



Natural HYGIENEWS

MEMBERSHIP PUBLICATION OF THE AMERICAN NATURAL HYGIENE SOCIETY, INC

FEBRUARY, 1973

Natural Hygiene is a way of life, the only normal way of life. It is not a branch of the healing arts. No physician, doctor, drug, or any medication or treatment of any kind can cure anything. The body is self healing when the basic needs of life are supplied. Our organization is, therefore, devoted to the primary principle of teaching people how to live healthfully.



1905 – 1973

*G. Girdwain
Jan. 1973*

Original Portrait by
Grace Girdwain, ANHS Member

THE

OSCAR
FLOYD

MEMORIAL

ISSUE

THE EXTRAORDINARY LEADERSHIP OF OSCAR FLOYD

By Dolores Burns, Editor

In 1958, Oscar Floyd of Libertyville, Illinois, came into the Hygienic Movement. When he passed from our midst on January 11, 1973, he had left behind him a magnificent legacy of leadership in the task of working to change the world into a better health and social structure through organized effort of the people.

His entry into the Hygienic Movement came at a fateful time in his life — after disappointing associations with many organizations whose potential for bettering the lot of the human being had not materialized, and he was ready for a new avenue by which his long held ideals could be realized.

All the zeal and genius Oscar Floyd possessed were poured into his work for the ANHS, to fulfill a compelling need he had to extricate humanity from being crushed by a society which was totally unresponsive to basic human needs. With this drive, he brought the expertise of thirty years of successful business management in his own electronics firm — a combination that proved remarkably fruitful.

He started out by founding the Chicago chapter and led it into higher levels of achievement than any other chapter has ever attained.

He developed leadership qualities in other members. He instilled a sense of responsibility in the members and directors, so they would help do their share in the building of the Hygienic Movement. Under his direction, membership meetings became an important function (not merely an adjunct of public meetings), and the chapter took on a new dimension as a viable arm of the Society, rather than that of a Club. Meetings of the Board of Directors also took on greater stature under his leadership and the institution of two Board Meetings a month attested to this new image.

He taught the chapter how to become self sustaining without local membership dues; he persuaded the chapter to establish its own permanent

Hygiene Center and institute a program of financial participation by its members, which enabled it to pay monthly rental fees of hundreds of dollars — an unheard of situation in the ANHS chapter structure.

Although Oscar Floyd was engrossed in local operations, he was, nevertheless, keenly attuned to the national scope of the SOCIETY due to his remarkable organizational grasp. In 1961, but three short years after his inception into the Hygienic Movement, he was able to assume the presidency of the Society at a time when it had reached a very low ebb and almost single handedly lead it in the direction of a successful pattern of operation.

In 1963, he formulated a plan he had envisioned for the operation of Hygienic communities in cities throughout the country, which he called *Healthville* and presented it to

THE SERVICE RECORD OF OSCAR FLOYD

- .National President of ANHS (1961-1964)
- .Co-founder and business manager, Natural Hygiene Press, Inc.
- .Vice President, ANHS
- .Recording Secretary ANHS
- .Director ANHS
- .Chairman, Organizing Department
- .Chairman, College Committee
- .Trustee, College Division ANHS
- .Chairman, Executive Committee ANHS
- .Chairman, Convention Committees
- .Chairman, Century Club
- .Founder, president, director, Chicago Chapter ANHS

the membership in an issue of the *Natural Hygienews*. This idea, like many others that he conceived, was far ahead of its time. Its details are given in a book published by Natural Hygiene Press, titled *The Greatest Health Discovery*.

Natural Hygiene Press was launched in 1964 largely because of the efforts of Oscar Floyd. He then put his business acumen to work to set up the infant operation, which involved selling, processing orders, billing, packing and shipping. Because capital was scarce, he performed all these tasks himself and not until the Press was more financially secure did he relinquish these duties.

The nurturing role that Oscar

procedure, and was a master of clear and concise analysis, of wise interpretation, and of calm and articulate persuasiveness in steering issues in the right direction when they veered off course. He knew how to assume command and get unpopular views accepted. His reportorial skill was unexcelled.

He had a penetrating insight into the Society's needs for organizational growth and from his fertile mind poured forth a brilliant flood of ideas. He envisioned area and regional operations, and he could foresee chapters operating Hygienic institutions so that practitioners could be unencumbered by business activities and could completely devote

escape the tyranny of the system soon die from ennui of a sterile environment."

Oscar Floyd realized that in the observance of the factors of health the matter of motivation was essential, for "if you are not properly motivated, you cannot have health, and if you do not have health, you cannot possess strong motivation." So his answer was the "Over 60 club", which would have roots in every community, with the formation of local clubs for exercise programs, discussion groups and study classes and the ultimate development of clubhouses which can grow into grass roots community centers.

Long before the youth revolution came into being with the realization that they had been given a rotten heritage by their elders, Oscar Floyd's keen insight of coming trends, sensed the time was getting ripe for it. In 1963, he wrote in the *Natural Hygienews*: "Youth in natural hygiene could take the first step to restore young people to their traditional role of questioners and revolutionaries and enemies of corruption and complacency as accepted by their elders. This downward step began with the 'roaring twenties'. An unhealthy child is not likely to develop into an idealist or leader, so it needs must fall upon the shoulders of hygienic youth to start thinking seriously about such matters right now. They must take the lead and it is hoped their parents will help them and stand by them -- at least keep out of their way."

Oscar Floyd was a thundering spokesman for the Hygienic cause, and a determined fighter for the preservation of its integrity. In his keynote as 1970 convention chairman, he pointed out that many health organizations have declined and died out because they were "shot full of 'leadefs' with their own little gimmicks, and after these 21 years, our Society finds itself a sort of 'warden' of the health movement. If nothing else, these 21 years have taught us the necessity of total dedication and integrity regarding our principles. There can be no compromises, no gimmicks, no backing down under pressure and no expedencies."

He was a leader, unique in the annals of the Hygienic Movement, who gave incalculably of his intellect, his vitality, his money, his worldly goods, his wisdom and his counsel.



Floyd played in the history of the Natural Hygiene Press was responsible for its development and its present success as a publishing company with seven paperbacks and over a quarter of a million copies in sales.

In 1965 he was the architect of the current Board of Directors structure, which ushered in a new era in administrative excellence. Policy making in the Society attained a prestige level from that time forward. It became an honor to be a Board Member and not a chore. For the first time, there were Board Meetings held other than just at our annual conventions, which entailed little or no inconvenience to anyone. For the first time, people holding office in the Society travelled long distances to attend and never since has there been a quorum lacking at a meeting.

It was at meetings of the Board of Directors that Oscar Floyd's leadership qualities were brilliantly manifested. He had a mastery of parliamentary

themselves to the pursuit of their careers; he envisioned chapters operating housing projects for their retired members, and publishing newspapers covering a broad base of researched health news.

Oscar Floyd's comprehension of human problems was enormous but he also had solutions that were practical. For the elderly members, he conceived the idea of an "over 60 club" in 1969, because "there has been much concern in recent years about the 'senior citizen' -- the magic milestone of 65. This has all been tied into huge new rackets, especially in the medical and insurance fields. Medicare combines both. The high rise old men's 'homes' loom up as burial grounds for ostensibly living men and women. Today, they cannot even have the dubious pleasure of living out an independent existence with the pittance of 'social security'. The business system has taken care of that and those who have the means to



The American Paper for Americans
110th YEAR—No. 100 66100 Chicago Tribune

Chicago Tribune

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WEDNESDAY, JULY 7, 1965

64 PAGES, 4 SECTIONS 10c

STAB EXECUTIVE IN DEPOT

The Courage Of Oscar Floyd



ELECTRONICS INVENTOR IS STRUCK TWICE

A business executive was stabbed and robbed late last night as he entered the Clybourn avenue station of the Chicago & North Western railway.

The victim, Oscar H. Floyd, 60, who resides in Hanlon road, two miles northeast of Libertyville, was taken to St. Elizabeth hospital with stab wounds in the back and abdomen.

Floyd, an inventor who is president of two electronics firms on the near north side, told Detective John Healy that he was walking up the stairs of the station to catch a train just before midnight when a man came up behind him and stabbed him in the back.

Battles His Attacker

Floyd said his attacker then demanded his wallet and a struggle ensued in which Floyd was stabbed in the abdomen. As Floyd fell to the ground

In 1965, Oscar Floyd was the victim of a double stabbing attack while waiting alone in a railroad station for a train to his home. The knife wounds inflicted upon him did irreversible damage to his health and the effects plagued him throughout the subsequent years.

Dr. Robert Gross, a Hygienic practitioner, who had known Oscar Floyd since his inception into the Movement, was well aware of the problems which resulted from the stabbing and talked to him for the last time on December 10, 1972.

Here is the tribute Dr. Gross tendered:

"Oscar Floyd was one of the finest and most courageous men I have ever met. His loyalty and basic gentility were outstanding. The impact of his accomplishments for Natural Hygiene is profound. He leaves a legacy of goodness which will long be remembered by his many friends."

THE FINAL ADDRESS of OSCAR FLOYD

A summation of his
life and a challenge
to youth

It was fateful, indeed, that Oscar Floyd should have selected for what was to be his final address on a national level, a summation of his philosophy and a call to youth to take up the torch.

On July 12, 1972 at the 24th annual convention of the American Natural Hygiene Society, he said:

The youth at this time are probably born and growing up into the world at the most exciting period of the world's history.

I don't believe, and I don't believe probably any of us know of a time when there was a greater challenge to youth to do something with the mess that they're inheriting. All the way from the problems of ecology, the problems of government, the problems of economics, the problem of pollution and the problem of overpopulation, there are nothing but problems.

