

Bureau of Investigation

PROF. PAUL C. BRAGG

A Food Faddist and Sexual Rejuvenator Debarred from the Mails

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."

If one is to believe Bragg's advertising—which is not advisable—he was at the age of twenty a "hopeless, helpless cripple" and was "given only thirty days to live." After trying

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 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 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. According to a book-

"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



Two pages of a four-page leaflet advertising Bragg's "Free lectures"—at which collections were taken—given at Trinity Church, Denver, Colo., in May, 1930.

every kind of treatment, he did some studying and "discovered how to banish disease and be healthy" and from a physical wreck, he "became a champion athlete."

Bragg's scheme is one that has become increasingly popular during the past few years with those who live by their wits. Ignoramuses or swindlers with a flair for public speaking, confer on themselves ornate titles, create paper organizations with high-sounding names, and give what are described as "free lectures," but which are, in fact, merely pieces of come-on advertising for books and nostrums they have for sale and especially for so-called classes, for which a round charge is made. Bragg, like most of the ilk, works particularly along two lines: Food fads and sex. These two subjects are always popular with the type of audience that will listen to charlatans of this type. In addition to creating himself a "Professor," Bragg calls from the vasty deep an alleged national organization and appoints himself president of it: "The National Diet and Health Association of America."

let that Bragg puts out, under the trade name "Bragg Laboratories," salt is responsible for cancer, tuberculosis, rheumatism, high and low blood pressure, Bright's disease, gray hair and bald heads! In order that the American public may avoid this dangerous substance, the Bragg Laboratories have for sale "Prof. Bragg's Live Sprinkle"—price One Dollar. The booklet states that "Live Sprinkle" is "composed of the vitamin vegetables, blended and ground to a fine consistency, properly combined with enough sodium chloride to prevent your food from being tasteless." Apparently Bragg counts on the public being as ignorant as he seems to be of the fact that sodium chloride and table salt are one and the same thing.

In addition to his food-fad lectures, he also gives what he describes as a "one-night sex course," in which the class for women begins at 7:00 p. m. and the class for men at 8:30 p. m. He explains that this "course" is not part of his "body-building class" and there will be a separate admission fee, the price being \$5, to be collected at the door on the night of the "course." The fact that he announces that "checks will not be accepted" indicates that he lacks the trustful nature that distinguishes his audiences.

As another of his activities, Bragg, unfortunately for himself, went into the mail-order business. The free-lecture and "classes" scheme together with the sale of worthless books and fantastically advertised food products, is a pretty safe game. So long as the general level of intelligence remains what it is and evangelical pastors open their churches to charlatans, systems like Bragg's are likely to remain profitable and safe. Using the mails to defraud, however, is another problem, and here is where Bragg made a tactical error.

Bragg has been selling on the mail-order plan a "patent medicine" that he calls "Glantex." Some of the claims made for Glantex are:

"No matter how old you are, or how weak and run down you are from abuses or other causes, Glantex never fails. It is used by men and women the world over."

"Glantex works wonders. It makes many feel twenty years younger."

"Glantex is potent and powerful."

"You will get a new supply of vim, vigor and vitality that you have not had for a long time after taking Glantex. You will be better appreciated by those who love you."

One month's supply of Glantex sold for \$5 through the United States mails. In November, 1930, the postal authorities at Washington 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." 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. Mr. Donnelly's memorandum continues:

"Medical expert testimony before me shows that the use of 'Glantex' as directed by respondent will not and cannot enable any person, no matter how old or weak or run down from abuses or other causes, to build back youthful energy; neither will the use of this preparation enable persons of 80 or 90 years of age to get their glands in perfect condition and enjoy all the pleasures of youth and have the wonderful happy life of their early twenties and thirties; neither is 'Glantex,' when used as directed by respondent, capable of relieving painful menstruation. Respondent's representation, that the 'Glantex' furnished women is prepared from a formula differing from that intended for use by men, is untrue, as has been ascertained by chemical and microscopic tests and as has been admitted by respondent's manager. 'Glantex,' single, double, or triple strength, will not cure impotency in men, give permanent manly strength, nor cure getting up nights, foot and leg pains, sciatica, prostate gland trouble nor all sexual weaknesses, and its use in cases of chronic constipation will not prove of any therapeutic value."

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.

Correspondence

"IS A MEAT DIET A MENACE?"

To the Editor:—A recent issue of THE JOURNAL (December 6, p. 1762) contains a letter from C. Robert Moulton of the Institute of American Meat Packers, written "in defense of the editorial entitled 'Is a Meat Diet a Menace?' (THE JOURNAL, September 20, p. 866) and in reply to the criticism of Dr. Mark Falcon-Lesses (THE JOURNAL, November 8, p. 1445)." The editorial referred to states that a diet consisting solely of muscle tissue is admittedly harmful but that the tribes naturally adapted to a "meat regimen" include an abundance of tissue fats, bone marrow and various organs, in addition to muscle in their diet. The editorial then refers to recent experiments (*J. Biol. Chem.* 87:651 [July] 1930) in which two arctic explorers lived for a year exclusively on "flesh foods" in imitation of the diet of the Eskimos. The protein intake varied from 100 to 140 Gm., and the fat from 200 to 300 Gm. This carnivorous diet, characterized by its high fat content, did not harm the kidneys of the two subjects.

Falcon-Lesses objects to the generalization implied by the wording of the editorial that meat diet will not injure the kidneys. He points out that the only justifiable conclusion to draw from the experience of the two arctic explorers is that a carnivorous diet containing about 110 Gm. protein daily caused no injury in one year. He asks what might happen if the diet were continued for a number of years or if a carnivorous diet not especially selected for its richness in fat were taken.

Moulton, in his "defense," objects to the diet fed their subject by Newburgh, Falcon-Lesses and Johnston because its 4,177 calories and 327 Gm. of protein make it "truly Gargantuan." Since the subject did not gain weight during the experiment, it would appear that the less poetic term "maintenance diet" would be more in accord with the facts. Moulton finds further fault with the experiment of Newburgh et al. because in the fore period the subject's urine contained casts, which "can logically be considered to indicate a mild existing kidney weakness." It seems impossible that Moulton could have made such a statement after reading the following passage from our paper (Newburgh, L. H.; Falcon-Lesses, Mark; and Johnston, Margaret W.: *Am. J. M. Sc.* 179:305 [March] 1930):

Addis has shown that a few casts are usually present in the urine of normal persons and has emphasized the desirability of recording the number of casts voided in a unit of time as a criterion of the state of the kidneys. Three specimens were examined according to Addis's method. The cast counts were, respectively, 49, 48 and 52 per hour. Addis made 82 examinations of the urines from 74 medical students. No casts were seen in 29 instances. The highest count gave 356 casts per hour and the average for the whole series was 87 casts per hour.

Moulton further states that the earlier experiments carried out by Newburgh and his colleagues are without value since "high protein experiments with rabbits are worthless." In our