

# **The Osteopathic Physician**

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# The Osteopathic Physician

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Volume XL

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Number 4

## Low Table Technique

### Doctor Still's Lesion

Earle Willard, D. O.

II

The facts presented here have to do directly with the backbone lesion discovered by Dr. Andrew Taylor Still.

And I want to remind the reader that they were published and widely circulated nearly a decade ago, but were neglected by the osteopathic profession. The facts have received favorable comment, however, from the best known medical authority on the spine while rival schools of spinal therapy have made free use of them in advancing the cause that osteopaths should have furthered.

#### RESEARCH OVERTURNS PROFESSIONAL TEACHERS

It is the history of the medical profession and it is the history of osteopathy that the leaders and teachers of the profession never accept new discoveries until forced to do so. The conservatism that has kept osteopathic teachers from accepting these facts is the same non-progressive spirit that pervades colleges and universities everywhere, keeping them a decade or more behind scientific development.

But what are we going to do about it—let the conservatism of the past hold us back while progressive competitors make practical use of the discoveries made in the osteopathic profession? That is exactly what the profession as a whole has done with the best there is in osteopathy, namely, spinal adjustment. That is exactly what it has done with many other worth-while discoveries made within its own ranks.

#### PROGRESSIVES HOLD TO ADJUSTMENT

The progressive osteopath, however, is fighting for the advancement of osteopathy—not along the lines of refined, modernized massage and manipulation, but in accordance with the principle of body adjustment first enunciated by Doctor Still.

And in approaching the true facts of the spinal lesion, several quotations from leading newspapers are given, as they contain certain important matters that the profession has overlooked.

#### PERFECT SPINES MERE IDEALS NOT FOUND IN LIFE

The following comment was made in 1912 by the Philadelphia Record, one of the leading newspapers of the Quaker City:

"As Dr. Earle S. Willard has devoted twelve years of research to his theory that a perfect spine is not a normal but an ideal one, and has in the course of his studies examined over 3,000 healthy spines, he has ample ground for the definiteness of his conclusion. His theory will revolutionize present methods of osteopathic diagnosis. While osteopaths have recently been gaining ground in the confidence of the public,

according to Doctor Willard they have been working in the right direction but from an erroneous starting point."

#### MY VIEWPOINT WIDELY PUBLISHED

Also in a full-page illustrated article of mine entitled "How is Your Back?" the same subject is presented. The article was copyrighted by



Dr. Geo. A. Riley  
H. R. H. Mrs. Haakon  
King Haakon of Norway

the Star Publishing Company, December 1, 1912, and published in a number of leading newspapers throughout America. Here is an excerpt from it:

"The medical profession has dreamed of a perfect backbone. It has idealized the bony structure that supports us erect, as a succession of twenty-four bones at equal distance apart, and of the same formation on both sides, and equally

distant from the middle of the body. The medical profession and all those who have this concept of the so-called 'normal spine' have idealized our twenty-four vertebrae. There is no such human spine as they picture.

#### THE SPINE PERFECT AT BIRTH

"It is an interesting and significant fact that at birth the vertebral column is practically free from architectural imperfections, those of mal-conformation. Indeed, at the beginning of life the column is theoretically normal. In external appearance every healthy infant's spine conforms, or nearly conforms, to an established type. However, as soon as the voluntary contractions appear in the spine, that is, when the child begins to walk, certain of the vertebrae become malformed and the spine as a whole grows mis-shaped.

#### DEFECTS DEVELOP IN EVERY SPINE

"The noticeable defects of the spine are these: "The mid-spinal line, that line that is equally distant from both sides of the body, is a line as imaginary as that which marks the equator. Some tips of the spine will surely lie to the right or left of this line.

"Some of the spinous tips project farther outward from the spine than others. They project too far backward; that is, they seemingly protrude from the column of the vertebrae.

"Apparent gaps in the distance occur, usually in the dorsal region, that is, that part of the spinal surface between the shoulder blades and just below. This gap, indeed, often gives the appearance of a spinous tip missing.

"Certain spinous tips lie too close together.

"The junction of the ribs with the spine is not always the same upon each side of the spine.

"Upon pressure the sides of the same vertebrae do not project equally upon each side of the spine.

"These are faults, one or more of which appear in every spine. No human spine is without them."

#### THE RESTATEMENT OF FUNDAMENTALS ACCEPTED

Now the foregoing facts were first announced to the osteopathic profession at the annual meeting of the American Osteopathic Association in Detroit, Mich., July 30, 1912. I presented them under the caption, "Every Human Spine Deformed," offering a restatement of osteopathic fundamentals that was accepted without one word of protest from the fifteen hundred osteopaths assembled there. The data submitted at that time was published in the September and October AOA *Journal*, research numbers for that year. Also the Kirksville, Missouri, *Journal of Osteopathy*, the official organ of the parent osteopathic college, published my researches. The editor of the *Journal* made highly commendatory comment upon them.

#### ANNOUNCEMENT CREATES A STIR

As to my Detroit address, the Detroit *News* of July 31, 1912, printed nearly two columns from it under the sensational headline, "Osteopath Makes Attack on School's Accepted Theory." The following are some of the matters reported:

"That the spine of the athlete is more misshapen than the spine of a confirmed invalid

Do You Want to Become a Stockholder in the Bunting Publishing Business? It's your opportunity. See Page 3.

was the statement made yesterday by Dr. Earle S. Willard of Philadelphia, professor of principles and practice of osteopathy, in an address before the sixteenth annual convention of the American Osteopathic Association at the Hotel Pontchartrain. In the course of his remarks Doctor Willard made a number of statements that created quite a stir in the profession.

#### SPINAL MOBILITY THE HEALTH CRITERION

"Mobility of the spine is the chief criterion of health," he said, "a spine rigid in any of its parts is almost invariably associated with disease or disability."

"Doctor Willard then described the examination of thousands of spines of healthy persons, day laborers, sailors, soldiers, merchants, mechanics, athletes, men and women of leisure, Indians, Africans, Phillippinos and others, covering a period of twelve years, and then said:

"There is no normal human spine. Every spine examined, whether in the old or young, in healthy or unhealthy persons alike, presents obvious and often marked defects both in construction and configuration. As to the curvatures in the different regions of the spine, so greatly do they vary in every healthy individual that it is impracticable to term any curve a normal curve."

#### MAL-DEVELOPED VERTEBRAE ARE LESIONS IN MAKING

"Doctor Willard further asserts that *the specific defects found in every healthy spine mark weak points or areas; and that the mal-developed, mal-formed vertebrae, that disfigure the back, may some day become the seat of active spinal lesions.*"

But instead of going deeply into the anomalous structural development of the human spine, the osteopathic profession has given the matter nothing more than superficial investigation. Today the osteopathic authority on the spine warns his colleagues against "the bent spinous process." He tells us that he himself was once deceived by it, so he warns us that we too may not be deceived; that we too may not base our diagnosis of a spinal lesion upon indications found in as symmetrically developed vertebrae.

#### NATURE SETS NO TRAP FOR LESION DIAGNOSTICIANS

But as I pointed out, first in the March, 1909, AOA Journal, and later in the September and October, 1912, issues of the same official publication, nature has not set a trap for the true exponent of the vertebral lesion. On the contrary, nature has set danger signals to warn us all. For, to repeat, for emphasis, *the mal-formed, mal-shaped vertebra marks the exact spot where an active spinal lesion will sooner or later develop and implicate the nervous and organic system.* But the osteopathic profession neglected to make any practical application of my findings at all.

#### MEDICAL RESEARCH SUPPORTS OUR FINDINGS

And so it has happened that an eminently qualified medical authority is verifying my findings. He has proved in every cadaver dissected that my research work was practical and sound. I refer to Dr. Henry Winsor, medical graduate of the University of Pennsylvania, and for eleven years special dissector for *Piersol's great Text-book of Anatomy.*

Doctor Winsor has dissected and observed in detail the various vertebral lesions as they actually occur. He has dissected each individual vertebra in a number of spines, noting carefully and thoroughly the associated organic disease from which the victim suffered. And in every cadaver dissected, without exception, the diseased organs are related physiologically to diseased, *misshapen*, lesioned vertebrae. While the nervous connections of the healthy organs trace back through direct or reflex pathways to vertebrae that are perfect, that is, symmetrical in their conformation. But as already stated, *every diseased organ traces back through its spinal connection to a mal-formed, mal-developed, lesioned vertebra or vertebrae.*

This is indeed significant and is a clear vindication of the position I have all along maintained. Doctor Winsor's researches and my own findings may be summed up in the following definition of a vertebral, spinal or osteopathic lesion—the lesion discovered by Dr. Andrew Taylor Still:

#### DEFINITION OF DOCTOR STILL'S LESION

*A vertebral lesion is any involvement of the inter-vertebral tissues, usually accompanied by tissue perversions immediately adjacent to the spine, that sooner or later becomes active through subluxation or other causes and initiates, augments or maintains functional disturbance or disease.*

*And in the lesioned vertebra itself, through gradual mal-development, a characteristic, a symmetrical conformation obtains. In comparison with healthy or normal vertebrae, it is a*

*deformed bone. This fact is of over-crowning significance.*

#### PRACTICAL CONCLUSIONS

It is all important to keep this definition in mind, and if the osteopath will not lose sight of it, he will not fall into the error of manipulating the muscles and moving the patient's body this way and that, in lieu of specific corrective treatment. It is because basic truths have not impressed themselves upon the mind of the profession that much of the general treatment, now in vogue, is due.

Therefore let us clearly understand the morbid changes that characterize an osteopathic lesion. For then, and not until then, will we appreciate the fact that direct leverage with speed, not only conserves time and energy, but also corrects the spinal condition in the safest and sanest way.

(To be continued.)

## The Carberry-Feathers Controversy

### "What Did Feathers Do?"

"You were telling me how you size up this chiro situation, Feathers," said Dr. Carberry as the two sat in the smoking compartment of their sleeper bowling along the return trip from the AOA convention. "You interested me, too."

"I know I did, Car—I can work a charm on you any time I want to, and on any subject," Dr. Feathers bantered back.

"What is it?"

"Why, just begin to talk myself—on anything, most, and it always inspires you; it gives you great delight, you know, to save me all that trouble and finish up my speech for me."

"Quit your chaffing, Aesculapis, and tell me what's on your mind. I'll listen to anything—even a proposition to lend you wisdom—or money."

"Well, seeing as you borrowed five from me to pay for the dinner," retorted Feathers, "forget money for the nonce, my financial friend, and finish up that speech I was making to you about chiropractic, at our last pour parlor."

"I thought we finished up that subject—cleaned it all up—disposed of it," mused Carberry.

"Not by a jug full—at least, not in *my* town where there are four chiros busy at present," chortled Feathers.

"Well, man, what of that? They're a good living advertisement for your own practice—the best yet," Carberry said persuasively.

"Not *my* practice," Feathers objected.

"Now be reasonable, boy. It is purely of your own choosing if it isn't. I advised you to advertise the science of osteopathy extensively in your town when you first went there, nine years ago—didn't I?"

"You did."

"And you wouldn't. You refused to advertise."

"Well?"

"You said cured patients were a doctor's best advertisement. You had read that somewhere. You didn't think it out for yourself. As osteopathy and yourself were both new in those parts and as patients were scarce, you didn't enjoy a great deal advertising by your chosen medium. Result: The community learned darned little about osteopathy."

Carberry puffed a bit harder at his pipe as if forcing the draught of his recollections.