When I was a young man I was consumed with that type of curiosity. I came from a good, staunch republican family -- and a rather large family -- and I was the only maverick that the family turned out. I was born at the beginning of these periods of instability -- one of my earliest remembrances is World War I, followed by the Russian revolution,

Jack Trop (president of Natural Hygiene Press):

"To say that Oscar Floyd was an exceptional human being is to understate the dedication and unswerving determination of this remarkable man. Elsewhere in this issue there will be amply chronicled his enormous contribution to our American Natural Hygiene Society.

Oscar Floyd lived nobly and he

died nobly, in harness, until the very end. Now the story of his incredible courage can be told. I think it is best told in his own words in a letter which he wrote to me on Sept 14, 1972.

Farewell, Oscar. We shall miss you, but we shall carry on, building on the foundation which you helped to set up. No one can take your place. You were unique, one of a kind and we shall not see your like again."

EMPIRE 2-3979

OSCAR H. FLOYD

HANLON ROAD - ROUTE 1 - BOX 239
LIBERTYVILLE, ILLINOIS 60048

September 14, 1972

Dear Jack:

This letter has to do about me. When somebody in NH gets sick, an aura of mystery tends to develop and then the universal rationalizing starts. What I want to do here is to let somebody know the true status of the situation because I think this knowledge should be in the hands of someone high in ANHS, etc., so appropriate actions can be anticipated if the worst happens. I think you are the person who should be completely aware of the situation.

First, I am a desperately sick person. This is not being said in a moment of alarm, nor am I saying it to cause others to act in any manner. Frankly I am not overly concerned because death is the end product of all life. I have been around quite a while.

Actually I am telling the truth when I say that my main concern is with the movement and the fact that it is completely dependent upon me. I am not kidding myself-- you know the one about the graveyard being full of people who thought the world couldn't get along without them, but there is too much unfinished business here in ANHS which I have to see about straightening out. With luck and care there is a possibility of a year in which to operate in some fashion. I think a year will do what needs to be done here.

I am in the process of disposing of all assets which were dependent upon my continued functioning. I expect to move into Chicago and live within walking distance of NH-Central so I can spend the maximum part of my functioning time with the job at hand.

I am quite optimistic about doing what I have to do in time. I will be reporting to you regularly about the progress. My plans are pretty well laid out. I am sure no human being can be of any help. I just wanted you to know what's going on.

Now that I have written this I feel better.

Sincerely,

Oscar

EXCERPTS FROM A EULOGY TO OSCAR FLOYD
DELIVERED AT A MEETING
OF THE N.Y. NATURAL HYGIENE SOCIETY
MC BURNEY YMCA, 215 W. 23rd St., New York City,
Sunday afternoon, January 14, 1973

-written by Adele and Irving Davidson

the depression, and all of the other factors that have led up to our present period.

I was looking for some solution at that time. I got interested in economics and politics, went the whole gamut of the political interests, the economic interests, and finally up to Technocracy, and then later on I got into organic foods, organic gardening and from there that led to natural hygiene.

It's probably not very often from this platform during this convention that you'll have anybody tell about how they got into Hygiene from an organization point of view. You'll hear probably quite a bit of how people got to adopt the Hygienic way of living, but how do we get in and start working for the organization?

Since I've been interested in human organization primarily, my inclination in natural hygiene has been more in the direction of the human organization involved. Think about this. Instead of saying: "I'm a hygienist. I've learned what they teach; I've read the books; now I'm going home and I'm going to eat and sleep and exercise according; I've done my job", why not consider that with all the foment in the world, all the change, at an ever accelerating rate, the more people that get into organized natural hygiene and put their shoulders to the wheel, the more they're going to play tremendous roles in the future ahead, because it's a peculiar thing that so many organizations that have very enlightened viewpoints regarding the future of society -- the future political and economic society -- have got the most stupid viewpoints regarding human life and human health."

To many of you, the name "Oscar Floyd" may not be known. Those who have been privileged to know him are now free to tell you of the great work that he accomplished in the later years of his life in our organization.

Many people come, are introduced to the principles of Natural Hygiene, benefit from them and leave. Not so in the case of Oscar Floyd.

When he first heard of Natural Hygiene, he was a very busy business executive in administering his own electronics plant. He brought with him an unusual background in organization, financing and management. For us he was the "angel" who quietly worked behind the scenes and began to use his knowledge and experience.

It was due to his efforts that we opened a national office in Chicago, first at 205 W. Wacker Drive, and when this office got too small, he was one of the driving forces who helped purchase and establish the

One will never know how much of each we have to be grateful for. Because Oscar was humble and expected no praise, he did not even make known all the ways that he was instrumental in moving our organization ahead. He saw what was to be done, and he did it. He saw what had to be given and he gave it.

It is now our task to bring the light which he bore and keep it burning to bring the bright truth to all who seek it. Our dedication has been much impelled by Oscar Floyd's inspiration and unflagging devotion. It is difficult for us to think of working without him, yet we must.

The N. Y. Natural Hygiene Society, on your behalf, should donate all the money that will be put into our collection bowl to be sent in Oscar Floyd's name to the Library-College Fund. If Hygiene has helped you at all, we beseech you to put into the collection bowl, the cost of at least one visit to a physician, which you have saved, that we might show our gratitude in sizeable form, to be sent in the memory of this great humanitarian.

Oscar Floyd's shining record is unforgettable. We acclaim him as the architect of the American Natural Hygiene Society, as formulator of blueprints and guidelines for the growth and expansion of the American Natural Hygiene Society.



headquarters building we now own, at 1920 Irving Park Road, known as the *Natural Hygiene-Central*.

No task was too menial for him, and he counted no hours. When he finished his day's work, he would go to the Natural Hygiene headquarters to help guide the Society and to carry on his favorite project, the Natural Hygiene Press. His was a true contribution of head, heart and hand.

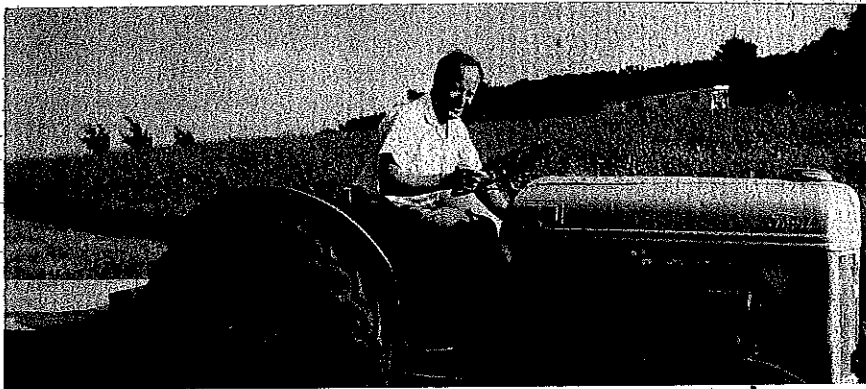
A Natural Portrait Of Oscar Floyd

He was innately a child of nature. He responded to sunshine like a growing plant, and was depressed by the days that were cloudy, chilly and rainy.

As a boy of 15, he worked at farm chores on an equal level with adult men and nature showered her blessings upon him with good health and vitality.

Then there was a hiatus when he came to Chicago while still in his teens and became part of big city tensions and the competitive world of business with its drinking, smoking, gluttonous eating and general dissipations.

But he found his way back to

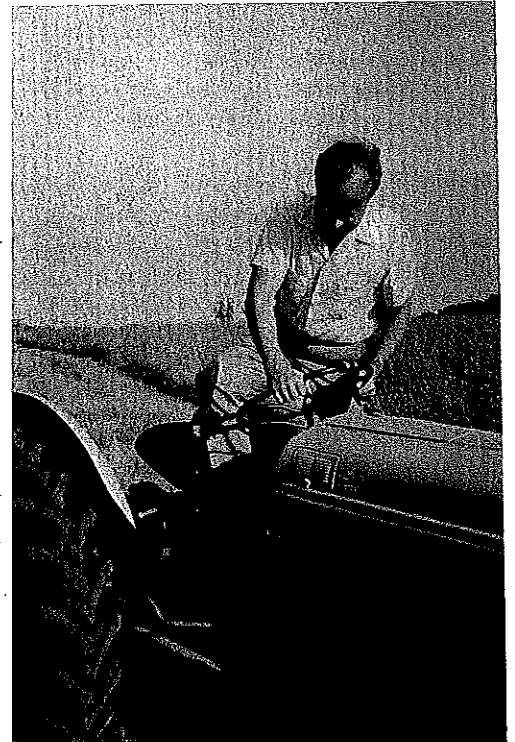


nature in the late 1950's when he purchased a forty acre farm northwest of Chicago, avidly researched the works of experts in the soil building field, and directed his energies to converting the unproductive soil into rich, organic matter.

He dovetailed his natural activities with his belief that human organization was the road to man's liberation from enslavement to the

evils of civilization and became active in organizations which had as their basic philosophy cooperation with nature. There were the Organic Growers of Northern Illinois, the Natural Food Associates and the American Natural Hygiene Society.

In each area of these associations, Oscar Floyd put back what he received, which is nature's way of perpetuating life.



TRIBUTES TO OSCAR FLOYD

Dr. H. M. Shelton

"It was with deep sorrow and a sense of great loss that I received the news of the death of Oscar Floyd. My association with him had always filled me with a sense of personal satisfaction. He was a man profoundly dedicated to the cause of natural hygiene and eager to do all that was humanly possible to promote a knowledge of the principles and practices of nature's great plan of care for the mind and body of man. Enthusiastically and perseveringly he followed the light that was in him, looking always to the ultimate—health for the millions. The greatest tribute I can pay to him is that the world is better for his having lived in it and will miss him now that he is gone."

