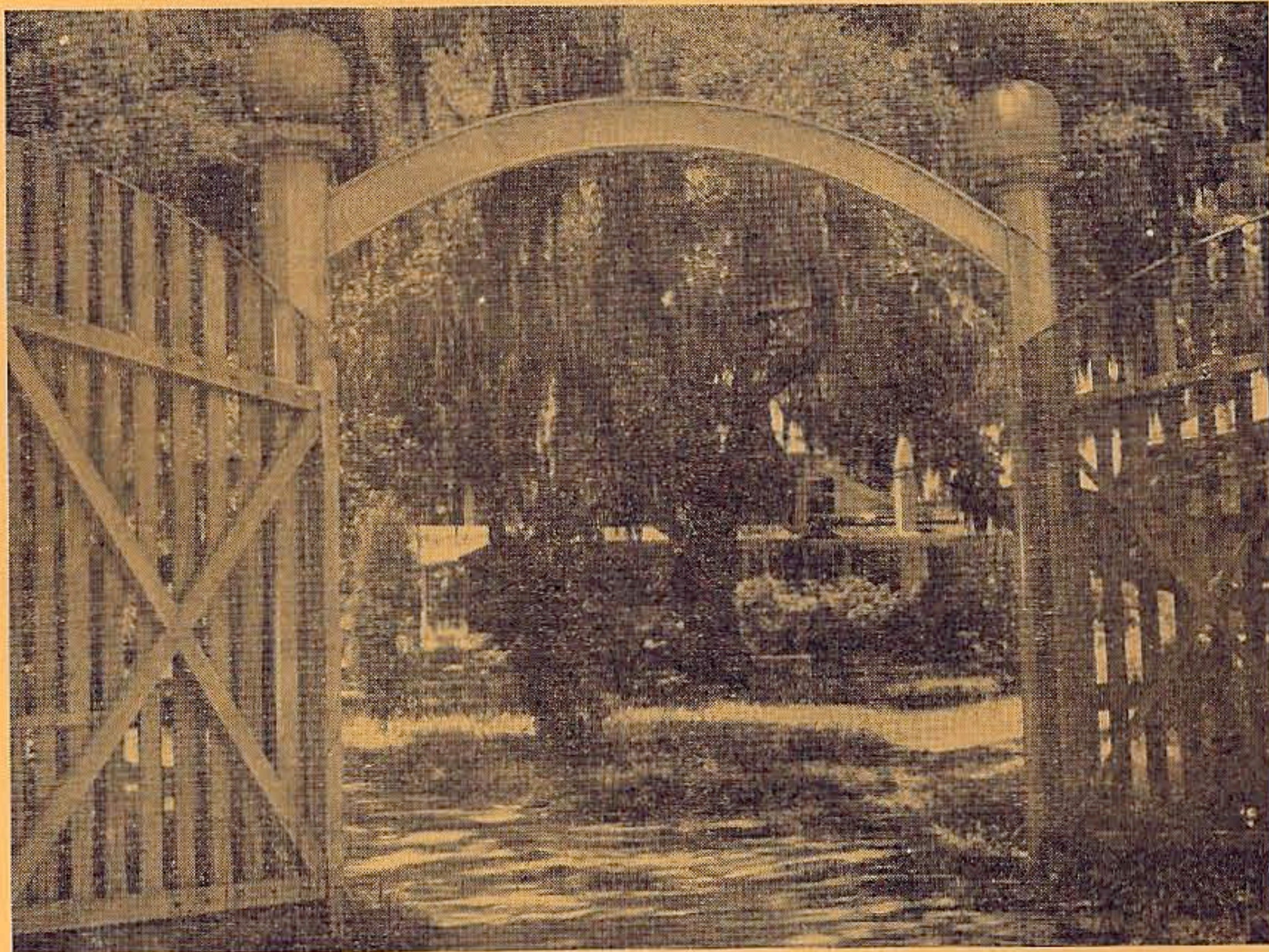


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for supreme, radiant health

The hand of health and hospitality is extended to you from the land of the Pines and Magnolias. Situated on a 3000 acre Plantation near Charleston and its world famous gardens, **ESSER'S HYGIENIC SANATORIUM** is within easy and reasonable travelling distance from the north or south by plane, train, bus or car.

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Under personal supervision of
DR. WILLIAM L. ESSER, N.D., D.C.

(Associate Editor of The Hygienic Review
and author of "The Dictionary of Foods")

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ESSER'S HYGIENIC SANATORIUM

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John's Island, S. C.



