoo, CEO of the new SoyaWorld Inc. of Vancouver, British Columbia. SoyaWorld now advertises its soymilk on television. A cow, with its face disguised, confides in an interview on the beverage: "I tried it. I liked it. That's all I can say.

But compared with dairy milk, soymilk still has a minuscule share of the market; cows still supply 99% of the milk market.

The high price of soymilk remains a problem. In some places it can cost twice as much as cow's milk. But prices have dropped to about half their level a decade ago in the USA. In Canada, So Good, made by SoyaWorld Inc. using soy protein isolates, has recently been selling at Loblaw's Ottawa (Ontario) superstore for the same price as cow's milk. Address: Staff Reporter.

2502. Urquhart, John. 1999. A health food hits big time: Taste makeover moves soy milk into mainstream. *Wall Street Journal.* Aug. 3. p. B1, B4. Eastern Ed.

2503. Kairava (J. Spaelstra); Seemo (H. Shapira). 1999. Re: Update on Dakini Health Foods Pvt. Ltd. in Pune / Puna, India. Letter (fax) to William Shurtleff at Soyfoods Center, Aug. 22. 1 p. Typed, without signature on letterhead.
• ***Summary:*** Gives details on their work with tofu and tempeh. They do not yet have a recipe book nor do they vacuum pack their tempeh. They are, however, developing a nice label. They have contacted Raj Gupta of ProSoya by e-mail about soymilk equipment.

"The nutrition situation in this country and on all income levels is no good–from severe protein deficiency on the lower income rungs to fancy diseases for the rich. Developing soyfoods production here is most crucial, urgent, and possibly also a good investment!

"At a later stage, to avoid spreading ourselves too thin right now, we are interested in trying our hand at more fermentations such as Taucho, Miso, Soysauce. We are looking for more material to study." A copy of the recent article from *Citadel Pune* (full of errors) is attached. Address: Dakini Health Foods Pvt. Ltd., S.N. 33, Bhoiwasti, Keshavnagar, Mundhwa, Pune / Puna 411 036, India. Phone: +91 20-613985.

2504. Seemo (H. Shapira). 1999. Re: Another update on Dakini Health Foods Pvt. Ltd. in Pune / Puna, India. Letter (fax) to William Shurtleff at Soyfoods Center, Aug. 24. 1 p. Typed, without signature on letterhead.
• ***Summary:*** Their company started business in April 1996 making white tahini. Sometime later they introduced peanut butter.

The third partner in their business is Bodhi Yahaan; they call him Yahaan, and he has been with the company for nearly two years. Like Seemo, he is from Israel where his name was Mr. Natan-Ran Diamant; now he lives in Pune. He does not work in the factory, but he does get the computer to work. He brought in the much-needed finance and also organizes loans when the banks fail. "He owns 50% of the company's shares and a very good friendship is growing."

"Mr. Donnelly (our Indian partner) resigned near the end of 1996, and since last year we got all government permissions to run the company without any Indian partner."

In Goa, "a friends couple of ours, Lisa Camps and her French friend Richard, are making tofu and tempeh on a small but interesting scale. This year they are growing and opening their own retail outlet with a delicatessen counter and a salad bar. We managed to convince them to invest in a good grinder, a small screw press, and a simple dehulling device for their tempeh. Also, I am building them an incubation cabinet so they will no longer mysteriously lose so many cakes of tempeh. Also, since last year, we are supplying their tempeh starter, and, from this year, their soybeans. Their address: Lisa Camps, H.S.

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No. 1684 Ouneachem Baht, Anjuna Bardez, Goa, India." Address: Dakini Health Foods Pvt. Ltd., S.N. 33, Bhoiwasti, Keshavnagar, Mundhwa, Pune / Puna 411 036, India. Phone: +91 20-613985.

2505. Photographs taken at Dakini Health Foods' new factory in Pune / Puna, India, showing steps in the tofu-making process, the inside of the factory, and the owners–Seemo and Kairava. 1999. Pune, India.









• ***Summary:*** Sixteen color photographs (each 4 by 6 inches) were sent to Soyfoods Center on 14 Aug. 1999 by Seemo and Kairava, owners of Dakini Health Foods. The photos were accompanied by a brief handwritten letter on Dakini's letterhead, and both were in a Dakini business envelope.

The photos themselves were all taken on 2 Aug. 1999–the company's first day of production. They show: (1) Seemo (a man, originally from Israel, wearing a white t-shirt, turban, and beard) watching as cold water runs into the soaked soybeans in the hopper of the stone mill. As they are ground by a stone mill, the white slurry falls into a stainless steel tank. The 2-story building has a white interior, with windows on both levels. (2) Kairava (a woman, originally from the Netherlands, dressed in a green dress with necklace) standing by the stone mill. An Indian man is standing behind the stone mill. (3) The boiler. (4) The hand-turned screw press and pressure cooker in the foreground, Seemo by the stone mill in the background. (6) A panoramic view of the interior of the shop showing two stainless steel vats for

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soymilk and Seemo by the cooling tanks to the far left. (6) A similar view but another man (Bodhi Yahaan, the company's third partner; in his native Israel his name was Natan-Ran Diamant) is turning the screw press as soymilk runs into a cloth-covered steel barrel. And Indian woman in a green sari is to the far left. Ordinarily Mr. Yahaan does not work in the plant, but he does help with the computer. (7) A close-up of soymilk running from the press into the cloth-covered barrel. (8) Another panoramic shot, with Seemo (looking very happy) standing by the cooker, Kairava (with arms folded looking very satisfied) standing to the left, and three Indian employees standing in the middle. (9) Seemo and Kairava standing by the press watching the soymilk come out of it. (10) Curds and whey in a metal curding barrel. (11) Kairava folding the white cloths over the curds in the shallow metal curding boxes. (12) Seemo ladling curds into a cloth-lined forming box. (13) Seemo (looking very happy), wearing rubber gloves, standing by a cooling tank, and holding up a large cake of tofu. (14) Seemo leaning against a cooling tank, in which is a large block of tofu under water with the cloths around it. In the background is a rack on which are many shining stainless steel pots. (15) Both halves of a cooling tank filled with cut cakes of tofu under water. (16) Kairava reaching one hand into a cooling tank. A blue pipe runs from a water chilling unit on one wall into one tank. Address: Dakini Health Foods Ltd., S.N. 33, Bhoiwastai, Keshavnagar, Mundwa, Pune / Puna 411 036 India. E-mail: dakini@vsnl.com. Phone: 020-613985.

2506. Riccardi, Victoria Abbott. 1999. Enjoying soy: You know it's good for you. Now learn to like it. *Boston Globe.* Oct. 20.
• ***Summary:*** When people hear the word "soy," different images come to mind. "For devotees of sushi, it might be emerald green soybeans. For the Woodstock generation, it could be custardy blocks of tofu. And for juice bar addicts, it might be soy milk for smoothies." But whoever you are, soy has "likely crossed your radar screen. And pretty soon its going to be on every channel."

Peter Golbitz, president of Soyatech Inc. (Bar Harbor, Maine) has just completed a market study. In 1998 total soyfoods sales were $1.78 billion, up 18% from 1997. They are projected to be $2.6 billion by the year 2000.

Gives a good profile of two local mom-and-pop companies: Health-Trip Foods Inc. of Concord, owned by Eileen Moriarty and Dan Sanford, makes soynut butter. 21st Century Foods Inc. of Jamaica Plain, owned by Rudy and Lovin Canale, makes 800 lb/day of tofu. Before coming to the USA, Rudy ran a health food restaurant in Italy. He came here in 1977 to study macrobiotics at the Kushi Institute in Becket, Massachusetts. In 1981 he and an Italian friend started making tempeh in Brookline. Soon they added tofu products, using tofu made by another company. When the cost of the tofu became prohibitive, they started making their own. Now he and his wife, Lovin, do all the work and delivery. Last year they had $175,000 sales, and even with no advertising they make a profit.

2507. Thompson, Stephanie. 1999. Natural foods experiencing organic growth: 'Health foods' no more, new options attract consumers and food marketers. *Advertising Age.* Nov. 1.
• ***Summary:*** Mentions Boca Burgers ("Happy Stomachs, Healthy Hearts" ads), increasing sales of organic foods, last week's FDA ruling for a soy heart health claim, Kellogg, owner of Worthington Foods and the belief that "Soy-based foods have enormous potential."

2508. Hain Food Group, Inc. 1999. Annual report 1999. Uniondale, New York. 24 p. Nov. 28 cm.
• ***Summary:*** Net sales for the year ended 30 June 1999 were $205.969 million, up 98% from $104.253 million in 1998. Net income in 1999 was $11.030 million, up 3.3-fold from $3.292 million in 1998.

Accomplishments this year: Completed acquisition (on 1 July 1998) of four businesses and brands from The Shansby Group: Garden of Eatin', Arrowhead Mills, Terra Chips, and DeBoles. Completed acquisition (on 18 May 1999) of the Natural Nutrition Group, including the Health Valley, Breadhsop's, and Casbah brand names, which are among the best-known in the business. Page 6 is devoted to Health Valley, showing color photos of many Health Valley products. In Sept. 1999 acquired Earth's Best Baby Food from H.J. Heinz. This organic baby food brand pioneered the category. Also, the Hain Food Group sold 2.5 million shares to Heinz for $82 million, resulting in Heinz holding a 19.5% interest in the company. The proceeds were used to reduce debt to an extremely low level.

In soy beverages, Hain (mostly Westbrae, plus a little from Health Valley's Soy Moo) has a 32% market share. A new consumer ad campaign is "Enjoy your soy." Two new products introduced over the past year are Westsoy JuiceBar, and tea-based Westsoy Chai. JuiceBar, sold in Tetra Brik cartons and described on the label as "A non dairy blend of natural juice and organic soy beverage" comes in flavors like Berry Blast. Chai, in the same type of carton, is described as "A delicious blend of tea and spices & non dairy organic soy beverage." On the front cover of the catalog is a photo of "Westsoy Low Fat Chocolate Pudding." Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2509. *Let's Live.* 1999. A century of good health. Dec. p. 32-39.
• ***Summary:*** This is a look back at *Let's Live* and the broader field of American health during the 20th century features: (1) A sampling of 25 color covers of the magazine from Jan. 1933 (when it was founded as *California Health*

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News) to the present. (2) A timeline, with tiny photos, of major developments from 1933 to 1999. (3) Two pages of "Headline news and highlights," short summaries of major developments with an exact "flashback" date or year. One of these, dated April 1937, shows the front page of *California Health News* with the bold headline "Government endorses soy foods." The summary titled "Soy story: Finally getting some respect–again" notes that in Oct. 1999 the FDA approved labeling for a soy heart health claim. *"Let's Live*, however, has long been promoting soy's many benefits." (4) One page titled *Let's Live* goes Hollywood with 12 color covers (each featuring a portrait photo of a Hollywood star) and 11 questions each beginning with the words "Who said" followed by a quotation. Stars include Bob Hope, Dennis Weaver, Glenn Ford, Mitzi Gaynor, Robert Redford, Chris Everett, Lindsay Wagner, and Tippi Hedren. (5) One page titled "Stand up, speak out, take action" with three summaries of controversial developments (such as fluoridation from 1952), and a profile of Elaine Hein, a vegetarian who has been a reader for 60+ years. (6) One page titled "Still writing after all these years" with profiles and photos of four prolific *Let's Live* writers. (7) One page titled *"Let's Live* gets fit" is about the magazine, exercise, and fitness from 1942.

2510. Sanitarium Health Food Company. 1999. Sanitarium (Portfolio). Berkeley Vale, NSW, Australia. 27 inserts. 30 cm.

• ***Summary:*** This is simply a collection of colorful documents (each in full color) without a portfolio cover, sent with a cover letter by Melissa Harris, Nutritionist. The documents include: (1) Eight nutrition fact sheets. Subjects include wholegrains, fibre, heart health, etc. (2) Seven product sell-sheets, incl. SoyHealthy, So Good Now, Soyaccino, etc. (3) Three small recipe booklets. (4) 10 tips for healthy eating for the family. (5) Now there's an easy way to lower your cholesterol. (6) Six food cards with recipes. (7) Two booklets in "A taste for health" series. (8) List of available publications and videos.

(9) Sanitarium product range–Australia: Cereals (19 products, incl. Soy Tasty, Weet-Bix Hi Bran Soy & Linseed, Up & Go). Beverages (6 products, all based on So Good, incl. yoghurts and ice cream). Meals (19 products, incl. 5 types of Soy Healthy Frozen, 9 types of Soy Healthy Chilled, Soya Beans in Tomato Sauce, Sanitarium Soya Mince/TVP, BBQ Soya Sausages). Spreads (4 products incl. Marmite and many types of peanut butter). Specialty Foods (incl. many nuts & seeds, dried fruits, legumes, pulses & seeds, fruit snacks, and juices). (10) Leaflet (1999; color, front and back) titled "Soya beans, good health & you." Contents: Introduction. What are phytoestrogens. Protecting hearts. Combating cancer. Managing menopause. Promoting healthy bones. Soy foods for children. Putting the good news into practice. Address: 1 Sanitarium Drive, Berkeley Vale, NSW 2261, Australia. Phone: (02) 4348 7777.

2511. Fry, Patricia L. 1999. The Ojai Valley: An illustrated history. Completely revised. Ojai, California: Matilija Press. xviii + 358 p. See p. 275-77. Illust. Index. 22 cm.

• ***Summary:*** In Chapter 17, "Ojai today," the section titled "Bill Baker's bakery" (p. 275-76) states: In 1919, E.F. Carle sold his Ojai Bakery to Emile K. Gerstenmeyer. Gerstenmeyer ran the bakery, known as The Cookie Shop, as a retail store and baking bread for local grocery stores. In 1923 Bill Baker bought The Cookie Shop, at 457 East Ojai Avenue, from Emile Gerstenmeyer.

In 1926 Baker tore down the old wooden building with a square front and built a new one. This modern building had two parts, the bakery, and a retail store and equipment room, with a covered driveway between them. "Roy Wilson designed the building, George Noble was the contractor, and Frank Harrow did the concrete work.

"As a youngster, Bill Baker showed talent as a sculptor, and at one point he hoped to be an artist. On 29 June 1925 at 6:44 a.m. a large earthquake struck the nearby coastal city of Santa Barbara, California. "Bill Baker had a soft heart for those less fortunate and a flair for the dramatic." After the quake "he baked bread for the hungry. He often created huge cakes for monumental occasions," such as the birthdays of U.S. presidents.

In 1934 made what was reported to be the world's largest cake–a fruit pound cake weighing nearly 1 ton (2,000 lb). It was reportedly 21 feet in circumference and 7 feet in diameter, decorated with 2,000 frosting roses and 1,000 birds. Sent to celebrate the 75th anniversary of the Los Angeles school system, it took 10 men and a truck to move it. In 1939 Baker baked a 1,000 lb cake for the World's Fair [sic, Golden Gate International Exposition] in San Francisco.

"Bill Baker died in 1942 after contracting poison oak, according to historian David Mason... Bill Baker's Bakery continued to serve the community in the original building at 457 East Ojai Avenue."

A photo by Gusta Lundine Linebarger shows the long wooden "Ojai Bakery" (from a sign on the front), presumably the building Bill Baker first occupied in Ojai.

In this same chapter is a section titled "Ranch House Restaurant" (started by Alan and Helen Hooker; offering a primarily vegetarian menu at first). Chapter 18, "The essence of Ojai," has sections on "Meditation Mount" (started 40 years ago as the Western headquarters for the Meditation Group for the New Age), "Krotona" Institute of Theosophy (named after the colony in Italy where Pythagoras once had a school of life; a photo shows Annie Besant), "Jiddu Krishnamurti" (who first came to Ojai in 1922, hoping that the climate would save his ailing brother; a photo shows Krishnamurti, his brother, and Albert P. Warrington, p. 288). A chronology (p. 315-17) lists major events in Ojai from 1808 to 1997. Address: Ojai, California.

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2512. Hauser, Gayelord. 1999. In: American National Biography. New York: Oxford University Press. See Vol. 10, p. 326-27. [10 ref]*
• ***Summary:*** Bengamin Gayelord Hauser was an American nutritionist.

2513. Dunne, Mike. 2000. Soy power: The latest official health food just may be what the doctor–and cook–ordered. *Sacramento Bee* (*California*). Jan. 5.
• ***Summary:*** "Here it is, a brand new year, and by some counts a brand new decade, century and millennium." As 1999 drew to a close, the FDA singled out "soy protein as the country's latest official health food"–because it lowers blood cholesterol significantly.

But to do so you must eat 25 grams a day, every day. And your diet should already be low in saturated fat and cholesterol. And the food must contain 6.25 grams of soy protein per serving.

At the Sacramento Natural Foods Co-op, [in California] soy protein foods have many fans. Deli manager Dan Lester says: "We sell 150 to 200 pounds a week of Mexican Braised Tofu and Thai-grilled Tofu, and 125 to 150 pounds of Kung Pao Tofu. And that was even before word of the FDA ruling about soy protein began to circulate." Address: Bee Food Editor.

2514. Wild Oats Community Market; Alfalfa's Markets. 2000. The joy of soy: Resolve to evolve. This millennium, pick up a good habit. Your guide to soyfoods–True health food. Colorado. 8 panels. [10 ref]
• ***Summary:*** This is a chain store newspaper (published from time to time; copyrighted 1998), with this issue devoted to soyfoods. It contains ads for many soy products sold at the store, many of them on sale. "Soy strategy: Three New Year's resolutions. 1. Get healthy. 2. Lose weight / cut down on bad fats. 3. Help protect the environment.

A sidebar titled "Cool beans! Top ten reasons to enjoy soy" states: "1. Soy protein helps reduce cholesterol levels, thereby reducing the risk of coronary heart disease, which accounts for more than 500,000 deaths in the U.S. per year.

"2. The soybean is the only vegetable to offer a complete protein profile, equal to both meat and eggs in its protein content.

"3. As a complete protein, soy contains all nine essential amino acids. (The human body needs twenty amino acids, only eleven of which are produced by our bodies).

"4. Soybeans are higher in essential, healthful fats than most vegetable foods.

"5. Soybeans are a good source of several vitamins and minerals, including calcium, zinc, copper, magnesium, iron and many of the B vitamins.

"6. One acre of soybeans provides about 30 times more protein than one acre devoted to raising beef.

"7. Soy is also the richest dietary source of isoflavones, which act as phytoestrogens that may help protect against cancer, osteoporosis and menopause.

"8. Soy may increase bone density and reduce the risk of osteoporosis.

"9. Soy may reduce menopausal hot flashes in women–good news for those women who do not wish to take hormone replacement therapy.

"10. Other heart-healthy benefits of soy include low saturated fat, high calcium content, high essential fatty acid (EFA) content, high vitamin E content and no cholesterol."

There are definitions of and information about: Miso, shoyu, tamari, tofu, tempeh, soy milk, soy yogurt, soy cheese, soy desserts, soy oil, soy flour, texturized soy protein, soy grits, soy nuts, edamame (soy in the pod), and meat alternatives.

2515. Houghton, Dean. 2000. Healthful harvest. *Furrow* (*The*) (*John Deere Co., Moline, Illinois*). Jan. p. 10-13. Cover story.
• ***Summary:*** Speaking to farmers of soybeans he rhapsodizes: "Just imagine you could grow the perfect food... In fact you would be growing a virtual fountain of youth on your back forty."

On the cover: "Soybeans: The new health food?"

2516. *Hawaii Hoichi* (*Honolulu*). 2000. Wakayama a health-food hotbed. Feb. 1.
• ***Summary:*** Hiroaki Iwamoto is president of Tendre Corp., Tanabe City, Wakayama prefecture. He obtained a patent on his frozen tofu in 1995. Tendre now makes about 2,500 tons/year of frozen tofu, worth 700 million yen.

2517. Jaret, Peter. 2000. The joy of soy: Hailed as the king of all health foods, the mighty soybean has been touted as a weapon against heart disease and cancer. *Harper's Bazaar.* Feb. p. 152, 156.
• ***Summary:*** "Wonder foods come and go... But the new superfood of the moment promises to be different. Eventually it's going to get everyone's attention, because the health claims being made for it are just too big to ignore." "A stream of scientific papers have shown evidence that it can fight heart disease and cancer." Even those who hate tofu are finding that soy can taste pretty good. Many like edamame–those slightly furry green pods served at Japanese restaurants. You run them through your lips and suck out the smooth, slightly salty soybeans inside. "Edamame have become so popular, they're being sold in bulk stores from New York to California." At Trader Joe's, a nationwide retail chain, sales of frozen edamame now rival those of frozen corn and broccoli. Even soymilk is poised to go mainstream. A key reason for the health benefits of soybeans is that they are rich in isoflavones–substances that resemble the natural hormone estrogen. Isoflavones are also powerful

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antioxidants.

Color photos show: (1) Two large red chopsticks holding one cooked yellow soybean. The caption: "The soybean, Asian staple, may be a big reason why cancers of the breast and prostate are uncommon in Japan and China." (2) Edamame in the pods, topped with a sprinkling of coarse white salt, on a square bamboo tray. The caption: "Edamame, the salty finger food served at sushi bars, is so popular, specialty food markets are beginning to sell it by the pound."

2518. Essoyan, Susan. 2000. Trouble for titan tofu: A study in Hawaii finds that the health food favorite may accelerate aging of the brain. But critics note that the research creates more questions than answers, and no causal connection has been made. *Los Angeles Times.* March 23. p. B2. Metro section.

• ***Summary:*** Results from the Honolulu-Asia Aging Study, some of which were presented by chief investigator Dr. Lon White (of the Pacific Health Research Inst.) at a symposium in Washington, DC, in Nov. 1999, are scheduled for publication in the April issue of the *Journal of the American College of Nutrition.*

The vice president of medical and scientific affairs for the National Alzheimer's Assn. in Chicago (Illinois), Bill Theis, "considers the findings too preliminary to support any conclusions."

A clinical trial is underway to examine the connection between estrogen and Alzheimer's; it follows a survey which showed that women who took hormone replacement therapy after menopause were at lower risk for getting Alzheimer's. Dr. Kenneth Setchell, prof. of pediatrics at the Univ. of Cincinnati's Children's Hospital Medical Center (Ohio), disputed White's conclusions. His research shows that isoflavones have a positive effect on the brain. He asked: If soy is so bad, why are there not high rates of Alzheimer's disease in Japan and China? And why is there no association with any other soyfood? And why don't vegetarians, who typically consume plenty of tofu, get Alzheimer's?

"In stark contrast to White's findings, a 1993 study of 272 Californians enrolled in the Adventist Health Study, matched for age, sex and ZIP Code, found that those who ate meat were more than twice as likely to become demented as their vegetarian counterparts."

This article concludes with some market statistics from a study titled "The U.S. Soyfoods Industry," by Soyatech Inc. and Senechal, Jorgensen & Hale Co. U.S. tofu sales have grown from $108 million in 1992 to $238 million (forecast) in 1999. U.S. sales of all types of soyfoods have grown from $852 million in 1992 to $2,140 million (forecast) in 1999. Address: Special to Times.

2519. **Product Name:** Westsoy Juice Bar Singles (Soymilk and Juice Mixture) [Berry, Orange, Apple].
Manufacturer's Name: Westbrae Div. of Hain Foods (Product Developer-Marketer).
Manufacturer's Address: New York City, New York.
Date of Introduction: 2000 March.
Ingredients: Soymilk, fruit juice.
New Product–Documentation: Talk with Zaida. 2000. Aug. 7. She has a package of this product.

2520. Hain Food Group, Inc. 2000. Notice of special meeting of stockholders. Uniondale, New York. ii + 89 + v + 37 + 27 p. April 28. 28 cm.

• ***Summary:*** The special meeting will be held on 20 May 2000 in New York City to discuss six points, including the merger with Celestial Seasonings, the change of name to The Hain Celestial Group, Inc. after consummation of the merger, increasing the number of shares of Hain common stock, amend the 1994 Hain Long Term Incentive and Stock Award Plan, etc. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2521. Riede, Adam. 2000. Basic blenders beat upscale rivals: Fancy features and a high price tag do not guarantee great performance. *Cook's Illustrated.* May/June. p. 25-27.

2522. ConAgra, Inc. 2000. ConAgra buys Lightlife Foods health food firm (News release). Omaha, Nebraska. 2 p. July 17.

• ***Summary:*** Largely a reworded version of the original news release. Address: Omaha, Nebraska.

2523. Seemo (H. Shapira); Kairava (J. Spaelstra). 2000. Re: Photos of the new Dakini Health Foods Pvt. Ltd. food processing facility in Pune / Puna, India. Letter to William Shurtleff at Soyfoods Center, Sept. 2. 1 p.

• ***Summary:*** See next 2 pages. This packet contains no letter, only 13 color photos of the new food plant. Most of these photos show the Indian employees working with the modern- and very sanitary-looking equipment, making tofu and soy tempeh, in a clean plant with white walls, a high roof, and a tile floor.

Four of the photos show: (1) Two Indian men cooling the soybeans on a tray before inoculation to make tempeh. (2) Joined by a woman, they measure the inoculated soybeans into plastic bags. (3) A list of products sold by the company: White tahini paste. Sesame butter. Peanut butter. Soy-tempeh. Tofu. (3) Kairava (J. Spaelstra) standing by a sink with a glass in her hand. Address: Dakini Health Foods Pvt. Ltd., S.N. 33, Bhoiwasti, Keshavnagar, Mundhwa, Pune / Puna 411 036, Maharashtra, India.

2524. Williamson, Mel. 2000. History of Fillmore Foods, Inc. and Natural Protein Products (1936-1968). Part I (Interview). *SoyaScan Notes.* Sept. 20. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Willard Fillmore "Mel" Williamson was born

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in 1936 in Oakland, California. He grew up in Oakland, the youngest of three children. In about 1936, when he was age 13, his eldest sister began training at Jack LaLanne's gym in Oakland. She was one of America's first women bodybuilders; she took it very seriously and trained hard. After she got married, her husband became LaLanne's workout partner. LaLanne was a bodybuilder and strongman, and a good athlete (a great hand-balancer). Thin and weak as a boy, LaLanne had been inspired by Paul Bragg of Southern California to live a healthy and fit life and eat natural foods. LaLanne had one of America's first gyms, and it was in Oakland.

Mel got interested in bodybuilding because of his sister and soon he was training too. In 1948-49 he got a

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pair of dumbbells for Christmas, and at about age 13 and began training at home in his garage. He entered his first competition at age 14; he did body building, weight lifting, and powerlifting. His sister told him about Jack LaLanne's diet that he followed to improve his well being; from that day on, he would eat anything that was good for him. He drank more liquids, ate plenty of fruits and vegetables. He also ate the standard health foods of the day: Blackstrap molasses, yogurt, wheat germ, and brewer's yeast.

Soon Mel also began working out at Jack LaLanne's gym–and other gyms closer to his home. In 1954 he entered the Mr. America contest–while a senior in high school.

After entering the University of California at Berkeley, Mel continued his interest in bodybuilding. In June 1959 he graduated from Cal Berkeley with a degree in Food Science & Technology–even though the food technology department was in Davis. After graduation, he got his first job working for Hueblein, in San Jose, California. Then he went to work for Dole Pineapple. In Nov. 1964, while still working for Dole, Mel founded a company named Fillmore Foods, in San Jose. He helped develop over 50 products for these companies.

While Mel was working for Dole, some friends at the gym where he worked out asked him if he could develop a protein that tasted good and would help them put on weight. In his spare time Mel developed a product that came to be known as Mus-L-On Gain Weight Formula. He founded Fillmore Foods to develop, manufacture (powder blending), and package this product. A fellow bodybuilder named Bob Mendelsohn, who owned a very early gym in San Lorenzo, formed a separate company that (exclusively) bought Mel's product, then distributed and marketed it to gyms. Mel and Bob worked closely together, discussing pricing, marketing strategies, new products, etc., but they owned separate businesses. A key ingredient in the product was Promine soy

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protein isolate, which he purchased from the Central Soya Company.

Bob developed a route of gyms to which he would distribute Mus-L-On–on the days he wasn't operating his gym. Soon Mel developed a second product, which was a protein powder. Pretty soon Akin, a health food distributor, approached Mel and Bob and asked if they could distribute the products to health food stores. Sales increased. Bob sold his gym and devoted all his time to distributing and selling Mel's products. In about 1967 Mel and Bob together started the VIP Health Spa in San Lorenzo. Mel's Fillmore Foods took over much of the distribution and Bob focused on the VIP gym. Finally Bob got out of the food business and Mel got out of the gym business.

In 1968 Mel started making a private-label product for GNC (General Nutrition Centers), which at the time had about 500-600 health food stores. GNC had been carrying the Bob Hoffman line but they planned to replace it with products made by them for Mel who would ship the product to GNC in bulk and they would package it under their own "All Star" label; this was the first product he made for another company. Jack LaLanne had a product named Instant Breakfast; Jack asked Mel to start making it for him. Then Mel started making some of Shacklee's products, as well as a Tiger's Milk Bar developed by Adelle Davis and marketed by Plus Products. When start making Tiger's Milk Bar? Was it the first "energy bar."

In the early 1960s the big health food companies in America were Plus Products (they also sold vitamins and a Tiger's Milk powdered drink), York Bar Bell and Hoffman Co. (York, Pennsylvania), El Molino Mills, Schiff (vitamins), and Thompson (vitamins). Soon bodybuilders from gyms all over northern California came to Mel asking to buy products or make private-label products for them. Soon gyms were asking him to distribute it.

The next thing Mel knew, he was so busy making Mus-L-On that he had to make a choice: keep his job at Dole or quit and go into business for himself. He made the latter choice, and it proved to be the right one.

After several years, Mel moved to Fillmore Foods to Hayward, California, from San Jose. When and why did he start Natural Protein Products? What it a division of Fillmore Foods?

In 1968 Fillmore Foods introduced its first bar, named M-L-O Weight Gain bar. The bar was uncoated and the main ingredients were calcium or sodium caseinate, soy protein isolate, corn syrup, plus some kind of fat. Though it was called a "weight gain" bar or "dietary food for those who wish to gain weight," the concept was clearly a nutrition bar rather than a candy bar. Mel made these in a semi-hand operation. He would roll them out on slabs with a rolling pin, put a frame around them, cut them with gang cutters, then wrap them by hand. He first made them in Hayward or San Jose? The bars were sold by the box and there were 21 individually wrapped bars per box. If a bodybuilder ate 3 bars a day, as prescribed, he would finish the box in one week. Continued. Address: Owner and Founder, MLO Products Co., Fairfield, California 94533. Phone: 1-888-436-4769.

2525. Hain Celestial Group, Inc. 2000. Westsoy (Leaflet). Uniondale, New York. 2 panels each side. Each panel: 22 x 9.5 cm.

• ***Summary:*** On the cover of this glossy, color leaflet, the word "Westsoy" is written vertically in large white letters against a red background. Four color photos show: (1) Soymilk being poured into a glass. (2) A woman running along the beach with sea foam in the background. (3) Soymilk being poured onto breakfast cereal topped with blueberries. (4) A woman holding a glass of soymilk, meditating in the cross-legged position.

On the inside two panels is a large color photo of the many Westsoy non-dairy beverages–mostly soymilk–and answers to the bold question "Why drink Westsoy soymilk?" Also a 55 cent coupon for any quart or half gallon Westsoy beverage.

On the back panel is a description of nine Westsoy products: WestSoy Plus (new packaging), WestSoy Lite, Low Fat WestSoy Soymilk Drink, 100% Organic Westsoy Soymilk, Vigoraid, Juice Bar, Chai, Cafe Westbrae. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2526. Health Flavors! 2000. Distributor for health foods and natural products (Portfolio). Farm to Market Rd., Brewster, New York 10509. 5 inserts. 30 x 23.8 cm.

• ***Summary:*** See next page. This portfolio (sent by Patricia Smith from NFM Expo East 2000) contains 5 inserts describing various products sold by the company. These contain Kushi Macrobiotic, Stonewall's Jerquee, Eat You Heart Out entrees, Soynut Crunch Bars, Yamaki Amazake Pickled Daikon OG [organically grown], MMB Snow Dried Tofu, Mitoku Hama Natto Beans, Dakota Gourmet Soy Nuts, Bulk Seaweeds, Kuzu, etc. The main insert is a wholesale price list which contains many soyfoods.

One insert of interest to us is Dixie Diner's Soyfoods Fact Sheet, Vol. 1, Issue 5 (Nov. 1999). It is printed front and back. We will scan only the front. Address: Brewster, New York. Phone: (845) 278-8164.

2527. Reynolds, Jonathan. 2000. Do you tofu? Soybean curd isn't just for health-food nuts anymore. *New York Times.* Nov. 5. p. SM181.

• ***Summary:*** The author used to be an overweight steak and potatoes guy, who despised the taste of "health foods." "Until recently, I couldn't stand to even *look* at tofu. Cold and uncooked, it's squeaky, with the texture and disposition of a particularly upbeat sponge. In the mouth, it's so darned

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Volume I, Issue 5

Those cultures that consume soy-based plant protein as their main protein base, live 19-23 years longer than those consuming animal protein as their main source of protein.

Recent and ongoing studies reflect that only soyfoods offer a proven record of prevention of heart disease, cancer, diabetes, osteoporosis, high blood cholesterol (unlike anything else, soy leaves the HDLs — the good ones — up while reducing only the bad ones — the LDLs), arthritis, kidney disease, and even menopausal complications.

FDA APPROVES NEW HEALTH CLAIM FOR SOY PROTEIN AND CORONARY HEART DISEASE

The FDA is allowing health claims on SOY PRODUCTS that state the relationship between a diet containing soy protein (that that meets FDA criteria) and the reduced risk of heart disease. The soy product must provide 6.25 grams of soy protein or more per serving and have low-fat and low-cholesterol status.

THE 10 REASONS YOU SHOULD EAT SOYFOODS (not pills) EACH AND EVERY DAY

As evidenced by peer review human medical studies, and longevity statistics.

1. **Soy is "the Most Nutritious Food Known to Man".** The oxygen/nitrogen base of soy most approximates that of a human being — we are carbon based life forms and exchange nitrogen/oxygen. That is why soy can be plowed under the ground and the same crops can be grown on the same land for years, it enriches the soil so completely.
2. **Cultures that consume soyfoods regularly,** as their main source of protein live an average of 19 to ***21 years longer*** than cultures and groups of people that do not. Here in the United States, the Seventh Day Adventists' longevity has been a source of study for decades. They eat soy regularly.
3. **It is estimated that 70% of us have a blood sugar disorder** (diabetes and hypoglycemia are normally not diagnosed for 7-10 years, after internal organs have become fatigued, as we have no test to pinpoint it sooner) — only SOY FIBER has been shown to lower diabetic blood sugar levels for hours following a meal — no other fibers have this positive effect.
4. **Only soy has been shown to prevent and treat chronic diseases** such as heart, cancer (soy consumption has been linked to lower rates of lung, breast, prostate, and colon cancers), osteoporosis, kidney, diabetes, liver, (soy detoxifies the liver), arthritis, and even eliminate or greatly reduce menopause and PMS symptoms. Soy is good for the brain, liver, and kidneys. Soyfoods prevent stroke as well as Premarin.
5. **Soy is a complete protein** (having all of the essential amino acids needed to sustain human life) and does not cause kidney stress and excess calcium usage, as animal proteins do. In order to assimilate ANY animal protein the kidneys have to work hard, and it takes 50% or more calcium to breakdown the animal proteins, hence the high rate of bone related diseases and fractures among high animal-consuming cultures. Soy delivers calcium to the bones, increasing bone density.
6. **Soy boosts the immunity.** STUDIES SHOW THAT SOYBEAN PEPTIDES CAN BOOST THE IMMUNE SYSTEM, which helps the body fight disease.
7. **Quality soy fiber products contain much needed trace vitamins and minerals** normally not present in much of our foods today. Eating soyfoods have been shown to be of benefit in detoxifying the liver, clearing up bronchitis and nasal congestion, relieving stomach cramps, healing stomach ulcers, and reducing allergic reactions.
8. **Soy contains important antioxidants called "isoflavones",** compounds with protect cells from damage caused by "free radicals" — dangerous unstable oxygen molecules. These free radicals are believed to be responsible for many forms of disease including cancer, and premature aging.
9. **Soy is rated as tops on the anti-aging foods list.** Soy helps soften, tighten and replenish skin, helping to prevent dry and wrinkled skin, and to restore a youthful "glowing" complexion. Plus soy is good for weight loss — soy builds muscle and burns fat. Soyfoods with fiber provides fullness without fat. And we all have to watch our weight as we age.
10. **Alzheimer's disease** — Soy is a natural estrogen — 472 post-menopausal women reduced their risk of contracting the disease by 54% with estrogen. Soy lecithin is an important source of phospholipids-phosphatidyl serine, which improve memory, concentration and mood, and has been shown to be the only nutrient proven to partially reverse age-related memory loss.

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watery and perky, it feels as though it will clean the enamel off your teeth, suck all the saliva from your mouth, and then bounce right onto the street to do some more good somewhere else."

"Processed foods made from tofu are, by and large, dreadful. The 'hot dogs' are weird, soy cheese is nasty, and Tofutti ice cream is downright punitive. Tofu yogurt is nearly as wretched as the food at Shea Stadium"–which is probably the worst in the world.

"But that's just my cranky Western palate. Worldwide, tofu is more popular than pasta, potatoes and poi, the staples of other cuisines." He found, to his surprise, that when tofu is cooked and used in a good recipe, it can be delicious–as is the "bean curd" served at most Chinese restaurants. Includes three tofu recipes.

2528. Heath, Ellen. 2001. Unripened soybeans make trendy health food. *Des Moines Register* (*Iowa*). Jan. 10. Des Moines Met Area.
• ***Summary:*** Edamame "are among the newest and trendiest health foods to hit the Midwest." Sunrich Inc. (Hope, Minnesota) sold more than 1 million pounds of its Hearty & Natural brand edamame last year, and this year the company projects sales of twice that amount. Most of Sunrich's blanched and frozen edamame are shipped to distribution centers in California, New Jersey, and Minnesota. The company says its biggest challenge is to get them into stores and restaurants in the Midwest. Address: Staff writer.

2529. Japenga, Ann. 2001. A bewitching realm opens: Tahquitz Canyon had been Shangri-La to hippies, hermits and evil spirits. For decades its dangers made it off limits. Now the 'no trespassing' signs are coming down. *Los Angeles Times*. Jan. 14. p. 18.
• ***Summary:*** In the 1940s, Tahquitz Canyon inspired Eden Ahbez to write his famous song "Nature Boy." Also discusses Gordon Kennedy, a young Anaheim surfer who made it up to the higher canyons in 1974 and discovered paradise on earth.

2530. Sievin, Colleen. 2001. Company built on a blender. *Journal* (*Rapid City, South Dakota*). Jan. 14.
• ***Summary:*** Steve Demos, age 51, founder and president of White Wave, "likens his success to the fairy tale, 'Jack and the Beanstalk,' where the main character trades in his cow for magical beans."

A photo shows Demos holding a carton of Silk soymilk. Demos started grinding his soybeans to make tofu using a blender. Address: Associated Press.

2531. Smith, Patricia. 2001. The Natural Products Expo at Anaheim and the natural foods industry (Interview). *SoyaScan Notes.* March 23. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** The Expo at Anaheim this year was the biggest ever, attracting more than 30,000 people. She walked past every booth and almost every one was offering some kind of soy product. The interest in soyfoods just keeps growing.

At the show there was talk about illegal genetically-engineered StarLink corn in Kellogg's Morningstar Farms products such as Corn Dogs, Mini Dogs, and maybe other products. Some company are pulling these products from their shelves.

Before the first Natural Foods Merchandiser (NFM) trade show was held in 1981, at Anaheim, California, the pioneering natural foods companies such as Erewhon, Eden, Westbrae, Sunburst, and Chico-San all (reluctantly) attended the annual NNFA show in Las Vegas, Nevada. There would always be a big party one evening in someone's hotel suite–with lots of fun. But from 1981 on, these and other natural foods companies found their real home at the NFM trade shows.

Patricia saw Yuko Okada at this year's show. His Macrobiotic Company of American now sells only Muso Shokuhin products. Norio Kushi is running the company. Yuko kicked out Bruce Macdonald over alleged financial improprieties. A lawsuit that Bruce filed has apparently been settled.

Michael Potter bought the Herb-T Company from Cecile Levin in southern California. Mr. Muramoto started the company many years ago.

Patricia has now worked for Trader Joe's for 16 years. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2532. SPINS. 2001. SPINscan data on tofu in the natural / health food market, 12 months ending April 2001. San Francisco, California. 32 p.
• ***Summary:*** (1) Top ten brands–Natural products supermarkets. Tofu–Ranked by dollar sales. Total US. 1. White Wave ($6.7 million). 2, Nasoya, 3. Wildwood Natural Foods. 4. Mori-Nu (Morinaga). 5. Soy Deli (Quong Hop). 6. Smoke. 7. Soy Boy (Northern Soy). 8. Dae Han. 9. Tree of Life. 10. Island Spring ($421,642). Note: The top ten tofu brands have total annual sales of $22.76 million.

(2) Top ten items–Natural products supermarkets. Tofu–ranked by dollar sales. Total US. 1. Nasoya tofu extra-firm organic 16 oz. ($1.96 million). 2. White Wave Tidal Wave tofu organic 16 oz. 3. Nasoya tofu firm organic 16 oz. 4. White Wave baked tofu Italian organic 8 oz. 5. White Wave baked tofu Sesame Peanut Thai Style organic 8 oz. 6. White Wave baked tofu Oriental Style organic 8 oz. 7. Wildwood tofu organic 20 oz. 8. Mori-Nu Tofu Lite Extra Firm 12.3 oz. 9. White Wave tofu WP hard organic 16 oz. 10. Mori-Nu Tofu Lite Firm 12.3 oz. ($531,257).

(3) Dollar share by subcategory. Tofu–Natural products supermarkets. Total US. Unseasoned tofu: 62.4%. Seasoned tofu 37.6%. Seasoned tofu has grown by 6.3% over the past

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year compared with the previous year; unseasoned has grown by 1.5%.

Seasoned tofu subcategory–12 months ending April 2001.

(4) Top ten brands–Natural products supermarkets. Seasoned tofu–Ranked by dollar sales. Total US. 1. White Wave ($3.878 million). 2. Wildwood Natural Foods, Inc. 3. Soy Deli. 4. Smoke. 5. Soy Boy. 6. Tree of Life. 7. Small Planet. 8. Sunergia. 9. Dae Han. 10. Nasoya.

Unseasoned tofu subcategory–12 months ending April 2001.

(6) Top ten brands–Natural products supermarkets. Unseasoned tofu–Ranked by dollar sales. Total US. 1. Nasoya ($4.77 million). 2. White Wave. 3. Mori-Nu. 4. Wildwood Natural Foods. 5. Soy Deli. 6. Island Spring. 7. Dae Han. 8. Hinoichi. 9. Spring Creek. 10. Pulmuone.

(7) Brand within total tofu category rank. Total US projected data. 1. White Wave ($6.69 million). 2. Nasoya. 3. Wildwood Natural Foods. 4. Mori-Nu. 5. Soy Deli. 6. Smoke. 7. Soy Boy. 8. Dae Han. 9. Tree of Life. 10. Island Spring. 11. Hinoichi. 12. Spring Creek. 13. Small Planet. 14. Pulmuone. 15. Soy Power. 16. San Diego Soy Dairy. 17. Fresh Tofu. 18. Rosewood. 19. Sunergia. 20. Surata Soyfoods. 21. Ota. 22. Denver Tofu. 23. Central Soy Foods. 24. Jack and the Beanstalk. Address: San Francisco, California.

2533. Lewis, Morgan, Jr. 2001. Father of the infomercial: Vita-Mix President John Barnard talks about the creation of the infomercial and the new marketing techniques that helped double his company's size in nine years. *SBN Magazine* (*Cleveland, Ohio*). June.
• ***Summary:*** In 1950 W.G. Barnard of Cleveland produced and starred in a 30-minute infomercial about the Vita-Mix titled "Home Miracles 1950" on WEWS TV in Cleveland. Some say it was the first infomercial. 400 Vita-Mixes were sold. Eventually it was run in 61 different cities. Today Vita-Mix's headquarters are tucked away in a wooded residential street in Olmstead Falls, Ohio. Two photos show John Barnard, who is now President of the company. For more: www.vitamix.com. Address: Reporter.

2534. Associated Press (AP). 2001. Aveline Kushi, 78; a leader in health food movement. *Boston Globe.* July 6. p. B7. [1 ref]
• ***Summary:*** This obituary also appeared in the *Los Angeles Times* (July 6) and the *Washington Post* (July 7, p. BO6).

2535. *Boston Herald.* 2001. Aveline Kushi, 78, natural food pioneer. July 7. [1 ref]
• ***Summary:*** "Aveline Tomoko Kushi of Brookline, a world-renowned pioneer of the alternative medical movement and the organic food industry, died Tuesday at Brigham and Women's Hospital in Boston after a lengthy battle with cervical cancer. She was 78.

"Born in Yokota in the Izumo area of Japan, Mrs. Kushi studied teaching before emigrating to the United States." "She taught at an elementary school in Izumo before moving to Tokyo, Japan, where she became involved in world peace activities as a member of the World Government Association. Mrs. Kushi came to the United States in 1951 to attend a World Federalist Convention."

"Mrs. Kushi, in 1966, opened the first natural food store in the United States, Erewhon, which was located in Boston. The store became the leading natural and organic foods distributor with stores in the Boston area, Hartford, Connecticut, and Los Angeles."

She is survived by her husband, four sons, five sisters, two brothers, 13 grandchildren and 19 nieces and nephews.

A similar obituary also appeared in the *Boston Globe* (July 6), *Los Angeles Times* (July 6) and the *Washington Post* (July 7, p. BO6).

2536. Malinowski, Terri. 2001. Katharyn (Catherine?) Novak and Anthony Berhalter. http:listsearches.rootsweb.com/th/read/CZECH/2001-12/1008284111. 1 p.
• ***Summary:*** "My great-uncle, Albert Novak, died by his own hand April 12, 1914, in Chicago. His survivors would be his widow, Anna (Kresol), and his children Lillian, Emelie, Otto and Edward. If there is any obituary information, I would be most grateful. He was born April 23, 1864 and is supposedly buried in the Bohemian National Cemetery in Chicago.

His sister, Kathryn (Catherine?) Novak, married Anthony Berhalter. They operated a bakery on North Clark St. in Chicago for many years. But I suppose she wouldn't be listed in the obituaries since her married name was German, rather than Czech. The Berhalters had only one child, Howard. I have no clue when Kathryn died either. but I suspect it was later–like late 1920s.

Note: *Chicago Daily Tribune.* 1944. "Death notices." Dec. 18. p. 14. "Berhalter–Catherine Berhalter, Dec. 10, of 1423 N. Clark street, beloved wife of Anthony A. Berhalter, mother of Sgt. Howard R. Berhalter, U.S.A. overseas. Services at chapel, 1253-55 N. Clark street, Tuesday, Dec. 19, at 2 p.m. Interment private." Address: Seattle, Washington.

2537. Source Family (The). 2001? The Source: Source restaurant "recipes" & Source family. Los Angeles, California. 157 + [20] p. Undated. Illust. No index. 22 cm.
• ***Summary:*** This photocopied, comb-bound book was made for Jim Baker's Source Family / community, and was never sold in bookstores. It is undated and with no copyright page. Most of the pages are numbered, but about 20 (here and there, often containing photos) are not; they were apparently inserted at the last minute. Contents: 1. The Source recipes (p. 1-17) and other family favorites (p. 18-48). 2. Alternative lifestyle choices, for the well being of body, mind and soul

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(p. 49-93). 3. Father / Yahowha and The Source Family: Truth behind the legends, an epic and never-ending saga (p. 94-157). All photos are courtesy of "the Source Archives." This book emphasizes on the importance of food, community, and a teacher in spiritual practice.

On the back cover (and on p. v) is a color photo of The Source restaurant taken from across the street, above the following text: "Jim Baker opened The 'Source Restaurant' in 1969, on Sunset Blvd. One of the country's first health food restaurants. Jim's 'Spiritual Family' grew from those who worked at the Source and soon became 'The Brotherhood of the Source' and later 'The Source Family,' living communally in the Hollywood Hills. We called Jim Father, then Father Yod and later Yahowha. We sold The Source in 1974 and moved to Hawaii, where Father left his body in August of 1975. The new owners recently closed the Source doors after 31 years, bringing a Hollywood legend and tradition to an end. We are printing the 'Source Recipes' in honor of our 'Earthly Spiritual Father' and The Family that was created."

In Section 1, recipes used at The Source restaurant include: Hi protein cereal (ground fresh from whole grains and seeds not cooked–like muesli, the raw breakfast cereal). The Source dressing (a version was later sold as Cardini Lemon Herb). Ice cream. Cheese cakes. Source special. Guacamole. Vegetable salads. Entrees: Too much crunch. Magic mushroom.

Section 2 discusses: Fish (recipes for ahi / tuna and salmon). Refined foods to avoid. Good foods (brown rice, miso, tofu, nuts, sesame seeds; p. 57-58). Fasting, enemas and elimination diets (p. 65-66). Tofu (p. 74-75). Miso (p. 75-77). Raw foods.

Section 3, the life story of Jim Baker (1922-1975), mentions: His mother, Cora. The Tarzan audition in Los Angeles. Dora Baker (of France), his second wife. His birth on July 4 in Ohio, parents, childhood, great-grandfather, growth of interest in natural healing and foods, Paul Bragg, weight training and competitive sports, University of Chicago (Illinois), graduation from Swedish School of Massage in Chicago, first big job at the Wright plant, married the boss's daughter Margaret; they had a daughter named Peggy, opened Bakers Gym, joined the Marines in World War II, received Medal of Gallantry and Silver Star, ardent archer and champion swimmer, heavyweight wrestler, and judo expert, etc. Lived in Topanga Canyon and became a Vedantic Monk, met Elaine Baker and they were married, part of Nature Boys which lead into the Hippie movement (Jack LaLanne, Gypsy Boots). Elaine and Jim had three sons and opened two famous restaurants on Sunset Blvd. They were divorced and he married Dora, a French girl who was with him at The Old World. Dora started The Source with Jim. "He finally found His Spiritual Father in a very powerful and famous Yogi Bhajan from the East who was living and teaching in L.A. Jim became a Sikh... Jim then married Robin, who was 20 and he was 47. She supported him on all levels and was a devoted wife. Slowly the small group of people who were working at the Source started to become more of a communal and family energy. Jim went to India with the Yogi and while there realized "Neither Hindu or Sikh shall I be, for my soul is universal and free!"... Jim came back to L.A. and started to teach meditation and spiritual knowledge at the restaurant on Sundays. He became known as Father. "Most of us were living in vans or other rentals but wanted to live more communally. The Mother House was rented and this was the beginning of the Source Family. Father and Robin / Ahom lived above the Source, while the family lived at our mansion on Inverness St. (p. 98-99).

2538. *Alpine Sun* (*Alpine, California*). 2002. Editorial: 50 years of history... Jan. 3.

• ***Summary:*** "This month marks the 50th anniversary of *The Alpine Sun*... Started in January 1952 by Clarke and Alice Irvine when less than 600 people lived in Alpine, *The Alpine Sun* has become one of the most successful smaller weekly community newspapers in the state. Current publishers Jay and Teresa Harn purchased *The Alpine Sun* in December of 1992."

The Irvines owned the paper until 1973 when Fred and Bonnie Teckemeyer purchased it. In 1987 Scott Harkner and Ellen Holzman purchased it. "Starting under their leadership, the newspaper began garnering statewide awards for public service and writing. Again, the newspaper took strong stands to ensure that the leaders of Alpine understood what they felt the community needed. They also increased the newspaper's circulation area to include the entire Back Country.

"In 1992, Jay and Teresa Ham purchased the newspaper from Harker and Holzman. It had been a dream for Jay to own his own newspaper since he was a kid. He has his B.A. in journalism, and had worked for several newspapers in the Los Angeles area. Under the Hams' leadership, The Alpine Sun has continued to gamer statewide awards in public service and reporting. In addition, The Alpine Sun has tripled in size and doubled in the amount of employees. The Hams also believe in community leadership and have continued the tradition of working hard to promote and build the community. In 1999, the Hams formed East County Community Newspapers, Inc. and purchased six other weekly newspapers in El Cajon, Santee, Lakeside, Spring Valley, Lemon Grove and La Mesa. In 2000, the Hams also purchased the 110-year-old Daily Californian of El Cajon, which had fallen on hard times and converted to a weekly, and merged the six city weeklies into that publication renaming it The East County Californian.

"Today *The Alpine Sun* and *The East County Californian* together have more than 60,000 readers, employ more than 35 people and cover all of East County from the Imperial County line to the city limits of San Diego. Our readers

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and advertisers are invited to join us for a special 50th Anniversary Open House..."

2539. Saenger, Diana. 2002. *Alpine Sun* celebrates 50 years of rich history, service. *Alpine Sun* (*Alpine, California*). Feb. 7. p. 1, 5.
• ***Summary:*** The very first issue of *The Alpine Sun*, printed on a folded-over 8½-by-11-inch piece of paper, looks simple enough even for the days when the first issue was printed on 14 Feb. 1952. It was started and published by Clarke and Alice Irvine. Clarke's wife Alice notes: "Clarke had lots of newspaper experience. He had worked on *The Oregonian*, *The Honolulu Star Bulletin* and *The Atlantic Press*, and his dad started *The Santa Monica Bulletin.*

Alice now lives in Oregon, where she is near her daughter, Cynthia, and her grandchildren Julie and Scott, and Cecile and her son Justin. Her other daughter, Celeste, lives in Del Mar, with her children Drew and Antoine.

2540. Denny, Darrell. 2002. Jack's still jumping: LaLanne looks back at a healthy life. Natural legacy: The people who founded an industry. *Natural Foods Merchandiser.* March. p. 52, 54, 56, 58, 60.
• ***Summary:*** An excellent biography of Jack LaLanne, now age 87. He continues his daily regimen of exercise and vegetarian diet. For breakfast every morning, he has a blended soymilk and protein powder shake, multi-grain organic cereal with soymilk, and a host of vitamins and supplements. He was the first to: Open a modern health spa. Have a nationally syndicated TV show on exercise and nutrition. Introduce yogurt to America. Have athletes work out with weights. Have women work out with weights. Encourage the elderly to work out with weights. Have a combination health foods bar and gym. Develop a weight-loss instant-breakfast meal-replacement drink. Open a coed health club. Combine weight training with nutrition. Make an edible, nutritious snack bar. Sell vitamins and exercise equipment on TV. Encourage the physically challenged to exercise and work around their disabilities. Perform feats of strength and endurance to emphasize the benefits of exercise and good nutrition. For example: In 1954 (at age 40): Swam the length of the San Francisco Golden Gate bridge underwater with 140 pounds of equipment (incl. two air tanks)–an undisputed world record. Age 41: Swam handcuffed from Alcatraz to Fisherman's Wharf in San Francisco.

He was born in 1914 to French immigrants. When he was 15 the family lived in Berkeley, California, and his mother, a devout Christian, had become a Seventh-day Adventist years before. Jack was unhealthy and unruly. A lecture in Berkeley by health food pioneer Paul C. Bragg changed his life. Bragg told him that if he obeyed nature's laws he could be born again. Contains many good photos of LaLanne, and one cartoon illustration. Address: Executive VP/president Penton Lifestyle Media.

