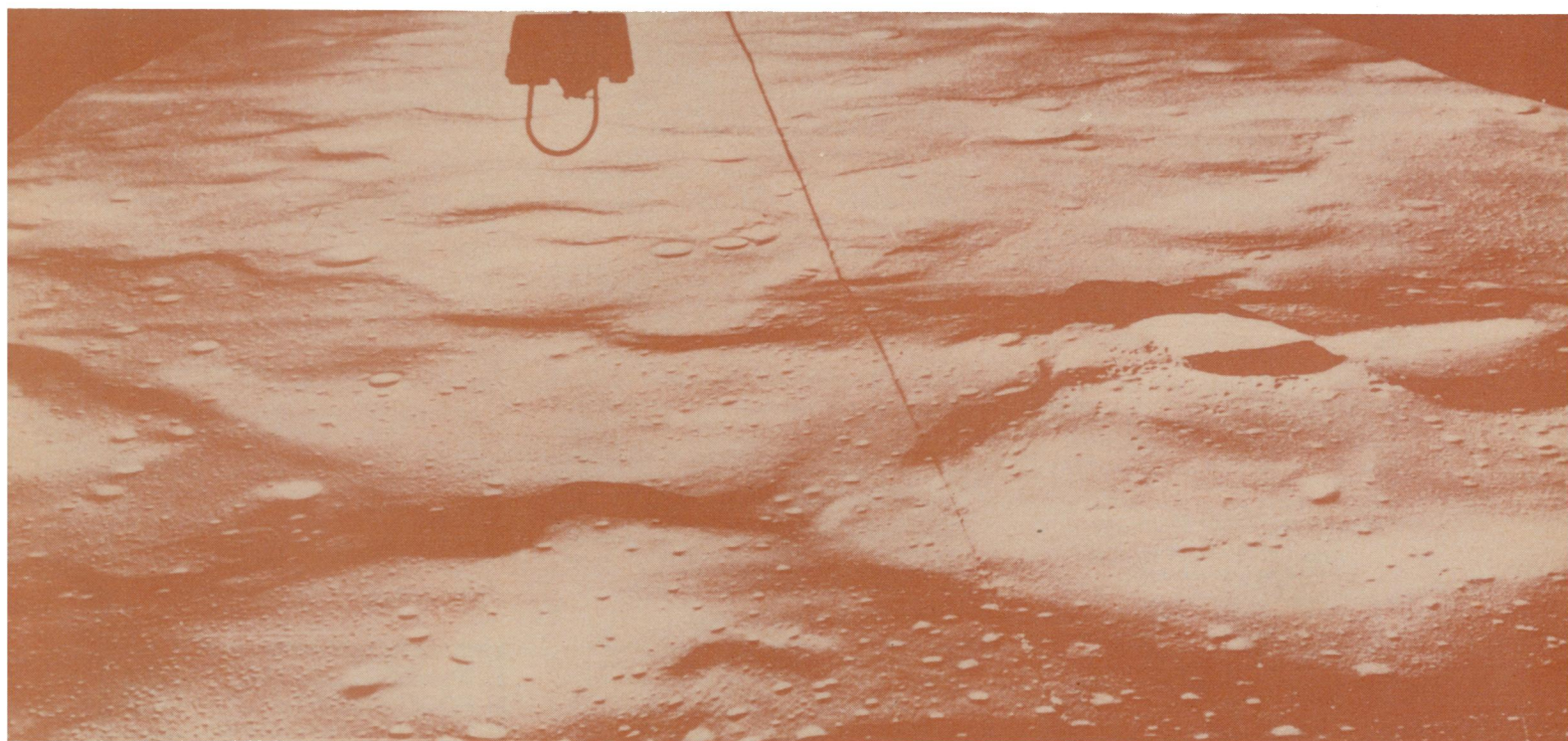
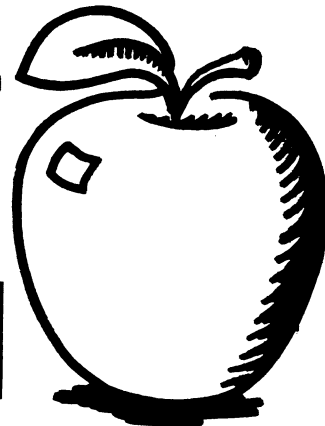


Apollo 14: SECOND TRY AT FRA MAURO



The DDT-less apple.