**Dr. Virginia Vetrano, President
American Natural Hygiene Society**

"There are many people who work to spread the immutable truths and laws of natural hygiene while their enthusiasm is high, but there are few like Oscar Floyd whose ardent enthusiasm never diminishes. Without him The Natural Hygiene Press would not be where it is today. He may be replaced with other dedicated workers, but to find one as dynamic, totally unselfish, undeviating and intelligent, possessing his organizational ability is a large order. It may be a long time before we find one with his abilities and willingness to devote himself to the cause. We intend to fully utilize all organizational structures he laid out for us and pledge ourselves to continue working as diligently in the right direction as Oscar Floyd would have

desired, in the hopes that the goal of health for the millions will soon be reached."

Dr. D. J. Scott, Cleveland

"The world of natural hygiene has lost a great source of inspiration and guidance. We remember him especially for his unselfish dedication to the visionary goal of establishing natural hygiene as a health movement with momentum and impact. It was a great day for natural hygiene when he put his executive talents to work for this organization, carefully developing and guiding it into a self-supporting national movement.

Few people in life become so dedicated to a more worthy and humanitarian purpose. It is especially fitting that he saw the results of his untiring efforts in establishing a thriving organization disseminating the knowledge which he regarded as worthy of his interests.

Those of us who were privileged to know Oscar Floyd realize that we were enriched by his friendship.

May we be equal to the task of maintaining and adding in some measure to the momentum which he helped to establish."

**Dr. John M. Brosious
St. Petersburg, Florida**

"To a devoted friend of natural hygiene:

Under your guidance and tender, loving care our society has grown from a struggling and gasping infant-like group to an organization that is now stronger and more firmly knit. Thanks to your devotion, our society now has The Natural Hygiene Press spreading the gospel of health truth more forcefully all over the world.

From the countless hours that you so unselfishly spent without remuneration, we now boast of many more members and more chapters.

As a living memorial to natural hygiene, it is with deep appreciation that Mrs. Brosious and I honor you and your loved ones by giving this check to the Oscar Floyd Foundation for the College of Natural Hygiene."

**Dr. and Mrs. Gerald Benesh
San Marcos, California**

"We found him to be a very dedicated man to the promotion of the principles of natural hygiene. The American Natural Hygiene Society took deep root when Oscar Floyd was elected president of the society and from that point on the organization surged forward and expanded under his able guidance. His presence will be greatly missed at our future conventions by his many friends who had been privileged to know him. He has left us a legacy that will long be remembered."



At the 1965 Convention: Oscar Floyd chats with (l-r) ANHS President Virginia Vetrano, Edwina Kaye (overseas award winner of the Australian Natural Health Society), and Jack Trop

Dr. William L. Esser

3-time past President, A.N.H.S.

"It had never been possible for me to spend enough time with Oscar Floyd to know him as a good friend might. Our hurried meetings were mostly at conventions, in committee meetings and lectures, and in the hall-ways, always rushing from or to some other meeting, many times far into the night, as is the unavoidable necessity at conventions.

Nevertheless, I considered Oscar as a good friend, as indeed he was to every member of the Natural Hygiene Society. I say this, because there have been few who so generously and freely give of their valuable time as Oscar Floyd. In spite of the fact that his personal business commitments were great and demanding, most of his nights and weekends were spent in the great cause of Natural Hygiene and the Natural Hygiene Press, when perhaps if he had not been so dedicated and drained his vitality so severely, his life would not have been concluded at so early a time.

All present and future followers of Natural Hygiene owe Oscar Floyd a great debt, for without his great sacrifice, the movement would not have made the excellent progress which it has during the past decade.

It is commonly said that no man is irreplaceable. While this is undoubtedly true, it will be long before natural hygiene finds a man with the drive, courage and determination so necessary to the important cause which is ours."

Dr. Keki R. Sidhwa
England

"I wish to send my condolence to Mrs. Floyd and to all of you. I have no doubt that those in the movement will miss him and his valuable assistance to the hygienic cause."

Joseph Brenner
Past President, A.N.H.S.

"How well I remember Oscar Floyd! I first met him when I was convention chairman in New York City around 1960. A very shy gentleman came over to me and said he was from Chicago, and would like to form a natural hygiene chapter in the city, and would I help him get started. After talking with him I sensed a rare human being. I was instrumental in having a resolution passed at the convention that a charter for a Chicago chapter be given to Oscar Floyd.

He was the sparkplug, the dominant figure that made Chicago the most eminent and formidable chapter in our entire movement.

When I had the honor of being the national President I persuaded Oscar Floyd to become the chairman of the membership committee, the purpose being to accelerate the membership, which he carried on with great distinction.

When my term of office was over and feeling that my business activities precluded me from continuing, I talked to Oscar Floyd and persuaded him to run for the office of national president, and I am happy to say I was instrumental in achieving that action.

Oscar Floyd was ever motivated regardless of his personal circumstances to give unstintingly of himself to Natural Hygiene. It seems to me that this was a divine expression of a rare human being whose spirit and very soul were on fire for a great cause. We have lost something very precious. I valued his friendship, his intellect. To know him was an honor and a great privilege. He shall never be forgotten, for the results of his efforts shall live on and on.

We who are still here must rededicate ourselves so that his wishes and desires shall become a reality. The Natural Hygiene College, which was such a very important facet of his endeavors, must take on a new direction for raising the necessary funds, so that this function can become a reality. It is only in this way that we can personally show our gratitude for the greatness of Oscar Floyd and the privilege of having had him in our midst.

In his memory, some of the members and his friends have proposed that the Oscar Floyd Endowment Fund for the college be established. I can think of no better way than this to give expression to our feeling for the magnificent contribution of Oscar Floyd to the cause of natural hygiene."

Mrs. F. M. Cockburn
President of the Australian
Natural Health Society

"It is difficult to express the loss I feel in the passing of Oscar Floyd, despite the distance between our countries.

The American Natural Hygiene Society has lost a guiding star. His quiet smile and sincere welcome will be sadly missed when next I join your convention."

H. Jay Dinshah
Former A.N.H.S. Vice-President

"The term 'Natural Hygiene Pioneer' usually evokes thoughts of our distinguished practitioners, largely of the 19th century, whose discoveries, practices, and writings brought us eventually to the peerless work of another true pioneer in our own time, Dr. Herbert M. Shelton. But natural hygienists of the present and future times will surely honor in the roster of distinguished pioneers of the movement, the name of a layman whose contributions to natural hygiene lay not in the area of the philosophy and principles as such, but in the field of effective communication, organization, and education.

It is one thing to dream lofty dreams, but quite another to bring them into being. Many are there in life who say, 'wouldn't it be wonderful if...'; but rare indeed are the men who will have not only the dreams but also the patience, the ability and the will; to take the time, to make the effort, put in the work, lay the plans AND see them through to fruition. Oscar Floyd was such a man, one with a positive genius for coming up with a bold, clear-blue-sky idea, and then formulating the program, setting the structure up, cutting through any possible red tape, and rolling up his own sleeves to get the job done. He was a master of the three modes of physical actions: the Thought, the Word, and the Deed; and he knew that none of these could long thrive if deprived of the other two. Because no task was too small for him to personally see to, no project ever proved too large for him to tackle.

Oscar Floyd was a leader blessed with what is called 'vision'; and time after time he embodied the most breath-takingly bright, the most progressive and pioneering spirit of the entire movement. Time after time he blazed new trails where even the most intrepid among us scarcely dared to hope for more than moderate success. Time after time he amazed us all—perhaps occasionally even himself—with the spectacular dividends to the movement as one of his pet projects took off and soared to undreamed-of heights.

He was a true pioneer in so many ways, and raised the banner of the Society in so many new ways, that as we gaze at the movement today we can scarcely cast an eye in any direction but that it rests upon some

major achievement of Oscar Floyd's: a fine brain-child that he fathered, midwived into birth, nurtured in its infancy, and helped to raise to its maturity. When we consider all that the Society accomplished in just a short decade of his brilliant and consistent efforts in practically every possible position of leadership, it makes the record of his pioneering attainments all the more remarkable.

We cannot ignore or slight the valiant struggles of many others in the A.N.H.S. and natural hygiene movement; nor would it be wise to forget that the American Natural Hygiene Society is to a very great degree a democratically-structured institution and in a real sense a team effort. But it is no mere hyperbole to state that—save the single exception in the 20th century and possibly one or two in the 19th, Oscar Floyd has more than anyone else in our history left his stamp of genius on the natural hygiene movement.

We have dwelt upon his unstinting and invaluable contributions to the movement, his sterling attributes as a leader and worker. If we pause to recall, as remember we always will, his gracious qualities as a warm and generous man, and as a friend, then the tragic loss—speaking for the movement and personally—becomes doubly difficult to bear. But the edifices of natural hygiene that he built, and the memory of his selfless devotion to the cause, will continue to serve as examples to us all, and as a challenge for all in future times: 'Mark you well! Greatness is to be measured by the goodness a man does in this life, and by what he is willing to give of himself for the sake of his fellow beings.' By any such definition, Oscar Floyd was an uncommonly great man."

Irving Davidson
A.N.H.S. Vice President
Adele Davidson
A.N.H.S. Director

"Oscar Floyd presented in his great capacity for unlimited service an exemplary model of right action and generous nobility. He could truly see the vision of the oak tree of natural hygiene in the planted acorn, no matter what difficulties were encountered in the preliminary cultivation. He was most devoted to the interests and objectives of natural hygienic progress, to the general welfare of the hygienic membership.

He expended every effort to realize what is best for his fellowmen.

He gave unselfishly of his time, his energies and his strength. No man could have given more, no man could have received greater rewards of satisfaction and contentment, in that he was doing his best for the most worthy cause.

