



[illegible]

an: How good is caused by evil than by good. do what's right! Enlarge the native! Replicate the
the Human race! FOR WE'RE ALL ONE OF GOD!

9th: LISTEN CHILDREN ETERNAL FATHER ETERNALLY!
an: Free Speech is man's only weapon against tyrannical that denies free speech to some-always-finds-
guard free speech, brave! If ever one religion unites all mankind, it will be embracing all irrelevant
ever-loving, ever-recreating "Eternal God" and by ABSOLUTE NOTHING ELSE!" American
10th: Thank God we don't descend down from perfect Adam & Eve to sinful sinner, brother's keeper, divide
you! Thank God for that! Our brother's teacher of the Moral ABC, mason-tent-sandalmailed Haiti, taught C
on God's Spaceshipparfi, can evolve united, inspired-raised-trained-skilled-disciplined, guided lightning

11th: Essence, Chinese and other birth-control methods must reduce birth or Easter life overpopulation
12th: A great teacher, must first, a self-supporting handworker like the Aspen-Beech-Carnegie-Cousins
Zamenhof, or he'll turn our greatest teaching into spades, to bury our people! "All people," added Carpenter
teach the Moral ABC tent Rabbi Haiti taught Jesus, to unite the Human race in our Eternal Father's great
ple: Einstein's Rabbi Levey evicted us from his University Princeton "Hillel Foundation," when we asked "You
ABC" unites the Human race, in our Eternal Father's great ALL-ONE-GOD-FATHER Foundation!

13th: "Knowing full truth that unites the human race and not teaching all it is deadly guilt!" learned carpenter Je
only half-rightly assumed "Mara went 1644": One World Without Jews? To kill all Jews, 1648. The Communist Jea
for no reason, to teach the Moral ABC tent Rabbi Haiti taught Jesus, to unite the Human race in our Et
mankind, or not teaching. Astronomy's great ALL-ONE-GOD-Father, that with just 6 words eternally, were the AL
CHILDREN ETERNAL FATHER ETERNALLY ONE!" For one God's Spaceship Earth, with Bomb & Gun, were AL

Dr. Brommer passed away peacefully on March 7th of 1997. The business continues to be run by the Brommer family with no break in
Boys and Girls Clubs of San Diego County, California. Underprivileged children can now camp under the stars without sight of

All brave All! Who else did God "use" Children Eternal? Eternally One!
ABC's, the real Rabbi! I taught Jesus to unite all in All-One-God-Father. As teach
the great Messianic Message of the Messiah, Yahshua: "WE'RE ALL ONE!"
R R R ETERNALLY ONE!" Israel Moses-Buddha-Jesus-halved: "ONE! ALL-ONE!

more. Unites constructive-selfish, work hard, like Mark Spitz, perfecting first me,
me, you, him, her, us, them, it, and all others. All-Other-Than-Me: "I'm not
one!" All-One-God-Father, as teach the African Shophorah-strokeless
NONE! ABSOLUTE NONE!

not but classless, raceless, starving masses, never free nor brutal Only
be—beaver, less can reach the MORA, ABC'S ALL-ONE-GOD-FATHER, that
fatherly eternally one!" EXCEPTIONS ETERNALLY? ABSOLUTE NONE!

us or God, half-truth our enemy, hard work no exception, until our goal, free
followed, "All-Other-Than-Me," "I'm not one!" "I'm not one!" "I'm not one!"
& Israel: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!"

each day like a bird, perfect thyself! First have courage and smile my friend.
disappointments won't help. Help unite mankind, or we're wandering
ABC's of All-One-God-Father, lightning-like, free to free All-One (or me) All-One!

NO FLOWING AGENTS

NOV 17 10AM FOR 18 DIFFERENT USERS GUARANTEED
A HARSH SOAP & DEFRATTING SYNTHETICS. IT DOES NOT
OUTSTANDING WATER SAVING & CLEANING POWERS
COPEPPINGIN OILS & 100% VEGEATARIAN SUPER MILK
TO TEACH THE ESSENCE BODY RUB TO STIMULATE BODY MIND-
C-ONSTROMAN ISRAELS GREATER ALL-ONE-GOD-FATHI

REFILL FROM GALLON OR DRUM AT STORES! OK!

Enjoy only 2 cosmetics, enough
sleep & Dr. Bromer's 'Magic
Soap' to clean body-mind-soul
spirit instantly uniting One! All-
One! Absolute cleanliness is
Godliness! For facial packs, scalp
& soothing body rub, add dash on
bath towel in sink of hot water.
Wring out. Lay over face & scalp.
Massage with fingertips. Repeat 3
or 4 times 'I am, legs & all are
rubbed, always towards the heart.
Rinse towel in plain hot water.
Massage again. Breathe deeply!
Life is Wealth. Within 9 minutes
you feel fresh, mind-clean, saving
90% of your hot water & soap,
ready to help teach the whole
Humanrace the Moral ABC of One-
God-Fathi! For Male All-One or
none! ALL-ONE! ALL-ONE! ALL-

WE'RE ALL ABOUT
DILUTE: NO SAVING
CASTLE NEW SPHERE
CUT OUT BUT
EVER USED
SOUTHERN
THE SHEPHERD
CONSERVE



The whole world
is Citizens! We're
Father is our only
ONE OR NOW!

with the Moral ABC's ALL-ONE GOD-FAITH, that lightning-like unit
"WE'RE ALL ONE OR NONE/EXCEPTIONS ETERNALLY: NONE!
ang-explains: Full-truth, our only God, unites all mankind brave, 170 men
's founding father, Thomas Paine, 8 books suppressed since 1793
saver, Thank God! United, hard-working, trained brave, from dust we ascended
-like by a new birth Without it . . . we destroy God's Spaceship Earth!
Don't destroy God's Spaceship Earth!