2541. Bearman, Gary. 2002. The Ya Ho Wa 13 Interview (Website printout–part). www.furious.com/perfect/yahowah13.html Retrieved March 25.
• ***Summary:*** On page 1 is a photo of Yahowa (formerly Jim Baker of Los Angeles) with a long white beard and long hair seated on the front hood of a Rolls Royce. On both sides of him stand two musicians with long hair.

"Many young people were attracted to the Source Restaurant, which served fresh, delicious vegetarian food, and to the spiritual atmosphere of love, peace and wisdom that was growing there around Jim Baker and the group of young men and women who staffed the restaurant. Jim Baker really looked the part, with his grant stature and well-formed physique, his long beard and hair, penetrating blue eyes and deep resonant voice. Father lived for the family. He adored his sons and loved having the women and children protected and safe. We were totally into spirit and really enjoyed life. It was a magical time of special dispensation, where we experienced what a heaven could be like. Spirit and matter were one..."

Jim Baker was a very successful restaurateur in Hollywood, several times he was a millionaire... The vegetarian restaurant was the first of its kind on the West Coast." He started, owned and ran The Source restaurant himself at first until the family grew. Damian was the manager. It was vegetarian because: "Sunflower: We did not feel that man has the right to kill another sentient being. There are too many chemicals in the processed meats of today that are harmful. All of the truly enlightened beings were vegetarian. Djin: We believe this was the first diet given to mankind, that it is part of the humane and ethical path of harmlessness, and that we are physically made to eat this way. We have 24 feet of intestines, unlike the carnivores of 10 feet..."

"Where was the restaurant? Djin: Sunset [Boulevard] at Sweetzer in Hollywood, on the northeast corner, between Crescent Heights and La Cienega. We were the first major health food restaurant in Los Angeles that was successful and served all local produce and raw [unpasteurized] dairy.

2542. Starr, Shannon. 2002. William Pester's life remains a mystery. Hermit: The nature lover of the desert left in the 1930s and disappeared altogether in 1949. *Press-Enterprise* (*Riverside, California*). July 27. p. B-3. Desert Pass edition.
• ***Summary:*** In 1927 Pester began working 10 acres of organic dates, oranges, figs, and grapefruit on his ranch in Indio Hills.

In 1937, J.H. Dryer (or Dyer) of Hoopston, Illinois, visited William Pester in southern California in 1937 and wrote about him for the *Hoopston Chronicle.* Pester, age 57, was driving an old Ford car and selling Navajo rugs. Dyer reported that Pester lived in a small house elevated on posts

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10 or 12 feet high. "A water tank and a windmill were also found on the property. Pester told the reporter that his food cost him about $1.50 a week, his clothing cost nothing, and he made his own sandals. Pester collected minerals, rare stones, crystals, Indian arrowheads and pottery. When he voiced his longing for a power lathe to polish his stones, Dryer took up a collection and brought one out to him.

David Hawbecker met Pester in Los Angeles in 1949, and they became friends. Hawbecker was a struggling art student attending school on the GI bill. Pester was a white-haired man in his 60s. Hawbecker recalls: "He used to come up and model for the school. He said he earned money that way to stake himself to go search for gold as a prospector. He used to carry his belongings in a shoe box." They included a few vials of gold dust.

Gordon Kennedy has written about Pester in his book *Children of the Sun.* Kennedy had lived in Tahquitz Canyon in the 1970s. Kennedy notes that Pester was accepted by the Cahuilla Indians and lived among them. He is listed in the 1920 U.S. Census with 24 members of the tribe. Pester was also a mentor of eden ahbez. Researchers have never found a death certificate for Pester or know where he went after 1949.

Photos show: (1) Bill Pester seated on a stool playing a slide guitar on an undated postcard. (2) A portrait of William painted in 1949 by David Hawbecker in Los Angeles. Pester has long white hair and is wearing a hat.

2543. National Nutritional Foods Association. 2002. Enrich your business, enrich your world (Card). Newport Beach, California. 2 p. Front and back. Postard.

• ***Summary:*** On the cover of this color postcard we read: "NNFA Market Place 2003. 66th Annual Natural Products Convention and Show. Conference: Friday-Sunday June 27-29, 2003. Trade show: Saturday-Sunday June 28-29, 2003. Las Vegas Convention Center, Las Vegas, Nevada."

On the back we read: "Plan now to attend the longest-running convention and trade show in the natural products industry."

Note: The first show was apparently held in about 1937. Address: 3931 MacArthur Blvd., Suite 101, Newport Beach, California 92660. Phone: (800) 966-6632.

2544. Larsen, Stephen; Larsen, Robin. 2002. Joseph Campbell: Fire in the mind. The authorized biography. Rochester, Vermont: Inner Traditions. xxii + 636 p. Illust. Index. 23 cm. [300* ref]

• ***Summary:*** Joseph's Campbell's first romance was with Adelle Davis. He writes about her extensively in his journals, including some perceptive character sketches. They met in December 1929 on a cruise through the Caribbean on board the SS *Kungsholm.* She sat down next to him, and was soon "flirting in not terribly subtle ways." They danced and the mood turned romantic. She was rather assertive. He wrote that their "conversation ran mostly about sex." A first moonlight kiss. She wanted to be with him all the time, but he wanted time alone. As the ship neared Panama, before the masked ball on New Year's Eve, he found her half asleep, half undressed in her stateroom. She invited him in and "they became lovers, very likely Campbell's first, in the full meaning of the word." The trip started a sexual awakening for Campbell.

Back in New York, the relationship lasted for about 18 months, "in a somewhat desultory way" (p. 122-26). Note: During this time Adelle was living in New York City on West 114th Street, near Columbia University, from which she had received an M.A. degree.

In 1930 Adelle had been urging Campbell to join her for a romantic stay at a log cabin in the Rockies. He declined and was feeling beleaguered by women "who want things" (p. 134).

In 1932 Campbell drove to Berkeley to visit Adelle Davis, who was living in a big ground-floor apartment with a fireplace and bathtub. She is not embarrassed by nudity. He found her to be a "twinkling, happy creature, tickled to death with the run of things... We had a glorious week together; then Adelle went to her office;..." "Adelle with her unpretentious and natural *joie de vivre* had won his heart." (p. 163-65). He then went to visit Carol and John Steinbeck at their home in Pacific Grove, near Carmel. He fell deeply in love with Carol. Several weeks later he paid a surprise visit to Davis to talk about his hope to turn their relationship into a friendship. She introduced him to a lively group of friends in the San Francisco Bay Area. Address: Rochester, Vermont.

2545. Pearlstein, Leo. 2002. Celebrity stew: Food publicity pioneer shares 50 years of entertaining inside stories of Hollywood royalty. Los Angeles, California: Hollywood Circle Press. xxv + 205 p. Illust. Index. 26 cm. Foreword by Steve Allen.

• ***Summary:*** Chapter 16, titled "The real Mrs. Cubbison" (p. 123-35) is a biography of Mrs. Sophie Cubbison–a pioneer in soyfoods, whole-wheat bread, and packaged stuffing mixes as an alternative to home-made turkey dressing. Born Sophia Huchting in 1890 in San Marcos, California, she was one of 10 children. "Her father was of German descent and her mother was a native Californian of Mexican descent. In fact, her mother descended from the Ortega family, who were early California pioneers. Young Sophie became bent on a vocation at an early age." Her career began on her father's ranch where she was born. At the age of 16 she began to cook for her father, brothers, and their lima-bean ranch laborers during the summer and early fall–so she could earn enough money to put herself through college. She went on to earn a degree in home economics from California Polytechnic in 1912, "an era when most women never even pursued, or were permitted to pursue, higher education,

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much less acquire a degree."

A detailed description is given on what foods she prepared and when the mealtimes were on her father's ranch.

"In 1913, Sophie began dating Harry Cubbison, who was supporting an invalid father and mother. Sophie was now supporting her mother, as her father had passed on. As Sophie told Leo: "Necessity became the mother of invention. Mr. Cubbison was a fine salesman and I was capable of baking. It was absolutely necessary for us to earn more money."

So Sophie and Harry "went into debt to open a small bakery, and her entrepreneurial spirit rose to the occasion. A health enthusiast, she believed very strongly in whole wheat bread..."

Leo met Sophie in 1950, just after he started his own firm in the public relations and advertising business. He was handling the California Turkey Advisory Board's publicity. While reading trade journals and newspapers, he kept noticing tiny 2-inch square ads that read "Turkey tastes better when stuffed with Mrs. Cubbison's All Purpose Dressing." Leo was often asked about the difference between a "dressing" and a "stuffing." Actually, they are the same, but historically it was called a "stuffing" on the East Coast and a "dressing" on the West Coast. Gradually the East Coast term won out.

In 1953, Sophie's husband, Harry, died. In 1955 she sold her bakery to the American Cone and Pretzel Company, which later became Rold Gold Pretzels. She insisted that the buyer retain Lee & Associates (Leo's company) as its advertising and public relations agency–otherwise she would not complete the sale. So Leo has been promoting Mrs. Cubbison's products for over 50 years–a type of loyalty rarely found in business today. Sophie passed away in 1982 at the age of 92. Today her dressing and stuffing mixes dominate the grocery shelves.

Photos show: (1) Mrs. Sophie Cubbison in the early 1950s standing behind a table with a turkey, packages of her Stuffin' and Dressing, and a large glass bowl in which she is mixing her ingredients. (2) A blow-up of the tiny 2-inch ad for her dressing. (3) Nine long delivery trucks with the words "Cubbison's–Melba Toast, Cookies, Crackers." A well-dressed driver stands beside each truck; in the background are dry California hills. (3) A package of "Cubbison's Melba Wheat Soya Toast," a hot product in the 1920s. (4) Four delivery trucks lined up outside "Cubbison's Health Food Store." (5) Bob Barker, host of the longest-running TV game show, "The Price is Right," for over 28 years. In 1951 Sophie's products were featured and given away on his local radio show. After that he became host of the popular TV game show "Truth or Consequences," before going on to "The Price is Right." (6) TV star Dennis Weaver holding a box of Mrs. Cubbison's Dressing.

Mrs. Cubbison is also mentioned on pages xvii, 38-39, 149-50 (Warner Brothers studio), 173-74 (Phyllis Diller), 178 (celebrities), and 184-85 (Mickey Rooney).

Also contains chapters on (or photos of) Bob Hope, Mickey Rooney, Phyllis Diller, Jimmy Durante, Bud Abbott & Lou Costello, Jayne Mansfield, Steve Allen, Groucho Marx, Doris Day, Bing Crosby, Ozzie and Harriet Nelson, Shirley McClaine, Buddy Hackett, George Burns & Gracie Allen, Dinah Shore, Karen Lindsey, Art Linkletter, and Frank Sinatra, Jr.

The section titled "The King of Culinary Public Relations" (p. xv-xviii) is about Leo Pearlstein; in 2000 he celebrated his 50th anniversary in the public relations business. Leo started his working life at his parents' grocery store in Los Angeles. He was one of the earliest marketing graduates from the University of Southern California (USC). In the late 1940s he went to work for Jenkins & Large, a Los Angeles advertising and public relations agency owned by movie star Eddie Bracken; Leo also worked with Bracken Television Productions. Bracken disbanded the company in 1950, giving Leo the opportunity to take his food accounts with him and to open his own agency, Lee & Associates. Photos show: (1) Leo at a barbecue in the 1950s. (2) The Pearlstein family (wife, Helen, and 3 sons, David, Howard, and Frank) at a black-tie event. Address: Lee & Associates, 145 S. Fairfax Ave., Los Angeles, California 90036. Phone: 323-938-3300.

2546. Pearlstein, Leo. 2002. Chronology of Sophie Cubbison. Los Angeles, California: Lee & Associates. 1 p.
• ***Summary:*** Gives 13 dates and events from her birth in 1890 to her death in 1982. Address: Founder, Lee & Associates, 145 S. Fairfax Ave., Los Angeles, California 90036. Phone: 323-938-3300.

2547. Sass, Lorna J. 2002. Lorna Sass' complete vegetarian kitchen: Where good flavors and good health meet. New York, NY: William Morrow. An imprint of HarperCollins Publishers. xiv + 494 p. Index. 26 cm. [35+* ref]
• ***Summary:*** First published in 1992 as *An Ecological Kitchen: Healthy Meals for You and the Planet* (William Morrow). This innovative vegan cookbook offers 250 cholesterol-free recipes. It features a complete glossary of wholesome ingredients for stocking the vegan pantry (no meat, dairy, or eggs). Address: New York City.

2548. Perry, Charles. 2003. The salad eaters: Perhaps more than any single culinary idea, the salad is the most pervasive contribution has made to the world. And after 100 years the creativity hasn't stopped. *Los Angeles Times.* April 1. p. H6. Food section.
• ***Summary:*** Includes a timeline of the history of salad in California. In the 1890s, produce from Los Angeles was first shipped east in refrigerated railroad cars. In the early 1900s the 3rd Los Angeles Times Cook Book contained 199 salad recipes. In the 1920s the Cobb salad was invented at the

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Brown Derby in Hollywood and the Caesar Salad at Caesar's in Tijuana. Gelatin salads get started. Address: Staff Writer, Food Section, Los Angeles Times, California. Phone: 213-237-7806.

2549. Phelps, Jesse. 2003. Bakery tradition rises from Ojai's past: Bill Baker's closed but fond memories live on. *Ojai Valley News* (*California*). May 15. p. A-1, A-3.
• ***Summary:*** Bill Baker's Bakery closed recently with little fanfare, but "Ojai lost one of its original businesses and a cultural landmark." A bakery had operated on this location since the late 1880s. Photos show: (1) Bill Baker and six employees standing around a large Christmas cake before it was sent to a U.S. president at the White House (undated). From left to right: Helen Vaughn. 2. Unknown. 3. Bill Baker... Next to far right: Pat Carsner Far right: Harmon Vaughn. (2) A long delivery truck with "Bill Baker's Lima Bean Bread" on one side. In smaller letters below that is written "Soy Bean Bread."

2550. Edmonds, Bryce. 2003. NNFA honors industry heavyweights. *Natural Foods Merchandiser.* June. p. 74.
• ***Summary:*** Includes Walter Willet, Loren Isarelsen, Frances Moore Lappe, Max Huberman, John Mackey, Joseph Pizzorno, Travis Tabor. A small portrait photo shows each person mentioned.

2551. Pearlstein, Leo. 2003. Sophie Cubbison and the Cubbison Cracker Co. (Interview). *SoyaScan Notes.* Sept. 22. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** The company that Sophie Cubbison started many years ago still exists as Mrs. Cubbison's Foods Inc. in Commerce, California. They specialize in making turkey stuffing. Leo met Sophie in 1950 just after he started his own firm in the public relations and advertising business. he handled the California Turkey Advisory Board account. She and her husband had a little bakery on Pasadena Ave. in Los Angeles. Next door was Cubbison's Health Food Store–of which Leo has a photo. Leo thinks that this was the second site of the bakery. She and her husband lived upstairs. Leo remembers Sophie fondly. "She was one in a million–an outstanding, friendly, very capable, warm woman. The nicest person I ever met. She was charitable and kind, even played with and loved my kids–just great."

Sophia Huchting was born in 1890 on a ranch in San Marcos, north of San Diego, in southern California–the 7th of 10 children–six boys and 4 girls. Her father, August Heinrich Huchting (1848-1909), was born in Bockhorn, Germany, and immigrated to California as a young man in the early 1870s. A master baker, he worked for the Spreckles Sugar Co. in San Diego. He met and fell in love with Maria Conception Gonzales (1856-1942), a 16 year old Californian of Mexican descent, who was related to the Ortega family–of Ortega Chilis fame. They were married in about 1872 in Ventura, California, Maria's birthplace. A few years later, the couple moved to La Costa, California, about 25 miles north of San Diego. Here Mr. Huchting engaged in farming. The marriage was blessed with eleven children, ten of whom survived. The first was born in 1876. Sophia, the fourth, was born in 1890. The Huchtings bought a ranch where he and 40 ranch-hands grew lima beans. At age 16 Sophie started to cook and bake for the ranch hands and her brothers during the summer and early fall–when she was not in high school. In this way she saved enough money to put herself through college. Her father was deeply interested in healthy living, and age he taught Sophie how to make 100% whole-wheat bread–German black bread (*Schwartzbrot*), which he had learned how to make from his mother in Germany. In 1912 Sophie earned a degree in home economics from California Polytechnic (Cal Poly) in San Luis Obispo; she now had an even deeper commitment to good health.

In the Cal Poly yearbook for 1912 (named the *Polytechnic Journal* at the time), in a section titled "Class Prophecy" we read: "That evening we strolled down town. Everything was almost the same as it had been five years before. We noticed but one change and that was in the name that was on one of the buildings. The magnificent building that had formerly been Holly's Cafe was now surmounted by the sign, Huchting & Grizzle Cafe–Cooking done in a Scientific Way–Balanced Rations Served to Everyone." This prophecy–set five years after graduation–is fiction, not a true story. However, it shows that Sophie Huchting (later Cubbison) was very interested in cooking and had entrepreneurial talents. Sophia also worked on the staff of the college's *Polytechnic Journal* as the Social editor.

In 1913 Sophie (who was now supporting her mother) met and began dating Harry Cubbison; in 1916 they were married. Mr. Cubbison was a fine salesman and Sophie a fine baker, and they both were very much in need of more money. Initially, Sophie baked bread in their home and Harry would travel about selling it. Later in 1916 they went into debt to buy a small bakery in downtown Los Angeles and a small mill. Their first product was Cubbison's Whole Wheat Bread; Sophie would bake it three times a week and on the other three days she would demonstrate the healthful bread in stores and delicatessens. Mr. Cubbison did the soliciting and delivering. Their small business was a success and they soon moved to a new location on Pasadena Avenue near Avenue 34 in Los Angeles. They pioneered the manufacture and baking of the first 100% whole wheat loaf in the Los Angeles market. Then in 1925 they sold their bread business to the Barbara Ann Baking Co. Note 1. The *Los Angeles Times* seems to give the date of this sale of the Cubbison's break-baking business as Jan. 1927, to Oakes-Young Baking Company.

Then they launched a new venture, Mrs. Cubbison's Melba Toast and Zwieback. Here again they pioneered–making and marketing America's first commercial Melba

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toast. Their bakery was at a new location: 3417-3419 Pasadena Ave., in Highland Park, Los Angeles. Next door to the bakery they opened "Cubbison's Health Food Store." Sophie and her husband, for most of the rest of their lives, lived upstairs above the health food store. In 1929 they struck a "bonanza."

Sophie introduced soy products in the late 1930s and 1940s primarily because she was health enthusiast. Their business was now named Cubbison Cracker Co.

One interesting story concerns Melba Toast. In the early 1920s Nellie Melba, a European diva, visited the United States. Her doctor told her to eat toast for good health. The chef at her hotel left her toast in the oven too long so that it became twice-baked like zwieback. She loved it and Harry Ritz (the famous hotelier) and his wife decided to call it Melba Toast. Sophie and her husband began baking a product they named "Cubbison's Melba Toast." Note 2. There are many other stories concerning the origin of Melba Toast; one traces its origin to 1894 in London.

Then came the 1929 stock market crash; the Cubbison's business struggled to survive. In 1929 the famous Mayo Clinic developed the 18-day diet for movie star Ethyl Barrymore; it called for "Melba Toast." Suddenly even people in Los Angeles wanted the diet and "Melba Toast." Sophie took the broken pieces of Melba Toast, added seasonings, and made it into a stuffing. In 1948 it was launched as a commercial turkey stuffing. Leo has photos (which he received from Sophie years ago) of packages of Cubbison's "Toast of the Nation" Melba Wheat-Soya Toast. He also has photos of Hollywood Cup (use in place of coffee) and Cubbison's Wheat-Soya Pie Crust Mix.

In the 1950s Sophie was interviewed as a Cal Poly alumnus; they wrote a story in her own words in which she talked about her interest in health foods.

Sophie had 14 drivers and trucks.

In 1948, from her bakery on Pasadena Ave., Sophie pioneered packaged stuffing as an alternative to homemade turkey stuffing. She was encouraged to package by friends and family who had eaten the dressing at her home. All the customer had to do was add water, butter, and oil. It was for this product that she eventually became best known. She appeared on TV talk shows, providing cooking tips from 1950 until the mid-1970s. Sophie's husband died in 1953. So Sophie had to run the plant with two brothers, Paul and Jimmy. To earn extra money and cover her costs, Sophie began distributing (but not baking) Rold Gold Pretzels. Leo, who is in marketing and promotion, got the Cubbison account in about 1949-50. Then in the early 1950s the maker of those pretzels, American Cone & Pretzel Co. (of St. Louis, Missouri), bought Sophie's company. Sophie refused to sell the company to them unless they took Leo along as the advertising and PR person.

In late 1957 they sold the company to Red Dot Potato Chip Co. (Madison, Wisconsin), which owned 14 potato chip plants. Red Dot was purchased by Herman Lay of Lay's Potato Chip Co. (Atlanta, Georgia), who then, in the late 1950s, merged his company with Fritos to create the famous Frito-Lay. The latter was purchased by Pepsico, which sold it to Interstate Baking Co.–who regarded Mrs. Cubbison's as a stepchild that didn't fit, and sold it.

Sophie died on 23 Nov. 1982 at the age of 92.

Leo is now preparing a speech on Sophie Cubbison to be presented to the California Culinary Historians at the Los Angeles Public Library. Address: Lee & Associates, 145 S. Fairfax Ave., Los Angeles, California 90036. Phone: 323-938-3300.

2552. *Let's Live.* 2003. 70 years, 70 tips for great health from *Let's Live.* Sept. p. 40-45.

• ***Summary:*** This is a special seventieth anniversary issue bears the subtitle: "Take a walk with us down Memory Lane as we celebrate 70 years of *Let's Live* by recalling some of yesteryear's best health advice." The advice is grouped by decade and each tip is numbered. "From the 1930s. 1. For sparkling teeth, finish every meal by eating a piece of food, such as an apple or carrot, that demands chewing. 2. Be more vital. Eat foods that are close to their natural forms because they have more vitality... 4. Strengthen your heart and lungs by walking. 5. Choose freshly squeezed orange juice."

"From the 1940s. 8. Get enough calcium. Growing children require no less than 1 gm of calcium each day. So do pregnant and lactating women, but many forget that all adults need a continuous supply. 9. Don't smoke. Tobacco destroys the lungs... 10. Consider this anti-aging diet. Eliminate white sugar and white flour products, coffee, vinegar, fried foods, ham, bacon and corned beef. Your diet should consist of 50% raw foods with broiled lean meat and whole grain bread... 15. Care for your teeth by avoiding sugar... 16. Keep moving" [muscles need exercise].

2553. Pearlstein, Leo. 2003. Looking for Sophie and Harry Cubbison in Los Angeles city directories (Interview). *SoyaScan Notes.* Oct. 22. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Leo's assistant, Violet Coto, who is an experienced library researcher, recently went to the Los Angeles Public Library to look for Sophie's address in area city directories. She was unable to find any entry before 1921, when Sophie and Harry first appeared at 3417 Pasadena Avenue in Los Angeles. For the first two years the business listing was given as "Baker," but later that changed to "wholesaler." The listing continued up to 1929, when she stopped looking.

So where did Sophie and Harry live from 1916 to 1921? And what was the name of their first business?

Leo thinks Sophie may have lived at 3417 Pasadena Ave. from 1916 on. We know from various ads and articles she was there from 1936 into the 1950s. Address: Lee &

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Associates, 145 S. Fairfax Ave., Los Angeles, California 90036. Phone: 323-938-3300.

2554. Richmond, Akasha. 2003. Clarke Irvine and *Let's Live* magazine (Interview). *SoyaScan Notes.* Nov. 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Gordon Kennedy asked Akasha if she had any copies of *Let's Live* magazine prior to the 1950s. She bought an original issue online from abebooks dated Sept. 1945. It is in excellent shape, and contains ads for Bill Baker's soya bread, for Cubbison's Hollywood Cup and Soyfee Coffee, for El Molino Soya Flour, for Gayelord Hauser's products, and an ad Clarke Irvine inserted in his own publication, announcing the sale of a health food store–which he was brokering it for someone.

Then she did a Google search on *Let's Live;* the magazine is still being published and their office is in Santa Monica. She called and talked to the editor, Beth, who is very interested in the early history of health foods in the Los Angeles (LA) area. More important, they have every issue of the magazine from Day One, bound, in their office. She is going down there on Monday morning. Akasha wants to profile Clarke Irvine in her book; he was the first publisher and he was very involved in the movie industry.

Shurtleff tells Akasha that in Jan. 1933 Irvine started a biweekly newspaper in Hollywood titled *California Health News. A National Journal of Better Living.* On 15 May 1942 he changed the name to *Let's Live.* Akasha says that in Aug. 2003 they celebrated their 70th anniversary; she will see if *Let's Live* has copies of earlier issues of the newspaper.

Then Akasha did a Google search for Clarke Irvine and found a website irvineclan.com, which contains 400 years of his family's genealogy. There was a page about him, which she printed. He was born in 1893 in Salem, Oregon. He later moved to Santa Monica. His first wife, Margaret Robertson who was Australian, left him in about 1946, when he was living in a trailer park. Later in 1946 he married again to Alice Marks who, within the space of 2-3 years presented him with a first daughter, then twin daughters. So his daughters must be in their 50s. Clarke went on to be the publisher of the *Alpine Sun,* "America's tiniest newspaper." They talk about all the movie stars who were his friends. Then he went into business leasing trailers to movie people in Santa Ynez Canyon. He was writing a book about early Hollywood–according to the June 1964 issue of the *Star News and Venice Vanguard,* by staff writer Bill Henderson–who also noted at Irvine's Alpine Sun was still going with the able assistance of reporters Cynthia, Celeste, and Cecilia. Akasha is on the case and hoping to find one of his daughters. They moved to Alpine (directly east of San Diego very near Cleveland National Forest). She has emailed the website requesting more information about the relatives of Clarke Irvine.

She found a man in Burbank, California, who collects old magazines and newspapers. She went to his shop last week, looked around, and gave him a list of what she wants. He has six issues of the *Los Angeles Times* containing Mike Lovell's "Care of the Body" column. She says "I just love this."

The California Culinary Historians in LA (many of whom are now in their '70s), have a newsletter. She will submit a request for information related to her book. Address: Chef, Los Angeles, California.

2555. Richmond, Akasha. 2003. Visit to Franklin Publications and *Let's Live* magazine in Santa Monica, California (Interview). *SoyaScan Notes.* Nov. 11. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Yesterday Akasha drove to Santa Monica and spent 4 wonderful hours at Franklin Publications, the owner of *Let's Live* magazine, doing research for her forthcoming book. She got to know the editor, Beth Salmon, who is very nice, healthy, and committed to healthful living. Franklin Publications has almost every back issue of *California Health News–except the entire year 1938. A National Journal of Better Living* (started in Jan. 1933 by Clark Irvine); it is a magazine a little larger than 8½ by 11 inches and in fragile condition. On 15 May 1942 he changed the name to *Let's Live.* No one has ever contacted Beth to request permission to do research at her office.

Akasha, overwhelmed with this superb, unknown collection of early food history, says: "I started to cry. They don't even understand what treasures they have." Beth has to focus on the next issue; they publish 3 magazines out of that one office. Akasha looked through the years from 1930 to 1936 and found a surprisingly large number of articles about soyfoods and pioneers in California's early soyfoods health food industry–such as La Sierra Industries, Bill Baker, California Food Kitchens, Loma Linda Foods, Paul Bragg, and Otto Carque. "Soy was just everywhere." There were ads for Yogananda's lectures and a lot of spiritual things. She took notes but did not ask to photocopy any articles. She plans to return go through the issues carefully. The *Let's Live* offices in Santa Monica are only a 15-minute drive by freeway from Akasha's home. Address: Chef, Los Angeles, California.

2556. Brown, Reg. 2003. Back to the beginnings: 3. *Record* (*SDA, Victoria, Australia*) 108(47):8-9. Nov. 29.
• ***Summary:*** "This article continues a series on the history of the Adventist Church in the South Pacific." In 1897, Edward Halsey, one of Dr. John Harvey Kellogg's bakers at the Battle Creek Sanitarium, Michigan, arrived in Melbourne, Australia, and began manufacturing Granola, caramel cereal (a coffee substitute), and peanut butter. "The Sanitarium Health Food Company was registered as a business on April 27, 1898." On the advice of Ellen G. White, the health food factory was moved to Cooranbong, NSW, to be near the

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newly established school at Avondale.

Sanitarium Foods is the soymilk market leader in Australia. Its flagship product, So Good, enjoys almost 50% of the market share, and is also the leading brand in New Zealand, the UK, and Canada. So Good was developed at Sanitarium's laboratory at Cooranbong. "In 2002 Sanitarium purchased a Canadian company, SoyaWorld, which gives it 60 per cent of the Canadian [soymilk] market." Address: Australia.

2557. Reich, Egon. 2003. An unusual life: How to cope with difficulties and come out on top! Costa Mesa, California: Published by the author. 303 p. Illust. No index. 24 cm.
• ***Summary:*** Egon ran a marketing company that represented a baking company named Better Way Foods, located in Los Angeles. The baking company made and sold Granola and bread with Adelle Davis' name on the package (see p. 190-95, 198-99). Adelle Davis has a recipe for a product she referred to as a health cereal. Egon Reich turned it into a commercial product named "Better Way Granola." He says (p. 198): "I even improved the recipe somewhat with a better baking process, and had a 'granola' product far superior to anything yet on the market. It consisted of only about 20% oats, with large amounts of wheat germ, sliced almonds, sesame seeds, non-fat milk, and other high-protein and flavorful ingredients."

Talk with Akasha Richmond of Los Angeles. 2004. Aug. 10. She talked with Egon Reich (age 75-80) yesterday. "He has been married for 50 years and is a super-nice guy." It is a fact that there was a commercial product named Granola with Adelle Davis's name on the package. In 1971, Adelle Davis put her stamp of approval on Better Way Granola; it is not clear when the product was first sold commercially, but it was on the market by 11 Oct. 1972, when it was advertised in the *San Bernardino County Sun* (San Bernardino County, California; page 78). The tagline on each package was "Created from an Adelle Davis recipe." Egon said it was sold in every health food store nationwide. It was never sold in grocery stores. So Adelle Davis really did help popularize granola. The Granola developed by Layton Gentry and sold (first) to Sovex in Tennessee, is different from and earlier than Adelle Davis's granola. All the royalties that Adelle received from these two foods went to start her Adelle Davis foundation. The royalties from her book served as her personal income and did not go into the foundation. See p. 23 of Akasha's book *Hollywood Dish.*

Note 1. Egon was born on 26 Dec. 1923 in Vienna, Austria. He enjoyed a happy childhood and youth until age 14, when the Nazis invaded Austria. His father, who was part owner of Egon's fine men's tailoring shop and of Jewish ancestry, was arrested. Egon was fortunate in being chosen for an art scholarship in England; thus he was not in Austria on 12-13 March 1938 the date of the Annexation (*Anschluss*) of Austria by Hitler nor at the time his father was arrested. During World War II Egon relocated to Canada.

Note 3. This book is crippled by the lack of an Index. Address: Los Angeles, California.

2558. Willis, Richard J.B. 2003. The Kellogg imperative: John Harvey Kellogg's unique contribution to healthful living. Alma Park, Grantham, England: The Stanborough Press Ltd. 110 p. Illust. No index. 21 cm. [90 ref]
• ***Summary:*** Contains a list of books by Dr. John Harvey Kellogg (alphabetically by title), a good bibliography, and 12 pages of black-and-white photos related to Dr. Kellogg. Unfortunately this book has no index.

However Willis makes this profound observation in the caption to a portrait photo: "Dr. John Harvey Kellogg, whose scientific approach to the wonders of life brought a new orthodoxy to health reform, formerly the domain of many outlandish ideas." Address: Health educator.

2559. Biography of Clarke Irvine (Website printout–part). 2004. www.irvineclan.com/ClarkeIrvine Retrieved Feb. 2.
• ***Summary:*** The Irvine clan traces its roots to Scotland and this website contains an excellent, lengthy and detailed descendancy chart which shows: James Clarke Irvine (1830-1907) married Ann Keturah Johnson (1837-1918). They had three children, all sons: Leigh Hadley Irvine (1860-1942), Louis Clarke Irvine (1862-1947), and Clare Bartlett Irvine (1865-1928). Their third child, Clare, was the father of our Clarke Irvine and Myra C. Irvine.

Clarke Irvine was the first child of Clare (also spelled Claire) Bartlett Irvine and Edesse Plamondon. Clare was born on 24 Sept. 1865 in Oregon, Missouri. Clare's father, James Clarke Irvine, was a writer. Clare arrived in Salem, Oregon in the late 1880s as a reporter. He later became owner and publisher of the daily paper in Salem, the capitol of Oregon. On 8 Sept. 1891 he married Edesse Plamondon, of French descent and a long-time resident of Salem. In about 1903-04 the family, including 2 children (Clarke and Myra C. Irvine), moved to Santa Monica, California. Clare continued his newspaper work; for years he was correspondent for the *Los Angeles Times* for the entire Bay district. While still with *Times* he founded the *Venice Vanguard* as a weekly newspaper. By 1916 he was editor of the *Evening Outlook* and later the *Ocean Park Journal.* He won national fame for promotional activities in bringing the national auto races to California, including the Vanderbilt Cup Races. In about 1918 Clare sold his Santa Monica property and moved to Culver City. He continued his work with the *Los Angeles Times* and also edited the *Palms Press*, a weekly. In about 1923 he went to Lakersheim (North Hollywood), representing Los Angeles newspapers, and made a study of the history of the San Fernando valley. For the 2 years before his death, he was writing a history (based on 40 articles he had completed) of the valley, which he hoped would dispel the many myths surrounding its

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spectacular transformation from wheat fields to a bright spot of the Los Angeles area. He had planned to self-publish the book as a gift to posterity. Clare died on 28 Dec. 1928 in Culver City, California–where he had resided for 25 years. Age 62, he died of pneumonia at his home, 7017 Watseka Ave., Culver City, California. At the time of his death, he was on the staff of the *Los Angeles Examiner.* His remains were interred in the Santa Monica Cemetery, Rev. W.C. Kernan officiating.

The daughter, Myra C. Irvine (born 1895) married 1st Henry Andrews Guardia [not LaGuardia]; They had one child, Albert Henry Guardia. She later lived with her parents in Culver City, then married a 2nd time to William Edgar Kirdendall (born 1904).

The eldest child of Clare and Edesse was Clarke Irvine–the main subject of our interest. Born in 1893 in Salem, Oregon, he was a lad of age 10-11 when the family moved to Santa Monica, California. He graduated from high school but apparently never attended college. Following in the footsteps of his grandfather, father, and uncle, he was attracted to the newspaper business while still in his teens.

In July 1927, while on a trip to the New Zealand and the South Seas, he met and married Anna Margaret Robinson in Auckland, New Zealand. She was born on 24 Aug. 1890 in Australia, the daughter of George Robinson (born in New South Wales, Australia) and Margaret Taylor (born in Queensland, Australia). In Jan. 1933 Clarke founded and started publishing the *California Health News. A National Journal of Better Living.* It was the first important periodical covering the young, but rapidly growing, health foods movement in and around Los Angeles, California. It was published biweekly from Hollywood. On 17 Sept. 1937, the title was shortened to *Health News.* In May 1942 Irvine changed the title again to *Let's Live*, which, as of Feb. 2004 is still a thriving magazine.

Clark and Anna had no children, and were divorced in 1946; at the time he was living in a trailer park, publishing a health food newspaper renting trailers to motion picture companies.

In June 1964, the *Star News and Venice Vanguard* (which Clarke's father had founded) published a story (which see) by staff writer Bill Henderson.

Later that year Clarke married Alice Marks, and soon they had three children: Cynthia Irvine (born 1948; she later married William James McTaggert and they had two children, Julie in 1967 and Scotty in 1969), and twins, Cecile Irvine and Celeste Irvine, both born in 1950. Alice Marks reports (Feb. 2002, personal communication with Akasha Richmond) that Clarke Irvine, her husband, died in 1975.

Clarke, Alice, and their 3 children moved to Alpine, California, in about 1952, and that year they started a new newspaper, the *Alpine Sun*, which Clarke billed as "The World's Smallest Newspaper." His wife and daughters formed the backbone of the staff. This newspaper is still being published, and in 2002 celebrated its 50th anniversary.

Clarke's first wife, Ann Robinson, married a second time to Harley Dale Prosser in about 1961 in Winterhaven, California. Harley died on 25 June 1977 at age 84. Anna died on 29 May 1983 in San Diego, California, at age 84, in the San Diego Convalescent Hospital. Anna and Harley were buried at Alpine Cemetery in Alpine, California.

2560. History: Modern Products was founded by Gayelord Hauser in 1925 (Website printout–part). 2004. www.modernfearn.com/Gayelord_Hauser_History/ Retrieved Feb. 4.

• ***Summary:*** Modern Products was founded by Dr. [sic] Gayelord Hauser in 1925. He wrote a syndicated column for Hearst Newspapers. Hauser products include: All-natural seasoning blends (Spike, Spike Salt-Free, Vegit, Vege-Sal, Santay), All-natural broths (instant). Sipp natural coffee substitute. Food supplements (100% Natural brewers yeast, Garlic plus tabs). Swiss Kriss herbal laxative. Spice Garden herbs and spices. Address: Mequon, Minnesota.

2561. Richmond, Akasha. 2004. Recollections of growing up and autobiography (Interview). *SoyaScan Notes.* Feb. 5. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Akasha was born in Miami, Florida. Her father, Merle Litman, was an attorney and an expert poker player. At age 10 she moved with her family to Hollywood, Florida (near the ocean, about 35 miles north of Miami), where she grew up. Starting at age 10, Akasha was deeply interested painting and drawing. Her mother, Judy, sent her to study with an excellent artist, where she started using charcoal to draw balls, then more complex shapes. Art was her passion when she was young. That's all she wanted to do from morning until night. And she loved to give her paintings and drawings away.

She was also deeply interested in cooking; she also began cooking at age 10, using the *Betty Crocker Boys and Girls Cook Book*, after her father gave her a little oven. She then moved on to her mom's copy of *The Joy of Cooking.* She came from a family of really good cooks. So when her mother discovered Adelle Davis, Tiger's Milk bars and brewer's yeast, they thought she had gone nuts. By the early 1970s her mom was making her own sprouts and serving them in "whisker and peanut butter sandwiches."

By 19 she became immersed in the surf culture of South Florida–greatly influenced by the Beach Boys of California. At age 19 she was into surfing, which introduced her to a new way of eating. She started patronizing local health food restaurants like Here Comes the Sun and the Health Hut. She read *The Miracle of Fasting*, by Paul Bragg and started juice fasting on tropical fruit juices. Her first job, at age 16, was at a health food store that sold more vitamins than food. Since she loved to cook, she started creating her own healthful dishes.

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But she sometimes felt unhappy and depressed in Florida / Miami. Suddenly an opportunity arose for her to go to the island of Kauai, in the Hawaiian islands, to live in a hippie commune, run by two young men whose parents were friends of her parents, and who were disciples of Sai Baba. It was her first contact with Asian spiritual traditions. She started chanting.

In 1976, after receiving a letter from a friend, she left for California for three reasons–including surfing, health foods. She started living in Encinitas–home of Yogananda's Self Realization Fellowship (SRF), great beaches, and many yoga teachers. It was a melting pot of Asian spirituality.

She went to college at San Diego State University. Her father died on Thanksgiving of 1977. She was in school because her parents wanted her to be there. Now she got disillusioned with school and asked herself "What am I doing here?" While still in college she started studying yoga. She met an ex-Sikh named Sahesh, who started dating her sister and needed a place to live. Akasha and friends had a large house (paid for by their parents), so in exchange for living with them, he said he would teach them yoga every day. "He was a real yogi and a real meditater. He got me up every morning and we did an hour of yoga, then an hour of meditation. It changed my whole life." Later Sahesh developed a heroin problem and a few years ago he killed himself. He was one of those people who lived on a fine line, going from drugs to meditation. He just couldn't stay on the path.

Sahesh used to be married to Akasha's friend, Gurmukh, who was also a Sikh and a student of Yogi Bhajan. Sahesh brought Akasha to Los Angeles (from San Diego) to meet Gurmukh and to take a yoga course from Yogi Bhajan–who was teaching in Los Angeles.

"Yogi Bhajan came to Los Angeles in 1969, bringing the teachings of Kundalini Yoga and his own unique style of Indian and Ayurvedic cooking. In 1974 his students opened Golden Temple Conscious Cookery in Los Angeles." From 1979 to 1984 Akasha was a cook there.

When Akasha left the Golden Temple, she started working as a private chef, and her first clients included Barbara Streisand, Alana Stewart, and Carrie Fisher (HD, p. 179). Eventually she had so many requests that she started a vegetarian meal delivery service, sending meals each week to Michael J. Fox, Dana Delany, Judith Light, and mega producer, writer, and director James Cameron. Akasha continues to feel the influence of Yogi Bhajan. She still takes cold showers, still eats a largely vegetarian diet, still uses ginger tea, onions, and garlic for good health. But she ate a healthier diet before she met Yogi Bhajan; he drank Coca-Cola and served Haagen-Dazs ice cream in the ashram.

Later Akasha left Yogi Bhajan because of things she couldn't deal with on an integrity level, but "of all the people I've ever known, and all the celebrities and all the charismatic people, I've never known anyone like Yogi Bhajan. No one could command a room like he could. He was pretty amazing and pretty intuitive. He was unbelievable." He is still alive but he is in a wheel chair, he rarely leaves his room, he has heart failure, he had a kidney transplant last year, he hasn't walked in a year. He talks in a whisper. Address: Chef, Los Angeles, California.

2562. Irvine, Alice Marks. 2004. Recollections of Clarke Irvine. Part I (Interview). *SoyaScan Notes.* Feb. 17-24. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Alice was born in 1918 in Memphis, Tennessee. Her mother's parents lived in Hermosa Beach, California. So in about 1919 Alice's mother got on a train with her three daughters (Alice was the youngest) and moved to Hermosa Beach. Her father followed as soon as he could sell the house and business. They lived on the seashore near Los Angeles, just north of Redondo Beach and Palos Verdes, between Santa Monica and Long Beach. First they bought a house on 4th Street in Hermosa Beach; they lived there until about 1926. Then they moved to Redondo Beach for a while. Her mother eventually had 8 kids, so they needed more land. They finally moved to Manhattan Beach [near Los Angeles] into a home on two acres; there the family stayed until the kids all grew up and left home. Alice graduated from Redondo Union High, then went to Los Angeles City College for 2 years–during which time she lived with her great aunt (her mother's aunt) Lucy Ellen Marks, who lived on Price Street, in Hollywood, just down the road from the college. Lucy never married, and was a well-known California artist.

In about 1941, while still attending college, Alice applied for a job by putting an ad in the paper: "Experienced Dictaphone operator. Wants job." A Dictaphone, a forerunner of the tape recorder, recorded things on a wax cylinder. Clarke Irvine, the founder and publisher of *Health News*, hired her as his secretary; he was age 49 and she was 23. He had an office on the corner of Vermont Ave. and Hollywood Blvd. Address: 4657 Hollywood Boulevard, Hollywood 27, Los Angeles. Clarke also employed an editor (Tom Gaines), a bookkeeper (Bernice Benoit), and a copy boy. Using a typewriter, Alice transcribed the letters that Clarke dictated into his Dictaphone. Pretty soon he asked her to answer letters, then let him sign them. She gradually took over more and more responsibility in all areas of the newspaper. Alice worked for Clarke during the day, but continued her college education by taking classes at night. Alice knew nothing about health foods; she had been raised on soda pop and potato chips. She recalls that Clarke would buy carrot juice and bring it to the office. "The garbage kids eat today is a damn crime."

Clarke wrote a little yellow booklet titled *Health! With Remedies and Recipes,* which sold well over the years and went through many editions. For years, he also sold books out of one room of his offices–but it was not a walk-in retail bookstore. Clarke bought books at wholesale and sold them

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via ads in his newspaper or magazine. "We sent out books every day." He also had a personal library at home. He never owned a health food store that sold foods.

In May 1942 Clarke changed the name of *Health News* to *Let's Live* and changed the format to that of a magazine. In 1946 they moved the office down on Hollywood Blvd. because the magazine was doing well and they needed more space.

Alice and Clarke were married on 14 Dec. 1946 in Las Vegas, Nevada. Back in Hollywood, they lived in Clarke's trailer on piece of property (just over 1 acre) very near the office, just up from Hollywood Blvd. Clarke had numerous trailers on his property; he rented them as dressing rooms for movie stars. They also owned 2 choice acres in Woodland Hills–west of Beverly Hills.

This was Alice's first (and only) marriage and Clarke's second; his first wife, Margaret, had been born in Australia. After she and Clarke separated, she continued to live in Alpine, California, then near El Cajon (and west of Alpine), in a little town near Harbison Canyon. She remarried to Harley Prosser.

Let's Live and Clarke's sales of books and his booklet did fairly well financially. The magazine had lots of advertisers and many subscribers "It provided us with a living." Alice continued to work for Clarke and *Let's Live* until she got pregnant with their first child in early 1948. Cynthia, a daughter, was born on 9 Oct. 1948 in Hollywood. From their office on Hollywood and Vermont overlooking the valley, they could see the horrible smog rising from the multitude of cars. One day Clarke said, "I don't want to raise children in this area." The pollution was bad even in the early 1950s. So in 1949 they went looking for a new place to live.

Clarke had spent time in Alpine (in the mountains, 30 miles east of San Diego) when he was younger and he said it was supposed to have the best climate and clean air in the United States. In fact, in the early 1930s he and his first wife, Margaret, had purchased land and a little house on South Grade Road; they went there occasionally for weekend retreats to escape the stresses of Hollywood life. Later they sold this property, probably at about the time of their divorce. Later Margaret came back from Australia with some money and bought an attractive acre of land with a little house and garage on it at 2229 Tavern Road, 1½ miles from the center of Alpine (a town of about 22,000 population); in Alpine, Margaret was still living on her property on Tavern Road; she was still an Australian citizen and wanted to return to Australia. So Clarke and Alice bought her out.

Returning to Hollywood, they published their last issue of *Let's Live* in Feb. 1949 (it was much smaller than usual), sold the magazine to Godfrey Thomas (whom Clarke had known for quite a while and who renamed it *Godfrey's Let's Live* with the March 1949 issue), sold their 2 acres in Woodland Hills (East of Beverly Hills–Alice notes it would be worth a fortune today), took the money from both sales and invested part of it in the property they had purchased in Alpine. They now made 2229 Tavern Road in Alpine their new permanent home, taking their trailer with them, and converting the office behind the house into a darkroom.

Soon they purchased a second piece of property at 2255 Tavern Road for their office–4 acres, several lots south of their home. They then bought a 3-room real-estate office in El Cajon, hired a mover, had it jacked up on blocks, and moved by trucks onto the new 4-acre lot. It was out of this office that they began publishing the *Alpine Sun* in Feb. 1952.

Alice disliked living in Alpine; she was young, loved Hollywood and being near her family and friends in Redondo Beach. Alpine was out in the boondocks, with nothing happening, 2 hours from Redondo Beach. The good air and climate were not important to her. But they did build a corral with a tack room on their home property at 2229. Alice and her kids owned horses, which they rode together every Saturday until the girls got married. Alice enjoyed this greatly. Later they put in a swimming pool by their home.

Later, Clarke's sister, Myra, and her husband bought 2-3 acres nearby, but they didn't like it, so Alice and Clarke bought it from them. By 1952 they created Alpine Trailer Estates, a 12-unit a trailer park on the 4-acre lot, and rented both lots and trailers as a side business. That trailer park is still active today–but the Irvines never lived there. They also moved 3 Quonset huts onto their land for storage space. "We fill 'em full of all kinds stuff, such as all of his books, my stuff, his plumbing equipment needed to constantly dig up septic tanks in our trailer park, etc."

On 1 Nov. 1950 Alice and Clarke had twin girls, Celeste and Cecile, born in Hollywood, in the same hospital with the same doctor. Before and after the birth, she stayed for a while with her great aunt Lucy.

On 14 Feb. 1952 Clarke and Alice started *The Alpine Sun*, a small newspaper that was profitable from day one; it soon grew and prospered. By now, Clarke and Alice were skilled at editing and publishing a newspaper–and there was no other newspaper in that entire area. By 1964 the Alpine Sun was still being published from 2255 Alpine Road (Box 189). Clarke and Alice owned 18 acres of land in Alpine. Continued. Address: 1844 Layla Dr., Medford, Oregon 97501. Phone: 541-774-3999.

2563. Irvine, Alice Marks. 2004. Recollections of Clarke Irvine. Part II (Interview). *SoyaScan Notes*. Feb. 17-24. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Continued: In Dec. 1969 Clarke had a severe stroke, which left him flat on his back for the rest of his life. Alice rushed him to the San Diego Naval Hospital, where he stayed for a month. She installed a self-raising hospital bed in their home, brought Clarke home, and cared for him there for most of the rest of his life. He never walked

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or talked again, but his brain was clear and he could see and understand well. Alice was overwhelmed trying to do everything by herself. She had to publish the newspaper, manage the trailer park, and care for Clarke and for their kids in college. So she sold one acre of their land with a house on it to get some income. About 2 years after Clarke's stroke, in 1971-72, Alice sold the *Alpine Sun* newspaper to Fred Teckemeyer and his wife, then went to Europe for 3 months for a rest while Celeste cared for Clarke, the trailer park, and the animals. In early 1975 Clarke contracted pneumonia. Alice took him to the veterans' hospital in San Diego. Alice's eldest daughter, Cynthia, who had been divorced, came from Oregon with her two little children to visit Clarke. He died at a nearby rest home in March 1975. After the funeral, Cynthia decided to stay in Alpine. She and her little children (and horses) moved in with Alice. It was too much for Alice, so later in 1975 she left Alpine and moved to El Cajon, where she lived in an apartment for the next 2 years. While there, she found a nice piece of property and had a house built on it–with four rental apartments on the back to bring in income. Over the years she sold her property (18 acre) in Alpine for $100,000. She lived in El Cajon for a total of 20 years. There she enjoyed making porcelain dolls for 4-5 years. She bought land in Medford, Oregon, where Cynthia now lived, and had a custom house built. In April 1999 she moved to Medford to be with her daughter and to get away from El Cajon's terrible traffic jams. She has lived there to this day.

What kind of a man was Clarke Irvine? Alice recalls him as gregarious. "I was happily married to him for 25 years and we never had an argument or a fight. We just dovetailed together–even though I was 30 years younger. Being younger didn't bother me." He was very pleasant and an easy person to get along with. He made friends easily and knew how to speak to people. He was also an excellent public speaker; it was his forté. He was also a good promoter; he promoted Charlie Chaplin and he got Fatty Arbuckle his first job in motion pictures. He was closest to Myrna Loy (she lived just down the street; Clarke put the first grease paint–make-up–on her face), Paul Bragg (one of his best friends for years–until Bragg invited them over for dinner and sent them a bill–that ruined their friendship), Mack Sennet, Justin Dickinson (one of the founders of the Wilshire Boulevard Strip), Sonya Cook (who was in the health business), and Howard Stripling (in the movie business–they were buddies). He played tennis with Charlie Chaplin at Hearst Castle.

"Clarke always had too many irons in the fire. He was always busy. If he didn't have something to do, he'd make it. He'd race all over town in his open-top Jeep getting pictures and stories, talking to people. He never relaxed. He somehow managed to stay just one step ahead of things that had to be done. He'd wait until the last minute to do his income taxes each year, then stay up all night to get 'em done."

After Alice met Clarke, he wrote a book titled "Early Days in Hollywood," but he could never find a publisher. One of his daughters still has the manuscript.

Clarke had a tremendous personality and was quite charismatic. He was a very decent man, very honest and upright. He had principles, and he stood for them. He spoke out on the issues that were important to him, and "he stood up for the little guy, the one he thought was right"–against money and power. He hated to see anybody brow-beaten. Physically, he was tall (5 feet 10 inches) and slender–not extra fat on him–ever. His mother was also slender. She was French, came from Quebec, Canada, and spoke French fluently. His dad came from Missouri, and the family settled in Salem, Oregon.

Clarke liked physical activity and the out-of-doors. He and Alice played tennis for a long time, and they hiked together for years. He was an excellent swimmer, and such a wonderful dancer that (before Alice met him) he won trophies. He was always very fit.

Also before Alice met him, he dearly loved and was engaged to marry Myrtle Gonzales–the actress–but her family was Catholic and they wouldn't allow it; that was before the marriage to his first wife, just after he got out of the navy. He also went out with Irene Rich–a movie star–and may have asked her to marry him. "Clarke could have been a movie director, and he should have been."

As long as Alice knew Clarke, he was not a vegetarian. Paul Bragg was a vegetarian for years. He blamed his son's small size on the lack of protein in his diet. Alice had never been much of a meat-eater, and her mother never ate meat. But Alice told Clarke that she didn't want to raise their children as vegetarians. So they didn't. They ate about the same amount of meat as others living in their area at the time. He loved to eat fruit–he could have been a fruitarian. They had a peach orchard around the corner from where they lived in Hollywood. He liked whole grains and vegetables, but he was a very light eater.

Clarke had smoked cigarettes before Alice met him–probably during his movie days. He probably gave it up in the early 1930s when he started publishing *California Health News.* He strongly disliked being around smokers during the years Alice was with him. Alice notes: "I have never smoked and I can't stand it."

Clarke rarely drank alcohol after he and Alice were married–"except in Hollywood when we went out dancing together with Paul Bragg and his little girlfriend; then we'd have champagne. After we moved to Alpine he never touched alcohol for 5 years." Then his ex-wife Margaret came back from Australia, moved into a trailer on the Irvine's property, and began to criticize. It was "hell" for Alice; Clarke put up with her but one day he went out and got drunk. After that he occasionally had "a glass of beer with the guys or an occasional glass of wine." Eventually Margaret met an old friend, Harley Prosser, she had known when they lived in Alpine before, and she married him. They left Alpine and moved to a little town near El Cajon. Alice

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and Clarke were delighted. She lived there until Harley died.

Clarke liked animals. He and Alice had a fox terrier, several goats, and the horses.

Clarke was not religious. Alice was raised (and still is) a Christian Scientist, and he didn't mind Alice taking their children to Christian Science Sunday school. Her religion does away with the belief that medicine is the only way to heal.

Clarke loved to travel. After they had a family they would get away for a weekend to San Francisco, or up the California coast, or (their favorite) Desert Hot Springs near Palm Springs. Eventually though bought 2 acres near those hot springs.

Concerning their children: Cynthia lives in Medford, Oregon and works for Sprint (the phone / communications company); her husband is a building inspector. Celeste (one twin) lives in Del Mar, California, and is a computer professional / teacher. Cecile lives near Thousand Oaks, California, and works for Royce Medical, where she is one of their top salespersons. She just did a commercial for someone. This coming weekend Alice and her 3 daughters will all get together at Palm Springs.

Clarke was in the movie industry during its early years; he was director of publicity at MGM for 13 years. He liked to say that "all he saw was corruption, greed, and dope." He could not take it any longer, so he quit, and became a roving reporter, traveling all over the world, for the United Press–the famous wire service, like the Associated Press. He submitted stories / dispatches to them. In 1928 he was on the field when Sir Charles Kingsford-Smith completed the first trans-Pacific flight from Oakland, California, to Brisbane, Australia. His report was the first to hit the wires. Throughout his life, he spelled his first name as "Clarke," never "Clark." He had no middle name. Address: 1844 Layla Dr., Medford, Oregon 97501. Phone: 541-774-3999.

