

**CIHM
Microfiche
Series
(Monographs)**

**ICMH
Collection de
microfiches
(monographies)**



Canadian Institute for Historical Microreproductions / Institut canadien de microreproductions historiques

© 1996

Technical and Bibliographic Notes / Notes technique et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modifications dans la méthode normale de filmage sont indiqués ci-dessous.

- | | |
|--|---|
| <p><input type="checkbox"/> Coloured covers /
Couverture de couleur</p> <p><input type="checkbox"/> Covers damaged /
Couverture endommagée</p> <p><input type="checkbox"/> Covers restored and/or laminated /
Couverture restaurée et/ou pelliculée</p> <p><input type="checkbox"/> Cover title missing / Le titre de couverture manque</p> <p><input type="checkbox"/> Coloured maps / Cartes géographiques en couleur</p> <p><input checked="" type="checkbox"/> Coloured ink (i.e. other than blue or black) /
Encre de couleur (i.e. autre que bleue ou noire)</p> <p><input type="checkbox"/> Coloured plates and/or illustrations /
Planches et/ou illustrations en couleur</p> <p><input type="checkbox"/> Bound with other material /
Relié avec d'autres documents</p> <p><input type="checkbox"/> Only edition available /
Seule édition disponible</p> <p><input type="checkbox"/> Tight binding may cause shadows or distortion
along interior margin / La reliure serrée peut
causer de l'ombre ou de la distorsion le long de
la marge intérieure.</p> <p><input type="checkbox"/> Blank leaves added during restorations may appear
within the text. Whenever possible, these have
been omitted from filming / Il se peut que certaines
pages blanches ajoutées lors d'une restauration
apparaissent dans le texte, mais, lorsque cela était
possible, ces pages n'ont pas été filmées.</p> <p><input type="checkbox"/> Additional comments /
Commentaires supplémentaires:</p> | <p><input type="checkbox"/> Coloured pages / Pages de couleur</p> <p><input type="checkbox"/> Pages damaged / Pages endommagées</p> <p><input type="checkbox"/> Pages restored and/or laminated /
Pages restaurées et/ou pelliculées</p> <p><input checked="" type="checkbox"/> Pages discoloured, stained or foxed /
Pages décolorées, tachetées ou piquées</p> <p><input type="checkbox"/> Pages detached / Pages détachées</p> <p><input checked="" type="checkbox"/> Showthrough / Transparence</p> <p><input type="checkbox"/> Quality of print varies /
Qualité inégale de l'impression</p> <p><input type="checkbox"/> Includes supplementary material /
Comprend du matériel supplémentaire</p> <p><input type="checkbox"/> Pages wholly or partially obscured by errata
slips, tissues, etc., have been refilmed to
ensure the best possible image / Les pages
totalement ou partiellement obscurcies par un
feuilleton d'errata, une pelure, etc., ont été filmées
à nouveau de façon à obtenir la meilleure
image possible.</p> <p><input type="checkbox"/> Opposing pages with varying colouration or
discolourations are filmed twice to ensure the
best possible image / Les pages s'opposant
ayant des colorations variables ou des décol-
orations sont filmées deux fois afin d'obtenir la
meilleure image possible.</p> |
|--|---|

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

	10x		14x		18x		22x		26x		30x	
	12x	16x	20x	24x	28x	32x						

The copy filmed here has been reproduced thanks to the generosity of:

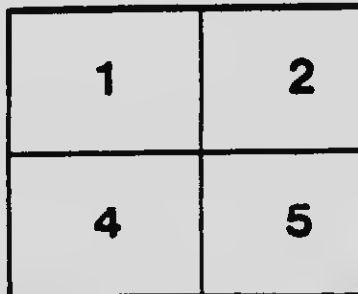
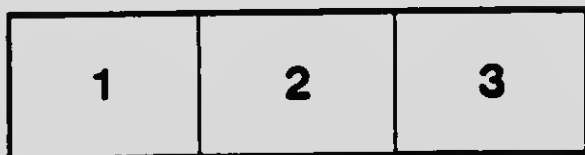
National Library of Canada

The images appearing here are the best quality possible considering the condition and legibility of the original copy and in keeping with the filming contract specifications.

Original copies in printed paper covers are filmed beginning with the front cover and ending on the last page with a printed or illustrated impression, or the back cover when appropriate. All other original copies are filmed beginning on the first page with a printed or illustrated impression, and ending on the last page with a printed or illustrated impression.

The last recorded frame on each microfiche shall contain the symbol \rightarrow (meaning "CONTINUED"), or the symbol ∇ (meaning "END"), whichever applies.

Maps, plates, charts, etc., may be filmed at different reduction ratios. Those too large to be entirely included in one exposure are filmed beginning in the upper left hand corner, left to right and top to bottom, as many frames as required. The following diagrams illustrate the method:



L'exemplaire filmé fut reproduit grâce à la générosité de:

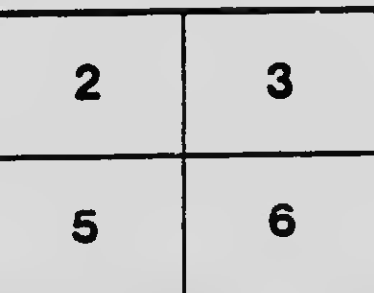
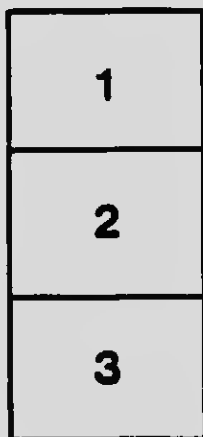
Bibliothèque nationale du Canada

Les images suivantes ont été reproduites avec le plus grand soin, compte tenu de la condition et de la netteté de l'exemplaire filmé, et en conformité avec les conditions du contrat de filmage.

Les exemplaires originaux dont la couverture en papier est imprimée sont filmés en commençant par le premier feuillet et en terminant soit par le dernier page qui comporte une empreinte d'impression ou d'illustration, soit par le second feuillet, selon le cas. Tous les autres exemplaires originaux sont filmés en commençant par le premier page qui comporte une empreinte d'impression ou d'illustration et en terminant par le dernier page qui comporte une telle empreinte.

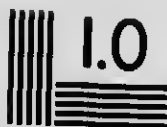
Un des symboles suivants apparaît sur la dernière image de chaque microfiche, selon le cas: le symbole \rightarrow signifie "A SUIVRE", le symbole ∇ signifie "FIN".

Les cartes, planches, tableaux, etc., peuvent être filmés à des taux de réduction différents. Lorsque le document est trop grand pour être reproduit en un seul cliché, il est filmé à partir de l'angle supérieur gauche, de gauche à droite, et de haut en bas, en prenant le nombre d'images nécessaire. Les diagrammes suivants illustrent la méthode.



MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



1.5

1.6

1.8

2.0

2.2

2.5

2.8

3.2

3.6

4.0

4.5

5.0

5.6

6.3

7.1

8.0

9.0

10

11.2

12.5

14.3

16

18

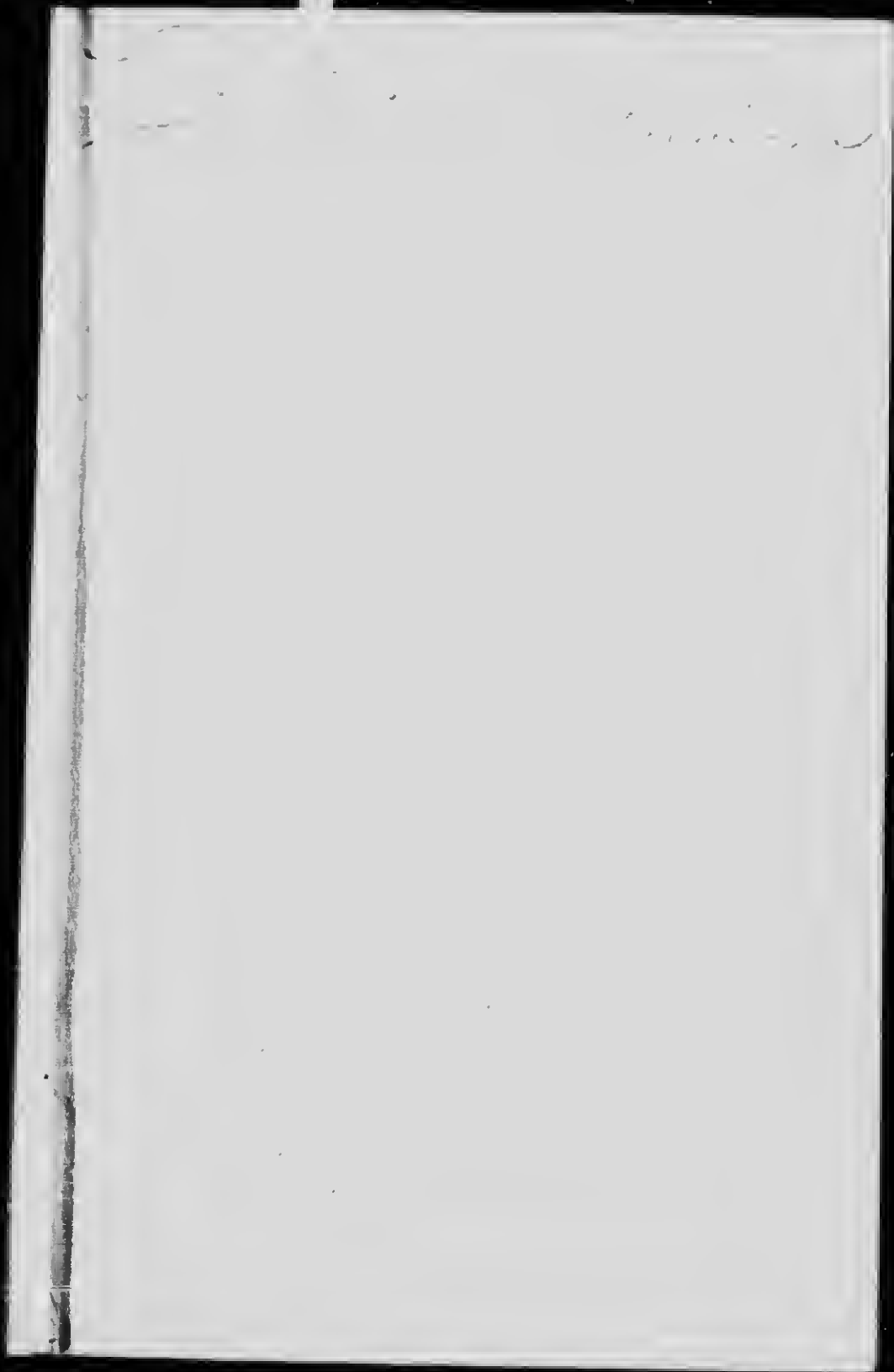
20

22.5



APPLIED IMAGE Inc

1653 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax



RH 776

.5

100

100

[Copyrighted Canada, 1918, by John Cottam, London, Canada]
[Copyrighted U.S.A., 1918, by John Cottam, London, Canada]

S U D D E N D E A T H **S T R I K E S Y O U N G M E N**

who seem in vigorous health. So often they lose the life they were too eager to grasp. Too headstrong to consider their own true needs, they are like a flash in the pan when they might have burned with a strong, steady light for many years.

OTHERS ARE DEAD
ON TOP who manage to cheat the undertaker year by year. They could cheat the devil too, and break his powerful grasp, were they but willing to try. They could easily get back into the current of life and growth, if they would accept help.