*An Honest Treatise about All Diseases that
beset Mankind and the Supreme Excellence
of THE FAST to heal them.*

ESSER'S HYGIENIC SANATORIUM
John's Island, S. C.

PERFECT HEALTH



Have you any conception of what the phrase means? Can you form any image of what would be your feeling if every organ in your body were functioning perfectly? Perhaps you can go back to some day in your youth, when you got up early in the morning and went for a walk, and the spirit of the sunrise got into your blood, and you walked faster, and took deep breaths, and laughed aloud for the sheer happiness of being alive in such a world of beauty. And now you are grown older — and what would you give for the secret of that glorious feeling? What would you say if you were told that you could bring it back and keep it, not only for mornings, but for afternoons and evenings, and not as something accidental and mysterious, but as something which you yourself have created, and of which you are completely master?

For many years it has been realized that all which can be accomplished for the ill in the countless hospitals can be better accomplished amid the comforts and friendly, healthful setting of a home. At the same time, one is under the constant scrutiny and care of a doctor skilled in the application of Hygienic principles. This is what we have tried to incorporate in our Sanatorium.

ESSER'S HYGIENIC SANATORIUM

BULOW PLANTATION

JOHN'S ISLAND, S. C.



DR. WILLIAM L. ESSER, N.D., D.C.

Director of

ESSER'S
HYGIENIC SANATORIUM

EITHER HEALTH OR DISEASE

Health depends on food, fresh air, exercise, sunshine and rest and is the normal function of the body. Anything below normal is disease. It is lowered function, no matter how it expresses itself.

Each acute illness is an effort of the body to clean house, to right its internal wrongs and if there is sufficient vitality the body is able to do this.

Chronic illness is the result of repeated failures to carry through this same housecleaning. This does not necessarily indicate that vitality was at a low ebb, but perhaps that the individual was too tenaciously absorbed continuing his harmful habits and thus suppressed and frustrated the healthful designs of the body.

As long as the body can eliminate waste through acute illness, which is called disease, there will be no chronic disease, but if there is no change in the living habits and there is a discontinuance of acute illness, then chronic disease in the form of abnormal blood pressure, Bright's disease, diabetes, cancer, etc., results.

When it is realized that acute disease is a reaction to internal contamination, chronic disease a failure to so react, then it is realized that disease is the absence of normal function of the body.

THE MEANING OF SYMPTOMS

Symptoms are all indications of the means that nature is taking to set the body in order so that it will again be normal. When symptoms manifest themselves, nature should be assisted and not thwarted in her efforts.

When the acute crisis has passed and there is a return of the body to more nearly normal, the state of health will be better than it was before.

If the causes responsible for the acute crisis were not repeated, the improvement shown at the passing of the crisis would be permanent. However, in the absence of definite knowledge, the causes are repeated and the crisis again develops. When the body can no longer vigorously react, and no definite crises occur, then chronic disease has started.

All disease is evidence of the system's failure to keep clean and is entirely preventable.

CAUSES OF DISEASE—TOXEMIA AND ENERVATION

All diseases are one—the sum of the symptoms of all so-called diseases make up the symptomatology of toxemia. Toxemia and enervation are the underlying causes of all acute diseases, all chronic diseases, all obscure diseases, of all so-called incurable diseases. Chronic disease is the beginning of the end of slow poisoning by constitutional toxemia. Toxemia plus lowered resistance—enervation—makes secondary infections possible.

Where does toxemia come from? How does it originate? Most literature on the subject leads one to infer that the intestinal tract is the only source of toxic absorption. To a certain extent this inference is correct since most acute ailments can be traced directly to imperfect digestion. But intestinal toxemia is not the only form of toxemia. Toxins are stored throughout the body in all the glands, in all the cellular spaces and they circulate in the blood and lymph of all individuals. These toxins accumulate from infancy, especially in the nervous, tense and highstrung. Many of these poisons are the by-products of tissue wear. The entire body is ceaselessly undergoing a change during every moment of life. Old cells wear out, become useless and are replaced by new cells. It has been estimated that there are more than a hundred trillion cells in every human body. This seems to be a very conservative estimate, as consider the molecule, the atom and the electron.