"Then, after you had been there about four years, Fluffy, you complained again to me that you couldn't buy a suitable home on time because the chiros coming in were making such inroads into your practice that you couldn't save enough out of your monthly income to meet the installment payments—"

"Well, that's just what I'm objecting to now—

after nine years," broke in Dr. Feathers. The situation hasn't changed much—except, may be, to get a bit worse. I haven't bought a home yet, and there are four husky chiros doing business in my town. Now what are you doing—roasting me? Rubbing it in on me for a situation I can't help?"

"Say, rather, for the situation you obstinately created," resumed Carberry. "You are merely lying in the bed you made for yourself. I again urged you three years back to get busy and advertise osteopathy in your community before it was too late. Do you remember what you answered?"

"I couldn't afford the expense then, either, and I said so plainly."

"Exactly. Patients alone had not done enough advertising to put osteopathy on the map in your town in the face of active chiro propaganda; there was not enough new demand being created for your services; the chiro ebb and flow had brought your competitors up to four permanent chiros; your picking was almost as lean as in your second year of practice, despite the fine grade of work you did for your cases; and you could not spend \$50 or \$100 a month for advertising, to retrieve the day for you and for osteopathy, you said, unless your family quit eating! Right there you consented to rout. You deliberately took the count. You floated down stream with the current. While I feel much worse for the cause of osteopathy in your town. And, you remember, I even offered to stake you for several hundred dollars, to pay your first six months' campaigning, if you would let me lay out your publicity work."

"You did, Car, but I couldn't accept. I couldn't borrow money to blow and go in debt that way—not in justice to my family."

"Well, old pal, there are no lesions as tremendous as mental ones, and your logic hasn't two joints in it in normal relationship. In justice to your family, to your own professional status and future income, and in justice to the reputation of osteopathy as the pioneer system of adjustive therapy in your town, you simply couldn't with sanity refuse the \$500 I offered to loan you at 6 percent, with the agreement to pay it back whenever you felt able. You simply *couldn't* refuse to borrow and use this sum to save your professional bacon—but you did! You rejected it; I still have my \$500; and chiropractic has your practice and territory. They own your town. They took it away from you after you had gotten it fairly started your way and they did it—not by healing, but by advertising."

"Do you call it kind, Carberry, to rankle a wound in a fellow's heart that way?"

"The kindest thing I can possibly say or do to you, Feathers—as sure as I'm a foot high—for if this goes on another year or two you won't have money enough to come to conventions. I don't know how you made it this year. I'm preaching the living gospel of success to you while I've got the chance for next year you may not make the usual trip with me."

Painful silence. Carberry wondered if Feathers' false pride would make him end so distressing a discussion.

"What is your advice—do you want me to borrow your \$500 now and jump into the advertising game?"

The recoil surprised Carberry.

"No, not exactly—you've lost the chance to put osteopathy on the map in your town now at any such figure. You would have to spend \$1,000 the first year or I'm no judge of strategy. Once you could have preached osteopathy very inexpensively in your virgin field. You had no opposition and nothing to undo. Think of it, man, you were the pioneer adjustive healer in your three counties! Thirty dollars a month invested—in intelligent publicity then would have been like *fortune insurance* for you.

"Then the chiros came. Of the ten or fifteen who roamed through your community four have remained and taken root. Of these four, how many advertise?"

"All of them advertise, more or less, but two of them keep it up to beat the band."

"You're the 'band,' Fluff—what do they use?"

"Both the newspapers and many thousands of pamphlets. Besides they keep the newspapers full of alleged news about chiropractic and themselves all the time."

"Naturally, town newspapers have a way of being quite fond of their active advertisers and they always give them the best of it. Now, do you see what you're up against?"

"Well, I think I do, all right—but may be I'm wrong, at that. What am I up against?"

"Simply this: You've now got to overcome all the cumulative advertising impression that these four chiros and several others, now departed, have made on your public throughout six or seven years; you've got to change the common misapprehension which exists in your town, due to chiropractic's published falsehoods, to the effect that chiropractic is exactly what osteopathy is and has been from the beginning, and to the effect that osteopathy is something else. Some job, boy! A historic lie that has been propagandized until it becomes ingrained as popular belief is a mighty hard thing to correct. It takes work. It requires time. It costs money. I may add, it demands brains, too."

There was another pause. Feathers' serious look slowly gave place to the winsome smile characteristic of his gayer moods.

"Well, then, what's the answer for me? Pronounce sentence, your honor—the prisoner at the bar pleads guilty and asks clemency because of mitigating circumstances. The prisoner confesses that he is financially embarrassed, tee-to-tal-ly discouraged. Have a heart, your honor!"

"The court pronounces its decree: You can do any of four things; take your choice.

"You can quit practice and call yourself whipped.

"You can go into a new field and begin all over again and build up such fame and good will for osteopathy by vigorous, comprehensive, intelligent, ethical advertising backed up with your characteristic good professional service that nobody—chiro, medic, saint or devil—can ever take the field away from you.

"You can turn chiropractor and feed off the demand that your competitors' advertising has created at the expense of osteopathy and our friend Feathers.

"Or, fourth and last, you can accept the tremendous advertising handicap laid upon you by beginning at this late day; you can jump in

and advertise osteopathy as the pioneer, original, only-well-based educationally, safe and sane science and art of healing by adjustment; and you can keep up this program until you make it stick with your general public and until they come to know the real situation. Now which will you do?"

The steel gray eyes of Carberry fixed steadfastly upon Feathers further emphasized the question.

"Will it please the court to allow the prisoner time to reflect and advise with counsel?" said the challenged Feathers.

"Time is granted. You've taken nine years to it already, Fluffy, and four or five minutes more won't make much difference."

"Now, Car, cut this judge stuff," said Feathers endearingly, "and speaking now as my lawyer—what shall I do? What *must* I do?"

When embarrassed, Feathers had an adroit way of playing back the ball in this way faster than Carberry could return it.

"The court, in turn, requires time to review the evidence before making answer," Carberry said sententiously. "Climb into your upper, boy, and go to sleep if you dare, and maybe by morning I may have something concrete to suggest to you."

Feathers demurred mildly. Carberry was insistent, so he stood up to go.

"But I want you to know, Fluffy," continued Carberry, "I don't take you seriously; I don't expect you to take my advice—or anything else except ease, and plenty of time to procrastinate; I don't expect you to reform and ginger up; and if I didn't so highly respect your ability as a good old-fashioned, Simón-pure, ten-fingered, A. T. Still osteopath I would wash my hands of you entirely and advise you to turn chiro and let the "b. j." bunch in your burg do the advertising for you and drum up the practice to keep you busy, for you are clever enough as a technician to beat them out a hundred ways. Go to bed now and I'll sit here and smoke a bit before I roll in. Maybe it'll come to me."

"What?" asked Feathers innocently.

"Your horoscope, you boob! If it wasn't that I like you to fix my back for me once in a while, durned if I would worry about you, at all. I don't do it merely out of old friendly affection—mind that, but it intrigues me to study the case of a man who is potentially a great doctor yet likewise such a great failure as a business man that he scarcely gets a chance to function as a physician.

"You know, I can't help thinking," Carberry went on after a pause, "that I've got business brains enough for both of us. But what puzzles me is, how little good you seem to derive from the trophic influence of my best corticle cells working over-time for you!"

"There must be a block somewhere?" ventured Feathers.

"There is," said Carberry with a show of authority—"here!" tapping Feathers solemnly on the forehead.

"Car, I couldn't get along without your eloquence, old top—it's bread and meat to me. Honest, boy, you're a wizard."

"I know it," said Carberry, "I'm great. Still, you don't respect me, or obey my bidding. Now slough off and let me think a bit."

"Well, good night, old man."

"Night, Fluff."

And Carberry filled his pipe again with fragrant Edgeworth and settled down to solve the problem of pulling his old classmate out of the perdition into which he had fallen.

(To be continued)

WHAT DID FEATHERS DO?

Ten dollars cash for the wisest answer. The *OP* will receive postal or letter "solutions" of this difficult situation into which Dr. Feathers had fallen, and will pay ten dollars to the osteopath who divines, or reasons out, the best answer. The author has a tentative "plot"

Buy Now at \$100  
Cash in Later at \$105

and draw 8% per annum in the meantime. That, in a nut-shell, is the story about The Bunting Publications' Preferred Stock Shares.

¶ There are other good features too, such as ample security, preference as to assets and dividends, capable business management and the use which will be made of the funds.

¶ Our osteopathic friends will be directly interested in the latter, because it affects the benefits which osteopathy will reap from the high-class publicity produced in our plant.

¶ 33 1/3 of this issue of Preferred Stock has already been sold. Make up your mind to further osteopathic publicity by loaning capital to the profession's publishing house.

¶ Let us tell you more about this excellent stock. Fill out the blank and mail it in. Its receipt by us will start information on its way to you, but you will not be obligated in any way until you commit yourself further.

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in his mind which represents merely his own idea of the correct "solution." But a committee of three associate editors of *The OP* comprising Dr. William E. Waldo, of Seattle, Dr. Henry Tete of New Orleans and Dr. M. C. Hardin of Atlanta will review all the "solutions" offered by *OP* readers and by vote will decide which one is the very wisest. The writer of it will receive the prize of \$10 and his "solution" will be printed at the finish, along with the author's original "solution."

If the committee cannot agree as to the superior merit of two or more "solutions," \$10 will be paid for each of them.

Can you tell on a postal how it should be worked out?

A lot of the best solutions offered to this "mystery story" (just beginning in *OP*) as well as the prize winner's plan are to be printed in these pages. If you possess the necessary wisdom and experience in practice how can you make \$10 easier and pleasanter? Give us your judgment of the situation.

What did Feathers do?

What could he do?

What should he do?

What would you do in his situation?

Is Dr. Feathers' case a mere fable? Or are there hundreds of others of "the best people on earth" bearing the D.O. degree who are in the same dilemma?

\$10 for the best answer and all the most interesting "solutions" offered will be printed in these pages. Watch for them.

"What did Feathers do?"

### Wisconsin Osteopaths Without Restriction

[By the Associated Press]

Madison—Osteopaths in Wisconsin who have satisfactorily passed the authorized state examination in surgery are entitled to practice without restriction, Attorney General Morgan tells Dr. J. M. Dodd, secretary of the state board of medical examiners today, in an opinion.

Question had been raised as to the kind of license to be granted osteopaths who had successfully passed the examination. The attorney general says that it is not necessary that the applicant shall have gone through the regular internship provided he has presented a diploma from a reputable college of osteopathy and surgery, and has passed the prescribed examination.

No member of the board, or the board in general, can arbitrarily withhold from any applicant a license when the conditions prescribed by statute have been complied with, the ruling says.—*Oshkosh Daily Northwestern*, Sept. 26.

### Inertia

A man who has been in Montana some years met a man who has been here but a short time, and the following post-convention conversation followed:

Old Timer: "Go to the convention?"

New Man: "Yes."

O.T.: "I couldn't get away."

N.M.: "Neither could I—but I went!"

And at that convention we had Drs. Geo. A. Still, Virgil Halladay, T. J. Ruddy, J. H. McManis, Roberta Wimer-Ford, M. E. Church of Calgary and Ghostley of Edmonton. "Couldn't get away." How could he stay away?—*W. C. Dawes, D.O., Bozeman, Mont.*

### Osteopaths Beat Regulars in Test

In the *Journal* of the American Medical Association for August 7, 1921 (page 726) are these facts about the written medical examination held in Colorado April 5, 1921.

There were eight subjects, including eighty questions. An average of 75% was required to pass. Of the twelve candidates, eight passed and four failed. Of the twelve, seven were medical graduates, of whom three passed and

four failed. All five osteopathic applicants passed.