2564. Irvine, Alice Marks. 2004. Recollections of Paul Bragg and Clarke Irvine (Interview). *SoyaScan Notes.* Feb. 23. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Clarke Irvine knew Paul Bragg for years. Paul was one of Clarke's best friends. Paul had 3 children (two girls and a boy) by his first wife; they were later divorced. For years, Alice and Clarke went out with Paul Bragg and his girlfriend Ruthie Cook for dancing, dinner, and a little champagne. Paul met Ruthie in Pittsburg and she was a tiny cute little girl who was age 17; "he couldn't touch her until she was 18. He never married Ruthie. In fact, he never married anyone after his first marriage–why should he? He only liked 'em young and fresh."

Paul's son was named Bobby. He married a lady named Patricia. Then Paul Bragg, Bobby's father, started a romance with Patricia and "took her away. It was outrageous." Bobby took his father to court over the matter. Clarke and Alice attended the trial–in about 1946-1947, before they moved to Alpine in 1949. Paul ended up giving his son a large amount of money to let go of his wife. Bobby relented and called the court case off. Paul ended up with a new girlfriend. "Paul and Patricia walked down the aisle of the courtroom with big smiles on their faces and out they went. Paul won. Paul never married Patricia and he always called her his daughter–which is not true." Patricia is still alive and sells products with Paul Bragg's name on them–such as Bragg's aminos.

Paul Bragg pretended to be a vegetarian. When he lectured, he would take a dead chicken and throw it up in the air as part of his anti-meat lecture–then he and the Irvines would go out and have a chicken dinner together.

Clarke and Paul were friends until Paul invited Clarke and Alice over for dinner and sent them a bill; that ruined their friendship–permanently. In short–Paul Bragg "was a naughty boy." Address: 1844 Layla Dr., Medford, Oregon 97501. Phone: 541-774-3999.

2565. Murray, Frank. 2004. Recollections of Gayelord Hauser, Adelle Davis, and Paul Bragg (Interview). *SoyaScan Notes.* March 3. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Frank knew Gayelord Hauser very well, had dinner with him often at trade shows, and spoke to him often. "He was a fantastic person and a real gentleman, with great charisma, dignity, and sophistication–just a wonderful person to be with, and someone I admired." He was "nutritionist to the stars, a man who enjoyed celebrity status and was always impeccably dressed, with a superb wardrobe." He spoke with a very slight German accent; he was born and spent his early years in Germany. "I always regretted that he never introduced me to Greta Garbo." Hauser was a bachelor his whole life. In the book *More Than One Slingshot*, of which Frank was a co-author, in the rear, on the 5th (unnumbered) page of photos, at the lower right, is a photo of Frey Brown, Mrs. Jack T. Schwartz and Gayelord Hauser. The man on the left, Frey Brown, with grey hair, was "Hauser's companion. They traveled together. Frey died in a boating accident many years ago, probably before 1984" [actually in Oct. 1972; see obituary].

It is not well known that Hauser adopted a son, Tony Palermo, who is now CEO of Modern Products in Milwaukee, Wisconsin. As a boy, Tony was in an orphanage in Sicily; Hauser contributed funds and supplied clothes to the orphanage, before adopting Tony. Frank would guess that Tony was about 9 when he became Hauser's son and went to live with him in Southern California; Hauser always treated him just like his own son, and left most of assets (including his ownership in Modern Products) to Tony in his will.

Tony was Hauser's advance man. Hauser gave lectures all over the USA and the world. Tony would arrive a week before and arrange for the event, do publicity, arrange for radio, TV, and press interviews, see that there were lots of flowers on the stage, etc.

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Hauser spoke a lot but he was not a very good lecturer. He spoke extemporaneously–rather than from notes–and he rarely relied on or quoted scientific studies. Hauser was a self-educated man. It was hard to report on one of his lectures, because he spoke on so many disconnected subjects in quick succession, including many dropping of names–such as "the Duchess of Windsor said this or that." He also promoted his "five wonder foods" quite heavily, but at the same time he seemed to have a sincere interest in educating people about good health and nutrition.

Frank knew Paul Bragg only peripherally. Her never met or talked with him. Like Hauser, Bragg traveled and lectured a lot. Frank recalls that Bragg drowned in Hawaii (or Florida) while swimming.

Adelle Davis was a very important and "earthy" person. She frequently used "four letter words" and was known to appear naked when answering her front doorbell. She had a swimming pool in the front room of her home near Los Angeles. She was a trained nutritionist, with solid scientific credentials and a master's degree; that made her very different from Hauser or Bragg. She read scientific journals and put their findings into a form that typical people could understand. Adelle was a very nice person, not at all arrogant–but she was a chain smoker, and she eventually died of leukemia–which she blamed on the x-rays rather than the cigarettes. In her later years, she was a bit overweight. She developed Tiger's Milk, and Plus Products eventually bought the name and formula from her.

Other people that Frank admires: Linus Pauling, who was an expert in 4-6 fields. Irwin Stone introduced Pauling to vitamin C and explained to him how humans, unlike most other animals, do not make vitamin C in their bodies. Roger Williams at the University of Texas at Austin; it has the best library and museum on the health food industry. The Shute Brothers, Wilfrid and Evan, both M.D.s, of London, Ontario, Canada, who were instrumental in doing research on and disseminating knowledge about the importance of vitamin E. They founded and operated the Shute Clinic in London, Ontario, in the 1960s and 1970s.

Frank entered the health food industry in the 1960s and did not know Clarke Irvine. Address: New York. Phone: 212-924-0063.

2566. Richmond, Akasha. 2004. Impressions of the Natural Products Expo at Anaheim (Interview). *SoyaScan Notes.* March 8. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Akasha just returned from the Expo where she catered a dinner for 900 guests, catered a smaller party for White Wave, and sat on two panels. Exhausted, she is taking the day off. The show had a record attendance of 34,000 people registered. At the Modern-Fearn (Minnesota) booth, she met Gayelord G. ("Gigi") Palermo, who lives in West Palm Beach, Florida, and thus must be quite wealthy. He is about the same age as Akasha. His father is Anthony "Tony" Palermo of Modern-Fearn and (Gigi said) the adopted son of Gayelord Hauser. Gigi told her a remarkable story she had never heard before about how Gayelord Hauser's career started. Hauser went to a dinner at the Hearst Castle in California. There he met a woman who had been blind for about 20 years. She took a walk with Hauser and told him that she had watched her infant son drown, and had been blind since that moment. After the walk (apparently because of something Hauser told her), her eyesight returned. Because of that, Hearst gave Hauser a column on health and put it in every newspaper he owned. That put Hauser on the map–and changed his whole life. Gigi has a rich archive of Hauser documents, photos, and memorabilia. He owns the rights to it all. Gigi gave Akasha his phone number; he doesn't do e-mail. However, in *Diet Digest* in 1951, in a letter to his readers, Hauser announces that he is getting a column in the Hearst newspapers. Akasha has never seen a Hauser column in a Hearst Newspaper–such as the *Herald Examiner.*

At the show she met Patricia Bragg at her booth; she is tiny but looks very healthy, with fine skin. She, too, is quite wealthy. In 1959 she and Paul Bragg had a black-and-white TV show titled "Health and Happiness Show" in Hollywood. Clips from it are on the huge Bragg website. Gypsy Boots (age 93) was at her booth and Gigi got a fine photo of all of them. Note: Gypsy died on 8 Aug. 2004. Also at her booth was the founder of the Good Earth chain of restaurants named William Galt (see www.goodearth.com). He founded them in the mid-1970s, and one was in Berkeley. Eventually [in Nov. 1980] the chain was purchased by General Mills. William, now in his mid-70s, lives in Cabo, Mexico and looks very healthy; his skin is clear and he has a full head of hair–a tall, good looking man. He told Akasha the story of how Colonel Sanders got him (William) into natural foods. He first worked for Lowrey's, the big beef restaurant chain, then he went to work for Kentucky Fried Chicken. There he learned how to run a restaurant. He told the story of how Colonel Sanders got him into eating healthy food. After Col. Sanders sold his chain of restaurants, William walked in to have a meeting with the Colonel and brought a bucket of the chicken. Col. Sanders looked at him and said, "Son–Don't eat that shit. It'll kill ya!" Col. Sanders traveled with Shaklee Vitamins and he was a complete health fanatic. William Gaet and his daughter are now developing a prototype of a chain of healthy, fast-food, drive-through restaurants in America–like Burger King.

At the show White Wave introduced and demoed a liquid drinkable yogurt named Alive Sweet. She also met a famous African-American named Isaac Hayes, who starred in the movie *Shaft.* He has been into natural foods since the 1970s and is now working to introduce them to other African Americans.

She sat next to Barry Sears, PhD, on one panel;

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afterwards he predicted to her: "I'll give this low-carb thing a year."

Akasha is an admirer of Dr. Andrew Weil.

Efrem Zimbalist II, the son of the famous violinist, has just purchased *Vegetarian Times* magazine–for which Akasha writes a column. She went to a focus group to which he invited her, but found that most readers want more vegetarian recipes. Address: Chef, Los Angeles, California.

2567. Todd, Terry. 2004. Update on the Todd & McLean Collection at the University of Texas at Austin (Interview). *VegeScan Notes.* March 9. Conducted by William Shurtleff of Soyfoods Center. [5 ref]

• ***Summary:*** The University of Texas at Austin (UT) is home of the Todd & McLean Collection, has one of the largest collections of periodicals, books, papers, and memorabilia on the physical culture, fitness and exercise, and health foods movements and industries in America. Terry and his wife have put together a very substantial part of the collection. They are in the process of gifting it to the University and acquiring a permanent home for it, so it can function as a research facility which has a rare books and periodicals component. Also an area where more modern things, which are replaceable can be looked at by people interested in the field of fitness and exercise. It has only a small collection on competitive sports; they are interested in exercise to improve competitive sports, but not the sports themselves. The best library in the USA, probably the world on Olympic sports is in Los Angeles. It is funded by the Los Angeles Athletic Foundation, whose endowment of about $125 million was left over after the 1984 Olympic Games run by Peter Uberhoff. They have a staff of 7-8 in Los Angeles–and "all the bells and whistles." Contact Wayne Wilson, director.

The Todd & McLean collection is primarily concerned with purposeful exercise, like weight training. Terry started collecting 50 years ago, when he was starting as a tennis player. Then he began to lift weights, which was considered taboo for tennis players at the time. Then he became a competitive weight lifter and eventually the national champion. So he had a deep interest in areas that were considered "marginal and harmful" and looked down on by "everyone who was influential and had power"–including traditional medicine and traditional thinking in exercise physiology and physical medicine. "Today, not only is weight lifting not taboo, it is required." Eventually he got interested in the broader fields of body building; he did Olympic weight lifting and "power lifting." That was his original focus. Then he and Jan married and she became the top woman lifter of her era and was the pioneer for women lifting weights in America. She got a huge amount of publicity. Both Terry and Jan (much later) earned PhDs in American Studies. Her dissertation was on the purpose of exercise for women. They have both been at UT for about 22 years; Terry grew up in the area and did he undergraduate work at UT. The university has often had a lot of money because of oil. During some of those fat times, they have invested in rare books. They have always had a kind view of special collections. Knowing that, Terry thought UT would be an ideal spot for his collection to reside. Historically, many of the great collections have been lost, split up, or thrown away when the person who owned them died. Sometimes the families of collectors are resentful of the time and money that the collector spent, so they throw it out! Terry was determined that this wouldn't happen to his; he felt an obligation to protect it and find a home for it. They continued as a mom and pop collection; UT was good up to a point, in that they provided space for the collection, which is not easy. The library continued to grow and grow. They were very close friends with Vic Boff, who died not long ago.

As Terry's interests began to expand, he collected older books about general exercise, diet, rest, mental tranquility, etc. He realized that the older books were much more general. Soon they were collecting in the fields of naturopathic medicine, alternative medicine, winter bathing, all kinds of views on food. Vic Boff was very well connected in this area, with Benedict Lust, Nature's Path, etc. Once they had an established home, with Vic's entree, they began to acquire the collections of other people such as Jesse Mercer Gehman, Christian Gian-Cursio (a naturopathic doctor, lecturer, and avid book collector), and Herbert Shelton.

The key to survival at a University is an endowment. The university manages the endowment and tries to make it grow. Their first, obtained some 20 years ago, started at $200,000 and has grown to over $600,000. Their more recent one, which is coming in slowly, will probably be is even larger. Their spendable income from the two is about $50,000/year, with which they hope to hire an archivist and a librarian. Terry (age 66) and Jan (age 52), who have no children and have invested a great deal of their own funds in the collection, now fulfill those functions (free of charge) on a person by person basis. Now 3-4 of Jan's graduate students are doing their PhD research at UT using the collection. One is about "Mail Order Muscle." The book *Crusaders for Fitness* by James Whorton (1982) was researched using their collection. Jack Berryman has done a lot of research in the general area of early exercise as well as physical culture, that laps over into diet. Berryman and Whorton are colleagues at the University of Washington [Seattle]; they are historians who work in the medical school. They have been having meetings with architects about home for their collections. The library is presently on the 1st floor of a gym at UT, and they have run out of available space.

How to access the collection: Some of the material is fairly well indexed, some on cards, and some has been transferred to computers. All of Shelton's books are listed on paper. He realizes the importance of computerizing and annotating the collection. Terry and Jan work personally

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with potential researchers. All is by appointment only, with no regular hours. They publish a small journal and a grad student (who is in the final stages of her dissertation) helps them on that.

Prof. McLean was Terry's mentor in the field of exercise and physical culture at UT–long dead; he was very happy they Terry and Jan returned to UT. He helped Terry in his early collecting days and he had a very good collection himself. Kenneth Cooper in Dallas has had a wide-reaching effect on exercise in America.

A person who wishes to use the collection should send a rather precise list of things they are interested in and they would like to do. Jan works in the area that would be of most interest to Soyfoods Center. They will respond promptly to an enquiry, explaining how their resources could be of some benefit. They will try their best to help. They have a general description of the collection. Address: PhD, Room 22 AHG, Univ. of Texas, Austin, Texas 78712. Phone: 512-488-0015.

2568. Richmond, Akasha. 2004. Gayelord Hauser edited a magazine titled *Diet Digest* during the 1940s and 1950s (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** A set of 17 issues of this magazine in mint condition are now for sale on Ebay on the Internet. Akasha is going to try to win the bidding and to buy them. They are undated, but look very interesting and stylish. Soy is mentioned in quite a few issues. Address: Los Angeles, California.

2569. Kennedy, Gordon. 2004. Update on health reform movements in the Los Angeles area (Interview). *SoyaScan Notes*. April 10. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** The booklet "Classical nutrition," by Maximilian Sikinger (1946) is not owned by any library in the USA. His main theme was the secret of creation. Maximilian sold them at the Golden Door, a health retreat run by Edmond Bordeaux Székely, in Escondido and Hollywood. Maximilian knew Anne Marie Benstrom, the managing director (during the 1950s and 1960s; she was from Sweden).

The Anne Marie started her own health spa called the Ashram. That land in the Santa Monica Mountains was sold to her by Maximilian, the same land shown in *Children of the Sun* (1998, p. 164), where Maximilian is kneeling on a rock by a stream. That photo is on the cover of his booklet "Classical nutrition." Then Maximilian's land was adjacent to hers. Since the Ashram was only 40 minutes from Los Angeles, it attracted many Hollywood Stars such as Raquel Welch. The Ashram is still there and Anne Marie is still alive and a good resource. She lives both at the Ashram in Calabasas (in the hills northwest of Los Angeles) and in Seattle.

Anne Marie spent time with Emile Zimmerman (one of the early California "Nature Boys"). They looked like Adam and Eve. They went to some tropical adventure in some place like Brazil and tried to live off fruits and air.

Maximilian has been bed-ridden for several years. In the 1950s he started "pumping iron" (weight lifting) at muscle beach in Santa Monica, and he started eating meat. He was a fixture at hippie pop festivals like Gypsy Boots was, but Max was really Boots' guru. Finally the meat eating caught up with him, he started having problems with his health, and then he was put on medications. Carla, his wife, is much younger and is still very clear (phone 818-222-7930).

Paul Bragg was cured of his tuberculosis by Dr. Auguste Rollier, an M.D. practicing in Switzerland. Gordon is quite sure that Bragg mentioned it. He practiced heliotherapy, and his predecessor in the same area was Arnold Rikli. Rollier wrote a book titled *Heliotherapy* (1923; Oxford Medical Publications) which is about treating people who have tuberculosis using only sunshine at 5,000 feet (even in the winter with snow on the ground) in the Alps. Gordon has a copy of the book, which contains many remarkable "before and after" photos.

Louise Hays developed a large following starting about 15 years ago; her books and audio tapes emphasize positive affirmations for bodily health and for each organ. It's all about feeling positive to enable the healing process. You can do it yourself. Edgar Cayce was saying the same thing.

Gordon has a good collection of books on the early health and vegetarian movements in California. Many of these book are reprinted photocopied and sold by Health Research–which used to be in Mokelumne Hill, California, but is now in Pomeroy, Washington State.

The first psychedelic art was done by Fidus (Hugo Hoppener); a number of his works from the 1890s and early 1900s are reproduced in color in Gordon's book. Address: Ojai, California.

2570. Klute, Mitchell; Edmonds, Bryce; Lewis, Kristen; Uhland, Vicky. 2004. 25 who fortified supplements: Our list of 25 supplements visionaries (including one homeopath) was born of hours of debate, struggle, and learning. Many were left off; many have passed on. All of these 25 have given of themselves, faced criticism and persevered to grow a healthy industry. *Natural Foods Merchandiser.* April. p. 32, 34, 36, 38-42, 44-45.

• ***Summary:*** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following visionaries (with a color portrait photo of most), listed alphabetically by last name: Anthony Almada, Elliot Balbert, Scott Bass, Jeffrey Bland PhD (former professor of biochemistry at the University of Puget Sound), Ross Blechman (his parents, David and Jean Blechman, founded Twinlab; he was a past president of Twinlab), Mark Blumenthal (takes saw palmetto), Bill and Peggy Brevort, Randy Dennin, Annette

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Dickinson PhD, Hal Drexler, James Duke PhD (former botanist with the USDA and author of numerous books on herbs), Christopher Hobbs, Jerry Kessler, Chris Kilham, Rob McCaleb (president and founder of Herb Research Foundation), Loren Israelsen, Jeff Katke, Jerry Kessler (founded Nature's Plus in 1971), Michael McGuffin, Michael Murray ND (has a database of more than 60,000 studies about natural health), Joe Pizzorno, Ed Smith, Dana Ullman (homeopathy), Roy Upton, Janet Zand, Loretta Zapp.

Each person responds to the following: Years in the biz. Accomplishment. Learning experience. Daily herbs/supplements. The next superstars. Hero. DSHEA's future. Desert island fave [favorite].

2571. *SoyaScan Notes.* 2004. How health foods came to America and Los Angeles–starting with the American Health Food Co. of New York City, and Dr. John Harvey Kellogg of Battle Creek, Michigan (Overview). May 24. Compiled by William Shurtleff of Soyfoods Center.

• ***Summary:*** First came American Health Food Co. of New York City. The idea of making and selling health foods in American originated in Battle Creek, Michigan, the brainchild of Dr. John Harvey Kellogg–who was a Seventh-day Adventist, an influential "health reformer" who wanted to change American eating habits, a vegetarian, and the head of the Battle Creek Sanitarium, one of America's most famous and respected hospitals from the late 1800s until the mid-1930s. He lived to age 91.

In Aug. 1866 he started *The Health Reformer,* a periodical published in Battle Creek, of which he was the editor and publisher. He used it to disseminate new ideas on health and diet reform.

In Jan. 1879 he changed the name of his magazine to *Good Health,* which soon developed a very large circulation. An excellent publication, it continued until 1953.

In the early 1880s, Dr. Kellogg felt the need to supply healthy vegetarian foods to Sanitarium patients. In Dec. 1882 he established the Sanitarium Food Department, his first food manufacturing company. Initially it made foods for patients, but after these patients returned to their homes, they began to order the unique foods that had been prescribed for them at the Sanitarium. Thus, a small mail order business developed. The early foods were mostly baked goods (such as crackers, wafers, and diabetic foods) with a low moisture content and long shelf life.

Dr. Kellogg then realized that there was a potential nationwide, even worldwide, market for the many new foods he was developing since Seventh-day Adventists were active starting other sanitariums and vegetarian restaurants across America and in Australia and the UK. Between 1896 and 1908 he started several early commercial food manufacturing companies: Sanitas Food Co. (by Feb. 1896), Battle Creek Sanitarium Bakery (July 1896), Battle Creek Sanitarium Health Food Co. (Nov. 1896; this was the world's first company to have the term, "Health Food" in its name), Sanitas Food Co. (July 1900), Battle Creek Sanitarium Food Co. (July 1901), and Battle Creek Food Co. (1908).

Among the early foods that Dr. Kellogg developed were the first meat alternatives (based on finely ground nuts) and the first nut butters (he invented and patented peanut butter). Brand names included Nuttose (by July 1896), Protose (1899), and Malted Nuts (1900; a dairy alternative resembling malted milk made primarily from peanuts and almonds). Being an extremely generous man, dedicated helping humanity, Dr. Kellogg gave other Seventh-day Adventists the right to use his formulas to make foods in other countries–free of charge!

By the late 1890s, Dr. Kellogg began to advertise and promote these foods widely–especially in his own magazine. By Sept. 1899 they were being sold in Sydney, Australia and Los Angeles, California–both places on the edge of the known world! A column in the *Los Angeles Times* (Sept. 24, p. 28) titled "Care of the body," states: "During the past few years a great number of new foods, composed of nuts and other products, have been placed on the market, so that those who prefer to abstain from flesh food have a large variety of other foods to choose from. In London there are probably twenty of these restaurants. There are many vegetarians in Los Angeles, and it seems that a first-class vegetarian restaurant, conducted by some one who understands the business, should be a paying investment."

Less than four months later the wish has been granted: The same column (7 Jan. 1901, p. IM27), in a section titled "A vegetarian restaurant," reports: "Los Angeles now has a first class vegetarian restaurant and it appears to be well patronized. The restaurant, which also keeps health foods for sale, is connected with a well-known hygienic institution [Battle Creek Sanitarium] in Michigan, which manufactures these foods on a large scale, and has branch sanitariums all over the world."

Kellogg's goal of helping to establish vegetarian restaurants and providing them with healthy foods was being realized. In Jan. 1904 his magazine *Good Health* published a directory of "Vegetarian cafes and restaurants." It gave the name and address of (amazingly) 29 of them in the United States alone–with more overseas. Most of them, no doubt, sold Battle Creek health foods to help them pay the rent.

The pioneer in making and selling health foods in Los Angeles was Otto Carqué. He and John Harvey Kellogg had much in common. They both had very original, creative minds, both were vegetarians (Carqué wrote his first book on vegetarianism in 1904) and deeply interested in what they believed was the strong connection between diet and health, both were good businessmen, and both (quite selflessly) dedicated their lives to making the world a better place and helping others.

By the summer of 1906, Carqué was creating a new industry for southern California: unfermented grape juice.

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He had invented a new and lower cost process for putting up the delicious juice in wooden barrels instead of the usual glass bottles. On Aug. 19 the *Los Angeles Times* wrote: "Mr. Carque put about 25,000 gallons of grape juice in barrels last fall and expects to turn out a larger quantity this season." About 2 years later (25 Oct. 1908) the *Times* reported that Carque had spent the summer in Fresno and Sonoma counties, "where he put up about 500,000 gallons of unfermented grape juice."

Carqué began to focus his considerable talents on southern California's most precious food resource: Fruit. He learned how to dry many kinds of fruit without the use of sulphur, and he became known as the father of the Black Mission Fig. By Jan. 1912 he decided to start what was (so far as we know) the first health food store in Los Angeles. But he also processed many of the foods that he sold. His original tiny classified ad in the *Times* (Jan. 18, p. I7) read (in full): "Wanted–Boy with wheel to assist in manufacturing of health foods; vegetarian preferred. Otto Carque, 943 West 12th st. Home Phone 52269. Call early." In addition to his own line of fruits, he carried foods made by Dr. Kellogg in Battle Creek, Michigan–foods which he had probably first seen in the Los Angeles' first vegetarian restaurant, the "Vegetarian Cafeteria," run by Seventh-day Adventists.

On 15 Aug. 1912 Carque incorporated his company, together with three other people.

By Oct. 1923 his shop, now named The Carqué Shop, had been remodeled and was located at 2618 West 7th St. in Los Angeles. Widely publicized with attractive ads in the *Times,* it now sold foods under the brilliant registered trademark "Natural Foods of California." Carque had coined the term "natural foods" in its modern meaning–i.e., unrefined and unadulterated.

Soon others began to follow his lead. On 18 Oct. 1926 "Hain Health Foods" opened its first store at 329 W. 3rd St.

By 4 Oct. 1925 the Carque Pure Food Company, Inc. had moved into The Natural Foods Building, 729 Seward St., in Los Angeles. This became his new factory and manufacturing company. On 23 July 1927 Hain opened a second store.

By the late 1920s the health food industry in Los Angeles was a small but growing enterprise–with Otto Carque as its admired, indeed beloved, godfather. But no one at that time could have dreamed of the heights it would reach or the influence it would have on America (and Hollywood) during the next three decades.

2572. Richmond, Akasha. 2004. New discoveries related to her book on "Healthy Hollywood" (Interview). *SoyaScan Notes.* May 25. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Akasha has several photos of Otto Carque photocopied from *California Health News* and *Let's Live* magazines–but no original photos. He came to the USA in 1887 from Germany. He settled in New York first, took a trip to California, and finally settled in Los Angeles. About 7 years before he died, he married Lillian Reicher. Unfortunately for future researchers, they had no children. Lillian wrote some things for Yogananda's Self Realization Fellowship magazine. In 1940 she issued an expanded 7th edition of Otto Carque's book *Vital Facts About Foods.*

Harold Chandler of the *Los Angeles Times* published 4 cookbooks around the year 1900. Titled *The Los Angeles Times Cookbook, No. 1,* etc. they consisted of recipes submitted by readers, and compiled by Harry Ellington Brook. Akasha owns three of these four books: No. 2 is Traditional Spanish and Mexican Recipes. No. 3. includes a section titled "Hygienic foods," an early term for health / natural foods. A 5th book was also published, consisting of prize-winning recipes.

In 1949, before Marilyn Monroe became a big Hollywood movie star, she "was crowned the first official California Artichoke Queen in Castroville, the self-proclaimed 'artichoke capital of the world.'" See www.artichokes.net. It was a publicity stunt. Unfortunately, no photos remain.

Yogananda's Self Realization Fellowship (SRF) published a magazine titled *East-West,* starting in 1926. A website shows photos of the covers of some issues, and gives the text. There were recipes, and articles about vegetarianism and about soyfoods. Yogananda met President Calvin Coolidge (president: 1923-1929) and put him on a vegetarian diet. Another SRF magazine was *Inner Culture.* Address: Los Angeles, California.

2573. Richmond, Akasha. 2004. The original Los Angeles Farmers Market–a famous landmark that opened in 1934 (Interview). *SoyaScan Notes.* May 28. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** "In July 1934, a contingent of farmers a contingent of farmers onto an expanse of empty land at the property known as Gilmore Island, at the corner of Third and Fairfax in Los Angeles, and displayed their produce on the tailgates of their vehicles." Customers "strolled among the trucks purchasing fruit, vegetables and flowers." And so it began. The land was owned by Arthur Fremont Gilmore.

This excellent, traditional farmers market is not far from Akasha's home; it has become a tourist attraction and is also known for its famous clock tower. Akasha called their main office to ask about the market's history, and they invited her to come to their archives, where they have thousands of photographs, including celebrity photos and stories. At one point, they had a juice bar and a health food store. The guy she talked with was the great grandson of the man who founded the market. There is now an outdoor open mall next to the old market. On the property is one of the oldest homes ever built in Los Angeles; constructed in 1852, it is a genuine adobe, which houses the archives. He is all excited about

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Akasha's book and would "love to be part of it." For a good history and more: www.farmersmarketla.com.

Concerning lima beans: 1906 was the last year that lima beans were grown commercially in Beverly Hills; that year the price of lots for homes started at $900. Address: Los Angeles, California.

2574. Budgar, Laurie; Melville, Nancy; Uhland, Vicky. 2004. 25 who championed a cleaner plate: As we celebrate the inroads natural and organic food has made into consumer consciousness during the last 25 years, we often forget the pioneers who made it possible–the men and women... who educated consumers when the concepts were strange and new, and who persisted in the face of adversity. This month NFM profiles 25 people who have been influential in the natural foods industry. *Natural Foods Merchandiser.* April. p. 22, 24, 26, 28-31.

• ***Summary:*** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following pioneers and visionaries (with a color portrait photo of most) who brought natural and organic foods into consumer consciousness; listed alphabetically by last name. For each person is given: A summary introduction, plus the person's answers to 7 questions: No. of years in the industry. What motivated you in the beginning? What motivates you now? What is been your biggest obstacle? What has been your biggest obstacle? When did you finally realize you'd made it? When did you know the industry would survive? What predictions do you have for the future of the industry? If you had to write your own epitaph, what would it say?

Tony Bedard of Frontier Natural Products Co-op. Andy and Rachel Berliner of Magic Mountain Herb Teas. Neil Blomquist of Cup of Sun natural foods store and Spectrum Organic Products. Annie Christopher of Annie's Naturals. Ben Cohen of Ben & Jerry's Ice Cream (the company was sold to Unilever in 2000). Mel Coleman Jr. of Coleman Natural Meats. Joel Dee of Edward & Sons Trading Co.

Steve Demos: In 1974 He founded Touch the Earth natural foods store in New Hope, Pennsylvania. In 1977 he founded White Wave (now the maker of Silk soymilk) in Boulder, Colorado.

Frank Ford, who founded Arrowhead Mills in 1960. By 1990 it had 220 SKUs. In 1999 Ford sold the company to The Hain Celestial Group. His early inspirations: Paul Keene of Walnut Acres, and Warren Clough of Shiloh Farms.

Michael Funk, founder of Peoples Mountain Warehouse in 1976, who went on to become founder of United Naturals Inc. Lynn Gordon, founder of French Meadows Bakery in 1985. Haas Hassan who founded Alfalfa's Market in 1974, then sold it in 1996 to Wild Oats Markets. Bill Knudsen who worked in his family's juice-processing business, R.W. Knudsen, founded in 1961 and was named president in 1977. In 1984 he sold the business to J.M. Smucker. Bob and Charlee Moore, founder of Bob's Red Mill. Robert Nissenbaum, who launched Morning Dew Food Markets in 1971, an organic and natural food store in St. Louis, Missouri. In 1974 he opened Sunshine Inn natural foods restaurant. In 1982 he co-founded Imagine Foods, which he sold in 2002 to The Hain Celestial Group. Michael Potter, who says he founded Eden Foods in 1968 (but who actually joined the company in Jan. 1971–he was hired by Bill Bolduc, who had founded Eden Foods in Nov. 1969). Barry Sears, author of *The Zone Diet* and a researcher at MIT (Massachusetts), where he found that the cause of most chronic diseases is inflammation. "You can put together diets with natural foods to control inflammation much better than you can with drugs. The Zone Diet is not about losing weight but about controlling the hormones that affect inflammation. He wants to use foods to change health care.

Bill Shurtleff and Akiko Aoyagi founded the Soyfoods Center in 1976.

Mo Siegel, founder of Celestial Seasonings in about 1969. Charles Stahler and Debra Wasserman co-founded the Vegetarian Resource Group, an outgrowth of Baltimore Vegetarians (Maryland) which the pair established in 1982. Arran Stephens founded Nature's Path in 1985; he has been in the industry for 37 years [i.e., since 1967]. Bob Stiller founded Green Mountain Coffee Roasters in 1981. Albert Straus, of Straus Family Creamery. In 1993 he converted his family-owned dairy farm in Marin County, California, into the first certified organic dairy west of the Mississippi. Cyd Syzmanski founded Colorado Natural Eggs in 1991–a cage-free business. Annie Withey created Smartfood popcorn in 1984.

2575. Richmond, Akasha. 2004. History of Vitamix (Interview). *SoyaScan Notes*. June 5. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Akasha has been in touch with the Vitamix Co., which is still owned by the same family that founded it. Vitamix was an early brand of blender. According to a company spokesperson, in 1949 Vitamix ran the world's first infomercial, a direct response commercial for a product on TV. Address: Los Angeles, California.

2576. Richmond, Akasha. 2004. Jim Baker, The Source, restaurant in Hollywood, and Damian on Oahu, Hawaiian Islands (Interview). *SoyaScan Notes.* June 7. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Akasha has just talked with a man named Damian who (long ago) was the manager at The Source restaurant, owned by Jim Baker in Hollywood. Damian now owns his own health food store named the Source Health Store in Kailua, Oahu, Hawaii. He was the past president of The Association of Organic Farmers of Hawaii, has long been very active in organic issues, is now married, and has an excellent memory for dates. He said that before World War II, Jim Baker was a sickly teenager. Paul Bragg [or was

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it Jack LaLanne?] changed his life by making him aware of the importance of diet and lifestyle in good health.

Damian, who first met Jim Baker at a kundalini event, has a book titled *The Source Family Cookbook*, which has Jim Baker's whole life story and all the famous recipes; it was published for the family and was never sold in bookstores.

The name initially proposed for The Source was The Salad Bowl, since it was supposed to be a raw-food restaurant that would feature salads served in large wooden bowls. Baker closed The Source restaurant on Sundays to teach meditation. Also, Jim Baker has a son named Yod who lives in Southern California.

There were two recipes for which The Source was famous: (1) The breakfast cereal, a type of muesli (raw), that they ground fresh each morning, with oats and chia seeds and nuts, then they served it in a wooden bowl with Alta Dena raw cream to be poured on it. Everyone Akasha has ever talked with about The Source talks about that cereal. (2) The salad dressings and salads. Address: Los Angeles, California.

2577. Vaughn, Helen. 2004. Memories of Bill Baker of Ojai, California (Interview). *SoyaScan Notes.* June 8. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Helen is the wife of Harmon Vaughn. She has found a good large photo of Bill Baker which she will gift to Soyfoods Center. Bill and Harmon bought the bakery from Bill Baker's widow, Helen Baker. They made payments to her for about two years, until she died. In her will, Helen Baker left part of the bakery to Helen and Harmon (as forgiven payments), part to her sister, and part to Bill Baker's sister (who as in a Lutheran hospital).

Bill and Helen Baker had no children. Bill was of medium height, but he had no teeth and he never wore dentures or false teeth. Helen thinks Bill was a baker in the many famous hotels where he worked.

To decorate a cake with sugar, he would buy sheets of sugar that were as hard as wood. Then he would cut and carve them into very delicate structure, then glue these together, just as one would glue pieces of wood. Nobody would eat the sugar artistry, but they certainly did eat the delicious cakes below. In fact Bill Baker had many letters from famous (and ordinary) people, thanking him for his delicious cakes.

Talk #2. 2005. Nov. 1. Bill Baker made only specialty baked goods–no regular breads or hamburger buns, etc. from white flour. His two best-selling products were his soybean bread and his gluten bread–which accounted for about 50% of his total sales. Most of his breads were wheat-free but a few used wholewheat flour. He used as little white flour, but not much.

Bill Baker had a rupture which caused him to wear a big corset to support his abdomen. He had had that rupture for as long as Helen had known him, since about 1936. He died of a terrible case of poison oak that last for 2-3 months. The poison oak spread inside his body, Helen thinks through an opening in the skin caused by the rupture. Large amounts of clear fluid came pouring out of his body and finally it got so bad that his wife, Helen, could no longer care for him at their home at Lake Sherwood. So he was taken to the hospital in Venture; he died there after about 3-4 days.

The people who last owned the Bill Baker Bakery in Ojai were forced to leave when a wealthy woman bought the building to start a Mediterranean food restaurant. Thomas Kohnen and his wife, Colleen, owned the bakery since Feb. 1989, and left about 2 years ago. They re-established the bakery as a German bakery in Tehachapi, California, and are doing quite well. Colleen is very interested in the history of Bill Baker and his bakery. She visited them there during an Oktoberfest festival last fall. Their phone: 661-822-3350. Address: 404 E. Topa Topa St., Ojai, California 93023. Phone: 805-646-2716.

2578. Mason, David. 2004. Memories of Bill Baker of Ojai, California (Interview). *SoyaScan Notes.* June 9. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** David did not know Bill Baker but he has written various articles about him. He still has copies of all these articles and some photos of Baker and his bakery. Many scrapbooks containing hundreds photos concerning Bill Baker are in the Ojai Museum; contact Jane T. McClenahan, executive director (805-640-1390).

In 1928 the St. Francis Dam (205 feet high) burst / failed; it was located in San Francisquito Canyon about 10 miles north of the town of Saugus in Los Angeles County. It held 38,000 acre feet of water from the Owens Valley. Its failure (due largely to the inappropriateness of the geological substrate) resulted in the birth of engineering geology.

When the dam burst, Bill Baker rushed to the rescue. He wanted to do something big both to help the people there and to promote his bakery. He supplied all the shelters and trucked over free fresh bread to the survivors in Santa Paula and Fillmore.

The Santa Barbara Earthquake took place in June 1929. Again, Baker rushed to the rescue and provided bread.

The source of information about his death related to poison oak probably came from the long obituary published in the *Ojai Valley News* in 1942. Rose Boggs of Ojai (805-646-3659) is an authority on Bill Baker, tried to have his bakery established as an Ojai historic site, and is thinking about writing a book about him.

Talk with Janice Little of Del E. Webb Memorial Library, Loma Linda Univ., Loma Linda, California 92350. 2004. June 28. When this dam broke, many Seventh-day Adventist doctors, nurses, and others rushed to the site to try to save lives and be of help. Address: Ojai, California 93023.

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2579. Richmond, Akasha. 2004. Steve Demos and Gregg Engles are in Africa together on safari. Follow Your Heart restaurant in Los Angeles. Eddie Caraef (Interview). *SoyaScan Notes.* June 12. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Steve and Gregg went together in Gregg's private jet. Note: Actually this trip never happened–says Steve Demos (10 April 2005)

Akasha thinks that Follow Your Heart is the single best restaurant in Los Angeles today. It is not vegetarian but all the foods are healthy and organic. It was started by Bob Goldberg.

A friend of Akasha's named Eddie Caraef has two restaurants (each named The Newsroom) in Los Angeles. He has the best juice bar in LA, he serves great vegetarian foods and soups (though he is not presently a vegetarian), he cooks with soy, and makes a delicious veggie burger. He is an outstanding photographer and has a superb archive of the rock and roll era, including immortal images of Jimmy Hendrix, etc. Address: Chef, Los Angeles, California.

2580. Downard, Richard L. 2004. Memories of Bill Baker's Bakery of Ojai, California (Interview). *SoyaScan Notes.* June 15. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Helen Vaughn is Rick's maternal grandmother; his mother is Louise Downard. He worked at Bill Baker's Bakery for many years, starting in about 1963-65 as a cleanup boy. By the late 1960s they were still baking soybean break but had discontinued lima bean bread. In the 1950s or 1960s Harmon Vaughn developed an early Seven-Grain Bread and all stone-ground whole wheat bread. He and Harmon used the huge old oven, built in the late 1800s. They would often bake for 10-12 hours a day without stopping. Each of the two ovens, which were side by side, was about 10-12 feet wide. Inside of each was a set of 8 shelves, the width of the oven, that rotated like a Ferris wheel. The baker would put a pan of proofed bread on one shelf, and a helper would pull off the baked loaf next to it. If you missed the baked loaf as it went by, it would not come by again until it had baked for another cycle and would be burned. This work required great concentration.

During the bakery's heyday, in the 1960s and 1970s, they would deliver bread at wholesale to grocery stores and restaurants over a wide area, and also to the Thatcher School. They also sold it a retail in their shop next to the bakery.

Helen used to have perhaps a hundred photos of the bakery and Bill Baker. But the last man who owned the bakery, before it became a restaurant, was named Thomas Kohnen, moved to Tehachapi (east of Bakersfield), California, and has not been seen since. Harmon said he loaned Thomas the photos to display in the bakery. Address: 131 W. Wiley St., Ojai, California 93023. Phone: 805-649-2339.

2581. Richmond, Akasha. 2004. Otto Carque's health food factory building is still in Los Angeles (Interview). *SoyaScan Notes.* June 20. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Akasha visited the large two-story brick building at 729 Seward St. today. The interior looked almost Spanish, with heavy wooden beams beneath the ceilings. The door from the foyer to the interior looked like an original art-deco door made of glass and metal. Handsome and well preserved, it is in a nice neighborhood on a beautiful block about 10 minutes by car from Akasha's home. Presently occupied by Bob Clampett Studios (which does photo and film work), it is big enough to house about 18 apartment dwellings. Address: Los Angeles, California.

2582. Dilling, Eloise T. 2004. Re: Information on Adelle Davis. Letter to William Shurtleff at Soyfoods Center, June 30. 1 p. Typed, with signature on letterhead.
• ***Summary:*** Adelle's maiden name was Davis. She died on 31 May 1974. Address: President, Adelle Davis Foundation, 116 Middle Rd., Suite K, Montecito, California 93108. Phone: (805) 969-9076.

2583. Daniel, Kaayla T. 2004. The whole soy story: The dark side of America's favorite health food. *Mothering.* May/June. No. 124. p. 44-51. [132 ref]
• ***Summary:*** Contents: Introduction. How much soy do Asians really eat? The right stuff. Processing matters. Antinutrients and toxins in soy.

Sidebar 1: How much soy is too much? For healthy people not sensitive to soy, for people sensitized to soy, for people allergic to soy, areas of concern (2 references).

Soy allergens. Soy and thyroid: a pain in the neck. Soy and reproduction: breeding discontent.

Sidebar 2: Boon to the industry–The FDA's soy-protein health claim (16 references).

(3) Sidebar 3: Reader quiz. "Just how much soy do Asians really eat per day?" (3 references).

Note: This article is excerpted from The Whole Soy Story: The Dark Side of America's Favorite Health Food (New Trends, 2004). Most of the endnotes / footnotes do not appear in this article. To see them see www.mothering.com/10-0-0/htm/10-6-0/ soy-notes.shtml. Address: PhD, CCN (certified clinical nutritionist), 2162 Candelero, Santa Fe, New Mexico 87505. Phone: 505-984-2093.

2584. *SoyaScan Notes.* 2004. Chronology of Otto Carque (1867-1934) (Overview). July 13. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** This is a brief biography of Otto Carque, a sample of one of the health food pioneers, most of whom lived and worked in California.

1866 July 11–Otto Heinrich Carque is born in Wiesloch, Mannheim, Baden [Germany] the first child and eldest son of

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Louis Carque (born 6 July 1836) and Anna Zentner Carque (born about 1839), both born in France. Otto's first language was French.

1870 June 11–When Otto was about age 4, his mother, Anna dies at age 31 in Wiesloch, Baden, leaving her husband with 3 young children: Otto, Anna and Elise. Otto later claimed his mother died–'because of the doctors,' causing him to reflect upon health, disease and death,..."

1873–Otto's father, Louis/Ludwig, remarries to Elise Bopp; and they have two more children, Hermine (born 26 Dec. 1874; died 6 Dec. 1885) and Ludwig Eduard (born 20 April 1877). Thus Otto was the eldest of 5 brothers and sisters.

[Note: Alsace-Lorraine was part of Germany from 1871 to 1918; in 1919 it was returned to France by the Treaty of Versailles]. Of French descent, he lived in Mannheim, Germany, whence he migrated to America.

Clarke Irvine (his long-time close friend) recalled in Jan. 1935: "Handicapped with a weak physique, he early took up physical culture. It restored him, along with right living and natural foods, which he found remedied his acute constipation.

1887–Otto arrives in New York City from Mannheim. There, recalls Benedict Lust, he was associated with Dr. Henry Lane, father of iridiagnosis in this country. Carque worked hard, and overcame many struggles.

1889 April 13–Otto first arrives in the USA at Ellis Island, Port of New York. Later in 1889 he traveled to California for the first time. For the next seven years he stayed mostly in the United States, on a path to citizenship. But he returned to Germany once, we don't know for how long,

1892 Nov. 19–Otto returns to the USA for a 2nd time, traveling with his youngest brother Louis/Ludwig. On the passenger list, Otto gives his age as 26 and Louis gives his age as 24. Both say they are wine merchants. They had come to see the Chicago World's Fair (1 May 1893 to 30 Oct. 1893; officially named World's Columbian Exposition) in Chicago, Illinois. After that Otto lived in New York for some years.

1895–By age 28 he had become a vegetarian. "He lived 15 years on raw foods, then fresh fruits and vegetables, varied occasionally with eggs, cheese and nut butters, unroasted..."

1896 July 27–Otto is naturalized (becomes a citizen of the U.S.) in New York City. At the time he lived at 65 2nd Ave. He gave his occupation as "confectioner." The witness to his naturalization was William Ulrich, a barber by profession.

1889 April 21–Louis Eduard Carque, Otto's youngest brother, becomes a U.S. citizen, with Otto as his witness.

1904–Carque's first two books are published by Kosmos Publishing Co. in Chicago: (1) *The Foundation of All Reform: A Guide to Health, Wealth and Freedom* (66 + vi p). (2) *An Appeal to Common Sense* (15 + iv p.). Each is outstanding, on vegetarianism and natural foods. In the 2nd book Otto becomes fir first American to use the term "natural foods" (plural).

Otto Carque continued to use the terms "natural foods" and "natural food" throughout his life, even though his colleagues preferred the terms "health foods" and "health food." Starting in 1922, in advertisements in the *Los Angeles Times,* he referred to his line of products (mostly dried fruits and nuts) as "Natural Foods of California." In 1925 he wrote and published a 359-page book titled *Natural Foods: The Safe Way to Health.* By 1931 he had renamed his company "Carque Natural Foods" and by 1935 a huge sign across the top of his food factory spelled out the company name.

1905–Carque arrives in California from the East and settles in Los Angeles. In the fall, he begins his work with food or beverages by putting up 25,000 gallons of unfermented grape juice, using a new method he invented (*Los Angeles Times.* 1906. Aug. 19, p. VI15).

1912 Jan. 18.–Carque runs his first ad in a California newspaper (*Los Angeles Times*)*:* "Wanted–Boy with wheel to assist in manufacturing of health foods. Vegetarian preferred." Clearly, he wants to start a business.

1912 Aug. 15. Announcement that "Carque Pure Food Company" has been incorporated. "Incorporators: Otto Carque, Edward Zeller, Harold D. Smith, Madeline Ronstand, Albert Maas; capital stock, $25,000; subscribed, $50."

1912 Nov. 13–An ad announces that Carque is now selling his unsulphured Mission Figs at a Los Angeles grocery store (Walter E. Smith Co.). By March 1913 he is advertising his Black Mission Figs in a New York magazine.

1917–Carque's Pure Food Co. first appears at 1605-1607 South Magnolia Ave., Los Angeles, California. They specialize in sun-dried black mission figs, and have a complete line of selected California dried fruits, nuts, nut butters, etc. In advertising that he sells "pure natural food products," Carque becomes the first American to use the term "natural food" in this way or context.

1920 June–A Carque ad mentions that he now grinds flour using his own mill, and that he has a line of products, described in a circular with price list.

1921 May 1–He now has a store at 2618 West Seventh Street in Los Angeles.

1922 March–*Natural Foods of California,* by Otto Carqué is published by Carqué Pure Food Co. in Los Angeles (21 p. 22 cm tall).

1922 June 11–First mention of "The Carque Shop" and of "Natural Foods of California," a Carque registered trademark.

1925 Sept.–*Natural Foods: The Safe Way to Health,* by Otto Carqué, is published by Carqué Pure Food Co., Inc., Los Angeles, California (359 pages, 20 cm tall).

1925 Oct. 1–Carque is now located in The Natural

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Foods Building, 729 Seward St., Los Angeles.

1925 Nov. 22–Carque's California fruits and nuts, are now sold in metal holiday gift canisters at the Ville de Paris in Los Angeles. They are "packed in Los Angeles at the unique Carque factory..."

1926 July 4–Carque now has a food shops at 831 South Flower St. in downtown Los Angeles.

1926 Oct. 31–Carque now has a shop at 6411½ Hollywood Blvd. in downtown Los Angeles. He now has three shops. Hollywood Boulevard, which includes the famous Hollywood theater district, is a fashionable address.

1927 Nov. 6–While on a lecture tour in New York City, Otto Carque (age 59 and still a bachelor) meets his bride to be, Lillian Reicher. She moves to California, where she assists him in the reorganization of his business, Carque Pure Food Company. They are married on Nov. 8, 1927 in Los Angeles. She becomes ever more actively involved with his work and business.

1928 March–*Mrs. Carqué's Recipe Book,* by Lillian R. Carque, is published in Los Angeles by Otto Carque (32 pages, 15 cm tall). It advocates a "fruitarian as well as a vegetarian dietary." The recipes call for many Carque brand products by name.

1929 Oct 29–Stock market crash heralds the Great Depression.

1930–*The Key to Rational Dietetics: Fundamental Facts about the Prevention of Disease, the Preservation of Health, the Prolongation of Life.* New, revised and enlarged ed., by Otto Carqué is published by the author in Los Angeles (151 p., 24 cm. tall).

1933 May 30–Carque announces that he is closing his retail shop on Hill Street and moving to 1315 South Maple Ave., in Glendale, where he will do wholesale business only. This small announcement marks the first appearance of Carque in *California Health News*, published in Hollywood by his friend and admirer, Clarke Irvine.

1933–*Vital Facts about Foods: A Guide to Health and Longevity with 200 Wholesome Recipes and Menus and 250 Complete Analyses of Foods,* by Otto Carqué is published by the author in Los Angeles (208 pages; 24 cm tall). Several subsequent editions were published.

1935 Jan. 9–Carque dies at age 69 of traffic accident injuries. He was walking across a street in a so-called "safety zone" when he was struck by distracted woman motorist. Final rites are conducted on Jan. 12 at the Hollywood Cemetery chapel. There is a huge outpouring of love for Otto Carque both here and in the pages of *California Health News* and in an obituary by Philip M. Lovell in the *Los Angeles Times* (Feb. 10).

1935 Jan.–Mrs. Carque carries on the work of her late husband, which is extremely complex and demanding. Often working late into the night, and very early in the mornings, he "did research work, financial matters, was main buyer, and supervised the production, while she attended to the business end."

1937 July–After trying for more than two years to do the work of two people, Carque's food manufacturing company, for some time poised near bankruptcy, is sold by his wife to the Confection Co. of California. Mrs. Lillian Carque will act as publicity director.

2585. Richmond, Akasha. 2004. History of Vita-Mix blenders (Interview). *SoyaScan Notes.* July 17. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** After months of waiting, Akasha finally got a packet from Vita-Mix about the origin and history of their blender. It contains a timeline but no solid documentation and is generally disappointing–but there are a few possible leads. It is apparently on pages 4 and 5 of an undated issue of a magazine titled *Vitariety.* During the 1920s William Grover Barnard ("Papa Barnard") and his family lived in Quincy, Illinois. He speculated on land, then lost everything he had made. Needing some money to feed his family, he and his two sons, Bill and Louie, became traveling salesmen, and demonstrated at fairs and trade shows. Eventually they became quite successful, moved to Ohio, and "established the Natural Foods Institute, located in downtown Cleveland. In 1937, father and son met Al Bersted who was manufacturing a new product–the blender. Seeing its potential, they bought several units and sold them at shows and in a mail order catalog. The first Vita-Mix blender sold for $11.95 ($12.95 for one with a stainless steel container)."

A photo with the date 1937 next to it shows a retail store said to be located at 634 St. Claire, Cleveland. A large sign across the top states in big bold centered letters: "Natural Foods Institute." In smaller bold centered letters: "Home of the soy bean. Health foods." On the left and right sides: Soy bean chops, steaks, roasts, cutlets, bologna. Soy bean meats, butter, milk, cheese, cereals."

An excerpt is given from an untitled article about William G. Barnard from the *Cleveland Press* (1938 Feb. 15). He is a "pitch" man at food shows. He notes that a horse loves a carrot raw but won't touch it cooked. A photo shows him peeling a carrot. Vita Mix is not mentioned.

The next big date was is said to have been 1942. At about that time "The Natural Foods Institute moved to a remote location in Olmstead Falls Township [presumably near Olmstead Falls, in Cuyahoga Co., northern Ohio, 12 miles southwest of Cleveland]. "A few years later, Papa was credited for being the first to use television for direct sales." Other highlights from the years 1949, 1955 (Papa retired in 1955, selling his interest to his son, Bill, and his wife, Ruth"), 1962 (when the company name was changed to "Vita-Mix Corporation" from Natural Foods Institute), and 1992 (apparently the present) are given. At the end of the article is the name Jodi Barnard. Then: "This article is the result of compiling and condensing newspaper articles, and stories written over the years. The writings referenced were

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done by Ruth and Bill Barnard, and Bonnee Byrne."

Akasha continues: A Google search for "Al Bersted" brings up an interesting website: www.fostoria.org /history / Century /century5.html. At the year 1934 we read: "Another big story in 1934 was an announcement that the Bersted Electrical Manufacturing Co. of Chicago, makers of the well-known and popular 'Bersted' brand of household appliances, would be manufacturing their products in Fostoria early in April.

"Company president Al Bersted and his secretary arrived in Fostoria on Jan. 24 to sign agreements between the firm and the Fostoria Industrial Corporation. The new industry... was expected to lead to the employment of 150 to 200 Fostorians."

Note: The earliest document seen (March 2005) that mentions Vita-Mix in an ad run by the Natural Foods Institute in the Nov. 24, 1939 issue of *Health News* (Hollywood, California, p. 6). Address: Chef, Los Angeles, California.

2586. Richmond, Akasha. 2004. Self Realization Fellowship (SRF) served an early veggie burger (maybe on a bun) at their India House vegetarian restaurant in Los Angeles (Interview). *SoyaScan Notes.* July 17 and Aug. 19. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Self Realization Fellowship (SRF) was founded by Swami Paramahansa Yogananda. They had a center on Sunset Boulevard named India House; it consisted of a spiritual / meditation center ("house of worship") and a restaurant named SRF India Café. The café, a large dining room with a counter that sat 8 people, was always located at the same place. It opened in 1951, closed in 1969, and was most famous for its Indian curries. SRF has said they are very interested in Akasha's project, but has been unable to find any menus from that restaurant. Update: 2004. Sept. 11. The SRF publicist sent Akasha a 1951 photo showing the front of India House. But SRF still is unable to find a menu. They are very interested in Akasha's book, which has inspired them to consider doing their own cookbook. Note: SRF is now located in Pacific Palisades near the Pacific Ocean.

Paul Bragg also had an early recipe for a vegetarian hamburger. Address: Chef, Los Angeles, California.

2587. Boggs, Rose. 2004. Memories of Bill Baker of Ojai, California–sparked by an old photo (Interview). *SoyaScan Notes.* July 18. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Rose found a black-and-white photo of the shooting of a movie, sponsored by Bill Baker, showing the huge cake that he made and was about to sent to the International Exposition on Treasure Island in San Francisco Bay. So Bill Baker didn't just make the cake to promote his bakery and his work–he also had a movie made to go with it. In the center of this photo is the cake, outdoors in the bright sun, with the rear of Bill Baker's Bakery in the background. Then you can see the back of the filmmaker with his old-fashioned camera with large reels on top. At the left of the photo is a baker, who Rose believes is Pat Carsner. To the right in the back may be Bill Baker, but he is hardly visible. And then Rose's brother and another baker.

