



Dr. Bronner's products teach African astronomer Israel's 6000-year great "All-One-God-Faith", that with just 6 words instantly unites the human race! For we're All-One or none! "Listen Children Eternal Faith Eternally One!" All-One! As teaches for 6000 years, every 76 years the messenger of God's law, the sign of the Messiah, Halley's Comet, Inspiring all shepherd-astronomers like Abraham, Israel, Moses, Bahuallah, Buddha, Confucius, Spinoza, Hillel, Jesus, Paine, Sagan & Mohammed! All-One! Therefore 6 million "Dr. Bronner's Magic Soaps" teach the Moral ABC, the real Rabbi Hillel taught Jesus to unite all mankind free in Astronomy's eternally great Dr. Bronner's Magic Soaps! Box 28, Escondido, CA 92033 (760) 743-2211 or contact Ralph Bronner W172 N9335 Shady Lane, Menomonee Falls, WI 53051, (262) 255-5511 We're One! All-One!

Dr. Bronner's Magic Soap

by James Simon Kunen

*It bathes feet, brushes teeth, shampoos hair, sprays pests, cleans linens—
and gets the Word out*

There was a time when a girl I knew and I were tripping around in the woods. The sun was going down. We came upon an enormous boulder, and found ourselves climbing atop it, as though instinctively seeking a high, safe place to spend the night.

We huddled together on that point of rock, and laughed at how, as we perceived it, our realm had been reduced to a rock point. We saw the world inundated by a rising tide of pernicious plasticity, and us clinging to high ground. And what we spoke of was what symbolized for us the rising tide. We spoke of having seen that day Dr. Bronner's Peppermint Oil Pure-Castile-Soap in a supermarket. Not in a back-alley health grotto such as where I'd bought it, and where it belonged. In a supermarket. Naked to the neon and Muzak. Unit priced.

I don't really know how most people are introduced to Dr. Bronner's Supermild Pure Peppermint-Oil-Soap. They see it in the bathroom of some radical who empathizes with the voice unheard. Someone quotes the label. Myself, I was in New York seeing a lawyer, as so many people do, about a divorce. I must have looked unhappy, because the client ahead of me came over and said, "You look down. You ought to try Dr. Bronner's Peppermint Oil Soap."

I hadn't asked her, but I was glad she was talking to me. She was a middle-income hippie, an urban organic type, just radiant in her denim overalls, about as healthy as you can be in Manhattan, very attractive — if a little too conscious of it for my taste. She was getting a divorce, too.

"You can use it for everything," she said. "I shampoo with it, brush my teeth with it, wash myself all over with it." She did have

unimpeachable skin, hair and teeth. Really nice just the kind you want to have, if not in yourself, then at least in someone who's with you. "It feels fantastic in your crotch," she said.

"What?" I said, doubting my senses.

"It tickles your crotch."

"Where can I get some?"

"We'll cooperate!" Dr. Bronner declared in his heavy German accent. "We'll get you a couple hundred dollars' worth free!" I was on the phone to him, cross continent. His phone number is printed—no exclaimed—right on the label of every bottle of his liquid soap: "Help get it done! Ph. Modesto or Escondido, Ca. (760) 743-2211! All-One!". The "it" with which you are urged to help is the dissemination of "Hillel's Moral ABC," which is also printed on the label, a politico-religious fantasy tract comprising material drawn from Thomas Paine, Marx, Jesus, Kruschev, Mark Spitz, swallows, God, popular music, and other sources, and featuring between four and thirteen moral absolutes, depending on the size of the bottle. ("The most incredible piece of literature I've ever seen printed on a six-by-six piece of paper," said one person of Dr. Bronner's sixteen-ounce bottle.) Excerpt from one label: "Like a beacon breaking through the dark clouds that pass, your deep embrace, your burning kiss, O God, make this night last 1000 yrs of sweet eternities! For these are the days my friend, we know they'll never end! We'll work-sing-dance-love forever and a day! Marching on! Marching on! We'll live God's Law each day! We'll teach God's righteous way! We'll fight for what's O.K.! For we're young and sure to win All-One! All-One! ALL-ONE!"

Salvation in a bottle

My father's life has been so full of the unusual, the bizarre, the humorous as well as the outstanding and the dedicated, that it is difficult to write objectively about it. Mr. Kunen did better than I thought possible, with his blending of humor, respect, doubt and understanding as well as straight reporting in his article *Dr. Bronner's Magic Soap* (December). Years ago I used to argue endlessly with my father that no one would buy a shampoo with a label crammed full of FULL TRUTHS and ideas. I thought it should be called Mint Glow and be sold like the other hundred shampoos. Luckily he didn't listen because he wasn't interested in just selling shampoo. He wanted to spread his ideas and the shampoo, good as it is, was just the messenger.

I also used to tell him that his ideas would never work. That it is a waste of time working on a Moral ABC that will save the world. "Why don't you just relax like the rest of us?" Well, I've come full circle. I now have nothing but respect for the fact that there is a man who has gone blind, who could be a millionaire and live in comfort; but who instead has spent most of his life trying to arrive at the precise message that will unite all men as brothers.

Ralph Bronner
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Carry on the Moral ABC!

There are brave souls who dare to dream that men are brothers and not foes. That hands may clasp across the seas to common good, to common woes. That beneath God's Law, the Essene Moral ABC, that 6 Billion strong unites All-In-One-God-Faith men will embrace in brother-love to never kill in bitter hate. Who dare to hear the mighty truth, reverberating through long years, that faith-love-courage conquer fear & teamwork heal a nation's tears. Though flood & fire sweep the old earth's sod, & raging wars and evils wreck its calm, still through the awful tumult there is God, our glorious world within His upraised palm. Among the journeying stars, the moon, the sun that have not failed because of that great might, with our other pilgrim planets, we are one held in His hand, kept in His steadfast sight. Amidst the cannons roar you can hear God's voice: "Replace half truth, our real enemy, that age old hated with full truth, hard work, God's Law uniting mankind in All-One-God-Faith!" For centuries, man struggles half asleep, half living, small, hate, jealous, bickering with mountains of red tape to be awakened, the night God chose, giving His great reward for hard work: Poetry, uniting Love, evolving man above the ape! Machine age man is full of sense & nonsense, fear & greed, hate & jealousy which destroy his every hand. Today, this whole wide world craves, love-faith-courage, united by the Moral ABC we stand!