The average grade made by the medical applicants was 70%. The average made by the osteopaths was 81%. The lowest grade made by an osteopath was 76.6%, while only one medic made a higher grade than 75.7%. No medic made a higher grade than did the highest osteopath.

The highest grade was made by Dr. Fred E. Johnson, a graduate of the American School of Osteopathy in the June 1921 class and the next two highest grades were also made by ASO graduates.

Unofficial reports from the Colorado July examination show four osteopaths taking the board, all passing.

Enough said.

### "Osteo Path" New Highway's Name

The new Quincy (Ill.) Trenton (Mo.) highway running through Kirksville has been christened the "Osteo Path" out of recognition of Dr. A. T. Still's work and its meaning to mankind. This clever name was suggested by three persons so the \$25 prize is divided among them. Herb Swaney, Doc Az Stookey, Chas. Matthews, Herman Herboth and S. W. Arnold were the committee who named the highway.

### What to Stress

My observation is that the we need "more osteopathy and less medicine and rubbing."—*F. P. Wood, D.O., St. Louis, Mo.*

# The Osteopathic Specialist

in

## Diseases of the Ear, Nose, Throat and Eye

An incomparable brochure, designed for the use of both the specialist and general practitioner of osteopathy.

This brochure was written in the main by Dr. J. Deason and Dr. T. J. Ruddy, assisted somewhat by *HSB*, and has been read over and heartily approved by a number of our leading specialists, including Drs. C. C. Reid, H. J. Marshall, J. D. Edwards, W. J. Siemens, K. L. Seaman and others.

These men all say it is a very fine and very serviceable production which has the charm of being *equally* usable by and useful for the specialists in our ranks, and the rank and file of our general practitioners who stand behind our specialists. It will build up confidence for the whole profession by enhancing the respect due osteopathy and will work to retain within our profession multitudes of our patients who now pass over to the medics when they require specialism.

Shipping orders are being accepted for this great campaign number. It is ready to ship in bulk or mail to your list. Already more than 50,000 copies have been ordered in excess of regular edition. They are ordering it in lots of 1,000. Will you use a thousand also?

## The BUNTING PUBLICITY SERVICE for OSTEOPATHS

Waukegan

Illinois

# EFFICIENCY in PRACTICE MANAGEMENT

## The Efficient Osteopath

Dr. C. C. Reid, Denver, Colo.

VIII

### Expenses Not Usually Considered

(Continued)

#### Publicity

Last month we completed our discussion of the equipment of the office or rather the lack of equipment, showing the greatest expense lying on the side of not being properly equipped. This month we discuss inefficiency as applied to publicity.

*First. The inefficient osteopath does not realize that osteopathy is not understood.* Or, if he does, he does not care enough to try to remedy the condition in any intelligent way. He goes along year after year in his work associating with people, treating patients, and doing much work perhaps in the church or in lodge or in civic movements; yet few people know any more about osteopathy after years of association with him—not even some of his patients.

On the other hand, there are osteopaths who keep continually before their mind that people do not understand osteopathy and they are laying plans all the time to educate them into the great reform which osteopathy has to offer.

*Second. He uses little or no educational propaganda.* Some osteopaths seem to think money spent for educational literature in the promotion of osteopathy in their community in order to make people intelligent is money wasted or thrown away, so they skimp on the use of educational literature. In saving along this line they are very apt to find it expensive in the lack of business which they fail to have and the many dollars which they fail to receive from rendering a better service to the public.

*Third. Lacks congeniality, poor mixer.* Some doctors seem to be so constituted that they should work on a salary. They do not know how to be congenial. They do not know how to mix well with people. They cannot impress their personality upon people in general. The chief reason is that they have never made a very definite effort. This quality can be cultivated a good deal. One who cannot or will not cultivate geniality should work for some live wire on a salary. He would do better and be happier.

*Fourth. Lack friends among the profession.* It is very unfortunate that so many osteopathic physicians do not attend conventions—national, state, or in their own city. They do not seem to care for the friendship of their confreres.

This is practically all a matter of psychology. If one knocks his professional brethren, says unkind things about them or thinks unkind things in regard to them, he is very likely to be unfriendly with them when he meets them. This is a great source of loss to one who is built that way, in friendship, in satisfaction in life, and in finances.

*Fifth. He renders no public or co-operative service.* He will not join with his professional brethren in running clinics, takes no part in their co-operative movements, will have nothing to do with them in consultation or other professional ways. He renders no public service, does not belong to the commercial bodies of the city nor civic organizations that have an object of building up the local community. One who is disconnected with all these movements is usually disgruntled, his psychology is bad, his altruism suffers, his personality runs low

and the general public is not impressed with him or his profession.

*Sixth. Does not lecture or talk about health topics or explain osteopathy.* Much can be done along publicity lines by lecturing before high schools, clubs, parlor crowds, or any other aggregation of people that may give him the opportunity. He does not explain osteopathy to his patients as he should by word of mouth or literature. This is a source of great loss to one who fails to take advantage of situations of this kind.

*Seventh. Fails to make his patients into boosters.* Education of the patients, geniality with them, optimism, carefulness in work, and harmonious relations will make patients coming into the office, boosters when they get outside. Many of our physicians fail to take advantage of these great opportunities, which failure is a source of expense.

*Eighth. Takes no part in co-operative work with other doctors on publicity.* Every osteopath should belong to his local association, his state association and the national association. In this way he is helping to promote osteopathic movements which aid the publicity of the whole profession. Many organized efforts at publicity are brought forth through the local, state, and national association in which he can and should co-operate to the best of his advantage and just as wisely as he can. Too many are prone to let the public spirited osteopaths bear the burden of the whole publicity problem, while they are glad to be benefited by it as far as possible.

*Ninth. Refuses to boost osteopathy by speaking well of other doctors.* I have gone into many cities where most of the osteopaths seemed to have it in for every other osteopath. They were continually tearing one another to pieces to the general public when opportunity came their way. Making out one's professional brethren a set of renegades is sure to reflect on the individual professionally. Also, it is a bad state of mind into which one can fall. It makes against the standing of osteopathy and against the financial income of its representatives in localities where inharmony prevails.

*Tenth. He fails to advertise properly.* Some doctors put their pictures in newspapers and carry advertisements and testimonials. Others advertise on moving picture screens, etc., doing their publicity work in all kinds of cheap ways, classing themselves among the lowest type of medical fakirs, instead of using dignified well written osteopathic educational literature.

There are lots of good books on the market as well as well written popular osteopathic magazines. The best class of people in any community will not go to one who follows up cheap advertising methods. This is a source of loss of standing and money to some short sighted osteopaths. There is a way to advertise, but it should be on a basis that everybody can respect.

#### Activity vs. Passivity in T-B

Tuberculosis is a chronic insidious infection, due to passive hyperemia, occurring in hogs, cows, bank clerks and other sedentary animals. The proper treatment is not rest, but activity judiciously used. Osteopathic treatment does the business.—Geo. M. Glass, D.O. Warren, O.

## WHERE PEGASSUS BROWSES

### Chiropractic?

Gervase C. Flick, D. O., Connorsville, Ind.

(With Apologies to T. A. Daly)

You know Doggie Hanlon who driva da dray  
A' haula da trunks when peopla go 'way.  
He ees what you call vera carefula man.  
For years I eengage heem wheevera I can.  
He take a good care not to breaka da box  
An' scatter da peanut' all ovra da walks.  
Wal, lasta time Hanlon deed hauling for me  
Was about, Oh—about June twenty-tree.

He deed hees work good, an' for dat I no keeck  
But he charge me so mooch, My Frand, I feel seeck;  
I say to myself: "Meester Man, I will bet  
Da moon she have whiskers da next work you get."  
So I geeve all my hauling to Dray-man Moran.  
But he ees no good so I tie on da can.  
An' so eet ees go teell I try all een town—  
No drayman ees left dat I can turn down.

Wal, jus' about dat time I meeta one day  
Da Meester Dog Hanlon a coming my way—  
I 'member deesteenct, it was November four  
An' I was gone look for da foota-ball score—  
"Ah!" I theenk, "he was a purta good guy.  
I b'lieve I jus' geeve heem one more a try."  
I stop Meester Hanlon an' smile vera kind.  
An' tal vera beezness-like what's on my mind.

I notice hees dress' up about fit to keell.  
Like men at convanshun, you know—"Hello Beel!"  
Steef hat, boll' shirt, da pateat shine boot,  
Da bright a red tie an' da fan-me-down-suit.  
When I geeve propoesech he roof heemself up.  
He look at me haughty like ' been a pup,  
He t'row out hees chess an' he scratcha hees cheen  
An' curl up hees lip een a srarlinga green.

"Now Meester Costall," he say—voice vera cold  
"I regret vera mooch dat you have to be told.  
But I have retire' from driving da truck,  
I'm now beeg professional mucha-da-muck.  
I sole my ole horse, punt my dray een da hock,  
I'm now what you calla da Chiroprac doc!"  
An' den weeth hees nose pointed up to da sky  
He twirla hees cane an' he t' me: "Good-bye!"

Now what een da hal ees a Chiroprac doc!  
Can I be one too eef I've moserheng to hock?

### Mold Your Patients' Minds

By competing one does his best. Educate your patient to choose his proper foods and combined with osteopathy, it is surprising what will happen. The water fast, fruit fast, vegetable fast and others for some patients bring remarkable results. Tell your patients of your brother practitioner's successes, maybe new to them. If their cases are different emphasize those facts of pre-eminent importance that have been established by investigation. Establish an equilibrium of making the repair equal to the waste. If all waste were completely repaired the body wouldn't lose in efficiency.—Herbert Lipman, D.O., Kansas City, Mo.

An optimist is one who makes the best of it when he gets the worst of it.

### Pretty Soft—Eh?



## AMONG OUR OSTEOPATHIC INSTITUTIONS

### Our New Northern Osteopathic Hospital Has Been Opened at Minneapolis

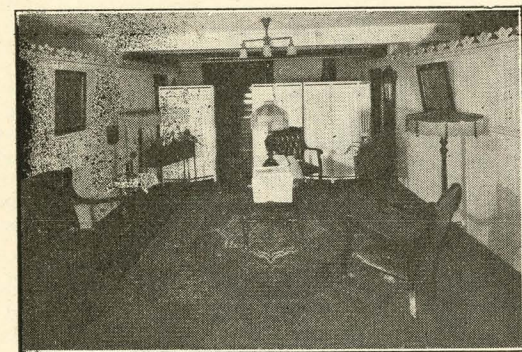
The long cherished dream of Minneapolis osteopaths has come true with the recent opening of the Northern Osteopathic Hospital. We have Dr. Wm. H. McClaran, formerly of Duluth, to thank for this forward step the profession

meet Miss McDonald to know that everything that will add to a patient's comfort will be provided for.

The Porter Milk Diet is one of the special features offered and certified raw milk is pro-



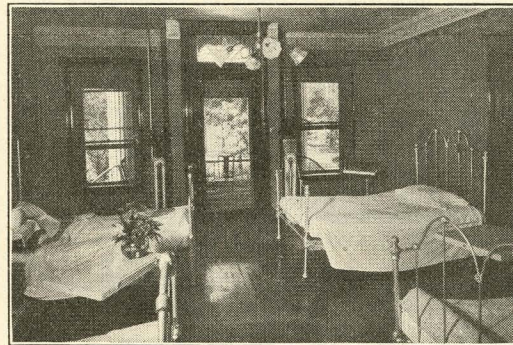
business foresight he purchased a new sanitarium building, ideally located, and has remodeled it for hospital purposes.