The waste resulting from wear and tear in these cells does not always find its way out of the body. The efforts of the organism to eliminate waste material are orderly but never perfect. Man as a coordinated and delicately balanced machine has not yet evolved into his highest plane. His imperfections are exhibited in innumerable ways, and his reactions to his own consciousness as well as to his environment are extremely inharmonious. He is at war with himself because he does not know himself, nor does he properly interpret his own desires, urges and inclinations. He is constantly interfering with the body's orderly processes by cultivating mental and physical habits that adversely affect them. Consequently he is poisoning his body and clouding his mind with retained waste matter.

"The physician who wants to know man, must look upon him as a whole, and not as a piece of patched-up work. If he finds a part of the human body diseased, he must look for the cause which produced the disease, and not merely the external effects."

—Paracelsus

* * * *

THE SATURATION POINT

The character and amount of this accumulated waste determines the intensity of his uncomfortable reactions. Man's resistance to harmful influences is dependent upon his reserve vitality. Some constitutions bear up well under a heavy load. Others break down under a lesser load of toxic poisoning. Whether the particular disease be arteriosclerosis, chronic rheumatism, heart affections, tuberculosis, Bright's disease, cancer or diabetes, the fundamental cause is the same.

No one can prevent final dissolution. But there is most assuredly a way by which we can lengthen our lives, and increase our general efficiency. It is within man's own province to determine the degree of comfort with which he fills his life. Abrupt shock, change and disease can be avoided.

With such assurance, we should not require any other inducement to lead a more natural and orderly existence. But most of us are too prone to delude ourselves with the fancy that the future will take care of itself. Day after tomorrow or next week, or next year seems so distant. Few of us buy umbrellas until we are already soaked to the skin in a rain storm.

The ideal existence can be approximated only by those who practise self-denial and self-discipline thus keeping their toxic saturation at the minimum and their nerve force at the maximum. To suggest a remedy, a method, or a formula that will fit every individual is impossible. No one can adjust himself instantly to a radical reform. The crank or faddist may adopt a mode of living so unconventional as to set himself apart from society. He marks himself as unusual and becomes acutely susceptible to his own consciousness and his inverted opinions. An easy transition into healthful ways without friction, stamps the man of poise and rationality. Character, dignity, and pardonable self-esteem keeps him in a higher estate. A man is either poised or poisoned.

To keep toxins below the saturation point and nerve energy above par, one must recognize and respect one's limitations. Every factor that is out of harmony, ages us beyond our years.

The body cannot be entirely free from every vestige of waste matter at any time. The process of manufacture and the transportation of toxins to the various outlets of elimination goes on unceasingly as long as life exists. It is only when the outlets are

congested or closed that man accumulates a surplus of poison and becomes ill. The only reasonable and rational way to relieve congested traffic of waste matter is to place an immediate embargo on the intake—to stop eating. Certainly no efficient production manager would permit the unrestricted unloading of raw materials in his factory if this should at any time exceed the capacity of the plant to turn out a finished product and keep the line of production clear of waste and debris. The principal warehouses that the body has available for the storage of surplus waste are the lymphatics and the liver. The only way to avoid confusion and inefficiency, clogging and breakdown in the human factory, is to maintain an even balance between intake and output. Not only does abstinence from food permit the organism to throw off intestinal toxemias, but the physiological rest thus granted the digestive system permits a greater freedom of movement in the internal economy and more vital force to be brought to bear on the eliminative or excretory organs—the kidneys, skin, lungs, and bowels.

There is nothing mysterious or difficult to understand about health and disease, and no one can afford to remain in absolute ignorance of the fundamental principles involved.

“Reasoning is shallow when an individual cannot understand that disease-producing habits must stop before health returns.”

—J. H. Tilden, M.D.

OUSTING TOXEMIA AND ENERVATION

Placed under healthful influences, the sick body with a few sparks of energy remaining can rebuild itself. The healthful influences are fasting, nutritious foods, sunlight, pure air, pure water, movement and exercise, and regenerative relaxation and sleep.

With the enlarging minority who believe in the efficacy of the fast, facts will not down. Nothing is more gratifying, no work more inspiring, than actually to witness complete recovery during comparatively short periods of fasting in diseases such as chronic exzema, urticaria of years' standing, varicose ulcers, gastric and duodenal ulcers, asthma, arthritis, colitis, amoebic dysentary, endocarditis, high blood pressure, diabetes, Bright's disease, sinusitis, bronchitis, neuritis, tic douloureux, pyorrhea, fistula, psoriasis, all kinds of digestive disorders, kidney and gall stones, pellagra, glaucoma, lump in the breast, epithelioma, migraine, acidosis, purpura haemorrhagica, epilepsy, paralysis agitans, Raynaud's disease, and even locomotor ataxia, besides many other derangements that could be added to the list, which is not by any means exhaustive, nor does it represent only single experiences. Conclusions are based on actual group results and can be verified by the

best proof in the world—the enthusiastic endorsement of the patients themselves.