When the movie was finished, it was shown at the Ojai Theater, where Rose remembers seeing it. "It was like his own total newsreel, of how the cake was made, etc." Her brother, Dan, was the commentator. His final comment was: "Nice cake if you can eat it. And you can eat it if you try" (a play on words of a popular song of that time). No doubt Bill Baker had a copy of the movie sent to San Francisco with his cake, in the hope that it would bring him even more publicity. He may have also showed it in Ventura.

Rose read a story that told how, in about 1930, Bill Baker enter a horned toad in a race and publicized his prediction that the toad would win because it had been fed lima beans–which were the most alkaline food. "He was a great guy for promoting himself."

Bill Baker's funeral was in St. Paul's Church in Ventura. Address: Ojai, California. Phone: 805-649-2339.

2588. Richmond, Akasha. 2004. Talk with Herman Jacobs of the Hain Celestial Group about the early history of Hain (Interview). *SoyaScan Notes.* July 22. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Herman's father was a cousin of Harold Hain. All he has is in a Hain Food catalog prior to 1953. He knows that Harold Hain had a contract with the government during World War II to make pemmican from dried fruits. Note: Traditionally, pemmican was a concentrated food made by North American Indians and consisting of lean meat, dried, pounded fine, and mixed with melted fat.

In the late 1950s, Hain's products consisted of 90% canned carrot juice and 10% other health foods. Address: Los Angeles, California.

2589. Kennedy, Gordon. 2004. Collecting periodicals on naturopathy and health (Interview). *SoyaScan Notes.* July 23. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** He purchased most of his periodicals on ebay (online). He has a few issues of *California Health News,* about 100 issues of *Let's Live*, and 15-20 issues of *Naturopath and Herald of Health* (New York, published by Benedict Lust), including some hardbound 1-year volumes. He also has a few issues from about 1900-01 of *Amerikanische Kneippblatter* and the *The Kneipp Water Cure Monthly and Herald of Health.* He no longer collects much because he has run out of shelf space. Address: Ojai, California.

2590. Bill Baker: Photographs and documents (Archival

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collection on compact disc). 2004.
• ***Summary:*** This archival collection consists of 15 large black-and-white photos. Four photos show Bill Baker–two up close and two at a distance; none of these are dated.



Two show the two sides of his 1939 business card. Two show both pages of a letter written to Baker on 31 July 1934. Seven show his cakes, bakery building and trucks, and private home; 3 of these are dated (1924-1927).

These were scanned and sent on CD-ROM to Soyfoods Center by Rose Boggs of Ojai, California, in the form of both .jpg and .tif files / images.

2591. Woo, Elaine. 2004. Gypsy Boots, 89; Colorful promoter of healthy food and lifestyles. *Los Angeles Times.* Aug. 10. p. B-11. Obituaries.
• ***Summary:*** A long, positive obituary with two large photos. He died Sunday in Camarillo of natural causes. His basic message was that a healthy, organic diet, fun, a lust for life promoted longevity. In 1958 he married Lois Bloemker, a conservative, academic young woman from Ft. Wayne, Indiana; they started a family in Los Angeles. Also in 1958 he opened the Health Hut, a health food store on Beverly Blvd., which attracted a Hollywood clientele. But he didn't mind the bottom line, so he had to close the business several years later. In 1962 Boots became a regular guest on the Steve Allen Show. He would swing, Tarzan-like, onto the stage in a loincloth. Allen recalls that he could turn the stage into a madhouse in about 30 seconds. He moved to Ventura County in 1989. He is survived by two sons (Daniel Bootzin of Los Angeles and Alex Bootzin of Pacifica), three grandchildren, and a sister. Address: Times staff writer.

2592. Richmond, Akasha. 2004. Adelle Davis, Aldous Huxley, and LSD (Interview). *SoyaScan Notes.* Aug. 19. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Adelle Davis married and adopted two children. She was friends with Aldous Huxley (1894-1963, the famous author of *Brave New World*), who spent quite a bit of time in Hollywood and wrote more than 17 scripts for movies and TV that were produced including *Pride and Prejudice* (1940), *Jane Eyre* (1944), *The Giaconda Smile* (1948), etc. Huxley got interested in psychedelics and, based on his personal experiences, wrote the well-known book titled *The Doors of Perception: Heaven and Hell.* The popular rock band, The Doors, took their name from the title of Huxley's book.

Through her connection with Huxley, Adelle Davis enrolled in an LSD experiment in an academic environment. After finishing, she wrote a book titled *Exploring Inner Space: Personal Experiences under LSD-25,* under the pseudonym Jane Dunlap. The book was published in 1961 in New York by Harcourt, Brace & World (216 p.). This shows that Adelle Davis was a very open and curious person, interested in exploring new ideas and experiences in a responsible way.

Note: "On his deathbed, unable to speak, Huxley made a written request to his wife for "LSD, 100 µg, intramuscular". According to her account of his death, in *This Timeless Moment,* she obliged with an injection at 11:45 am and another a couple of hours later. He died at 5:21 pm on 22 November 1963, aged 69... Media coverage of his death was overshadowed by the assassination of President John F. Kennedy, on the same day" (Source: Wikipedia at Aldous Huxley). Address: Los Angeles, California.

2593. Zinko, Carolyne. 2004. At 60 he swam to Alcatraz handcuffed. As he turns 90, Lalanne has his eye on Catalina Channel. *San Francisco Chronicle.* Sept. 24. p. S1, S17. Datebook section.
• ***Summary:*** Jack LaLanne was born on 26 Sept. 1914 in San Francisco, California. His parents were French immigrants, a house maid and a telephone installer. He grew up in Berkeley and was a sickly kid with pimples and an addiction

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to sugar. Then his mother, a Seventh-day Adventist, took Jack to hear Paul Bragg lecture at the Oakland Women's City Club. He "took one look at Jack and told the audience, 'It matters not what your age is or your physical condition, if you obey nature's laws, you can be born again.'" Bragg "advised against eating white sugar, white flour, red meat, and processed foods. That night Jack got down on his knees and prayed, asking God to help him turn his life around and promising to help others in return." He changed his diet and started lifting weights. He became captain of the school football team. His friends, impressed by his physical transformation, began working out with him in his backyard. Today, a force of nature, still swims laps in his private swimming pool at Morro Bay.

In 1936 Jack "started America's fitness craze" with a gym (Jack LaLanne's Physical Culture Studio) in Oakland in 1936. In 1951 he began hosting a live exercise show on KGO-TV. After a few years, it expanded to Los Angeles. At age 42 (in about 1956) he first went on national TV doing 1,000 push-ups in 19½ minutes [then 1,033 push-ups in 23 minutes] on Art Baker's "You Asked for It." In 1959 the "Jack LaLanne Show" went national and ran for a total 34 years in the USA, Europe, and Russia. Jack is still urging Americans to give up their unhealthy ways, to eat right, and to exercise daily.

He has always liked publicity stunts: At age 40, he towed a 2,000-pound cabin cruiser as he swam the Golden Gate Channel. "At 60 he put handcuffs on his wrists and swam from Alcatraz to Fisherman's Wharf while towing a half-ton boat. At 70 he swam a portion of the Long Beach harbor with 70 people in 70 boats tied to his back." At age 90 he plans to "swim 22 hours underwater (with air tanks or a hose to the surface) the 26 miles from Catalina Island to Los Angeles.

The life goal of America's "original fitness guru" has always been to help others–because he still believes his life was changed by diet and exercise. Photos show: (1) Jack in his swimming pool (color). (2) Jack and his German shepherd, Happy; they were household names during the 1950s and 1960s. (3) Jack and his wife, Elaine, standing and laughing together as they enjoy an exercise break at their Morro Bay home. Address: Staff writer.

2594. McClenahan, Jane. 2004. Donation of many boxes of photos and documents about Bill Baker of Ojai, California (Interview). *SoyaScan Notes*. Oct. 6. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Jane has just been given many boxes of old, valuable photos and documents about Bill Baker from the lady (formerly uncooperative [Laurel Moore]) who owns Azu, the Mediterranean food restaurant in town, which used to be the site of Bill Baker's bakery. Jane will send Soyfoods Center scans of photos and photocopies of documents.

The Smithsonian has a traveling exhibit on the history of food in America. In conjunction with this, the Ojai museum will create an exhibit on Bill Baker in its own building. Address: Executive Director, Ojai Valley Museum, 130 W. Ojai Ave., P.O. Box 204, Ojai, California 93024. Phone: 805-640-1390.

2595. B.E. 2004. Original 'Nature Boy' Gypsy Boots remembered. *Natural Foods Merchandiser.* Oct. p. 24.
• ***Summary:*** Gypsy Boots died in August [Aug. 8] at his home in Camarillo, at the age of about 89 [or 93]. He was a lifelong vegetarian–except for a short stint eating fish. He believed, above all, in having a "positive attitude." He is survived by two sons, Dan Bootzin of Los Angeles and Alex Bootzin of Pacifica, California; three grandchildren, and a sister. Photos show: (1) Gypsy boots in 1948, with six other young men, the "nature boys," each holding a slice of watermelon. (2) Gypsy Boots in his later years.

2596. Pearlstein, Leo; Messinger, Lisa. eds. 2004. Mrs. Cubbison's best stuffing cookbook: Sensational stuffings for poultry, meats, fish, side dishes, and more. Garden City Park, New York: Square One Publishers. v + 148 p. Illust. Index. 19 x 19 cm.
• ***Summary:*** Includes a brief (and very incomplete) biography of Sophie Cubbison, with a photo of "Cubbison's Health Food Store." Several of the recipes (see p. 60, 88) call for soy sauce. Address: 1. President of Lee & Associates, Inc., Los Angeles; 2. Award-winning cookbook review columnist and food story writer.

2597. Ackerman, Michael. 2004. Science and the shadow of ideology in the American health foods movement, 1930s-1960s. In: Robert D. Johnston, ed. 2004. The Politics of Healing: Histories of Alternative Medicine in Twentieth-Century North America. New York, NY: Routledge. viii + 386 p. See p. 55-67. [39 ref]
• ***Summary:*** Contents: Introduction. Scientific background of the health foods movement. Principal claims of the health foods movement. Health foodist ideology. Scientific controversy and the shadow of ideology. Conclusion.

This is an unbalanced, one-sided and generally negative evaluation of the health foods movement. The writer is not clear about the differences between the health foods movement and the natural foods movement. For example, Joe D. Nichols was clearly a member and leader of the latter, whereas Ackerman classifies him in the former, and begins this chapter with a discussion of Nichols. However this introductory paragraph is very interesting and thought-provoking.

In 1936 a group of dentists in southern California sought to turn the tide of diet-induced physical degeneration by founding the American Academy of Applied Nutrition (AAAN); they worked to educate health practitioners in "the science and art of nutrition." Leaders of the health foods

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movement, besides Joe D. Nichols, included author Adelle Davis, magazine publisher J.I. Rodale, radio broadcaster Carlton Fredericks, "and perhaps most of all the purveyors of dietary supplements, who urged Americans to consume these products to compensate for the deficiencies in the nation's foods." Address: Graduate student, Dep. of History, Univ. of Virginia.

2598. Hottinger, Greg. 2004. The best natural foods on the market today: A yuppie's guide to hippie food. Vol. I. Asheville, North Carolina: Huckleberry Mountain Press. 223 p. Index. 23 cm. [94 ref]

• ***Summary:*** This book looks very commercial because it mentions many natural products by brand name. We wonder if companies paid to be mentioned. Contains scattered recipes for branded products, and scattered sidebars titled "Hippie wisdom."

Discusses: Almonds, almond butter, almond milk, American Miso Co., antibiotics (used in agriculture in 4 different ways; prevention, treatment, and control of disease, and growth promotion. In 1998 the European Union banned the use of antibiotics to promote growth in livestock. In Oct. 2000 the FDA proposed a ban on two antibiotics also used to treat humans), antioxidants, Bifidobacterium (bifidus), bovine growth hormone, bovine somatotropin (BST), Bragg Live Foods, Bragg Liquid Aminos, breast cancer, calcium, canola oil, celiac disease, cereal & Kellogg Brothers, cheese alternatives, dulse, edamame, Eden Foods (says "Eden Foods opened shop in 1968. By 1969 they were grinding their own flours and bottling their own oils and nut butters"), FDA, flaxseed oil, Galaxy Foods (says they "started in 1972 when founder Angelo Morini invented a new way to make a cheese product free of saturated fat, cholesterol, and the milk sugar, lactose"), genetically engineered foods, ghee, ginger, gluten sensitivity, glycemic index, GMO [genetically engineered] crops, Graham–Sylvester, heart disease, hippie foods, Horizon Organic, hormones, Lactobacillus, lactose intolerance, Lappe–Francis Moore, Lightlife Foods, magnesium, Maine Coast Sea Vegetables, Messina–Mark, milk–problems with, miso, Miso Master brand, nutritional yeast, oils, olive oil, omega-3 and omega-6 fatty acids, organic farming, palm oil, phytochemicals, phytoestrogens, prostate cancer, protein, Red Star nutritional yeast, quinoa, saturated fat, sodium, soymilk, soy products, soy sauce, soy supplements and concerns, soy yogurts, spelt, Stonyfield Farm, tahini, tamari, tempeh, trans fats (hydrogenated oils), WholeSoy Company. Near the back are many color coupons for the companies mentioned in the book by name. Address: MPH, RD, Asheville, North Carolina.

2599. Johnston, Robert D. ed. 2004. The politics of healing: Histories of alternative medicine in twentieth-century North America. New York, NY: Routledge. viii + 386 p. 26 cm. [1181* ref]

• ***Summary:*** A creative and sincere look at the complex subject of the histories of alternative medicine, with many chapters by various authors. "From grocery store to doctor's office, alternative medicine is everywhere. A recent survey found that more than two in five Americans uses some form of alternative medicine. *The Politics of Healing* brings together top scholars in the fields of American history, history of medicine, anthropology, sociology, and politics to counter the view that alternative medical therapies fell into disrepute in the decades after physicians established their institutional authority during the Progressive Era. From homeopathy to Navajo healing, this volume explores a variety of alternative therapies and political movements that have set the terms of debate over North American healing methods."

Contents: Introduction: The politics of healing. I. Precursors: The years in the wilderness: Negotiating dissent: Homeopathy and anti-vaccinationism at the turn of the 20th century, by Nadav Davidovitch. Making friends for 'pure' homeopathy: Hahnemannians and the Twentieth-Century Preservation and Transformation of Homeopathy, by Anne Taylor Kirschmann. Revisiting the 'Golden Age' of regular medicine: The politics of alternative cancer care in Ontario [Canada], 1900-1950, by Barbara Clow. Science and the shadow of ideology in the American health foods movement, 1930s-1960s, by Michael Ackerman.

II. Intersections: Allopathic medicine meets alternative medicine: 'Voodoo death': Fantasy, excitement, and the untenable boundaries of biomedical science, by Otniel E. Dror. Western Medicine and Navajo healing: Conflict and compromise, by Wade Davies.

III. Contesting the Cold War medical monopoly: Sister Kenny goes to Washington [DC]: An unorthodox nurse, polio, and medical populism in postwar America, by Naomi Rogers. 'It could happen here': California housewives, anti-Communism and the Alaska mental health bill of 1956, by Michelle M. Nickerson. 'Not a so-called democracy': Anti-fluoridationists and the fight over drinking water, by Gretchen Ann Reilly.

IV. Contemporary practices / contemporary legacies: Engendering alternatives: Women's health-care choices and feminist medical rebellions, by Amy Sue Bix. Inside-out: Holism and history in Toronto's women's health movements, by Georgina Feldberg. A quiet movement: Orisha and the healing of people, spirit, history, and community, by Velana Huntington. The politics and poetics of 'Magazine medicine': New Age ayurveda in the print media, by Sita Reddy. Complementary and alternative medicine cancer therapies in twentieth-century North America: The emergence and growth of a social movement, by David J. Hess. Beyond the culture wars: The politics of alternative health, by Matthew Schneirov and Jonathan David Geczik.

V. Conclusions: Contemporary anti-vaccination movements in historical perspective, by Robert D. Johnston.

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From cultism to CAM: Alternative medicine in the twentieth century, by James C. Whorton.

Soy is mentioned on pages 163-64, 174, 177, 178, 179, 348.

Joe D. Nichols is mentioned on p. 55, 324, 325, 326.

"Health foods movement" is mentioned on p. 55-67, 179, 247, 323-24. Address: Assoc. Prof. and Director, Teaching of History Program, History Dep., Univ. of Illinois at Chicago.

2600. Lust, Louise. 2004. Yungborn revisited: The naturopathic-vegetarian cook book. [New York, NY: Published by Anita Lust Boyd]. x + 64 p. Illust. 28 cm.
• ***Summary:*** The Introduction, by Anita Lust Boyd, begins: "During my high school summers in the late 1930's I worked as a waitress at Yungborn, which in its day was a well-known health resort in Butler, New Jersey.

"My Uncle, Dr. Benedict Lust, N.D., M.D., recognized as 'The Founder and Father of Naturopathy, founded Yungborn. When he gave my family his personal story shortly before he died with the request that we publish it some day, he also included the cook book my Aunt Louise, his wife, a Naturopathic doctor in her own right and a Dietician, wrote while the Director of Yungborn in the early 1900's."

The first 34 pages are reprinted from Louisa Lust's 1907 cook book.

At the end of the book are many interesting ads, all of which also appeared in the original 1907 book. We will list them in the order they appear.

Page 37: "The Battle Creek Sanitarium Food Co., Battle Creek, Michigan" "The health foods that made Battle Creek known the world over were first made by us 30 years ago. They are as supreme today as they were then. Take Granola, for instance. It has been copied by others but never successfully imitated. It is known as the ready to serve Breakfast Food that has withstood 30 years of competition. We make more than sixty varieties of health foods. Full information on application."

Page 38: "Carque's California Grape Juice. 'From the Land of Sunshine, Fruits and Flowers.'"

Page 39: "Kosmos Hygienic Institute, Kneipp Water Cure Sanitarium, 765 North Clark St., Chicago, Illinois. Opposite Lincoln Park. Phone: Dearborn 5734. Connected with the Kosmos Publishing Co."

Page 40: "The Diagnosis from the Eye," by Dr. H.E. Lane, M.D. A 3-part book whose table of contents is given. Published by "Kosmos Publishing Co. and Hygienic Institute, 765 North Clark St., Chicago, Illinois."

Page 42: "The Sanitarium and Pure Food Store and bakery at Benold's Unfermented Whole Wheat Bread." "F.H. Behold, proprietor, 401 East North Ave., Chicago, Illinois." Lists "Our specialties."

Page 43: "Perfect Health, by Charles Courtney Haskel." Norwich, Connecticut.

Page 43: "Fruit and Nut Diet, by O. Hashnu Hara." 15 cents postpaid. Available from Benedict Lust, N.D., 124 East 59th St., New York.

Page 44: The Naturopathic Exchange Bureau, 124 East 59th St., New York City. "Having direct connection with over 50 Progressive movements in Germany, England, and the United States." "Every letter expecting personal reply must contain 25 cents or meet oblivion."

Page 45: Yungborn: B. Lust's Naturopathic Health Home. Also Mrs. Louise Lust.

Page 46: "Sanatorium Bethesda. Milton, Morris County, New Jersey..." Charles Lauterwasser, N.D.

Page 47: "Naturopathic Institute, Sanitorium and College of California. Los Angeles: 556, 558-560 S. Hope St. (Incorporated). Dr. Carl Schultz, President."

Page 47: Insomnia can be cured–Cured quick and forever."

Page 48: Foods that nourish. The Health Food Bakery, L. Lust. Prop., 105th St. and Park Ave., New York City. Lust's absolutely pure peanut butter. In 1-lb. Jars, 30 cents. In 20-lb. pails, $2.50.

Page 50: "Dr. Carl Strueh's Water Cure Sanitarium and Natural Healing Institute. 464 Belden Ave., near Lincoln Park, Chicago, Illinois. Open summer and winter.

Pages 51-52: Works by Edward Earle Purinton.

Page 53: "Return to Nature" (4th edition), by Adolf Just.

Page 58. The Palmer School of Chiropractic, Davenport, Iowa.

Page 60: The American School of Naturopathy.

Pages 61-64: Naturopathic Supply Store: L. Lust's pure foods. A long list of products with the price of each.

An oval portrait photo on the cover and facing the title page shows Louise Lust, N.D. Address: N.D., Director of "Yungborn" Naturopathic Health Resort.

2601. Smith, Andrew. editor in chief. 2004. Oxford encyclopedia of food and drink in America. 2 vols. Oxford, England, New York, etc.: Oxford University Press.
• ***Summary:*** A masterful work, on some subjects. Vol. 1, xxi + 751 p. (A-J) starts with an entry for (article about) Adulterations and ends with Juicers. Each entry is written by a different person (an expert on that subject whose name appears at the end of the entry) and a short bibliography. Interesting entries:

Blenders, by Meryl S. Rosofsky (6 references). Says that the modern blender, a familiar electronic appliance, "was invented by Stephen Poplowski in 1922 to make soda fountain drinks. In 1935 the popular bandleader Fred Waring teamed up with the inventor Frederick Osius to improve the appliance," marketing the Waring Blender (later renamed Waring Blendor) as a "revolutionary bar tending tool." Note: There are several errors in these references concerning blenders.

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Chinese American Food, by Jacqueline M. Newman.

Juicers, by Linda Campbell Franklin (1 ref.). Surprisingly she devotes most of her entry to old-fashioned juicers for citrus fruits (such as the manual reamer used to separate citrus juice from its pulp) and only 1 sentence to electric juicers (such as the Champion) which pulverize the whole fruit or vegetable to make, for example, carrot juice.

Vol. 2 contains Peanuts (including peanut butter), Soybeans (very weak entry), Soy sauce, Vegetarianism (by Rynn Berry), etc.

Mentioned in passing but without a separate entry (see index) are soy milk, tofu, tofurkey [sic, Tofurky], and tempeh. Address: Illinois, USA.

2602. Bellis, Mary. 2005. The blender: History of the kitchen blender (Website printout–part). inventors.about.com/library/inventors/blblender.htm 2 p. Retrieved Feb. 3.

• ***Summary:*** "In 1922, Stephen Poplawski invented the blender... a small electric appliance (see picture [illustration] left) that has a tall container and blades that chop, grind and puree foods and beverages. Stephen Poplawski was the first to put a spinning blade at the bottom of a container. He used his appliance to make soda fountain drinks. In 1935, Fred Osius improved on Poplawski's idea and invented the famous Waring Blender.

"In 1910 L.H. Hamilton, Chester Beach and Fred Osius formed the Hamilton Beach Manufacturing Co. that became well known for their kitchen appliances. Fred Osius later began working on ways to improve the Poplawski blender.

"History of the Waring blender: Fred Waring, a one-time Penn State architectural and engineering student, was always fascinated by gadgets. He first achieved fame fronting the big band, Fred Waring and the Pennsylvanians, but the blender made Waring a household name.

"Fred Waring was the financial source and marketing force that thrust the Waring Blender into the marketplace, however, Fred Osius invented and patented the famous blending machine in 1933. Fred Osius knew that Fred Waring has a fondness for new inventions, and Osius needed money to make improvement to his blender. Talking his way into Fred Waring's dressing room following a live radio broadcast in New York's Vanderbilt Theatre, Osius pitched his idea and received a promise from Waring to back further research.

"Six months and $25,000 later, the blender still suffered technical difficulties. Undaunted, Waring dumped Fred Osius and had the blender redesigned once again. In 1937, the Waring-owned Miracle Mixer blender was introduced to the public at the National Restaurant Show in Chicago [Illinois] retailing for $29.75. In [May] 1938, Fred Waring renamed his Miracle Mixer Corporation as the Waring Corporation, and the mixer's name was changed to the Waring Blender.

"Fred Waring went on a one-man marketing campaign that began with hotels and restaurants while touring with his band, and later spread to upscale stores such as Bloomingdale's and B. Altman's. Waring once touted the blender to a St. Louis [Missouri] reporter saying, '... this mixer is going to revolutionize American drinks.' And it did.

"The Waring Blender became an important tool in hospitals for the implementation of specific diets, as well as a vital scientific research device. Dr. Jonas Salk used it while developing the vaccine for polio. In 1954, the millionth Waring Blender was sold, and it is still popular today."

Note 1. Much of the above history is based (without acknowledgment) on the section titled "The development of blenders" in the book *The Housewares Story,* by Earl Lifshey (1973, p. 270-75).

Note 2. After obtaining and studying all of Stephen Poplawski's early patents for mixers, Soyfoods Center believes that the first one which could reasonably be called a blender was issued on 8 Dec. 1942 (application filed 24 June 1940). We believe that Frederick Osius invented the blender, which Fred Waring commercialized with great success.

2603. Richmond, Akasha. 2005. Organic Milling Co. and Back to Nature Granola (Interview). *SoyaScan Notes.* Feb. 11. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Organic Milling Co., located in San Demos, California, has a website which says that they started in the 1960s making Back to Nature granola out of the back of a health food store in 1968. They had a link on their website to Back to Nature Granola, which is now owned by Kraft–both the company and the brand. Kraft has a full line of Kraft-type products under the "Back to Nature" brand. Akasha called Kraft and nobody would talk to her; they told her to submit her questions in writing.

So she called Organic Milling Co., which makes the granola for Kraft, and the guy she talked to said they make granola for Weight Watchers, Trader Joe's, Kraft, etc. The man who founded the company in the 1960s died 4 months ago, and this guy was not there in the beginning. He said he would send Akasha sales sheets showing the original packaging. Address: Los Angeles, California.

2604. Daniel, Kaayla T. 2005. The whole soy story: The dark side of America's favorite health food. Washington, DC: New Trends Publishing, Inc. xviii + 457 p. Index. 24 cm. Introduction by Sally Fallon. [1797 ref]

• ***Summary:*** Contents: Acknowledgments. Introduction, by Sally Fallon. Part I: A short history of soy. 1. Soy in the East. 2. Soy goes West. 3. The ploy of soy.

Part II: Types of soy. 4. Green pods, yellow beans and black eyes. 5. The good old soys–Soybeans with culture. 6. Not milk and uncheese–The udder alternatives. 7. All American soy–First generation soy products. 8. All American soy–Second generation soy products. 9. Soy oil and margarine–Fat of the land. 10. Soy lecithin–Sludge to profit. 11. Not trusting the process. 12. Formula for disaster.

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Part III: Macronutrients in soy. 13. Soy protein–The inside scoop. 14. Soy fat–Shortening life. 15. Soy carbohydrate–The flatulence factor.

Part IV: Antinutrients in soybeans. 16. Protease inhibitors–Tryping on soy. 17. Phytates–Ties that bind. 18. Lectins–Glutins for punishment. 19. Saponins–Soap in your mouth. 20. Oxalates–Casting stones.

Part V: Heavy metals. 21. Manganese toxicity–ADD-ing it up. 22. Fluoride toxicity–Dental and mental fluorosis. 23. Aluminum toxicity–Foil-ing health.

Part VI: Allergens: Shock of the new. 24. The rise in soy allergies. 25. The soy-free challenge.

Part VII: Soy Estrogens: Hormone Havoc. 26. Phytoestrogens–Food's fifth column. 27. Soy and the thyroid–A pain in the neck. 28. Soy infant formula–Birth control for baby? 29. Soy and the reproductive system–Breeding discontent. 30. Soy and cancer–High hopes and hype. End notes.

The first six pages of this book are filled with endorsements from Drs. Joseph Mercola, Larry Dossey, Russell Blaylock, Jonathan Wright, Kilmer McCully and many other physicians and scientists.

At the top front of the dust jacket: "Kaayla Daniel blows the lid off nutritional dogma. Soy is NOT a miracle food.–Dr. Joseph Mercola, Founder of the world's leading natural health and dietary website, Mercola.com." Address: PhD, CCN (certified clinical nutritionist), 2162 Candelero, Santa Fe, New Mexico 87505.

2605. Sanitarium. 2005. About us: Our history (Website printout–part). www.sanitarium.com.au/about-us/history.html Retrieved May 3.

• ***Summary:*** "A Century of Good Health: Over a century ago, in 1898, a small business opened its doors in Melbourne, Australia with the vision to help people `learn to stay well'–the meaning of the word Sanitarium–by linking good diet with good health.

"From a modest rented bakery, Edward Halsey, a baker, created Sanitarium peanut butter (Australia's first) and ready-to-eat breakfast cereals like Granose (an unsweetened forerunner to Weet-Bix) and Granola (a cereal made from wheat, oats, maize and rye) which were unlike anything previously available.

"In late 1898, the fledgling company relocated to larger premises in Cooranbong, south of Newcastle in New South Wales. Halsey installed bake house equipment in a large building that had previously been a sawmill.

In 1900, Halsey transferred to New Zealand where he began making the first batches of Granola, Caramel Cereals (a coffee substitute) and bread in a small wooden shed in the Christchurch suburb of Papanui.

"Since Edward Halsey began the business, the Sanitarium company has been at the forefront of healthy eating. Sanitarium advocated vegetarianism before it was trendy and were the first to introduce the concept of the health food shop. Throughout the years, Sanitarium has remained true to the vision of its founders by promoting a better life through better nutrition.

"Today, Sanitarium Australia is owned and operated by Australians while Sanitarium New Zealand is owned and operated by New Zealanders. We do work together, however, to produce over 150 products and employ approximately 1700 people in our manufacturing and distribution sites throughout Australia and New Zealand.

"The Origin of Sanitarium icons–Weet-Bix: Sanitarium's original wheat biscuit, Granose, was marketed in Australia and New Zealand during the early 1900s, not only as a breakfast cereal but also as an alternative to bread. During the 1920s, Sanitarium faced a challenge to Granose from a new sweetened flake biscuit called Weet-Bix, which was produced by a company called Grain Products.

"In 1930, Sanitarium acquired Grain Products, which also had connections to the Seventh-day Adventist Church, and made Weet-Bix its own.

"Marmite: Marmite was introduced to Australia and New Zealand by Sanitarium. Initially it was imported from the United Kingdom but shortly before World War II, we secured the secret recipe from the English and made the first Australian Marmite in our Cooranbong factory in 1944. Since the 1970s, Sanitarium's Christchurch factory has manufactured all the Marmite sold in the South Pacific.

"Health Food Stores: As early as the 1900s, Sanitarium introduced Australians and New Zealanders to the concept of health food shops and vegetarian cafes. The first Sanitarium cafes opened in March 1902 in Sydney's Pitt Street and in 1907 in Auckland's Victoria Street. These stores generally incorporated a cafe as well as a retail outlet where patrons could buy much of what they had eaten.

"The overriding aim of the cafes was to introduce people to a better way of living through vegetarian meals and cooking lessons. While the stores flourished through to the 1960s, changes in buying habits of consumers prompted Sanitarium to close its cafes and retail shops. However our commitment to sharing our knowledge has not ceased. We now provide education and information through our Nutrition Education Service, which was established in 1987." Address: Australia.

2606. Camps, Lisa. 2005. Re: History of work with soyfoods in Goa, India. Letter (e-mail) to William Shurtleff at Soyfoods Center, May 15. 2 p.

• ***Summary:*** 1984–Lisa came to Goa to nurse a friend back to health; he was a vegetarian. While in India she discovered so many alternative styles of life, so many people from all over the world with a similar consciousness related to healthy body, mind, and spirituality. All "seemed to care about the planet, nature, peace, yoga, natural healing, vegetarianism, etc. India is a whole country of vegetarians,

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but in Goa, a former Portuguese colony, the inhabitants are mostly Christians who eat meat." That year, Lisa became a vegetarian.

She returned to America, only to yearn to come back to India. So she spent 7-8 years coming and going, whenever finances permitted. When in the USA, she worked with food, in restaurants, hotels, night clubs, made good money, then left again. She took many courses in the health and nutrition at community colleges. She had seen many unhealthy vegetarians and wanted to learn how to be a healthy, vigorous vegetarian. Having helped to deliver 4 children by natural child birth in Goa, she was interested vegetarian diets for children and natural healing.

1982–While in Goa, Lisa met an Australian woman, Diane [Froggatt], who was making her own tofu, because it was not available, and all were tired of Dal (lentils). "I asked her to teach me, and she did... I happily made it for myself to fill the protein gap. Along with Tofu also comes Soy Milk and Okara! A bonus! Made soysausage, soya burgers, etc., but only at home at that time."

1986-87–Lisa attended a Michio Kushi Institute in Switzerland; she learned macrobiotics and shiatsu, which she practiced for about a year, then decided that macrobiotics was "excellent for healing purposes, but not for daily life, simply because any diet so extreme and tasteless is doomed to opposite extremes." She observed that most people who regularly ate a macrobiotic diet "craved massive amounts of Chocolate, or some other form of 'naughtiness.'"

1989-90. Lisa decided to settle in Goa. It had really become her home and it was too expensive to fly back and forth. But how to make money in India? Her many Indian women friends adored lingerie. So she did all the necessary paperwork and started a business named Ooh-La-La-Lingerie Pvt. Ltd., importing undergarments from Europe and traveling all over India to sell them to major department stores. The business went well for 2-3 years until the suppliers and buyers connected–leaving her out.

At the same time, Lisa was selling soya burgers, hummus brown bread, and 4 flavors of soy milk in the Flea market [in Anjuna], where she had a food stall; she made these in her home kitchen. "Then a few people started asking me if I could make them some Tofu! So, I thought why not, since I'm doing it for myself anyway." "All our production started in a small room (in my house), which I converted into a special tofu room, with ventilation above a false ceiling, a sink, stainless steel tables, and extreme hygiene. It was about 3 meters on a side with white tiles. We used (and still use) Aqua Guard water filter systems for all production and packing. So I started by making 2-3 kg at a time, squeezing the milk through a cloth by hand, actually burning my hands on a regular basis, until I decided to build a press. Made some wooden tofu boxes, and did the grinding on a grinding stone. Ouch, too much time and labor! We were selling only to shops and Five-Star hotels.

"As time passed and orders got bigger, my friend and now partner, Richard Chabin, helped me get some machinery, Then, I wanted to learn about Tempeh, and how to make it. There was an American fellow named Joseph Papa who had a book and an interest, so I traded him my shiatsu massages for the method on how to make Tempeh. My interest in Tempeh was the vitamin B's only found in Tempeh. Important if you don't eat beef liver.

"So now I knew many soy foods, and was happily cooking for many friends daily. I enjoy cooking, and they enjoyed eating.

"Then I tried to market the tofu to the local market and restaurants, but as they were not familiar with it, they were afraid, even after I gave them many recipes" and even showed them how to prepare it Indian style–like paneer. "That's when I decided to open a small sandwich shop."

1999–The sandwich shop, named Bean Me Up, Soya Station, Salad Bar, was a "raging success from the beginning." It became too big for the original premises, and there were long lines at peak season. Note: The restaurant name derives from a famous catchphrase from the movie *Star Trek*, "Beam Me Up, Scotty!"

2004 Oct. 31–Lisa took on large premises with 14 rooms to rent and a small health food shop and restaurant. The commercial foods (tofu, tempeh, soymilk, etc.) are made in a separate building (a small factory) on the compound. It opened on Halloween with a costume party. The "real point is the restaurant" (which kept the same name); it is a unit of Ooh-La-La Ling. When people discover that they can get fresh safe salads, Tofu, Tempeh, Seitan, soya ice cream, Tofunaise, etc. after traveling in India, they are so Appreciative. That is a reward in itself! I truly believe that to introduce people to a more healthy diet, and to given up meat, the alternative must taste good, or why would they consider changing? Hence, our theme is 'The Tasty Alternative.' Lisa, now an established businesswoman, has a new source of income from her 14-room hotel!

Two months later, on 24 Dec. 2004 (Christmas eve), a mob of 150 people, escorted by two policemen (for the mob's protection!) went to the Anjuna-Chopra beach belt and rudely demanded that certain restaurants and shops close down. Why? Because their owners were of foreign origin. No matter that Lisa, of American origin with an Indian passport, had lived in Goa for 23 years and had all the legal papers required to run her business. The agitation was probably initiated by indigenous restaurant / shop owners who resented the foreigners' success and had the blessings of local politicians–a familiar theme worldwide. Fortunately, Lisa had some friends with the National Press, *Times of India,* so she and her fellow foreigners showed no fear, followed the procedures, and made a big noise; the actions of the mob were clearly illegal. Her restaurant was never shut down and the problem appears to have gone away.

Lisa is a member of the Vegetarian Society of India,

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and occasionally they call on her to give seminars for the members.

Note: Diane Frogatt died a few years ago from cancer.





Photos sent by Ratan Sharma in 2010 and taken by him in Jan. 2005 show the entrance to and the inside of this remarkable soy restaurant and salad bar. They serve only soy-based recipes. They also have a branch in Hyderabad. Note: Lisa does not own a SoyaCow. Address: Owner, Bean Me Up, 1629 Deulvaddo, Anjuna / Vagator, Goa, India 403-509. Phone: 0091-(0)832-227349.

2607. *SoyaScan Notes.* 2005. Paul Chappius Bragg–Social Security Death Index (Overview). May 31. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** According to the Social Security Death Index: Paul Chappius Bragg was born in Feb. 1895–Place unknown. His Social Security number is 554-42-5580. He died in Dec. 1976. Place unknown. The Bragg offices say in Hawaii. His last recorded residence was Desert Hot Springs, California 92240. Two people say he drowned in Florida.

Note 1. An official search of California's Statewide Index, Dep. of Health Services, Office of Vital Records, from July 1905 to the present (July 2005) found no record of the death of Paul Bragg; a certificate of that result was issued by the Office.

Note 2. An official search (Sept. 2005) of Hawaii's Statewide Index, State Dep. of Health, Vital Records Program, from 1971 to 1981 found no record of the death of Paul Bragg; a certificate was issued by the Office.

2608. Plamil Foods Ltd. 2005. Plamil (Website printout–part). www.plamilfoods.co.uk Retrieved July 18.
• ***Summary:*** See next page. Home: About us. Products. News. Shopping. Specials. F.A.Q. The home page shows close-up of 12 product labels. Plamil sells 27 consumer and 11 catering / foodservice products. The Products and the Shopping pages show these products and their labels in more detail: Chocolate (100 gm)–Plain, Mint, Roasted Hazelnut, Orange, Martello. Organic chocolate (95-100 gm–Dark, Cayenne, Expressions, Ginger, Plain, Mint, Orange). Organic Chocolate Spread (275 gm)–Plain, Orange, Hazelnut. Carob (95 gm)–Plain, Orange, Hazelnuts, No Sugar Added. Milk Alternatives (1 litre)–Organic Soya Milk (plain), White Sun (contains no soya). Egg Free Mayonnaise (315 gm)–Plain, Garlic, Chili, Tarragon, Organic Plain, Organic Lemongrass. Catering packs (1.5 to 10.5 kg)–Mayonnaise, Chocolate Drops, Baking Chocolate, Carob Drops.

About us: "Plamil is a private company making top quality tasty food for all, supplying customers, retailers, wholesalers and food catering / manufacturing facilities worldwide. Our specialty is making food products free from any animal origin. This means we make great tasting products ideal for those who follow a vegan diet and for all those with allergies to ingredients like dairy milk, eggs, etc.

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Many products in our range are organic and we are against the use of genetically modified ingredients."

"Our history: Plamil (then Plantmilk Ltd.) was created to manufacture a 'milk' from vegetable source, and made UK history by pioneering British made soy milk in 1965. This was formulated by nutritionists and fortified to cater for the average vegan requirement. Gradually from those early years Plamil has diversified to manufacture a whole range of foods that you see today.

"Where we make our products: We manufacture products in our own factory, where no animal ingredient is ever used. We are also wheat / gluten free site and strictly control purchase of all our ingredients to ensure that none are genetically modified... Also there are no hidden ingredients or processing aids with our products. The ingredients on the label are what you get, nothing more."

"Latest news: Arthur Ling 1919-2005. It is with great sadness we have to report that our founding Director Arthur Ling passed away on the 18th of January. Since the early 1960s his dedication to this company was renowned. He will be sadly missed by all Directors, staff and all that knew him." A color photo shows Arthur Ling.

Click on the link for Arthur Ling to get a full biography. Veganism was his religion, which he spent a lifetime promoting. He had three children: Julie, Trevor, and Adrian Ling (who now runs Plamil). He had unwavering and uncompromising views on many subjects related to a vegan lifestyle. He was anti-war, egalitarian, and a supporter of "the common man." "A Lover of the outdoors, we was an active Naturist [nudist]. In 1898 England's first health food store was established by "Henry James Cook, who named his store Pitman Health Food Store, in honor of the vegetarian Sir Isaac Pitman, the inventor of shorthand. In 2001 Arthur was awarded the newly created Henry James Cook Award for 'his life's work in the development and production of vegan foods especially for the introduction of the first plant-derived vegan milk in the United Kingdom.' This was Arthur's most cherished award." In 1926, at age 7, he became a vegan when he witnessed a fish being killed at the seaside. "He kept notes of a lecture given in 1938 titled 'Health without dairy produce,' which influenced him greatly. Arthur worked at the London Vegetarian Society, and after the Second World War became an active member of the new Vegan Society, created by Donald Watson in late 1944. For a few years Arthur had his own health food store, and also served on the council of the National Association of Health Food Stores. An accountant by profession, Arthur was involved in his first commercial project in the post war years. A company called Solflower Ltd., based in Wales, was created to produce biodiesel from sunflowers. Unfortunately this project was 50 years ahead of its time and did not enjoy commercial success.

"Arthur is known by most for his work at Plamil and the Vegan Society. From his association with the Vegan Society in the 1950s he joined a group interested in producing a non-dairy milk. Later Arthur attended a meeting called for by Leslie Cross, who later gave it the name, the Plantmilk Society." He worked tirelessly on its behalf. Address: Folkestone, Kent, England CT19 6PQ. Phone: 01303 850588.

2609. Kohnen, Colleen. 2005. Memories of Bill Baker's Bakery of Ojai, California (Interview). *SoyaScan Notes.* Nov. 1. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Colleen (age 24 at the time) and her husband, Thomas, bought "Bill Baker's Bakery" in Feb. 1989. They left Ojai in 2003. She now wishes that, before they left, she had given all documents and artifacts in the bakery to the Ojai Valley Museum. But she felt they belonged to the person–Laurel Moore–who owned the building and its new restaurant, Azu. The original brick oven, now over 100 years old, is still in the building, in a dining room as decor. It can't be moved unless you take it apart brick by brick, then reassemble it somewhere else.

Helen Thede and her husband, who were both accountants, purchased the bakery from Harmon Vaughn; they owned it for a while but were not successful. So the Thedes sold it to John and Vera Welty, and Ed Romano (3 co-owners). They were the owners of the building and the Kohnens' landlords the whole time they were there. "It had lost all of its former glory by the time we took it over."

In 1991 the *Star Free Press* in Ventura did a nice article on her husband and the bakery titled "Baker does Baking Like First Baker," by Sylvia Scott (Aug. 1, 1991). It begins: "Before there was an arcade or a post office tower, a baker named Baker created recipes for breads and rolls and crafted glorious cakes too beautiful eat..."

One day Colleen was in a far back garage room when she found an old box full of photos. She framed the best and put them on the walls. There were already a few things in frames on the walls. The biggest framed photo is of the Golden Gate Wonder, a life-sized black-and-white photo of the 1,000-lb. cake for the 1939 Fan Francisco Exposition. It is about 8 feet wide and about 5 feet tall. They hung it in the front room of the bakery. Colleen also put an antique glass

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and wood display case in the bakery's front room, and filled it with old artifacts–such as molds (all made of clay)–some brought to her by the wife of Ed Romano, who lived on Santa Catalina island near Southern California. She still has a box of things related to Bill Baker.

Colleen and her husband made a living from their bakery in Ojai but were not able to save enough to make improvements on the old building. Her dream was that someone who lived in Ojai and was in the film industry would come in and restore the bakery and building to its original grandeur. The Kohnens had a standing offer to buy the building, but they could not afford it. Then one day they met Laurel Moore, who was planning to buy the building. She let them continue to run their business in the bakery while she started a cafe / restaurant in the other half. She spent at least a million dollars buying and restoring the building. They tried this arrangement for about a year but it went from bad to worse. The Kohnens' sales fell from $850/day to $200/day. She took down the bakery sign and wouldn't let the Kohnens put up another one. "There was a lot of confusion in Ojai as to what was going on at the bakery." Colleen found it very difficult to work with Laurel–who let the Kohnens cut their lease short, close the bakery (1 Feb. 2003) and leave for Tehachape–where today the bakery's sales are double what they were in Ojai. "It was the hardest thing in the world for me to walk away from that bakery in Ojai. I never imagined not being there. We still have many Ojai customers who drive the 150 miles north to Tehachapi and take big orders back with them.

A train used to come into Ojai from Ventura; its now a walking and riding trail. It came all the way up to Fox Street, which is the bakery's cross street. Harmon Vaughn, who was making 25,000 loaves a week, would load it up. Since the train had no way to turn around in Ojai, it would go backwards for 20 miles until it came to Ventura. Bill Baker's huge cakes would all be shipped from Ojai the same way.

Colleen and Thomas still have many of Bill Baker's original recipes for soy and lima bean breads and cookies. Address: Kohnen's Country Bakery, 125 West Tehachapi Blvd., Suite D, Tehachapi, California 93561. Phone: 661-882-4938.

2610. Dilling, Eloise T. 2005. More about Adelle Davis and the Adelle Davis Foundation (Interview). *SoyaScan Notes.* Nov. 5. Conducted by William Shurtleff of Soyfoods Center. • ***Summary:*** Eloise's father was an attorney for the National Health Federation (NHF) in the health food industry, and for Adelle Davis. Before Adelle died, she established the Adelle Davis foundation, The former president of her foundation, Stephen Thurman, a Mormon and a certified public accountant (CPA) did not pay taxes the foundation's taxes, embezzled quite a bit of its money (he took as much as he could as he went along, until Eloise caught him), stole its car, library & archives, then died in a car crash. He could not have gotten away with all this mischief if the board of directors had been exercising its responsibilities more effectively. Eloise is suing his estate.

Fortunately, she has the rights to all of Adelle Davis' books and she plans to bring them back into print. She now runs the foundation out of her home, and earns a salary. She has added to the Foundation's principal by selling real estate. She would like to try to reconstruct the archives; she doesn't even have a photo of Adelle Davis! The foundation now has a nice website, created and maintained by college students.

Adelle's first husband was named Leisey. She adopted two children: George Leisey (who now lives in Vermont) and Barbara Davis (who may live in Hawaii). They have little interest in Adelle's foundation.

The Adelle Foundation now has about $1 million left, carefully invested. The dividends and interest are used to fund the daily activities. The foundation is charged with giving grants for nutrition education and research. These include: (1) Adelle Davis Scholarship to U.C. Berkeley, College of Natural Resources. $10,000, 2nd year. (2) Brigham Young Univ., Utah. They have an endowment established by the Adelle Davis Foundation's former president; the foundation adds to that a yearly scholarship or research grant. (3) Cal State Los Angeles. They also have an endowment, and receive an annual grant for a scholarship or research. (4) Santa Barbara City College: Scholarships and a program with the school of culinary arts, with matching funds from local restaurants. (5) Univ. of California at Santa Barbara: The Foundation donated $5,000 so they can get teacher's aids for their nutrition classes.

The board of directors establishes the foundation's long term goals within the boundaries of Adelle's written wishes. Eloise does most of the work.

A fellow in Carbondale, Colorado, is writing a book which will include a chapter on Adelle Davis. Soyfoods Center suggests that a good, balanced biography of Adelle Davis, set in an historical perspective, is much needed. It should give a good explanation of her contribution to the fields of health and nutrition. Address: President, Adelle Davis Foundation, 116 Middle Rd., Suite K, Montecito, California 93108. Phone: (805) 969-9076.

2611. Richmond, Akasha. 2005. Natural foods leadership conference in Austin, Texas (Interview). *SoyaScan Notes.* Nov. 5. Conducted by William Shurtleff of Soyfoods Center. • ***Summary:*** Akasha just returned from a natural foods leadership conference in Austin, Texas, at The Crossing, hosted by Doug Greene (founder of *Natural Foods Merchandiser* and New Hope Communications, Inc.–1975) and Steve Demos (founder of White Wave). About 120 people attended. The tone was very low key, with a spiritual background and lots of mentoring and share-and-tell sessions. One session was on values, and another on the spiritual side of business. Yoga classes were offered every

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morning. Peter Roy, Drake Sadler, Michael Funk were there. There was a drumming session one evening; each of the participants was given a drum. The theme: We are a tribe and this is our gathering.

Akasha took the galleys to her new book *Hollywood Dish* (formerly *Healthy Hollywood*), showed them to those who were interested (Steve Demos leafed through them), and talked mostly about Otto Carque. Most of the people seemed very surprised to learn that the natural foods industry in California had its origins in Los Angeles in the early 1900s; many felt that they had created this new industry themselves.

Randy Lindberg, who lives in the Los Angeles area, told a remarkable story. His grandmother had 5 health food stores in Los Angeles during the 1950s, named Lindberg Nutrition or Lindberg's Nutrition Service. She used to make what is now called Tiger's Milk in a blender at home. Her husband called it Panther Piss. They turned Adelle Davis onto it and to the drink's two names. Adelle sold both the product and one of the names (guess which) to Plus Products, and it became one of the most famous of all health foods during the 1960s and 1970s.

Randy's family eventually sold his grandmother's health food stores and used the money to start Nature's Best–a very large distributor of Natural Foods in Southern California; they compete with United Naturals.

Jethren Phillips told the story of Spectrum Naturals, the vegetable oil company. Jethren had previously run United Naturals, a natural foods distributor in Eureka; in the early 1970s he used to work in the Help restaurant in Los Angeles, owned by Warren Stagg.

Steve Demos and Doug Green have become really good friends. They and Steve's wife (who Akasha has found to be a very spiritual, grounded, fabulous lady) left yesterday on a trip to India. Steve hopes to return to his cave at the foothills of the Himalayas. No firm return date is planned. Address: Los Angeles, California.

2612. Shepherd, Katie. 2005. Re: Azu restaurant and Bill Baker's Bakery. Letter (e-mail) to William Shurtleff at Soyfoods Center, Nov. 5. 1 p.

• ***Summary:*** "When Laurel Moore bought the bakery and put in Azu she tried to accommodate the locals by retaining the bakery in half of the front room. It didn't work. Laurel had a concept in mind of what her restaurant should be and the bakery standards weren't up to her standards. The locals defected because even though they could still get their morning pastry, they had to pay what they felt was too high a price for the coffee in the Azu section of the front room. So of course the bakery section is now a bar." Address: Ojai, California.

2613. Richmond, Akasha. 2005. Hollywood dish: More than 150 delicious, healthy recipes from Hollywood's Chef to the Stars. New York, NY: Avery–A member of the Penguin Group (USA) Inc. xi + 310 p. Illust. Index. 25 x 20 cm. [125 ref]

• ***Summary:*** One of the most original and interesting cookbooks seen in decades. This book, originally titled *Healthy Hollywood*, is much more than just a collection of superb recipes and stories about Hollywood celebrities and glitterati. In carefully researched and well-written sidebars, it documents the history of health foods in Hollywood and southern California. The introduction to each chapter tells the history of that type of food, and every recipe has a long and interesting historical headnote. The acknowledgments show vividly Chef Akasha's high and wide circle of Hollywood friends. The introduction–"The Road to Hollywood" tells the story of how Akasha got interested in and researched this subject. History is woven into every page of this book–in the most palatable way. In short, this is a cookbook with a remarkable tale to tell–one to read and study–as well as one to cook from.

Sidebars and illustrations: (1): "The stars and the Hollywood Diet"–Sue Carol (lovely future wife of Alan Ladd) on the cover of *Motion Picture* magazine, Oct. 1929. (2) Mildred Lager (1908-1960). (3) Harry Chandler (1864-1944). (4) Granola (Layton Gentry, Adelle Davis, Dorothea Van Gundy Jones). (5) Photo of silent film star Anita King eating Sun Maid Raisin Pie, 1916. (6) Adelle Davis (1904-1974). (7) Clarke Irvine (1892-1975). (8) Photo of Radiant Radish health food store, owned by Beach Boy Brian Wilson, Los Angeles, 1969. (9) Otto Carque (1867-1935), with a photo of his health wagon, around 1912. (10) Gayelord Hauser (1895-1984). (11) "Nature Boy"–Bill Pester and the 1948 hit song by Eden Ahbez. (12) The Ashram–Hollywood restaurant founded by Anne-Marie Bennstrom. (13) The Hollywood diet, with a photo of page 1 of the "18-Day Diet" from *Motion Picture* magazine, Oct. 1929. The sidebar begins: "The first best-selling diet book in America, *Diet and Health, with a Key to the Calories*, was written by Los Angeles-based Dr. Lulu Hunt Peters in 1918, and sold over 2 million copies. The book introduced the concept of counting calories." (14) Alan Hooker (1902-1993). The grandfather of California cuisine, he opened the Ranch House restaurant in 1956 in Ojai, California. (15) Gloria Swanson–Hollywood's Green Goddess. She "was the highest paid and most popular, influential star of the 1920s." (16) Jim Baker (1922-1975). A pioneering organic restaurateur, he opened the Aware Inn in 1957, then the Source restaurant in 1969. (17) Raw, raw, raw (Arnold Ehret, Vera and John Richter, and raw foods). (18) Photo of silent film star Mary Pickford drinking orange juice made with Sunkist fruit and juicer. (19) The godfather of fitness–Jack LaLanne. Master chef Danny Kaye (1913-1987). (20) The Farmer's Market in Los Angeles, started in 1934. (21) Paul Bragg (1881-1976), with photo of Rita Hayworth on the cover of his *Health Builder* magazine. (22) Books and cooks–"150 Recipes of the Stars (1928), Helen Evans Brown. (23) Health foods–Dr. John Harvey

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Kellogg, the rise of health food sections in the late 1800s in L.A. department stores, the rise of health food stores, Sandy Gooch. (24) Mae West (1893-1980). Gypsy Boots (1914-2004). Photo of Boots and Paul Bragg. (25) Food and film. (25) Photo of Donna Reed and Paul Bragg, sometime in the 1950s. (26) Bernarr Macfadden (1868-1955). (27) Celebrity stew and Leo Pearlstein. (28) Vegetables, fruits, and nuts (incl. Frieda Caplan, Albert's Organics). (28) Rancho La Puerta and the Golden Door. Photo of young Burt Lancaster baking bread at La Puerta. (29) Fred Waring (1900-1984), the blender, and smoothies. (30) Hain Pure Foods. "Harold Hain opened his first health food store in downtown Los Angeles on October 17, 1926." (31) Swamis and yogis. Paramahansa Yogananda arrived in L.A. in 1925; he advocated a healthy vegetarian diet, including in his magazine *East West,* first issued in 1926. On 8 April 1951 he opened SRF India Café at his India House compound on Sunset Boulevard. "Yogi Bhajan (1930-2004) came to Los Angeles in 1969, bringing the teachings of Kundalini Yoga and his own unique style of Indian and Ayurvedic cooking. In 1974 his students opened Golden Temple Conscious Cookery in Los Angeles. I [Akasha] was a cook there from 1979 to 1984..."