**NO MATTER ONE'S
AGE, if a man is to be
alive next year, it will
have to be with a new
body. For each one is
growing new flesh and
new insides just as we
grow new hair and new
nails.**

Birdland Reasons

**OUR FLESH IS A
SLOW FIRE changing
with the different fuel
we put on that fire
from day to day. And
we may learn to main-
tain a bright fire of
abounding health to the
last day of our stay
here.**

Birdland Reasons

THE SAME OLD FOOD

will provide the same old fuel, so that your new fire of flesh, your next year's body, will look exactly like your old one. But why renew your old troubles and your old tendencies year after year? Men who change a chicken's feed to get more eggs, think they cannot change their own food to get better results.

**BUT NEW BRAIN
POWER and new
strength of body will
come to any man with
each new fire of flesh
he builds from year to
year, if he will learn
that each common food
brings forth its own
peculiar harvest in his
flesh, in his passions
and in the aspirations
of his life.**

**A NEW BRAIN EVERY
YEAR is grown by each
of us. And year after
year, most of us are fool-
ish enough to enlarge
those parts of our new
brain which were al-
ready overgrown in our
old one. And we starve
those parts which are
needed to balance and
complete our life.**

Birdland Reasons

THOSE NEGLECTED
PARTS can be developed
in a few months. And
by observing the law of
the seed and the soil and
the climate, as it oper-
ates in the garden of
one's body, each of us
can be made happier
and more effective in
all our undertakings.

YOUR CHIEF BUSI-
NESS is to grow. To
grow a better mind. To
grow a stronger body.
And all needful things
will be added to that
man who each day
does those simple duties
to help the growth of
his new mind and his
new body for next year.

THE KINGDOM
WITHIN YOU must have
first attention. That
beautiful vineyard
which is fenced in
mostly by your own
skin, can be pruned and
weeded so that it shall
grow the choice grapes
of many human excell-
encies, to rejoice your
own heart and bless
your fellow men.

Birdland Reasons

**AT FIRST IT IS NOT
EASY to cut off this or
that little habit, those
stray twigs and tendrils
and suckers which drink
the sap of our life and
steal nourishment from
the fruit of high en-
deavor which we all
desire to produce.**

Birdland Reasons

**BUT ONE SOON
LEARNS how the human
instrument may be
tuned to develop diff-
erent desires by the
proper use of different
common foods. One
soon comes to know
that low desires can
thus be starved and
that high purposes may
be nourished and
brought to full fruition.**

**INCREASED PLEAS-
URE IN LIFE with purity
and singleness of pur-
pose, is the abundant
reward which soon
honors each faithful
seeker after true know-
ledge of himself.**

Birdland Reasons







[Copyrighted Canada, 1918, by John Cottam, London, Canada]
[Copyrighted U. S. A., 1918, by John Cottam, London, Canada]

**TO CREATE A NEW
STOMACH or liver or
kidneys in a year! That
is no more difficult than
for a farmer to create
a thousand bushels of
of new wheat or new
potatoes in a year. It
is all a matter of choos-
ing different seed and
cultivating for a better
harvest.**

WHAT WE ARE TO-
DAY cannot be altered.
But we may to-day
take steps to make sure
that we shall be very
different in the future.

Birdland Reasons

8

ALL HUMAN FLESH
is burned up and new
flesh takes its place
every few months.
That is all very wonder-
ful. But it is very
simple. And it is glori-
ously true.

Birdland Reasons

THE LUNGS, THE PORES, the bladder and the bowels are giving off dead parts of our bodies at all times. And in our food and from the air we breathe we are all the time taking in new matter to rebuild our bodies.

Birdland Reasons

**WHY THEN ARE OUR
NEW BODIES, year after
year so seldom better,
and so often so much
worse than the old gar-
ments of flesh we are
all the time shaking off?**

Birdland Reasons

IT IS BECAUSE the waste matter we give off is too often replaced by the same food as we used last year when we might just as well rebuild out of food which would make live, tingling and youthful flesh.

Birdland Reasons

THE ROSY COMPLEX-
ION, the clean, live skin
and vigorous health of
eighty-year-old Bird-
landers shows that
youthful flesh and vigor
may be regained and
preserved in so-called
old age.

Birdland Reasons

OUR TO-MORROWS
and our coming years
are made for us not by
what we are to-day but
by what we **DO** to-day.
Each mouthful of
food, each thought and
each act are the seeds
out of which our future
life always grows.

Birdland Reasons

**WE HARVEST SOME
CROPS the same day
that the seed is sown,
like the harvest of dis-
comfort and laziness
which often comes very
quickly from the seed
of gross eating.**

Birdland Reasons

**OTHER CROPS need
a week or a month or
a year ere they fully
ripen, ere the harvest
comes to reveal the true
character of the disease
and the evil that we
have sown with the
good.**

**IS YOUR NEW FLESH
this year any better
than the old, last year's
flesh and muscle which
have been burned up
and thrown away?**

Birdland Reasons

**HAS YOUR BRAIN
improved its grasp on
life's problems? Has
your will power devel-
oped and can you do
bigger things than you
did last year?**

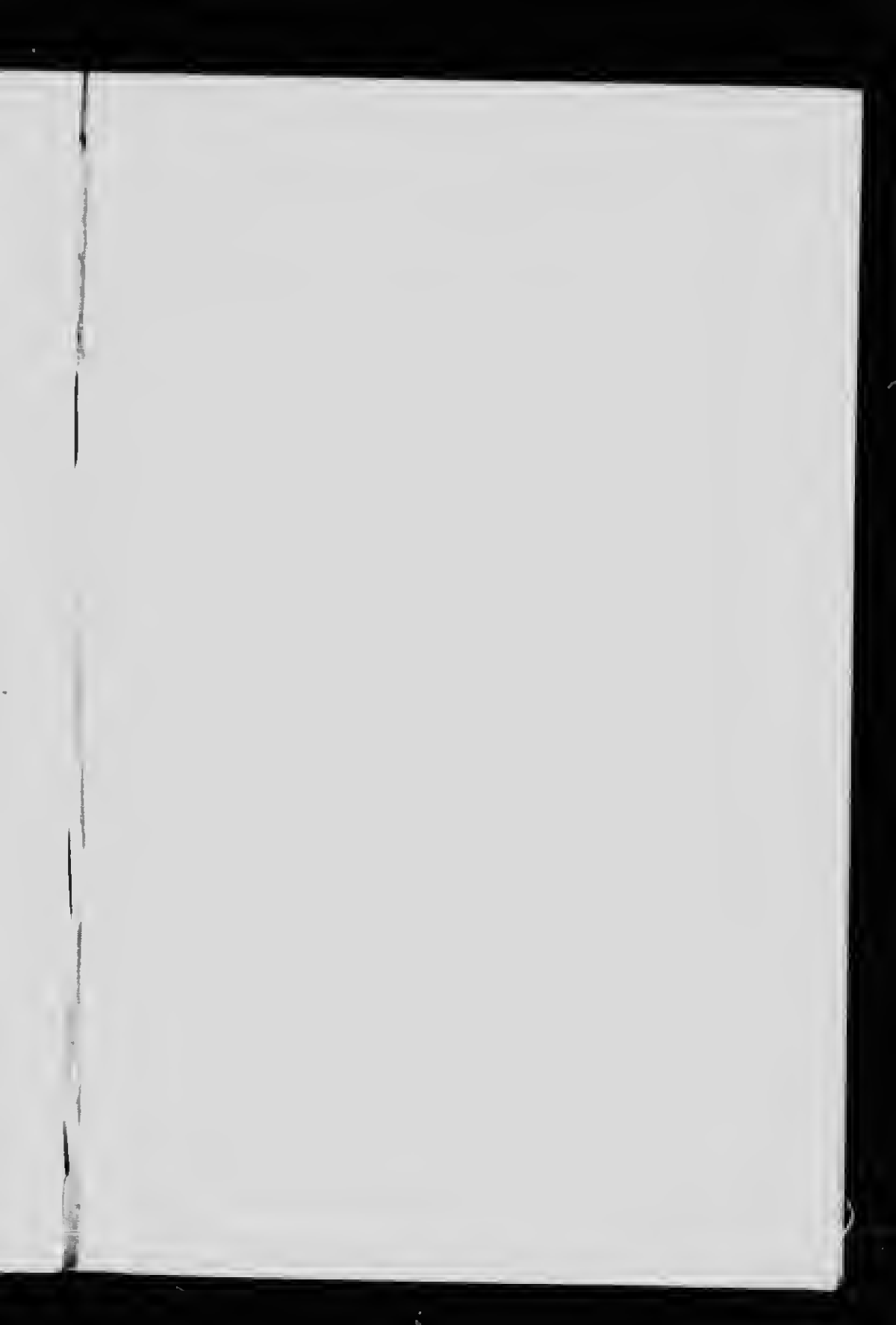
Birdland Reasons

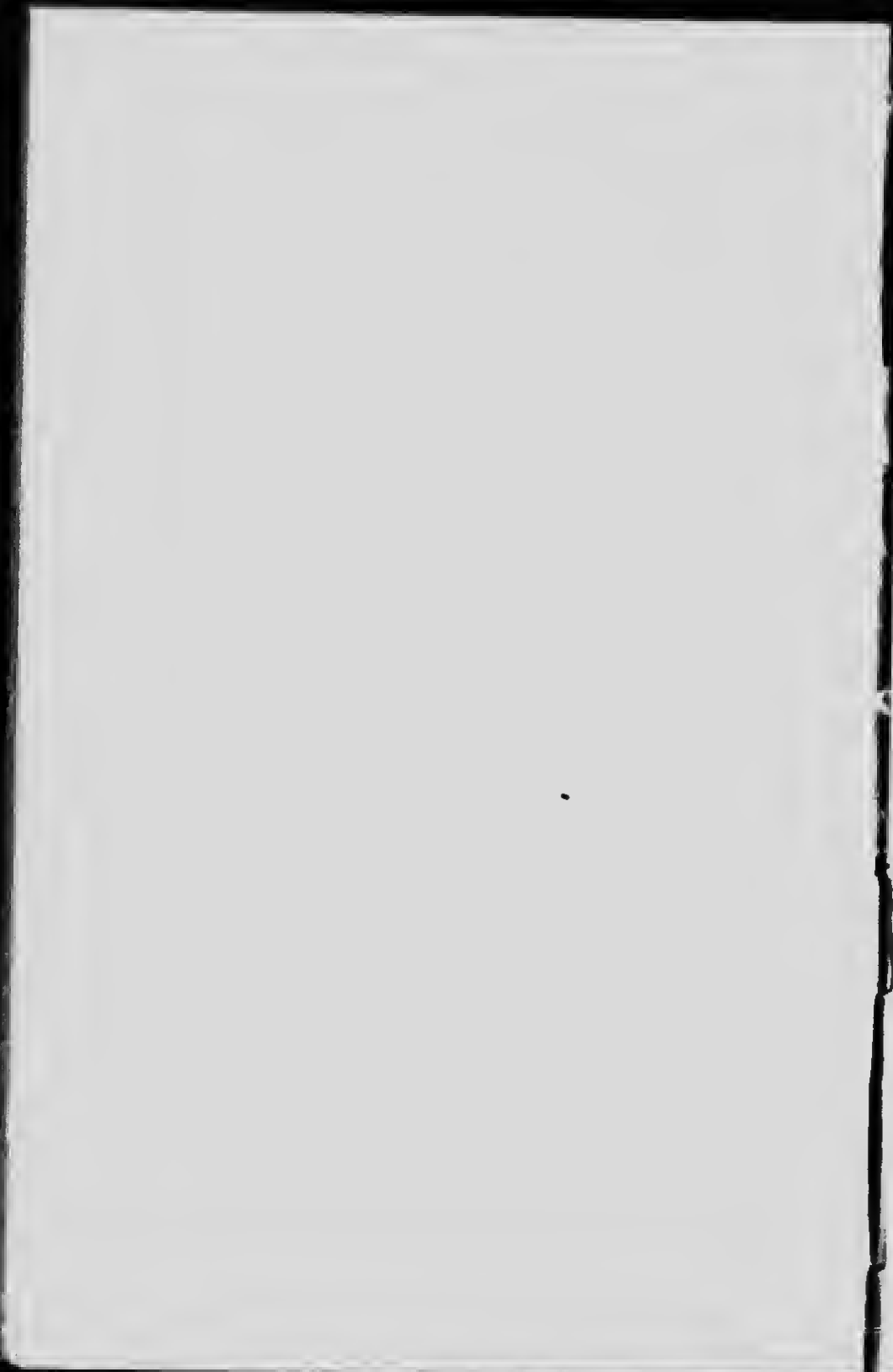
WHY NOT LEARN

how to grow better harvests in the beautiful garden of your body?—harvests of bodily strength, of mind power and will power. These blessings may be had as the sure result of simple changes in your eating and drinking and other daily habits.