Many will say, “Preposterous.” Many will say there is no such thing as a “cure-all”. Others may damn with faint praise. To all doubters we must say in all seriousness that fasting followed by a diet properly selected and combined is the nearest approach to a “cure-all” that it is possible to conceive. This assurance is born of experience with well over a thousand cases, than which there is no better teacher.

* * * *

“There is a principle which is a bar against all information, which is proof against all argument, and which cannot fail to keep a man in everlasting ignorance. That principle is condemnation before investigation.”

—Herbert Spencer

FASTING

Throughout the animal kingdom, all animals excepting man fast when they become sick or uncomfortable, or feel any kind of pain. The omission of food continues until good health has returned. This is instinctive in every animal. Man has suppressed this instinct or made it subject to his not too reliable intelligence. The laity for ages has been encouraged by the physician that a loss of appetite and the missing of a few meals is dangerous. Consequently every effort has been made to prevent the loss of appetite by giving tonics and appetizers, to stimulate the desire for food.

A loss of appetite indicates that the body is overcharged with toxic or pathogenic matter and that Nature is trying to stop the eating long enough to give this congestion time for relief before any more food is taken.

Fasting is not starving. The body, at all times has stored within itself reserves of food sufficient to last for a considerable time in the event of a scarcity of food, or of sickness, when food cannot be digested. The body feeds on these reserves, the least essential to the body's integrity being first used. When all food reserves have been used up, the vital organs such as the heart, brain and nerves remain intact. The average individual has enough reserve in bodily weight to live without food for from two to three or more months before starvation would occur.

Repair and regeneration of diseased or injured organs occurs at a very rapid rate during a fast. Remarkable chemical changes also occur. In pernicious anemia for instance an increase of two or three million red cells during the course of 21-day fast is not unusual. Where deficiencies exist, the body

strives for and achieves a balance. This is all accomplished as accumulated waste is eliminated and a higher rate of functioning is possible in the cells and organs of the body.

"Nature is ever busy by the silent operation of her forces, endeavoring to cure disease. Her medicine are air, warmth, food, water and sleep. Their use is directed by instinct, and that man is most worthy the name of physician, who most reveres its unerring laws."

—Editor of the Scalpel

The hygienic value of fasting has been practised from the beginning of time. A few of the medical men of recent times who employed fasting are Jennings, Graham, Trall, Densmore, Walter, Dewey, Tanner, Haskell, Hazzard, Tilden, Hay, Eagles, Rabagliati and Kieth. These men and others who have had the widest experience, have added considerably to medical literature on the therapeutic wonders accomplished by fasting.

* * * *

CLIMATE

The area around Charleston offers one of the finest climates for health building. The sanatorium is situated only twelve miles from Charleston. This distance from the city insures clean, fresh air, fragrant with the smell of the pine and the abundant natural vegetation which surrounds the sanatorium. Our locality is also close enough to the ocean to insure a minimum of dust in the air. Charleston winters are made mild by the nearby Gulf Stream and the rays of the southern sun. In summer the cooling sea breezes help maintain a delightful average temperature. The year round official average is 67 degrees with a maximum of daily sunshine hours.

SUNSHINE

The importance of sunshine in our lives cannot be over-rated. Civilized man, particularly the city dweller, is sun-starved because of his long hours in offices and apartments, his heavy clothing and his shyness when it comes to exposing his body to the sun's rays. Much of the malnutrition, the poor posture, the susceptibility to diseases of all kinds result and are encouraged by a lack of sunlight. The reverse is true when there is an abundance of sunlight. All abnormality in the body is benefited by regular properly taken sunbaths.

The sanatorium offers every advantage in this respect. Because Charleston county has more sunny hours than any other section in the United States excepting San Diego, our patients

are assured the maximum opportunity to receive a rich share of this body building therapy the year round. No artificial mechanism can ever hope to compare with the efficacy of natural sunlight in the promotion of health, vigor and the growth of cell structure.

In sun-bathing each person is treated according to his ability to utilize its valuable rays. Great care is used in applying it to individual needs.