Yours for 9¢.



Announcing the ECOLOGICAL FOOD SOCIETY. A rigorously independent source of organically raised foods, vitamins, cosmetics and household products. All delivered direct to your door. All certified to contain no added pesticides, preservatives or chemical additives of any kind. You may apply for membership by mailing the coupon below. Membership does not obligate you to buy anything.

Dear Fellow Human:

This is not a scare ad. If you can read—let alone smell, taste and breathe—you're probably scared enough.

Because you know that a flood of poisonous chemicals has invaded your family's diet. Robbing your food of its flavor and wholesomeness. Robbing you of your health, and perhaps years of life as well.

You know that 20 states have issued bans or warnings against their fish, poultry and game because of mercury poisoning that has caused blindness, brain-damage and death.

That doctors now suggest infants should not drink their mother's milk, because the DDT content of mother's milk in America is now *four times higher than the maximum permissible "safety" level.*

That of 20 top brands of fish sticks, 51% tested out as bacteriologically contaminated.

That the paraffin-wax coating applied (for "visual appeal") to 70% of all fruits, vegetables and produce sold in this country is a potential cancer producer, which cannot be washed off or cooked out.

That to fatten profits, 80% of the entire American beef supply is now being "primed" with a dangerous growth-hormone called *stilbestrol*, also a potential cancer producer.

That even drinking water is now so contaminated that, according to the Wall Street Journal, *bottled water is one of the fastest growing businesses in the United States!*

"Organic foods"—what are they? (And how can they help?)

"Organic" doesn't describe the food—but *how it has been grown and prepared.* Quite simply—organic food has NOT been sprayed, stimulated, bleached, colored, fortified, emulsified and processed to within an inch of its life (and yours). Some people call it "Health Food." Others say "Natural Food." We say only this: Remember how good food used to taste? And how good it was for you? That's what organic food, and the ECOLOGICAL FOOD SOCIETY, is all about.

Towards a "total organic environment"

More than just a supermarket by mail (or a collection of wild-eyed food "faddists.") EFS was inspired by the findings of doctors, biologists, dieticians and ecologists who were alarmed at the contamination of our food supply and the accelerating destruction of our environment.

Through the support of members like yourself, The EFS is encouraging farmers, cattlemen, and manufacturers all over the country to STOP polluting our food, our air, *our lives.* Encouraging them in the only way practical—*by making it worth their while.* A farmer won't stop spraying poisons on his crop because you hand him a copy of "Silent Spring"—*but because you promise to buy that unsprayed crop.*

Similarly, bakers will stop emasculating their bread; poultrymen will stop force-feeding their hens with arsenic to make them lay faster; food-processors will stop flooding us with phosphate-laden detergents and non-bio-degradable containers—*only when they can be sure of selling their ecologically sound products at a fair market price.*

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What is a "fair market price"?

Does it mean organic foods must cost more? Of course it does! (And don't believe anyone who tells you otherwise.) But they need not cost very much more, *when you order through the nationwide resources of The EFS.*

That is because EFS prices are based on *yearly averages.* From coast to coast, our manufacturers, livestock raisers and farmers promise to abide by our strict organic principles. (And we check to make sure!) In return, EFS promises to accept and distribute their organic output—every day, every month, every season. So that the price-level of organic foods need never be more than a few pennies above that of "contaminated" products.

And even these low prices can be lowered—as, month by month, we bring more and more of the earth and its products under organic cultivation. (Our goal: the United States in seven years, most of the world in ten.)

How the Society works for you

Many members order their entire weekly or monthly food supply from the Society. Others buy just a few things, like a special honey, "natural" vitamins, chemical-free cider, etc. *But no member is ever obligated to buy anything.*

Free with your membership

You will receive the Society's **COMPREHENSIVE CATALOG OF ORGANIC PRODUCTS.** This is an illustrated market-place (for members only) of organically grown fruits, vegetables, meats, fowl, fish, butter, milk, eggs, cheeses, dried fruits, honey, nuts, breads, juices, cookies, cakes, candy, grains, cereals, flours, vitamins—all the foods you normally buy for yourself and your family. The Society will deliver them direct to your door. Or, as with certain perishables and non-shippables, advise you where and how to obtain them if available in your locality.