**BY SOWING DIFFER-
ENT SEED one may gain
the certainty of health
and comfort and any
reasonable degree of so
called success for the
future. That certainty
may be ours with no
less confidence than a
farmer has when he
chooses his harvest of
roots or grain for next
Autumn.**

Birdland Reasons





**THE STRONG MAN'S
DEATH is a sure thing
in many cases when he
is stricken by some
disease from which
weaker men often re-
cover. The strong man
fails to throw off the
poison, yet the weaker
man gets a new hold on
life.**

**STRONG MEN OVER-
TAX THEIR STRENGTH.**
They load their system with poison from excess food. They accustom themselves to carry decaying food in the bowels ten times beyond what would poison a weak man to death.

Birdland Reasons

STRONG MEN SCOFF
at the experience of
weaker men. With
their great natural
power, the strong sel-
dom learn how to
lengthen life by follow-
ing the laws of health
which weaker men are
wise enough to observe.

**A W E A K M A N
BREAKS DOWN if he
lives carelessly for a
few months, or maybe
for a few days. A
strong man stands it
for a few years. But
all strong men go
down at last, and too
often with tragic sud-
denness. For the laws
of life and death are
the same for strong and
weak alike.**

**WHEN THE STRONG
MAN WEAKENS from
disease, he is often not
equal to the chronic
weakling. For with
poison in his system
enough to kill ten weak
men, from excess food
in a neglected bowel, the
strong man when once
stricken has not the
chance to recover
which his weaker friend
enjoys.**

**SO THE ROBUST MAN
FAILS to pull through
his illness, and the
weaker man gets better
because he was not
strong enough (or reck-
less enough) to swallow
more food than his
body would absorb to
good purpose from his
bowel.**

**INVALIDS BURY
STRONG MEN by the
dozen. And any mid-
dle-aged weakling can
count big strong fellows
by the score who died
in the pride of their
strength. For only
when too late do many
strong men realize the
value of that care
that weak men are
forced to give them-
selves.**

BRILLIANT GIANTS
by the thousand would
now be alive had they
been willing to consider
their true needs day by
day, as men with weak
bodies are compelled to
do.

Birdland Reasons

**IS A STRONG MAN'S
ADVICE SOUND for
weak men to follow,
coming from one who
never feels the need of
taking care? And shall
a strong man not learn
from him who after
many doctors fail to give
relief, pulls himself
through by study and
perseverance, gaining in
strength and usefulness
every year.**

**WOULD MEN LOSE
SO MUCH by trying
how best to protect
their strength with the
“fool ideas” which
the man who once
was weak now knows
are the laws of
life which have saved
him and many strong
and wise men from
early graves?**

**STRONG MEN SOME-
TIMES LEARN to pre-
serve their strength.
But more to the point,
they may learn how
to strengthen their
mental powers and
attain a finer spirit,
when they become less
“cock-sure” of their
strength and stop
tramping so boastfully
on the treacherous
brink of Death’s Pre-
cipice.**

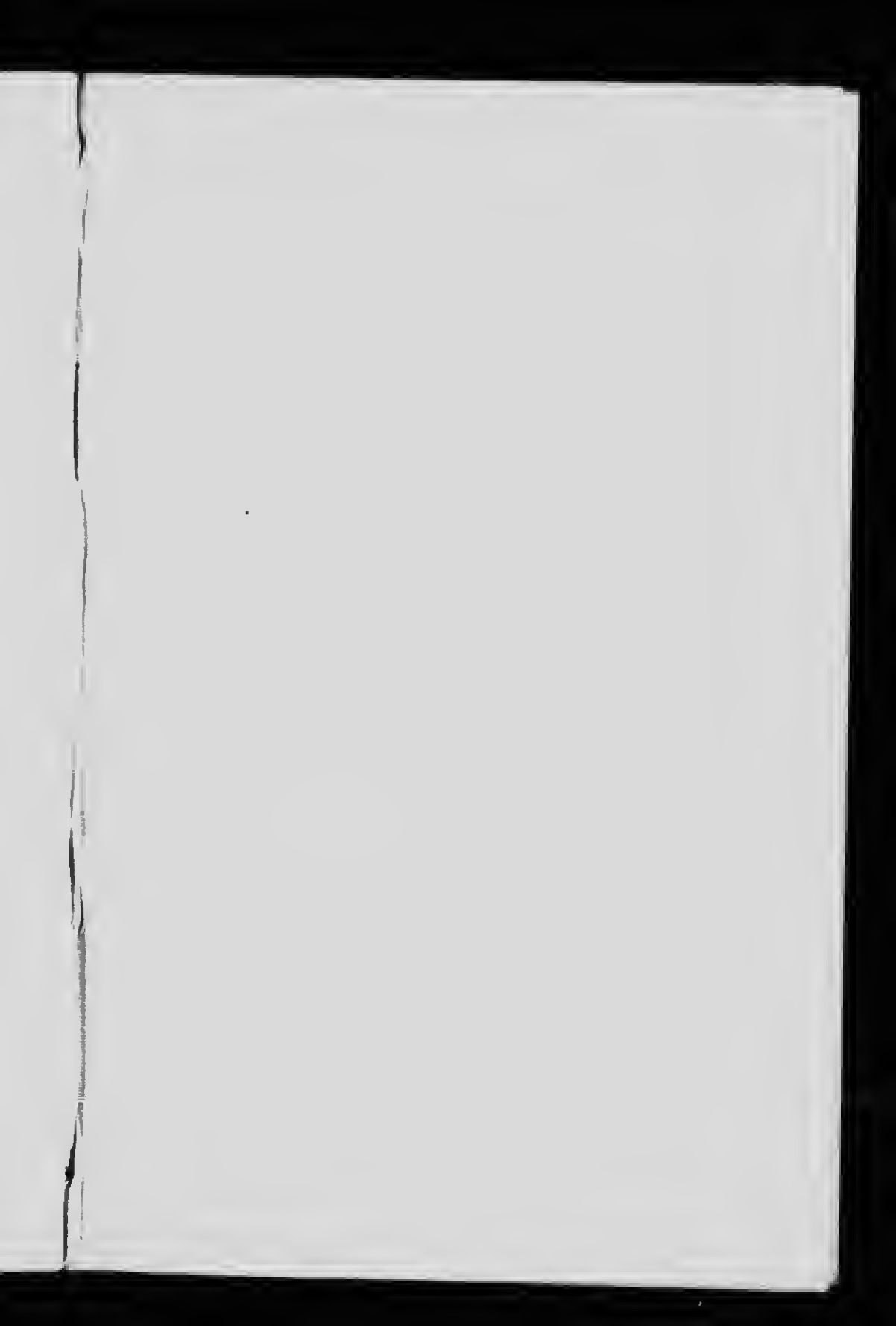
**THE NIAGARA OF
DEATH rumbles cease-
lessly under the feet of
every man. But the
grim power of those
fierce rapids may be
used like an electric
current, to light up
man's pathway towards
the higher, nobler
things of life. Or one
may play the fool and
allow the Black Stream
to dash out his life
against the rocks of
ignorance and neglect.**

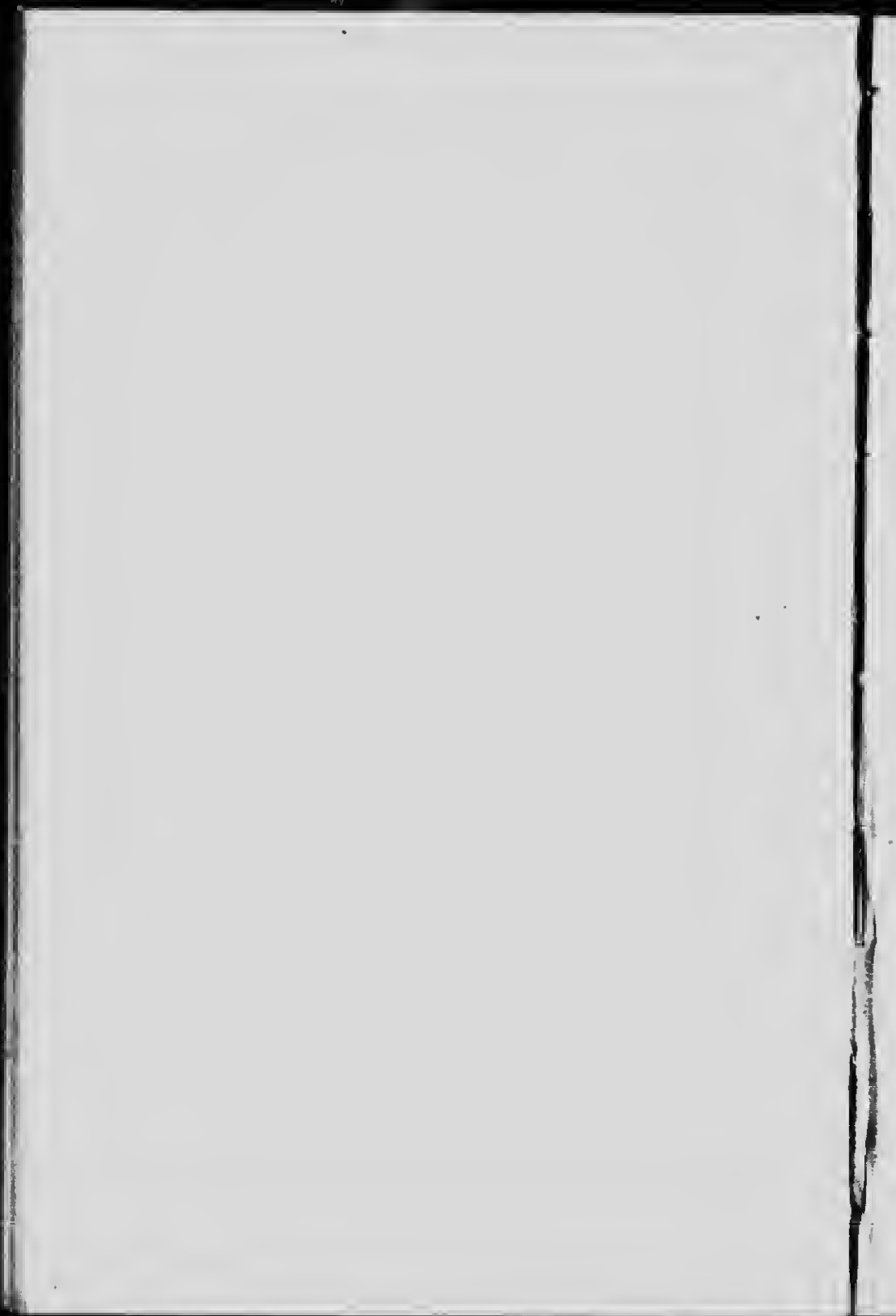
Birdland Reasons

**IT IS NOT ALL OF
LIFE to live in a strong
body. Nor is it all of
death to be handicap-
ped by a weak body.
An abundant spirit of
joy and service may
flourish, or it may die,
in either kind of body.**

A STRONG MIND
does not always go with
a strong body. But any
man may increase his
will-power and his
thought-power in the
same way that he may
improve a chicken's
power to lay eggs. A
man's purpose in life
may be strengthened,
his insight made clear
and bright, and his
funeral postponed
many years, by a com-
mon-sense use of com-
mon foods.