He was widely admired for his sincerity, his genial friendship, and his willingness to serve. He was truly one of the giants of natural hygiene, and his great work for the cause of natural hygiene will never be forgotten.

Within the all-too-brief interlude that is man's life, Oscar Floyd's great living example was sufficient to eternally illuminate his sterling character which will ever shine like a beacon of glowing light for the guidance of the hygienic navigators of the future.

Difficult as it is to evaluate the impact of a man's life upon his generation, we must still stand humbly, and awe-inspired, in tribute to the memory of this magnificent soul.

Oscar Floyd's death, to have genuine purpose and meaning, should give to all hygienists a greater sense of unity, with a collective desire to help preserve and maintain his great achievements, to help keep them intact, and then to grow in the direction of the many guidelines that he outlined for our own future involvement and improvement. We must carry on and complete the unfinished business that only death could have temporarily halted.

We hope that the inspiration of his life will always be with us, and it is certain that the whole world of natural hygiene acknowledges with sorrowful gratitude the great debt that they owe to Oscar Floyd."

Rose Solomon, Florida
Life Member

"There is just so much one can give to his fellowmen. When the saturation point is reached, there is no more and he must stop. Oscar, a rare combination of spirit, business expertise and a high degree of maturity in dealing with people—just had no more to give to Natural Hygiene and mankind. His account had been overdrawn for quite some time. But what he has given will remain with us always—an inspiration for us to continue to keep the fire burning, which he had kindled and kept ablaze."

Jack Solomon, Florida
Past President A.N.H.S.
Life Member

"His untimely death accelerated by frustration should be a lesson to all of us. His passing is an irreplaceable loss."



(1964) Oscar Floyd (left) congratulates his successor to the presidency, Jack Solomon

Sophie Holzgreen, Los Angeles
Trustee of NH Press
A.N.H.S. Director

"His dedication was without limitation. He visioned natural hygiene as a powerful force that would bring the message of intelligent living to the public, and he formulated plans to make this a reality. He promoted natural hygiene through all natural hygiene channels. The Natural Hygiene Press is a monument to his efforts as its business manager.

Oscar Floyd carefully planned the future of our society to put it on a sound foundation so that its structure would endure.

I will miss him. We will all miss this man who with his devotion and determination gave so much of himself to a great cause for human betterment.

We can honor Oscar Floyd and make his dreams come true by actively promoting natural hygiene, by doing our part in service, and by contributions to help natural hygiene grow strong and spread the knowledge of a better way of life for all mankind."

Stephen J. Winter
A.N.H.S. Director

"The Society has lost its most dedicated and able member. I hope that we can—at least collectively—fill his shoes and keep the many projects that he started, moving at a steady pace.

The enclosed contribution of \$50 to the Library-College is in memory of Oscar Floyd."

Pittsburgh Chapter A.N.H.S.

"Our inspiration has gone in the passing of Oscar Floyd. It will be difficult to fill his shoes. If one person cannot do it, then all of us must pitch in to carry the banner for natural hygiene."

Not only should we work in our respective towns but we should assist Hygiene Central in recruiting new members, and accept all assignments that may be given to us. Oscar Floyd showed us the way. Let's prove that his excellent example and hard work have not been in vain. Long live his memory."

**Joy Gross
A.N.H.S. Director**

"Seventeen or eighteen years ago, at a time when the American Natural Hygiene Society was struggling for survival and the National Office was being run from my home in Affton, Missouri, letters of support and generous contributions began to come in from a newcomer to the movement—a man named Oscar Floyd."

Any time a campaign for vitally needed funds was on, Oscar was one of the first to come through with a contribution. When we took over publication of the Society's official publication, 'Natural Hygiene', Oscar bought copies in bulk for distribution. When advice was needed, a phone call to Oscar resulted in sound, practical suggestions plus much-needed moral support. Throughout the years, though many of us for various reasons have had to take back seats, Oscar made it his business to stay in there dedicating endless hours to the cause.

Men like Oscar Floyd are the backbone and lifeline of any organization. The American Natural Hygiene Society has lost a vital part of its lifeline in his passing. His example will, hopefully, encourage all of us to give more of ourselves to the cause of natural hygiene."

**Mary Evans, Granite City, Illinois
Rec. Secretary A.N.H.S.**

"I feel privileged to have worked with Oscar Floyd on the Board of Directors. The quality of life is richer for having known his dedication to the Natural Hygiene Movement."

The story of the development of the Natural Hygiene Press exemplifies

how he extended his energies to achieve the distribution of our literature. He was a doer as well as a dreamer.

Establishing a Natural Hygiene College was a dream of his. We must dedicate ourselves to make his dream become a reality soon."

**Bruce Meservey
A.N.H.S. Director**

"I first met Oscar last summer when the Los Angeles chapter was planning to host the annual convention at Redlands. He was one of the first of many fine hygienists I was privileged to meet and work with at this event."

As busy as he was with his publishing duties Oscar made two trips to Los Angeles to help prepare for the convention. I participated in two meetings which he conducted and was impressed with his graciousness, understanding, and helpfulness.

He worked hard to implement the many details required. He conducted both meetings with tact and skill. In addition he related some of his early experiences when he strove with others to build and strengthen the Hygiene movement and membership in the years past.

I enjoyed several private talks with him and developed a growing respect for his sincerity, industry, and dedication to natural hygiene in many areas.

His contributions to us are especially apparent through his Natural Hygiene Press publications. These books have introduced many persons to a better life. Most of us can only assist a few. Oscar was destined to guide hundreds to natural hygiene through his publishing efforts. Their thanks together with his history-making books are a mighty and everlasting memorial to this fine man."

**David Zuessman
A.N.H.S. Director**

"Oscar and I first met over seven years ago as fellow fasters at Dr. Shelton's Health School at San Antonio. Early and late, I could hear him working at his typewriter down the hall. I asked him why he was working so hard during a fast; he knew better than that. He said, 'Somebody has to do the work.' And what was his work? Spreading the truth in natural hygiene to his fellow man. At national conventions and in Board meetings, he was the main architect, patiently building the House of Hygiene, brick

by brick. His was the Herculean task of actually running the Natural Hygiene Press, and he was intimately involved in the operation of Natural Hygiene-Central at Chicago."

I never knew Oscar intimately, but I did know him well enough to value him as a dear friend, a devoted, dedicated student of natural hygiene. While Oscar would challenge me if I said he was religious, it is a fact that love is the essence of all religions. Oscar had great love for people and worked too hard to communicate Hygienic truths to people, and in this sense, Oscar was religious. 'Greater love hath no man than this, that a man lay down his life for his friends'. John 15-13. With his passing, natural hygiene has suffered a very profound loss. I miss him very much, as I'm sure all who knew him do."

**Cylvia Margulies, California
Trustee, Natural Hygiene Press**

"Here was a man who identified himself completely with a noble ideal to strengthen and enlarge and popularize the magnificent principles of natural hygiene. For this splendid cause he dedicated himself. It was preeminent in his heart and mind to help give the American Natural Hygiene Press greater dimensions. And this he did. Through Oscar Floyd our two organizations grew and prospered. For his inestimable dedication and contribution to us we will treasure his memory and his unparalleled work. He is the Thomas Jefferson of the natural hygiene movement in our country."

**Jack Goldman, President
Washington, D.C. Chapter**

"I first met Oscar Floyd at the 19th convention of the A.N.H.S. in Chicago in 1967. I had been elected president of the Washington chapter and this was the first convention that I attended. When I checked in, I was told to see Oscar Floyd. He felt that I could be valuable to the Society as a fresh point of view on the Board of Directors and he urged me to run for the office of Director. To help make it easier for me to get elected, he chose not to be a candidate for director that year so that the votes that would likely go to him would be free and thus give me more of a chance to become elected, which I was."

After that I attended every convention and got to know Oscar very well. We worked together at the conventions and the Board meetings

and I have never in my life seen a man work for a goal with his zeal and dedication.

Oscar Floyd will stand alongside the early hygienists and Dr. Shelton in his efforts to bring knowledge and health to people through natural hygiene. Our country in wartime gives the Congressional Medal of Honor for effort beyond the call of duty. I believe that the work done by Oscar Floyd in building the Natural Hygiene Movement, falls in the category of warranting an award of the Medal of Honor. The work that he carried on must continue, and I hope we will all redouble our efforts to make up for his loss."

Lee Bauer

President of the Hawaiian Chapter

"We owe Oscar Floyd a lot, he was many things. Among them, certainly he was a peacemaker. He had a way of bringing harmony when the ugliness of discord permeated. Even though you might not see eye to eye with him in every instance, you admired the clarity of his thinking and the fairness of his actions. Surely the American Natural Hygiene Society has benefitted enormously from his efficient touch. For years, we struggled to organize ourselves, get out of debt, and get moving in the right direction. It wasn't until Oscar Floyd took hold of the situation as President that the movement began to move. He got us out of the red and put us in the black...and he didn't relinquish the job until he felt we were on the way.

Who is to say how a life is to be lived, and how one's time and energy is to be used. Oscar chose to use his in helping the society and all of us indirectly in the ways he must have felt were most important to him. I consider my acquaintance with him a distinct and revealing pleasure and privilege. I'll miss his gentle touch, his insight, which was right to the mark, and his guiding hand. When he was in charge of things, I had complete confidence in the outcome. So passes a truly great man. May his spirit of rightness continue to guide us."

Richard A. Wangler

Former A.N.H.S. Director

President Southwest Florida Chapter

"When one gives of himself more than

he can afford, it is an outstanding mark of dedication, courage and fortitude. If ever there was a man who (using the cliché) bent over backwards for the betterment of society, it was he. I recall at the A.N.H.S. Board Meetings, if he was criticized, he would accept it with the grin of a young boy, and go on with the business at hand, without a word or alibi. He wanted action, not talk. I gather from a long letter received from him within the past month, regarding Chapter activity that he was as heartily and busily involved in our A.N.H.S. as he was 10 years ago. His efficient business sense did much to bring our Society to its present development. Upon hearing of his passing, I automatically relaxed and wondered, "How and when" will we ever be able to replace him."