More than just foods

Your CATALOG offers virtually everything you need for a total organic environment. "Natural" cleaners—without harmful chemicals and phosphates. Bio-degradable paper-towels, containers, waxes and polishes—that perform without polluting. Beautifying cosmetics—that literally nourish your skin. Also: non-poisonous insect repellents, non-deprival light-bulbs, home tap-water purifiers (so you won't have to buy bottled water), organic toothpaste and baby products,

FREE if you act promptly

"BASIC-H" an organically grown cleaner for things and people too

No, you won't see it on network TV. Even though it's a marvel in the dishwasher or washing machine. And cleans hands, faces, cars, baby things, walls, floors, fine fabrics, pots, grease—anything at all—much better than those so-called "miracle" detergents. But it's not a detergent. Or even a soap. It's completely organic—made from food. So it has no harmful chemicals to hurt you. And no phosphates to pollute our lakes and streams. Why won't you see it on network TV? Maybe because it's not very expensive. Only half-a-teaspoon does a whole floor. And just one drop does a whole family's hands. Or a whole baby. Accept this sample supply as a free gift (if you promise to try it), and keep it free, even if you later decide to cancel membership.



appliances such as blenders, juice extractors, yogurt makers, seed sprouters, and much more.

Also free

The EFS Newsletter (\$3.50 a year to the public) will keep you alert to what is happening in, and to, your environment. And what you can do about it now. Frank reports name names, tell you which companies are culprits, what commercial products are (relatively) safe, which supermarket items to buy—and beware of. You will learn to read between the lines of pending legislation—and phoney product labels. How to put the latest facts about diets, drugs, pollution and population to work in *your neighborhood—for your family.*

You will also benefit from the Society's continuing guide to organic living: How to choose healthful foods and a well-balanced diet (low in contaminants, high in survival). Which commercial foods are (barely) tolerable if no organic substitute is available—with a complete listing by brand names. What the so-called "popular" foods really contain (in plain, frightening English). And how to neutralize them, if possible.

Plus terse abstracts of vital government reports. Names of people and agencies to write to (or scream at) for information and action NOW. And counseling for every diet from kosher, vegetarian and macrobiotic to salt-free, weight-loss, high-protein and low-cholesterol.

Don't just hope things get better—help us make them better.

Ask yourself these disquieting questions. Who really cares (and in whose *interest* is it to care) about the quality of your environment? And the safety of your family's diet? What has the government done? What has private industry done? There is, in the last analysis, only you. And the thousands like you who are aware—and concerned—enough to get behind EFS now. *While there is still time.* Please mail the application on this page today. Putting it off for tomorrow could mean there might be no tomorrow.

The ECOLOGICAL FOOD SOCIETY

114 East 40th Street, N.Y., N.Y. 10016



Yes, please enroll me in The EFS. Membership does not obligate me to buy anything. But it does entitle me to receive (1) a free copy of the **COMPREHENSIVE CATALOG OF ORGANIC PRODUCTS**, (2) a free subscription (\$3.50 a year to the public) to The EFS Newsletter, (3) the Society's continuing guide to organic living, and (4) the privilege of ordering from the **COMPREHENSIVE CATALOG** at member prices plus postage. Naturally, anything I order through the Society must satisfy me fully, or I may return it for a prompt refund. Enclosed is my one-year membership fee of only \$5 to help defray the cost of the above benefits, and support the work of EFS in restoring our environment by bringing more land and livestock under organic cultivation. I am free to cancel membership simply by returning my membership materials within 30 days and you will refund my \$5 in full.

Yes, also include my free supply of BASIC-H, mine to keep whether I remain a member or not. SN-1231

Name _____

Address _____

City _____ State _____ Zip _____

\$5 membership fee enclosed.

Charge my Master Charge # _____

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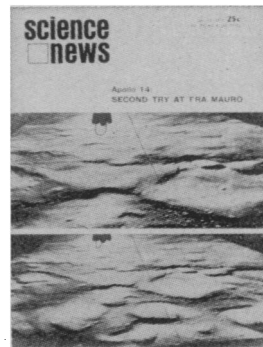
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On Jan. 31, three Apollo 14 astronauts are
scheduled to blast off from Cape Kennedy for
what everyone hopes will be man's third land-
ing on the moon. A NASA simulator shows the
proposed descent to the Fra Mauro region.
See p. 66. (Photo: NASA)

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