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WE'RE ALL ABOUT DILUTE: EASY TO UNDERSTAND, EASY TO LOVE. THE SHEPHERD'S CASTLE HAS NO SUNDAY PREFERENCE. OUR SOUL-SPRIT IS EVER-USED BUT NOT OVERT-USED. 100% BIODEGRADABLE!

THE SHEPHERD'S CASTLE
NO SUNDAY PREFERENCE

WE'RE ALL ABOUT DILUTE: EASY TO UNDERSTAND, EASY TO LOVE.

There are brave souls who dare to sweep the old earth's sins and that great night, with other in the Love, evolving man above

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**THE MORAL ABC, INTRODUCED BY KIPLING'S
"F" & SOAPMAKER BRONNER**

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MESSAGE ON A BOTTLE

by Dmitri Siegel

In the late 1940s Dr Emanuel Bronner started making organic soap in a small apartment in Los Angeles. He had several distinct advantages in this endeavor: he had been certified as a master soap-maker under the rigorous guild system in his native Germany, he came from a family with a tradition of high quality soap-making stretching back three generations, an excellent knowledge of biochemistry, and a prescient understanding of the commercial potential for organic products. He had several disadvantages as well: he was not really a doctor, he had recently escaped from a mental institution, and he was primarily interested in the soap as a means of distributing his vision for 'uniting spaceship earth'—the details of which he planned to print on each label. His unusual business plan was to design a product that could sell the package—in his words, "The soap is just the messenger!"—rather than a package that could help sell the product. Bronner died in 1997 but the Dr. Bronner Soap Company (which is still run by the Bronner family) has annual sales topping \$10 million. The six labels that Bronner wrote, which contain over 30,000 words of his moral and spiritual musings, can be found in millions of homes all over the world. How did such an impractical idea lead to such a successful product? Part of the answer is design; bad design.

Bronner's philosophy can be summarized fairly accurately by the refrain 'All One!' which appears more than fifty times on the label and which he often chanted to the rhythm of Beethoven's 5th Symphony. But brevity was not among Bronner's advantages. The peppermint label alone contains over 175 lines that elaborate on that core idea—175 tightly leaded, justified lines of white Helvetica Bold knocked out of a colored background. As a piece of graphic design it violates just about every rule of legibility. The 36-word line length (that's words, not characters) would be difficult to read on a flat surface, but wrapped around a cylinder it is a

recipe for dyslexia. The tight leading and knocked out type create impenetrable blocks on the blue and green labels, disappear entirely on the light blue bottles, and create a headache-inducing buzz on the orange label. The writing's odd syntax and occasional lack of coherence don't exactly reward close scrutiny but it is the design that truly frustrates comprehension. Is it possible that this poor typography was instrumental to the success of the soap?

Dr. Bronner's soap was not initially successful. He struggled through the 1950s and early 1960s producing a product and a message that no one seemed to want. In fact Bronner's son Ralph urged his father to change the name of the soap to 'Mint Glow' and market it like any other shampoo. But in the late sixties the culture caught up with the soap and the hippie movement embraced the product both because it was organic (a word that hardly even existed at the time) and because it was cheap. Bronner's All One God Faith also found some traction at that time. He appeared in the Jimi Hendrix movie *Rainbow Bridge* ranting about the evils of water fluoridation and nuclear weapons. This blend of spirituality and paranoia found a receptive audience in the same Southern California counter-culture that Charles Manson would later inhabit. This initial period of success made the company profitable and established a small but loyal customer base that could sustain a small staff.

But it wasn't until the late 1990s, when organic and all natural went mainstream, that the soap found a wide market. Sales grew 20% in 2002 alone. In this second wave of growth, the details of the Moral ABC's were probably not a great selling point. For one thing Dr Bronner had passed away, but perhaps more importantly, this was a consumer revolution not a social one. By the early 2000s people were more likely to self-identify with a supermarket like Whole Foods than a guru. Today if a customer read the label in the shop they would probably not feel a great deal of faith in its maker from phrases like, '... Mark Spitz-arctic owls-penguin-pilot-cat-swallow-beaver, bee ...' And they would probably not be motivated by the graphic description of how to practice 400 year-old Essene contraception techniques with butter and 'juicy lemon pulp'. But if that same customer took the soap home without reading the label, she would be rewarded with an excellent product. The 200-year-old castile recipe that Bronner

inherited yields a truly versatile and elegant soap. Eventually, the customer might struggle through a few lines of text in the shower, but at that point the message is experienced in light of the product. The curious mixture of utopian rambling and folk remedies are kind of endearing when you are standing naked and lathered in the bath. This had a paradoxical effect on Bronner's goal: his message is not communicated effectively on each bottle, but it is more widely distributed because of that poor visual communication.

