

# WHY DIE

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*THE BUSINESS MAN—RIGHT AND WRONG  
WAYS OF LIVING, WITH SAMPLE MENUS*

**T**HE popular conception of the modern "business" man is one who establishes great industries, captains great enterprises, and accumulates much money.

A careful review of the history of business men who have made a success along these lines shows that a majority of them have sacrificed their health and their lives to business. The purpose of life, as I see it, is to be happy, and to make others happy; and the ultimate purpose of civilization should be to raise the finest specimens of men and women, both mentally and physically. In no way can this be accomplished except by obeying the natural laws of animal development—evolution.

All human effort along the line of work has for its excuse immunity, some day, from work and worry. But the average business man permits his business to create the very things he is trying to avoid. In the final analysis, therefore, men who sacrifice health to business are not good business men. They cannot be called well-balanced, for it is obvious that financial losses and business worries are as nothing compared with loss of health, energy, efficiency, and hope of life.

The best musician is he who can bring the greatest variety of sounds into harmony. The best artist is he who can best harmonize colors and reproduce nature.

The best business man, likewise, is he who can best harmonize his business affairs with his health, his happiness, and his philosophy of life.

The man, who, founding a great business, permits it to dethrone his reason and send him to an asylum or a sanatorium before he is sixty, could hardly be considered a good business man. The man who weaves a net of wires over the land, lays cables on the bottom of the ocean, builds railroads and cities, organizes mills and factories, or transforms a desert into a garden may be doing humanity a great service, but measured by the scale of the "good business man" he is deficient, unless he makes use of these things to improve his own health, promote his own happiness, and lengthen his life.

The accumulation of money and the founding of great industries is one prerequisite only—by no means the most important one—of the "good business man." What profiteth a man to accumulate a great fortune, to put in motion a million spindles, to chain countries together with cables, to flash his voice over oceans and continents on waves of ether, to make of the ocean's billowed bosom a commercial highway, to transform the ox-cart into a palace, set it on wheels and hitch it to the lightning, to build sky-scraping structures of stone and steel, to burrow in the earth for coal and gold until his name is known around the world and his fortune is a power in the land—what boots it, I say, to do all these things, and then glide blindly into the shambles of dis-ease and furnish a fashionable funeral at fifty?

The religious fanatic who robes himself in sackcloth and eschews the razor, the food crank who cries, "Back

to Nature," and takes to grass, the one-idea social reformer who preaches on the curb, and the business man who allows his business to become his absolute master and lawgiver, these—all these—are really in the same class. The tragedy is that the business man sits down and weaves about himself the meshes of a prison. Every year puts in a new bar, every month a new bolt, every day and every hour a new stroke that rivets about him a prison which he calls business, until he feels and really thinks he cannot escape.

#### WHAT IS A GOOD BUSINESS MAN?

A good business man is one who can direct the wheels of industry, who can draw a trial balance between his income and his expenses, in short, he is one who can cash in his experience and at the same time measure his own ability on the yard-stick of endurance.

He is a good business man who gives as much study to the laws governing his own body as to the organization of his business. In the final analysis I doubt if he would not consider himself a better business man without a dollar and in good health at ninety than sojourning in a sanatorium with a million at his call, but "*hors combat*" at fifty.

He *should* learn that best, with which he is thrown in most frequent contact. But instead of giving the same thought to his health as to his business the average business man depends upon the advice of his physician to preserve his health, while he would not depend upon his most proficient clerk to direct his business.

The business man could gain sufficient information on the subject of health to extend his period of longevity and usefulness many years, if he would give to it a tithe of the study he devotes to his business affairs. But the effort to secure health by "taking something" instead of removing the causes of disease has placed the business man in the non-thinking and the short-lived class.