WATER

During periods of fasting, the patient is given a pure distilled, mineral-free water. However, the house water is almost as pure because it is brought from an artesian well 450 feet deep, insuring a practically mineral-free water, as soft as velvet.

NATURAL FOOD

Since life depends on food and proper nutrition, it is quite conceivable that we are influenced in many ways by the kind of food we select and the amount that we eat. There is a limit to the amount of food that we need and a limit to the amount we can digest and assimilate. If we take less food than is required for perfect function, there is certain to be a disturbance, a chemical and physiological imbalance that must be corrected by taking more, or at least more of certain kinds. We can eat too little food, or we can eat too much. Of the two evils over-indulgence is undoubtedly the more common and the more grave in its general consequences.

The great crime against health is overeating, and the eating of poor quality, demineralized, processed foods, as can be easily demonstrated. Most people "dig their graves with their teeth." Statistics and demonstrations are hardly necessary to prove this. The medical adviser of today is guilty of criminal negligence if, because of lack of enterprise or because he does not want to be bothered, he dismisses the anxious and inquiring patient with the careless remark—"Eat lots of good nourishing food."

There never was a disease in which nutrition was in nowise involved. Nor was there ever a state of health in which the factor of nutrition was absent.

In the sanatorium, the needs of each person are carefully studied. After a carefully conducted fast, the body is ready to absorb and assimilate food easily and rapidly. The utmost care is exercised to fulfill the nutritional needs of the body. This can only be done by the careful selection, combination and preparation of food given in right quantities. Following a fast, the patient has a tendency to eat excessive quantities and unless he has guidance will quickly undo much of the benefit he has derived from the fast.

The vital foods which we serve are selected for their nutritional value, their richness in vitamins and mineral content, and for their deliciousness.

WHAT WE DO

1. We serve only fresh choice fruits (tree-ripened when available) carefully selected from the many sources at our disposal.
2. We use only the freshest and best varieties of imported and domestic nuts in their natural state, free from roasting, salting, frying or other deteriorative processes.
3. Our dried fruits are likewise imported and domestic, selected for quality and flavor, and are un sulphured and unprocessed in any way.
4. Vegetables are bought fresh almost daily from local markets and are prepared just previous to serving to insure crispness and the retention of minerals and vitamins.
5. Meals are served in maximum quantities to each individual according to his ability to absorb and assimilate food.
6. Foods when combined with others are served in the most compatible and scientific combination.

* * * *

WHAT WE DO NOT

1. We do not serve canned fruits or vegetables.
2. We do not boil our vegetables to death or cook them with soda.
3. We do not use frozen fruits or vegetables.
4. We do not serve denatured sugar, bread, flour, or other processed foods.
5. We do not adulterate anything.
6. We do not use lard, vinegar, salt, pepper or spices of any kind.
7. We do not re-cook vegetables or use anything for the mere sake of economy.

REST

PHYSICAL REST can best be obtained by complete muscular relaxation, which is most quickly induced by lying in a prone position. Many persons think they are resting when they are sitting in a chair and perhaps rocking themselves, or when they are merely changing an old activity for a new one. While a certain amount of relaxation may be obtained in this way, it cannot be compared with rest in bed. If a storage battery is to be recharged, all drain and duty must be removed from it.

To obtain the most benefit from our treatment, the continuity of relaxation should not be interrupted except (if the patient is physically able) to look after immediate personal needs in the way of bathing, hygienic requirements, sun-bathing, and

a brief walk when permitted. Energy is consumed by mental and physical activities of all kinds. Many more calories of energy are required to maintain the body in a sitting than in a prone position. Walking requires still more.

PHYSIOLOGICAL REST is best accomplished by the omission of all foods and drink except water. There is no function that is not intimately concerned with the digestion, absorption and assimilation of food, and with the elimination of waste products. This does not mean that the physiological activities of the body ceases. It merely means that the metabolic rate is altered and that the various organs and tissues of the body are thus given the best opportunity to clear themselves of previously accumulated waste and debris than is possible while food is being taken. Toxins stimulate metabolism during the most active stage of elimination. Elimination cannot be as complete and thorough when there is food in the body that must be taken care of. Clinical evidence supports the theory that much of the energy used in digestion is diverted to the organs of elimination during the fast.

MENTAL REST is equal in importance to physical and physiological rest. In fact the greatest amount of wear and tear on the physical organism is due to adverse mental processes and overworked emotions. To attain a high degree of mental rest requires considerable direction, concentration and application. One of our primary aims is to educate the sick out of their harmful emotional habits and to eliminate worry, fear and emotional irritations from their lives.