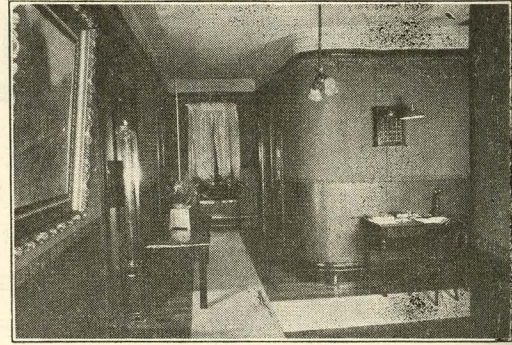
vided for these patients. Bowling Green mineral water is also available for cases deemed in need of such.

To promote the fullest co-operation the hospital is controlled by a board of five members.

The Drs. McClaran and three members elected by the Minneapolis Osteopathic Clinic are: Drs. Dorothy J. Stevens, Algot F. Hulting and Arthur D. Becker. Although opened less than a month at our hottest time of the year the institution already has a goodly number of appreciative patients—Leslie S. Keyes, D.O., Minneapolis, Minn.



His good wife, Mrs. W. A. McClaran, also a graduate osteopathic physician and sharing equally in the endeavor to make the hospital a success, is the superintendent. Assisting her as head nurse is Miss McDonald. One has but to



### Osteopathic San. in Salt Lake City

From the Deseret News

Dr. G. A. Gamble, osteopath, who has served the profession in Salt Lake City for the past fifteen years, has the idea of establishing an osteopathic sanitarium. During the past winter, while in California, attending clinics and visiting health resorts and sanitariums, he acquired a fund of information and a strong conviction that such an institution should be established in Salt Lake City, where the needs of helping patients can be scientifically cared for and restored to health. With this end in view, the doctor secured a commodious building at 1145 East Sixth South, which is equipped with sunny rooms, delightful views, far enough from the dust, smoke and noise of the city, yet within easy access of street cars and paved streets to afford the convenience necessary. The chief object of the sanitarium is to take care of invalids who have almost given up hope of recovery and even those who may not have the means to take care of themselves while getting well, as a "free ward" is established to be maintained by endowment funds, so that no one shall be turned away. Good nurses are in attendance with a graduate nurse, Mrs. C. E. Drew, as superintendent.

"My sanitarium is meeting with an enthusiastic welcome from my friends and the public," writes Dr. Gamble, "and I hope to be able to keep osteopathy before the people in such a way as to reflect credit on the profession."

### Refer Baby Cases to Chicago College

Does the profession in and around Chicago know that they can help our college and hospital obtain recognition of their obstetrical departments by the Illinois Department of Registration and Education by referring their clinical obstetrical cases to Chicago Osteopathic Hospital? Reasons why you should help.

1. Osteopathy needs this recognition.
2. Our students need this experience.
3. Our obstetrical department is A No. 1 in every respect.
4. No professional charges.
5. Free hospital beds to worthy patients.
6. Moderate hospital charge to part pay patients.
7. Patients cared for at their homes. Small charge.
8. Licensed physician attends every case.

Call the hospital or one of the staff and register your case.—L. C. Hanavan, D.O., Chicago, Illinois.

### Our Pioneer in Dublin

Now that the dove of peace has landed in Ireland, it should be followed by some Osteopaths. I am alone in Dublin, a city of 375,000 and only one other in the whole of Ireland (Dr. Dunham of Belfast.) Osteopathy is growing in favor and spreading rapidly, and the public are becoming slowly more independent of the M. D.—Yours for a busy time, H. D. Herold, D.O., 21 Lower Baggot St., Dublin, Ireland.



## GENITO-URINARY DISEASES

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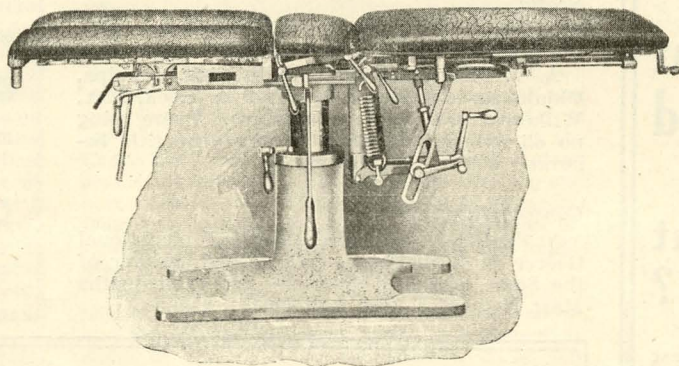
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Westminster Building, Chicago, Ill.

H. G. ROYER, President  
C. O. PAULEY, Secretary and Treasurer

## Fish Bubbles

### Job Vacant

Sir: I wish to use your columns to proclaim there is a vacancy in the office of Grand Canned Salmon of the Spifficated Order of Poor Fish. Nomination by the profession will be thankfully received—Respectfully, *Fred Bischoff, D.O., Grand Keeper of the Seal.*

P. S. Mere knockers or those who only wish to spoof are debarred from making nominations from the floor.—F.B.

~ ~ ~

### In a Spirit of Resignation

To whom it may concern: Brothers and Cistern: Owing to a press of Undigested Statistical Data I regret having to resign as Grand Lobster and trust the Hon. Bros. Fish will have no difficulty finding a Hardshell who will do just as well—Truthfully, *Geo. Burt F. Clark, D.O., Grand Lobster, pro tem.*

~ ~ ~

### New Job

I think there should be another office in the fraternal school of Fish and I rise to the surface long enough to nominate H. S. Bunting for Grand Stingaree.—Fraternally yours, in the illimitable bonds of the deep, *A. L. Evans, D.O., Grand Sea Lion (and proud of it!).*

~ ~ ~

### All Due Allowance

I certainly feel very much hurt by not having been elected to the Royal Order of Fish! I imagine, however, that they had run out of titles before getting to me.—*Albert E. Buss, Business Manager, Detroit Osteopathic Hospital.*

~ ~ ~

### Can't Please Everybody:

Dr. Geo. A. Still, Grand Whale, Order of Fish, etc. Dear Sir: We of the Nova Scotia Coast wish to know if Dried Herring are going to have representation or be unfairly discriminated against. Why play favorites?—Fraternally, *Mildred Tuttle, D.O., Sydney, Nova Scotia.*

~ ~ ~

### Honorary:

A. V. Fish, D.O., Clayton Building, Sapulpa, Oklahoma, is proposed by Virgil A. Hook, D.O., Wilkesbarre, Pa., as an honorary. There being no objections, the chair declares the title bestowed with a loud splash.

~ ~ ~

### Consecrational:

At the last meeting of the Bayou International George F. Whitehouse, D.O., Grand Weaver of the Seine, preached from the text "Osteopaths Must Now Fish, Cut Bait or Go Ashore!"

## Willard's Low Table Technic

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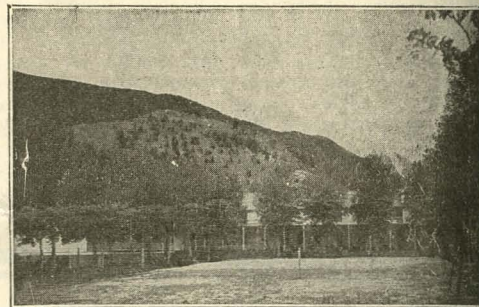
Dr. Walter J. Novinger  
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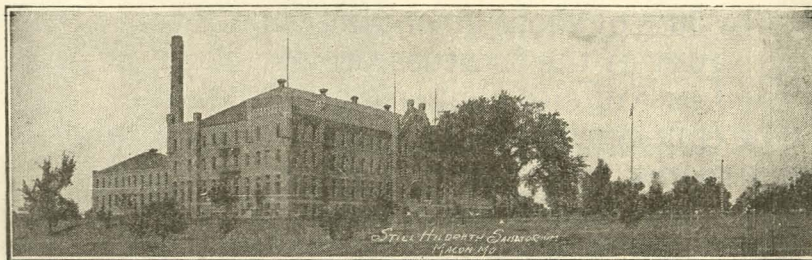
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Write for Information

# How Osteopaths Spend Their Vacations

## From North Cape to Verdun

George A. Riley, D.O., New York City

Mrs. Riley and I joined the Raymond-Whitcomb cruise to Iceland, the North Cape and the Land of the Midnight Sun. It sailed from New York on June 25th. Raymond-Whitcomb people chartered the Peninsular and Orient steamer, Emperor of India (Kaiser-i-Hind) for the trip. There were 450 guests aboard.

Our first stop was St. John's, New Foundland, where we found two very interesting objects not a part of the Metropolis of the Province of New Foundland, viz: the Charlot and Seapool, American and English vessels, which came to grief in the early days of June by colliding in a fog with icebergs. They were anchored just astern of where our vessel rested, and the crew had an excellant object lesson of what it means to get too near that bane of the sailor's life in those waters in the late Spring and early Summer months. But one or two of our ship's crew had ever seen icebergs, as their routes of trade lay in the more tropical climes. Many of us felt that it was fortunate that they could see these wrecks before starting through the iceberg region.

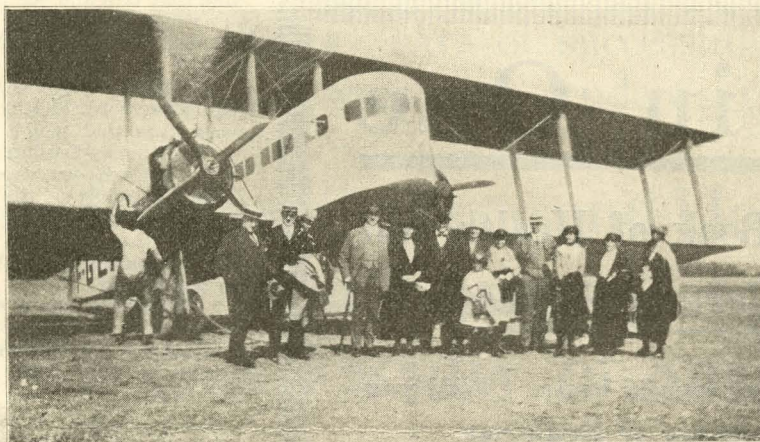
St. John's is an uninteresting, rather desolate town, the inhabitants of which are chiefly occupied in fishing. We remained there over night and the next day started for Iceland, and sighted our first iceberg five hours out of port. For about forty hours we were hardly out of sight of these beautiful, apparently harmless, yet potential monsters, that have wrought havoc to so many. It is reported that our crew sighted some 160 during that forty hour's vigil. Those who in crossing the ocean have come near an iceberg, have felt the searching chilliness that it spreads abroad, can in some measure imagine the uncomfortable hours we spent trying to keep warm, while our friends at home were sweltering, in what perhaps was one of the worst summers this country has seen in many a year.

We were due to land at Reykjavik, the capital of Iceland on July 4th, but when within fifteen miles of the coast, the captain received a wireless message from the British Consul at that port, that they were having a Flu epidemic on that island, so he decided not to land for fear of being quarantined at other ports we wished to make. This, of course, was a very great disappointment, and in a few days we found ourselves making our way along the west coast of Norway, headed for that goal of so many travelers, the North Cape.

We had been having a great deal of very foggy weather, and all of us were hoping that this condition would change when we arrived at this point. The whole day of July 8th was rainy and foggy. We cast anchor at 11 p. m. and the crew were soon letting down the naphtha and steam launches and life boats to take us ashore in the little bay to the east of the Cape. Our's was the first tourist vessel that had come to these waters since the beginning of the World War, and to the "Ole's" and "Olga's," this was

a band to celebrate the occasion, and its members,—husky and lusty fisher folk, did their part most diligently and enthusiastically. Evidently their repertoire was very limited, or else in their hurry to get away to greet us they forgot to bring their music, for during our entire stay we heard nothing but the Norwegian National air. I doubt whether many of them could secure positions with Sousa.