#### HABITS OF THE AVERAGE BUSINESS MAN

The routine life of the average business man is about as follows:

He rises between 6 and 7 A. M.; takes no exercise or fresh air; partakes of a breakfast composed largely of acid fruits, cereal starches, meat, eggs, sugar and coffee; then goes at once to his business; sits at a desk until noon; rides or drives home or takes luncheon at a neighboring cafe; this repast is composed of meat, bread or potato, tea or coffee, sometimes liquor and a cane sugar sweet; then hurries back to business; sits at his desk five or six hours longer; hurries home; partakes of a dinner composed of more meat, more starch, more tea or coffee, more sugar; no exercise; no diversion; no association with the great authors; no music; no poetry; no change.

A friend may come in, or he may go out to visit; then comes the soothing and soporific cigar, which probably has been his constant companion since breakfast. The market, the business, the chances for making or losing dollars is the topic of discussion. He is in the power of his master, "business," and must do him continual obeisance—within the domain of the tyrant, he lives, moves, and has his being.

If he has a headache, sour stomach, indigestion, a tinge of rheumatism, dizziness, intestinal gas, insomnia, nervousness, or any one of the thousand symptoms or warnings Nature sounds for the violation of her laws, instead of thinking a little and trying to ascertain the cause, he sends with pride for his physician, who prescribes something, the Lord knows what, the local druggist sends over the stuff and it is swallowed with a childish confidence that fitly becomes this modern business man—who knows a great deal about business, but absolutely nothing about himself.

The days and months roll on; the symptoms, or signals, become more numerous, more expressive, more impressive, more painful; his physician is called more often; the dead-language paper goes to the druggists oftener than it used to; with faith he still swallows the "stuff." It may relieve the pain for a while—usually by paralyzing the little nerve fibres which are faithfully carrying the messages of warning to the brain.

After a while, however, *his physician* acknowledges defeat and prescribes a change of climate or a sanatorium. It is obvious, if *his physician* could cure him or even help him he would not send him away. It is either this alternative or the fate that befalls uncounted thousands of "good business men" who build up a great business, but tear down a great body and brain.

#### TWELVE RULES FOR THE BUSINESS MAN

1. Don't allow your business to become your master.
2. Don't discuss business at home or in social life.

3. Take a cool shower bath, vigorous exercise, and deep breathing before an open window the first thing on rising every morning.
4. Eat a very light breakfast an hour after rising; no tea, coffee, or meat.
5. Walk to your place of business if possible; breathe deeply on the way.
6. Dress lightly (over-dressing invites colds, Rheumatism, Arthritis, and makes the body delicate and tender). Exposure gives the body resistance to colds and disease.
7. Take an hour for luncheon; omit tea, coffee, tobacco, beer, and sweets.
8. Keep your office well ventilated.
9. Don't eat too many things—don't eat too often—don't eat too much.
10. Secure competent help and trust them.
11. Leave your office early enough to walk all or at least part of the way home.
12. Masticate your food infinitely fine; by all means do not overeat. This is the crowning sin of the civilized table. We usually eat as much as we want, then call into activity another set of taste buds by forcing on the appetite another kind of food, usually a sweet.

Take from ten to fifteen minutes' exercise before retiring; sleep in a cold, thoroughly ventilated room. Spend as much time as possible in the sunshine and open air. Play golf; join a gymnasium; dance, sing, kick and play with boys. For it is infinitely better to dig in the ditch for your dinner and be able to digest and enjoy it than to lie, invalid, in your self-made prison

and perhaps die, and if the truth were written on your tombstone, it would probably read:

*There was a fool who made a fortune,  
But he died;  
The world called him great,  
But it lied.*

SPRING AND SUMMER MENUS FOR THE  
BUSINESS MAN

BREAKFAST

Cherries, cantaloupe, or peaches  
Whole grain wheat, small service  
Very ripe banana with cream or "Philadelphia" cream  
cheese  
Three or four figs—steamed  
Milk or chocolate

LUNCHEON

Sweet corn, peas or asparagus  
Salad—lettuce and tomato with Vegex  
No bread, no coffee, no sweets

DINNER

A salad  
Fish or chicken, white meat  
Peas, asparagus or spinach  
Lima beans or corn  
Potato; any style except fried  
Figs with cream cheese if something sweet is desired

*NOTE: The salad should be abundant. The fish and chicken should be restricted. Dates, figs, Sun-Maid raisins or prunes with "Philadelphia" cream cheese make a delicious dessert—much superior to cane sugar.*

SPRING AND SUMMER MENUS FOR THE  
BUSINESS MAN

Fresh or evaporated peaches, just after rising.