* * * *

"Disease does not exist without cause. It begins where cause begins and persists where cause persists. Chronic disease means chronic provocation. Cure cannot take place until the cause of disease is removed. Symptoms may subside or be palliated and suppressed, a crisis may pass, but disease persists so long as cause is ignored or unrecognized."

—Herbert M. Shelton, D.P., N.D., D.N.T.

* * * *

HEALTH EDUCATION

Health education is the part of learning which has suffered from neglect perhaps more than any other form, and there are few which equal its importance. From infancy on there is in the average individual's life a system of mis-education and a cultivation of poor living habits and thinking habits. Error is so ingrained in most of us that by the time adulthood is

reached, a natural life is looked upon as savagery and health habits as downright dangerous.

We strive to bring about a reorientation of everyday living. How to sleep, bathe, drink, exercise and think are among the subjects about which few people know enough. What to eat, how to eat, how to prepare and combine foods, how to select them, which foods to omit and numerous other questions relative to food are clarified for the patient. Questions on sex, physiology, anatomy, in short anything pertaining to health are welcomed by Dr. Esser and the nurses, so that when the patient leaves he will have a thorough knowledge of how his body functions and the necessary way he must live in order to maintain a high state of health. His stay will amount to a concentrated lesson in living, a lesson so sadly lacking in the conventional life.

It is not our aim to make doctors of our guests, but simply to give them an understanding large enough to keep them in good health.

EXERCISE

An active, supple body can withstand shock, strain, and disease building abuse to a degree that would wreck or kill the slow-moving individual. Exercise is just as essential as a rational diet. Dependable resistance cannot be attained without it. All people should exercise daily. The best way to cultivate the habit is to follow faithfully and methodically a regular fixed program. This assists in the development of self-control and self-discipline, which are so necessary to those who wish to acquire poise.

Almost everyone has postural errors and weaknesses which should be improved, and this is best accomplished by special exercises. Conditions such as hernia, hemorrhoids, viscerop-tosis, tilted or dropped uterus, etc., all require special exercises adapted to individual needs.

Exercises for the eyes are given to people who wear glasses. Eighty percent of them are able to completely discard their eye crutches by the time they leave the sanatorium. There is nothing magical about this but simply a matter of re-educating eye muscles which have grown lazy through incorrect usage.

PERSONAL CARE

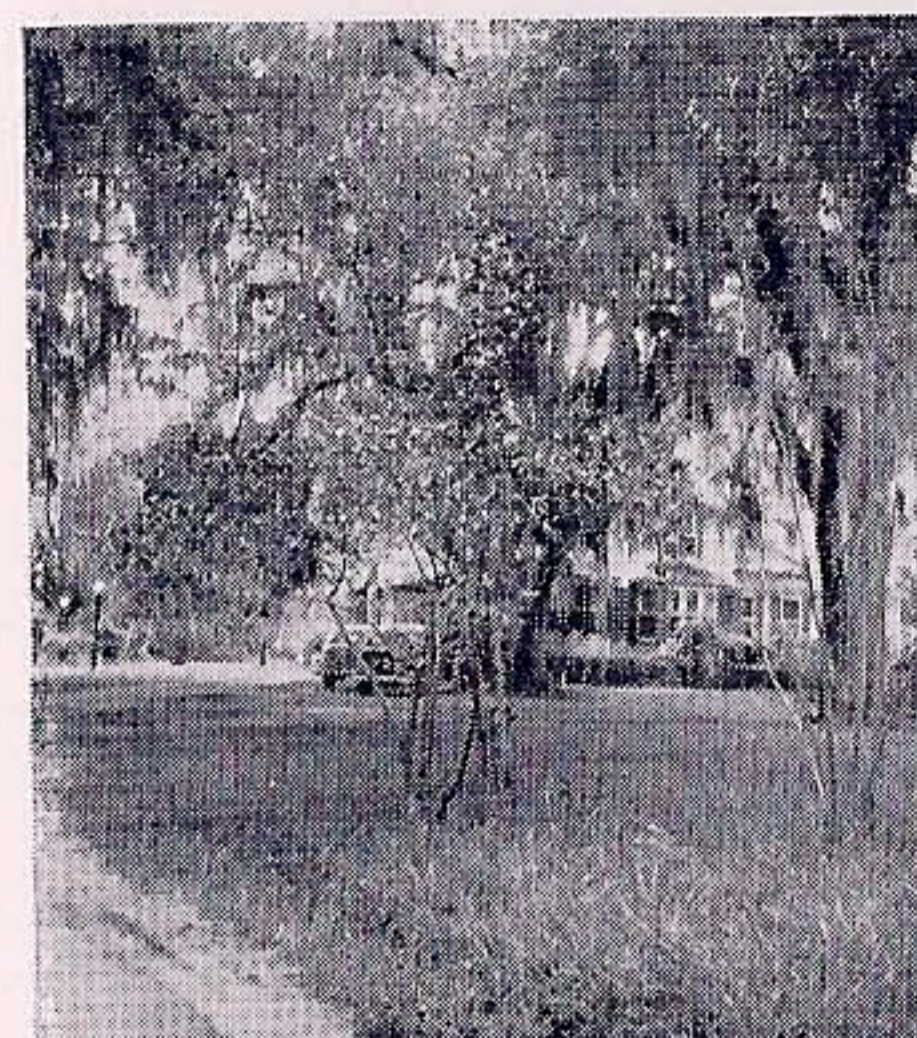
The sanatorium is under the personal direction of Dr. William L. Esser, author of "THE DICTIONARY OF FOODS" and associate editor of "THE HYGIENIC REVIEW." Experienced in both office and sanatorium practise and having advised a large radio following in lecture and correspondence, Dr. Esser is well fitted to care for the needs and problems of his patients. Each case is assured of his daily personal attention. Dr. Esser is duly licensed and registered in the state of South Carolina.

