

*To Men and Women
over 40*

*Don't go
on the Shelf!*

If your state of health is forcing you to quit or retire before you want to, you can regain the supreme, radiant health of youth, easily, naturally.

ESSER'S HYGIENIC SANATORIUM
JOHN'S ISLAND, S. C.

The deaths of prominent figures such as Rudolph Valentino, Heywood Broun, Wendell Willkie, Lou Gerhig and even F. D. Roosevelt are shocking examples of premature and unnecessary deaths. These are tragedies which occur almost daily and their announcement often saddens the entire nation. They are felt so strongly, perhaps, because death happens at an age at which one should be in the very strength and power of manhood and womanhood. It strikes men in prominent public positions, and thereby influences all of us in one way or another. Writers, actors, executives, professional men and women, those who form the very bulwark of society, people who are depended upon and leaned upon by others, these are the people whom we notice most and who affect us most.

But each of us has friends in his own intimate circle who live today and suddenly leave us, thereby causing a great void and a great wonder of why it should have been.

STATISTICS ON DEATH RATES MISLEADING

In recent years, claims have been made to the effect that man's life expectancy has been raised from a possible thirty-five to a probable fifty-eight years. Professor C. H. Forsyth of Dartmouth College refutes this by pointing out that the average lives of the young have been increased, but the old die earlier.

He says that those who have predicted marvelous increases in the average length of life have failed to consider that practically all reductions in the death rate have been in children, and that little or no attention has been given to ages beyond the prime of life. He finds that the great gains at early ages are more than offset by the losses at advanced ages. He concludes with the somewhat startling statement that the average life span in this country is actually decreasing, and that unless the adults can manage to live more sanely, it will be a losing fight for the elderly for some time to come. Adults are urged to inform themselves and give some thought to their habits which they clearly know to be bad, and which they could easily change. This analyst states that there is surely no worse influence than that wielded by well-meaning authorities who go around airing their ill-founded beliefs that all is going fine and that before long everybody is going to live from seventy-five to one hundred years.

The great reduction in death rates in children is wholly a result of improved hygienic conditions — to cleanliness, sunlight, fresh air, better sanitary engineering, better nutrition. Adults, however,

continue their march to premature old age, senility and death at a rapid clip. There are ample reasons for this. He simply does not know the why and how of it. No one but a mad man will jump in front of a fast express, nor will anyone but a mad man jump into his grave twenty to thirty or more years too soon if he knows how to avoid it.

HOW WOULD YOU LIKE TO FEEL?

Would you like to be sure that when you are forty you will look and feel like a person of thirty; at fifty, like thirty-five; at sixty, like forty; and at seventy, like forty-five?

How would you like to be certain that at sixty, seventy, eighty, and even beyond, your step will be as springy, your posture as erect, your waist and hips as slender, your appetite and digestion as good, and your zest for life as keen, as at thirty?

For the blessings of youth, Faust traded his soul and Ponce De Leon vainly searched the seven seas. You will never find them in a spring of magic waters or a less pleasant series of glandular injections. Yet win them all and keep them you can, simply, easily, without taking drugs or by surgical wizardry.

WE PREFER SKEPTICS —

The more skeptical you are, the better, for our experience has proven that persons with sufficient intelligence to demand proof are also logical enough to comprehend a sound principle when it is fully explained to them, and wise enough to take full advantage of it, once they are convinced that the evidence is unquestionable. That is why, prominent among our patients, many are attorneys, doctors, teachers and other astute individuals eager to acquire and retain a high degree of health.

DON'T QUIT, OR BE FORCED TO RETIRE —

Too often, important people greatly needed in a specialized field of endeavor or just verging on the border of success are arrested by an illness which robs them of the necessary time and money to accomplish their aim in life. Others, though eager to follow a particular branch of work or desirous of holding a position, find themselves slowing down at forty, fifty, and sixty, and in peril of forfeiting their place to a younger more vigorous man, or woman.

Life is too brief and too full of competition today to allow a bogging down, a giving way to disease and premature old age when it is totally unnecessary and avoidable.

YOU OWE IT TO YOURSELF, YOUR FAMILY, TO SOCIETY —

If today, you are a young person of thirty-five or forty, in perfect health, the education we give will mean to you — barring accident — a life of increasing health, happiness, efficiency and admiration extending far beyond the average span of years.

If you are approaching middle age, are becoming soft, are beginning to slouch and slump and lose your youthful vigor, you can restore them and enable yourself to regain ten or twenty years of lost youth, and sharpen your capabilities.

If you are already suffering from some of the painful ailments of advancing age — rheumatism, indigestion, ulceration, sinus trouble, catarrh, hemorrhoids, glandular inflammation, etc. — you will be able, with your whole-hearted cooperation, to remove the effects of years of suffering, restore yourself to health and comfort, and bring back the old snap in your work and play.

Whatever your age and present condition, you will so improve your zest for living and your appearance that it will be a source of amazement to yourself and to your friends.

WHAT IS THE SECRET OF THESE AMAZING RESULTS?

Frankly, it is no secret. Nor are there clouds of mysticism, of magic or occultism. There are no gland treatments, operations, drugs or injections. Instead, a thoroughly sound, scientific principle, based on the latest conceptions of biology and practised with meticulous attention to the particular requirements of each individual.

Natural hygiene in the form of physiological rest, sunlight, perfect delicious diet, corrective exercise and an education in how to gain and retain by individual efforts, without further expense, the maximum in health and the peak of efficiency is within your reach. Why not grasp it?

A PERMANENT INVESTMENT

This is no temporary stimulant, but a permanent investment in health. In contrast to other treatment at hospitals and expensive health resorts and spas, our patients are taught not only how to *regain* youth, but how to *remain* vigorous, mentally alert, sight, hearing, nerves keen and poised, and brimming with health and vitality year after year, far beyond the normal span, and, in old age, free from the dangerous and painful symptoms accompanying auto-intoxication. Furthermore, they are taught not only how, but why. This thorough knowledge of the scientific principles underlying the Hygienic way of life and of their vital importance to permanent health and good appearance, assures not only the ability, but the willingness and determination, to continue practising these principles as long as they live.

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