Birdland Reasons





[Copyright U.S.A., 1918, by John Cottam, London, Canada *
Copyright Canada, 1918, by John Cottam, London, Canada **]

**DO YOU EAT TO THE
CONFUSION of your best
purposes, like a fool
farmer might sow
thistles and roots, cab-
bage and good grain in
one field, mixing weeds
and other seeds, all at
the same time and all
on the same plot of
ground?**

**THAT HABIT IS
YOURS unless among
thousands you are the
one thoughtful man
who at each meal looks
to the harvest of next
week or next month,
and who in his eating
and drinking does not
hopelessly spoil the
seeds of good health by
food-mixtures which
are the weed-seeds, the
root-causes of weak-
ness and disease.**

Birdland Reasons

**STRANGE SEED MIX-
TURES** are planted each
day by most men in the
fields of their inner life.
And few there be who
will patiently trace their
harvest of bad temper
or sex lapses or other
weaknesses, to the seed
sowing of persistent
wrong eating.

Birdland Reasons

**GOOD FOODS BE-
COME POISON in many
cases because they are
carelessly mixed with
other good foods of
contrary action. And
stomachs are used to
turn good food into
deadly poisons and into
vile brews too dis-
gusting for taste or
sight.**

**EACH FOOD IS A
SEED. Each food and
each mixture of foods
has a harvest of its
own. And each har-
vest to ripen fully,
needs weeks and
months, as a rule. Yet
when the harvest comes
with colds, catarrh,
rheumatism or other
disease, men call it bad
luck, instead of tracing
that harvest back to
their own sowing.**

THAT MAN IS WISE
who knows that each
common food brings
forth its different har-
vest in his life. Thus
may each become an
intelligent farmer,
planting new crops, and
always improving his
harvests in the fields
of life within his own
being.

Birdland Reasons

**YET FEW MEN
SEARCH in their mental
and moral and physical
experience to trace each
seed to the harvest of
strength or weakness,
those crops of life or
death which unfailingly
ripen in every man from
each common food.**

Birdland Reasons

**WE EAT FOR THE
PLEASURE of the mo-
ment or because food
“agrees with us” for a
little while. And the
harvest of pain or dis-
tress or depression is
not connected in our
minds with our eating,
because the harvest
comes only after weeks,
months or years.**

Birdland Reasons

FRUIT RIPENS VARIOUSLY according to the law of the seed, and the soil and the climate. Some seed will mature in a few days. Other seed requires weeks and months. And some fruit follows the seed only after lapse of years.

Birdland Reasons

**WE SOW DISEASE
AND DEATH for our-
selves at each meal.
Yet when the abundant
harvest of pain and ill-
health ripens from our
own planting, we too
often like to pose as
pious and resigned
victims of a chastening
Providence.**

Birdland Reasons

AS IF PIOUS PRAYERS
(or gambling bravado)
would ensure a harvest
of health, when we
constantly choke it with
the seeds of disease.
We plant death at each
meal, excusing our-
selves because "I'm
so very fond of that
food, don't you know."

Birdland Reasons

**WE REAP ONLY
WHAT WE SOW. For
to the fields of life
within each man's
being, no other soul has
ever gained access.
And no one can harm
me but myself.**

Birdland Reasons

**AROUND EACH
HUMAN LIFE a deep
chasm yawns and com-
pletely encircles each
one of us. Our truest
lover can no more than
yearn towards us across
that eternal gulf which
separates each of us
from every one else.**

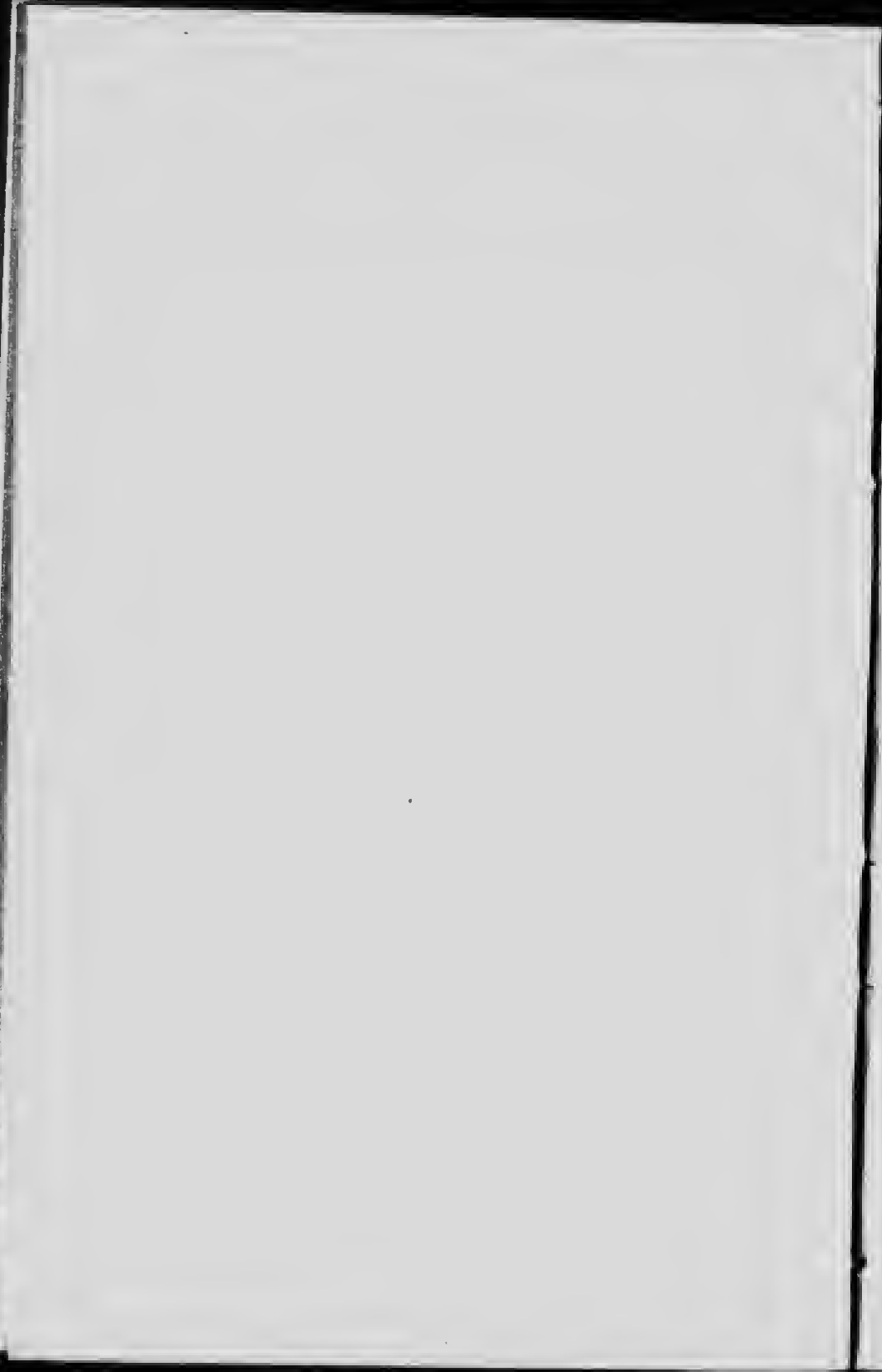
Birdland Reasons

YET THIS ISLAND
which I call my body
and which separates me
from everyone else, is
rich with every wealth
and resource of the
Universe. And every
good harvest shall be
mine, if I choose to
work in tune with the
law of the seed and the
soil and the climate.

Birdland Reasons

**COMMON FOODS
MAY BE CHOSEN with
that common sense
which most men show
in using fuel for a
motor car quite differ-
ent to the fuel for an
oil or steam engine.
Yet human motors
lapse to the undertaker
every day because they
did not learn how to
choose different fuel.**

Birdland Reasons



[Copyright Canada, 1918, by John Cottam, London, Canada *
Copyright U.S.A., 1918, by John Cottam, London, Canada *]

YOU ASK ABOUT
MICROBES AND BAC-
TERIA! “How can
“right food be a
“guarantee of health,
“if the germs
“of disease will attack
“a healthy person?”
And that is a very
natural question! So
let us look a little
more fully into the
truth about germs:

TUBERCULAR GERMS
THRIVE in ninety or
more out of every
hundred people. So
say the Germ Scien-
tists. Then how is it
that ninety out of every
hundred persons do not
suffer more seriously
from Tuberculosis or
Consumption?

Birdland Reasons

TYPHOID GERMS TOO
are carried by many
people, and yet those
people do not all have
Typhoid Fever. And
many persons who
harbor other kinds of
Germs do **NOT**
develop the diseases
which those Germs are
supposed inevitably to
create.

**THE TRUTH ABOUT
MICROBES is this:**
The Germs of Disease
will seldom do you
any great harm, if
your system has
acquired the necessary
power of resistance.
And each man may
increase his resistance
by improving his nutri-
tion, that is by getting
better results from
what he eats.

Birdland Reasons

**A MAN AFRAID OF
GERMS is a man afraid
of himself. For
strange as it may
seem, each human
body is nothing but a
mass of living cells
or germs, and the
healthier the man, the
more active are the
myriads of germs
which when massed
together constitute our
own flesh.**

PARTY POLITICS
AMONG GERMS is a
deadly strife. Indeed
they live in two armies
which never cease to
fight. One army is
“friendly” to man.
The other army is said
to be unfriendly. And
these armies make war
incessantly, with heavy
losses on each side.
But recruits constantly
arise to fill the gaps
left by their fallen
brothers.

Birdland Reasons

**HUMAN DISEASE IS A
TRIUMPH of the
“unfriendly” germs.
And such victory comes
only when a man’s
vitality has been
lowered by careless
living. That means
bad sanitation in the
city of a man’s body.
Foul sewers, water-
pipes and blood con-
duits have been
neglected throughout
that man’s flesh.**

**WRONG FOOD AND
TOO MUCH has been taken, more than his flesh has made its own. And the scavenger germs have had more to do than they could clean up. The excess food then rotted and it nourished unfriendly germs, just as garbage breeds house flies at the kitchen door.**

Birdland Reasons

**HUMAN HEALTH IS
THE TRIUMPH of the
"friendly" germs.
It is a result of wise
living. It means no
rotting food left in
your body to support
too many enemy
germs. It means clean-
liness in the city of
your flesh, with pure
blood supply and
every sewer in good
order.**

THE "MOVE-ON"
POLICEMAN must patrol
every wrinkle of your
food canal. No
enemy crumb must
hide or loiter and be
allowed to rot. The
onward movement of
fresh food must keep
every corner brushed
and sweet. And
throughout the length
of your thirty feet of
food tube every atom
must "move on"
ceaselessly.