Soyfoods are used in recipes (and recipe titles) throughout this book: Edamame or fresh green soybeans (used in 2 recipes), miso (1 recipe), soymilk (many, especially in place of milk in desserts, incl. "Chocolate Jack Daniel's soy gelato" and "Soya chocolate" milk), soy flour (1, Bill Baker's bread), soybeans (whole, 1, "Soybean casserole"), tofu (10), and tempeh (4).

Also discusses: Sophie and Harry Cubbison (p. 47), El Molino Mills (p. 106). Early veggie burgers (p. 106). Silk soymilk and Steve Demos (of White Wave, p. 266).

The recipes in this book are largely vegetarian (including 17 vegetarian main dishes), all call for organically grown ingredients, and many are dairy-free (using soymilk instead of cow's milk). However: Beef (used in 2 recipes, incl. "Fillet mignon Japanese"). Pork (used in 1 recipe, "Citrus roasted pork chops with rosemary potatoes"). Chicken (used in 6 recipes, incl. "Endive petals with curried chicken salad"). Turkey and duck (3 recipes). Fish (many recipes as for cod, halibut, salmon, whitefish). Shellfish (crab, scallops, shrimp).

Talk with Akasha Richmond, who calls. 2005. Dec. 7. Her favorite parts of the book are: The smoothie story (p. 275-80, both dairy and nondairy). Otto Carque. Gloria Swanson. Yogis and Swamis, Granola. She is very happy with everything about the way the book and its promotion turned out ("It looks great")–except she wishes she could have included more photos. Address: Los Angeles, California.

2614. Richmond, Akasha. 2005. Gayelord Hauser (1895-1984). In: Akasha Richmond. 2005. Hollywood Dish. NY: Avery–A member of the Penguin Group (USA) Inc. xi + 310 p. See p. 85.

• ***Summary:*** This is a good example of one of the many carefully-researched 1-page sidebars scattered throughout this book:

"The most influential health guru to come to Hollywood from Germany was Gayelord Hauser, the original 'nutritionist to the stars.' When Hedda Hopper reported on the famous lunch Gayelord Hauser made in Paris for the Duchess of Windsor and other socialites, she said that Hauser made 'spinach fashionable on three continents.'

"Hauser was the man who glamorized health food and inspired people all over the world to change their eating habits. He coined the term 'food for beauty,' and inspired Helena Rubenstein to open a 'food for beauty' restaurant. It was Hauser's teachings that Ann Delafield used when she directed Elizabeth Arden's Maine Chance Farms, the first luxury health resort on the East Coast and a known getaway for film stars and socialites. Even the legendary Maxim's in Paris once held a private party for Hauser, complete with a' Hauser Bar' stocked with vegetable and fruit juices. When President Peron (husband to Eva) was inspired to bring him to Argentina because he felt his people were eating too much meat, the street markets were sold out of fruits and vegetables the next day.

"As with many of the early pioneers, Hauser had a health crisis at an early age. Given up to die by conventional doctors, he went to Europe for a 'nature cure.' In Switzerland a family friend told him, 'If you keep on eating dead foods, you will certainly die. Only living foods can make a living body' He took the advice and discovered what diet could do. He traveled through Europe, studying with top experts such as Dr. Bircher-Benner in Zurich. Once cured, Hauser set out to share his miracle with the rest of the world.

"Hauser came to Hollywood in 1927, and he met Greta Garbo through conductor Leopold Stokowski. He changed her diet while she made her classic movie *Ninotchka* (1939). Garbo and Hauser nearly married at one point, and their sightings and goings-on were written about in all of the gossip columns."

A photo shows "Gayelord Hauser and actress Jean Harlow drinking vegetable cocktails, 1933." Address: Los Angeles, California.

2615. Richmond, Akasha. 2005. Otto Carque, 1867-1935. In: Akasha Richmond. 2005. Hollywood Dish. NY: Avery–A member of the Penguin Group (USA) Inc. xi + 310 p. See p. 78.

• ***Summary:*** This is a good example of one of the many carefully-researched 1-page sidebars scattered throughout this book:

"There might never have been a 'Healthy Hollywood' without Otto Carque, who preceded all of the early health entrepreneurs. Carque was born in Germany and came to California for the first time in 1889. He lived in New York

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for a few years, finally settling in Los Angeles in 1905. His mission was to market and sell the dried fruits and natural products of California, especially the Black Mission fig. By 1912 he was selling natural foods out of his 'health wagon,' a mobile truck that carried the banner 'Carque's Pure Food.' He eventually trademarked the name 'Natural Foods of California' and was the first company to use the term 'natural foods,' as well as the first to speak out against the use of preservatives.

"His trademark was a black leather doctor's bag filled with dried fruits and nuts, along with literature about health. One of his friends referred to Carque's little 'black bag' as the symbol of the future doctor, since he treated patients with food, not drugs. After years of selling wholesale, Carque opened his first health food shop in 1922. He sold olives, olive oil, fruit juices, nut butters, freshly milled flours, grains, unsulphured dried fruits, and a variety of other products. By 1926, there were three Carque shops, including one in the heart of Hollywood, a block away from the famed Pantages and Warner Pacific Theater, originally built as the flagship palace for Warner Bros. Studios.

"Carque was the first to package and sell an all-natural 'health bar' called Carque's California Fruit Bar, which he made with carob, nuts, and dried fruit. The bar sold for five cents in 1927, and eventually was distributed all over the country. Recipes for his 'fruit and nut confections' appeared in his books, *Natural Foods, the Safe Way to Health* (1925) and *Vital Facts About Food* (1933). Carque was an avid hiker, and he claimed that his dried fruit confections would produce 'muscular energy and endurance for the traveler, long distance walker, and mountain climber.' This was over seventy years ago, many fig seasons away from the 'energy bar' craze of today."

A photo shows: "Otto Carque, second from right, and his health wagon, around 1912." Address: Los Angeles, California.

2616. Richmond, Akasha. 2005. Clark Irvine, 1892-1975. In: Akasha Richmond. 2005. Hollywood Dish. NY: Avery–A member of the Penguin Group (USA) Inc. xi + 310 p. See p. 49.

• ***Summary:*** This is a good example of one of the many carefully-researched 1-page sidebars scattered throughout this book:

"Cark Irvine was born in Salem, Oregon, and moved with his family to Santa Monica when he was about eight years old. Clark was in the film industry in its early years, writing screenplays and playing small parts on film and stage; he also worked as MGM's and Charlie Chaplin's first publicity director. He wrote a syndicated column called 'Studioland' and published a weekly newspaper called The Screamer. His friends included Will Rogers, John Barrymore, Douglas Fairbanks, Mary Pickford, and Charlie Chaplin, whom he played tennis with at Hearst Castle. He helped his friend Fatty Arbuckle get into the movie business by introducing him to Mack Sennett, director of the legendary Keystone Kops, and put the first 'grease paint' on his good friend actress Myrna Loy. He eventually quit the movie business and traveled the world as a roving reporter for the United Press wire service. In 1933 he launched California Health News, one of the first California natural food industry periodicals. Irvine often reported on his travels in the magazine. The magazine sold in health food shops nationwide, and Irvine often traveled to other cities to report on the health happenings in other towns. *California Health News* became *Let's Live* in 1942, and Irvine often reported on the eating habits of Hollywood, or as he would call it, 'Cinema City' or 'Movieland.' A typical cover might feature a young Gayelord Hauser serving vegetable cocktails to actress Jean Harlow.

"Irvine also wrote a little book called *Health! With Remedies and Recipes,* which sold very well. In 1946 Irvine married Alice Marks, who helped him write and publish the magazine and was a frequent recipe contributor. They lived in Hollywood near a peach orchard, where they started the first business of renting trailers to film stars. Irvine loved fruit, especially watermelon, and never drank, except for the occasional champagne when they went out dancing in Hollywood with Paul Bragg and his girlfriends. In 1949 he sold *Let's Live* and left Hollywood for the small town of Alpine, near San Diego, where he published the *Alpine Sun,* known as 'America's Tiniest Newspaper' At sixty-five he learned to fly a plane and made two radio broadcasts a week called 'Early Days in Hollywood,' which is also the title of his still-unpublished manuscript. Almost seventy-five years later his magazine *Let's Live* still features celebrities on the cover and is still going strong.

A photo shows: Clark Irvine, standing with his arms crossed, founder of *California Health News* and *Let's Live* magazine. Address: Los Angeles, California.

2617. *SoyaScan Questions.* 2006. Questions about the life and work of Paul Bragg and Patricia Bragg. March 6. Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** 1. Descendants: Does Paul Bragg have any living children or grandchildren? If yes, where is each living and are they willing to talk about Paul Bragg? Try to create a basic genealogy.

Education: Did Paul Bragg attend high school? Where and when? Did he graduate? Did he ever attend college? Where? Did he graduate? What were his majors? Did he Paul attend the Virginia Military Institute (located in Lexington, Virginia)? When? Did he graduate? What were his majors? Did he attend New York University?–from which he claims to have received his N.D. (Doctor of Naturopathy) and D.PhT. (Doctor of Physiotherapy). What enables him to call himself a "biochemist"?

When and why did Paul Bragg start to reinvent himself?

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After his divorce? Before meeting Patricia, his daughter-in-law? Did he do it pretty much all at once or gradually, over the years?

Tuberculosis: In later life, Paul often said that he was diagnosed with tuberculosis at age 16? Is this true? Where was he? Did this prevent him from serving in the military?

Europe: When did he first travel to Europe, what did he do there, and whom did he meet? Was he healed of any disease?

Where was Paul Bragg at the time of the 1930 U.S. Census? He is not listed in Burbank, California.

Patricia: Does Patricia Bragg have a legitimate PhD degree or ND degree from an accredited college or university? When and where did she earn it? 2006/01–Not listed on Quackwatch.

Paul and Patricia's television / TV show in Los Angeles: What was the name of the show? On what exact date did it first air / was it first broadcast? Sept. 1959 On what TV channel was it and on what network? Was it Channel 9, WHJ-TV? Where were the episodes filmed? Los Angeles? Hollywood? How long was each episode? 15 minutes? 30 minutes? Throughout its history: Who paid for it and who was the major sponsor (or sponsors)? Was it self-sponsored by Paul or by his company, Live Foods, Inc. During the first year, what approximately was the maximum number of people who watched the show on one day? During show's entire history, what approximately was the maximum number of people who watched the show on one day? When was the last episode broadcast on TV? Note: On 26 Jan. 2011, Mike, who was in charge of marketing for the Bragg businesses, invited Shurtleff to send these questions to Patricia Bragg, who was on site. He added (Feb. 4): "Please send us a phone number where Patricia Bragg can reach you. She will want to answer all your questions..." He sent them twice, several weeks apart. Patricia never replied.

7. Divorce: What happened to the three health businesses Paul Bragg owned in Los Angeles?

2618. Kohnen, Colleen. 2006. Re: Memories of Bill Baker's Bakery of Ojai, California. Letter (e-mail) to William Shurtleff at Soyfoods Center, March 13–in reply to inquiry. 1 p.

• ***Summary:*** Thomas (her husband and a master baker) was an employee of the bakery from the fall of 1987. They were married in Oct. 1988, and then began negotiations to purchase the existing business. During the time Thomas was an employee (Head Baker), the current owners (John and Vera Welty) operated under the name Ojai Valley Bakery. After learning of all the history attached to the building and business, Thomas and Colleen decided it would be best to return the business to its original name, Bill Baker's Bakery. "At least I believe it was the original name, nonetheless, everyone in Ojai, especially the oldtimers, referred to the bakery as Bill Baker's. Thomas and I wanted to give it back its original name and respect.

"I began working at the bakery January 1989, about one month before we took over ownership from the Weltys. I started as an observer mostly, then the existing staff began training me. We officially took over February 1, 1989."

Other people who know the bakery's history: (1) Louise Downard, who was the niece of Harmon Vaughn, and was an employee of the bakery 30-40 years ago, during her uncle's reign. (2) Ralph Downard, Louise's husband, was a standard fixture of the bakery for many years although he was probably not an employee. "He loved being at the bakery all hours of the day to just visit with the regulars and staff and drink 'on the house' coffee... Ralph knew everyone and everything." He died in the 1990s. Louise and Ralph lived in a brick house behind the bakery on I believe Topa Topa Street. Louise probably still lives there. Helen Vaughn lived next door to Louise. (3) A Filipino family owned the bakery for a while; Colleen does not know their names but Louise might. They introduced egg rolls, which were delicious and very popular. Ralph knew the recipe by heart and taught it to Colleen. He made it a couple of times a week. Address: Kohnen's Country Bakery, 125 West Tehachapi Blvd., Suite D, Tehachapi, California 93561. Phone: 661-882-4938.

2619. Welty, John F. 2006. Memories of Bill Baker's Bakery in Ojai, California (Interview). *SoyaScan Notes.* March 14. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Ojai Valley Bakery Inc., a private corporation of which John was president and majority shareholder, owned Bill Baker's Bakery until 22 Feb. 2002, when the corporation sold the building to Laurel Moore, who wanted to start a new restaurant there named Azu, and (simultaneously) the bakery to Thomas and Colleen Kohnen provided that it would remain Bill Baker's Bakery and stay in Ojai. If John had known that Laurel was not planning to continue in the baking business, he probably would not have sold the building or the business; this failure to understand still bothers him.

In 1979, a fire burned down most of the right rear wood quarter of the building, which was owned by Harmon Vaughn. The one thing they saved was the sourdough starter. Fortunately, Vaughn was covered by insurance, so he rebuilt the building and repaired the old oven. The back portion of the bakery (which was frame and stucco) was entirely rebuilt. Contractor Aaron Murray did the renovation, valued at $50,000. The inspection permit lists 7 March 1980 as the date complete power was turned on.

The corporation was established for the purpose of purchasing Bill Baker's Bakery. On 6 Aug. 1984 Arnfrid Kahnt and John F. Welty purchased the business (Bill Baker's Bakery) for the sum of $75,000 from Ed Romano. Arnfrid, from Germany, was a Master Baker; he was to be the manager-baker and John was called in to help as an investor. The joint ownership had all the possibility of continued growth of the Bakery and good return on the

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investment. Arnfrid Kahnt was the head baker from 6 Aug. 1984 to 31 Dec. 1985.

About 2 months later, on 12 Oct. 1984, Ojai Valley Bakery, Inc. was formed and the above interest in Bill Baker's Bakery was assigned. John was majority stockholder and was elected president of the corporation; Arnfrid Kahnt was vice president.

After about 6 months John noticed that that the bakery was not doing well financially; it was going down hill, and was in need of additional capital and new management. He realized he could not invest another $25-$30,000 unless he owned the building. So on 20 March 1985 John F. Welty and Vera F. Welty (HW/JT [Husband and wife / Joint tenants]) purchased the building from Harmon Vaughn–who was delighted to find a reliable buyer. Vera was John's wife.

After a few years John noticed the people who came from Germany [Kahnts] and who induced John to be the majority investor, almost ran the business into bankruptcy; the corporation had to take it over in order to save it. His family invested the money–roughly $100,000–to save Bill Baker's Bakery and to keep it in Ojai. He wanted to do that out of pride and as a public service; he has never had a personal business go bankrupt. His family owned bakeries in the eastern USA so he knows the business quite well. The money wasn't important; he and his family wanted to make sure that the bakery got back on its feet and stayed a viable business in Ojai. It was the oldest business in Ojai, and the oldest building in Ojai is the Ojai Valley Woman's Club, located next door.

John had the unpleasant task of cutting up most of the old machines that Bill Baker used to make bread, because it was no longer profitable to mass-sell bread.

Ed Romano used to own Bill Baker's Bakery; John's corporation bought the bakery from Ed Romano, who stopped baking at that time and was replaced by Arnfrid Kahnt. From that time the business went down hill rapidly, so John had to fire Mr. Kahnt and replace him by Anthony C. Salchak, who was head baker from 1 Jan. 1986 to 31. Dec. 1986. He was replaced by Jean Dupre and James S. Mitchell, who were head bakers from Jan. to Sept. 1987. Finally, the Weltys found the man they had been looking for, Thomas O. Kohnen (who was single at the time). In Oct. 1987 he became Head Baker, a position he holds to this day–but not in Ojai. "Thomas Kohnen was by far the best baker I have ever had the pleasure to work with" says John. Thomas and Colleen were married in Oct. 1988. It was at this point that Colleen "entered the picture," from John's viewpoint.

On 1 Feb. 1990 Thomas O. Kohnen and Colleen Kohnen entered into a written agreement with Ojai Valley Bakery, Inc. to purchase the goodwill and the bakery business (Bill Baker's Bakery) then owned by Ojai Valley Bakery, Inc. (with no money down) and to lease the building owned by John F. and Vera R. Welty, and thus to pay monthly rent. John also made them a standing offer to buy the building without raising their monthly payments, but they declined that offer. The business was making money; John included the vehicles and all the inventory in the deal.

In June 1990 the above agreement terminated and changed to a lease agreement of the business and the premises. This lease agreement continued until the building was sold in 2002. With each "Lease Agreement" the Kohnens were given written permission to use the name "Bill Baker's Bakery" as long as the business stayed in Ojai at its original location–457 E. Ojai Ave. This included the last lease agreement dated 18 Dec. 2001 and covering the period Jan. 1 to Feb. 1, 2002.

On 1 March 1990 the Kohnens started to make monthly payments, but did not complete the payment schedule–even though the business was making good enough money to enable them to make their payments on the Mercedes they bought, and on the other car they bought, and to move into a nice condo. The lease of the business and premises was renewed at different times, the last one being 1 Nov. 1997.

In late 1997 (from Aug. 1 to Oct. 1), John and Vera had the front portion of their building remodeled (1,000 square feet, with brick walls) so that it looked exactly like the original 100 years ago; they also installed earthquake retrofits. When the workers took everything apart, they found the original old windows, some of which had been destroyed. So John and Vera had carpenters make the windows exactly like they were made 100 years ago.

The Kohnens sold their condo and left Ojai in about June 2002, while John was undergoing a medical operation. They never told him that they had left, or where they had gone, and they owed him roughly $30,000 in back rent. They also took the ancient sourdough starter (said to be from Europe and over 100 years old) and old documents belonging to the bakery. John could have gone over and, with a court order, closed them down, but he did not and will not do it. The whole thing was a very painful experience for John "So you can understand that my wife and I were disappointed when saw that Colleen and Thomas had left, and that the new owner (Azu) had decided to phase out the bakery. It was my understanding that the bakery was going to stay there"–in its original building in Ojai. At that point, John and his wife decided to just let go of the whole thing; there was nothing more they could do to keep Bill Baker's bakery in Ojai.

Its a moot point now and it really doesn't matter, says John. Yet if you talk to the Kohnens, they believe that John never did anything for them. They seemed to think the problem was caused by John–for putting too much pressure on them. But John believes he went way out of his way to offer to reschedule their payments and not to put pressure on them. Bill Baker's Bakery was *never* moved out of Ojai. Address: Carpinteria, California.

2620. Silver, Jimmy. 2006. Old-line health-food distributors that made the transition to being natural-food distributors

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in the 1970s (Interview). *SoyaScan Notes.* March 27. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** The five main companies were: Kahan & Lessin Co. (Compton, California, near Los Angeles). Landstrom Co. (San Francisco, California). Balanced Foods (North Bergen, New Jersey; Mid-Atlantic states). Health Foods, Inc. (Des Plaines, Illinois, near Chicago). Sherman Foods, Bronx, New York.

Only Balanced Foods (founded in Nov. 1939 by Dr. Maurice "Doc" Shefferman, and Sam and William Reiser) made the transition smoothly and still exists–although not as an independent company.

Kahan & Lessin (K&L) was purchased in the fall of 1983 by Jameson Pharmaceutical Corp. (San Mateo, California, owned by Jim Jones). Jones was already aware of Walmart and saw K&L as a vehicle for distributing supplements to Walmart. However Jones did not know the business; he survived for only 3-4 years, declaring bankruptcy in about 1980-81.

Landstrom was a family-owned business, but by the time the natural foods industry was becoming significant, Bob and June Merriam, and their younger brother Rick, were running the company. They were hard to deal with and went out of business in the early to mid-1980s.

Balanced Foods, long run by brothers Sam and William Reiser, continued to be a powerful distributor on the East Coast during the 1970s and 1980s and a major competitor of Erewhon. In late 1986 Tree of Life, Inc. (St. Augustine, Florida) purchased Balanced Foods to become the largest natural foods wholesaler in the USA. Tree had been purchased in Dec. 1985 by Netherlands-based Royal Wessanen NV Co. for $15 million.

Note: One other old-line health food distributor doing business in Aug. 1980 was The Pavo Co., Inc. (Minneapolis, Minnesota), a family business since 1931. Address: President, Pure Sales, California.

2621. Reiser, John. 2006. History of Balanced Foods and of Sam and William Reiser. Part II (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Continued: In the early 1960s there were only half a dozen health food distributors in the entire country. Balanced Foods had maybe 50-75 customers (mom and pop health food shops) along the East Coast from Maine to Florida.

Both Sam and William had the vision not to be content with a regional distributorship. They bought Akin Distributors (with warehouses in Tulsa, Oklahoma, and Jacksonville, Florida), Midwest Natural Foods (warehouse in Ann Arbor, Michigan), Northwest Dietetic Supply (warehouse in Kent, near Seattle, Washington), and Keene Distributors (Dallas, Texas)–to give Balanced Foods national reach.

When Balanced Foods moved to New Jersey, Sam and Helen Reiser moved to Fort Lee, New Jersey, which is near the George Washington Bridge, north of North Bergen. It made no sense to commute from New York City. Sam and Helen lived the rest of their lives in Fort Lee, New Jersey. Their main competitor was Sherman Foods, until Sherman left the business about 15-20 years ago. Sherman was located in the armpit of the South Bronx on East 138th St.; it was a horrible, dangerous, sort of burned-out neighborhood. Nobody wanted to got into that area. Yet John thinks that Sherman Foods was as big or bigger than Balanced Foods during the 1950s.

The people who ran these health food companies believed deeply in what they were doing, and they also realized the importance of making money to survive.

Sam and William Reiser were very different people, and very complementary. Sam was the inside, operations, money guy who ran the company; he was calm and reflective. William was the head salesman, the outside guy; he was more volatile, the glad hand, who was forever on sales and business trips. William had health problems and died in 1977, whereas Sam lived more than 10 years longer, dying in 1989–after the company had been sold to Tree of Life. Sam was a man who saw his life dream realized, whereas William had passed away. In the mid-1970s, before he passed, William was making lots of money and had the satisfaction of seeing his son working for the company and the company becoming large and successful, breaking sales records every month, year after year. Sam saw a tiny, struggling company built into the biggest, strongest natural food distributor on the East Coast, and then sold it in late 1986 for a princely sum. At the time of the sale, Norman Roberts was the head of Tree of Life in the USA. He was told by Wesannen, the Dutch company that owned Tree, to become the largest distributor of natural and health foods in the United States. Roberts saw that the easiest and best way to do that was to buy Balanced Foods–which he did. At the time, Sam was willing to sell to any good company that met his asking price. Tree of Life came to him. He told them his price and they said okay. Few men have that satisfaction.

After Sam sold Balanced Foods, Sam told Tree: "Whatever advice and counsel you need from me, it would be my pleasure to give it to you, free of charge for as long as you'd like. He saw no need for an employment contract. But Tree of Life made it clear there was no need for him to stay around–a huge and costly mistake by Tree, since Sam probably knew more about the industry and had more experience in it than anyone in America. Tree also basically told all other members of the Reiser family (except John) to go home. John, now age 40, was mostly in charge of sales, although he did everything and anything. They praised his past work and invited him to stay on. He accepted. About 2 months after Tree took over, John spent 15-20 hours, writing a 25-30 page sales report, which he sent to the national sales

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manager of Tree (part of the Wessanen management) in St. Augustine, Florida. In it, he told them everything he felt about the present status of Balanced Foods, where it was going, the problems that he foresaw, and how he thought each of these issues could be addressed. After a month, not having heard anything, John called they sales manager to check that he had received the report. He said that he had received it, then added: "I appreciate it, but next time don't waste your time." John was also led to believe that he was stuck in the position he was in, that he wouldn't get any raises, that they would never fire him but he wouldn't get anywhere. John thinks they wanted to basically cut ties with the Reiser name and forge ahead on their own. There were some big egos involved. In about 1988, John left Balanced Foods, invested in Sherman Foods (still in the Bronx and on the brink of going out of business), and became a 3rd partner. His investment helped to move the company to New Jersey and find a bigger warehouse. From 1988 to 1990, Sherman's sales doubled from $12.5 million to $25 million. But the new partnership did not work very well, so in 1990 the partners decided to sell Sherman Foods to Tree of Life–which closed it up. For John, it was a good experience but not a great investment. John then co-founded Northeast Brokers in Ridgewood, New Jersey; he is now co-owner of this company. His original equal partner was Steve Giordano, who ran Midwest Natural Foods after it was acquired by Balanced Foods. In about 1993 John brought Doug Braun (who had worked for John as a salesman) as a minority partner. After Steve died in 1997, John and Doug made arrangements to become equal partners.

John will send a detailed 40th anniversary tribute to Balanced Foods from 1980; it took up half of *Health Food Retailing* magazine.

Only Balanced Foods (founded in 1939 by Sam Reiser) made the transition smoothly and still is business–as part of Tree of Life. Kahan and Lessin sold their business for a good price, several million dollars, and considered that they had been a real success. Landstrom had difficulty making the transition from the founders to the next generation, and in trying to expand into a national distributor. They may have tried to bid against Balanced Foods for several smaller distributors. Address: Owner, Northeast Brokers. Phone: 201-612-1154.

2622. Diaconescu, Sorina. 2006. Love at first bite: In the town that invented both power lunching and the draconian Hollywood diet, Akasha Richmond is the queen bee of healthy gourmet cooking. *Hollywood Life*. March/April. p. 80-81, 83. [1 ref]

• ***Summary:*** An excellent revue of the book *Hollywood Dish*, by Akasha Richmond–including a basic timeline developed by Sorina. A photo shows Akasha and Billy Bob Thornton.

2623. Friesen, Kathryn. 2006. My genealogy search on Dr. Norman Wardhaugh Walker: Norman Walker really died at age 99 (Web article). http://chetday.com/normanwalker.htm. 2 p. Printed 1 April 2010.

• ***Summary:*** This web article begins: "Dr. Walker has been described as 'the longest lived, most widely known, raw food faddist of the modern era.' He was also the author of many books on health (some still in print), and the developer of The Norwalk Juicer, which is still on the market.

My personal interest in him piqued when I found so many different longevity ages attributed to him (variously, 109, 113, 118 and 4 months, 120, and even 130 years!), and decided to discover "the truth" about this aspect of Dr. Walker and perhaps something of his background and early life."

A brief chronology of Norman Walker: 1886 Jan. 4–Norman Wardhaugh Walker is born in Genoa, Italy, to Reverend Robert Walker and Lydia (Maiden name: Maw) Walker. Norman's father was a clergyman from Scotland, apparently posted to Italy, and his mother was apparently from England. Norman was one of six children, five of them born in Italy. In order of birth they were: Norman, David, Arthur, Emmelina, Lydia, and Robert H. Walker.

1901–Norman appears in the England Census; he is age 15, a boarder in a boadinghouse with several other young men. His occupation is given as "clerk," and his birthplace as "Italy."

1910 Oct.–Norman Walker arrives in the United States, sailing on "The Lusitania" from Liverpool, England. He is age 25. His parents had first arrived in the USA in 1907 with two of his brothers and sisters; the rest of his brothers and sisters had arrived several years thereafter. In an interview before leaving the ship, Norman gave his final destination as 608 Lexington Ave., New York City, where the Walker family apparently lived.

1915–Norman is now residing at Lake Mahopac, Carmel County, New York. Here he filed a Declaration of Intention to become a U.S. citizen and, in the declaration, gave his occupation as "Real state."

1918 Sept. 12–Norman registers in New York City for the World War I draft. On the Draft Registration Card (No. 132) he states that he is age 33 and is employed by Douglas Products Corp., 147 Waverly Place, New York City, a manufacturer of airplane instruments. He gives his date of birth as 4 Jan. 1886 and says he is a citizen of Great Britain. He also stated on the form that his nearest relative was "Margaret Scott Walker (wife)".

1918–Norman is now living in New York City, married to Margaret Olcott. He "completed the citizenship process by filing a Petition for Naturalization."

1918 Nov. 22–Norman becomes a U.S. citizen.

1985 June 6–Norman dies at his home in the town of Cottowood, in Verde Valley, Yavapai County, Arizona. "His brief obituary said that only his wife, Helen Ruth, survived him. Both Dr. Walker and Helen Ruth (who died in 1993)

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are buried in the 'Cottonwood Cemetery,' A photo of their gravestone (with 'their years' now chiseled in granite) is accessible on-line at Arizonagravestones.org."

Note 1. Kathy adds in an e-mail to Soyinfo Center (30 March 2010): After 1918 Dr. Walker developed a well-known and widely-used commercial juicer. Apparently he was awarded a U.S. patent or patents on it in the late 1920s or early 1930s. The current model it is said to be mostly steel and very heavy. Selling for about $2,000, it is more attractive to the commercial market (fresh juicing shops, juice bars, etc.) than for home use.

Note 2. Kathryn does not know what kind of "doctor" Norman Walker was, when or from where he received his "doctor" degree, or whether or not he was a bona-fide doctor of any type. She gave him the benefit of the doubt.

Note 3. Kathryn Friesen wrote this on-line article before her interest in Paul and Patricia Bragg began.

2624. Gomory, Adelle Shefferman. 2006. History of Balanced Foods and of Maurice "Doc" Shefferman (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.

• ***Summary:*** Adelle is the daughter of Maurice "Doc" Shefferman, one of the three founders of Balanced Foods (BF) in Nov. 1939. She recalls that in 1939 if you told someone you were in the health food business, they thought you were nuts; they'd roll their eyes. But its no longer that way; many health foods are now mainstream American foods.

"Doc" Shefferman was a naturopathic doctor, but he never used the titles "doctor" or "Dr"–only "doc." Before that, he was an optometrist (though he did not have an M.D. degree), but he never practiced. He was born on 10 Jan. 1894 in Zanesville, Ohio. His family soon moved to Washington, DC, where he grew up and went to high school. He did not attend college. He married Dean Spiegel in 1916 in Washington, DC and they had two children, both born in Washington, DC: David (born 20 July 1918) and Adelle (born 20 June 1921).

He became very interested in Benedict Lust (pronounced LOOST, a German-born teacher of naturopathy with headquarters in New York City), so he went to New York City to write for Lust's pioneering and popular magazine *Nature's Path*, where he eventually became associate editor. His share of the startup capital for BF probably came from savings from his writings. Maurice was also a talented singer, with a beautiful baritone voice. But he sang and performed for pleasure, not for money.

As Adelle recalls: Her father met Sam and Will Reiser, who were interested in natural foods and they wanted to start a company, but they didn't have the health-food background. So they wanted to work someone who had a good basic knowledge of the health-food field. "Doc" Shefferman was the one with that knowledge. Jack Schwartz, of Syndicate Magazines, Inc. in New York City may well have brought them together.

The three men started this tiny company in Manhattan (New York City) at 100 Fifth Avenue [between 15th and 16th streets] on the 17th floor of an office building. They were equal owners from the start; they paid the expenses and shared any profits equally. The whole space, no bigger than a big living room, had to hold both the offices and the warehouse. "Everything was right there."

Adelle, who had graduated from Newtown High School in Queens (New York City) in 1939, was the first employee and the first secretary of Balanced Foods. Helen Hollinger was the 2nd employee. The two young women shared the work that needed to be done–taking orders, typing invoices, etc. But there were only a handful of health food stores on the East Coast in those days. As their number began to increase, so did the size of Balanced Foods.

The USA entered World War II in Dec. 1941. In about 1942 BF moved across the street to 79 Fifth Ave. to get more space. It was a ground floor space with a balcony office, a good open area that had formerly been a bank building. Adelle left the company in 1943. Her husband was in the army in training in the southern USA and she left the company to be with him; he was killed during the war. Adelle did not return to work with BF, but she kept in touch with the company by keeping in touch with her father ("Doc") and with her friends Helen and Sam.

The company grew rapidly during its early years, moving into a 10,000 square foot after less than 4 years in business. The young company was growing very nicely. "Doc" was grateful that he was in the right place at the right time, doing what he loved best and believed in most deeply, surrounded by talented, trustworthy partners and employees. Each of the partners had unique and complementary high-level skills. They worked as a team, in almost perfect harmony. "Doc" went to work there every day–just like everyone else. He lived what he taught. And he always derived a great deal of satisfaction from his work and from the company he had started.

"Doc's" specialty was customer relations and education. He knew a lot about nutrition. He continued to write articles about health foods and in 1956 his book, *Food for Longer Living* (Whittier Books, NY; 181 p.) was published. Adelle recalls: He was always a gentleman, always dressed sharp and aware of himself and of others. And, of course, he had that hallmark mustache. He had a lifelong good relationship with his wife and children. He loved to help other people in a very selfless way, and he was almost a missionary for health foods and the good they could do. He was widely respected by others in the health foods industry; he was quite a guy. He was a sweetheart; my father was such a good person. He was very giving, always very thoughtful, good natured with a good sense of humor, good to be around. He stayed active in his business and the industry almost until the day he died–on

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19 Sept. 1974 in New York City.

In 1959 Adelle and her 2nd husband, Eugene Gomory, founded Orjene Natural Cosmetics in New York City. This was a pioneering company, America's first maker of natural cosmetics–in New York City. Her husband wanted his own business, Adelle knew that the health foods industry was growing nicely, and they found an open niche in the market. In about 1964 their daughter (and only child), Lynne Gomory Machicao, came in to work at Orjene. They ran the company as a family business. After Eugene passed away in 1988, Lynne and Adelle continued to run the company; it is still going in New York and it is still Lynne's main work. Address: Queens, New York City. Phone: 718-446-5292.

2625. Reiser, Helen. 2006. History of Balanced Foods and of Sam Reiser. Part I (Interview). *SoyaScan Notes.* April 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Helen is Sam Reiser's wife. She was also Balanced Foods' 2nd employee. Sam and William Reiser grew up in a family of five children. Their parents were Abraham Reiser (born in Poland) and Rebecca Rosovsky (born in Russia). They probably met in America. Abraham owned a shirt manufacturing company, with a small factory first in upper Manhattan in New York City, then later–in the 1920s–a larger one in Virginia or North Carolina (after he landed a contract from Sears Roebuck and needed to expand). He was a good businessman and quite successful. He continued to live in Brooklyn, traveled to his factory in The South when necessary, and had a reliable manager at the factory who took care of day to day operations.

Abraham and Rebecca's children, in order of birth, were Katherine, Esther, William, Sam, and Myra (who is still alive). William was 14 months older than Sam. The first two children were born in the Bronx; Sam, the 3rd, was born on 8 Dec. 1914 and came home to the family's new home Brooklyn, New York, where all the kids grew up. All five children graduated from college–remarkable! Rebecca died in about 1940 in Brooklyn. Abraham died in about 1948, also in Brooklyn.

Sam graduated from New Utrecht High School in Brooklyn, then from 1932 to 1936 he attended Cornell University. But, for some reason he did not receive his bachelor's degree, a BS in chemistry, until 20 June 1938.

Apparently he wasn't in a hurry to pick up his diploma. It was the midst of the Great Depression and, fresh out of college in 1936, he got a job with a chemical company in New Jersey for several years. But he soon decided that he would like to be his own boss. His elder brother, William, came to the same conclusion at about the same time.

Sam and Will probably met "Doc" Shefferman through Jack Schwartz, who was their cousin. Schwartz was head of Syndicate Publications, Inc. which published *Health Foods Retailing* and several other important health food magazines. "Doc" Shefferman wrote articles for these magazines and knew Schwartz well. Sam and Will Reiser and "Doc" Shefferman decided to establish and become partners in a new company named Balanced Foods (BF), that would distribute health foods. Actually there was a 4th partner at the beginning–Bernard Freund; he was with the company for about 5-6 years, but he wasn't willing to work hard so he ended up leaving. William Reiser may have joined a few months after Sam did. Each man put up one-fourth of the startup capital to buy the inventory and office equipment, pay the rent and employees, etc. They borrowed this money from family, relatives and friends. From the outset they had competition: Sherman Foods, located in the Bronx, New York City, had been distributing health foods since 1924!

Balanced Foods opened for business in Nov. 1939 in Manhattan (New York City) at 100 Fifth Avenue [a commercial area between 15th and 16th streets, 1 block west of Union Square, a big park] on the 17th floor of an office building. It was a very small space–about the size of a typical living room–containing both offices and warehouse. The first employee, in Nov. 1939, was "Doc" Shefferman's daughter, Adelle. In Sept. 1940 Helen Hollinger joined BF as a bookkeeper and the second employee; she had just graduated from the City College of New York and was looking for her first job. She did everything–whatever needed to be done–telephone answering, order taking. Here she first met Sam Reiser, who full time worked in the same office and was her immediate boss. Sam was the "inside man," officially Secretary-Treasurer, in charge of purchasing, finances, etc. Will was more the "outside man," in charge of sales. "Doc" Shefferman, who was a naturopath and a very elegant gentleman, had a great reputation in the field. "Doc" knew the most about nutrition, and he had contacts in some of the health food stores–although there were very few such stores at this time. He spent some of his time visiting customers; he was very good at working with and helping them. He cooperated with the stores to sponsor lecturers (such as Paul Bragg or Gayelord Hauser), advertise, and find a hall where they could speak. He also wrote for *Nature's Path* (owned by Benedict Lust); its offices were located a few miles away but he rarely went there.

BF didn't sell too much in bulk–except wheat germ; the other products were packaged. They did carry a few lines, such as that of Paul Bragg, a lecturer.

Not long after Helen arrived, probably in early 1941, Balanced Foods moved across the street to a larger space at 79 Fifth Ave., on the 11th floor. Again, the offices and warehouse were together, and as before the building (used largely for making men's clothing) and space were not suited for a food warehouse. Within a year, war uniforms for American soldiers in World War II took the place of most of the men's clothing.

In those early years, the company was very small. Everyone worked for very little money, some of which the owners used to pay back the startup capital.

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In 1943 they moved about 50 blocks north and 4 blocks east into a very large space [10,000 square feet] at 304 East 64th St., 1 floor above sidewalk level. Rolls Royces (the luxurious British automobile) were being sold a floor or two below. The Knickerbocker Ice Company was on an adjacent floor. BF's new home felt very spacious was much better suited for commercial operation. There was a commercial elevator in the building, and it could be made to stop at the tail end of a truck for quick and easy loading and unloading. Since BF did not yet own a delivery truck, all the goods where shipped by a trucker they knew or by public carriers.

Sam and Helen both lived near one another (by coincidence) in Brooklyn. They would drive to and from the office in the same car with Will and several other people. In this way, Helen and Sam got to know each other outside of work. Continued. Address: New Jersey.

2626. Reiser, Helen. 2006. History of Balanced Foods and of Sam Reiser. Part II (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Continued: When the U.S. entered World War II, in Dec. 1941, Sam had a dependent father and a baby business, so he was deferred for a while. But on 5 Oct. 1942 he was drafted into the army, had to report to Aberdeen, Maryland, and was away for about 4 years. He fought in France and Germany. During one of his home leaves, he proposed to Helen and they were married on 26 May 1943.

Stuyvesant Town started to be constructed during the war. A huge middle-income development on the east side of Manhattan, it stretched from 14th to 23rd St. and 1st Ave. to Ave. C. Helen and Sam put their names on a waiting list for an apartment–along with some 20,000 other people.

During the war, Sam kept in close touch with both Helen and with Balanced Foods. Helen still has every one of his letters–as well as all the letters she wrote to him. She intends to pass them on to her son, Paul, who has become quite famous as an actor.

The war ended in Sept. 1945 and that November Sam returned home and to work–as if he had never been away. Sam and Helen's first child was born in May 1947, at which time Helen stopped working for Balanced Foods–but that did not diminish her interested in what was going on at the company. This interest continued until Sam retired. They had 3 more children.

In 1947, Sam and Helen (now living with Helen's parents) received good news. They had secured a large apartment Stuyvesant Town. Priority was given to veterans–such as Sam. So they moved in with their infant daughter.

It is not clear when Balanced Foods was incorporated, but Helen is quite sure that it happened before 1947.

One day in 1947 a friend of Sam's from the Hospital Bureau of Standards, a purchasing agent for private hospitals, contacted Sam and asked him if he sold any water-packed canned fruits or vegetables that contained none of the usual salt or sugar. The Bureau wanted sell these foods to dietitians in the hospitals it served. Sam said "no" but offered to develop these products for the Bureau. He was authorized to go ahead.

Sam contacted a packer in California, and together they developed a line of unique and innovative, healthy canned foods (with no preservatives) that were packaged under the Balanced Foods label. The first product was peaches; BF had to order a carload. Soon two Reiser families found themselves enjoying a lot of California peaches. Of course most of the carload went into their warehouse. At one point there was a big fire in that warehouse, but insurance covered their losses. Next Sam developed other fruits, plus vegetables such sweet corn, green peas, and many types of vegetables. Both sets of Reiser children grew up eating these healthy foods.

Next, BF began selling these healthy canned foods to health food stores. This was the beginning of Balanced Foods' line of private label products. They did not try to sell these dietetic specialty foods to supermarkets, because they disapproved of the idea; it would undercut their main customers in the health foods industry. An addition, they did not have the quantities needed to serve supermarkets.

Balanced Foods continued to grow. In 1951, after outgrowing their 10,000 square foot warehouse, they moved south to an even larger space at 700 Broadway (and 4th Street), near New York University (NYU) and east of Greenwich Village. The spacious two-level structure had offices on a mezzanine overlooking the warehouse. Helen recalls: "It was hard to get the trucks in and out with all the traffic." Balanced remained here for 16 years.

Sam was a very hard worker and brilliant person. He was especially good at science and math, as well as business. He was also a very good educator, and he loved to help anyone who was interested in starting a health food store. Sam believed deeply in what he was doing and he loved his work.

When BF moved to New Jersey, through William's connection with Michael Goldfarb, the price per square foot of warehouse space was lower than in Manhattan. Sam was very interested and involved in the computerization of the company at the public warehouse. "That computer system made all the difference in the world." It was a big leap forward, and gave BF a major advantage over its competitors. The computer was also instrumental in helping Balanced Foods to make the transition from the health foods industry into the natural foods industry.

In 1974 "Doc" Shefferman passed away at while in his 80s. His shares of the company were equally divided between Sam and Will; the value of the shares was paid to Doc's family. There were no relatives or others who owned shares. When Will died in 1977, Sam became the sole owner of the company. Sam and Will got along very well. "They finished each other's sentences."

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Sam retired in Dec. 1986, right after Tree of Life bought the company.

Helen was very happy to see now nicely Sam made the transition from owning Balanced Foods into retirement. He changed with the changing times. "We traveled a little bit and just enjoyed being together." But he died about 3 years after he retired. The best character description she has of Sam is the obituary his son, Paul, read at his funeral.

In addition to being an excellent businessman and very bright and hard-working, Sam was also a family man. He was very much a hand's-on person to customers. He trusted them, he helped them a great deal. When someone wanted to open a health-food store, he helped them in every way possible–even going there and helping them to put goods on the shelves. He was a friend, and that was also good for business. He was very kind and generous. "My first impression of Sam is putting his hand in his pocket to give somebody money." He was also very supportive of the schools his children attended. In 1996 their son, Paul, established the Samuel Reiser Scholarship Endowment in the Department of Music at Harpur College (where he is an alumnus), Binghamton University (State Universities of New York–SUNY).

Helen has a trunk with some old documents relating to Balanced Foods, including the company's first catalog, and an article from *Whole Foods* (Jan. 1990), which contains a nice obituary and photos of 3 partners and the old office (p. 82) plus a photo of Sam on the cover, and another issue from July 1995 with an article titled "Industry veterans look back at the early days" (p. 72-74).

Helen thinks the health foods movement was started in Germany by the hikers, vegetarians, and outdoor people who liked natural things. Benedict Lust, a German, was the pioneer on the East Coast. In fact, the first owner of Sherman Foods, the first natural food distributor in New York City was Ernest Fried, a German. He started with an interest in a health food store on 34th St. in Manhattan. Then he went into the wholesale business, and became a partner in Sherman Foods.

In the United States, Helen thinks, the health foods industry really started in California. During the 1940s, Gayelord Hauser wrote a book that greatly helped the industry, and he did a lot in Hollywood with the movie people. "Paul Bragg used to love to strut his physique; he was very much a physical culture man. He would pose with his muscles exposed. He also lied about his age; he said he was 80 when he was actually much younger–because he was a great specimen for 80." Helen has a bottle of Bragg's aminos in her refrigerator. Address: New Jersey.

2627. Filmography of Clarke Irvine: Writer, director, actor (Website printout–part). 2006. www.us.imdb.com/name/nm0410174/ Retrieved April 24.
• ***Summary:*** This, the largest movies database on the Web, lists the following information under Clarke Irvine: Writer–Filmography: 1. The Love Hermit (1916) (story). 2. Barriers of Society (1916) (story). 3. The Winner Wins (1914) (story).

Director–Filmography: 1. Barriers of Society (1916) (story). Actor–Filmography: 1. Luke and the Bang-Tails (1916). There is a space for a photo, but none has yet been submitted.

Note 1. Talk with Alice Irvine, Clarke Irvine's 2nd wife. 2006. April 24. Alice has never heard that Clarke was ever involved in any way with any of these three silent films. Yet this is exactly the time period when he worked with MGM for 13 years in publicity. He was also a film librarian–but she does not recall with which organization. And he acted in the *Last of the Mohicans* [probably the 1920 version] as an "extra."

2628. National Nutritional Foods Association (NNFA). 2006. NNFA Board of Directors recommends name change to Natural Products Association: Urges members to vote "yes" on change in upcoming election (News release). Washington, DC. 2 p. May 16.
• ***Summary:*** "Voting on the name change to Natural Products Association, which would be the fifth name for the organization since its founding in 1936, begins this month.

"We believe it is time for NNFA to... take advantage of the leadership opportunity to be the 'big tent' bringing together and strengthening the entire natural products industry..."

"In April, the NNFA Board of Directors recommended that the association change its name to the Natural Products Association in order to reflect the breadth of members NNFA now represents." Gives four reasons for the name change. Address: Washington, DC.

2629. *SoyaScan Notes.* 2006. Early chronology of Paul Chappius Bragg of health foods fame. June 4. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** 1895 Feb. 6–Paul Chappius Bragg is born in Batesville, Indiana. His father, Robert E. Bragg (about age 30), had been born in Feb. 1865 in Indiana. Paul's mother, Caroline "Carrie" Bragg, age 36, was also born in Indiana. Paul was the second child and second son in the family. His elder brother, Ellon Bragg, had been born in 1894 in Indiana.

1900 June–Paul, now age 5, is living with his family in Washington, DC, on N. Capitol Street. His father's occupation is now composer (like a typesetter), at the U.S. Government Printing Office. All four of Paul's grandparents were also reported as having been born in Indiana. Paul now has a younger brother, John Bragg, born April 1899 in Washington, DC. It appears that Paul's parents started to raise their family in Indiana, then moved to Washington, DC, between Feb. 1895 and April 1899 (Source: 1900 U.S. Census).

1910–Paul, now age 15, is still living with his family

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in Washington, DC, at Quincy Place. His father, Robert (age 44) is still a composer at the Government Printing Office. His mother, Caroline, is age 45. Robert's mother is now reported to have been born in Illinois. Caroline is now reported to have been born in Ohio. Her mother is reported to have been born in Ohio and her father in Switzerland. Now also part of the family is James E. Bragg (is he different from Ellon Bragg), the son of Robert and Carrie, age 17; he was born in Indiana. Mother born in Ohio. Father born in Indiana. John H. Bragg is now age 11 (Source: 1910 U.S. Census).

1917 June 5–Paul C. Bragg submits a World War I draft registration card for the U.S. War Department. This government record shows that Paul was born on 6 Feb. 1895 in Batesville, Indiana. At the time the card was submitted, Mr. Bragg was married, residing in Indiana, and working as an insurance agent. He had served for 3 years in the National Guard in Washington, DC.

1920 June–Paul C. Bragg, age 28, is now the head of a household. Occupation: Director of the YMCA. His wife, Neva Bragg, age 26, was born in Indiana; her mother and father were both born in Indiana. Paul and Neva now have two children, both daughters: (1) Loraine Bragg, age 2 years and 3 months, born in Washington, DC. (2) Neva P. Bragg, age 4 months, born in Washington, DC. It appears that Paul and Neva were married in about mid-1916, probably in Indiana, but possibly in Washington, DC.

1921 Sept.–Paul is working at the YMCA in Los Angeles.

1926 Aug.–He is giving free health lectures two evenings a week at his Health Center of Los Angeles (1000 W. Seventh St.). He has assumed the title of "Professor."

1928 Jan.–"Bragg's Health Center" is now located at 840 South Hill St., Los Angeles. These are early advertorials–he has now become a shameless self-promoter.

1928 March 25–Paul Bragg and Betty Brownlee meet, perhaps for the first time, at a "Health Chautauqua" in Los Angeles. Both of them are speakers at the event, and billed as health specialists.

1928 April 1–Betty Brownlee is now working at Bragg's Health Center, 840 South Hill St., Los Angeles. She is billed as follows: "Betty Brownlee, the health girl who won second place in the Miss Los Angeles contest, will appear in bathing suit and show you exercises that will keep your body youthful."

1928 Sept. 26–The divorce of Paul C. Bragg from Neva Parnin (his first wife and mother of their three children) is announced in the *Los Angeles Times* (p. 24).

1929 Jan. 20–Last ad seen for Bragg's Health Center in the *Los Angeles Times.* At about this time he probably turned to writing booklets and books, selling items by mail order, and lecturing about health.

1929–His first book, *Truth about Sex*, is published. His second book, *Cure Yourself,* is published the same year.

1930 Feb. 17–Paul Bragg and Betty Brownlee are married in Clearwater, Florida.

1932 Jan. 12–Paul and Betty are officially divorced. An ad in late 1931 shows her to be living at a new address (6122 Santa Monica Blvd.) in Los Angeles and making and selling "honey candies," direct and through health food stores; Paul Bragg is not mentioned in the ad.

1934 April 6–Paul Bragg is fined $4,000 for his romantic relationship with Betty Thompson (age 18 in 1934) during 1933 and 1934. He admitted that he loved her and had kissed her and that they traveled to New York together by steamer via the Panama Canal; he denied further improprieties. Her mother sued him for $100,000 but after one hung jury he was ordered by a judge to pay her $4,000 for "betrayal."

2630. Reiser, Helen. 2006. Recollections of an early electric juicer in the health food industry in New York City (Interview). *SoyaScan Notes.* June 20. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** When Helen worked for Balanced Foods, in about 1941, she recalls that Mr. Drachenberg, who lived in Detroit, Michigan, had invented, patented, and developed an electric juicer. Doc Shefferman, Helen's employer, was in touch with Mr. Drachenberg and tried very hard get a license to sell the machines or to get the actual machines to sell. But Mr. Drachenberg was a very temperamental, undependable inventor, and it was very difficult to get hold of him or his machine. After getting some representation, Balanced Foods eventually was able to order a few, which it sold (for well over $100) mostly to large health food stores, such as Brownies (owned and run by Sam Brown) at 21 East 16th St. in Manhattan–just off Union Square. The machine, which worked well, was used almost entirely to make vegetable juices rather than fruit juices at the "juice bar." The man who operated the juicer wore a starched white jacket, like that of a doctor; he looked very professional.

Then, Sam Reiser located two men in Switzerland who had something called "Rotel." They said they could duplicate Mr. Drachenberg's electric juicer–because he was not a dependable supplier. Helen does not know what came of that, except that Balanced Foods did import a few of the machines. Address: New Jersey.

2631. Reiser, Helen. 2006. Large, early health food stores in New York City (Interview). *SoyaScan Notes.* June 20. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Helen remembers: (1) Original Health Foods, on Lexington Avenue. (2) Brownies (owned and run by Sam and Edith Brown) at 21 East 16th St. in Manhattan–just off Union Square. and (3) All Health Food Distributors, at 123 34th St. (they also did a little distributing). Address: New Jersey.

2632. Welty, John F. 2006. More memories of Bill Baker's Bakery in Ojai, California (Interview). *SoyaScan Notes.* June

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20. Conducted by William Shurtleff of Soyfoods Center.
• ***Summary:*** Thomas and Colleen Kohnen never owned Bill Baker's Bakery. Thomas was always focused on baking, and Colleen ran the business side of the bakery and provided information to anyone interested, including journalists.

Although John and his wife helped them in every possible way to get started, and went time and time again with no payment for rent, Colleen considered John and his wife, Vera R., to be "the bad guys." The Weltys repeatedly made clear their desire to have the bakery remain in Ojai, and they offered to sell the Kohnens the business–the only stipulation being that if they decided to sell Bill Baker's Bakery, that the Weltys had first right of refusal to buy back the building and the bakery so they could continue in Ojai.

The Kohnens were paying about $1,500 to $1,600 a month for rent. On the contract to purchase the business, they were likewise paying about $1,500 to $1,600. For years, the Weltys offered to sell them the business and the building for about $200 to $300 more a month and the Weltys would carry the loan. But the Kohnens couldn't see that; they didn't accept the offer. When the Kohnens defaulted on their contract to purchase the business, the Weltys changed the agreement to a complete lease agreement with payment of $3,200 a month. So their monthly payments roughly doubled, but they were not developing any ownership equity in the business.

When the Weltys sold the building to in Feb. 2002 to Laurel Moore of Azu, they did not sell the bakery to the Kohnens. In fact, to this day, Ojai Valley Bakery, Inc. still owns the bakery and the name "Bill Baker's Bakery." In Feb. 2002 it was clear that the Kohnens were going to sell their business (whatever they had built up in their own name, but not "Bill Baker's Bakery").

When the Kohnens left Ojai, they took the sourdough starter (as well as old documents and artifacts related to Bill Baker) from the bakery. But the Weltys don't want to pursue it; John is age 70 and the last thing in the world he wants to do is to spend some time in court arguing over things like sourdough starter.

The Kohnens owed the Weltys a large amount of money in the form of late charges and interest, but the Weltys wiped that off the books and forgave the debts. However the Weltys had to hire an attorney to collect the $20,000 to $30,000 the Kohnens owed them. The Kohnens finally paid that on the threat that if they didn't pay it, the Weltys were going to charge the additional money (roughly $20,000) they owed in interest and late charges. The Kohnens also paid the attorney's fees. Address: Carpinteria, California.

2633. Royal Wessanen nv. 2006. Health food–Brands–Gayelord Hauser personalized dietetics (Website printout–part). www.wessanen.com 2 p. Retrieved July 4.
• ***Summary:*** "The Gayelord Hauser brand was established some 50 years ago by a German dietician who believed in 'eat better, live longer.' Today, Gayelord Hauser is a well established brand in France in three product categories: slimming, food supplements and daily dietetics. As well as a wide range of food products, Gayelord Hauser offers customized services directed to adapting dietetics more closely to the daily needs of the individual consumer. These services include a nutritional call center, slimming coaching programme, website, and leaflet in-pack."

A table shows: "Products: More than 100 products... including juices, biscuits, fruit spreads, non-dairy drinks and desserts, meal replacers, hyperprotein bars and drinks, natural food supplements–brewers' yeast, herbal teas, slimming drinks, digestive paste. Country of origin: France. Distributors: Distriborg in France and Wessanen in Belgium. Retail outlets: Exclusively Supermarkets and Hypermarkets. Farget group: Daily dietetics & food slimming supplements for women over 50 and slimming products for women between 35 and 55. Market share: No. 2 with a 17% share in the functional food market. Ambitions: To become a market leader in functional foods by establishing a strong link with consumers through the position "dietetics at your own pace,"...