While we were in the life boats, waiting for other boats to be filled and all watching our time pieces, suddenly at the scheduled moment, that Luminous Orb shone through and we were



Farnum Goliath Limousine Airship in which Drs. George A. Riley and Chloe C. Riley Flew from London to Paris.

a great event. Some twenty or thirty fishing vessels had congregated there to welcome and greet the Americans. They had brought along witnessing an experience of a life time, the Midnight Sun. It was wonderful to behold, and we felt that our days of sailing through fog and rain were fully rewarded. A large majority of the 450 undertook the climb to the top of the Cape, 1,017 feet up. About half past 2 I stood beside the monument erected at the very top and northernmost point of the Cape, and witnessed from that vantage point, the Midnight Sun beginning it's slow ascent to bring joy and happiness to the millions of earth.

We sailed that morning about six o'clock, I having retired at 5:30 after the strenuous climb, and Mrs. Riley staying on deck to get some snap shots of the Cape as we rounded it on our southward journey along that wonderful Norwegian coast.

We stopped at some seven or eight ports, some of them 100 and 120 miles inland—if we may so express it, for the ocean reaches that far inland in those world-famed, matchless Fjords.

Our journey southward was a constant panorama of the most majestic and magnificent scenery, and for several days we had the wonderful experience of seeing The Midnight Sun.

At Trondhjem we visited St. Olaf's Cathedral in which all of the Norwegian Kings have been crowned.

We came south along the coast as far as Bergen, and then crossed the North Sea to Scotland. This was a placid, quiet ocean we were crossing, but our minds reverted back to the days of 1919 when it was one great net work of mines, planted by the English and American navies.

In Scotland we visited Edinburgh, that historic old city so closely connected with the life

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- Dallas, Tex., Nov. 28 to Dec. 4.
- New Orleans, La., Dec. 5 to 11.
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More than 200 Osteopaths have taken the course and endorse it. It is endorsed by the editor of The Osteopathic Physician. For list of references, reprints, and full particulars of the course apply to

## I. W. LONG

203 Wesley Block Columbus, O.

## Hank Perkins He Sez: "By Heck, Do You Know -"

"My granchild, Hezzie, 5 year old, let th' cat outer th' bag when our cousin-in-law, th' allypath doc, wuz asking for th' family's health. He dun know we've blackslid to osty-pathy, and he's wonderin' how we stay so danged healthy.

"We have a new doctor now who looks th' baby over thoroughly!" was th' way little Hez bruk th' news to him.

"Nope he never asked any darn fool questions, and he never stayed for supper, neither."



of unfortunate Queen Mary. We also took the famous Trossachs trip, following over the exact course so graphically described in Scott's "Lady of the Lake." This trip was made by train, by coach and boat. Mrs. Riley and I occupied the front seat of the coach with the driver and enjoyed his Scotch quaintness most thoroughly. Shortly before we reached the famous Ben Venue, he called our attention to a huge bolder resting on a high eminence, and informed us that that was Sampson's putting stone. When he felt a sufficient time had elapsed for that information to soak in, he informed us that "Sampy" had made a try for Ben Venue, but as it was before breakfast and he hadn't yet had his porridge, his stroke fell short.

"Ellen's Isle," the "Brig of Turk" and beautiful "Loch Lomond" were all far beyond the descriptions that Scott so beautifully gives.

After that we recrossed the North Sea to Holland and Belgium, visiting Amsterdam, The Hague, Scheveningen the Dutch summer resort,

Antwerp and Brussels. After each of these sight-seeing trips we would return to our comfortable staterooms for the night.

Our next stop was Tilbury on the Thames, some twenty miles from London. Here our cruise ended and the guests were at liberty to join any of the various tours of the Raymond-Whitcomb Co. or follow whatever their fancy dictated.

We were in London during Cleveland convention week and regretted very much we could not be with our many friends there.

After visiting that wonderful old city whose sons and daughters have so influenced the history of the world, we had the delightful experience of flying to Paris on the afternoon of July 30th. Our good ship was of the Farnum Goliath type. For our trip there were fifteen aboard, including the pilot and mechanic. The limousine has twelve seats, our thirteenth passenger being a little girl 9 years of age. We left the ground at 5:15 p. m. at Croyden, twelve miles

outside of London, and touched ground at 8:10 at Bourget, about the same distance north of Paris. It was a beautiful afternoon, a cloudless sky, and the landscape below was a sight never to be forgotten. We reached an altitude of 8,000 feet and traveled 100 miles an hour. The trip was a most comfortable one; we experienced no inconvenience whatever. Several of our friends who took the trip the following Monday told us that every one aboard that day was seasick, owing to their coming in contact with numerous air pockets.

We were in Paris one week, two days of which we spent on the battle front, taking a motor trip from Rheims to Verdun and back. This latter trip was most interesting, but from an entirely different angle from that we had been experiencing. The first day we drove 150 miles and saw but one house the walls of which were intact. In going from Rheims to Verdun we visited the dug-outs and headquarters of Prince Henry of Prussia, Prince Ruprecht of Bavaria and the Crown Prince of Germany. No one can take that trip and see the devastation caused by the world ambition of a self-exalted race and not feel a revulsion that it will require more than a generation to extinguish.

Our trip home was on the Berengaria, (the old Emperor), another type of German handiwork than that which we had so recently seen on the Rheims-Verdun front.

We enjoyed our vacation to the fullest, and trust that many of the profession will have the inclination to take such trips at an early date if they want to enjoy a complete rest and obtain recreation and education by a change of air and scene.

I am having 100 or more lantern slides made of the pictures we took on the trip and for use in giving a description of our trip to the profession at our New York state meeting at Syracuse.

[Note: Nothing but Dr. George's innate modesty prevented him making reference in his letter to his pleasant acquaintance formed with the King and Queen of Scandinavia who chanced to be at North Cape while the Rileys were there. The kodak tells the story.—Editor.]

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### Minor Displacements of Cervical Vertebrae

Cyriax' experience (reported in the *Journal de Chirurgie*, Paris, December, 1919) with hundreds of cases of incomplete dislocation of the cervical vertebrae has confirmed its unsuspected frequency, and that it can occur without any symptom, although usually it causes more or less disturbance analogous to similar minor displacements in the bones and cartilages of the limbs. The pathology and the necessity for reduction and the technic for the latter are practically the same in all. The pain, stiffness, and inability to move the head may all disappear as compensation becomes established. In one of his cases there were no functional symptoms except change in the voice, rebellious to all treatment. Palpation in the dorsal position is most instructive. One transverse process in front, the other at the back, signifies rotation on the axis; one in front, with the other in normal position, signifies rotation with unilateral forward displacement. He lists the other displacements liable to be encountered, with radiograms of each, and four typical case histories. The displacement can generally be reduced by the appropriate maneuvers with little or no pain—*Journal of the A. M. A.*

### Lumbar-Sacral Twist in Infant

My daughter, aged 10 months, was recently cured of bed wetting, lumbo-sacral pain, coldness of the affected lower extremity and mucous colitis by adjustment of the lumbar-sacral twisted pelvis. Diagnosis was made by palpation and x-ray by Dr. O. O. Bashline of Grove City, Pa.—*Geo. M. Glassco, D.O., Warren, Ohio.*

---

*The*

---

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**Kirksville, Missouri**

# Humanizing the Bunch

## Seattle Osteopathic BULL-e-TIN

October, 1921

Published and Edited:

W. E. WALDO, Josh Green Bldg.

No Subscription received and none Deceived.

\*\*\*

There is a wide difference between the BULL-e-TIN and the *Florida Osteopath*—about 3500 miles.

\*\*\*

\*\*\*\*\*  
\* A. W. K. Writer in the  
\* August *OP* says that he did  
\* not accept the job of uniting  
\* the AOA offices. The  
\* editor can say the same  
\* for himself.

PICTURE

\*\*\*

\* The AOA has the usual  
\* number of officials that go  
\* with such societies. Cer-  
\* tain men have charge of  
\* certain departments. Some  
\* one writes in with a "wonderful" idea. It is referred

Dr. YOUKNOWWHO to the proper department  
He went to Cleveland and authority. It is found  
to get osteopathy and that the work is already  
and he got what he went being done and that to  
after. Hence the adopt the new idea would  
Smile. simply gum up work already started. The man  
with the "idea" appeals from the decision of  
the authorities directly to the members of the  
profession, causing endless confusion, etc., etc.  
This is called democracy by some. Ye Editor  
calls it "Nuts" after the name of the well  
known California Fruit.

\*\*\*

—\$5.00 Reward—

Someone said—"A head full of knowledge will not run off at the mouth."

\*\*\*

—Aint It So?—

Ye Editor believes in the Common People. He also believes in Fords and False Teeth, but Fords will rattle and so will False Teeth unless you keep your mouth closed.

\*\*\*

—Heavy Stuff—

W.E.E., Ed., *The Central States Osteopath*: Fellow Editor: The following is in reply to yours of recent date appearing in *The Central States Osteopath*. I suppose I should hand this to some friend to answer but when I have any stale stuff to pull I regret the embarrassment. Besides I have lots of intestine as the fellow said.

As to the first paragraph of your epistle I agree. I know just how you felt, having saved the profesh so many times myself.

The second paragraph giving the History of the Birth of the House of Delegates is true. It was not the Placenta Previa Birth I made reference to in my Presidential address and hope you weren't confused.

I was with you in the third paragraph. I remember how we sweltered. I remember Attorney Patterson and everything. He spent only two half days over it and I've spent 365 days and nights but then—never mind, Lawyers are a lucky lot. Modification and changes do happen, you know. Take for instance in a well known central state where osteopathy was strangled. The Chiroks knocked the medical law out and helped some, didn't they?

Come to think of it, Hugh was elected in 1919. Being an ex, time moves so rapidly now. I admit Hugh is W.K. I thought you were nominating him for President again and we had just elected one the day before. Yes, we move rapidly, hard to keep up. How'd you know he made all those recommendations? You must have looked it up, you little rascal.

Two years ago we had one office at Orange, New Jersey. Now we have six, you say. Sounds bad. Graft somewhere, say we.

Glad you liked Forbes' Legislative program. Sweet of you to say that. Still, there was one fellow who didn't approve. He wrote long articles against it, even saying that he didn't believe in majority rule, but that the minority were usually right. He has offices in the Goddard Bldg., Chicago. Name furnished on request.

I know all about the undercurrents which are threatening to destroy the AOA. Diagnosis, that's me all over, Al. Besides I've had nine years experience operating with well known assistants like GWR., HLC., HHF., HWC., SLS., ASA., ETC., Epecially ETC. was invaluable. He is a He Specialist.

You Ruined me, Walter. Yes sir, you have the Responsibility. You sent me copies of your Publication. You appealed for Leadership. That's me. So I got up before the Dooley assembled AOA and gave them — an opportunity to go right on with the work as outlined by the First House of Delegates. Why did you do it? Here I'm out of office and everything and nothing but a shattered past. Oh! that I were a golf so I could Ball around about it. Such is life in the \*B.C.

Signed—Editor BULL-e-TIN.

\*B.C. Big City.

\*\*\*

—Quick Cure—

Dr. Geo. W. Riley, the W.K. New York osteopath, had a man patient who lost his mind. It was decided to take him to a Sanitarium at Macon, Mo., famous for its gray headed Superintendent. Geo. took him and after arriving it was decided to place the patient in the violent ward. Geo. hung around for a couple of days as all are want to do who go there. Geo. went in to say good-bye to his patient. As Geo. approached the cage the man shook it violently and in a deep voice yelled: "I want my liquor! I want my beer!" Geo. said, "Man, you talked crazy when I brought you here but you sure talk sense now."