The Huberman Family

Max, Ruth, Jeffery, Mark

Youngstown, Ohio

"Each era produces individuals who are so dedicated to a cause that all other considerations become secondary. Such an individual was Oscar Floyd. For Oscar the cause of Natural Hygiene was the most noble and meaningful goal, an endeavor that gave his life meaning and fulfillment.

His life was truly one of service, helping to bring enlightenment to the deluded, confused and suffering masses.

It is fitting to recall the words of a great educator who declared: 'Be ashamed to die until you have won some victory for humanity.' Oscar Floyd's life and work was a true victory for humanity. We can best perpetuate his victory and his memory by emulating his dedication to the truths and goals of Natural Hygiene and bringing enduring peace, health and happiness to all humanity."

R. J. Cheatham

Past President, A.N.H.S.

Bonita Springs, Florida

"Oscar Floyd was a great friend and benefactor of Natural Hygiene. He had unusual business acumen and he gave of his talents freely to help our society through one of its most difficult periods. As a result of his efforts many people will benefit from Natural Hygiene in the future."

Lois Epstein

Director A.N.H.S.

Merritt Island, Florida

"He was a dedicated hygienist who devoted himself to the society. His absence will be felt for a long time to come. For those of us who knew him, worked with him and loved him, his passing is an even greater loss. I feel privileged to have been associated with him."

Homer Kentner

Sales Agent, Natural Hygiene Press

Rochester, New York

"Natural Hygiene has lost a man whose dedication to the Hygiene movement was solid and true to the end. He was a man of calm poise, balanced judgement, progressively energetic.

In my own limited association with him he always went the extra mile to be helpful and always with the smile and pleasant willingness that will long be remembered by all his associates.

His many and varied contributions to the furtherance of Natural Hygiene will be a lasting monument to his memory."

Simon Bloom

President, New Jersey Chapter

"He was totally immersed in the effort to help a sick world. He spread an aura around him—that the acceptance by more of the world of the principles of Natural Hygiene should be among our uppermost efforts. I know that Oscar would feel that this is the great tribute we could give him and his work. So thinking that way, trying to gear my mind as to what this wonderful soul would feel is the finest of tributes to him, I suggest that we give deep thought to establishing the College of Natural Hygiene. We can consider ourselves blessed that we can pick up the torch from Oscar Floyd and we in turn can encourage others to become involved. I remember hearing him the very last day of the convention and I was inspired by his words, and I had hoped that the convention would have given him in some manner a vote of thanks. We are often remiss in not honoring our leaders when they are alive. The College of Natural Hygiene can be an everlasting memorial to Oscar Floyd, a man of accomplishments who gave himself instinctively to the cause for which we are dedicated."

"If you have noticed as I have that Hygiene's light appears less than its usual brilliant glow, it is not because our convictions toward it have lessened but because it has simply chosen to bow in reverence to one of its fallen champions—Oscar Floyd.

The passing of Oscar Floyd shall mean the rededication towards Hygiene's goals of all of us who remain in the glow of Hygiene's light."

"I saw in Oscar Floyd a man devoted to a cause as few people ever are. As I began to know him more closely from serving with him on the Board of Directors I found a man of depth, devotion, humility, unselfishness, loyalty and compassion.

I would like to see a memorial scholarship set up in his name, or part of the Natural Hygiene College named for him, or some other such honor bestowed to his memory. I am happy to have had the privilege of knowing Oscar Floyd. My life is a little richer for it."

"It was our privilege last summer to come into close personal association with Oscar Floyd during his stay in Los Angeles in preparation for the convention. We had known him for years and admired him for his splendid service in many capacities to the Hygiene Society. But this short, close association deepened our insight into his character and strengthened our esteem for him.

If we were to seek the one outstanding quality that impressed us most about this man it would be his steadfast devotion and dedication to the principles of the Hygiene Society. This he manifested in his selfless,

"On behalf of the American Natural Hygiene Society of Cincinnati, our thoughts are with you in heartfelt sympathy in the loss of Oscar Floyd. He was an intelligent leader, and a great driving functionary in promotional steps in our Society in the last 11 years.....

Oscar Floyd's continuance of the Century Club so that the deep-dyed supporters increased and carried on the worthwhile work of our Society.....

Oscar Floyd was the chapter's friend. He gently persuaded Hygienists in various cities to start new chapters. Whatever capacity Oscar Floyd held—President, Vice-President, Director, Business Manager of The Natural Hygiene Press—his deep concern was that Natural Hygiene would grow. To show our appreciation to Oscar Floyd, we must continue where he stopped."

"There is a right time for everything. A time to be born, a time to die, A time to plant, a time to harvest."

We may not understand God's timing in Oscar Floyd's life but we do know that he was a gentle man of great discrimination. He recognized a great cause. He decided to use his life for it—time, effort, thought, money."

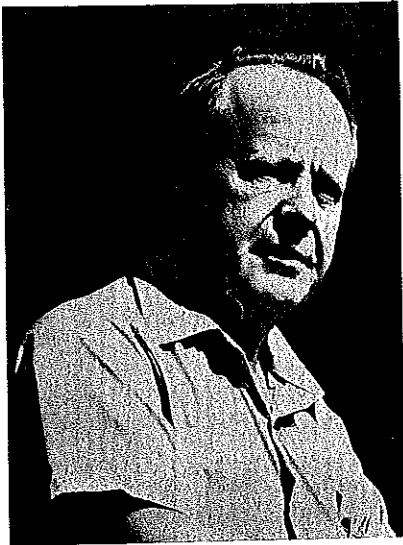
Oscar and I were among the leadership of a group of men and women who in the 1940's were building Technocracy in Chicago. His decisions and actions were invariably rational and objective and humanistic—which means scientific in the best sense to Oscar, as well as myself and a few others there at the time. His thinking was scientifically based, something sorely needed then and more now...which is why I add my name to those who wish he were still with us for what lies ahead.

Whether, he explicitly said so I cannot (at this moment) know, but I know that Oscar was as keenly aware as I am that only when—and if—the American and Canadian people demand and get the social change which science can make possible on this Continent—without the socially p e r n i c i o u s a n d resource—environmental devastating mis-use of technology and of Nature (including, most of all, human Nature)—which is the concept and message of Technology....then only will the principles and practice of Natural Hygiene come into its own. For all, not just our struggling handful.

Oscar Floyd—technologist,
Technocrat, Hygienist, Humanist....."
A last Salute!