Another page on the Wessanen website titled "Gayelord Hauser Biorythmes," advocates a new theory of weight loss based on biorythms and concludes: "Hollywood's best known dietician: Many of the Gayelord Hauser brand products were inspired by the ideas of Australian [sic, German] dietician Gayelord Hauser. During the 'golden age' of Hollywood, stars like Elizabeth Taylor, Grace Kelly and Sophia Loren followed his nutrition advice. He is regarded as the founder of modern dietetics."

Note: Hauser's obituary states: Helmut Eugene Bengamin Gellert Hauser was born in about 1895 in Tübingen, Germany, the son of a Lutheran schoolmaster and the 11th of 13 children. He went to the USA to be with his elder brother, Otto Robert, who was a Lutheran minister in Milwaukee, Wisconsin. By May 1927 he was in Los Angeles, California, lecturing on health. In his ad in the *Los Angeles Times*, promoting his lecture, he billed himself as the "internationally famous young Viennese food scientist, whose lectures have inspired thousands to live, eat, and think correctly. 'Health and Happiness for 100 Years.'" He lived in or near Hollywood for most of his adult life, and was a "nutritionist to the stars." He was also famous as a world traveler and lecturer on popular nutrition. We doubt that any professional nutritionist would regard him as the "founder of modern dietetics." He was a promoter and popularizer. Address: Netherlands.

2634. National Nutritional Foods Association (NNFA). 2006. NNFA 2006 Natural Products Trade Show and Convention showcases history, change: Association celebrates 70th anniversary, announces name change (News release). Washington, DC. 3 p. Aug. 9.

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• ***Summary:*** Washington, DC.–"The annual convention and trade show of the Natural Products Association (formerly National Nutritional Foods Association) held July 14-16 at the Sanda Expo and Convention Center and the Venetian Resort Hotel in Las Vegas, Nevada, paid tribute to the association's longevity and announced a new direction for the future while continuing to attract a sizable attendance." More than 7,200 people attended the event.

"In conjunction with the celebration of its 70th anniversary, the association, which up until the show was called the National Nutritional Foods Association (NNFA), announced at a press conference on Saturday, July 15, that it had changed its name to the Natural Products Association. The new name, which was overwhelmingly approved by a recent vote, more accurately describes the organization's diverse membership base and positions the association to keep pace with the dynamic natural products marketplace." Address: Washington, DC.

2635. Uhland, Vicky. 2006. Patricia Bragg: Born to do her father's work. *Natural Foods Merchandiser.* Oct.
• ***Summary:*** A long article about Patricia's ongoing, lifelong, health crusade. Note: This article was done before Patricia Bragg was honored with the "Natural Legacy Award" at the Natural Products Expo, March 9-11, 2007 in Anaheim, California (by *Natural Food Merchandiser*).

Patricia continues to maintain that Paul Bragg was her father. This interview took place in the conference room at Bragg Health Products and Books in Santa Barbara, California. She is about 5 feet tall, likes to wear a straw hat and pink clothes, and is full of energy.

"Today, Bragg crusades mainly through radio talk shows, recording as many as five a day. For a woman who has been around the world 13 times, leaving home isn't as much fun as it once was. Still, she frequently visits her 550-acre organic macadamia nut farm in Maui and her 80-acre organic farm in Australia that grows 30 types of organic fruits. She has properties around California, many inherited from her mother's family, which produce the ingredients for Bragg products. Last year, she moved the Bragg headquarters to a 110-acre organic farm in Goleta, near Santa Barbara, Calif., and set up residence in the 120-year-old farmhouse."

"Like her father, Patricia has a Ph.D.–in nutrition from the University of California, Berkeley–and a doctor of naturopathy degree, which she earned in her 20s from Bernadine University."

"Patricia also devotes time to charitable causes funded by the Bragg Health Foundation. 'Not many people know how much she does for charity,' Gault says. 'She put up the seed money for Friends of the Animals International and set up a Mexican spaying and neutering program where U.S. vets train Mexican vets. She also funds research with botanicals for alternative cancer solutions.'" Address: Freelance writer, Lafayette, Colorado.

2636. *SoyaScan Notes.* 2006. Chronology of major soy-related events and trends during 2006 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.
• ***Summary:*** Jan. 17–Soyatech (founded and owned by Peter Golbitz) is sold to HighQuest Partners, a management consulting firm headquartered in Boston, Massachusetts.

March 15-17–CERHR (Center for the Evaluation of Risks to Human Reproduction) expert panel meets in Virginia to discuss soy-based infant formula safety. They issue an important report.

May–The Soy Nutrition Institute is founded. Mark Messina is executive director. The founding members (each of whom paid $10,000 to join) are: ADM, Solae, Cargill, White Wave, Revival, Monsanto, SANA, and the Soyfoods Council (Linda Funk, Iowa).

June 23. Vandemoortele Group, a large oilseed crusher of Ghent and the parent company of Alpro, Belgium, acquires SoFine Foods, a subsidiary of Heuschen & Schrouff and the largest tofu manufacturer in Europe.

July 15–The National Nutritional Foods Association (NNFA) changes its name to the Natural Products Association (NPA); it hopes to attract more members from the natural foods industry which is not represented by a trade association.

Sept.–*The Soya and Oilseed Bluebook*, published by Soyatech, migrates to the Web. Some bound paper copies will still be published. For the first time in decades, copies are sent free of charge to qualified industry members.

Oct.–House Foods (which owns and operates America's largest tofu plant in Garden Grove, California), opens a huge, brand new tofu manufacturing facility in Somerset, New Jersey. This enables them to deliver fresh, high quality, low cost tofu to the East Coast, Midwest, and Southeast markets.

Dec. 11–Hain Celestial Group (Melville, New York) acquires the assets of Haldane Foods Ltd. (Newport Pagnell, Bucks., UK) and its meat-free and non-dairy beverage business from Archer Daniels Midland Co. (ADM).

This year biofuels, including soy biodiesel, get new recognition for the important part that they can play in the U.S. energy economy.

2637. Parkin, Katherine J. 2006. Food is love: Food advertising and gender roles in modern America. Philadelphia, Pennsylvania: University of Pennsylvania Press. 296 p. See p. 194. Illust. 24 cm. *
• ***Summary:*** "Early ads started out promoting their products' benefits to young children, as in a 1905 ad for Ralston Health Food. It offered a dense narrative, characteristic of the time, about 'How to Grow Strong Children' with the cereal."

2638. Schwarz, Richard W. 2006. John Harvey Kellogg, M.D.: Pioneering health reformer. Hagerstown, Maryland: Review & Herald Publishing. 240 p. Illust. Index. 24 cm. *

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• ***Summary:*** This is a new revised and updated edition of the original classic 1970 edition. Address: Andrews Univ., Berrien Springs, Michigan.

2639. Chalmers, Elizabeth. 2007. Business history of the Chalmers family: Making soyfoods in New Zealand (Interview). *SoyaScan Notes.* Jan. 16. Conducted by William Shurtleff of Soyinfo Center.

• ***Summary:*** On Easter 1980 Rick & Elizabeth Chalmers, together with Rick's brother Greg (his formal name is "Stephen"), opened Harvest Wholefoods, 403 Richmond Road, Grey Lynn, Auckland. They borrowed the money from Elizabeth's mother, and were all equal owners. It was New Zealand's first wholefoods / natural foods store as well as the country's first macrobiotic foods retail store. They were idealists and purists, refusing to sell any vitamins, or minerals, or dairy products.

They started the store partly as a result of becoming interested in macrobiotics, and partly because Elizabeth and Rick had a 3 year old son (Daniel) who could not tolerate dairy products. As the Chalmers could not get the food they wanted anywhere, they thought that they would open a shop to also provide it to others. Moreover, Greg, who had been overseas in London (where he had worked in a restaurant) and the USA, was a pioneer in bringing macrobiotics to New Zealand. "He brought home miso and some seaweeds–foods we had never seen before."

After about six months, in Oct. 1980, in order to attract customers to the shop, they started to make nigari tofu (for their own store only) in a small room at the back of the store, designated just for that purpose. They made the simple equipment themselves, and they learned the process from *The Book of Tofu,* by Shurtleff and Aoyagi.

After another six months they were inundated with other store owners, and cafe & restaurant owners from all over New Zealand wanting to buy their tofu. "It was just amazing." The tofu was completely unpackaged and they sold it under water in bulk buckets only. So in about April 1981 they started to sell their tofu outside of Harvest Wholefoods. "Sometimes they would pick it up, and sometimes we would deliver it."

Sanitarium Health Food Co. was making many kinds of breakfast cereals and canned nut meats, but no soyfoods. Several Chinese restaurants were making tofu (they called it "bean curd"), but only for use in their own restaurants; they did not sell it elsewhere. One of these was named Sun Sun, located in Khyber Pass, Auckland.

Their daughter, Jesse, was born on 1st October 1981, and by this time it was becoming difficult to manage both the shop and making tofu. So they sold the shop and with the capital gained they brought in special tofu making equipment from Japan, moved to new premises at 1 Wallingford St., Auckland, and started Harvest Soyfoods. Harvest Wholefoods is still at its same original location today; it is going strong and doing well financially.

Harvest Soyfoods' first product was nigari tofu; to this they soon added Tofu Spreads (Feb. 1981) then Tempeh (April 1981). The business grew very rapidly, and during this period Greg also had a child, so they all had very young children and were trying to manage their lives as well as an extremely rapidly increasing business.

Greg's partner decided that she wanted to leave Auckland, and as they could not picture another partner in his place and were feeling very overloaded anyway they decided in 1983 to sell the business to Paul and Trevor Johnston, who renamed it Bean Supreme. The Johnstons paid half the money at the time of sale and the remainder a year later; Elizabeth and Rick Chalmers worked for the Johnstons during that year. This business is also still in existence, although it was bought out by Sanitarium Health Food Co. in about Aug. 1986. Note: Trevor is no longer with the company; Paul sold the company to Sanitarium Health Foods.

From 1983 to 1986 Rick and Elizabeth had a commercial cleaning business, which suited the family structure very well, but was very unsatisfying workwise and environmentally.

In about 1980 or 1981 Austin Holden had started a largely macrobiotic import and wholesale business, Kiaora Naturals, at 374 West Coast Road, Glen Eden, in west Auckland. Holden soon started a very small shop in the corner of his warehouse and called it East West Wholefoods. For the first few years, his only customer was Harvest Wholefoods. "We kept him going."

Then in 1986 Rick and Elizabeth started East West Organics, taking over the building (and business) formerly occupied by Austin Holden and Kiaora Naturals. They knocked out all the walls, resulting in a much larger shop that specialised in organic food, with a big emphasis on fruit and vegetables.

They had no intention of making soyfoods. However there was suddenly an influx of Asian immigrants to New Zealand and Asian Tofu (usually made with calcium sulfate in aluminum pots) became widely available. By this time organics was really growing in New Zealand. Elizabeth and Rick wanted to stock organic tofu in their store, but they couldn't find a source. They talked with Trevor and Paul Johnston about making it for them, but the brothers felt there was no future in it, so they declined to do it.

So in 1996 Elizabeth and Rick started The Organic Soy Company, again in a small food factory out the back of East West Organics. They started making nigari tofu again–for their own store only. For the first time, they started to use organic soybeans, and as many other organic ingredients as they needed and could get. "We were right back where we started. And then exactly the same thing happened again. Once the word got out that organic nigari tofu was available again, people started coming from everywhere to buy it. It

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was not our intention to get back into the soyfoods business; we'd already sold our company. But we wanted the quality, so we had to make it ourselves." East West Organics is still operating today, although out of new premises (outgrew old one), and has just moved up the road slightly.

Their son Daniel joined them in January 1998, and in October of 1998, they sold East West Organics and moved the Organic Soy Company to their current premises at Unit A, 2 Corban Avenue, Henderson, Auckland.

Elizabeth and Rick separated the same year, but continued on in the family business together. In 2001 their daughter Jesse returned from Europe and also joined us in the business. Later that same year Rick left the business to go to University and currently, Elizabeth, Daniel and Jesse are in joint ownership, with Rick still having a 10% share. They started using the brand names (the first being Tonzu) in 2002.

The business is growing slowly, currently producing tofu, tempeh, soy yoghurt, tofu burgers and teriyaki sauce, all 100% organic. Elizabeth has moved to part time as the younger generation are taking on the responsibility for the business. They currently have 3 full time employees as well as themselves, so are still reasonably small.

"We see a great future for the business and will probably outgrow our current premises within the next few years. We love making traditional soy products, and eventually hope to make miso and tamari, which will be export products as well as for the domestic market."

First sold commercially by the organic soy company: Tofu (1996), Teriyaki Tofu (1999), Tempeh (1999), Tofu Burgers (2001), Teriyaki sauce (2003).

All current labels and packaging are new, and have changed very much from the original. They once made two tofu spreads, one teriyaki and the other curry flavour. However it was hard to get a good enough shelf life out of them to make them viable, so reluctantly they discontinued them. They have also changed their burgers significantly. When they first produced a burger in 2001, they had 3 varieties: Garlic and Cheese, Sundried Tomato, and Feta, and Vegan. They have discontinued them all and now just make one that is actually Vegan, although they do not call it that. The burgers did not sell well; they are not certain why that was, maybe they were too expensive with all the organic ingredients and very labour intensive. So they have simplified and streamlined their current burger making the whole process more viable.

As the population of the whole of New Zealand is around 4 million and only 15% of them are vegetarian, they are playing to quite a small market; this can sometimes be quite a challenge. In the long term it will be sensible to develop products that they can export. Address: Founder and owner, The Organic Soy Company, Ltd., Unit A, 2 Corban Ave., Henderson, Waitakere, Auckland 0612, New Zealand. Phone: +64 9 835 3617.

2640. Murray, Frank. 2007. When was the National Nutritional Foods Association (NNFA) founded? (Interview). *SoyaScan Notes.* April 16. Conducted by William Shurtleff of Soyinfo Center.

• ***Summary:*** Note 1. Frank Murray is a longtime member of the NNFA and the author of the book *More Than One Slingshot* (1984) which is the definitive history of NNFA and related organizations. For many years he was editor, then executive editor of *Health Foods Retailing,* the leading trade magazine in the health foods industry in terms of both circulation and advertising space.

In his book we read: "The National Nutritional Foods Association (NNFA), which has had several names since its inception, has been the spokesman for the health food industry since 1938" (p. 6).

Frank adds: Look at the list of "NNFA Presidents" (p. 56). It shows that the first president of NNFA was John C. Maxwell, from 1938 to 1939.

"I would assume that the current people are fudging a bit to say that NNFA was founded in 1936." NNFA did not consult Frank in moving the date back to 1936. All of his information was taken from the magazine *Health Foods Retailing.*

Note 2. One could argue (although Frank does not accept this viewpoint) that NNFA existed in 1937. He wrote (p. 20-21): "In 1937, Anthony Berhalter organized a consumer group known as the American Health Food Association." A man of foresight, he operated a bakery in Chicago, Illinois. Berhalter also had a health food store (one of the first in Chicago), and a mail order business. "In the spring of 1937, Berhalter set up a convention of some 10 to 15 booths" in the old Auditorium Hotel in Chicago. The names of the exhibitors are listed.

Note: an article in *Naturopath and Herald of Health* (New York City) (Nov. 1936, p. 333) proves that the NNFA was established by Nov. 1936 by Anthony Berhalter. Address: New York. Phone: 212-924-0063.

2641. Natural Products Association. 2007. History of dietary supplement legislation timeline (Website printout–part). www.naturalproductsassoc.org Retrieved April 16.

• ***Summary:*** Covers the period 1938 to 1999. For example: "1938–The Federal Food, Drug and Cosmetic Act acknowledges vitamin, mineral, and other dietary properties of foods. The FDA uses the drug provisions of the law to stake its claim to reclassify dietary supplements as drugs based on their label claims.

"1941–The first recommended daily allowances (RDAs) are published establishing the basis for the FDA's regulation of vitamins and minerals, despite opposing opinions claiming the RDA was not reflective of current scientific advances on the benefits of nutrients."

2642. Natural MarketPlace. 2007. 70th Annual Natural

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Products Trade Show and Convention: Formerly NNFA. Connecting people, products, and knowledge (Brochure). Santa Ana, California. 4 p. Front and back. 28 cm.
• ***Summary:*** On the cover of this color brochure we read: "Conference July 20-22. Trade Show July 21-22. Sands Expo and Convention Center and Venetian Resort Hotel, Las Vegas, Nevada. Featuring keynote speaker Governor Mike Huckabee, former governor of Arkansas. "Quit digging your grave with a knife and fork." Free admission for natural products retailers! 3 easy ways to register today.

On page 2: "It's all about people. The 'who's who' in the natural products industry." "It's all about products. Find out 'what's what' in these important product categories." Page 3: It's all about knowledge: Profiles three speakers, incl. Anna Lappé, daughter of Frances Moore Lappé; together they lead the Small Planet Institute. And Tieraona Low Dog, M.D., Director of Education, Program in Integrative Medicine, Univ. of Arizona. Plus seminars, roundtables, and personal and professional development courses.

Back page: "More show features and activities," plus the names and logos of show sponsors. A single-sided, black and white insert is a registration form. Non-members pay $325 to attend.

Note: The first show was apparently held in about 1937. Address: 2112 E. Fourth St., Suite 200, Santa Ana, California. Phone: (800) 966-6632.

2643. Frazier, Wade. 2007. Paul Bragg's tarnished legacy (Web article). http://www.ahealedplanet.net/bragg.htm. Printed May.
• ***Summary:*** A good biography of Paul Bragg which makes the best attempt seen to date to separate the facts from the fiction. For example, Paul Bragg lied about his age, claiming that he was 14 years older than he actually was. Contents: Introduction. Bragg's claims–His health advice. Bragg's claims–His life story. The documentary evidence. Conclusion. Footnotes.

Note 1. The easiest way to find this biography is to Google: Wade Frazier Paul Bragg.

Note 2. This biography of Bragg is well documented, and some documents (such as U.S. Census records, samples of his signature, Draft Registration Card {1917} and Application for Social Security Account Number {2 Dec. 1949}) actually appear as images on the screen.

2644. Luther, Claudia. 2007. Obituaries: Jack LaLanne dies at 96; spiritual father of U.S. fitness movement. *Los Angeles Times.* Sept. 24. p. AA1.
• ***Summary:*** Jack LaLanne, for decades America's master of health and fitness, first popularized the idea that Americans should work out and eat right to retain youthfulness and vigor. He died Sunday at age 96. According to his agent, Rick Hersh, he underwent heart valve surgery in December 2009.

LaLanne was far more than merely a "muscle man." He "was the spiritual father of the health movement that blossomed into a national craze of weight rooms, exercise classes and fancy sports clubs."

In 1951 he launched an early-morning exercise program on television keyed to housewives. His religion was physical culture and nutrition, and he spent his life on a crusade to help Americans is these two areas.

"Well into his late 80s, LaLanne continued his personal fitness routine of two hours a day–one hour of weight training and another hour exercising in the pool–beginning at 5 or 5:30 in the morning (a concession to his age; in earlier days, he started at 4 a.m.).

"No one–not even Arnold Schwarzenegger–could argue that LaLanne wasn't the best. Schwarzenegger, who met LaLanne in the 1960s on Muscle Beach on the Venice Boardwalk, said LaLanne would try to see who could match him in numbers of chin-ups and push-ups.

"'Nobody could,' Schwarzenegger told The Times. 'No one even wanted to try.'

"Francois Henri LaLanne (nicknamed Jack by his brother) was born Sept. 26, 1914, in San Francisco to French immigrant parents; his father worked at the telephone company and was a dance instructor and his mother, who was a maid, was a Seventh-Day Adventist, a religion that advocates "eight keys" to good health, including nutrition and exercise.

"LaLanne grew up in Bakersfield, where his parents had moved to become sheep farmers, but the sheep contracted hoof-and-mouth disease, and the family moved to Oakland. LaLanne's father died of a heart attack at age 50.

"LaLanne often told the story of how his mother spoiled him, giving him sweets as a reward. By the time he reached adolescence he had become a 'sugarholic' with a violent temper and suicidal thoughts.

"He was failing in school, his stomach was upset, he wore glasses, he had terrible headaches, he was weak and skinny, he had pimples and boils." Then he met Paul Bragg at a lecture in Oakland and turned his life around. "In 1936, he opened his first real gym–LaLanne's Physical Culture Studio in downtown Oakland." The rest is history.

In 2002 LaLanne was given a star on Hollywood's Walk of Fame.

LaLanne is survived by this wife, Elaine; Elaine's son, Dan Doyle, of Los Angeles; LaLanne's daughter by his first marriage, Yvonne, a chiropractor, of Walnut Creek; and the couple's son, Jon, of Kauai, Hawaii.

Note: Pioneers in physical fitness and physical culture in the USA (chronological): Bernarr Macfadden (1868-1955, an influential proponent of physical culture, a combination of bodybuilding, good nutrition, and a healthful lifestyle), Bob Hoffman and Joe Weider (born 1919; muscles, bodybuilders), Paul Bragg (1895-1976), Jack LaLanne (he had by far the greatest impact because of his TV show and

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the wide media coverage from his swimming events).

2645. Weise, Elizabeth. 2007. LaLanne, still the muscle man. *USA Today.* Sept. 26. *
• ***Summary:*** Jack LaLanne turned 90 on Sunday, yet he is still as fit and energetic as many people who are in their 50s. He is regarded by many as the "godfather of fitness." He still wears his trademark tight-fitting jumpsuit, designed to show of his muscles. His television show, which aired from 1951 to 1984, taught several generations of Americans the importance of eating right and staying fit. This show brought his basic message into people's homes and he had them doing exercises long before Jane Fonda or Richard Simmons.

LaLanne grew up in Berkeley and was a weak, sickly child who loved to eat sugar and sweets. But at age 15 he had an experience that changed his life. He heard Paul Bragg lecture in Oakland. Bragg said that if he obeyed nature's laws and ate only natural, unpprocessd foods, his physical body and mind could be born again. That "message fell on LaLanne's young ears like manna from heaven." He says that he actually got down on his knees and said "Dear God, give me the willpower to refrain from eating these foods that are killing me!"

Cutting out all white sugar and white flour, he switched to a diet of natural foods based on fruits, vegetables and grains. After two weeks, he says, he felt "like an entirely different human being."

One the butt of jokes, he became captain of his high school football team. He also "became a bodybuilder and entered competitions up and down the West Coast."

In 1936, after high school, LaLanne started his own gym in downtown Oakland. It was the forerunner of the modern health club, complete with a health-food store and juice bar. He was way ahead of his time and people ridiculed his basic message. In those days very few people lifted weights–and certainly not women as he advocated. Not even football players!–until the Dallas Cowboys [Texas] hired the first strength coach in the late 1970s. Jack had a sound knowledge of good exercises and his gym clients used some of the first exercise equipment–designed by LaLanne.

By 1951, LaLanne had a string of gyms and a desire to reach more people. The opportunity came when he got a phone call from the head of the ABC-TV affiliate in San Francisco; he said "the fledgling network was looking for someone to do a health and fitness show." He started by filming in the KGO studios in San Francisco; it was there he met his second wife, Elaine, who was an executive producer. During World War II, when he served in the Navy, he had married a nurse, Irma. The couple had one daughter, Yvonne, who is now a chiropractor, age 60.

LaLanne adopted Elaine's two children, Dan and Janet, then the new couple had a child of their own, Jon. Before long they moved to Hollywood, where LaLanne's show became widely known; he told his audiences to "get up, get moving and eat right." He taught the audience how to do aerobic exercises. His constant patter hooked his viewers, and helped them enjoy the hard work. Address: USA Today.

2646. Murray, Sydney L. 2007. Patricia Bragg, N.D., Ph.D. An icon of health. Feature story (Web article). *Vision Magazine.* Nov. www.visionmagazine.com/archives/0711.

2647. Esselstyn, Caldwell B., Jr. 2007. Prevent and reverse heart disease: the revolutionary, scientifically proven, nutrition-based cure. New York, NY: Avery. A member of the Penguin Group (USA) Inc. xii + 308 p. Plus 8 unnumbered pages of plates. Foreword by T. Colin Campbell, Ph.D. Illust. (some color). Index. 24 cm. [27 ref]
• ***Summary:*** A remarkable, milestone book! Every person with a heart should read this book. Advocates a plant-based diet with no oil or nuts. On the cover: "Based on the findings of a now 20-year study first published in the *American Journal of Cardiology* [in Dec. 1995]. With more than 150 great-tasting recipes."

Contents: Foreword, by T. Colin Campbell. Introduction. Part I: The heart of the matter. 1. Eating to live. 2. "Someday, well have to get smarter." 3. Seeking the cure. 4. A primer on heart disease. 5. Moderation kills. 6. Living, breathing proof. 7. Why didn't anyone tell me? 8. Simple steps. 9. Frequently asked questions. 10. Why can't I have "heart healthy" oils? 11. Kindred spirits. 12. Brave new world. 13. You are in control.

Part II: The joy of eating. 14. Simple strategies. 15. Advice from Ann Crile Esselstyn. 16. Breaking the fast. 17. Feasting on salads. 18. Sauces, dips, dressings and gravies. 19. Vegetables, plain and fancy. 20. Soups, thick and delicious. 21. Sandwiches for all occasions. 22. The main course. 23. Wonderful, easy desserts.

This book is based on a 20 plus year study of coronary artery disease using diet and lifestyle modifications; it reports the results of that study. President Bill Clinton has spoken (in public and on TV) very highly of this book and of Dr. Esselstyn (pronounced ES-sul-stun, not ES-sul-stine); the name is Dutch.

The dietary rules (p. 120-21): 1. Don't eat any meat, chicken or fish. 2. Do not eat *any* dairy products. 3. Do not eat eggs; that includes egg whites and even egg substitutes that include egg whites. 4. Do not consume any oil at all–Not even virgin olive oil or canola oil. 5. Use only whole grain products, including brown rice. That means no white flour products. 6. Do not drink fruit juice–but its fine to eat fruit. 7. Do not eat any nuts. 8. Do not eat avocadoes (or guacamole). 9. Do not eat coconut. 10. "Eat soy products cautiously. Many are highly processed and high in fat. Use 'light' tofu. Avoid soy cheese, which almost always contains oil and casein." 11. Read *The China Study,* by T. Colin Campbell.

After having cautioned the reader to "Eat soy products cautiously," the plant-based recipe section of the book (p.

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119-286), by Ann Crile Esselstyn, calls for soyfoods in many recipes. Some of the breakfast cereals call for plantmilk using a standard format: "2 cups oat, multigrain, almond, or nonfat soymilk" (p. 129-32, 162, 231, 276, 283). A comparison of the caloric, fat, sodium, and sugar content of nine plantmilks (six of them containing soy) is given on pages 136-37. "Low-sodium tamari" and Bragg Liquid Aminos (which contain sodium by no salt) are widely used in small amounts for seasoning (p. 128, 158-59, 165-66, 168, 170-72, 177, 179, 184, 251, etc.). White miso is used occasionally as a combination seasoning and sweetener (p. 163, 191). Seitan (made from wheat gluten) is occasionally used as a meat substitute (p. 213, 250-51). Light silken tofu or light extra-firm tofu (often one 12.3-ounce package) is used as a dairy alternative in dessert recipes such as: Chocolate mousse (p. 272-73). Blueberry purple passion (p. 273). Pineapple paradise (p. 274). Lemon whipped topping (p. 275). Pineapple frosting (p. 278). Creamy fudge frosting (p. 279).

Sweeteners are used in moderation and the chapter on "Desserts" begins: "Its best not to eat dessert every night. Make it a rare treat, when there are lots of people around–and no temptation to eat too much." Many fruits are naturally sweet and make good desserts. One format is: "3 tablespoons maple syrup, honey, agar nectar, or sugar."

Acknowledgments (p. 287): "Kindred spirits in the transition to healthier living have my gratitude for their own inspiring work. Among them: Neal Barnard, Colin Campbell, Antonia Demas, Hans Diehl, Joel Fuhrman, Mladen Galubic, Alan Holdhamer, William Harris, Michael Jacobson, Michael Klaper, Robert Kradjian, Doug Lisle, Howard Lyman, John McDougall, Jeff Nelson, Dean Ornish, John Robbins."

"My late father, Caldwell B. Esseltyn, M.D... And long before it became fashionable, he argued that the only way out of the impossible health-care burden that confronts the United States is to teach people how to live healthier lives" (p. 288).

Publisher's summary: "Heart disease remains the leading cause of death in this country for men and women. And while we spend millions of dollars each year developing treatments, traditional procedures fail patients by focusing only on the symptoms of the disease, not the underlying causes. In *Prevent and Reverse Heart Disease,* Dr. Caldwell B. Esselstyn, Jr., a former surgeon, researcher, and clinician at the Cleveland Clinic, challenges conventional cardiology by posing a compelling, revolutionary idea–that we can, in fact, abolish the heart disease epidemic by changing our diets.

"The proof is in the incredible results of the patients who have followed Dr. Esselstyn's ground-breaking program. The men and women in his twenty-year nutritional study–the most comprehensive study of its kind–came to him with advanced coronary disease. Despite the aggressive traditional treatment they received-including bypasses and angioplasties–a number had been told by their cardiologists that they had less than a year to live. Within months of following a plant based, oil free diet, their angina symptoms eased, their cholesterol levels dropped significantly and they experienced a marked improvement in blood flow to the heart. Twenty years later they remain free of symptoms. Drawing on the results of this revolutionary study and his ongoing work with patients all over the country, Dr. Esselstyn convincingly argues that plant based, oil free nutrition can not only prevent and stop the progression of heart disease, but also reverse its effects.

"Furthermore, it can eliminate the need for expensive and invasive surgical intervention except in acute emergencies, no matter how far the disease has progressed. *Prevent and Reverse Heart Disease* explains the science behind these dramatic results, and offers readers the same, simple plan that has changed the lives of Dr. Esselstyn's patients forever. In addition, the book offers more than 150 delicious recipes developed by Ann Crile Esselstyn, that the Esselstyns and their patients have enjoyed for years. Clearly written and backed by irrefutable scientific evidence, startling photos of angiograms and inspiring personal stories, this book will empower readers to take charge of their heart health. It is an important call for a paradigm shift in heart disease therapy."

About the author: Caldwell Blakeman Esselstyn Jr., M.D., (born December 12, 1933) is an American physician, author, and former Olympic rowing champion. His color portrait photo appears on the front dust jacket. Esselstyn graduated from Deerfield Academy and in 1956 graduated from Yale University [New Haven, Connecticut], where he was a member of Skull and Bones. Caldwell Esselstyn competed at the 1956 Summer Olympics in Melbourne, Australia, where he won a gold medal in eights with the American team. On 1 May 1961 his engagement to Ann Crile was announced by the *New York Times;* they were married on 18 June 1961. 1961–He received his M.D. from Western Reserve University. 1985–He began his famous study at the Cleveland Clinic of 22 patients who had previously had heart attacks. 1988–He and his family began to move toward a plant-based diet. Dr. Esselstyn and his wife, Ann Crile Esselstyn, have mostly followed a vegan diet since the mid-1980s. He attributes the success of his 12 year trial with heart patients to low mean levels of both total cholesterol (145 mg/dl) and LDL cholesterol (82 mg/dl). In 2010 after cardiac surgery, former U.S. president Bill Clinton mostly adopted the plant-based diet recommended by Caldwell Esselstyn, Dean Ornish and T. Colin Campbell. Source: Wikipedia, at Caldwell Esselstyn. May 2011.

Dr. Esselstyne and Ann Krile were married on 18 June 1961 in Cleveland, Ohio. They have four grown children: Rip (born in 1963), Ted (1964), Jane (1965), and Zeb (1967). Three are married, and Dr. Esselstyn and Ann have six grandchildren (p. 288). In 1988 the Esselstyn family joined

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together in moving toward eliminating dairy products, meats, and oils from their diet. Their eldest son, Rip, became an all-American swimmer at the University of Texas at Austin; after graduating he was a professional triathlete for 11 years. Today (2011) he is a teacher and writer about diet and health–advocating a "plant-strong diet." Their second son, Ted, set a 200-yard backstroke record at Yale University, and their daughter, Jane, won the Big Ten 200-yard backstroke championship while attending the university of Michigan. Their youngest son, Zeb, as an Ohio high school junior, was the state butterfly swimming champion. And Ann, now in her early seventies, runs for 40 to 70 minutes almost every day. Clearly their plant-based diet provides them with plenty of strength and energy (p. 78-79).

The endothelial cells that line the arteries and veins produce nitric acid–a truly magical substance / molecule. Address: M.D., former surgeon, researcher and clinician, Cleveland Clinic, Ohio–for 35+ years.

2648. Pignataro, Anthony. 2008. In the name of the 'father': Celebrity nutritionist and health food seller Patricia Bragg isn't an easy person to pin down. Here's what we found when we tried to find out exactly who she is and what she intends to do with all that Waiehu land she owns. *Maui Time Weekly.* Feb. 28. Cover story.

• ***Summary:*** A very interesting 3-part article with much new information about Patricia Pendleton Bragg. In 2002 Patricia Bragg paid $1.1 million for 553 acres of farmland and 40,000 macadamia nut trees in Waiehu, a place on the northern coast of Maui. She is a self-proclaimed "Health Crusader."

"Yet one of her oldest friends has described her as a 'mystery,' and there's considerable truth in that. Bragg is a complex personality, capable of both selfless generosity and relentless self-promotion. She constantly invokes the name of her 'father,' the late nutritionist Paul Bragg, yet clams up when talk turns to her actual biological parents. She'll drop the names of her friends at the drop of her bright pink hat–Tom Selleck, Clint Eastwood, Jack LaLane–but insists she's not a 'Hollywood celebrity.' Bragg Health Foundation donates money to a surprising spectrum of charities: groups opposed to genetically modified foods on one hand, fundamentalist Christian ministries on the other."

Patricia repeatedly refers to Paul Bragg as "my dad." She did so at least a dozen times during the course of this interview. However: "According to her California birth certificate, she was born Patricia Pendleton at Oakland's Peralta Hospital. Her birth took place at 1:57 a.m. on April 29, 1929, and her biological parents were Harry C. and Nettie Pendleton."

"Patricia's use of the Bragg name comes from her marriage to Robert E. Bragg, a chiropractor and son of Paul Bragg. That makes Paul Bragg Patricia's father-in-law."

When the writer asked Patricia about this contradiction, she replied that Paul Bragg had legally adopted her. She repeated for emphasis: "Yes. He legally adopted me."

"While certainly possible–adult adoptions are legal in California–*Maui Time* could find no public record of it having taken place. When I asked Patricia when the adoption occurred, she said simply, 'Years and years ago. My private life is my private life.'

"This became a nearly constant refrain. 'You don't need to go into that,' she'd lecture me whenever I asked about her biological parents. 'I'm not a Hollywood celebrity.'"

Patricia is also president of the Bragg Health Foundation, a non-profit foundation based in Santa Barbara, California. Its website is www.bragghealthfoundation.org. The foundation contributes money to worthy causes.

Note: On the homepage of the Bragg foundation website is a color photo of "Patricia Bragg, N.D., Ph.D., World Health Crusader." The text begins: "Dear Health Friends: The Bragg Health Foundation is a living legacy dedicated to my father's life of promoting optimal health and wellness worldwide. My father, Paul C. Bragg, N.D., Ph.D. dedicated his life to spreading the gospel of good health, happiness and love everywhere he went on his world travels."

"Bill Galt, who founded the Good Earth Restaurant chain in 1976, credits a Paul Bragg lecture with transforming his life from 'the junk food junkie of the world' to being a healthy eater." Address: News editor, Maui Times.

2649. Ditch, Jodie. 2008. New information on the life and genealogy of Mildred Lager (Interview). *SoyaScan Notes.* Aug. 22. Conducted by William Shurtleff of Soyinfo Center.

• ***Summary:*** Mildred Mathilda Lager was born on 19 Dec. 1900, not 1908 as the Soyinfo Center website states. Jodie's source is a register that she got from the library in Superior, Wisconsin.

Her parents were Gustav Lager (one of 20 children in the family in which he was a child in Sweden; all but one emigrated to the USA) and Hilda Marie Erickson, both born in Sweden. He arrived in the United States in 1891 and worked as an engineer (drove a locomotive) for the Great Northern railroad in an elevator yard. She arrived in 1893. They were married on 28 Oct. 1899 in Superior, Douglas Co., Wisconsin. Most of this information came from online genealogical records; Jodie subscribes to Ancestry.com. The 1891 date comes from both the census and from Gustav's obituary–or maybe their 50th wedding anniversary. Jodie has not yet been able to find the name of the ship on which Gustav came to the USA. Jodie does not know the cause of either of Mildred's parents' death.

Mildred grew up at 979 Bay Street in Superior. At age 12 she went to Sweden with her parents, perhaps to attend her grandparents' funeral. Mildred went to college in Superior; she graduated with a teaching certificate, then taught at two different schools, one in Michigan and one in Chippewa, Wisconsin. At one point she worked at a shoe

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store in Superior named The Family Shoe Store.

Jodie's husband is Mel Ditch. His mother was a Lager, and Mildred Lager was her cousin. Jodie's mother-in-law's father, Joel Lager and Gustav "Gus" Lager were brothers. Gustav was Mildred's father.

Jodie has ship's passenger records showing when Mildred returned from Hawaii to California.

Jodie also has a 1938 article from the *Evening Telegram* (Superior, Wisconsin, May 27, p. 4) titled "Superior girl success as manager of 'health store," that tells a lot about Mildred and mentions Dr. Frank McCoy, a noted health specialist in Los Angels and the author of *Fast Way to Health.* McCoy had a column in the *Los Angeles Times* titled "Health and Diet Advice" from about 1928 to 1931. Jodie got a lot of valuable information about Mildred from the library in Superior, Wisconsin.

California voter rolls show that from 1940 to 1946 Mildred lived at 1901 West 2nd St., Burbank, California. In 1948 and 1950, after her marriage, she lived at 122 North Kenmore Ave., in Burbank. She was a Republican. Her parents lived near her in from 1942 to 1946 at 1230 North Ontario St. in Burbank. Mildred's father died in 1954 and her mother died in 1955; Jodie has obituaries for both.

Concerning Mildred's father: Jodie has his birth date, the names of his parents and his brothers and sisters, his marriage date, occupation, death date, and cemetery where was buried. Concerning Mildred's mother: Jodie has (so far) her birth date, death date, and cemetery.

Jodie also has an obituary of Mildred from Superior, Wisconsin, titled "Mrs. Edwin Jones, ex-Superiorite, dies in California;" it is much different from Mildred's California obituary.

Jodie has recently tried unsuccessfully to contact both of Mildred stepdaughters.

Concerning arthritis: It seems to run in the Lager family. Mildred, Jodie's husband's mother, and Jodie's husband's brother all had arthritis. Mildred had no children. Jodie is not aware that either of Mildred's parents had arthritis. There was also a lot of ALS (amyotrophic lateral sclerosis, also called Lou Gehrig's Disease in the USA) in families close to Mildred.

2650. Ditch, Jodie. 2008. Re: Brief genealogy of Mildred Lager and her parents. Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 24. 2 p.

• ***Summary:*** Mildred's dad: Gustav Walfred Lager: Born 21 may 1870 in Sweden, (don't know where in Sweden yet have some of his brothers but not his) to Karl August Anderrson Lager, born 17 April 1839 in Sweden [Karl's father was Lager Anderson; his mother is unknown at this time], and Josephine Albertina Engholm born 14 Feb. 1843 in Sweden. (Josephine parents Lars Peter Engholm & Klara Gustava Landedal married 1842 in Sweden). Karl and Josephine married 1863. My understanding is that they had 20 children–2 sets of twins died at childhood age. Gustav out of 16 is the 5th child born. He came to the USA in 1890.

Her mother: Hilda Marie Erickson born 8 Nov. 1875 in Sweden (have not found parents yet). According to the 1900 census she came to the USA in 1881.

Gustav and Hilda married on 28 Oct. 1899 in Superior, Wisconsin. Mildred M. Lager, their only child, was born 19 Dec. 1900 in Superior, Wisconsin. They lived at 979 Bay Street, Superior, WI.

Gustav and Hilda celebrated their 50th anniversary in California (attachment The Evening Telegram 21 Nov. 1949, page 13 column 5). Gustav became a U.S. citizen on 22 Aug. 1906. He was an engineer at the Great Northern Elevator Co. Hilda was a housewife.

Residences of Gustav and Hilda: 1942–1946 lived at 1901 W 2nd St., Burbank, Calif. 1952-1954 1230 North Ontario St., Burbank, Calif. 1948-1952 need to find on Gustav & Hilda

Mildred's residences: 1940-1946 1901 W 2nd Street. 1950-1960 122 North Kenmore Ave.

Gustav died 24 Dec. 1954 Burbank, Calif. Cemetery: Forest Lawn, Hollywood Hills, Calif.

Hilda died 29 Nov. 1955 Burbank, Calif. Cemetery: Forest Lawn, Hollywood Hills.

Mildred died 25 Jan. 1960 Burbank, Calif. Cemetery: Forest Lawn, Hollywood Hills. I also have the day they where laid to rest and location in the cemetery if you need that. Address: Chehalis, Washington state.

2651. Hardy, Les. 2008. Socialising accountability for the sacred: A study of the Sanitarium Health Food Company. PhD thesis, School of Commerce, University of Adelaide, South Australia. xiii + 404 p. [490* ref]

• ***Summary:*** This well researched and well written PhD thesis has a long and very useful bibliography (p. 369-404).

Note: "B.Ed. St" apparently stands for "Bachelor of Educational Studies." Address: M.Ec (UNE [Univ. of New England, New South Wales]), Grad Dip Acc (Monash), B.Ed St (QU [Queensland Univ., Queensland]).

2652. Hurd, Frank J.; Hurd, Rosalie. 2008. A good cook–Ten talents. New updated, expanded pictorial ed. Grants Pass, Oregon: Published by the authors. Printed by The College Press, Collegedale, Tennessee 37315. 668 p. Illust. Color plates. No index. 22 x 15 cm. Spiral bound. [1 ref]

• ***Summary:*** A feast for the eyes, the mind, and the palate. Filled with more than 1,300 beautiful color photos; many of them accompany over 1,000 healthful, natural recipes, but others show the great variety of natural foods, from colorful fruits to basic whole grains. Brimming with sound advice on diet, lifestyle, and health.

This is the new edition of a very important, pioneering, indeed classic American vegan cookbook. On the front and back covers is an idyllic painting of the Garden of Eden.

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Author Rosalie Hurd is seated under The Tree, reading the Bible–Genesis 1:29, which describes God's original diet for men and women. The book uses no animal products (except in one chapter at the end titled "Recipes Using Milk and Eggs," "for those who are in the transitional period. However, we encourage all those who still cling to milk and eggs to become acquainted with the facts concerning their use, and become weaned through this process"). Some recipes also use honey.

Contains even more innovative soy recipes than the original 1968 edition. A minor point: some of the soy terminology is inconsistent and/or outdated. Address: 1. D.C. [Doctor of Chiropractic], M.D.; 2. B.S. Both: P.O. Box 5209, Grants Pass, Oregon 97527. Phone: 541-472-1113.

2653. *VegeScan Notes.* 2009. Chronology of the early health foods movement in England (Overview). July 21. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** 1898 [Oct. 20]–The Pitman Vegetarian Hotel, England's first vegetarian hotel, opens on the top five stories of the building housing the restaurant. It is "named after Sir Isaac Pitman, inventor of Pitman Shorthand, who had been a vegetarian for 60 years, and at the time was the best known vegetarian in England." Customers of the restaurant "start asking for food which they could take home with them." James Cook starts to make simple, appetizing "foods from nuts, cereals, fruits and vegetables to take the place of meat, lard, butter, cheese and jelly made from animals."

1902?–"Six years before Kathleen was born the 'Health Food Store' was opened and the manufacturing side increased." James "realised it was not economic to run a factory in the centre of Birmingham, so he bought a site in Aston" where he built the first [sic] health food factory in England.

1905–The Pitman Health Food Company opens. Its most popular products are Nuto Cream Soup and Nut Cream, followed by Pitman Dandelion Coffee. All products are dairy-free.

1907 Oct. 28–The health food factory of the International Health Association Ltd. is dedicated at Stanborough Park, Watford, Hertfordshire, England. Two hundred people attend. The estate and all its buildings are dedicated to the service of God.

1926–The International Health Association Ltd. (still located at Stanborough Park) is renamed Granose Foods.

1929–A bigger and better health food factory, called Vitaland, is built in a beautiful building in green fields at Four Oaks, Sutton Coldfield Park, Warwickshire.

2654. Shurtleff, William; Aoyagi, Akiko. comps. 2009. Mildred Lager–History of her work with soyfoods and natural foods in Los Angeles (1900-1960): Extensively annotated bibliography and sourcebook. Lafayette, California: Soyinfo Center. 78 p. Subject/geographical index. Printed 15 Sept. 2009. 28 cm. [153 ref]
• ***Summary:*** Begins with a chronology of Mildred Lager. Contains 26 historical photos, several in color. http://www.soyinfocenter.com/books/135. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2655. Wikipedia, the free encyclopedia. 2009. Patricia Bragg (Web article). http://en.wikipedia.org/wiki/Patricia_Bragg. 1 p. Printed Oct. 31.
• ***Summary:*** "Patricia Bragg (born April 29, 1929) [1] is an American businesswoman, author and health consultant who is the nominal head of Bragg Health Products and Books.

"She was born Patricia Pendleton at Peralta Hospital in Oakland, California to Harry (Henry) Clay Pendleton, Sr. (1874-1961) and Nettie Louise (née Coward) Deacon Pendleton (1898-1964), who were prominent in the San Francisco Bay community where her father was a builder / real estate investor-developer.

"Bragg attended public schools in Piedmont, California, before graduating high school from the private Mary Wallace School, also in Piedmont, in 1947.

"In 1952 she became the second wife of Robert Elton Bragg (1922-1993), a chiropractor. They divorced in 1956. She married James Cameron Gilroy (1954-1977) in 1976, and they were divorced later that same year.

"Bragg has a half brother, Herbert Coward Deacon, born 1919, and a deceased brother, Harry Clay Pendleton, Jr., (1930-1993)."

Footnote [1]: (State of California Cert. of Birth 29-026962, filed 5/27/1929, C. R. Faucher, State Registrar).

2656. Legacy 106 Inc. 2009. Historic designations: Anthony A. & Katherine Berhalter House (Website printout, part). www.legacy106.com/AnthonyAKatherineBer1.htm Retrieved Dec. 4.
• ***Summary:*** Several large, beautiful color photos show the front of this gorgeous Tudor-style home at 221 Encinitas. "Frank Beck–Builder. Seaside Estates Annex. 1926.

"Encinitas Community. Historical Landmark No. 1–Designated December 14, 2005."

"The Anthony A. and Katherine Berhalter House, so named in recognition of its first owners, is important foremost because of its architecture. It is an excellent example of English Tudor style that today lends a sense of old world grandeur that is part of the community's historical character."

"The house and its architecture are part of the legacy of the rural built environment within the context of the real estate 'boom' of the community of Encinitas during the 1920s up until the Great Depression. This growth reflected the shift of dependence from well water with the formation of the San Dieguito Irrigation District in 1923-24.

"Water was the key to changing Encinitas from a dry farming agricultural community to a suburban residential

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resort community. Among the earliest real estate subdivisions in Encinitas to take advantage of potable water served by the District was Seaside Gardens, which absorbed former agricultural lands along the coast.

"The first owner-occupants of 221 Encinitas were Anthony A. and Katherine Berhalter, and their son, Howard. Anthony emigrated from Germany and Katherine (some records spell it Catherine) came from Czechoslovakia [sic, she was probably born in Illinois]. Howard was born in 1913 in Chicago, Illinois, where Anthony worked as a grocer. Katherine was co-owner of the bakery-grocery business.

"The Berhalters first bought ten acres in Seaside Gardens with the intent of building a home. Deed records show they bought two lots in Seaside Gardens Annex along with 35 acres in the South Coast Park resubdivision of Eatonville which they planned to resubdivide and sell the individual lots as a business venture.

"On November 20, 1935, the Berhalter's sold the lots to Alice Suter Bachmann. The Berhalter's notarized the transaction in Chicago, so evidently they were not living in Encinitas at this time." Copyright (c) 2005 Ronald V. May and Dale Ballou May, Legacy 106, Inc., www.legacy106.com. Address: P.O. Box 15967, San Diego, California 92175. Phone: (619) 269-3924.

2657. Natural Products Association. 2009. Natural Products Association's 70th anniversary–A look back (Website printout–part). www.naturalproductsassoc.org/site/PageServer?pagename=an_70th 1 p. Retrieved Dec. 4.
• ***Summary:*** "Founded in 1936, the Natural Products Association has established itself as the longest-running non-profit organization dedicated to serving and preserving the rights of natural products industry retailers and suppliers.

"In 1984, the book 'More Than One Slingshot: How the Health Food Industry is Changing America,' written by Frank Murray, was published by the Natural Products Association. Although the book chronicles the impact the natural products industry has had on the health of America, it also tells the story of the Association's evolution. The following is based on and excerpted from Murray's book, as well as other sources, and describes the birth of an association and the industry it represents.

"It wasn't long after the first vitamin was isolated in 1911 that the health food industry began to emerge. By the 1920s and 1930s many of the pioneer companies in the industry, some of whom are still in business, were in full operation. In fact, the 1930s have sometimes been referred to as the 'Golden Age' of the health food industry.

"In 1936, Anthony Berhalter, a baker located in Chicago, Illinois, began organizing a group that would 70 years later be called the Natural Products Association. This group, which initially had a consumer membership, was named the American Health Food Association.

"In the spring of 1937, Berhalter set up a convention of some 10 to 15 booths at the old Auditorium Hotel in Chicago. Some among the 150 people attending the meeting felt that a new organization should be formed that included retailers and manufacturers, but excluded consumers. Although not everyone agreed, an organizing committee was elected to form the new organization. After working all night, the committee presented a constitution and bylaws the next day to those who wanted the new trade association. It was approved and the new organization, the National Health Foods Association, which is now the Natural Products Association, was born."

On the right half of the same web page is a separate section titled "A look back."

"1936–A small group of suppliers of natural food ingredients form an organization to better inform consumers about the benefits of the natural nutrition industry. The group is called the American Health Foods Association (AHFA, which after several name changes over the years will become the Natural Products Association).

"1936–The inaugural issue of *Health Food Retailing* is published. Some consider it the first publication of the nascent nutrition industry. In February, 1939, it declares itself the official publication of the association.

"1937–AHFA holds its first convention at the Auditorium Hotel in Chicago, where 150 health food industry people gather. The association makes the transition from a consumer group to become the Natural Health Foods Association (NHFA) representing retailers, manufacturers and distributors.

"1938–The association holds its second trade show. Held at the Hotel Sherman in Chicago, the convention attracts more than 1,000 consumers and industry members.

"1938–Congress passes the Food, Drug and Cosmetic Act, which is the first regulation to establish labeling requirements and daily minimum requirements for several vitamins and minerals.

"1943–NHFA becomes the National Dietary Foods Association (NDFA).

"1946–The Natural Products Association (then the NDFA, or National Dietary Foods Association) holds its convention at the Hotel Continental in Chicago. An educational highlight is a detailed explanation of the food and drug regulations by Ralph R. Kneeland, a representative from the Food and Drug Administration (FDA).

"1951–The annual convention, held in the Hotel Book-Cadillac in Detroit, showcases nearly 100 exhibitors and more than 300 attendees. At the convention, results of a survey of health food retailers are released and reveal that vitamins and minerals make up 34 percent of the profits, while 'dietetic' foods comprise 26.5 percent.

"1953–At a pharmacists' convention in Philadelphia, attendees vote to press for legislation making all vitamins, minerals, and food supplements available only in drug stores.

"1955–The PELLL, or Public Relations, Education,

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Legal, Legislation and Lobbying, program is unanimously adopted to counter attacks against industry in the media and public spheres and harmful legislation that had appeared in the last few years in Minnesota, New Jersey, and New York.

"1955–Adelle Davis, a nutritional pioneer and eventual author of several books on nutrition, addresses the industry for the first time.

"1957–It is reported that a Minnesota law requiring vitamins to be sold in pharmacies has been overturned. Vitamins can now be sold in any food store in that state.

"1958–Regional health food associations have notably grown by now. Three of the most active, the Northern California Nutritional Foods Retailers Association; the Southern California Nutritional Association, and the Northwest Dietary Foods Association, hold the West Coast Dietary Foods Fair in Portland, Oregon.

"1958–The Food Additives Amendment to the Food, Drug, and Cosmetic Act is passed. It includes restrictive measures such as prohibiting the use of several minerals in supplement preparations.

"1962–At the annual convention, the Natural Products Association (then the NDFA, or National Dietary Foods Association) members are warned of the threat of proposed FDA regulations, which would severely restrict the industry. The law firm of Bass & Friend, headed by industry advocate Milton Bass, Esq., is retained to represent NDFA in the fight against these regulations.

"1965–In a speech before the U.S. Senate, Sen. Edward V. Long (D. Mo. [Missouri]) says, 'If the FDA would spend a little less time on small manufacturers of vitamins and a little more on the manufacturers of dangerous drugs, the public would be better served.'

"1969–The Food and Drug Administration (FDA) publishes proposed regulations for labeling and content of dietary supplements; however, public opposition forces further hearings that last into the early 1970s.

"1969–The Natural Products Association (then called the National Dietary Foods Association) merges with the American Dietary Retailers Association.

"1970–At the annual convention in New Orleans, the National Dietary Foods Association officially becomes the National Nutritional Foods Association (NNFA).

"1972–Sen. William Proxmire, a long-time health advocate, delivers the keynote address at the Association's annual convention in Washington, D.C.

"1973–FDA publishes final regulations classifying any supplements stronger than 150 percent of the Recommended Daily Allowance as drugs.

"1976–After years of debate over nutritional supplements, Congress passes the Proxmire Bill prohibiting the FDA from regulating vitamins and minerals as prescription drugs. The bill represents a major defeat for the FDA, which worked to repeal the bill.

"1984-1989–The Natural Products Association (then called the National Nutritional Foods Association–NNFA) fights legislative battle with the American Dietetic Association in several states over the latter's push for licensure bills. Due to strong, persistent response from industry, the proposed 'Dietitian Bills' are blocked."

This chronology on the website continues in more detail from 1990 to the present. Address: 2112 E. Fourth St., Suite 200, Santa Ana, California 92705. Phone: (714) 460-7732 or (800) 966-6632.

2658. Esselstyn, Rip. 2009. The Engine 2 diet: the Texas firefighter's 28-day save-your-life plan that lowers cholesterol and burns away the pounds. New York, NY: Wellness Central. xiii + 273 p. Foreword by T. Colin Campbell, PhD. Illust. Index. 24 cm.

• ***Summary:*** A very interesting, readable, and innovative book that advocates a sound, healthy diet that can last a lifetime. "Rip managed to convert a firehouse full of committed firefighters to a plant-based diet. Rip (born in 1963) is the eldest son of Caldwell B. Esselstyn, Jr., M.D., who has become famous for his ground-breaking book *How to Prevent and Reverse Heart Disease*. This book is both similar and different. It is similar in that the basic whole foods, plant-based diets advocated by father and son are 98% the same (and please focus on practicing that 98% and not squabbling about the 2%). It is different in that Rip is from a younger generation, is not a physician but an athlete and firefighter, and is trying to help people who want help in lowering their high cholesterol levels and their weight. He is not primarily trying to help people who have had at least one heart attack, are a death's door, and are (generally) willing to do almost anything to save their lives.