\*\*\*

—Rotten—

The boy stook on the burning deck,  
He stood in deep respect,  
A Chiro gave him a thrust,  
And saved his life By Heck.

\*\*\*

—Editor Has Bright Boy—

Little Billy had a hard fall on the cement walk. The next morning his father said, "That was a hard fall you had last night." "Yes," Billy said, "I busted my heart and lost my appetite."

\*\*\*

—House of Delegates Take Notice—

Billy and Tom were playing speed cop. Tom was on his coaster going down the alley like everything and Billy was after him on his auto. Tom stopped suddenly and Billy dashed into him. "My G——! it was an awful acci-

dent," Billy said in reporting same to his father.

\*\*\*

—Respect—

During the session of the House a Delegate from Montana who is also on the Board attempted to scratch his head without permission of the Chair. "If there is any scratching to do, I'll do it," announced the Chair.

\*\*\*

—Is It?—

The writer spent a month one week, 2 years ago in Wenatchee with the W.K. Capitalist and Canary Fancier, Dr. H. F. Morse. When about to depart the W.K.C. and C.F. borrowed my white wash tie. Last week I received a box of green apples, post-marked Wenatchee. Is this payment for the tie or an attempt on my life?

\*\*\*

More Milk is drunk at the Moore Sanitarium. Office 908 Selling Building, Portland, Oregon.—*Adv.*

\*\*\*

TJR, famous golfer and everything, operated on Ye Ed. following Big Convention. He said that the swelling in my head had extended down to my tonsils hence the need of Hasty Surgical Interference. Ye Editor's mouth was gagged and he was placed in the arms of a couple good looking nurses, helpless and everything. TJR picked up a murderous looking knife or something and said, "Waldo, I want you to do me a favor sometime." I promised. This is it. —(*Free Adv.*)

\*\*\*

Editor Bull-e-Tin:—

Have read your paper for several months with pleasure. Why did you separate the Bull from the Tin when you named it?

—Cleveland Kerr.

We were raised in the Country, Clarence, and we love quietude.

\*\*\*

I know a lot of stuff on S. L. Scothorn of Dallas, Texas, which will be published if he doesn't come through and give me what I want.

\*\*\*

—Hold-Up—

C. D. Swope the popular and hard working D.O. of D.C. can subscribe to our paper. He will, too, as soon as he finds out that we consulted a Palmist and his past was revealed to us.

\*\*\*

A lot of truth is oft times written in jest.

\*\*\*

Dr. Horatio Holger Fryette,

Chicago, Illinois.

Dear Sir:

I suffer from Phlebitis. Can you cure me?  
Nancy Ann.

Dear Nancy Ann:

Stay away from the Phle. Bill enclosed.  
H. H. F.

\*\*\*

Geo. Still in Anatomy Class: "Why is an incline like a lazy dog?" Scothorn: "Because it's a slo-pup." (slope up).

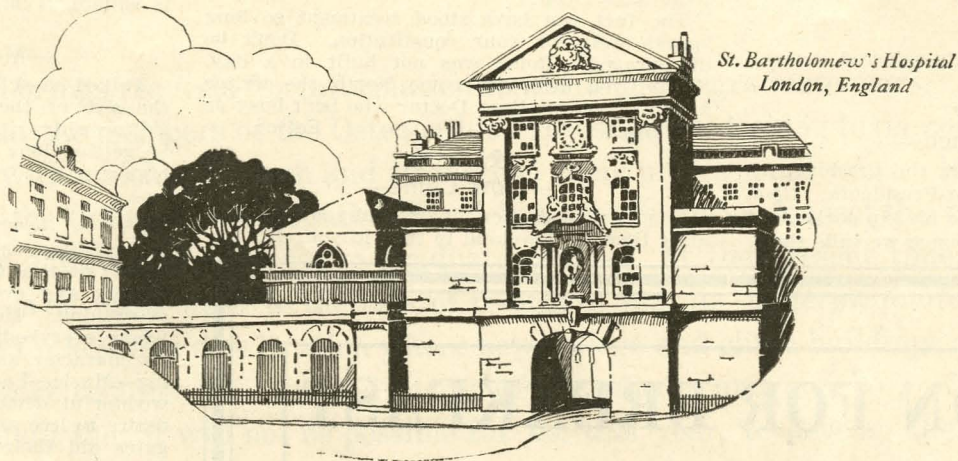
\*\*\*

Dr. R. H. Williams of K. C. *Osteopath* and prominent Dinerout, bit on something hard while dining in a cafeteria a few days ago. His first impression was that he had found a genuine black pearl in his hassenpfeffer. Then he found six more and was convinced that it was nothing but shot with which the quail had been killed.

\*\*\*

Editor Bull-e-Tin:

You remember we called on HSB at Waukegan and was later driven to his beautiful home.



*St. Bartholomew's Hospital  
London, England*

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*Godfrey Taunton, M. D., M. R. C. S., L. R. C. P.,  
St. Bartholomew's Hospital, London.*

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Name .....

Address .....

Where does he get that stuff? I was Editor of a State Bulletin and a Church leaflet and was always in debt. You can't tell me???

Alkali Al, Wenatchee, Wash.

Dear A. A.:

If you had been a natural detective like the writer you would have noticed a row boat tied up to Lake Michigan just below said home. Its only 150 miles to Canada and everything. Simple we calls it.

\* \* \*

—Puzzle—

H. L. See of Orange treats referred cases.—  
Adv.

\* \* \*

—Hard Bunch—

On Weds. Eve. of the Con. the President attended a Banquet of the ex-Presidents. Upon entering the room he felt for his hip pocket and everything. Hard looking bunch we calls them.

Perfectly natural they should want to break into the House.

\* \* \*

—Stingy

Editor Bull-e-Tin:

Have been ill for years. First I consulted Dr. Ruddy, then Dr. Emery and for three years now have been taking treatment from Dr. Forbes, but I don't improve. What shall I do?  
Miss Deer.

Dear Miss Deer:

The fact you have stood treatment so long speaks well for your constitution. Don't be discouraged. Rome was not built in a day. Should you desire to come North the writer knows of an excellent Doctor who isn't busy or anything.  
Editor.

\* \* \*

—How Come—

You remember how it was announced time after time at Cleveland to turn in your RR cer-

tificate. You remember how this that was hammered home by Secy. Gravett without let up until it haunted you constantly? Well it is rumored that after returning home he reached in his pocket for something and pulled out his own certificate which he had failed to turn in. Can you beat it?

\* \* \*

—Dr. A. T. Still Made Mistake—

He said, "Truth is the motive Power." After driving Cadillac for year am satisfied Gasoline is running Truth a close race.

\* \* \*

—Melancholy Days—

Talked most of last year but judging from the size of the Bills that are coming in Ye Editor will write most of this one. Skirts may be getting long but seems to me they are still higher.

\* \* \*

—Reminiscent—

Ye Editor hasn't always led this kind of a life. One time he was President of a National Society and everybody was kind to him and everything. He presided over a Convention where everybody had a good time. No slurs—no character assassinating—no slander—Dancing—Music—Food along with Fine Lectures—wonderful demonstrations of technique and a desire to live and let live. The House of Delegates did their work well—and the Board of Trustees, those hard working and sacrificing men and women who gave their time hour after hour for days without that of compensation that you might enjoy yourselves and not be bothered, what shall we say of them?—"Well done thou good and faithful Servants" or shall we commence to knock and tear down before an analysis can be made of their work? Never did a board in the nine years that we've known work so faithfully. The men were expected to be, but wasn't Drs. Bolles, Turner and Rye on the job constantly? We'll say they were.

(Watch for next month's lotion!—Ed. OP.)

\* \* \*

Charity the Watchword

The one thing above all other things the osteopathic profession needs is to become unified in professional policy. To cultivate singleness of viewpoint, definiteness of purpose and state the theory of our method of practice in plain scientific English. Vagueness of policy, indefiniteness of purpose and heterogeneity of theory will no longer suffice. If our method of practice is to survive we must state our claims in understandable English.—C. B. Atzen, D.O., Omaha, Nebr.

Only by becoming sick of sickness can we be without sickness—Lao-Tze (Chinese Sage), 604 B. C.

# POISON FOR BREAKFAST OR FORTY-EIGHT HOURS LATE

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G. V. WEBSTER, D.O.  
Carthage, New York

# An Announcement

Every mail brings requests for information concerning our graduate work. These requests indicate that the members of the Osteopathic Profession are looking to the *colleges* for graduate work with which to refresh and strengthen their professional work. It is the definite purpose of the College of Osteopathic Physicians and Surgeons to meet this need by offering at an early date, strong, attractive graduate courses. At the present time, however, this institution is devoting itself to the task of re-organizing its *undergraduate work* and of moving the College to a new location where new college and clinic buildings are to be erected. This work requires the time and energy of the officers and members of the faculty to such an extent that it will not be possible for us, this year, to develop the new graduate courses which it is our purpose to offer as soon as possible. During the present year we are prepared to offer the following courses which have been established for some time and which we believe will be of interest to those members of the profession who plan to spend all or part of the next year in California.

## Graduate Courses

1. Eye, Ear, Nose and Throat. A year course open to D. O's who have had two or more years of general practice. September 12th to June 10th. Tuition \$300.00.
2. General Osteopathy. Short graduate courses. January 16th to February 11th. Tuition \$50.00.
3. Obstetrics. January 16th to February 11th. Tuition \$50.00.
4. Surgical Technique. January 16th to February 11th. Tuition \$50.00. Cost of materials to be divided among members of the class.
5. Graduate summer courses. Announcements will be made later.

## Undergraduate Courses

In addition to the foregoing, members of the profession are cordially invited to take advantage at any time of the undergraduate courses of the institution. Those who wish to enroll in these courses and to receive credit for the work will be charged a registration fee. There will be no charge to members of the profession who attend as "auditors."

**College of Osteopathic Physicians and Surgeons**

**4th and Main Streets, Los Angeles, California**



# The Osteopathic Physician

The Organ of News and Opinion for the Profession

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## EDITORIAL

Fairness, Freedom, Fearlessness

"Hew to the line, let chips fall where they will."

Vol. XL September, 1921 No. 3

### DEASON'S "DISEASES OF THE HEAD AND NECK" ANOTHER MILE STONE

It is always a pleasure to review a good book like Dr. J. Deason's "Diseases of the Head and Neck." Here is a little book truly osteopathic that ought to be in the hands of every person in practice.

Let us speculate a little. We understand that Dr. Deason limited his editions to 2,000 copies and that about 500 copies remain unsold. This is remarkably quick time for the selling of three-fourths of an edition of a medical work, and the fact that half the edition was subscribed for on "spec" before the book came from the bindery is tribute both to the esteem in which the author is held by the profession and to the wide-awakeness of the profession itself. Yet this is only just as it should be.

But what on earth is wrong with that 75 percent of the profession who do not know that such an osteopathic text is now on sale or, if they do know it, do not want to possess it—at least, not enough to take the trouble to send their order for it? If 1,500 of Dr. Deason's books are now sold there are still 4,500 osteopaths who haven't got it! Discounting this number by a possible 1,000 for such DO's as are doubled up in partnership or marriage and hence may share another's copy, there must still be 3,500 osteopaths—more than half of the profession—who haven't seen Dr. J. Deason's valuable little book and who perhaps may never see it! What's the matter, friends—is it the book or the bunch at fault?