Birdland Reasons

**SINCE WE GROW
NEW FLESH, as we
grow new hair and
nails, we may learn
to grow new armies of
the friendly germs,
whenever we desire.
And when a man is
mostly clean, inside as
well as out, there
need be little fear of
enemy germs. He
then laughs at his
former fears.**

**“FLEAS IS GOOD
FOR A DOG,” ’tis said,
“if they are not too
plentiful.” And
“unfriendly” germs
may usually be for-
gotten, so long as
wrong food or excess
food does not pile up
in your system, there
to putrefy, there
to nourish the enemy
germs in too great
numbers.**

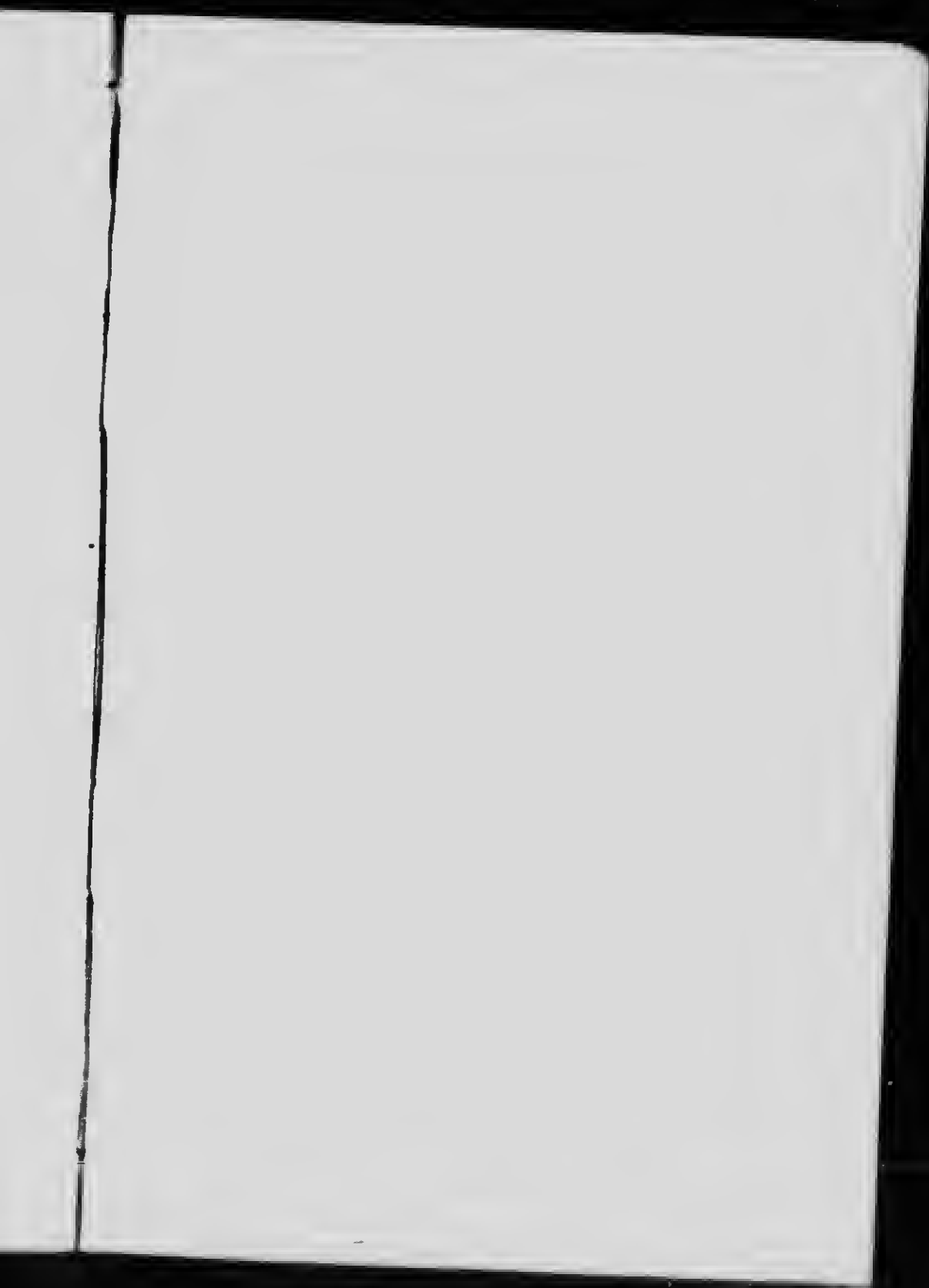
Birdland Reasons

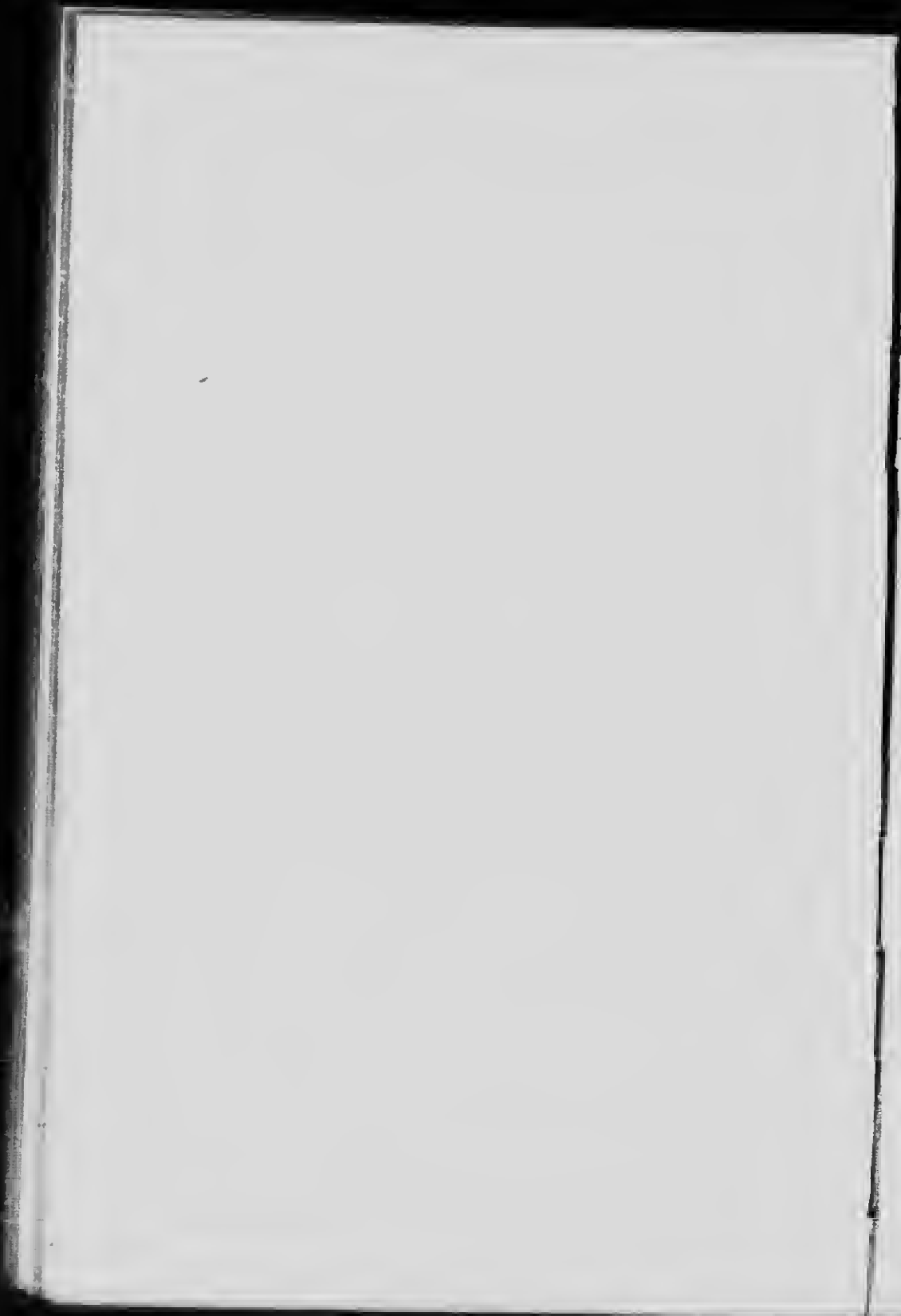
**GERMS ARE WEL-
COME THEN, both the
friendly ones and
those which should not
be called "unfriendly,"
since it is their task
to prod the friendly
germs and keep them
busy and healthy.
And in the Empire of
Germs known as
a human body, a wise
Ruler will bring happi-
ness, just as a foolish
Ruler will cause
shame and disaster.**

Birdland Reasons

**SO FORGET YOUR
GERMS, the Microbes
and the many Curious
Cocci in your body!
For they ought to be
forgotten, except by
Scientific Investigators
and by those careless
people who prefer not
to adopt a reasonably
correct diet of Com-
mon Foods.**

Birdland Reasons





[Copyright Canada, 1918, by John Cottam, London, Canada ••
Copyright U.S.A., 1918, by John Cottam, London, Canada ••]

**MEN GROW NEW
BODIES and shed their
old bodies every few
months just as snakes
shed their old skins
every year or so. Every
part of a man's body
changes ceaselessly.
And that is plainly seen
by one's hair and nails
and by the growth of
new flesh in any heal-
ing wound.**

YOUR PRESENT BODY
need not concern you
very seriously. For it
will to-morrow go the
way of all flesh no
matter what your
strength and beauty
may now be. But if
you are not busy
growing sound flesh
every moment, disease
and death will soon
take the place of any
health and comeliness
you now possess.

Birdland Reasons

SO HAVE NO FEAR
concerning your ailments and diseases.
For you can soon learn to create a different kind of body. No matter your age, if you will start now to plant right seed, in the form of right food and right habits, you may soon have a different harvest in the form of a better body.

Birdland Reasons

DISEASE AND WEAK-
NESS will then speedily
be replaced with
health. Present strength
will be increased and
maintained, as surely
as weeds may be
killed and a good
crop made to grow in
the garden of any
good gardener.

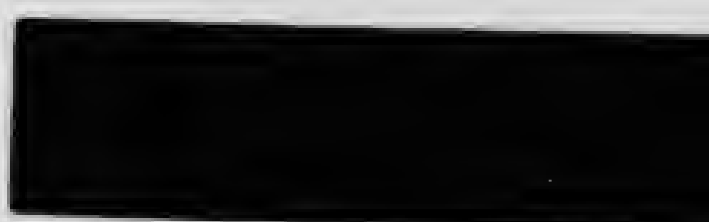
ONE'S LIVING FLESH
is really a slow fire
which burns up a good
part of one's body
every day. And just
as any fire is made
new when new fuel is
put on, so our bodies
are ever being made
new from the food
we eat.

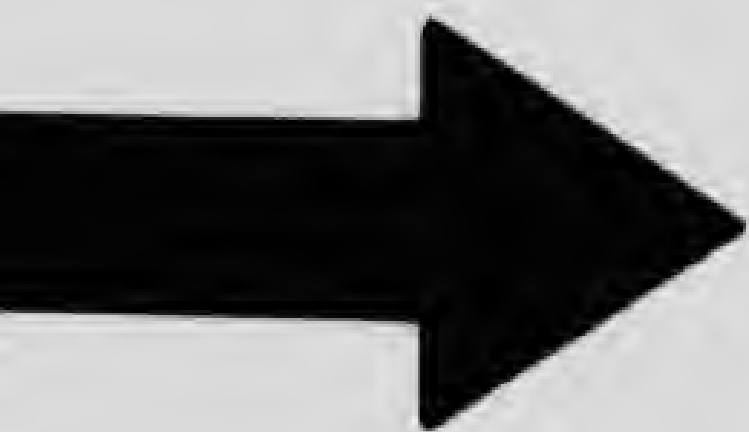
Birdland Reasons

**THE BURNED OUT
WASTE, the ashes and
the smoke, from the
fire of our bodies
should pass off each
day through the lungs,
the bowels and other
organs. Thus we get
rid of our old bodies
as we make new ones
for ourselves over and
over again, year after
year.**

IF OUR FIRE OF FLESH lacks the needed energy, we may know that our fuel is wrong. We have not kept the fire clean and bright. But no need to despair. Plenty of right fuel is at hand. And we may select Common Foods so as to ensure a fierce fire of health, steady and reliable at all times.