BREAKFAST

Cantaloupe, cherries or berries  
Whole or flaked wheat soaked overnight, cooked twenty  
minutes  
Coddled egg  
One glass of fresh milk

LUNCHEON

Baked sweet potato or sweet corn  
Sour milk or cottage cheese  
Bran gems (two)

DINNER

Vegetable broth  
Peas, asparagus, spinach, lima beans, carrots, squash—  
any two of these  
Two coddled eggs or halibut  
Baked potato, or graham bread, butter  
Evaporated peaches or melon

*NOTE: Not more than one glass of water should be drunk with these meals. In case of constipation, soaked evaporated apricots may be taken just before retiring. A glassful of water in which prunes or apricots have been soaked should also be drunk just after rising. One hour during the day should be devoted to vigorous physical exercise.*

SPRING AND SUMMER MENUS FOR THE  
BUSINESS MAN

BREAKFAST

Prunes, cherries or melon  
Banana with figs  
Cream  
Graham gem or whole wheat roll  
One egg—any way palatable  
Cocoa

LUNCHEON

Lettuce and tomato salad  
Clam chowder—Vegex  
Potato or rice

DINNER

Vegex broth  
Chicken or game  
Peas, beans or spinach  
Sweet potato  
Melon or baked apple

FALL AND WINTER MENUS FOR THE  
BUSINESS MAN

BREAKFAST

Cantaloupe, grapes, or persimmon  
Whole wheat cereal  
Eggs, lightly cooked  
Cup of cocoa or milk

LUNCHEON

Vegetable soup with Vegex  
A salad  
Baked potato or beans  
Gelatin

DINNER

Cream or vegetable soup with Vegex  
Salad with mayonnaise  
Carrots or beets  
Cabbage or cauliflower  
Shell fish or pot cheese with cream and Vegex  
Baked potato or lima beans

*NOTE: Omit luncheon if not very hungry, or take an apple or an ounce of nuts, or a salad with Vegex dressing.*

*NOTE: If there should be a tendency to constipation, a heaping teaspoonful of wheat bran should be cooked and served as an ordinary cereal with each meal and a tablespoonful of Nujol taken on retiring.*

*FALL AND WINTER MENUS FOR THE  
BUSINESS MAN*

Immediately on rising, drink two glasses of cool water and eat a few grapes, or a very ripe pear.  
Devote five or six minutes to exercises. Inflate the lungs to their fullest capacity at every third or fourth breath.

*BREAKFAST*

A cantaloupe or winter pear  
Fish cakes or eggs  
Potato cakes or whole wheat muffin  
Cup of saffras tea—cream

*LUNCHEON*

A lettuce and tomato salad  
Baked beans  
Cup Vegex

*DINNER*

Cream of celery or spinach soup  
Sweet corn or lima beans, carrots or turnips  
A lettuce salad, with a simple dressing  
Omelet or fish  
Baked potato  
Light egg custard or gelatin

*FALL AND WINTER MENUS FOR THE  
BUSINESS MAN*

*BREAKFAST*

Baked apple  
Graham muffins, or bran gems  
Milk  
Egg and bacon or liver and bacon

*LUNCHEON*

Spinach or a lettuce salad  
Sweet corn or lima beans  
A potato, sweet or white  
Figs with cream cheese

*DINNER*

Vegex broth  
Carrots, parsnips, or peas  
Lettuce and celery salad  
Fish or white meat of chicken  
A baked potato  
Apple tapioca, cream