We are not criticizing—just trying to find out something. We are trying to look at it with the eyes of economists for the common good. We are ambitious to bring up every individual in our profession to a good batting average of intelligence and efficiency for his or her good and for the good of osteopathy as a whole. We can not see how there is any hope to do this while such valuable new books as Dr. Deason's come out to present osteopathic subjects and are neglected by 50 percent or more of all our personnel. What on earth can such osteopaths think about in their daily practice, or in their moments of study and reflection, if they wouldn't exchange the small price of such an osteopathic text for such a service in research and authorship as Dr. Deason has presented within the covers of this 243 page book?

If any friend who reads this hasn't ordered the book and doesn't intend to we would take it as a service to ourselves if he would tell us just why. We want to be set right and get the other fellow's point of view.

Once, when younger in journalism, we fairly quivered with cell amperage and voltage to get our very best idea across to the other fellow and make him take it, willy-nilly, simply because we thought it would be good for him! Now, we confess that with more maturity we

find our viewpoint a bit changing. We are often less impressed with the necessity of making the other fellow see our point of view than we are intrigued with the desire to obtain his. We hope our readers will not disapprove of this, perhaps natural, evolution of mind and rational habit. It is part of what we mean by saying that "a more democratized editorial policy" now seems far better to us. It means the universal viewpoint rather than the merely individual viewpoint.

So, friends, instead of criticizing in this instance, we only point out that more than half our people have not yet gotten or even seen the Deason Book, and we offer a reminder that it is a good thing to buy. If any fellow who isn't going to buy it will tell us why we'll be glad to print it in *OP* over his signature. If there's a reason for it, we would like to be put wise to it. If the fault is with the book, no doubt friend John would be glad to learn it too.

Of course, we personally are much sold on this Deason book. It's well written, in good clear English, without an obscure or abstruse sentence in it. It's well thought out, well articulated. It's well printed from big type; it's well bound; and has a fair index. It has fourteen chapters.

Now friends, we put it up to you, if you haven't already bought this book, do you want it or do you not? If the edition is all out before you get yours don't blame *OP* for not putting you wise to it.

We congratulate Dr. Deason on "Diseases of the Head and Neck," and are glad that one of The *OP*'s valued Associate Editors can turn out such a valuable and readable little work.—*HSB*.

### TRANSPLANTING MONKEY GLANDS TO RESTORE YOUTH

Everybody has been watching with interest the report in the newspapers about transplanting a ring-tailed monkey's seminal glands into the scrotum of Irving R. Bacon, a journalist of New York, aged 58, to combat advancing age. Mr. Bacon indulges the age-old dream of regaining his far-flown youth. Like hopes for heaven, this dream has intrigued the fancy of mankind since the primal dawn of civilization. Everybody nearly experiences that feeling of sadness and regret at the on-coming of old age with its declining powers. It is part of the tragedy of life. Nor is it to be wondered at, then, if some bold spirits are found who will essay the uncharted seas of experimental science in the hope of finding rejuvenation.

Brown-Sequard, a French scientist, about 35 years ago worked with the same idea as at the basis of this more modern experiment of transplanting actual germinal tissue, alive, into the living subject, but his plan was merely to inject the subject with an elixir derived from the gland of a goat. There was great furor made about it at the time in newspapers but nothing seems to have come of it beyond giving zest to experimental science and furnishing chaff for opera bouff. It is a thousand to one chance this newer experiment will come speedily to the same futile denouement.

Meanwhile, since the days of that French savant, America produced another scientist—one of the plains and backwoods, Andrew Taylor Still, M.D., who originated in the system known as osteopathy a scientific bloodless operation to stand off old age and restore in a practical measure some of the vim and virility of normal middle life. It works with practical uniformity. It has blessed its tens of thousands of men and women patients who were arrested in the act of slipping down hill too fast and have been given new leases on life and happiness. Nothing so difficult as anesthesia and a knife operation is involved in osteopathic treatment to keep off old age, and nothing so humiliating, if not revolting, as appealing to goat and monkey for a loan of their seminal juices and forces. What a pity, therefore, that all the world does not know of

and realize the easy availability of osteopathic treatment for stimulating the flagging forces of life and giving pep and comfort to advancing age!

Literally tens of thousands of persons in America of the second, third and even fourth generations of life have become accustomed to visiting their osteopath about once a week for the sole purpose of keeping toned up and fit and thereby retarding the on-coming of old age with its hardness and inelasticity of tissues and slowing down of processes. Any of these, if interviewed, would give willing testimony as to the positive and practical benefits derived. Here then, is a means of somewhat prolonging life and usefulness that is available at almost every door. Why should folk go into these costly, perhaps dangerous, and in all likelihood entirely useless biological experiments such as this intrepid New York journalist recently submitted to?

One seeking to drink of the Fountain of Renewed Youth should realize that it is in osteopathy, not in sensational laboratory experiments such as this New York case represents, that rational, practical hope may be found of succor for the aged, the weak and the prematurely aged.

In the "human interest" number of "Osteopathic Health" for November which Dr. John A. Van Brakle prepared (entitled "Somebody's Every-Day Ills—Perhaps Yours Is Here!") The author's sprightly introduction refers to this subject of trying to regain youth and health by transplanting animal glands, and he points out convincingly the reasons why osteopathy is the better way.—*HSB*.

### SATURDAY EVENING POST FUND ALL BUT FINISHED!

485 osteopaths have subscribed \$100 each to advertise osteopathy to the world in thirteen half pages in the Saturday Evening Post!

\$48,500 has been subscribed of the \$50,000 necessary to put it over.

15 more osteopaths—\$1,500 dollars additional, are wanted. This much additional help is necessary to make the whole grand scheme effective. Will you add your shoulder to the wheel and push it over?

Here is a brilliant scheme worth supporting which will help everybody in the profession.

Every osteopath who has prospered owes it to A.T.S. to be in on this enterprise.

This last leg of the race to raise \$50,000 ought to be covered and the job finished within 8 hours after the news from Ft. Worth reaches the whole field that *only 15 more heroes are required to make the whole project effective!*

If you are not in on it as yet, send your pledge today by telegraph to Dr. Harry M. Walker, 1st National Bank Building, Ft. Worth, Texas.

Hurrah!

Seems like everybody now has got the vision.

### SHALL OSTEOPATHY SPEAK TO 1,000,000 HOMES AT ONCE?

Regarding that the project of the Society for the Advancement of Osteopathy has now won out for raising \$50,000 to give the science and profession a great advertising boost through the pages of *Saturday Evening Post*, we are following in close formation with another big proposal which will advertise osteopathy in a Million Homes at Once by a great coup of direct-by-mail advertising.

Our circular has just gone out to the profession proposing that 1,000 wide-awake osteopaths now join us immediately, at a cost of \$31.79 each, in mailing a splendid 16-page advertising brochure, printed in 2-colors, entitled "The Method and Cures of Osteopathy," into 1,000,000 homes of the United States and Canada!

We offer to do this for the profession on a

## Some Patients I Have Known

I

### The 17th Doctor

John Barr, D.O.

At 2:30 of the afternoon following a precisely made appointment there is ushered into your consultation room a thin, dextral woman of a prevaricating age. Thin face, lack lustre eyes and nondescript hair complete a picture both famous and familiar.

Warily, you pull out another case-report sheet and without a question, begin to put down the old, old story. She begins at the beginning but shortly after that she plunges into the middle and stays there indefinitely. The space for history taking occupies half the sheet but you go on writing clear through physical examination, diagnosis and treatment.

She has an interesting history—to herself alone. She has two specialties, herself and her doctors. You are number seventeen. She tells you that early in the proceedings so that you may observe your proper place. When she started in telling you what the first doctor and the second and the third told her you put the names down, hoping that in your examination you would find wherein they had missed something. But after that, the names tumbled out so fast that you gave up being personal as to names and contented yourself with a list of ailments and treatments.

When you were forced to turn the page and begin writing on the back, the patient took on a new rush of energy and you knew the second page would be filled. Long before that happened you also knew you were going to feel like throwing that particular patient out the window but you also knew that you would not—all you would do would be to patiently listen to her tale.

Dr. Somebody had taken out her tonsils when she was seventeen, and Doctor Somebody else had removed her appendix. Pelvic examination would not be necessary, you thought, for her description was exact and comprehensive. She even spoke of a second degree retro-flexion. She had been completely X-Rayed and as a result possessed a fair amount of dental infection, a dropped stomach, stasis of the colon and a floating kidney.

Oh yes, she knew all about osteopathy! She had been to the best in the country. That sort of heartened you for a minute as you thought of the company she had

placed you in but she ruined it all by continuing the thought by expressing the opinion that some of them were pretty poor, too!

You obediently put down the list of sublaxations and displacements as she called them off and wondered if you would have the nerve to examine her and find some others. Of course, by this time, you were half an hour past the next patient but you couldn't very well say so out loud. Yes, the office nurse had entered and hinted as much but what is an office nurse in the life of a woman with a story to tell?

Mentally, you tried to count up the doctors mentioned for you already knew you were number seventeen and when she had mentioned all the rest and told what each one had told to her, you rather hoped she would run down and then it would be your turn. And you had thought up something real nice to tell her. Probably it would please her and undoubtedly it would please you.

Thereafter, you came up at intervals for air and just as the office nurse came in to switch on the lights and to tell you that Mrs. Fairfield had left—the lady who always pays cash before she leaves, except this time—just then, the lady before you got through with her string of doctors. That is through with all of them except you. She leans back and looks toward you expectantly. And what does she get? Well she gets just what you have been mentally preparing for her ever since you heard Mrs. Fairfield go out with just the tiniest slam to the door.

You gather yourself together, put on your best professional air and deliver yourself of something like this: "Madam, your case is very interesting—and complex. I believe that you require the services of a specialist, one who can go into your case exhaustively." And you press the buzzer and tell the nurse to give Mrs. Houghton a card to Dr. Blair over in the Prudential Building.

That evening you go home and the steak is tough, the children quarrel all over the place and the paper boy forgets to leave the evening paper. It is the end of a perfect day—for the patient. She has scalped another doctor and is merrily on her way toward another.

most modern printing plants under the sun such as our lovely Publicity Arsenal for Osteopathy here in Waukegan.

After we have done it once we shall then see how nearly we can come to doing it right along at that figure for the profession. If we come out just even on that first experiment, we could then add a fair profit on the job and the price per million run would still be so low as to be wholly satisfactory, we are very sure, to all our co-operants.

Friends, shall we rise to bigger visions, fast, and in the year ahead put over osteopathic propaganda in denominations immensely greater than anything we have ever done in the past?

We have the capacity.

We know how.

The plan is offered to you.

You will greatly and immediately profit by giving the order "speed up ahead!"

We are yours to command.

**\$8,500 BETWEEN US AND SOUND SLEEP!**

This is the crucial month with us of The Bunting Publications, Inc., because we have \$8,500 to pay the firms who provided our splendid new machinery. This is the biggest month's payment that we will have to make. We're perfectly frank about it and say that we have simply got to sell that much of the Preferred Stock of our company this month before we can pay these firms who built the wonderful typemaking machines, the deft folders, the giant cutter, the big presses and all the rest of the

equipment now being used to turn out high-grade osteopathic propaganda.

We had the faith to go ahead and do it. We knew our friends and customers would stand back of us. Every share of "Bunting Preferred" stock which sells at \$100 is worth \$105 when recalled by the company and pays 8 percent while you hold it. You lend your money to us in denominations of \$100, at good interest, on good security, and we spend your money to buy the wheels that are turning out osteopathic propaganda—wheels which, if we have our way about it, are going to turn out a volume of osteopathic boosting many times bigger than our science and practice have ever enjoyed before. This will help *your practice*. We know that in return you will help us with a stock subscription this very month if you can possibly do it.