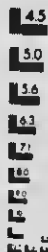
Bivaland Reasons





MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1653 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax

**IF THE COOK STOVE
FIRE has a disease, if
it burns poorly some
winter morning, the
good housewife does
not allow that mishap
to spoil all the meals
that day. She cleans
out the ashes and puts
on fresh fuel. She
sees that the live coals
are fanned to fresh
life by a good draft of
air.**

Birdland Reasons

**THE FIRE GETS NO
MEDICINE unless the
cook is too lazy to
clean out the ashes.
Bridget may then burn
herself by exploding
kerosene medicine for
the fire. And she is
clever and wise com-
pared with the man
who relies on medicine
to clear food-ash from
his neglected bowel.**

YOUR FIRE OF FLESH
must be cleansed without medicine, or it will never burn brightly. And the fire may be renewed and made to burn to better purpose than ever before if you will merely learn to use better fuel and if you will use that fuel with thought and care.

Birdland Reasons

**DISEASE SELDOM
HAPPENS when the fire
of human flesh is kept
clean and bright. But
we carelessly clog the
fire pot with fuel it
cannot burn. We will
not clean out enough
of the old ash from
the bowel each day
so as to ensure a
bright fire of health.**

**WHEN DISEASE
COMES we make a
mystery out of what is
quite simple. We
blame the microbes
when the trouble is
due to wrong food or
excess food which
feeds these germs. It
is all due to our own
unfaithfulness to the
true needs of our
body.**

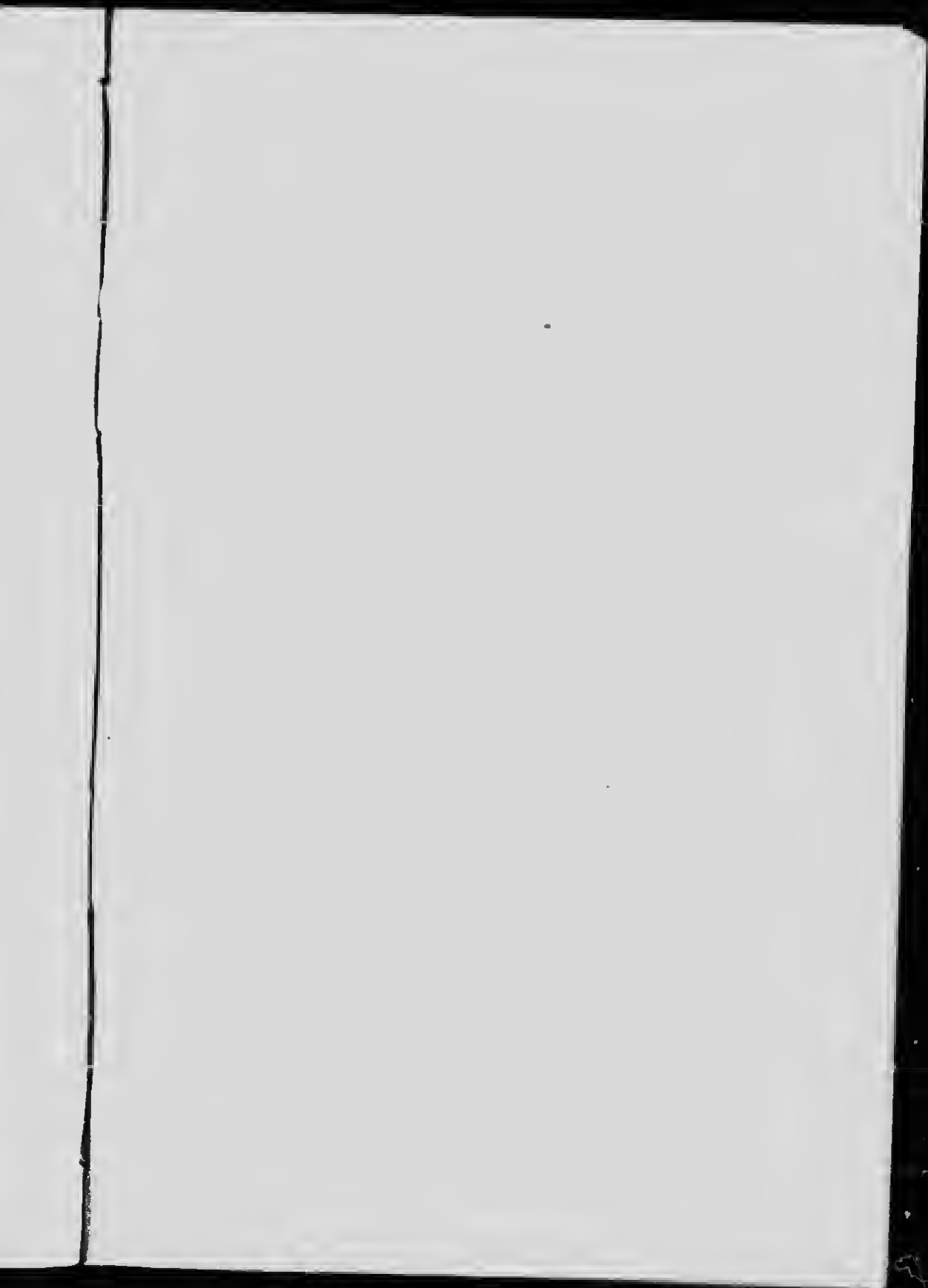
Birdland Reasons

YOUR STEAM PRESS-
URE TO-DAY! What
does it say? Has
your will and your
endurance been equal
to enforcing every
decision of your brain?
Your harvest of health
for next year! Are
you as sure of it as a
good farmer is when
he plants good seeds
and then obeys the
law of the seed and
the soil and the
climate?

Birdland Reasons

**MASTERY OVER
ONE'S SELF is the
certain result of pro-
per steam pressure in
the human boiler.
And that delicate
power plant inside
your skin will do for
you far and beyond
what you think it will,
if you but learn to
select the right fuel
from among the
Common Foods avail-
able to every man.**

Birdland Reasons





DAINTY NOSTRILS
PRETEND TO SUFFER
at mere mention of
their bowel needs. The
poison they create so
needlessly in their low-
er food tube is "no fit
topic of refinement."
Rosy lips curl in con-
tempt rather than con-
nect seed with harvest—
the seed of polite
ignorance and neglect
with its harvest of un-
happiness and disease.

**YET FROM ROSY LIPS
and fragile nostrils
there too often breathes
the over-ripe offense
of an unburied corpse,
assailing one's approach
and marring every
ardent purpose of true
womanhood.**

Birdland Reasons

**TRANSPARENT
CLOTHES AND FLESH**
would show polite society not as a moving picture of health, but often as walking cess-pools. Outside dirt may be honorable. Not so a washed skin enclosing a pond of filth and dammed-back stenches, in place of a pure food stream discharging several times a day, with no more offense than when taken in.

Birdland Reasons

**MIXING FOOD WITH
CLEAN WATER, then
heating and cooking it,
ought not to spoil food
in any way. So food in
the stomach is mixed
with natural juices
which make it more
beneficial and more
acceptable to the body.
And in a healthy person,
food in the bowel is
quite as wholesome as
when it is cooking in
the cleanest kitchen.**

WHEN FOOD LEAVES
THE STOMACH it passes
into a clean, narrow
tube whose tender and
delicate walls are
covered with hungry
little mouths. These
countless baby lips are
greedy for the deli-
cious nourishment from
the liquified food as it
travels rapidly past
them.

**EVERYTHING IS
FRAGRANT and sweet.
And all the way along
to the discharge, in
every decent food canal
there is that freedom
from offense that is
found in the sponge
mass for bread in a
dough-mixer in the
cleanest bake shop.**

Birdland Reasons

**LIKE LITTERS OF
BABY PIGS, ravenous
and jostling at lunch
time, along every inch
of every human bowel
hundreds of those tiny
food glands are always
searching for a clean
meal. But instead of
feeding them, most
people smother them
with decayed filth.**

Birdland Reasons

**CROWDS OF THESE
YAWNING MOUTHS**

drink up any moisture in the bowel right down to the moment of discharge. And if the mass decays in the bowel, as it too often does, our body is thus poisoned and our brain stupefied with the foul liquid.

**“A TEMPLE OF THE
HOLY SPIRIT”** was a
young lady's boastful
description of her body.
But the temple needed
a new janitor. For the
windows were clouded
by internal neglect.
And a worse odor than
one of poor ventilation
was floating from that
dishonored shrine of the
Great Spirit.

**THE GREAT SPIRIT
HAS ORDAINED that
not without His dis-
pleasure shall this body
of mine which He
occupies with me, be
defiled by my neglect.
Nor can I deceive Him
by trying (always in
vain) to keep the filth
and stench near as can
be to the back door.**

Birdland Reasons

**HOW CAN MY
MOUTH BE CLEAN,
how can my lungs be
free from disease, if
that same interior of
my body lower down
be filled with filth, if
it be kept like a cess-
pool of corruption and
stenches, breeding the
germs of disease?**

THE SPIRIT OF LIFE

will not shine out from the front door of my food tube, to make my countenance clear and frank and inviting, if I do not place my food refuse outside the back door of my body, while it is yet clean and free from offense.

THE BUSY CREATOR
of my body demands
that each time I take
food in at my front
door I must make room
for it to accomplish its
mission, its high and
sacred purpose, by
clearing from my back
door the undefiled
remains of my last
Sacrament.

Birdland Reasons

**NO SACRAMENT
INDEED is any meal that
is not taken into a clean
body tingling with the
keenest joy of Smell
and Taste, thrilling to
the fragrance and savor
of each morsel of food.
For those two gallant
knights, Taste and
Smell, never fail to
guard my lips from
excess, confusion and
disease, until they are
unhorsed by Craven
Appetite.**

Birdland Reasons

A ROYAL MASTER
is the "Creator-Now-
At-Work" on my new
body for next year.
Living with me at all
times, He will not for-
give my back-door sins
until I forsake them.
For Cleanliness IS
Godliness. And what-
soever goes out of my
back door must be clean
and free from taint, not
less so than when I take
it in at the front door.

"KEEP AS DELICATE
around the bowels as
around the head and
heart," said the great
poet and prophet. He
desired to banish our
artificial shame. He
wished to lead each of
us to become "as a little
child" in a simple
wholesome acceptance
of every side of life.

EVERY HUMAN
FUNCTION is a holy sacrament. There is no shameful or unworthy member of the human body. And if any person live in decent naturalness, the food canal is inoffensive and pleasureable and noble, not less so at one end than at the other.