POLYMER LETTERS

...denouncing



...genial



...angry

The Faces of Oscar Floyd

...attentive



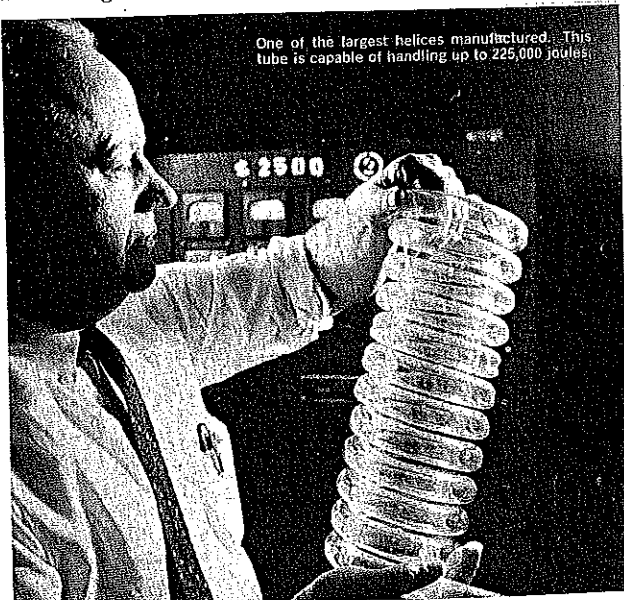
...at ease



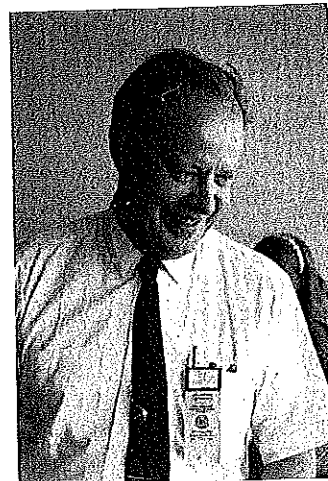
...stormy



...inventive genius

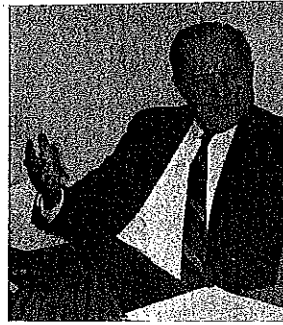


...humorous



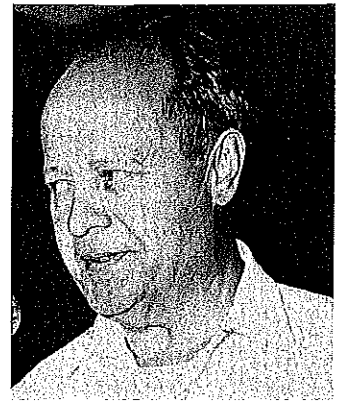


...benevolent



...self-contained

...cajoling

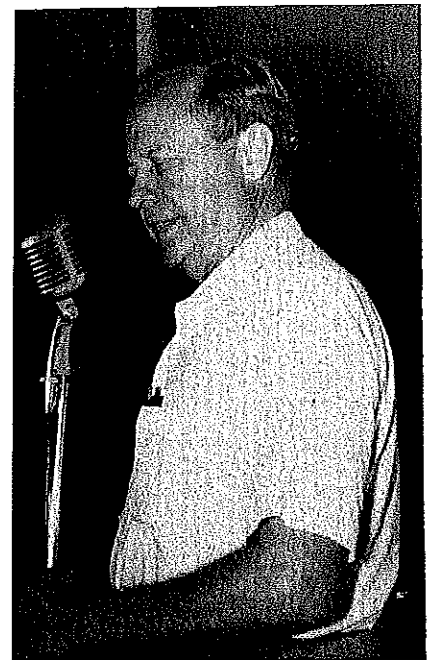


...speculating



...shy, self-effacing

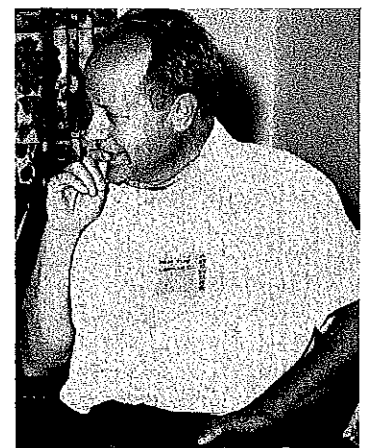
...masterful



...impatient



...questioning



...unpresuming

Excerpts From A Public Memorial Program

January 28,
1973

*Natural
Hygiene
Building*

*1920 Irving
Park Road
Chicago*

NARRATION



At 18

by Dolores Burns

As dusk was falling in Chicago one gloomy and bone chilling day in 1923, a train pulled into the Union Station, carrying a starry eyed young man of 18. He had come thousands of miles, leaving behind his boyhood and his farm home in western Canada, to test his mettle against the great outside world and its problems, of which he had read with great zest and consuming curiosity during his growing years.

He was to blaze a trail in the world of science, the world of nature, and the world of human liberation. He was to become a lonely and valiant warrior fighting the greatest of all battles—to free man from being enslaved to the idea that he is helplessly and forever dependent on supernatural and unnatural forces for his spiritual and physical needs.

We are gathered here this afternoon to share in the warmth of memories of Oscar Floyd who enriched the lives of so many who have gone, many who are not here and many who are here—to probe the depth and breadth of a man who dared to dream an impossible dream of human liberation. He started on a quest to realize the dream. He allied himself with many associations whose objectives could make that dream possible. There was Technocracy, The American Rally, the Organic Gardening Movement, The American Natural Hygiene Society, and the American Humanist Association. We have a story to tell and we will tell it through those who knew him.

Oscar Floyd was a man of startling contrasts. He was gentle; he was stormy; he was shy; he was aggressive, he was simple; he was complex; he was a loner; he was immersed in a sea of humanity; he was condemned for his thinking; he was applauded for his accomplishments.

We cannot properly evaluate him now, but time will glorify the sum and substance of Oscar Floyd. In the words of Oliver Wendell Holmes:

*I find the great thing in this world
is not so much where we stand, as in what
direction we are moving.*

*To reach the port of heaven, we must sail
sometimes with the wind and sometimes against it—*

*But we must sail
And not drift nor lie at anchor.*

Jack Bailey
(an associate in electronics)

I came into practical daily contact with Oscar Floyd and in that contact I realized that I was in the company of a man who had prodigious strength and a strong feeling for humankind. He also had a very, very experienced mind, and a clear thinking head; he envisioned various technical inventions and he produced a few of them. Had he lived another ten years, I feel that his name would have been emblazoned on the technical bastions of this country because of his innate knowledge of electronics, electricity and the physical sciences.

Lynn Dahlstrom
(an associate in Technocracy)

I first met Oscar Floyd in the period of 1946-48. Technocracy was a social organization dedicated to improving the condition of people in the country, increasing income and completely reorganizing the social structure for the benefit of mankind. When I came into the organization Oscar Floyd was very active on the board of directors and was the bastion of the organization. He donated his energy, his time, his money and all he had to the organization. He was also the inspiration to newcomers. One of his abilities was that he could get other people to work. He would inspire you to do greater things.

However, the leader of the organization didn't expand, so Oscar and a few other people got together and formed an insurrection and this insurrection was not looked upon with favor by the leader, and he had all of the people who were in the insurrection fired. Since that time the organization has declined. But this showed Oscar's leadership qualities, for he saw a condition and decided to do something about it. He had the great leadership, energy, drive, capacity to do things and gave of his time, and we would have been the losers if he had not been with us.

Eileen Brand
(an associate in The American Rally)

In Pittsburgh, where the Allegheny and Monongahela Rivers join to form the Ohio, there is a giant cliff and a few weeks ago on this cliff there was a great neon sign. It said: "Adios, Amigo Roberto". And a mighty fitting tribute to a great baseball player.

Our society may know how to honor its baseball players, but our society has never learned what kind of tribute to pay a man like Oscar Floyd. I think maybe the only fitting memorial to Oscar Floyd would be the kind of a society that knows how to honor men like that. That's what he fought for all the days of his life.

Paula Jackson
(an associate in humanistic organizations)

I have known Oscar Floyd for maybe 25 years. He was a type of person that wasn't very humorous. You couldn't get close to him, but in all my dealings with him and all of my relations, I have never known that man to be wrong or on the side of wrong. He was always for the right; he was always for kindness. He was always for good. He was always for the human side of everything.

Oscar was born with a great gift—100 per cent metabolism. All the people who oscillate at the top, that have the drive and the force have 100 per cent metabolism.

HE WAS A NATURAL MAN

(a tribute to Oscar Floyd,
by Burr McCloskey, an
associate in The American Rally)

Oscar was far from an ordinary man.
Not everyone knew this
but his friends did and his family.
You cannot think about him
in the terms you use for other men.
If you put him in your sights
and judge him by conventional
criteria, you will miss him altogether.
It would be very wrong
to misjudge Oscar
and miss the treasury of
what a noble man he was.

HE WAS A NATURAL MAN.

Like good food this can be deceptive.
You see, he was not an imposing man.
In fact, he was just about
the opposite of every stuffed shirt
that you have ever known.
Always undemanding,
A little rumped,
Never noisy or presumptuous,
He was pretty much at war
with all the puffy, pompous,
imposing men.
He despised the front, the fluff,
the facade of the establishment's fakers.

HE WAS A NATURAL MAN.

No artificial colorings, no whitening.
He deliberately deflated himself,
stripped himself of all the fakery;
Set himself apart from the magnates,

the barons, the grand viziers,
and the cognoscente — all the maitres d'
of social adulteration.

It was not until Oscar unsheathed
the sword of his intelligence,
letting his eyes flash
with the glint of reason undeniable
That you could know you were
in the presence of a formidable mind.
So if you judged him,
you had to judge him on merit,
on achievement, on valid stuff, and
on pure intrinsic worth.

HE WAS A NATURAL MAN.

Like good, by natural standards.
Oscar Floyd was a giant
And his shadow now that he is gone
Still covers us.
It will take a long book
and you are still writing it—
the document of what that giant did
and all the things he tried to do.
Such a book will come most surely
from your continuing efforts,
And your children's children will read it,
we may pray, in a gentle meadow,
beneath the sunlight's stream,
through a giant oak tree,
content in the beautiful air,
and Oscar, smiling as they read.
For now, for those of us
who loved him,
For those who shared his stewardship,
Let us simply and scarcely sketch
the unadorned profile of his gianthood.
You know, it startles us sometimes
to unexpectedly note a gap
in our homely ranks....
faces gone, a good strong right arm....
and then to know
a giant was among us.
And he has left us.
It's good for us to know this.
Oscar wouldn't care;
He'd grin; he'd shake his head
in honest humility
And then hope nobody
took it too seriously.

So, let us begin with his demand
for inconspicuousness, his humility,
and his quiet, oblique ego,
because none of this must read to deny
that he was eagle proud,
which he was, and arrogant,
But the greatest thrust of his pride

was that he never act like a proud man.
HE WAS A NATURAL MAN.

And nature conjures forces of turbulence
as well as tranquility.
His brain, the power of it,
in inventiveness, in far seeingness,
in conceptual force, in sheer,
sheer honesty,
was the brain of a giant;
It saw things, foretold things,
made things that lesser men
could not imagine.
He was a builder, a pioneer,
a rebel, and a prophet for tomorrow.
He invested all of himself
in the cause of tomorrow.
Never drew against
his credit for today,
which is why we say these words
and think about him
now in his absence.

Oscar came to us out of Canada,
from a vast, strong family,
directly descended from
William Floyd, whose name
along with distinguished others
is on our Declaration of Independence.

He came as an 18 year old lad,
mostly unlettered,
certainly with no purse,
no letters of credit,
or cognizance.

And he walked into this brawling city,
filled with a frontiersman's contempt
for what had befallen government
and how tarnished had become
the commonweal.

It's not nice to fool mother nature,
the commercials tell us,
And you could not fool Oscar Floyd.
He had a brilliant insight
into corruption, the tomfoolery
and the murderous conspiracies
of corporate and civic shenanigans.
He refused to pay any tariff
for the phony toothpaste,
the phony barbers,
the phony druggists,
the phony claptrap, or any of
the fool's gold of the
fashionable, the popular,
the conventional,
and the sickeningly counterfeit.

Hé knew, at the beginning,
fresh from the woods,
that political government was the
only mental institution in the world
being run by its inmates.
He refused to be fooled
by the bleatings and the blatherings
of those who scoured the land,
befouled the produce, and were intent
on ushering us into the chemical
factories, for their therapies.

HE WAS A NATURAL MAN.