In Chapter 2, "My story," we read that while in school, Rip was an outstanding athlete. He set many high school swimming records (he still holds a national record in the 200 meter medley relay); he was a top player in his high school tennis team and co-captain of the water polo team.

At the University of Texas at Austin, he was a three-time All American swimmer and an Olympic trials qualifier in the 100- and 200-meter backstroke and freestyle events. In 1986 he graduated from the University of Texas and within six months he was competing as a professional triathlete–which required a 1-mile swim, a 24.9 mile bike ride, and a 6.2 mile run. In the Hawaii Ironman Triathlon he competed against six-time Ironman Champion Dave Scott, who was powered by a plant-based diet–Rip lost. So in 1987, because of the influence of his father and of Dave Scott, Rip changed to a healthy, whole foods, plant-based diet. In 1997 he decided to become a fire fighter in Austin, Texas. He continued to compete and won many events and set many records. For example, in May 2008 he set the National Record at the U.S. Masters Swimming Championship in the 200 yard backstroke (1:56:55). Rip is married to Jill Kolasinski, and they have a son, Kole.

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Rip's commitment to a healthy plant-based diet has resulted in many people asking him to help them with their diets. So in 2007, he devised the six-week Engine 2 Pilot Study in which 62 people agreed to eat a plant-strong diet; he put them through a gauntlet of tests before and after study to quantify the results–which were spectacular. Then in May 2008 he initiated a similar 4-week (28 day) study in which 15 people participated, 13 Engine 2 firefighters and two civilians. Again careful before and after records were kept. The average participant saw his total cholesterol drop 62 points (from 197 to 135), his average LDL (bad) cholesterol fall 50 points (from 125 to 74), and his weight drop 14 pounds (from 203 to 189). And all this in only 4 weeks! This book is based on the latter plan.

Rip makes much more use of soyfoods in his plant-based diet than does his father. The index contains 16 entries for tofu, 4 for tempeh, 4 for seitan, 2 for milk substitutes ("soy, rice, almond, and oat milk, for example"), 1 each tofu sour cream (p. 239), soy milk, soy yogurt (Silk or WholeSoy).

Soy related recipes include: Migas especiales (with 1 lb firm tofu, p. 154). Breakfast tacos (with "½ tube vegetarian breakfast sausage {we like Gimme Lean})," or use scrambled tofu (p. 155). E2 omelet (with "12 ounces Silken Lite Firm Tofu," p. 156). Lemon cornmeal pancakes (with "2 cups soy milk" and "½ cup soy yogurt, p. 157). Tofu steaks and mushrooms with mashed potatoes and green peas (with "1 pound extra-firm tofu," p. 180).

Linguine and creamy alfredo sauce (with "1 package Silken Lite firm tofu" and "2 cups unsweetened soy milk," p. 195). Lynn's meatloaf (with "10 ounces firm tofu," p. 204). Vegetable stir-fry with brown rice (with "1 pound seitan" and "two tablespoons low-sodium tamari," p. 208). Tempeh-mushroom stir-fry and soba noodles (with "1 package tempeh," and "3 tablespoons low-sodium tamari," p. 209). Red vegetable curry and brown rice (with "1 pound extra-firm tofu," p. 210).

Pad Thai (with "1 pound broiled tofu cubes {see p. 210}," p. 211). The great wooden bowl salad (with "1 pound extra-firm tofu," p. 214-15). Tofu vegetable spread (with "½ pound extra-firm tofu," p. 238). E2 sour cream (with "1 package Silken Lite firm tofu," p. 239). Asian marinade (with "3 tablespoons soy sauce, p. 241). Island marinade (with "4 tablespoons soy sauce," p. 241). Add tofu and allow to marinate refrigerated for 30 minutes to 4 hours (p. 241). Rip's favorite snacks include "4. Soy yogurt: I'm particularly fond of the Westsoy... cherry" (p. 243). E2 Basics chocolate pudding (with "1 package Silken Lite tofu," p. 245). Fruit bowl with soy drizzle (with "4-6 ounce container of soy yogurt," p. 249). Fruit mousse (with "1 package extra-firm Silken Lite tofu," p. 255). Maple sour cream dream (with "1 vanilla soy yogurt," p. 256).

Many recipes call for "Bragg Liquid Aminos" which are simply HVP (hydrolyzed vegetable protein) made by a quick and unnatural / artificial process; soybeans, wheat, and/or corn are immersed in hydrochloric acid until, after 1-3 days, the acid has broken down the protein into its constituent amino acids. Fermentation (as of soy sauce) can do the same thing naturally in 4-6 months. HVP is a source of flavor without salt, but that flavor is generally considered to not nearly as good as the flavor of soy sauce.

Rip has an exercise component to his "Engine 2" 28 day plan.

And Rip gives people a choice as they start the 28 day plan; one can be a Fire Cadet or a Firefighter (p. 22). The "Fire Cadet option is for those who prefer a more gradual approach." In week 1 Cadets must stop eating dairy products and processed / refined foods (such as refined sugar, white flour, etc.). In week 2 Cadets must stop eating meat, poultry, fish and eggs. In week 3 Cadets must do without added or extracted oils–even vegetable oils such as olive oil. In week 4 Cadets and Firefighters eat the total E2 diet, a healthy, whole-foods, plant-based diet. A Firefighter (the plan Rip recommends) requires that a give up all of these unhealthy foods from the start of the program. "Americans consume a staggering 50 percent of their calories from refined and processed foods."

Cholesterol-lowering drugs (such as statins: Rip, who is not a physician, does not use them).

Salt and sodium: Rip advocates a low-sodium diet.

Support groups after the 4-week program: Optional. People who wish to can create or find one themselves (p. 92).

Meditation and relaxation to reduce stress: Not part of the program.

Sugar and sweets. Avoid refined sugars, high fructose corn syrups, and things such as sodas, candy to which they are added. Instead choose natural sugars such as those in whole naturally-sweet fruits (p. 114-15, 134). In desserts, Rip often calls for up to 3-4 tablespoons maple syrup or agave nectar, yet a recipe for Brownies (p. 247) calls for "½ cup light brown sugar, packed" and "½ cup raw sugar." And a recipe for "Oatmeal raisin cookies" (p. 253) calls for even more refined sugar. Rip admits he has a sweet tooth. Some of his desserts violate the basic principles of the Engine 2 diet; they contain large amounts of refined sugars–unlike the recipes (developed by his mother) in his father's book. Moreover, his mother strongly suggests that desserts be saved for special occasions.

This is a sound, healthy diet and anyone who stays on it for 28 days will see dramatic improvements in their overall health and weight.

The Engine 2 diet is a good, practical diet for the rest of your life. But go easy on the desserts and try to avoid the ones with refined sugar. Address: Austin, Texas.

2659. Nordquist, Ted. 2010. Re: Early work with health foods, sour dough bread, and tofu in Sweden. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 6. 1 p.

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• ***Summary:*** "You may not know this, but while studying for my PhD I worked part time at the Mental Hospital and also at Sweden's largest and first Health Food Store in Uppsala, founded and run by Birgitta Åkerheden and her husband. I introduced to this store a sandwich / soup café section and introduced sour dough whole grain bread by bringing sour dough starter from San Francisco and working with the local Skuttunge Bagari to manufacture the sour dough bread for the sandwiches. I then introduced to the store 'alfalfa sprouts' showing them how to grow these and sell them in the store.

"When I then tried to introduce tofu at the store the owner asked me why I did not start my own tofu factory. It was a good question. You know the rest.

"I actually made about 12 different foods from tofu and invited the investment banks to this store to get start up money. Birgitta and I worked all day and had a huge demo ready for the bankers at closing time 6:00 PM. Of the 5 banks invited, none of them showed up!

"I was able to borrow $10,000 from my mother and $10,000 from my Korean neighbor, Professor Ki Yong Kim, head of Seoul University Computer Department. Eleven years later I paid Kim back at 18% interest (We continue to share Christmas cards). (Like most children, I never paid my Mother back, but I have 'loaned' a lot more than that amount to my children, so I think my Mom is OK with the final result)." Address: TAN Industries, Inc., 351 California St., Suite 1330, San Francisco, California 94104; 660 Vischer Ct., Sonoma, CA 95476.

2660. Davis, Brenda; Melina, Vesanto; Berry, Rynn. 2010. Becoming raw: The essential guide to raw vegan diets. Summertown, Tennessee: The Book Publishing Co. vii + 374 p. Index. 25 cm. [977* ref]

• ***Summary:*** Contains an excellent chapter titled "A history of the raw-food movement in the United States," by Rynn Berry (p. 9-24). The contents of that chapter: Introduction. The early raw-food movement: Sylvester Graham (1794-1851), Bernarr Macfadden (1868-1955), Herbert Shelton (1895-1985), Shelton's protégés (T.C. Fry, William Esser {who gained preeminence as a fasting expert at his Esser's Health Ranch, in Lake Worth, Florida; by 1983 has supervised some 35,000 fasts}, Vivian Virginia Vetrano). The German naturalist influence (Adolph Just, Benedict and Louisa Lust, Johanna Brandt, Otto Carque, Arnold Ehret, Vera & John Richter, Bill Pester). Twentieth-century raw-food leaders in the United States: Introduction (Eugene and Millis Christian, George J. Drews, St. Louis Estes), Norman Walker, Paul Bragg. Modern practitioners: Sproutarianism and living foods vs. fruitarianism: Introduction (Ann Wigmore, Victor Kulvinskas), wild-grown food and David Jubb, Essene and Christian raw foodists, Hallelujah Acres (founded by George H. Malkmus).

2661. Culture Codec. 2010. Pune health-food company Dakini Foods forced to leave (Web article). http://www.culturecodec.com/post/440492747/dakini-foods-pune-closed. March 11. Posted.

• ***Summary:*** "It is a sad day here in Pune, as I have received word from our favorite health-food producers in town that they have been forced to leave for bogus visa reasons.

"Dakini Foods produced the best natural food products we could find in town–including all natural and fresh peanut butter, tofu, tempeh, and rice cakes. Ah, what a sad, sad day.

"What is more, it seems that corruption and abuse of power were the rule in the government's under-handed dealings with Hillel Shapira, the proprietor of Dakini Foods, even to the extent of imprisoning him and making him pay bribes to use the bathroom.

"We clearly live in uncertain times when the emerging leaders of the 'free' world act indiscriminately with impunity.

"We wish Hillel and the others the best, and hope they find prosperity in their next ventures. Good bye, Dakini!"

Note: Three links are given to newspaper articles; two of these are to the *Times of India*. Address: Pune, India.

2662. *SoyaScan Notes.* 2010. The connection between Clinton "Clint" Eastwood and Paul and Patricia Bragg (Overview). Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** Clinton "Clint" Eastwood, Jr. (born May 31, 1930) is an American film actor, director, producer, and composer. He has received five Academy Awards, five Golden Globe Awards, a Screen Actors Guild Award, and five People's Choice Awards–including one for Favorite All-Time Motion Picture Star (Source: Wikipedia March 2010).

The connection between Clint Eastwood and Paul and Patricia Bragg started with the relationship between the late Harry Pendleton, Jr. (he died at age 64 of lung cancer), who was a buddy of Clint Eastwood, and who was Patricia Pendleton Bragg's younger brother (one year younger than Patricia). We don't know at what point Harry and Clint first became acquainted.

Clint was born (in San Francisco) the same year as Harry, Jr., (1930). They well may have attended Piedmont grammar schools together (Havens Elementary School) and definitely attended Piedmont Junior High School together (there they became lifelong friends and appeared) as Clint's family lived in Piedmont in the 1940s, as did Mrs. Pendleton and her children, Patricia & Harry, Jr. They both went on to attend Piedmont High School, Clint and Harry, Jr. both appeared in a class play together. The story from some of the many biographies of Clint Eastwood was that he was asked to leave Piedmont High late in his high school career–something about poor academic grades–and that he transferred to Oakland Tech and graduated from there in about 1949. During Clint's last year in high school, he lived in a small apartment house in Oakland owned by the

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Pendleton family.

Patricia Bragg also attended Havens Elementary School in Piedmont; a newspaper photo from 1939 shows her at age 10 at a school function there; Clint Eastwood and her younger brother, Harry, Jr., may have been school class year behind her.

Harry Jr. was Clint Eastwood's "best man" when Clint married his first wife in 1952, and "Clinton Eastwood Jr. of Hollywood" was Harry, Jr.'s "best man" when Harry married his first wife, Nancy Lee Flack, a Piedmont girl, at the chapel of The Highlands Inn at Carmel on 9 March 1958 (*Oakland Tribune*, 14 March 1958, p. 36D. "Nuptial vows at chapel in Carmel"). It's quite possible Patricia Bragg was in attendance at this wedding–though they definitely had an on & off sibling relationship.

A 1970 article in the *Miami Herald* (April 19, p. 18-G) states that Bragg's "disciples include such trim, fit and beautiful people as Eddie Albert, Pat Boone, Joan Crawford, Bob Cummings, Clint Eastwood, Alice Faye, and Cary Grant."

A 1975 article in *People Weekly* (Aug. 11, p. 45-47) adds: "Over the years, Bragg has accumulated an impressive band of kindred souls including Clint Eastwood, Muhammad Ali, Bernarr Macfadden, Mahatma Gandhi and the late, J.C. Penny,..." Gloria Swanson, and Jack LaLanne.

There may well have been Eastwood-Bragg connection in Southern California / Hollywood. Yet it is somewhat odd that neither Paul nor Patricia Bragg are mentioned in the index of at least six Eastwood biographies (which we have examined) if they played such a large part in Eastwood's "good health" as Bragg seems to claim–particularly since Patricia's brother, Harry Pendleton, Jr., is mentioned in three Eastwood biographies that we know of. And we've never seen a photo of Eastwood and Paul or Patricia Bragg together. We believe that one of the latest "Bragg" books has a modest promotional blurb on the back cover allegedly coming from the famous Mr. Eastwood though.

So here is what we have been able to find. If you are interested, please see what you can find.

2663. *SoyaScan Notes.* 2010. Where did Patricia Bragg go to college or university and what degrees did she receive? (Overview). Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** In an article in *Natural Foods Merchandiser* titled "Patricia Bragg: Born to do her father's work" (Oct. 2006), Vicky Uhland states: "Like her father [who she said was Paul Bragg], Patricia has a Ph.D.–in nutrition from the University of California, Berkeley–and a doctor of naturopathy degree, which she earned in her 20s from Bernadine University."

We decided to check the accuracy of Patricia's claims about her own education and degrees. After running into some University of California privacy rules, we got lucky when we checked the University of California, Berkeley, Alumni Office–which apparently doesn't have such privacy rules. According to their alumni database, "Patricia Pendleton" was once enrolled at UC-Berkeley and her "projected reunion date" was 1951 but she never graduated from there. Since her high school graduation from the private Mary Wallace School in Piedmont was in June 1947, graduation four years later as an undergraduate would have been 1951. There is also no record in their database of attendance by any Patricia with the surname "Bragg". We didn't even ask about Paul Bragg as this whole Bragg getting a PhD in nutrition from Cal; if he had, he surely would have mentioned it in his many books about diet and nutrition.

Note: Patricia Bragg, shown as the co-author with Paul Bragg of many books about diet and nutrition, never mentions a PhD in nutrition from one of the leading universities in the United States.

On September 8, 1954, there was an article in the *Oakland Tribune* Society Page titled "Braggs Leave for L.A. Home;" it covered a recent visit to the Eastbay by Dr. Robert & Mrs. Patricia Bragg. One paragraph reads "The young matron attended Miss Wallace's School and the University of California for two years before going to UCLA. She will accompany her husband on a lecture tour of the United States." A check with the UCLA Alumni Office indicated that no Patricia Pendleton graduated from that school, and the only Patricia Bragg that did graduate, graduated fairly recently and was not "our" Patricia. They don't keep records of enrollments as the Cal Berkeley Alumni Society does–only graduates.

Next we decided to find out about "Bernadine University" where Patricia Bragg claims to have earned a PhD degree in naturopathy while in her 20s. When (on 30 March 2010) we did a Google search of "Bernadine University" we could find no such university. Perhaps it had merged into another university, or was no longer in operation, or perhaps it had changed its name, or Vicky Uhland had spelled its name incorrectly in her article.

So we contacted the librarian at Bastyr University in Seattle, one of the only four accredited naturopathic universities in the U.S., to ask if they might have a history of Bernadine University. The librarian turned us over to the president of the school's assistant, who is the school's historian and also a historian on the whole naturopathic movement. He researched the matter, got back to us but could find nothing, though said "it sounds familiar."

At that point, still puzzled we decided to Google "Diploma Mill." Low and behold, up came many sites that mentioned "Bernadean University" in Van Nuys, California, which bills itself as a "naturopathic school." They also claim to have a "law school." Wikipedia had good basic definition of a "Diploma mill" with a more detailed discussion at "Diploma mills in the United States." Various websites state that there are now thousands of such organizations in the

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United states and worldwide, and that some of them make millions of dollars a year selling "fake degrees."

To focus on this "university" we Googled "Bernadean University" and got 15,800 "hits." One of the top-ranked sites was www.quackwatch.com which had the heading: "Bernadean University: A Mail-Order Diploma Mill." Their description began (30 March 2010): "Bernadean University, Van Nuys, California, has never been authorized to operate or to grant degrees. Yet it has managed to remain in business for more than 40 years. Bernadean's web site states that it is accredited by the World Council of Global Education and that its College of Health Sciences is accredited by the American Association of Drugless Practitioners. However, these agencies are not recognized by the U.S. Secretary of Education and should be considered academically meaningless."

The homepage for "Bernadean University" stated in large bold letters (same date): "Bernadean University is now operating under the names of Burney Universitatis and Burney University. They are still located in California." There are quite a few articles about Bernadean on-line, including one from the *Las Vegas Mercury* titled "Dr. Fake: The phony degree industry is exploding in Nevada and beyond." It mentions Bernadean University, which operated in Van Nuys and Las Vegas for years.

We have been unable to find out whether Patricia actually "attended" this "school," or just got its name from the yellow pages.

Note: This is the earliest document seen (July 2021) concerning Patricia Bragg in connection with either "Bernadine" or "Bernadean" University. If she got the degree while in her 20s (she was born in April 1929), we can we find no mention of it in the many articles and books written by and about her.

Surprisingly Uhland's "Born to Do Her Father's Work" was "reprinted" on the Bragg.com and the Bragg Health Foundation website. However many things were either changed or just omitted–including the part about the "doctorate in nutrition" from UC-Berkeley. Yet this is retained (30 March 2010): "Like her father, Patricia has a Ph.D.–and a doctor of naturopathy degree, which she earned in her 20s from Bernadine University."

2664. *SoyaScan Notes.* 2010. Elizabeth "Betty" Brownlee, Paul C. Bragg's second wife (Overview). Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** According to the 1910 and 1920 U.S. Censuses, Hugh Logan Brownlee, Sr. and Etta (Henrietta) Brownlee had 3 children, one of which was a daughter, Elizabeth Brownlee, born circa 1906. The family lived in Bradford County, Florida. This Elizabeth, of course, might be Paul Bragg's second wife. She does not show up with her parents in the 1930 Census and her age in 1930 would certainly be "marriageable".

With the help of Ginny Bird, Director, New River Public Library Cooperative (in Lake Butler, Florida), we have been able to locate the obituaries for both Hugh Logan Brownlee, Sr. and his wife, Etta, in the *Bradford County Telegraph.*

Hugh died on 4 April 1954 in Bradford County, Florida, and his obituary appears in the *Telegraph* on April 9 (page 1). "One of the best known residents of the county," he died in a Washington, D.C. hospital. "A prominent seedsman, merchant and produce buyer, Mr. Brownlee was acquainted with almost every phase of farming activities in the county." He was born on 12 Oct. 1882 in Sparta, Mississippi, and "came to Starke at the age of two with his father, the late James I. Brownlee, and his mother, Mrs. Sarah Logan Brownlee, who survives him." He is survived by his widow, Mrs. Etta Blitch Brownlee and his mother (?) of Starke, three daughters [not including Elizabeth / Betty], Mrs. M.C. Stda?, Washington, D.C., Miss Mary Brownlee, Baltimore, Maryland, and Mrs. J.R. Chasteen of Starke, and one son, Hugh L. Brownlee, Jr., of New Orleans, a sister Mrs. A.V. Long, Gainesville, eight grandchildren and two great grandchildren. "He was buried in Crosby Lake Cemetery with DeWitt C. Jones Funeral Home in charge of arrangements.

Mrs. Etta Brownlee's obituary died on 13 June 1971 (Sunday) and her obituary appears in the *Bradford County Telegraph* of 17 June 1971, p. 12. Her full name was Ella Blitch Brownlee. She was born in Montbrook, Florida, on 30 Dec. 1886, the daughter of the late Newton A. and Henrietta Edwards Blitch. She was a member of the First Baptist Church of Stark. Surviving are two daughters, Mrs. J.R. Chasteen Jr., Radford, and Mrs. M.C. Such / Stich, Washington, D.C., one son, Hugh L. Brownlee Jr., New Orleans, ten grandchildren and nine great-grandchildren. Funeral services were held in Jones Memorial Chapel. Interment was in the family plot in Crosby Lake Cemetery, with DeWitt C. Jones Funeral Home in charge.

The online records of the Crosby Lake Cemetery show the following related people buried there (list in order of death date): Hugh Logan Brownlee. Born 12 Oct. 1883. Died. 4 April 1954. Elizabeth [Sarah?] Logan Brownlee. Born 1 Sept. 1860. Died 6 Aug. 1956. [Sister of Hugh Logan Brownlee]. Ella Blitch Brownlee. Born 30 Oct. 1886. Died 13 June 1971. Wife of Hugh Logan Brownlee. Mary R. Brownlee (1915-1968).

2665. Tang, Anne Lise; Walker, K.Z.; Wilcox, G.; Strauss, B.J.; Ashton, J.F.; Stojanovska, L. 2010. Calcium absorption in Australian osteopenic post-menopausal women: an acute comparative study of fortified soymilk to cows' milk. *Asia Pacific J. of Clinical Nutrition* 19(2):243-49. [38 ref. Eng; chi]

• ***Summary:*** "Abstract: Calcium loss after menopause increases the risk of osteoporosis in aging women. Soymilk is often consumed to reduce menopausal symptoms, although

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in its native form, it contains significantly less calcium than cow's milk. Moreover, when calcium is added as a fortificant, it may not be absorbed efficiently."

The calcium-fortified soymilk used in this study is widely sold throughout Australia. It is So Good, sold by Sanitarium Health Foods, NEW, Australia. When it is properly fortified, its calcium bioavailability and hourly rate of absorption are about the same as that of dairy milk.

Note: Soy is mentioned 70 times in this article. Address: 1. School of Biomedical and Health Sciences, Victoria Univ., St Albans Campus, Melbourne, VIC 8001, Australia.

2666. Goldstein, Richard. 2011. Jack LaLanne, founder of modern fitness movement, dies at 96. *New York Times.* Jan. 23. *

• ***Summary:*** "He ate two meals a day and shunned snacks. Breakfast, following his morning workout, usually included several hard-boiled egg whites, a cup of broth, oatmeal with soy milk and seasonal fruit." He never drank coffee.

Note: Jack LaLanne probably can be correctly called the "founder of the modern fitness movement." His teacher and inspiration, Paul Bragg, might well also claim that title. Bragg started teaching fitness and exercise in the 1920s. He had a gym in Los Angeles where he taught exercise classes long before Jack LaLanne opened his gym, and Bragg taught exercise throughout his life in a very visible way–for years, free of charge, on the beach at Waikiki, Honolulu, Hawaii–and this garnered him lots of free publicity which reached a wide audience. Paul Bragg and Patricia Bragg also had a health TV show in Hollywood where they taught exercise. However by 1951 Jack LaLanne had a television program in the San Francisco Bay Area, and by 1959 nationwide. LaLanne's TV program had a much larger audience than Bragg's and it ran for much longer (more than 3,000 episodes).

2667. *Contra Costa Times.* 2011. Editorial: Bay Area's Jack LaLanne is a life worth emulating. Jan. 24. p. 1.

• ***Summary:*** La LaLanne, who urged a lifetime of fitness, died on Jan. 23 at his home in Morro Bay, California, at age 96 of complications from pneumonia. A native of the Bay Area, he was born on 26 Sept. 1914 in San Francisco, California. His parents, Jennie and Jean LaLanne, were immigrants from southwest France. After graduating from Berkeley High School, LaLanne attended night classes at Oakland Chiropractic College in San Francisco and graduated with a Doctor of Chiropractic degree. In 1936, he opened his own health spa (gym) in Oakland, California and encouraged clients to better themselves through weight-training. He concentrated on weightlifting and bodybuilding.

In 1951 his television show debuted in San Francisco on KGO-TV (Channel 7); in 1959 it went nationwide and ran for more than 3,000 episodes.

In 1956 (age 42) he set a world record of 1,033 push-ups in 23 minutes on "You Asked For It," a television program hosted by Art Baker.

2668. Forgione, Mary. 2011. Jack LaLanne's enthusiasm for fitness created an enduring legacy. *Los Angeles Times.* Jan. 24. *

• ***Summary:*** "Jack LaLanne was a junk-food junkie when he was a teenager–hardly an auspicious beginning for the man who would be father of the fitness movement in America. But it was meeting another early healthy believer that turned him around.

LaLanne gives credit to nutritionist Paul Bragg with helping him to turn his life around. See Los Angeles Times obituary. Address: USA Today.

2669. Hain Celestial Group, Inc. (The). 2011. The Hain Pure Food Company history (Website printout–part). www.hainpurefoods.com/about_us/history.php Retrieved March 6.

• ***Summary:*** A superb, detailed history–one of the best seen on the web. Combine this history with the chronology in the Hain Celestial Group's 10th anniversary annual report, and you have a very good history of Hain. However, one question remains: This history says that in 1992 Irwin Simon came to the rescue by buying the Hain and Hollywood brands from PET, Inc. However the 10th anniversary report (2003) says that in 1994 Irwin Simon acquired the Hain Pure Food Co. and Hollywood cooking oils from PET Inc. There is a two-year discrepancy here that we have been unable to resolve.

Chronology: 1926 Oct. 18–Hain Health Foods founded by Harold Hain as a single health food store at 329 W. 3rd St. (near Hill St.), Los Angeles, California.

1931–Harold renames the company Hain Pure Food Company.

1953–Harold Hain retires, selling his company for $100,000 to George Jacobs, an enthusiastic, creative pharmacist and entrepreneur.

1958–George Jacobs agrees to sell product to Jimmy Fiddler, a Hollywood columnist interested in the health food market. Mr. Fiddler packages Hain products as "Hollywood Brand" and sells them to local stores. However, he defaults on his loans, returning the product and brand labels to Mr. Jacobs.

1960–Jacobs bets the future of Hain on safflower oil–a new oil in America. He packages the expeller pressed safflower oil under the Hain label (sold in health food stores) and non-expeller pressed under the Hollywood label (sold in mainstream grocery stores), beginning one of the largest growth periods in Hain's history.

1961–To assist him in running the ever-growing company, George Jacobs hires his sons, Herman and Jerald. Employing their father's pharmacy expertise, Hain begins marketing the health benefits of these safflower products to doctors nationwide.

1970–Gross sales of safflower products have grown to

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an enormous $5 million, enabling the Jacobs to sell Hain Pure Foods Co. to Archon, a new multi-business holding company looking to increase their ties to the rapidly growing health and natural food industry. George retires but his sons stay on with the new company.

1973–The Jacobs brothers buy back Hain after Archon ran into financial difficulties.

1978–Hain hires Dr. Myron Cooper to head the technical development function.

1980–Sales top $25 million. The "health food market" is now called the "natural food market." But also in 1980 Jerald Jacobs dies of a brain tumor, leaving the entire burden of the company on his brother Herman.

1982–Herman Jacobs sells Hain to Ogden Foods, a division of the Ogden Corporation, for $45 million.

1986–Ogden sells its food business division to Pet Inc., including the Hain and Hollywood brands. Pet knew little about natural foods and therefore, did not really want Hain, but tolerated it for several years. They split the two brands, allowing both Hain and Hollywood to encounter steep decline in sales from lack of attention.

1992–Irwin Simon buys the Hain and Hollywood brands from Pet, saving the highly respectable lines from extinction. Under Mr. Simon's direction, the brands fall under his new company The Hain Food Group.

A brief profile of Irwin David Simon:

1990 Dec. to 1992 Dec.–Mr. Simon served various marketing capacities with Slim-Fast Foods Company ('Slim Fast'), where he was involved with sales and marketing for the frozen and dairy divisions.

1993 May to 2000 May–Mr. Simon served as President and Chief Executive Officer of The Hain Food Group Inc.

2000 May–Mr. Simon is founder of The Hain Celestial Group, Inc. of Hain Celestial UK Limited and has been its President and Chief Executive Officer since May 1993.

2670. McMahon, Marilyn. 2011. Bragging rights: Local natural foods guru crusades for healthy lifestyle. *Santa Barbara News-Press* (*California*). March 8.

• ***Summary:*** The article begins: "Interviewing Dr. Patricia Bragg, Ph.D., is like interviewing the Energizer Bunny that keeps 'going and going and going' in the television commercial for batteries. Both are in constant motion, and if there were a contest between the two, the rabbit would surely be begging for mercy."

She is chairwoman of the Bragg Health Institute, which has its headquarters in Goleta on 120 acres of land–which includes an organic farm and her home, a 115-year-old farmhouse surrounded by 600 rose bushes. There are 40 employees on the complex.

She is overflowing with energy, has a trim figure, and a radiant complexion. She describes herself as an international health crusader.

Dr. Bragg says she has never married [False: She married Robert Bragg, son of Paul Bragg].

What does she preach: Oxygen is the staff of live; breathe in deeply and breathe it all out. Women should never wear bras, especially wire bras; they should all wear loose chemises. Never use deodorant; if your diet is good, you will have no body odor.

She was awarded a Ph.D. in health science in 1973 and doctor of naturopathy degree in 1974 from Bernadean University in Nevada.

On a typical day, she awakes at 5 a.m. She sleeps with all the windows open and as soon as her feet hit the floor, she exercises. She spends much of the day spreading the word about good health on radio talk shows, such as "The Power Hour," "Coast to Coast," and "Totally Fit Radio." She also teaches at UCSB's Global Medicine Class.

Today for lunch (when her body notifies her that it is hungry, usually between 11:30 a.m. and 1:00 p.m.) she had a beautiful brown rice casserole that she makes herself.

Patricia says her mother, Nettie, died in an automobile accident at age 45. Her mother was a real nature girl and the father always had organic food.

Patricia says her father, "who was crippled by tuberculosis as a teen-ager, developed his own eating, breathing, and exercise program to rebuild his body into an 'ageless, tireless, pain-free citadel of glowing, super health.'" Paul Bragg contracted tuberculosis when he was age 15 and was sent to a sanitarium. The nurse who cared for him said that sunshine and fresh food would make him better. He was cured and this made him a believer.

Because the Bragg company is privately owned, annual sales figures are not available to the public.

Note: Patricia says that her mother, Nettie, died at age 45 from an automobile accident. Nettie's death certificate, however, says that she died at age 65 at Highland Hospital in Oakland, California. Her physician's statement on the death certificate says, in basic layman's terms, that the cause of her death was cancer of her left lung that metastasized to her brain. Address: News-Press staff writer.

2671. California Secretary of State. 2011. Live Food Products Co. Bragg Live Food Products. May 4.

• ***Summary:*** To start, on the Web–Google: California Secretary of State. When this appears as the first result, click "Business Search." Near the bottom of the screen, click the radio button "Corporation Name." In the search box titled "Entity Name" type: Live Food–then click the "Search" button. two entities should appear.

(1) Entity Number: C0659299. Date Filed: 12/29/1972. Status: Active. Entity Name: Bragg Live Food Products. Agent for Service of Process: Patricia Bragg.

(2) Entity Number: C0253004. Date Filed: 04/06/1951. Status: Dissolved. Entity Name: Live Food Products Co. Agent for Service of Process: -. Address: California.

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2672. Shurtleff, William. 2011. Comparison of the macrobiotic diet and Dr. Caldwell Esselstyn's whole foods, plant-based diet (Editorial). *SoyaScan Notes.* July 2.

• ***Summary:*** Meat: Macrobiotic diets allow consumption of fish, shellfish, and other seafoods, whereas the Esselstyn diet (which is designed to prevent and reverse coronary artery disease / heart disease) allows no animal products.

Dairy: The Esselstyn diet prohibits consumption of dairy products; the macrobiotic diet discourages their consumption. Note: Actually nothing is prohibited by macrobiotic diets; as taught by George Ohsawa, they are broad, flexible, and nondogmatic.

Refined carbohydrates, such as white sugar, white rice, and white flour: Both diets discourage their use except that the Esselstyn diet uses white sugar (in large amounts) in a small percentage of desserts. For example, in the book *Prevent and Reverse Heart Disease* (2007), the recipe for Birthday Cake (p. 276) calls for "1 cup (or less) sugar." Chocolate Red Devil Cake (p. 278) calls for "1 cup sugar." Luscious Lemon Cake (p. 280) calls for "3/4 cup (or less) brown sugar plus granulated sugar sprinkled over the cake."

Salt: The salt content of the macrobiotic diet (like the traditional Japanese diet) is high, provided by such condiments as miso, soy sauce (tamari), and gomashio, whereas the Esselstyn diet aims to use as little salt as possible–since many of the patients have both cardiovascular disease and hypertension. "If you *still* miss salt, try adding a little Bragg Liquid Aminos" (a salt alternative) or small amounts of "South River Sweet White Miso or low-sodium tamari. Try to limit sodium consumption to 2,000 mg a day." A table shows the amount of sodium in salt and four condiments (p. 122).

Soyfoods: Macrobiotic diets uses soyfoods abundantly; in addition to miso and tamari, they enjoy tempeh, natto, and small amounts of tofu. The Esselstyn diet advises: "Eat soy products cautiously. Many are highly processed and high in fat" (p. 121).

Fruits: Macrobiotic diets use fruits sparingly, since most are classified as very "yin." However apples (the most yang fruit) are used quite freely. The Esselstyn diet encourages the use of all fresh, whole fruits except avocadoes (which are high in fat).

Grain vs. vegetables: The macrobiotic diet is based on the central idea of a primary food (such as brown rice or other whole grains) and secondary foods (such as cooked vegetables). The Esselstyn diet encourages the use of all fresh, whole vegetables. One might say that the center of the Esselstyn diet is fresh fruits and vegetables.

Macrobiotic diets strongly discourages consumption of foods which are members of the nightshade family–potatoes, tomatoes, and eggplants. The Esselstyn diet encourages the consumption of whole (unpeeled) potatoes and tomatoes.

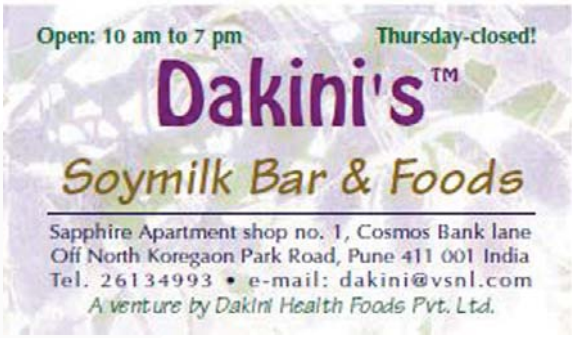
Macrobiotic diets resembles a Japanese diet, whereas the Esselstyn diet resembles an American diet.

Use of local, seasonal foods: Macrobiotic diets emphasizes this somewhat more than the Esselstyn diet.

Use of added oil: The Esselstyn diet strongly discourages this, whereas the macrobiotic diet focuses more on the quality of the oil, but while still advising moderation in quantity, includes recipes for deep-fried foods (such as tempura).

The term "macrobiotic diets" is short, whereas the term "whole-foods, plant based diet" is descriptive but too long, and in need of a shorter name. Address: Founder and owner, Soyinfo Center, Lafayette, California. Phone: 925-283-2991.

2673. Shapira, Hillel. 2012. Re: Dakini Health Foods' retail outlet in Pune, in operation from March 2004 to April 2005. Letter to William Shurtleff at Soyinfo Center, Feb. 21. 1 p. Typed, with signature.



• ***Summary:*** See next 2 pages. A business card from the time shows: The retail outlet was named Dakini's Soymilk Bar & Foods (Sapphire Apartment shop no. 1, Cosmos Bank Lane, Off North Koregaon Park Road, Pune 411 001 India). A venture by Dakini Health Foods Pvt. Ltd. Open from 10 am to 7 pm. Thursday–closed!

"We rented the space near Koregaon Park (Pune) in 2003 and after 8 month preparations we opened around March 2004. We closed for a month holiday in April 2005 (we literally physically collapsed). Not finding the right management for it and electrical and water supply problems getting worse, we decided not to continue, sold the furniture and focused our full attention on the factory. Sales were growing rapidly by then and it was a good decision. But we did miss feeding so many people directly. We felt we gained so much insight from our year in operation that, afterward, business was never the same again–in the best sense!

"The place had a table and 4 chairs inside and 24 seats in the front open space. The place was totally vegan except for one type of very good organic cheese made by a friend in the Himalayas. All milk drinks were soy milk and all yogurt preparations (lassi) were made from soy yogurt. We were producing soya-milk on our pressure cooker system in the factory, but not having a plate heat exchanger, we were cooling it to room temperature in a special jacketed stainless steel tank, then packed it in polyethylene bags which then

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Dakini's™

Cool Fresh Soya Drinks

Soya Milk Shakes

	Price
Banana Shake	30
Banana-Date Shake	40
Chickoo Shake	35
Chickoo-Date Shake	40
Papaya Shake	35
Pineapple Shake	35
Mixed Fruits Shake	40
Soyamilk Ice Coffee	35

Soyogurt Lassi

Sweet Lassi	25
Salt Lassi	25
Banana Lassi	30
Banana-Date Lassi	40
Chickoo Lassi	35
Chickoo-Date Lassi	40
Papaya Lassi	35
Pineapple Lassi	35
Mixed Fruit Lassi	40

Fresh Juices

Orange Juice	40
Sweet Lime Juice	40
Ganga Yamuna	40
Grapefruit Juice	45
Pomegranate Juice	60
Papaya-Lemon Juice	35

Hot Drinks

Black Tea	20
Green Tea	20
Green Jasmin Tea	20
Soy Chai	20
Black Coffee	25
Soymilk Cappuccino	35
Hot Soymilk Pot	30

Cool Drinks

Plain Soya Milk	20
Plain Soda	12
Lemon Soda	15
Himalayan Mineral Water	20

Cool Treats

Fruit Salad small	30
Fruit Salad big	60
Soyogurt	30

Food and Snacks Preparations

Falafel Plate Falafel, Salad, Tahini, Pita bread, Pickles	70
Falafel Serving Falafel, Tahini	50
Humus Plate Humus, Tahini, Olive oil, Pita, Pickles	70
Baba Ganush Plate Roasted Brinjal paté, Tahini, Olive oil, Pita	70
Salad Plate Assorted Veg Salads, Pickles	40
Dakini Royal Plate Falafel, Humus, Baba Ganush, Tahini, Assorted Veg salad, Pita Bread, Pickles	110
Tofu Plate Tofu sauted with Garlic, Ginger, Shoyu	70
Tempeh Temptations Plate Sauted Marinate Tempeh, garlic, Lemon, Shoyu	
Tempeh Crisps Thin fried Tempeh, Lemon, Garlic, Shoyu	50

Pita Sandwiches

Tempeh Temptation Sandwich	70
Tofu Sandwich	70
Humus Sandwich	50
Baba Ganush Sandwich	70
Cheese Sandwich	70
Peanut Butter Sandwich	25
Peanut Butter & Date Sandwich	30
Peanut Butter, Date & Banana Sandwich	35

Extra Servings

Pita Bread	10
Humus	15
Baba Ganush	20
Olive Oil extra virgin	20
Greek Olives	30
Tahini	10
Cucumber Tomato Salad	15
Beet root with Tahini	15
Carrot Salad	15
Sour Kraut	20
Extra Soyogurt	15
Hot Soymilk Extra	10

Cooking mediums are cold pressed Peanut/Mustard/Sesame oils only.

No additives or preservatives or any products containing these are used here. Organic farm products and ingredients are used whenever available.

Check out our daily menu on the board

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were put on ice for fast chilling. This worked well and we managed to get a long shelf life. For yogurt production we were inoculating soymilk at room temperature and then incubating it at 45C. The year we were running the shop we were producing 60-80 kg soy yogurt a week, 200-300 liters of soymilk a week, and about 50 kg tempeh. Tofu production at the time was about 600-800 kg a week and these figures include the supply to all the regular clients except soya milk and soyogurt which were for produced for our retail shop use only.

I attach the regular menu. Beside this menu we had a good changing daily menu on the board. The retail shop had about 300-350 square feet inside and 400 square feet of outside area.

"Opening the place (with bank loans) and running it was very challenging yet we got to meet so many people that we got many very good insights. Indians love soyfoods and the place become kind of a cult meeting place with families driving from Bombay and other cities for lunch at Dakini. The place was run as self-service and takeout.

"The most popular drink was the banana date milkshake and second was the papaya lassi; most popular sandwich was the Tofu Sandwich followed by Tempeh Sandwich. Most popular plate was the Falafel Plate followed by the Humus Plate and Tofu Plate. Soya milk Chai was selling real well at all times and the soy-milk ice coffee was a big favorite on hot afternoons. There was no refined sugar on the premises and sweetening was done with tasty organic liquid cane molasses.

A photo (taken 15 Feb. 2005) shows a waitress in red dress carrying a plate of food. Address: RD BR-354, Coqueiros (CX Postal 13), Itamonte, MG C.E.P. 37466000 Brazil.

2674. WhiteWave Foods Co. 2012. Saputo to buy Dean Foods Morningstar unit for $1.45 billion (News release). Broomfield, CO 80021. 1 p. May 23. 28 cm.
• ***Summary:*** Saputo is the largest dairy processor in Canada. They started out as a cheese company, then got into dairy milk. Saputo acquired Dairyworld Foods in about 2001. Dairyworld owned a company named Soyaworld, which made the So-Nice brand of soymilk. Saputo spun off Soyaworld and sold it to Sanitarium Foods in Australia. After a while, Sanitarium sold it back to Agrifoods International in Calgary. It is now named Earth's Own.

Wikipedia (July 2013) says the following about Earth's Own Food Company: "Earth's Own Food Company (previously Soyaworld Inc.) is a health food manufacturing

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company in Canada. They are producers and distributors of the So Good, So Nice, Almond Fresh and Ryza brands within Canada.

"History: Earth's Own was founded under the name Soyaworld Inc. in 1995 by Maheb Nathoo, and soon grew with an investment from Dairyworld Foods where Mr. Nathoo held the position of Vice President of Finance.

"In 2003 Sanitarium So Good Limited purchased 100% control of Soyaworld. From 2003 onward the company was wholly owned by the Seventh Day Adventist Church, through Sanitarium So Good Limited and Canadian Nutrition Association.

"In early 2011, Soyaworld Inc. was renamed Earth's Own Food Company Inc.

"In 2012 Earth's Own ownership group was renamed to Life Health Foods, Inc. The group remained 100% owned by the Seventh Day Adventist Church. In 2012 Agrifoods International Cooperative Ltd. purchased shares of Earth's Own." Address: 12002 Airport Blvd., Broomfield, Colorado 80021. Phone: (313) 635-4000.

2675. Long, Linda. 2012. Virgin vegan: the meatless guide to pleasing your palate. Layton, Utah: Gibbs Smith. 176 p. Index. 23 cm. [26 ref]

• ***Summary:*** Edamame is mentioned on 2 pages, soy (information on 1 page), tempeh on 5 pages, and tofu on 22 pages. And seitan on 7 pages.

Page 11-12. "9 products to know." You might not know about them and you should. Nutritional yeast (a good source of omega-3s), Bragg liquid aminos, tamari, shoyu, nama shoyu, tempeh, tofu, seitan, Ener-G egg replacer, agar (also called agar agar). Address: Author and food writer.

2676. Shurtleff, William; Aoyagi, Akiko. comps. 2013. History of soy ice cream and other non-dairy frozen desserts (1899-2013): Extensively annotated bibliography and sourcebook (Continued–Document part II). Lafayette, California: Soyinfo Center. 782 p. Printed 1 Oct. 2013. 28 cm. [1838 ref]

• ***Summary:*** (Continued): 1983 Aug.–Robert Tepper of Farm Foods serves Ice Bean soymilk ice cream at the annual American Soybean Association (ASA) convention in Nashville, Tennessee. A special presentation is made to 40 regional overseas ASA directors and officials

1983–Sales of Tofutti expand ten-fold. David Mintz establishes a new corporation named Tofu Time Inc. On 8 Dec. 1983 Tofu Time Inc. raises $2.76 million net in its first public stock offering.

1983–The United States leads the world in annual per capita consumption of (dairy) ice cream with 44.13 pints per person. Australia is second with 37.21 pints (down by 15.7%), followed by New Zealand (35.87), Canada (31.88), and Sweden (28.57) (International Association of Ice Cream Manufacturers. 1984. The Latest Scoop. Aug.).

1984–Tofutti mania spreads across America. Tofutti hits the big time, with huge amounts of free media publicity. Rising to national stardom, it became (to everyone's astonishment) America's number one dessert craze. Sales of Tofutti skyrocketed to $9 million in fiscal 1984 (which ended July 31).

1984 June–Robert Nissenbaum of Imagine Foods Inc., of Moniteau Farm, Jamestown, Missouri, introduces Rice Dream, a non-dairy frozen dessert based on amazake (cultured rice) made in the traditional way. A truly amazing product, it contains no refined sweeteners and no added oil or fat; most of its sweetness comes from the natural sweetness of amazake, but small amounts of Grade A maple syrup are also added. Imagine Foods soon begins advertising and promoting the product widely. By Oct. 1984 it was sold in 7 hard pack and 4 soft serve flavors.

1984–In the United Kingdom, the first soy ice cream is Sojal Frozen Non-Dairy Dessert. It was developed and marketed by John Holt of the Regular Tofu Co. Ltd. and made in Leicester, England, by Rossa Ltd., a dairy ice cream company. In May 1984 this same company introduced SoyBoy Soymilk Ices, then in June 1985 Sojal Light. Michael Cole was one of the salesmen for this company. Cole then left and went to work for Soya Foods Ltd.

1985 Feb.–Barricini Foods Inc. (Oyster Bay, New York) launches Tofulite (a soy ice cream); it is made in Tennessee by Farm Foods.

1985 May 31–Farm Foods (Summertown, Tennessee), maker of Ice Bean, is acquired by Barricini Foods Inc.

1985–In fiscal 1985 sales of Tofutti soar to a record $17.1 million. Tofu Time is one of the hottest stocks on Wall Street.

By the summer of 1985 at least 26 brands of soy ice cream (many of them with "Tofu" in the product name) are on the market in the USA.

The boom years for soy ice cream in America were 1984-1988. When the craze died down, four national brands were left: Tofutti, Ice Bean, Tofulite, and Mocha Mix.

1985 July–Michael Cole, in England, introduces Sunrise Ice Dream, which quickly became a huge success nationwide. Initially the product was made in Clywd, Wales, by Classic Ices–which was then owned by the Hillsdown Holdings Group. Later in 1985 the founder of Classic Ices, Ray Pierce, and the technical manager, Irene Barclay, leave Classic Ices and start a company named Genice Foods Ltd. (pronounced JEN-ais, also in Clwyd, Wales) to specialize in making non-dairy products.

1986 Feb.–Barricini Foods has its first public stock offering which raises $1.5 million gross, to use for marketing Tofulite and Ice Bean soy ice creams.

1986 April–Genice's first product is Genice Ice Delight. In 1986 the manufacture of Sunrise Ice Dream was transferred to Genice from Classic Ices. Today Genice is the

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largest maker of soy ice creams in the UK and Europe. In April 1989 Genice became a member of the Haldane Foods Group.

1992–Living Lightly (Light Non-Dairy Frozen Dessert) is introduced by Mark Brawerman and distributed by Turtle Mountain, Inc. of Junction City, Oregon. Sold in pints, it is available in 10 flavors. Sweetened with fruit juices, they contain no added fat. In 1994 the brand was changed to Living Rightly.

1996–The best-selling non-dairy ice creams in natural- and health food stores are now Rice Dream, Tofutti, and Living Rightly.

2001 July–Purely Decadent Soy Delicious–the world's first super-premium non-dairy frozen dessert (high in calories and oil)–is introduced by Turtle Mountain, Inc. in seven flavors.

2004 March–Soy Delicious is now the best-selling brand of ice cream (both dairy and non-dairy) in the natural foods channel in the USA.

2005 April 15–Mark Brawerman, founder of Turtle Mountain, Inc. signs a national distribution agreement with Dryer's Ice Cream. The same year he changes the company's brand on all its products to So Delicious Dairy Free from Soy Delicious. And he brings in an investor to obtain the capital he needs to expand his manufacturing capacity.

2006 late–Turtle Mountain opens the world's first dairy-free ice cream plant in Springfield, Oregon; it makes only ice cream sandwiches–no mix.

2008 April–Turtle Mountain, Inc. starts to ship coconut milk non-dairy frozen dessert to Whole Foods and distributors nationwide.

2008 May/June–Turtle Mountain, Inc. opens the world's first dairy-free ice cream plant that makes the basic mix, in Springfield, Oregon.

2012 May–Update on Tofutti Brands Inc., which is struggling. Net sales for 2011 were $15.926 million, down 11.1% from the previous year. Net income was $43,000, down 90.7% from $462,000 the previous year. Despite this 90% drop in profits, the salary paid to CEO Mintz is unchanged at $450,000.

2013–Turtle Mountain's net sales of non-dairy products this year will exceed $100 million, about 38% of which is non-dairy frozen desserts, followed by beverages, cultured products (mostly like yogurt), and non-dairy creamers (the smallest segment). Since 2006, net sales have increased, on average, by more than 30% a year–and much of this during the "Great Recession." The company now employs 175 people. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2677. Re: Update on Paul and Patricia Bragg. 2013. Letter to William Shurtleff at Soyinfo Center, Dec. 31. 2 p.
• ***Summary:*** From an expert researcher on Paul Bragg: "I found out that 'Live Food Products Co., a California corporation,' was first incorporated with the California Secretary of State on April 6, 1951, and that a Certificate of Winding Up & Dissolution of that company was filed with that State Office on September 29, 1971, over six years before Paul's 1976 death. Then, over a year later, a company with a very similar but slightly different name, 'Live Food Products, Inc.' was formed and its Articles of Incorporation filed with the California Secretary of State on December, a little unreadable as to date, but looks like '22', 1972, with Patricia as President and Joan Withers, her first cousin, as Secretary. No sign of Paul Bragg anyplace. By Certificate of Amendment to Articles of Incorporation of Live Food Products, Inc. filed June 29, 2010, its name was officially changed to 'Bragg Live Food Products', with Patricia as President & Cynthia A. Duerner as Secretary. (Patricia's cousin, Joan Withers, died circa 1982).

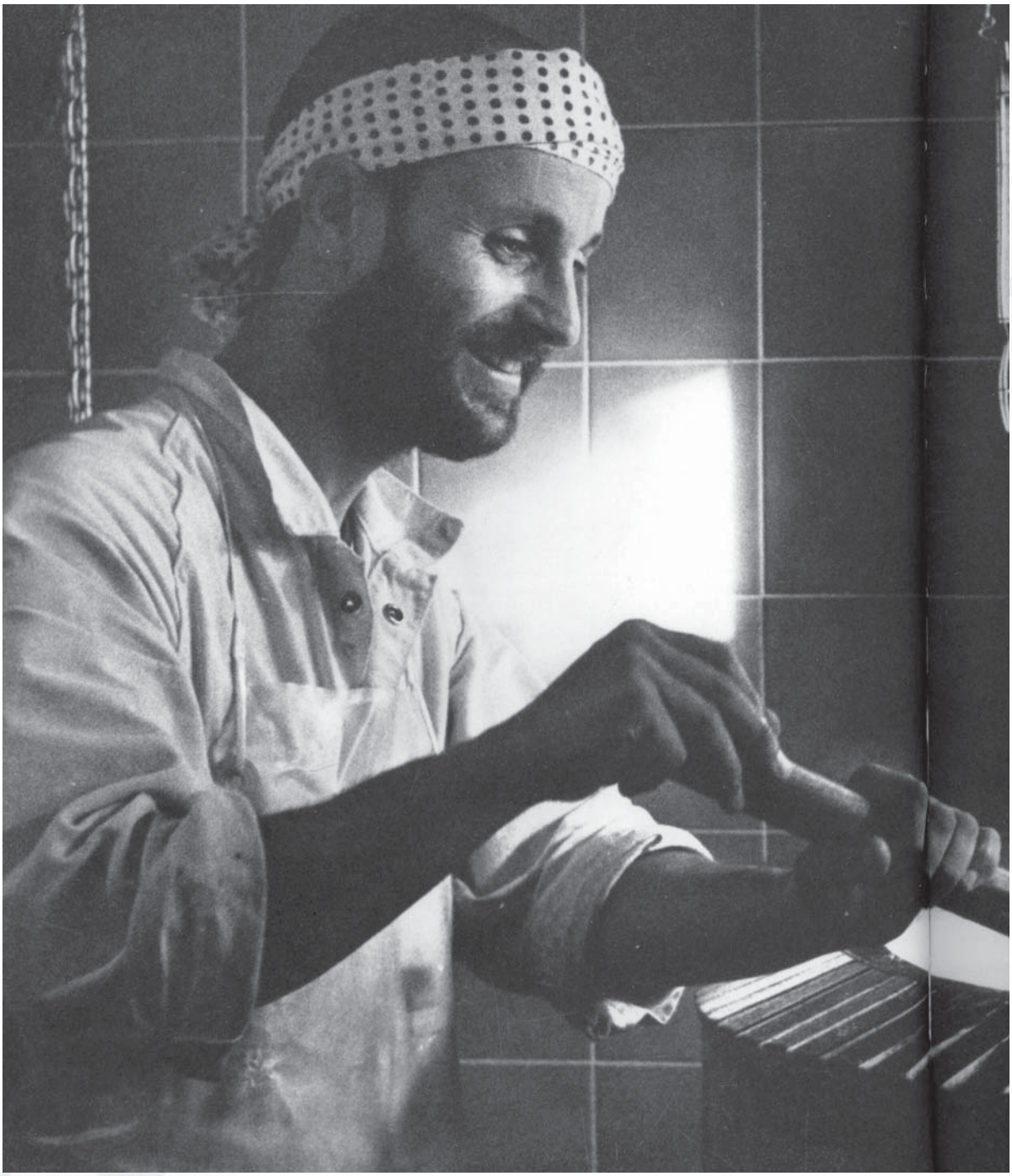
"My impression is that Paul Bragg got out of the health food / supplement business about the time he & Patricia moved to Hawaii in the late 1960s, and that he did only lecturing and publishing / republishing books for income. He was interviewed at least three times by the two major Honolulu newspapers & *People* magazine from 1967 to 1975, and none mentions him at any place as a health food manufacturer, and his death certificate only states his occupation as a book publisher. Although Patricia in a recent interview stated that their Burbank plant was turning out 365 Bragg products at the time of Paul's death ('one for every day of the year'), the Burbank Public Library, checking its copy of Burbank's 1976 Telephone Directory, can find no phone listing for such a company.