Birdland Reasons

**A DECENT FOOD
TUBE, clean from end
to end, is a rare and
priceless possession.
And little wonder that
it is so rare when we
cherish the decadent
standard of "one clear-
ance a day." Often we
fail to get that, while
we cram ourselves with
food, two, three and
more times a day.**

Birdland Reasons

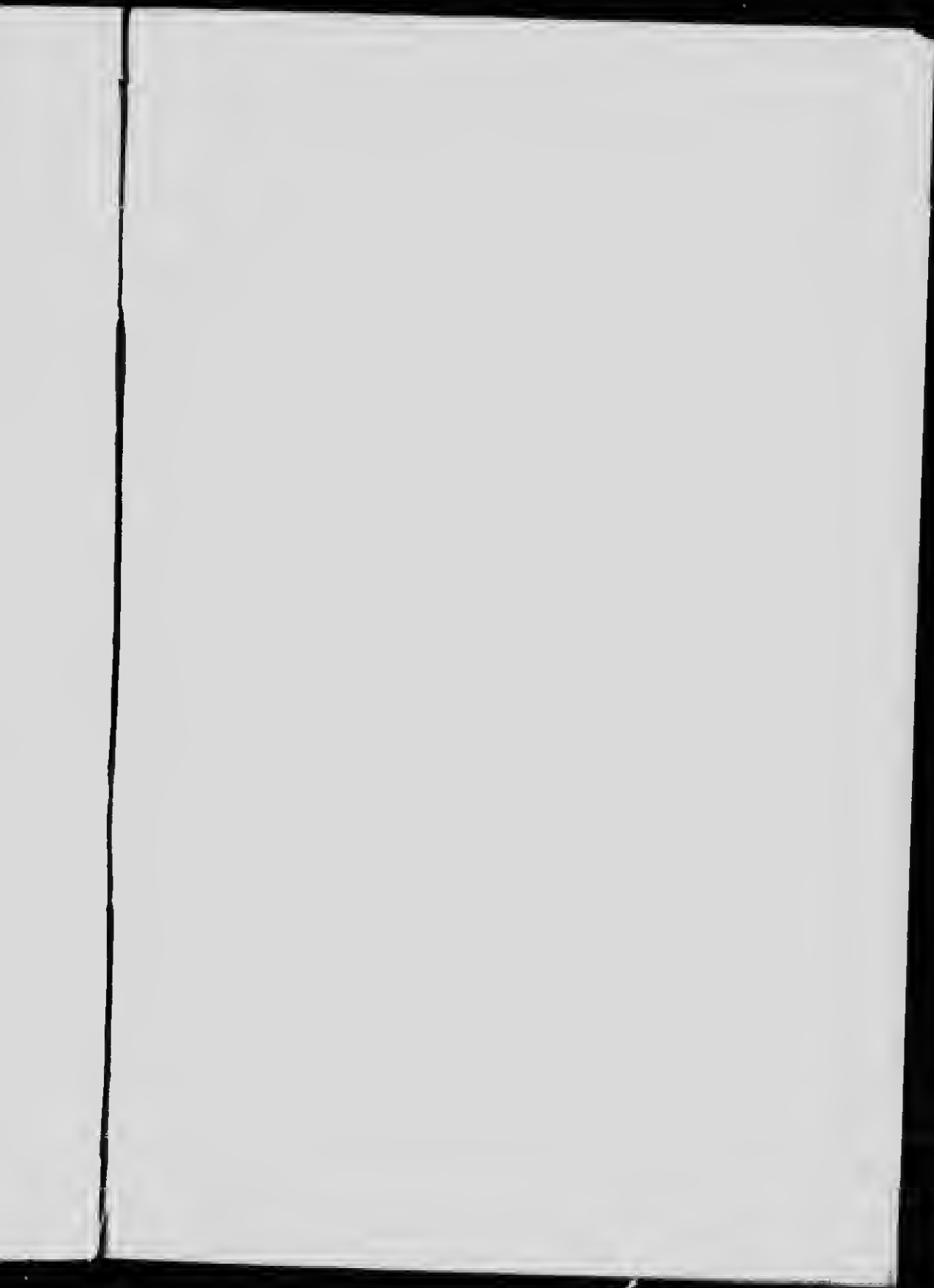
**THEN LIKE FOOLS
WE WONDER why the
food tube gets choked
up. And many of us
exist a good part of the
time in a corked-up and
sealed condition of
which a decent monkey
would be ashamed. In
consequence we suffer
from numberless dis-
eases and gamble with
the undertaker before
we get nicely started
in life.**

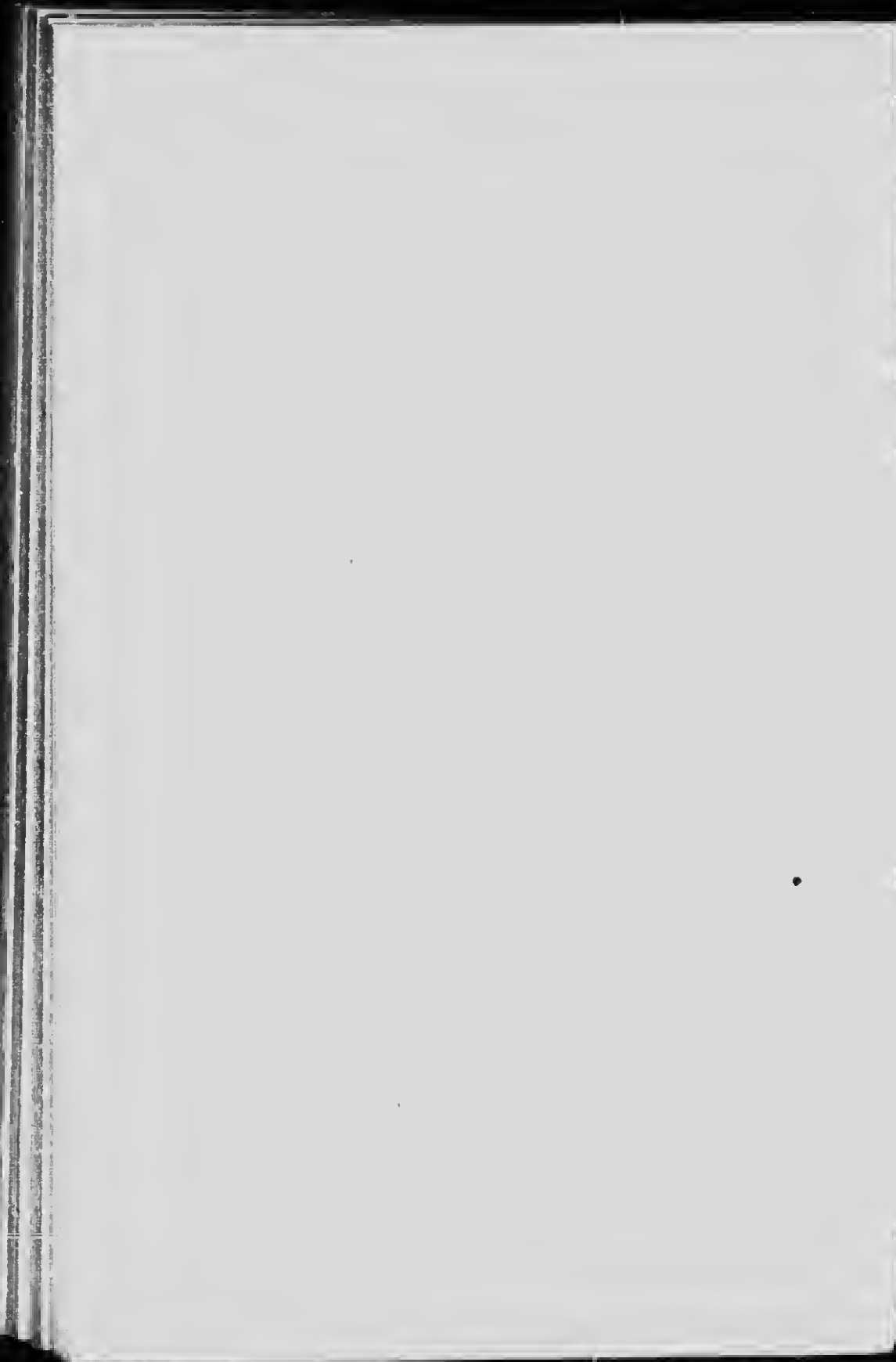
Birdland Reasons

WE HOBNOB IN HIGH
GLEE and exchange
boasts about being cut
open and sewed up
for appendicitis. No
shame do we show for
allowing our appendix
to rot. "Cut out the
rotten parts and let us
get back to the habits
that caused us to rot.
Let us have a 'good
time' while we are
rotting away some-
where else."

AN EDUCATED
BOWEL is of more
value to a man or
woman than an edu-
cated brain. For a
brain can never attain
its full power unless its
life be sustained by a
wholesome food stream
which flows unblocked
and uninterrupted to a
free discharge through
a clean and health,
bowel.

**NATURE WILL SEE
TO IT, if I but let her,
that the mass dis-
charged from my food
tube shall be as harm-
less as the discharge of
an infant, as free from
poison and offense as is
the food on my dining
table.**





[Copyright Canada, 1918, by John Cottam, London, Canada]
[Copyright U.S.A., 1919, by John Cottam, London, Canada]

**HAS YOUR DOCTOR
EXPLAINED to you why
so many escape and so
many do not escape from
the germs of disease which
every one swallows every
day? Does he try to cor-
rect your mode of living—
your little mistakes which
render you liable to disease
so needlessly?**

**DOES YOUR DOCTOR
MAKE YOU UNDERSTAND
the opposite results pro-
duced in your life by the
different kinds of food you
eat? Does he tell you which
of them are likely to cause
you trouble, and which of
them make for a clear mind,
a strong will and an active
body?**

Birdland Reasons

IF YOUR DOCTOR TRIES
to help you in that way, if he
tries to make you change
your "eats" and modify your
secret pleasures, if he gets
you to act NOW, in order to
increase your pleasure on
the morrow and in your later
years, then no matter —

Birdland Reasons

**NO MATTER YOUR
DOCTOR'S FEES if he gets
good results for you in that
way, don't let anything part
you from him—heed his
counsel—follow his advice—
and one day you shall realize
that he is your true friend.
And for every dollar you pay
to him thousands shall come
back to you in the years
which would not otherwise
be yours.**

Birdland Reasons

SOME DOCTOR'S WON'T BELIEVE such a plan can be worked. They say patients will not pay for time the doctor must needs take if he is to teach them how to live. So health continues to be undermined by respectable practices. And the danger is not felt until disease strikes one down. Yet it all may be avoided so easily.

Birdland Reasons

**DOCTORS GIVE TOO
MANY DRUGS to ease
suffering when pain is the
best medicine. For pain is
Nature's warning to stop the
old habits. Those habits may
seem innocent from day to
day. And not much harm
may be seen in a few weeks.
But in months or years health
is ruined and life destroyed.**

Birdland Reasons

**DOCTORS MUST TRUST
TO LUCK in too many instances when fees do not pay them for enough time to study each case as they would like to do. And patients feel they cannot afford to pay more. So drugs are given to relieve symptoms, if not to cure. And patients come back for the medicine again and again, since it makes their wrong habits less painful.**

Birdland Reasons

BUT DON'T BLAME YOUR DOCTOR if that has been your bitter experience. Suppose he HAD tried to get the truth about the details of your life? Would you have told him all? Would you have paid him for trying to reform you? For without complete knowledge concerning your habits a doctor can do you no lasting good.

Birdland Reasons

WOULD YOU ABSTAIN
TO-DAY in order to gain
more enjoyment for tomor-
row? Would you deny
yourself for a little while to
gain new freedom later on?
Would you cut down stimu-
lants or stop some wrong
mixture of foods, or leave off
some cherished habit?

Birdland Reasons

**YOUR DOCTOR MUST GET
MONEY in order to live. And
he would starve if he refused
to give drugs and if he
waited for patients to tell
him all the truth and to
work with him to change
their respectable habits
which do them so much
harm.**

Birdland Reasons

DO YOU DESIRE YOUR
DOCTOR to be plain spoken
to you concerning your weak-
nesses? If so, you are but
one man among many. And
most of the other patients
get just what they bargain
and pay for. For only a
few men and women would
return to a physician who
told them all he can see in
their lives.