Dr Bronner was deeply inspired by Thomas Paine (who he quoted both liberally and inaccurately on the label). From Paine he learned the power of print as a means of distribution. But he was not particularly conscious of design as a means of targeting that power. Instead he obsessed over the wording of his message, constantly tinkering with 'the Moral ABC's' as he called them. Ex-employees recall being awoken in the middle of the night by phone calls from Bronner, commanding them to come to the office so he could change a single line of text on the label. This zealous concern for language led to the purely typographic design of the bottle, and it explains why he stuck with the design even as the soap was embraced by a countercultural clientele who might have preferred a leafy peace sign to the word itself. The label has been described as an example of 'outsider design' akin to outsider art and there is some truth to that idea. Bronner was not trained in the visual arts and in fact was completely blind by the mid-1970s. His design of the label was motivated entirely by his beliefs. For example, he chose the blue and white palette of the peppermint label as an expression of his support for the state of Israel. Ironic that this Zionist gesture could lead to a graphic identity so similar to that of IBM and Ford—companies that collaborated with the Nazis. Does that say something about the arbitrary nature of design or the arbitrary nature of ideology?

Generic packaging, which used the surface of a product as a medium for information was certainly familiar to Bronner. He realized that the lists of ingredients and directions for use on these products could be replaced with a spiritual message of global importance (at least to its author). Bronner recognized packaging as a means of distributing information that might have only a tenuous connection to the product itself. You can see the influence of this insight clearly in the health food and organic market he helped to

create. Tom's of Maine includes a feel-good story on their toothpaste, aphorisms greet you as you open your iced tea, Ben and Jerry use their ice cream tubs to tell you about their charitable giving, and so on. The supermarket is crowded with these variously sincere and cynical attempts to connect a product to abstract social virtues. Even water claims to have an ethos. But none take the gambit as far as Bronner. The soap is evangelical in a way that could never be confused with strategy. He even refused to sell the soap to vendors who weren't interested in the Moral ABC's.

Coating a product in text has become a common device in the cosmetics industry. Comme des Garçons, Malin+Geertz, and Paul Mitchell are just a few brands that use this design strategy. A label stuffed with text is authoritative and scientific. (It's kind of sad that 'modern' typography (read: Helvetica) can still evoke a sense of authority, but it can.) Taken out of context the idea of scientific soap is a bit absurd but this is a typical design gesture: make something simple seem complicated. The text on these products usually consists of detailed ingredients lists and complicated instructions for use, that liken moisturizing to a science experiment. The dense text is a kind of added value, alluding to an army of researchers behind every bottle. The Bronner label brilliantly misuses this visual language. It employs a rational scientific visual language for a spiritual plea. Intentionally or not, the mystical message Dr Bronner was so eager to distribute is camouflaged in the dispassionate objectivity of scientific fact. If the design of the label reflected the content of the text (as designers are trained to believe is so important) the product would not have been so readily embraced by the high-end consumers who see shopping organic as a status symbol more than a political choice. Now there are dozens of eco-conscious brands that embrace minimal rational design, the Bronner label did it first and almost completely by accident.

Of course, questions about the appropriateness of the design or the finesse of the typography are only relevant if one accepts the idea that there is a connection between looking good and being good. Bronner's soap is an excellent product and that alone probably accounts for most of its success. But there is something more. The company he created embodies the message on the bottle. The soap

is produced in one of the most environmentally conscious manufacturing facilities in the United States and the company has stayed at the forefront of an organic movement that has exploded around it. Dr Bronner's Magic Soaps pays a living wage (no employee makes less than \$42,000 a year and all received bonuses of \$15,000 to \$60,000 in 2004). Company policy caps executive compensation (total compensation, not just salary) at five times that of the lowest paid employee. Dr Bronner's Magic Soaps pioneered a gravity-driven bottling procedure to reduce energy consumption and still sells the only bottle on the market made of 100% post-consumer waste. The Bronner family (Ralph in particular) dedicates much of their time and over 20% of their profits to charitable causes (in 2003 they gave 50%). The spirit if not the word of the label is alive and well in the Bronner soap Company and has touched the lives of thousands of people over the years.

Dr. Bronner's soap label is only a quirkier than average example of the paradox at the heart of all graphic design. The practice is often described as visual communication, but it almost always involves mis-communication as well: whether it is making toothpaste look 'noble', making complicated things look simple, or making a passionate manifesto unreadable. This is not to say that graphic design is responsible for the dialectic of cost and benefit that lie at the heart of commercial distribution—miscommunication is simply its impoverished response to a system beyond its control. Fortunately in this case miscommunication helped create a successful product and a company that deserves that success.