"And, of course, the inventory of assets of his estate at his December 1976 death shows only a 51% interest in UNIMPROVED Burbank property, which I'm quite sure was where the manufacturing plant or an adjacent lot once stood. (According to a Declaration for Patricia's signature in Paul's estate, Paul & Patricia 'received a condemnation award in the amount of $127,000.00 in 1972, by reason of the partial condemnation of the property located in Burbank, California')." Address: Oakland, California.

2678. Green, Louis; Green, Georgia. 2013. TofuShop cookbook. Melbourne, Australia: Published by the authors. 107 p. Illust. (color photos by Nicky Schuh). Index. 26 cm. [1 ref]
• ***Summary:*** A very handsome and interesting book by the founders of one of the early tofu shops in Australia. On the front cover is a color photo of the restaurant at the front of the Tofu Shop on Bridge Road, Richmond; a neon sign above the door says "Health food."

Contents: Forward, by Les Stacpool (He met Malcolm and Guna Green just as they were starting the Tofu Shop. He was a tofu maker there for some 20 odd years. Malcolm and Guna had three children). A poem by William Shurtleff (from *The Book of Tofu*, Tokyo, March 1975). Our tofu

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(made from soybeans from Paul and Ron Smith, shown in a color photo with Malcolm Green). Our tofu making process (in words, illustrations, and photos). Introduction (The Tofu Shop was opened in [Sept.] 1982 by Malcolm and Guna Green at 78 Bridge Road, Richmond {east of Melbourne}, Victoria, Australia; with a full-page photo of Malcolm, smiling, wearing a headband {*hachimaki*}, stirring a white liquid in a large cauldron. As of July 2014 the company has been in business almost 32 years. Their soybeans are sourced from the Riverina region {NSW}, and their Nigari is sourced from South Australia), Guna (her story with color photo of Guna and Malcolm), Malcolm (his story with black-and-white photo of him pouring soaked soybeans into a grinder to be ground. Their first employee, a Japanese lady named Junko, put a new spin on their menu, helping them to develop their famous tofu dip and tofu pouches stuffed with flavoured rice), Georgia (a 1983 photo shows her as a baby with her parents shortly after they started The Tofu Shop in Australia. Her parents were "Hand-crafting their own brand of Nigari tofu, combined with a simple wholefood eatery

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and grocery"). Louis (another child of Guna and Malcolm; a photo shows him with them as a child, and in 2012 cutting vegetables. He is one of the authors of this book. Since he was young, food has always been a big part of his life, and he has worked to develop his own cooking style), Joel (another child of Guna and Malcolm. He has become the company's tofu maker. A color photo shows him next to a cauldron).

Glossary, with entries for: Fresh (Five Seasons Brand Tofu) Japanese style tofu. Silken tofu. Soy milk. Atsuage (fried). Yuba skin. Fermented tofu. Mirin. Japanese light soy sauce. Tamari. Sushi vinegar. Shiromiso. Moromi. Natto miso. Kombu. Wakame. Tempeh. Dashi. Okara.

Entrées & tofu dishes. Soups. Sauces and marinades. Salads. Bakes. Beans & stews. Rice & noodles. Desserts. Acknowledgements. Address: Tofu Shop International, 78 Bridge Rd., Richmond, VIC 3121 (near Melbourne), Australia. Phone: (03) 9429 6204.

2679. Metello, Nuno. 2016. Re: History of the original Vegetarian Society of Portugal (Continued–Document part II). Letter (e-mail) to William Shurtleff at Soyinfo Center, Dec. 30.

• ***Summary:*** (Continued): "The unpublished and unfinished version of Kamensky's autobiography, translated into English by Fernando Pessoa is owned by the National Library of Portugal, as part of Fernando Pessoa's spollium: http://purl.pt/13858/1/geneses/2/2-165.html

"(Note: Only an Italian translation of this work was published, in 1991, by Amina Di Munno, but credited to Fernando Pessoa, a misattribution that caused some controversy).

"I was able to photocopy half of the original English version of this work, including some very interesting passages about vegetarianism and animal rights, and how he became a vegetarian, which I can send to you. There is a particular passage I like, were he buys a fish to set him free.

"I hope to go back to the National Library in the future to get the rest of this very interesting work.

"In 1932 Kamenesky published a book of poems, *Alma Errante* (Wondering Soul), with a preface by Pessoa. In the beginning of the book there is a portrait of Kamenesky by famous Portuguese artist José Malhoa. The book is available online here: http://casafernandopessoa.cm-lisboa.pt/bdigital/8-628MN

"As an actor he stared in many classic Portuguese movies, such as *A Revoluçao de Maio* (1937), *O Pátio das Cantigas* (The Courtyard of Songs, 1942), and *O Pai Tirano* (The Tyrant Father, 1941). In *O Pai Tirano* he plays a vegetarian, and in *O Patio das Cantigas* he plays an animal lover.

"Kamensky in IMDB: http://www.imdb.com/name/nm0436553/

"Wikipedia page on Kamenesky (in Portuguese): https://pt.wikipedia.org/wiki/Eliezer_Kamenesky (Note: Kamenesky's name can be written in slightly different ways. He finally adopted "Eliezer Kamenesky" [or Kamenzky] when he settled in Portugal.)

"I have lots of information about him, but except for the pamphlet I annexed here and his autobiography translated into English by Pessoa, it's all in Portuguese.

"Jaime de Magalhaes Lima: He was a famous writer at his time. As essayist, journalist, poet, travel writer, etc., he wrote about vegetarianism in Portuguese periodicals before the Vegetarian Society of Portugal was formed. He was a Tolstoyan and helped to spread his doctrines in Portugal. He actually visited Tolstoy (who was, with St. Francis of Assisi, one of his biggest influences) in Russia (he wrote about this encounter twice) and continued to corresponded with him. However, he became a vegetarian not influenced by Tolstoy but by a French book on vegetarianism.

"He became the Honorary President of the Vegetarian Society of Portugal and contributed frequently with articles for *O Vegetariano* and the Vegetarian Almanac.

"He gave a talk about vegetarianism in Oporto, titled *O vegetarianismo e a moralidade das raças* (Vegetarianism and the morality of races), which became a volume of the *Biblioteca Vegetariana.* For this talk (and later booklet) he drew largely from *The Ethics of Diet* by Howard Williams. I will include a link for the complete talk below. (If you need

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to quote it, with page numbers, etc., I also have the printed edition digitalized).

"He also liked very much the essays on vegetarianism by Reclus and E. H. Crosby, which he quoted at least in two occasions in his articles.

"I have many articles about him (many of them about him and Tolstoy), that were published in books, and I also have his biography on the Portuguese Encyclopedia.

"On Wikipedia (in Portuguese): https://pt.wikipedia.org/wiki/Jaime_de_Magalh%C3%A3es_Lima

"António Gonçalves Correia (1886-1967): He was a travelling salesman, Tolstoyan, anarchist, poet, and author of two booklets as well as articles in many Portuguese periodicals. He wrote letters published in *O Vegetariano.* He used to buy birds to set them free, just like Leonardo, and founded the first anarchist community in Portugal (were the food was all vegetarian).

"On Wikipedia (in Portuguese): https://pt.wikipedia.org/wiki/Ant%C3%B3nio_Gon%C3%A7alves_Correia

"In English: Joao Freire, Freedom Fighters: Anarchist Intellectuals, Workers, and Soldiers in Portugal's History, Black Rose Books, 2001, pp. 167-169. https://books.google.pt/books?id=s67aAAAAMAAJ&q=anarchism+vegetarianism+P ortugal&dq=anarchism+vegetarianism+Portugal&hl=pt-PT&sa=X&redir_esc=y

"[I haven't read this book yet; found this via Google Books.] Famous Portuguese writer Raul Brandao wrote about Correia and his vegetarian commune in his book *Os Operários.* There is also an entire book about him in Portuguese. Father Himalaya Priest and inventor. Wikipedia (in English): https://en.wikipedia.org/wiki/Manuel_Ant%C3%B3nio_Gomes

"I have not read the books about him yet. I have a pro-vegetarian quote by him in the Vegetarian Almanac.

"Some important vegetarian books published in Portugal:

"*A alimentaçao Segundo a natureza: tratado theorico e pratico de cosinha vegetariana,* by Edward Baltzer, translated by Luiz Cardoso. Lisboa (Lisbon), 1896. This book by Baltzer is probably the very first vegetarian recipe book published in Portugal.

"*Fructa e Pao,* by Gustav Schlickeysen. Translated by Marcos Pinheiro da Fonseca, co-founder of *O Vegetariano* [uncredited. I know he was the translator because they mentioned it in *O Vegetariano*]. Porto (Oporto), 1906.

"*Irmânia,* by Angelo Jorge, a writer and poet (https://pt.wikipedia.org/wiki/%C3%82ngelo_Jorge). Published in 1912 as part of the Vegetarian Library collection published by the Vegetarian Society of Portugal; republished in 2004. Angelo Jorge was the secretary of the Vegetarian Society of Portugal for a period. Fortunately, there is some information about Jorge and Irmânia in English. About Irmânia: https://repositorio.utad.pt/bitstream/10348/1819/5/Aporias%20of%20George% 20(1).pdf

"Also about Angelo Jorge (from the book Trans/Forming Utopia: The `small thin story', by Elizabeth Russell, via Google Books):

https://books.google.pt/books?id=AxrqFBMke4sC&pg=PA193&lpg=PA193&dq=angel o+jorge+vegetarian&source=bl&ots=7j5mAHjBx4&sig=LyQU_p5PiZGL2vz5tBuv80i4lJA&hl=pt-PT&sa=X&ved=0ahUKEwiUwe-W5ZjRAhWHMhoKHQWbCN8Q6AEIRTAH#v=onepage& q=angelo%20jorge%20vegetarian&f=false

"*A Base de todas as reformas na alimentaçao.* Translation of an original work by Otto Carqué (The Foundation of All Reform). Also a part of the Vegetarian Library Collection. *Leituras Amenas,* by Manuel Teixeira Leal (co-founder of *O Vegetariano* and of the Vegetarian Society of Portugal), Porto [Oporto], 1913. This is a children's book about vegetarianism and naturism.

"*O Vegetarianismo e a Moralidade das Raças,* by Jaime de Magalhaes Lima. 1912. Available here:

http://www.gutenberg.org/files/24338/24338-h/24338-h.htm Vegetarian Library, volume IX.

"*A Cultura da Vida.* By Joao Bentes Castel-Branco (another vegetarian pioneer:

https://pt.wikipedia.org/wiki/Jo%C3%A3o_Bentes_Castel-Branco. He is also mentioned in the IVU website above). 1912. Vegetarian Library.

"*Culinária Vegetariana, vegetalina e menus frugivoros,* by Julieta Ribeiro (wife of *O Vegetariano* co-founder Jerónimo Caetano Ribeiro). Porto, 1916. This is the very first original Portuguese vegetarian recipe book, the previous ones being translations. A fourth edition was published in 1923:

http://porbase.bnportugal.pt/ipac20/ipac.jsp?session=148Q9IG640131.50362& profile=porbase&source=~!bnp&view=subscriptionsummary&uri=full=3100024~!1 186847~!0&ri=9&aspect=subtab11&menu=search&ipp=20&spp=20&staffonly=&term= julieta+ribeiro+menus&index=.GW&uindex=&aspect=subtab11&menu=search&ri=9

"Annexed here is also a work buy an author named Ardisson Ferreira (I also have biographical information on him). It is also one of the books published by the Vegetarian Society of Portugal as part of their Vegetarian Library collection. It is titled *O Home é frugívoro* (Man is a frugivore)!

"In recent years many books on vegetarianism (many of them, recipe books) and animal rights have been published in Portugal (some of them translated, but many of them being original Portuguese works).

"Well, I hope this information is of any use to you. If you need some further details about any of this, please, don't hesitate to contact me.

"Best regards," Address: Portugal.

2680. Dr. John Westerdahl (Website printout–part). 2016. www.drwesterdahl.com/about.htm Retrieved 25 Jan. 2018.

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• ***Summary:*** Home > About > John Westerdahl. PhD, MPH, RD, CNS, FAND.

"Nutritionist

"Registered Dietitian

"Health Scientist/Health Educator

"Board Certified Anti-Aging Health Practitioner

"Fellow, Academy of Nutrition and Dietetics

"Master Herbalist

"Author

"Lecturer

"Radio Talk Show Host–"Health & Longevity"

"Chair, Vegetarian Nutrition Dietetic Practice Group of the Academy of Nutrition and Dietetics

"As a nutritionist and health educator, I have devoted my life to teaching people how to achieve optimal health and longevity through a healthy plant-based and vegetarian diet. A whole food, plant-based diet (ideally a vegetarian diet), rich in fruits and vegetables is powerful medicine in preventing, effectively treating and even reversing many of the diseases we face today. This diet, plus regular exercise, healthy lifestyle habits, and a positive mental attitude will lead to optimal health. I believe it is possible for each of us to enjoy total wellness for the body, mind and spirit. "'I pray that you may prosper in all things and be in health, just as your soul prospers.'–3 John 2–A verse from the Holy Bible (New King James Version)

"About Dr. John Westerdahl.

"Dr. John Westerdahl is an internationally recognized authority in the fields of nutrition and wellness. He is a Nutritionist, Registered Dietitian, Certified Nutrition Specialist, Master Herbalist, Board Certified Anti-Aging Health Practitioner, Health Scientist and Health Educator.

"A graduate of Pacific Union College and Loma Linda University School of Public Health, Dr. Westerdahl's Bachelor of Science, Master of Public Health and Doctorate degrees are in the fields of food, nutrition and health education. With an interest in spiritual wellness, Dr. Westerdahl also received a Master of Arts Degree in Religion from California Graduate School of Theology.

"Dr. Westerdahl is currently the Director of the Bragg Health Institute and Director of Health Science for Bragg Live Food Products in Santa Barbara, California. He previously served as Director of Wellness & Lifestyle Medicine and Nutritional Services for Castle Medical Center in Hawaii, the Director of the Murad Inclusive Health Center and Murad Medical Group in Los Angeles, Senior Nutritionist for the Shaklee Corporation and the Director of Nutrition for Dr. McDougall's Right Foods, Inc. in San Francisco, and Nutrition Editor for *Veggie Life Magazine*. He also was the staff nutritionist for Millennium Restaurant, San Francisco's premiere vegetarian cuisine restaurant. Dr. Westerdahl is the Chair of the Vegetarian Nutrition Dietetic Practice Group of the Academy of Nutrition and Dietetics.

"Dr. Westerdahl's popular radio talk show, Nutrition and You, and television show, Tasty and Meatless, reached thousands every week throughout the Hawaiian Islands. Dr. Westerdahl's new radio talk show, Health & Longevity, is listened to nationally on the LifeTalk Radio network. These radio and television programs have successfully helped thousands of people learn more about nutritional awareness, good dietary habits and health benefits accruing form a plant-based lifestyle. He has written on the topics of health, longevity, food, nutrition and herbs for a variety of national publications and is a frequent guest and lecturer on radio and television.

"Over the past thirty years, Dr. Westerdahl's research has led to the development of several state-of-the-art food, nutritional and herbal products and formulations that have been marketed worldwide. His research has led him to consult, study and work with some of the world's leading authorities in the fields of food science and nutrition, pharmacognosy and phytomedicine, esthetics and dermatology, and in integrative and lifestyle medicine.

"Dr. Westerdahl is a member of numerous scientific and professional societies including the American Association for the Advancement of Science, the Academy of Nutrition and Dietetics, the American College of Nutrition, the American College of Lifestyle Medicine, and the American Academy of Anti-Aging Medicine. He is listed in Who's Who in America, Who's Who in Medicine and Healthcare and Who's Who in Science and Engineering. He has received several honors and awards, including national awards from the Academy of Nutrition and Dietetics for his contributions in the fields of vegetarian nutrition and in integrative and functional medicine.

A portrait photo shows Dr. John Westerdahl looking very healthy. Address: California.

2681. True Health Initiative: A global consensus on lifestyle as medicine (Website printout–part). 2018. www.truehealthinitiative.org/councils/john-westerdahl/ Retrieved Jan. 25.

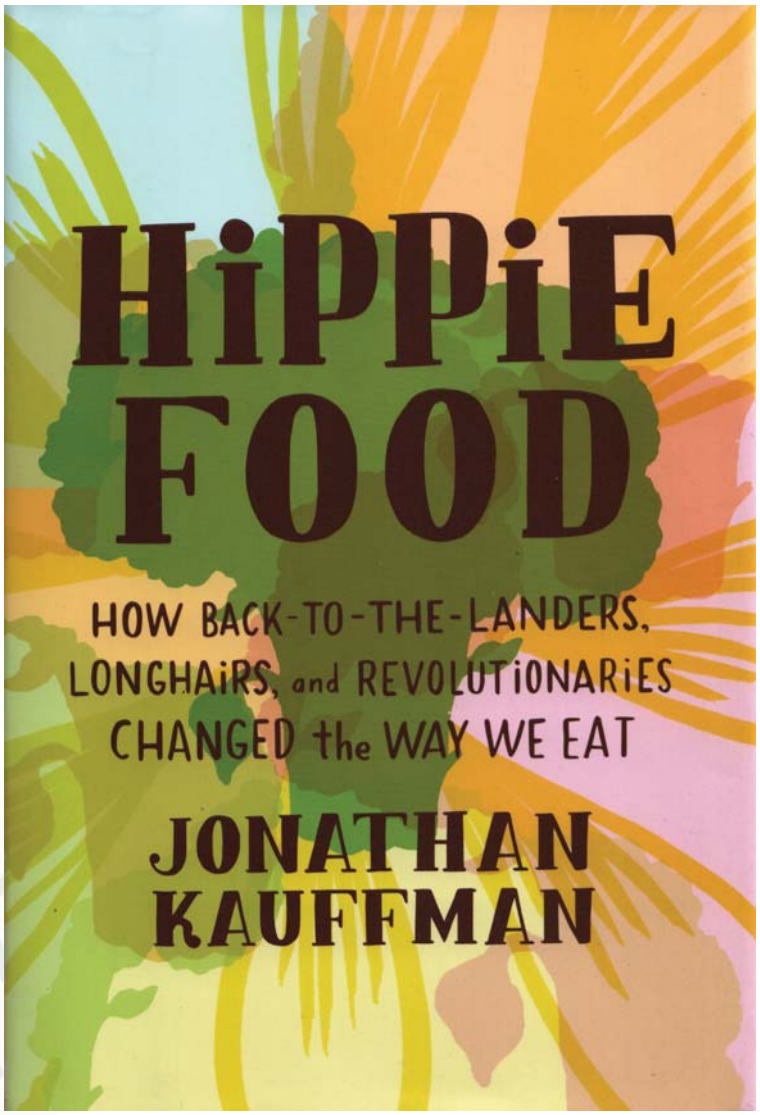
• ***Summary:*** Home > Council > John Westerdahl. PhD, MPH, RD, CNS, FAND.

"Dr. Westerdahl is an internationally recognized authority in the fields of food, nutrition and wellness. He is a registered dietitian nutritionist, certified nutrition specialist, health scientist, health educator and radio talk show host. He is currently the Chair of the Vegetarian Nutrition Dietetic Practice Group of the Academy of Nutrition and Dietetics and also serves as Director of the Bragg Health Foundation. Dr. Westerdahl previously served as Director of Wellness & Lifestyle Medicine and Nutritional Services for Castle Medical Center in Hawaii, Director of the Murad Inclusive Health Center and Murad Inclusive Health Medical Group in Los Angeles and Nutrition Editor for Veggie Life Magazine. He has also worked as a nutritionist and health scientist for various companies (including Bragg Live Food Products, Dr.

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McDougall's Right Foods, Shaklee Corporation and Murad, Inc.) in developing several state-of-the-art food, nutritional and herbal products and formulations that have been marketed worldwide. His radio talk show, Health & Longevity, is broadcast nationally on the LifeTalk Radio network.

"A graduate of Loma Linda University School of Public Health, Dr. Westerdahl's academic degrees (B.S., M.P.H., Ph.D.) are in the fields of food, nutrition and health education. With an interest in spiritual wellness, Dr. Westerdahl also received an M.A. degree in religion. His life experience and research has led him to consult, study and work with some of the world's leading authorities in the fields of food science and nutrition, pharmacognosy and phytomedicine, esthetics and dermatology, and in integrative and lifestyle medicine." Address: California.



2682. Kauffman, Jonathan. 2018. Hippie food: How back-to-the-landers, longhairs, and revolutionaries changed the way we eat. New York, NY: William Morrow, an imprint of HarperCollins Publishers. 344 p. Index. 24 cm. [135 + 390 endnotes]

• ***Summary:*** Brown bread, brown rice, granola, tofu, vegetarianism, organic foods. These are just some of the iconic foods that Hippies introduced to America.

Contents: Introduction: Why the counterculture of the late 1960s embraced a completely new type of food and a new way of relating to that food. They wanted real food, pure and from the source. Many Hippies felt America had betrayed their trust. So they worked to build a new America in the shell of the old. Why did Hippie food spread so fast–as if by magic? Taking a journalist's approach, Kauffmann divides the story of Hippy Food into three eras: (1) The years before 1968 are prehistory. (2) 1968-1974 is the revolutionary era. (3) From 1975 on is the era of creating institutions and businesses, writing cookbooks to bring the revolution to a much broader audience.

1. Fruits, seeds, and (health) nuts in southern California: The Aware Inn, run by Jim and Elaine Baker on Sunset Strip; "it was one of the very first restaurants in the country to print *organic* on the menu." The Health Hut, owned by Gypsy Boots and his wife Lois, on Beverly Boulevard near La Cienaga. Only Los Angeles, which started as a destination for tuberculosis sufferers in the late 1800s seeking to regain their health, could have produced these two. Before them came raw fooders John and Vera Richter, Naturmenschen from Germany, Arnold Ehret, Paul Chappius Bragg, Gayelord Hauser, Healthy Hollywood, *California Health News*, Nature Boys, Jack LaLanne, Steve Allen, Rancho La Puerta, and more.

2. Brown rice and the macrobiotic pioneers: The caravan to Chico, California. Chico-San, George Ohsawa and his teachings, *Zen Macrobiotics*, miso, miso soup, seitan, adzuki beans and kudzu-root, tamari, George Ohsawa Macrobiotic Foundation, rice cakes, organic brown rice, Cambridge, Massachusetts, Evan Root, Beth Ann Simon's death, George Ohsawa's death on 24 April 1966 in Tokyo at age 72, Michio and Aveline Kushi, Erewhon, study houses, Paul Hawken, Sanae, macrobiotic restaurants nationwide, the primary practice of macrobiotics seemed to be eating, and selling macrobiotic food, Hawken and organically grown food, Frank Ford of Arrowhead Mills, Erewhon's quest for brown rice, Lundberg Family Farms starts growing brown rice for Chico-San, fire destroys Chico-San. Sidebar at end on carob.

3. Brown bread and the pursuit of wholesomeness: Haight-Ashbury and The Diggers, Sylvester Graham and the history of whole-grain bread in America, white flour and bread, discovery of vitamins, Adelle Davis, the poisons in our food (1950-1970s), Black Muslims and dark bread, Beatrice Trum Hunter, Clive McCay and Cornell bread, Ed

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Brown and Tassajara, *The Tassajara Bread Book.*

4. Tofu, the political dish. Frances Moore Lappé, *Diet for a Small Planet,* eating becomes a political act. Shurtleff and Aoyagi in Japan, The Farm in Summertown, Tennessee, Laurie Sythe Praskin, Stephen Gaskin, The Farm Soy Dairy, soybean missionaries, *The Book of Tofu,* Soycrafters Association founded in Ann Arbor, Michigan, tempeh, Seth Tibbott, tempeh and Tofurky.

Note: This is the best (most accurate and most complete) account of how Shurtleff & Aoyagi, with *The Book of Tofu,* introduced tofu and soyfoods to America in the mid-1970s.

5. Back-to-the landers and organic farming: Samuel Kaymen, Natural Organic Farming Association established in Vermont (June 1971), Sir Albert Howard, J.I. Rodale, Rodale Press, *Organic Gardening and Farming,* Rudolf Steiner, Biodynamics, communes, the back to the land movement, NOFA.

6. Vegetarians on the curry trail: The Seventh-day Adventists, meat substitutes, The Hurds and *Ten Talents.* At the end is a sidebar on Granola and Granula.

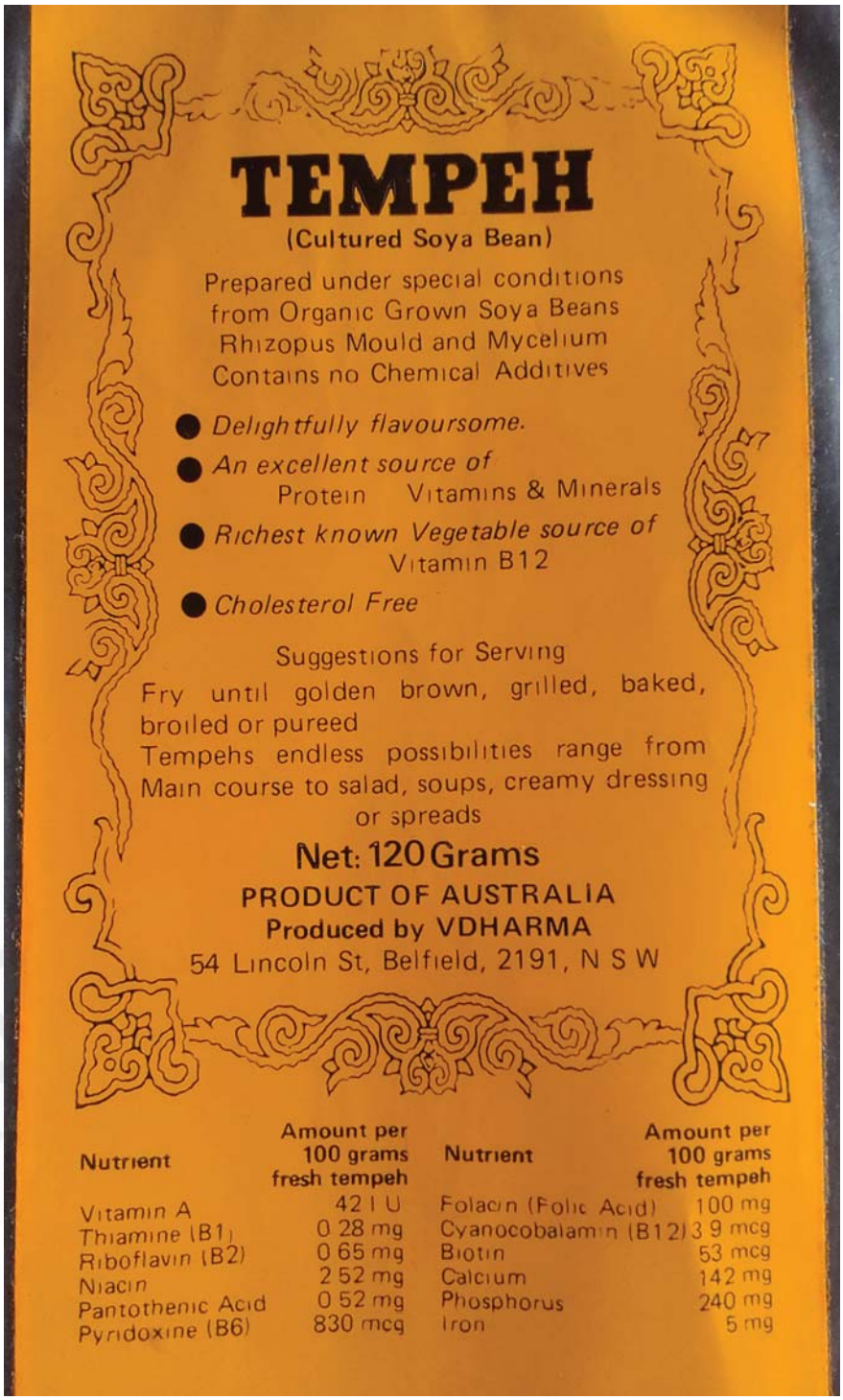
7. Food co-ops, social revolutionaries, and the birth of an industry: Whole Foods in Austin, Texas, and the Wheatsville Food Co-op in Austin.

Conclusion: The revolution failed, the revolution succeeded.

The Aware Inn, a restaurant in Los Angeles, is discussed on pages 19-21, 29, 37-39, 42-44, 55, 178, 218, 232.

Jim Baker, who with his wife founded the Aware Inn, is discussed on pages 19-20, 29-30, 33, 37-39, 42-48, 178, 218, 232.

The Source, a Los Angeles restaurant founded by Jim Baker and his wife, is discussed on pages 45, 47-48, 50-55, 232. The Brotherhood of the Source on pages 51-52, 55. The Source Family on ages 51-54, 275. Address: Reporter for the food section of *The San Francisco Chronicle.*

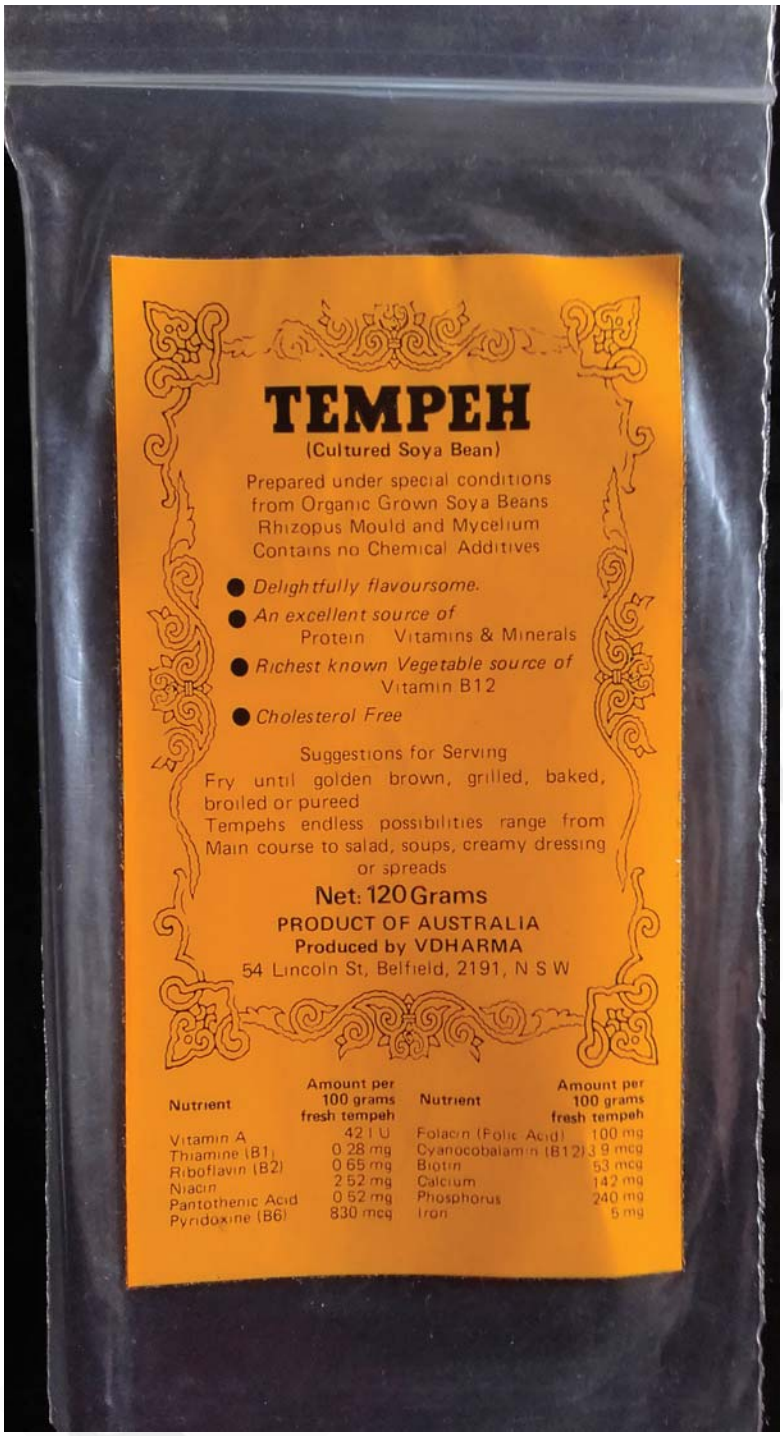


2683. Johnson, Denis Peter. 2018. Re: I was the first person to make tempeh in Australia, not Cyril & Elly Cain of Beancoast Soyfoods. Letter (e-mail) to William Shurtleff at Soyinfo Center, May 29. 2 p. [1 ref]

• ***Summary:*** "Regarding the first production of Temphe in Australia. In this [your book] you state that Michael Joyce letter to you in march 1983 & again in a letter 25 October 1984 where he says that Cyril & Elly Cain of Beancoast Soyfoods were the first commercial Temphe producers in Australia in July 1982.

"Well that is not correct, I was the first person to produce Tempeh in Australia on a commercial basis & possible the first person to produce Temphe in Australia at all

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& I did that in 1979 & until that time there was no Temphe for sale in Australia & there was no Rhizopus oligosporus mold spur available also in Australia at that time

"My name is Denis Peter Johnson of Sydney Australia, I had lived in Asia since December 1970 & spoke Indonesian & Malay & Thai & in 1979 I returned to Sydney Australia to live & started to make Temphe at that time there was no Temphe sold in Australia & there was no Mold Spur available.

"I contacted the Australian CSIRO (The Commonwealth Scientific and Industrial Research Organisation) in Sydney & spoke with a Dr John Pitt & asked if they had Rhizopus oligosporus mold spur they informed me that they had had it since about 1969 & I requested to obtain some from them to make Temphe.

"At first Dr Pitt was reluctant to give me any. But I persuaded him & he invited me to the Lab gave me some & showed me how he reproduced it.

"I then proceeded to make my own & started & Temphe production in Sydney.

"At first I was selling to Indonesian restaurants & to some Chinese shops China town there was no other Temphe been sold anywhere at all here in 1979.

"My Temphe brand name was VDHARMA. produced at 54 Lincoln St., Belfield 2191 Sydney NSW Australia

"I then also stated working making Tofu with Marcia Webber (who you reference in your book) a few days a week at her Tafu factory in Surry Hills Sydney & also with her Tafu distributor Earth Foods Bakery at Coogee Sydney NSW

"And at was at this time Earth Foods became my distributer for my Temphe selling it to Health Food store all over Sydney & suburbs. this was in 1979 & I continued & was still making Temphe in till about mid-1983.

"I then stoped [sic, stopped] production & making Temphe & I moved back to Indonesia

"Please note photo in the attached file of my Temphe label bags designed by me that my product was marketed in. I would also take the credit for been the first person to make Temphe in Australia in Zip Lock Plastic bags that I perforated for incubation. & then it was placed in another Zip Lock plastic bag with my label on it for distribution.

"So can you please edit your information regarding the first Temphe Production in Australia & give me the credit as I was the first to produce Temphe in Australia.

"Thanks. Denis Peter Johnson Aka Denis Pierre Johnson."

2684. Ruggles, Ron. 2018. Good Earth restaurant chain founder dies: William Galt, 89, pioneered health food in the 1970s. *Nation's Restaurant News.* Aug. 21.

• ***Summary:*** A color photo (by Marialice Galt) shows William A. Galt who in 1975 launched Good Earth as a 22-seat restaurant in Reno, Nevada. He eventually grew it to 53 restaurants.

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The restaurants served mostly vegetarian dishes "based on Galt's research into whole grains, hormone-free meats and natural sugars and spices without additives."

In 1980, General Mills acquired the brand, closing some and converting about 20 of the Good Earth Restaurants into Olive Garden or Red Lobster brand. General Mills owned these until 1995, when it sold them all to Darden Restaurants Inc.

"In 1986, Richard Martin, West Coast Editor of Nation's Restaurant News, told the *Los Angeles Times* [California] that 'Good Earth is probably the most prominent chain example of a health-food concept."

2685. Healthy recipe: mushroom tempeh tacos (Web article). 2021. https://www.phillyvoice.com/mushroom-tempeh-tacos-healthy-recipe-059991/ 1 p. Retrieved April 2.
• ***Summary:*** "Go meatless on your next taco night with this delicious Mushroom Tempeh Tacos–makes 6 servings. Ingredients:

"1 tablespoon of olive oil
"1 medium onion, diced
"4 cloves of garlic, minced
"16-ounce package of mushrooms, sliced
"8-ounce package of tempeh
"2 teaspoons each: chili powder and cumin
"2 tablespoons of lime juice
"One 15-ounce can of no-salt-added diced tomatoes
"Dash of low sodium soy sauce or Bragg's liquid aminos
"Whole grain tortillas or crackers
"Directions:

"1. Coat the bottom of a large frying pan with olive oil. Add onions and garlic and cook for about 3-5 minutes, or until softened.

"2. Add the mushrooms, tempeh, chili powder, and cumin. Cook for about 5-minutes, stirring occasionally.

"3. Add lime juice, tomatoes, and Bragg's or soy sauce. Cook for about 5 minutes.

"4. Serve in whole grain tortillas or on whole grain crackers."

2686. Dawson, Wayne. 2021. Re: Otto Carque had a sister named Anna Barbara Sophia Carque. Letter (e-mail) to William Shurtleff at Soyinfo Center, July 24. 1 p.
• ***Summary:*** "I have looked to see if I could find Otto's birth record using the parents' names. I could not–but I did find that he had a sister, Anna Barbara Sophia Carque, recorded born in Germany, Baden, Archdiocese of Freiburg im Breisgau, Catholic Church records, 1678-1930, born 7 March 1869. Neither Otto nor Louis show up being born to Louis and Anna. Even though the dates of the records this was taken from include the 1860's, there could easily be a gap in the church records. That's pretty frequent." Address: Genealogist, Tucson, Arizona.

2687. Dawson, Wayne. 2021. Re: Where in Germany was Otto Carque born? In Mannheim or Wiesloch? Letter (e-mail) to William Shurtleff at Soyinfo Center, July 25. 1 p.
• ***Summary:*** "I have looked at GoogleEarth and Mannheim and Wiesloch are about 18 miles apart. I don't know if they could be considered a single town as some of those in the area are. For now, I would use Mannheim because that's what he said in the Passenger List and Naturalization. I would advise Mannheim. I haven't proven that ANY of the Family Registers are 'our' Otto. I may never figure that out. I've compared notes and I am concerned that it boils down to translating the FULL documents in each case–which I can't do.

"So, at this point I would say:

"Otto Carque was born on 11 July 1866 at Wiesloch, Mannheim, Baden-Wuerttemberg.

"We should not say that he was born in Germany because Germany did not become a unified country until 1871.

According to Wikipedia, Baden-Wuerttemberg: "Recognised as a kingdom in 1806-1918 its territory now forms part of the modern German state of Baden-Württemberg." Address: Genealogist, Tucson, Arizona.

2688. Dawson, Wayne. 2021. Re: The family in which Otto Carque was a child. Letter (e-mail) to William Shurtleff at Soyinfo Center, July 26. 1 p.
• ***Summary:*** "It is helpful to understand what the Mannheim, Germany Family Registers are, since they form the basis for the conclusions on the family of Otto Heinrich Carque. These registers are supposed to contain all the inhabitants of a household from the time they move in until they move out.

"From Wikipedia: Baden, Germany, Church Record Family Register 1500-1874 Guide

"Beginning in the 1500s, churches began keeping family registers. The records may include birth, marriage, and death dates. Information found in a family register depends on how detailed the minister made his record.

"Family registers may go back to the 1500s, when they began during the time of the Reformation. Because of wars, natural disasters, and accidents, many churches were destroyed, along with all or part of their records. Very few church records go back before 1650 because of the Thirty Years' War (1618-1648). Family registers were copied from the parish register and should be used as a guide to search the actual church records for the ancestors' christening, marriage, and burial information.

"In the case of Otto Carque, many records are available on Ancestry.com and Familysearch.org.

"In October 1873, the Mannheim Family Registers [1] were updated. In that document, the family of Ludwig Carque was recorded as follows:

"Ludwig Carque, born 6 July 1836
"Elise Carque

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"Otto Heinrich Carque, born 1866
"Anna Carque
"Elise Carque
"Hermine Louise Carque [born 26 Dec. 1874]
"Ludwig Eduard Carque [born 20 April 1877]

"Documents connected with the above Family Register show that Otto Heinrich Carque was born in Wiesloch (mistranscribed in the notes as Wiesbach) in 1866.

"In April 1892, the Mannheim Register [2] was updated. The update included the family of Otto Ludwig Carque, born 11 July 1866. No other family members were included in this Register.

"A third register recorded that Otto was born on 11 July 1866 in Wiesloch.

"It can be concluded from the available evidence that Otto Heinrich Ludwig Carque, born 11 July 1866 in Wiesloch is the same Otto Carque who immigrated to the United States and became a famous scientist. It is known that the United States scientist was born 11 July 1866 as were the Otto shown in the 3 Family Registers. Otto, although born in Wiesloch, lived most of his life in Germany in Mannheim, only about 18 miles from Wiesloch. That could explain why Otto in the United States listed Mannheim as his birth place when he successfully petitioned for United States citizenship.

"There is one other Carque son born in 1866 in Mannheim whose name was Heinrich Carque. He was born on 6 January according to the Family Register; this date eliminates him from the Carque man who immigrated to the United States and became a famous food scientist.

"Sources:

"[1] Mannheim, Germany, Family Registers, 1760-1900. The family of Ludwig Carque, recorded in Mannheim, Baden-Wuerttemberg on 31 October 1873 on Ancestry.com.

"[2] Mannheim, Germany, Family Registers, 1760-1900. The family of Ludwig Carque, recorded in Mannheim, Baden-Wuerttemberg on April, 1892 on Ancestry.com.

Note 1. On his marriage certificate, Otto's father's name is given as Louis Carque. As a given name in German, Louis is the English version of Ludwig. Source: Wikipedia: Ludwig (given name). Louis and Ludwig are names used by Otto's father. In a document, which appears to be the record of his marriage to Elise Bopp, filed in 1873, the name in the space at the top which asked for the father's name, was Louis Carque. Only 3 of his children were listed: Otto, Anna and Elise. In 1873 Otto would have been about age 7. The absence of a 4th child, Otto's younger brother Louis, is perplexing.

Note 2. On his marriage certificate, Otto's mother's name is given as Anna Zentner. The Elise above is not Otto's mother. She is Ludwig's second wife; they were married in 1873. Otto's mother, Anna, died on 11 June 1870 in Wiesloch, Baden.

Note 3. John, who appeared to be Otto's younger brother (2 years younger) on the passenger list aboard the Belgenland in 1892. Born in 1868, he appears to have been born the same year as Anna. And he is missing from the family. Where is John? Did he stay in the USA? Are John and Anna twins?

Note 4. Otto had a younger sister named Anna Barbara Sophia Carque, born 7 March 1869–according to the Germany, Baden, Archdiocese of Freiburg im Breisgau, Catholic Church records. In the family tree above, Anna was born in 1868. What was her actual date of birth?

Deepest thanks to Wayne Dawson, genealogist, Tucson, Arizona, for finding this information on Ancestry.com, carefully compiling it, and sending it to Soyinfo Center. Address: Genealogist, Tucson, Arizona.

2689. Spots at front of book: History of the health food movement. 3000.
• ***Summary:*** (a) Otto Carque, portrait photo in 1908.

2690. *SoyaScan Notes.* 2021. Chronology of soymilk worldwide–1950 to present. Part II. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** 1950's–Soymilk enters the modern era as it begins to be marketed in bottles like soft drinks, largely due to work by K.S. Lo of Vitasoy in Hong Kong and Yeo Hiap Seng in Singapore.

1957–Japan's first commercial soymilk, sold in bottles, named *Tônyû*, is introduced by the Ueda Tofu Shop in Hachioji, Tokyo. Dr. Harry Miller was the inspiration for and helped to establish the shop.

1960s–In Japan, soymilk slowly increases in popularity. New manufacturers are: Nihon Tanpaku Kogyo (1962). College Health Foods (later renamed San-iku Foods) in Chiba prefecture with its Soyalac (1969, also inspired and aided by Dr. Harry Miller). Luppy Tanpaku (House Shokuhin) in Saitama prefecture with its Luppy soymilk (1969).

1965–ProSobee, the world's earliest known non-dairy infant formula based on soy protein isolates, is launched by Mead Johnson & Co. of Evansville, Indiana.

1966–The enzyme lipoxygenase is discovered by scientists at Cornell University [Ithaca, New York] to be responsible for the "beany" flavor in soymilk. A process is developed which could be used to help eliminate this flavor.

1967–Soymilk begins to be packaged aseptically in Tetra Pak cartons. This allows it to be sold without refrigeration for six months or more. The first such product was Beanvit, made by Yeo Hiap Seng Ltd. in Singapore and packaged in a disposable tetrahedron-shaped container.

1970's and 1980's–Soymilk becomes a popular beverage throughout Asia, spreading to Europe, Australia and the United States.

1979–Hong Kong Soya Bean Products Co. Ltd. starts to export Vitasoy, packed in Tetra Brik cartons, to selected countries throughout the world. By the early 1980s exports

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were going to over 20 countries, both developed and developing. Exports to the USA began in 1980. 1980 Jan.–DE-VAU-GE Gesundkostwerk, a Seventh-day Adventist food company near Hamburg, Germany, launches GranoVita Soja Drink in 500 ml Tetra Brik cartons; this soymilk product is made by N.V. Vandemoortele (one of Europe's largest oilseed crushers, founded in 1934) in Izegem, Belgium.

1980 June–N.V. Alpro is founded by Vandemoortele to take over production of this soymilk. Inspired and headed by Philippe Vandemoortele, Alpro purchased the land on which it was located from Vandemoortele, and became an independent manufacturer. Alpro quickly became Europe's leading producer of soymilk, making private-label brands for scores of companies.

1983 July–Edensoy brand soymilk is launched by Eden Foods of Clinton, Michigan. Imported from Japan (where it is made by Marusan-Ai Co.), it is sold in plain and carob flavors in stand-up foil retort pouches.

1984 Feb.–The first comprehensive study of the soymilk market in the U.S. is published by Soyfoods Center of Lafayette, California. It estimates that total soymilk consumption in the U.S. in 1983 (not including soy-based infant formulas) was 2.68 million gallons (26% of this was imported), and total production of soy-based infant formulas was 32 million gallons.

1984 Aug.–Westsoy Natural brand soymilk is launched by Westbrae Natural Foods of Emeryville, California. Imported from Japan (where it is made by San-Iku Foods), it is sold in one flavor in standup foil retort pouches.

1984 Oct.–Westbrae Natural Malted's, a thick soymilk resembling a milk shake, are launched in many flavors by Westbrae Natural Foods, imported from Japan.

1986 Nov.–Edensoy starts to be made in America by American Soy Products (ASP) at a large, modern plant in Saline, Michigan, and sold in Tetra Brik aseptic cartons. ASP is a joint venture of 4 Japanese companies and Eden Foods.

1988 Nov.–Pacific Foods of Oregon, launches its first soymilk product, Naturally Northwest Soy Beverage [Plain], in a 1-quart Tetra Brik Aseptic carton. The company's new factory is in Tualatin, Oregon.

1990 April–WestSoy Lite, America's first "lite" soymilk, with a low fat content, is introduced in plain, vanilla, and cocoa flavors by Westbrae Natural Foods. Made by adding water to regular soymilk, the product is less expensive to make, but also contains less nutrients.

1990 June–Alpro opens a new soymilk plant at Wevelgem, Belgium. Costing about US$15 million and having a capacity of 45 million liters a year, it is reputed to be the largest in the world. Alpro now makes about 70% of the soymilk in Europe.

1990 Sept. 24–The company name is changed to Vitasoy International Holdings Ltd. from Hong Kong Soya Bean Products Co. Ltd.

1991–There are at least 35 processors or marketers of soymilk in the U.S., increasing production to approximately 9.8 million gallons. Consumption is estimated to be growing at between 15 and 20% per year since 1984.

1993–More than 200 scientific journal articles about soymilk have been published in English, and at least 80 English-language patents on soymilk have been issued between 1912 and 1993.

1994 Jan.–Soy-Um, a low-priced and attractively packaged soymilk, is launched by J&G Inc., a product developer and distributor in Chicago, Illinois. The product is made in Oregon by Pacific Foods.

1995–A market study is published, estimating that $108 million of soymilk was sold in the U.S. in 1994. This equates to approximately 13.5 gallons of soymilk. By 1995 sales are projected to have risen to over $130 million, or approximately 16.3 million gallons.

2691. *SoyaScan Questions*. 2021. Questions about the life and work of William C. ("Bill") Baker. Compiled by William Shurtleff of Soyinfo Center.

• ***Summary:*** Learn more about the parents, ancestors, and early life of Bill Baker in Germany. Learn more about his early life in the United States: On which ship did he arrive? Did he immigrate alone or with his two brothers (Otto and Christian) and sister (Marie)?

If he came alone, when did each of his three siblings arrive? With whom and where did he first live? Why did he live there? Where, how, and from whom did he learn to bake? When, where, and to whom (Helen's maiden name) was he married? Try to get a marriage certificate.

What did his middle initial "C" stand for?

Try to get the documents showing when and where he changed his surname from Koch to Baker.

Did he ever become an American citizen? If so, when and where? Try to get his naturalization papers.

From when to when was he employed (and at what position) at the following fashionable hotels: the Bellevue-Stratford in Philadelphia, Pennsylvania, the Waldorf-Astoria in New York City, the Arlington in Washington, DC, the St. Charles in New Orleans, Louisiana, and the Hotel Huntington in Pasadena. Try to get documents to prove this.

Try to get documents showing that he won a government prize during World War I for a wheatless bread. When was it awarded?

When did he send his first Christmas cake to a president of the United States? To which president? Coolidge or Harding?

Three documents from unknown, undated sources show that Bill Baker sponsored "The Family Doctor," a radio program heard on KECA (Los Angeles) each Tuesday and Thursday at 11:30 a.m. One December, before Christmas, he gave the staff a 65-pound fruitcake. From when to when did he sponsor this program?

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2692. *SoyaScan Questions.* 2021. Questions about the life and work of Mildred Lager. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** We need a better relative chronology and absolute chronology of Mildred's life, both before and after she arrived in California; after she started the House of Better Living in Oct. 1933, our knowledge of her life and work is quite good.

Was her middle name Mathilda?

When did Mildred enter college and when did she graduate? From when to when, and at what schools did she teach in Wisconsin and Michigan? Why did she change schools?

When did she start work at The Family Shoe Store in Superior? Why? When did she become a co-owner of the store?

When did Mildred arrive in California? Why did she come to California? Was she influenced primarily by her doctor or by Frank McCoy? If by McCoy, how? By reading his column in her local newspaper or otherwise? Did she first meet McCoy in Michigan or in California.

Where did Mildred first live in California and what did she do to earn a living?

How and when did she meet Frank McCoy? What was the name of his institute? When did Mildred enter that institute, what did she learn, and how long did she stay? How and when did McCoy get his column in the Superior newspaper? When did Mildred start to travel around the United States teaching about and demonstrating foods? How often and for how long did she so this?

When and how did Mildred first meet Gilbert Thayer? Was he in Indiana or southern California at the time? What did he do to help her and her work?

Add to history chapter the 3 key dates related to her two radio programs.

Try to get a marriage certificate for her marriage to Ed Jones. Exactly when in 1946 were they married? Who was present?

The California Marriage Index states that Martha D. Van Gundy married Edwin S. Jones on 7 Aug. 1960 in Riverside, California. He was age 69 (born about 1891) and she was age 57 (born about 1903); Dorothea's formal first name was Martha.

Try to get a death certificate for Mildred Lager.

2693. *SoyaScan Questions.* 2021. Questions about Otto Carque. Compiled by William Shurtleff of Soyinfo Center.
• ***Summary:*** Where is he buried? Where in France were his parents born? When and why did they move to Germany? Why did Otto decide to emigrate to the United States?

An asterisk (*) at the end of the record means that SOYINFO CENTER does not own that document. A plus after eng (eng+) means that SOYINFO CENTER has done a partial or complete translation into English of that document. An asterisk in a listing of number of references [23* ref] means that most of these references are not about soybeans or soyfoods.



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Black-eyed pea. *See* Cowpea–*Vigna unguiculata*

Blaw-Knox Co. (Pittsburgh, Pennsylvania). Maker of Soybean Crushing Equipment, Especially the Rotocel 1801

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Cauldron Foods Ltd. (Bristol, England). Founded by Philip Marshall and Peter Fagan. Sold in Sept. 1987 to Rayner Burgess Ltd. 1993 Oct. Cauldron. part of the Hero Group of companies, builds a big new factory in Bristol 2375

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Central America. *See* Latin America–Central America

Central Soya Co. (Fort Wayne, Indiana). Maker of Master Mix Feeds. Acquired in Oct. 1987 by the Ferruzzi Group in Ravenna,

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Italy. In 1991 became part of CSY Agri-Processing, Inc. [a holding company], operating as a member of the Eridania / Beghin-Say agro-industrial group, within Ferruzzi-Montedison. Acquired in Oct. 2002 by Bunge 1431, 1443, 1642, 1801, 1819, 1868, 1948, 2232, 2443, 2524

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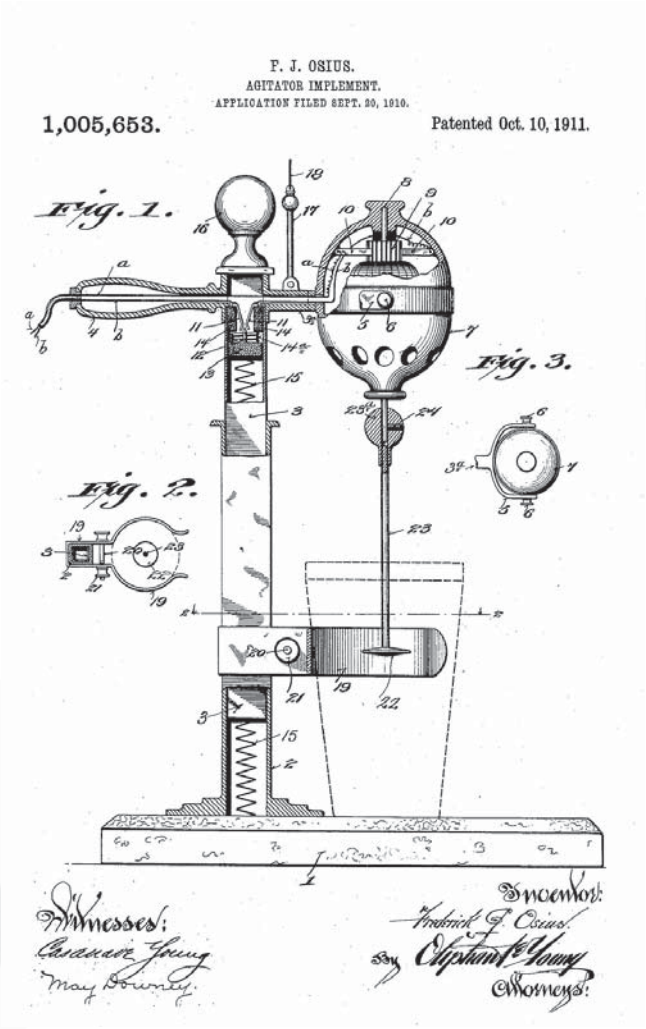
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