Although he walked, and looked, and
insisted on posing as a poor man,
you know, one whom you might suspect
didn't have the carfare,
our best estimate, in his lifetime,
is that Oscar Floyd, flat out,
with no interest, no emoluments,
or commissions, never a hope
for titular reward, gave himself
one million dollars
to various causes,
Investing to destroy the fraud
and corruption of what he hated.

Let us say in these few words
regarding the naturalness of the man,
that long hours, fevered work,
abusive schedules—
all the self denying punishments
of concentration, the full caliber
involvement of the all out man,
the nervous dissipations
and the sacrificial toll of purest combat
with the images of his adversaries—
giant companies...courts of law...
institutions of the state...
satanic medical practitioners, and the
cult of destruction,
Only a very strong man,
a giant, indeed,
could have lasted almost
three score and ten.
Much too late and unregretting
all the decent regimens
that could have saved him.

We must say it,
in his time he could enjoy
a clash, metal on metal,
war to the knife and knife to the hilt,
and relish a rich joke,
The Friar Tuck of rebellion.
Sleeping on the run,
letting his mind pour out its
plans and programs, whatever the cost.

Oscar lived.
He worked like a trojan.
He poured intensity into
every project according
to his top priorities.
He never traded creature comforts
for the glory of husbanding a new idea.

Oscar Floyd was a gentle, pleasant,
self effacing man.
He was an angry man with awe.
He wore his anger like a robe,
not letting it destroy him
until he lacked the strength to resist.
And when it ate him away,
He died manfully.

His book is yet to be written;
These poor words will not keep him green.
Those who knew him,
depended upon him,
believed with him
and stood shoulder to shoulder,
we shall keep the book
and remember Oscar
who was a Natural Man.

His time is done,
now he is gone.
But they have not put him away.
His comrades from all fronts,
we among them,
carried him to a green plot
at Libertyville,
But no coffin can contain him.

Oscar Floyd planted seeds
in the dear, rich, organic earth;
And those seeds will flower
and keep on flowering.
Don't forget him.

He had a fierce, unrelenting hatred
for all the phoneyess,
But he loved, he revered and supported
every gesture, every honest gesture
he could find
that might let the earth yield up
A humankind in a decent society
that was worth the good air
it might breathe.

He gave unflinchingly of himself;
He depleted himself,
Which is the way it is with
natural things.

Plain, old shoe, unpretentious Oscar.

This man could have accumulated a fortune
had he been so designed,
with patents and royalties,
and corporate fees.

The Canadian kid walked into Chicago,
pulled himself out of its factories,
with all the discoveries that he made,
the applications he'd invented
in the field of photo luminescences.
So much and so well he did this,
you may recall, that the Chicago Tribune
reporting his stabbing some years ago
called him "a wealthy inventor."

Chicago was his town, he knew it
As well as any man will ever know it,
Vortex of America, perhaps the world.
Libertyville was his choice.
He staked his claim on forty acres,
and when grim death came
on black wings, Oscar was there
because his wealth was not in the bank,
not in coupons. His wealth was the wealth
of tomorrow,
because he was a natural man.

At first glance, reading his life,

you might think he was a defeated man,
cut down before his time.
And this would be a mistake.
You must look at his beautiful children
and their young ones.

Look at his many, many, many friends
some of whom knew inside the man,
respected his work,
shared his goals,
covisioned his dream
Bled with him as he did bleed,
laughed with him when he did laugh
and will never forget him.
You must look at yourself—
who are his allies.

Oscar Floyd was a prince among men.
He was the fresh grown,
vibrant, healthy kind.
He was of the raw natural royalty
that bows to no man,
stands erect in all company,
with eyes that see
far beyond the clouded horizon,
With hands that work the soil
For today's plain but nourishing meal.
Good night, sweet prince.

Marion Leiter

(an associate in Organic Growers of Northern Ill.)

Long before the Floyds moved into our area, we had a group of organic soil builders and as an outgrowth of that we formed a small group of organic growers. When there was a joint meeting of the Hygiene Society and the organic growers, the Floyds came to that meeting for the first time. After that Oscar Floyd was president of our group off and on for the next few years.

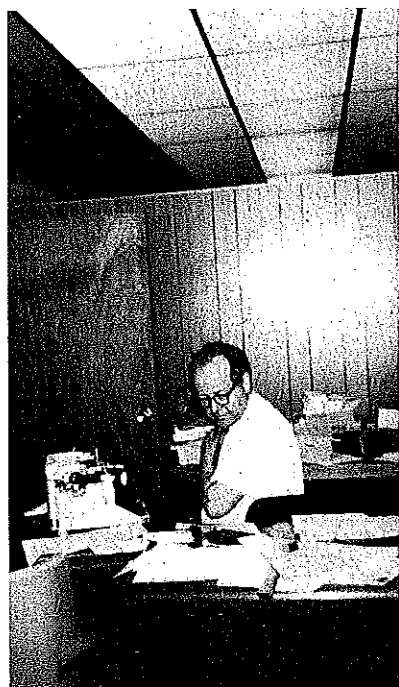
I think in order to express the ideals which he carried into his work with the soil, I would like to share with you a poem by Paul Pfund, who was instrumental in bringing together the group which was known as the Natural Food Associates, in which Oscar was very active.

The poem expresses the basis of all living and Oscar carried through the principles which are in this poem, *My Creed of the Soil*:

*I believe in the soil as God's richest and most bounteous gift to man.
It is the sustainer of his physical being, which is the embodiment of his spirit.
It abounds in life in its most productive and complex form, yielding unto all who
wisely culture it, a benevolence and benediction which can be ascribed only
and alone to the all wise creator of the universe.
I sense in the soil an inherent quality so vital and powerful and yet so delicate
and sensitive as to merit my best thought, for as in the measure it is truly
preserved, so shall man be sustained.
From it spring all forms of life and by it are all nourished.
None is exempt from dependence upon it.
Gratitude and appreciation well up within me for such an abundant provision.
I feel a deep sense of responsibility to my maker
To do my utmost in exercising proper diligence as keeper of a sacred trust and
a discharge of a faithful stewardship.*

Stanley L. Prorok
(ANHS vice president)

I had the pleasure of meeting Oscar Floyd for the first time in Feb. 1958. I was interested in promoting natural hygiene and I was also interested in promoting organic gardening. I sponsored a meeting in the city of Waukegan, Ill. and we extended an invitation to all organic growers to participate. After the meeting, Oscar Floyd came over to the book table and purchased numerous books and that was the most Hygienic books we ever sold in Waukegan.



(1971) Working at the new ANHS building after his business day was done

I can say one thing about the man. He was convinced the idea was correct and he wasn't afraid to spend money and devote a little time to research. He heard it once and he knew it had some value and he was going to promote it.

Before I knew it, he was active in the Chicago group of the Hygienic people at that particular time. There was a group that was not a national organization who did not want to expand their list of speakers; Oscar felt they should expand on a larger scale, and before long he had formed another group so there could be expansion. He was an organizer and he saw there were ways of doing things that would be beneficial to everyone, that applied also to natural hygiene.

I had occasion to work with him time and again and he was very

creative; he had fruitful ideas; he had a way and a knack of planning things; his recommendations were listened to. It was not surprising that he became national president of the American Natural Hygiene Society.

To him natural hygiene was like organiculture and humanism and many other organizations to which he belonged—an integral part of life.

Shortly before he passed, he told me he wanted to see the college of natural hygiene on solid ground, so that we could go ahead and educate practitioners that would teach the people how to live, to get away from the sickness and illness. Oscar was chairman of the committee to raise funds for the building of this college.

Generally, he wanted to make this a better place for everyone to live in. This was his goal; he said, "I don't think I'll ever see the day when it will be the way I want it to be, but I'm leaving behind my children and my grandchildren and I'd like to see them have a better world to live in."

We have to take our hats off to the man for the courage and the stamina and the work and the effort that he put forth. That is what I call dedication. There are not many people right now that are willing to give of their time and their effort to sacrifice everything to promote an idea, which he did.

Jean Lazar
(president, Natural Hygiene-Chicago)

Unlike some of you who knew him personally, through business or otherwise and who have today given such poetically beautiful and glowing tributes in memory of Oscar Floyd, my relationship with him has been comparatively recent and solely through natural hygiene, but it spread far beyond that periphery by just knowing him.

Oscar Floyd is synonymous with hygiene. He dedicated his life to the movement, ever giving of his time and energy as well as supporting it financially. He attended every meeting, every convention, giving of his expertise.

He was a leader in the true sense of the word, planning and promoting ideas which would benefit Hygiene and Hygiene members. His latest idea, in the planning stage, which he was going to personally carry out was to have a home in Chicago for those Hygiene members who might choose to live together for a more pleasant

way of life. It would also have been a haven for elderly hygienists. He embraced all of us as if we were his own family. Every summer, we would be invited to enjoy an outing or two at their farm. It was sheer delight for us city folk to enjoy a bit of fresh air and sunshine. We were treated royally by our genial hosts who did everything they could to make those days a pleasure for us. Each summer much of the food grown on the Floyd farm organically found its way on our dining table.

Oscar Floyd should ever be an inspiration to us so that his dedication to our cause will not have been in vain, and only through our own dedication and support of natural hygiene, as he would have wished with all his heart, can we perpetuate his name.

Ralph Fowler
(an associate in Natural Hygiene)

Both of us recognized the limitations of natural hygiene. Both of us recognized its advantages and we each made our own approach of trying to work within the framework of Hygiene, first of all with ourselves and our families, and in an effort to see it grow. I am sure that our several discussions on the need for young folk were close to Oscar's heart. I will say that we didn't always agree. We were both a bit egotistical.