ROOMS

Rooms are bright, cheerful and restfully appointed. They are cool in the summer and comfortably warm in the winter. A choice of private and semi-private accommodations is available though limited. For this reason we must have reservations in advance.

Bathrooms are modern, warm and immaculately kept.

A large screened porch with comfortable swings, and chairs is provided for the use of the patients. For cool evenings there is a beautiful sitting room where you can spin dreams of a healthful, vital future before a crackling pine wood fire.

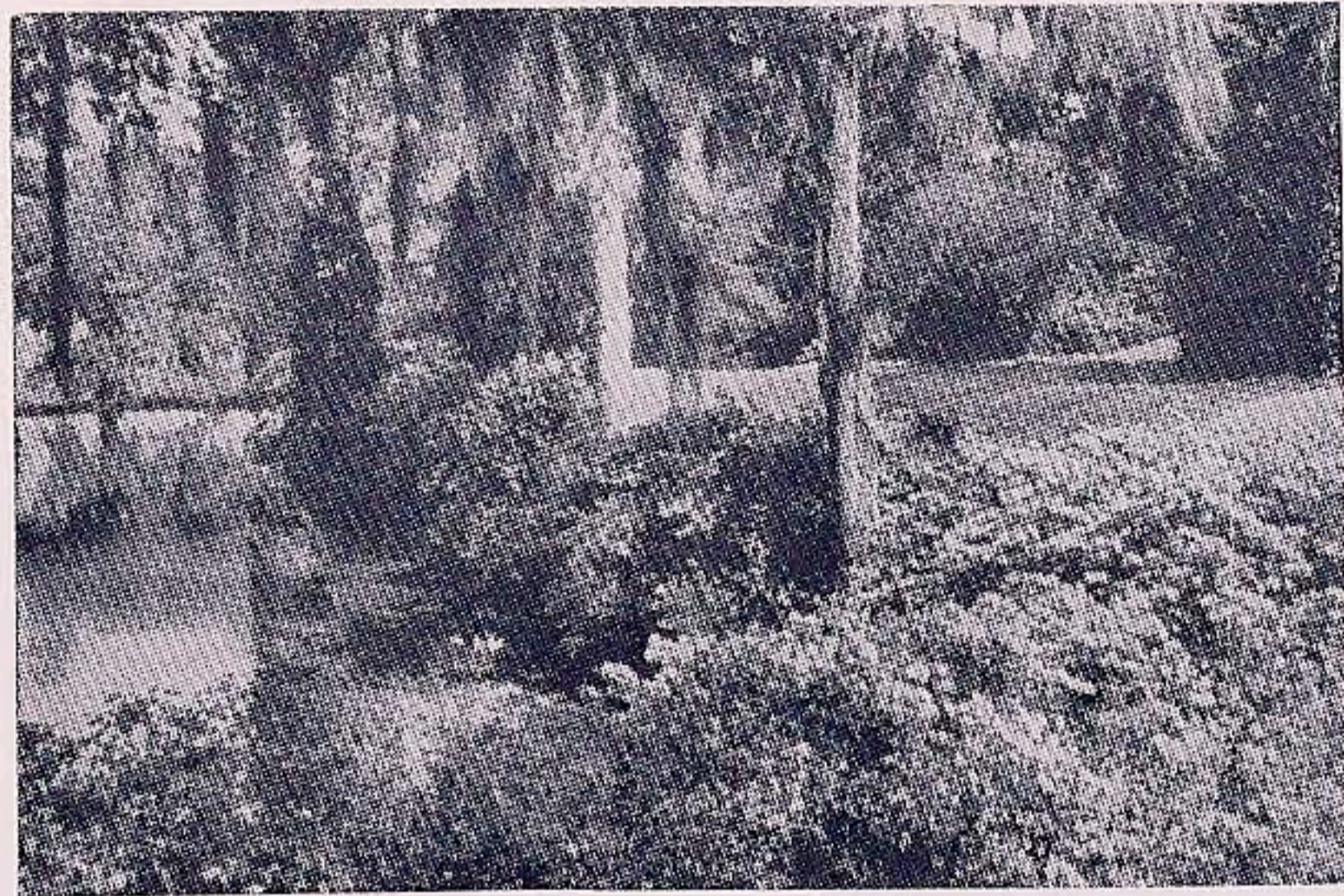


LOCATION

The sanatorium is situated on 3000 acre Bulow Plantation the history of which goes back to the time when the South was in its proud glory. The grounds are lovely and make it easy to recapture the elegance and beauty of the old south. From the large, comfortable, screened-in porch one can see live oaks, English Holly trees, magnolias and pines, all dripping with spanish moss. In the springtime, there are an abundance of azeleas, camelias, roses and magnolias which add to the beauty of the grounds. A veritable aviary exists right before your eyes as numerous cardinals, blue-jays, wild canarys, humming birds and many others fly among the trees. It would be difficult to find a more natural, peaceful and restful environment.

The sanatorium is just 12 miles from historic old Charleston. Picturesque and distinctive, with its old world atmosphere, Charleston has become one of the principal southern resort and convention cities.

Visitors to Charleston carry away memories of graceful spires, impressive public buildings, high-walled gardens, delicate wrought iron gateways, houses with side porches and



doorways opening on the sidewalk, quaint narrow streets and the broad beautiful promenade of the famous Battery sea-wall drive.