Birdland Reasons

**NOW CONFESS FOR YOUR-
SELF!** An illness may cost
you five or ten thousand
dollars in lost time and
expense! It may cost no
less than your life! But
would you ACT NOW so as
to prevent that coming ill-
ness? Would you report day
by day for a few months to
allow your habits to be
studied and corrected in
order **to remove causes which
must bring disease?**

Birdland Reasons

**YOU'D BE WISE TO DO
SO without a doubt, if you
could find the required staff
of experts trained to check
men's habits day by day,
tracing in each man the
vital reaction of each com-
mon food; studying final
results year after year in
each man from the use of
each food, as distinct from
immediate effects from the
same foods day by day.**

Birdland Reasons

CHEMICAL VALUES OF
FOODS are easily had from
books and laboratory. But
vital values are not known
because men differ so greatly
and they use each food so
variously! And each man's
vital "come-back" at length
from each food (its yearly
balance to good or bad) is to
be known only by posting and
checking each day's "food-
record" of each man over a
considerable period.

Birdland Reasons

FEW COUNTRIES AS YET
can command a staff of
specialists united for ser-
vice in this important field.
And regular physicians have
not been trained to the new
methods by which under
reasonable discipline very
remarkable results can be
brought about in the life of
any man who will earnestly
apply himself.

Birdlani Reasons

**DISCIPLINE AND
RESTRAINT do not decrease
one's enjoyment. Indeed no
man can fail of rich reward
who will try to be timely
and moderate in his use of all
the good things of life—abstain-
ing now and then to gain
health and pleasure—that
later he may come back with
greater zest than before.**

**A PRIZE FIGHTER IS
WISE when he enjoys a few
weeks' discipline under a
stern trainer, in order to meet
an opponent in some impor-
tant battle. Yet men of
affairs are often defeated by
avoidable weakness. They
are trimmed to the tune of
millions of dollars, all for
lack of simple physical care.**

Birdland Reasons

**A TRAINER OF
PUGILISTS gets no second big
job if he fail to put his man
in the pink of condition. So
the modern physician is most
blameworthy when his client
is taken with preventable
illness while observing the
prescribed mode of living.
The physician is then usually
to blame not less than an
architect whose building col-
lapses from improper plans.**

AN ARCHITECT'S PLAN
for a building! A yearly
balance-sheet of a business!
An efficiency chart of a
factory! These investments
pay big returns. But a
VITALITY CHART from a
staff of Statistical Physicians
will multiply the financial
returns from all the other
plans and charts, since it
develops the power of
ONE MAN who is back of
them all.

Birdland Reasons

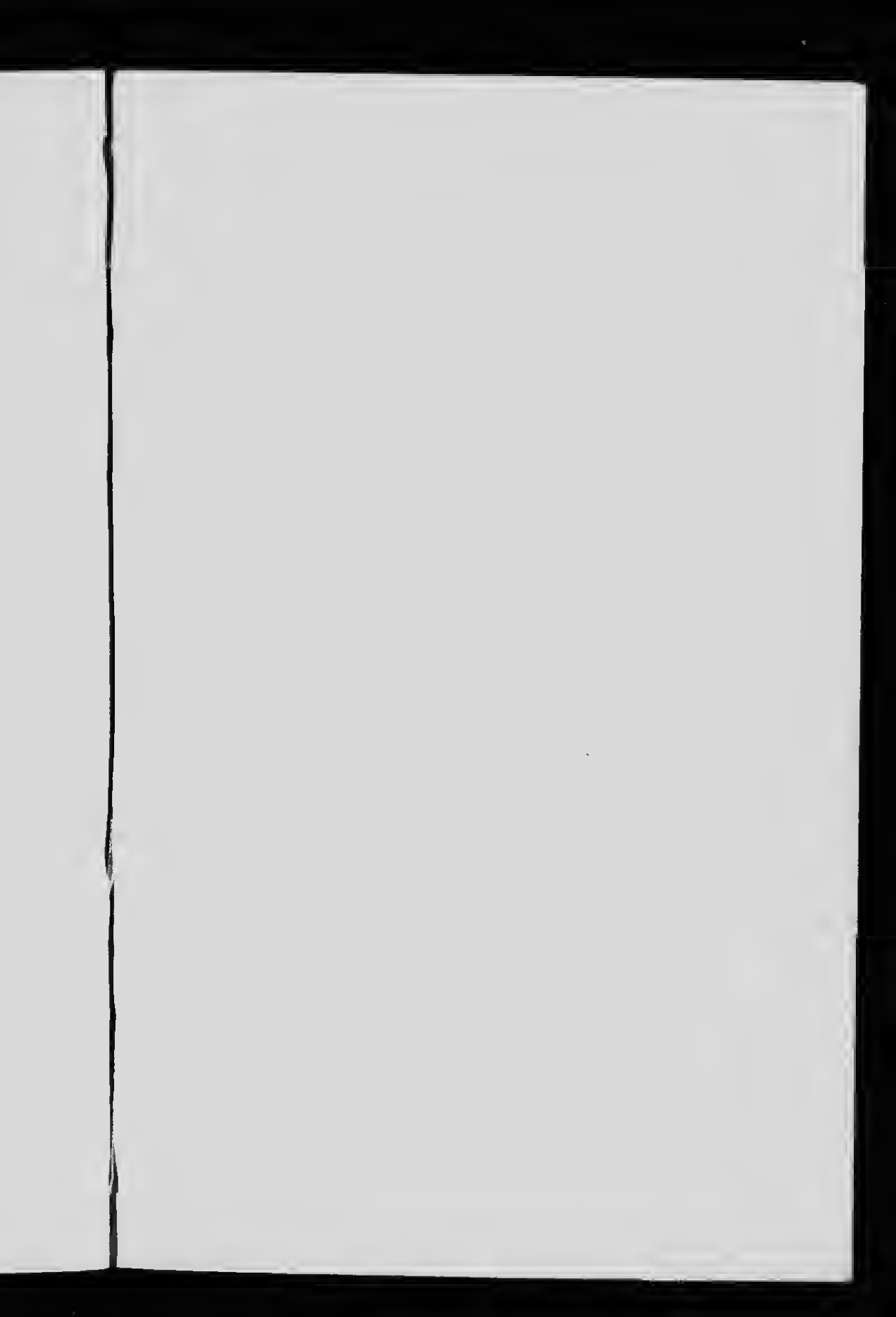
**THE BEST WORKING
PARTNER for any man of
affairs is a plot or plan of
details and tendencies which
manifest in his life from day
to day. Such a chart of his
vital statistics never fails in
the hands of experts to indi-
cate slight changes, readily
to be made, and upon which
nothing less than the man's
life or his death in a few
months so often depends.**

Birdland Reasons

IF YOU ARE SICK IN BED
you won't expect a miracle
in a moment from the New
School of Health. At such
time no doubt you'd want
to stand by the medical
standards you had believed
in to that point. But if you
are alive enough to plan
ahead and willing to change
your mode of living, you may
be assured of very different
results.

Birdland Reasons

**WHILE YOUR FACULTIES
ARE KEEN to co-operate in
the work—while you are able
to understand new methods
and exert yourself to the
preservation of your natural
powers and to aid in their
development—that is the
time to arrange for consult-
ation concerning the New
Standards of Health.**



[Copyright Canada, 1918, by John Cottam, London, Canada]
[Copyright U.S.A., 1918, by John Cottam, London, Canada]

WE ARE LED ASTRAY

by our senses as we watch the evening sky. Men and things fly from the sun seventeen miles and more each minute. Yet the spinning earth seems still. We then say "*The sun sets*", though no such movement of the sun is seen.

WHAT A CRAZY MAN

he must have seemed, *Giordano Bruno*, when he taught so long ago that the sun does *not* rise, that it *only seems* to do so when men are carried toward the sun as the earth spins like a top. No wonder that *Bruno* was punished as a liar and a dangerous heretic.

MANY THINGS DECEIVE

US like the sun. But nothing deceives us more than that common experience called "*Disease*".

And like as we correct our mistake about the sun, we may each get rid of man's universal error about *Health and "Disease"*. Each may thus lengthen his life and intensify it greatly, if he start in time.

IS "DISEASE" A
REALITY? Of course, there is a something known to man as "*Disease*". But just as the reality of the "*sun rise*" is quite different from what at first we think it is, so the reality of "*Disease*" is quite opposite to what it seems to be.

**THE SECRET OF
HEALTH and its
sure control is
within reach of
any man who will
guide his life by the
truth as to *Health and*
“Disease”. For each
in his own mind
may thus destroy a
deadly illusion which
is just as natural,
just as untrue, and
just as old a lie as
that other mistake
about the sun.**

Birdland Reasons

**“DISEASE ATTACKS
US,” we falsely say
when in truth it is
Health that attacks
us. For *Health* is
never more reliable
than when it starts
in business as
“*Disease*”. *Health* is
then housecleaning
and stops our wrong
habits to save us
from the death such
habits must bring
if not stopped now
and then.**

Birdland Reasons

HEALTH IS CRYING
OUT: "You can't
"live with these
"buglets of bacilli,
"these nasty germs,
"which are attracted
"by your wrong
"food, or by the
"excess food you
"neglect in your
"system". Thus
does Health urge us
to remove the cause
of the trouble.

Birdland Reasons

**THE CAUSE OF THE
TROUBLE! Do we
ever think of the
cause? And how
seldom we try to
find it! Having
“*caught the disease*”
we swallow that
illusion, and with it
something from a
bottle to ease the
pain. And so we
injure *Health* by
“pricking up” our
worn out nerves
instead of *resting*
them.**

Birdland Reasons

TO BE DECEIVED

about the sun may do no immediate harm. But misery surely follows, and often death when men in deadly fear use drugs to fight the ghost-names of "Disease" which merely tell how *Health* is busy in different parts. *Health* is working to save our lives and we treat him as our worst enemy.

Birdland Reasons

HEALTH SHOUTS OUT
in the kidneys that
those organs are
overtaxed! Do we
then apply the one
remedy that is
unfailing as long as
cure be possible?—
the simple remedy
of relieving the
kidneys from the
cause of the trouble!
But who'd be willing
to pay a clever
doctor to do some-
thing *anyone* can do?

Birdland Reasons

**THE EVIL SPIRIT called
“Bright’s Disease” has
murdered our *Health*,
we are then told.
And to murder the
evil presence in our
kidneys we punish
Health by “dope-
debauches” of patent
remedies, or with
medicines custom-
made to *fit* the
supposed visitor in
our kidneys made to
give *fits* to him but
instead giving *fits*
to *them*.**

Birdland Reasons

THE MERCILESS FOE
called "*Rheumatism*"
has killed our *Health*,
it is said, when
wrong food has
overcharged our
body with acid. Yet
Health is then more
lively than ever,
giving alarm at
every step. He is
warning us before
too late to change
the mode of life
which creates such
pain.

Birdland Reasons

WHY DECEIVE
OURSELVES so
needlessly? Our
many "*Diseases*" are
but different *Signals*
of Health coming
from various parts.
Why not learn the
signals and be
guided by them?
Any "*Disease*" is then
seen as a true friend.
Yet an injured friend
makes a hard enemy!
So let us not "fight
back" when "*Disease*"
tries to guide.

Birdland Reasons

**A KINDLY GUIDE at
danger spots in life!
That is the true
nature of each
“Disease”. A friend
to help us *prevent
more deadly harvests!*
And since harvests
always are true
to seed, “Disease”
will soon pass away
when better seeds
(in form of right
food and other
habits) are carefully
cultivated.**

Birdland Reasons

STRANGE GARDENS

enclosed by a man's skin yield their rich harvests every day. Nor is the garden's *Climate* (one's *Health* of body) lost, when "Disease" seeds flourish. For better seeds will thrive in that *Healthful Climate*. And any man may sow better seed. He may eat and live so that his *Inner Gardens* shall show his wisdom to ripe old age.