As a heritage to Oscar I would say that his drive is going to be terrifically missed. His generousness is something that someone is going to have to pick up the tab on. I don't think there is one person within the scope of my knowledge who can do what Oscar did. It will have to be several of you and I and many, many more to pick up and start to run with it.

He was a gambler. Oscar was like Kipling—he was willing to put his all on one turn of pitch and toss. This was so typical of him. I recall when he was starting the Hygiene Press, that I wouldn't have had the intestinal fortitude to go into it the way he did. But he said it's got to be done. This is the way it's going to go.

As a tribute to Oscar I would like to say natural hygiene needs direction and it's got to be pointed in the direction of the kids.

Oscar, and I have gone through a lot together. I admire the man's courage, his ability to lead and his guts. I'm not that good a gambler as Oscar is, but I believe that if I am going to say one thing now for Oscar, I would like to

reach back and quote from a poem that was current about the time that I was young enough to believe that wars were patriotic things.

To you we throw the torch.
Be yours to hold it high.
If you break faith with us who die
We shall not sleep
Though poppies grow
in Flanders Field.

Stewart Pahl

(an associate in Humanism)

There is no end to what can be said, because I think the richness is going to keep on unfolding as we all pass on and that other people will inherit what Oscar Floyd has contributed. The facts about Oscar's life could never reveal the truth about him. The truth is far more intricate than the sum of all the facts. The truth would say that he, more than any of us, had developed some genius. He thought long, long thoughts and he spoke in startling visions. He had a capacity for grabbing hold the inside of your mind and shaking you. He liked a mental tussle. I never knew Oscar to think in stereotypes or to be limited by conventions.

The phrase "everybody's doing it" meant absolutely nothing to Oscar. He would never have done anything solely because everybody was doing it. But because he was a genius, he probably required a little bit more understanding also than other people at certain times. Because he was such a genius he was a study in contrasts and paradoxes.

He was a convivial person, but he was deadly in earnest. He was a fearless person, but he was extremely apprehensive as to what might happen to mankind. He was an amiable person, but withal stubborn and immovable sometimes. He relished life but he was fed up with an awful lot of things, wasn't he?

He was gentle and gracious, but he also had pungency and tartness. He was individualistic and yet impossibly an organization man. When it came to being ahead of his time that's where he shone. I recall his urging me before ecology became popular, to tell humanists to spend all their time to try to eliminate waste from the American way of life. He knew long ago that civilization was making a desert out of our planet. And many people haven't begun to see this yet.

He knew that education may

include schooling, but that it certainly wasn't limited to schooling. He knew that education was taking place in the streets, in factories and homes, in saloons, in volunteer organizations, wherever people worked or played together. And he had a certain amount of understandable cynicism about that so called brand of education which is being peddled by our schooling system today.

If humanism ever does become popular it will be because people are courageous in their thinking habits and you know who I'm talking about when I talk about courage in thinking habits.



1964 — Long distance work

Winifred Wallander

(an associate in Humanism)

I think that humanism did help to shape his feelings and that this built some of his ideals. They say nothing is ever lost. It just changes into another form of energy, and I think his energy will still be felt for a long time. I think the philosophy that guided him is very important and that was humanism.

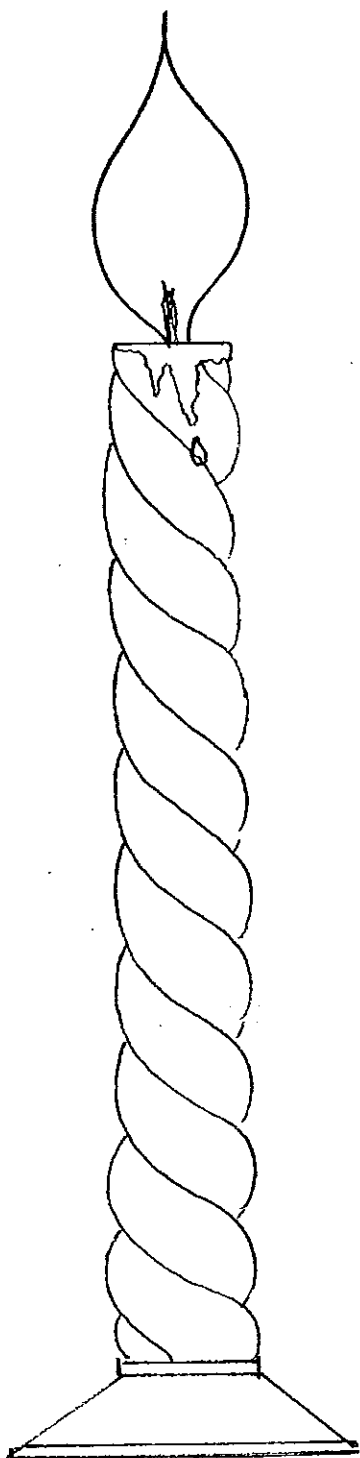
To define 20th century humanism in the briefest possible manner, one can say it is the philosophy of joyous service for the greater good of all humanity in this natural world and according to the methods of reason and democracy....a way of thinking and doing for average men and women seeking to lead happy and useful lives....affirms faith in the essential worth and dignity of every human being and in the capacity of human kind to solve its major problems through mutual cooperation and the scientific method....favors the development of the basic impulses of love, friendliness and cooperation that will impel a person to consider constantly the good of the group and to find personal happiness working for the happiness of all....on the whole, a

society in which most individuals regardless of the personal sacrifice that may be involved are devoted to the collective wellbeing, will attain greater happiness and make more progress than one in which private self interest and advancement are the prime motivation....holds as the highest goal the happiness, freedom and progress—economic, cultural and ethical—of all humankind.

And I am sure that this is the philosophy that inspired Oscar Floyd. I feel sure he would like to ask us to follow that and I am sure that this would be the biggest tribute to him.

I think Oscar has joined *The Choir Invisible* (a poem by George Elliott)

*Oh may I join the choir invisible
Of those immortal dead who live again
In minds made better by their presence,
Live impulses stirred to generosity
In deeds of daring rectitude,
In scorn for miserable aims
That end with self
And thoughts sublime
That pierce the night like stars.
And with their mild persistence
Urge man's search to vaster issues.
So to live is heaven
May I reach that purest heaven.
Be to other souls
The cup of strength
And some great agony,
And kindle generous ardor,
Feed pure love,
Beget the smiles that have no cruelty,
Be the sweet presence of a good diffuse
And in diffusion ever more intense
So shall I join the choir invisible
Whose music is the gladness of the world.*



Immediately after his death, the family of Oscar Floyd had requested that in lieu of flowers, contributions be sent in his memory to the establishment of a Natural Hygiene College, which was so dear to his heart.

Following this announcement, a suggestion was made that an OSCAR FLOYD ENDOWMENT FUND be established as a living memorial to him. This thought was also in the mind of Simon Bloom, president of the New Jersey chapter, who is now head of the College fund raising. He sent the following communication:

"At our Board Meeting on Jan. 25, I was asked to extend to the Executive Committee of the ANHS and those who are arranging the memorial tribute to Oscar Floyd, our expressions of sorrow at the passing of our esteemed colleague.

It was the thought of the group that there should be some concrete exhibition of the loss that our Society has suffered and a vacuum which will be most difficult to fill. We feel there should be set up an Oscar Floyd Fund and as the chairman of the college fund raising I submit as my first act the request for such a fund to be set up. The monies raised for such a fund should be used in a manner the Executive Board feels most appropriate to permanently commemorate the memory of Oscar Floyd. The enclosed check from our chapter is the initial expression of our feelings.

Next week I will ask for a list of friends and associates of Oscar Floyd (both within and without the society) so that we can approach them to participate in a permanent memorial to the memory and inspiration of Oscar Floyd. I regret I cannot be at the memorial tribute. Kindly give our expressions of condolence to his family at the service, so that they will know that we back here in New Jersey feel for them and with them. He was an extraordinary individual and truly a cornerstone of the great edifice that the Natural Hygiene Society is working to establish".

The Oscar Floyd College Endowment Fund

We acknowledge with grateful thanks contributions of the following in memory of Oscar Floyd:

Mr. and Mrs. Richard Wangler
Paula Jackson
Mr. and Mrs. Henry Kus
Mr. and Mrs. John Hlay
Kemlite Lab Employees
Mr. and Mrs. Joseph Dupras
Mr. and Mrs. John Risko
Mr. and Mrs. Robert Townsend
Mr. and Mrs. John Tator
Mary Gulash
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Pittsburgh Natural Hygiene Society

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Stanley & Josephine Prorok
Bob Born
Mr. and Mrs. Floyd Kollech
Peter Mazmanian
Flashtric Neon Signs
Arthur Cohen
Ann Rosko
Lynn Dahlstrom
Dr. William L. Esser



“The Impossible Dream” Of Oscar Floyd

The sum and substance of Oscar Floyd is so eloquently expressed in the ballad *The Impossible Dream*. These words were sung by Louise Ditting, contralto, at a Memorial Tribute in Chicago, January 28, 1973, and serve as a fitting epitaph to a remarkable man whose life enriched the history of humanitarianism and left its indelible mark.

*To dream the impossible dream,
To fight the unbeatable foe,
To bear with unbearable sorrow,
To run where the brave dare not go.
To right the unrightable wrong,
To love pure and chaste from afar,
To try when your arms are too weary,
To reach the unreachable star!
This is my quest,
To follow that star,
No matter how hopeless,
No matter how far;
To fight for the right without question or pause,
To be willing to march into hell for a heavenly cause!
And I know, if I'll only be true
To this glorious quest,
That my heart will lie peaceful and calm,
When I'm laid to my rest,
And the world will be better for this;
That one man, scorned and covered with scars,
Still strove with his last ounce of courage,
To reach the unreachable stars.*