Modern day Charleston is easily reached. It is on the Ocean Highway and Sea Level Route, fast north-south motor roads. Main line service of Eastern Air Line, National Air Line and Delta Air Line, north, south and west, operates day and night from the Municipal Airport. On the north bank of the Ashley River, within the city limits, is the modern Municipal Yacht Basin. Crack trains of the Atlantic Coast Line and the Southern Railway operate out of the Union Station and the North Station. Fast bus service is maintained by Atlantic Greyhound and other lines.

The visitor in the winter and spring months will forever cherish the memory of the beauty and profusion of camellias, azaleas and other flowers at the world famous garden estates, Magnolia Gardens and Middleton Gardens on the Ashley River and Cypress Gardens on the upper reaches of the Cooper.

ATMOSPHERE

You will note that all hospital atmosphere has been eliminated. We want our guests to feel at home, comfortable and satisfied. Sickness from the moment you enter here is a thing we like to think of and treat as past history. We like to talk only of health and work to make it a glowing reality for you. Everything which will be done or not done will have its constructive purpose. Your case history may be a long one, covering years of hospitalization and medical care, but your trend toward health here will be constantly upward. The reason for this is no magical formula of which we are the exclusive agents. It is simply because of the proper use of natural things, chief of which are fasting, sunlight, rest, exercise and perfect natural foods, which supply the body with the perfect medium for replacement of diseased, worn-out tissue with new vital growth.

DICTIONARY OF FOODS

A book of vital information for everyone.

No hygienic home should be without this complete, alphabetically arranged, **DICTIONARY OF FOODS** which gives you these vital facts about each food.



- ★ History of all fruits, vegetables and nuts
- ★ Best combinations—Wrong combinations
- ★ Mineral and vitamin analysis
- ★ How to select best varieties
- ★ How to cook foods for maximum nutrition
- ★ How to eat—When to eat

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DR. WILLIAM ESSER JOHN'S ISLAND, S. C.



Cypress Gardens