Brother Sick, our treasurer, is "sein' things at night" with the prospect of \$8,500 of good lawful money to pay out to the machine firms this month and that much unsold Preferred Stock in our treasury allotted to the task of doing it.

But we have said to the company's treasurer, "Brother Sick, just wait till The *OP* goes out and you'll get your darned old money. Didn't you get \$4,600 last month to make those payments on "Old Andy" and his running mate, "Innominate," just in the nick of time? Of course! The profession rushed to the rescue and saw us through; they have never failed us yet; and they won't fail us now—the crucial month—when the biggest bills of all fall due."

On this assurance Brother Sick went home and slept the sleep of the Just Treasurer who has the Money in the Bank Already.

And now it is up to the Editorial Department to sell \$8,500 more of this good stock *immediately* to make good to our Treasurer, that he may make good to the machinery firms. Have you got a \$100 or a thousand dollars that we can get the use of right quick at 8 percent under these circumstances?

Every hundred dollars helps!

Please help us in this crisis.

Many friends came to our aid last month. We take pleasure in quoting from their cheery messages. May we quote a figure next issue from your letter sent by way of helping us cancel this month's big debt?

Sincerely,  
BUNTING.

◎ ◎ ◎

## Those Who Have Helped Already

*From Dr. Allen F. Fehr, Malden:*

Your call for aid in paying for osteopathy's new printing presses has reached my pocket-book, and I am happy to send \$500 for five shares of "Bunting Preferred" stock which pays 8 percent, and my blessings on your enterprise.

◎ ◎ ◎

*From Dr. Francis W. Harris, Daytona Beach:*

If you're as glad to get my hundred dollar subscription for a share of "Bunting Preferred" as I am to sign my name on the dotted line and get inside your Company it's a cinch that we're both happy and will profit by it. Now open up the arsenals of osteopathic propaganda!

◎ ◎ ◎

*From Dr. Emma Gardner, Hagerstown:*

I enclose my check for \$20 being a 20% cash payment toward one share of Bunting Preferred stock. I will pay the balance of \$80 at the rate of \$10 per month. Best wishes for big success in the new publishing plant.

◎ ◎ ◎

*From Dr. J. Swart, Kansas City:*

I am not looking for investments at present but I am enclosing \$100 nevertheless to help you out of your hole in meeting payments on that new printing machinery. I wish you all success.

*From Dr. Fred C. Lincoln, Buffalo:*

Bunting: I'll be mighty glad to be one of the bunch called "The Bunting Publications, Inc." and help pay for that wonderful new printing equipment, so here's my \$100.

◎ ◎ ◎

*From Dr. S. V. Robuck, Chicago:*

I'm glad I had a spare \$200 I could send along to such a worthy cause as to help buy the machinery in osteopathy's grand new Home of Propaganda; and the bully part of it is that I still have the \$200, as attested by two shares of "Bunting Preferred" which pay me 8 percent—an exemplification of the old adage that "it pays to be good!"

◎ ◎ ◎

*From Dr. Kent W. Shipman, Evansville:*

Not unmindful of the great amount of good you have done for osteopathy and the possibilities of the future with enlarged facilities, I wish to do a bit to help show that, though I am not doing a lot of shouting, yet I have some appreciation of good work. Enclosed find \$40—20% on two shares of "Bunting Preferred Stock." The balance will be sent in as soon as I get it. I wish you all success.

◎ ◎ ◎

*From Dr. E. J. Gahan, Perryville:*

Not very "flush" now but willing to help out all I can; so I'm enclosing check for one share of "Bunting Preferred" stock.

◎ ◎ ◎

*From Dr. C. C. Reid, Denver:*

I send my check for \$100 in full payment of one share of "Bunting Preferred." Great joy to you in your good work.

◎ ◎ ◎

*From Dr. Edith Brown Nicholson, Rutherford:*

I am enclosing \$200 for two shares of "Bunting Preferred." I don't understand much about stocks and bonds and have always fought a little shy, since investing in a certain stock after a slick man had made his speech. However, I know what "OH" is, and am believing this is just what you say it is.

◎ ◎ ◎

*From Dr. F. C. Jones, Los Angeles:*

Your "SOS" at hand last evening. I can do something to help, so enclosed find check for \$200 for two shares. I may do more next month.

◎ ◎ ◎

*From Dr. L. R. Bensen, New Rochelle:*

In reply to HSB's letter I am enclosing my check for two shares of Preferred 8 percent stock of The Bunting Publications, Inc., and I wish you more than good success.

◎ ◎ ◎

*From Dr. Hugh W. Conklin, Battle Creek:*

I shall be glad to get into your publishing concern by helping you out on your "Preferred Stock," to the extent of \$500. I enclose check for \$200 and will send \$300 more within sixty days. When I am next in Chicago I shall do my best to get out to Waukegan to see you in that fine new plant.

◎ ◎ ◎

*From L. G. Brackett, M.D., Waukegan:*

("Regular")

Your local publishing enterprise looks so good to me that I will be glad to take four or five shares of "Bunting Preferred" if you have no scruples about accepting medical money.

◎ ◎ ◎

*From Dr. O. J. Snyder, Philadelphia:*

I am enclosing my check for \$100 for one share of "Bunting Preferred." We are all proud of the new plant and are glad to back you up to the limit.

◎ ◎ ◎

*From Dr. G. W. Reade, East Orange:*

I am glad to turn in my subscription for \$200 for two shares of "Bunting Preferred" Stock paying 8 percent and wish you the best of good luck in your new publishing home.

*From Dr. Ralph H. Williams, Rochester:*

Your "SOS" received and it finds me with a little extra money. Am enclosing you \$500 and if the pinch on paying for your new machinery continues I may let you have another \$500 in sixty days. Hope this will help you put things across and get the ball rolling. Best wishes for all kinds of success.

◎ ◎ ◎

*From Dr. Arthur S. Bean, Brooklyn:*

I am enclosing \$200 check of Mrs. Bean's money. She wishes you to send her two shares of "Bunting Preferred." Success to you in your work.

◎ ◎ ◎

*From Dr. Katherine A. Broderick, Torrington:*

On Nov. 1st I will take at least three shares and may be five shares of "Bunting Preferred" and pay cash in full for them as I have some money due at that time. Congratulations on the new publication building and printing plant.

◎ ◎ ◎

*From Dr. C. S. Kennedy, Cincinnati:*

Bunting: Here's the \$300, being cash in full for three Preferred Shares. Now hump yourself and get the other \$29,700 quickly. "Atta boy!"

◎ ◎ ◎

*From Dr. Fred Bischoff, Waukegan:*

I didn't have any money to invest at present but when your call came I said to myself: "It's a call, all right, and I'll not be found wanting. So I'll take a few shares on the installment payment plan, and I hope it helps."

◎ ◎ ◎

*From Dr. Harry J. McKean, Waukegan (Dentist):*

Having subscribed for a thousand dollars of your building bonds I shall be glad to get in on your Preferred Stock offering also. I'll report soon just how much I can take.

◎ ◎ ◎

*From Dr. J. S. Gaylord, Wolcott:*

You will find my check enclosed for \$200, being full cash payment for two shares of "Bunting Preferred" stock paying 8 percent.

◎ ◎ ◎

*Sales Within The Bunting Publications, Inc. Household:*

N. J. Pope, Waukegan, Assistant to Mr. Arnold, \$200. George H. Kaufman, Waukegan, Western Advertising Manager of THE NOV-ELTY NEWS, \$2,200. Flora M. Sick, Waukegan, (Mrs. A. M. Sick), wife of the company's treasurer, \$300. Mrs. C. S. Bunting, Kansas City, mother of HSB, \$500.

## Old College Catalogs Required

Our Louisiana State Legislative Committee and Council of Defense is very badly in need of three copies of any Osteopathic College catalogues dated either 1906-7-8 for legal purposes. Will you kindly insert a little ad in your "want ad" column and ask the profession to send them to me if they can dig them up. I will gladly pay express or parcel post or postage charges. Dr. George Still has very kindly loaned me the only one the ASO has. Fraternalty yours, Henry Tete, D.O., 1117 Maison Blanche Bldg., New Orleans, La.

## Believes Backfire Good Defense

Kindly count on us as heartily in favor of Dr. P. H. Woodall's suggestion conveying the chiro degree at the end of one year's osteopathic instruction. In our mountains hereabouts we fight fire with a back fire—and when fought to a finish, there's no more back fire. I am having the resolution published as educational matter.—*Drs. Kerr & Kerr, Filmore, Calif.*

It is rarely that one does with success what is done a last shift.—*Ernest Renan.*

# Talks to Osteopaths by a Dentist

## Some Opinions Regarding Devitalized Teeth

M. D. K. Bremner, D.D.S., Chicago, Editor of "Dental Facts"

The following quotations are extracts from a summary of three articles printed recently in the Journal of Dental Research. The subject under discussion is devitalized teeth. The discussors, Dr. Novitzky of San Francisco and Dr. Rhein of New York, both well known in dental literature and considered able, conscientious men. The summary was written by Dr. Gies, the editor of the above journal and reads in parts as follows:

"Novitzky contends that every tooth with a non-vital pulp, is a dead tooth—that such a tooth receives no nourishment, whatever. He states that examinations of hundreds of devitalized teeth have shown that every one of such teeth, if left in the jaws was infected within six months of the time of devitalization."

"Rhein contends, in direct disagreement with Novitzky that "it can be sanely asserted that a large percentage of teeth with non-vital pulps can be so treated as to leave them free to function, without any danger of such teeth becoming factors in focal infection. Recalling Novitzky's statement that non-vital teeth are inevitably infected within six months of the time of devitalization Rhein argues that, if Novitzky refers to bacteriologic examinations of such teeth while the teeth were firmly held in the alveolar process, Novitzky's "observations mean that none of the teeth was properly treated." Rhein states that "again and again bacteriologic tests of root canals ready for filling have given negative results. This statement applies also to canals where some reaming of the gutta percha has been done months or years after the root filling has been inserted. Finally he adds, "we can show roentgenographs of teeth covering

a period of twenty years and of some for a period of thirty years, where there was no initial pictures, in which we see the signs of perfect root fillings and of alveolar structures in apparently ideal physiologic conditions in the periapical region. These facts entirely refute the views of Novitzky in this relation."

Rhein insists that a tooth "remains a vital organ so long as the cementum receives nourishment through the pericementum. Only if and after the pericementum ceases to function, can such a tooth be correctly called a dead tooth."

The facts adduced by Rhein and which, in Rhein's belief, "entirely refute the views of Novitzky," are, according to Novitzky, proof of nothing in this relation. Novitzky adds: "(a) A negative bacteriologic test from a canal ready for filling means nothing. (b) Remnants of gutta-percha cannot afford evidence of the state of the tooth matrix, which is a far better culture medium than medicated gutta-percha. (c) Roentgenographs do not show the presence or absence of infection, nor do they always distinguish calcification from ossification."

This of course is a purely dental problem, yet in view of the now recognized fact that focal infections as a result of devitalized teeth is often a menace to general health, I think every intelligent osteopathic physician will be interested to know just what is the prevailing opinion among dentists regarding the subject.

In these quotations we have what may be considered the two extremes. There is still a third opinion held by the greatest majority of dental authorities. I hope to give that in some future issue.

## Great Theatrical Advertising Stunt for Osteopathy's Child Reclamation

One of the greatest advertising stunts osteopathy ever pulled off—so far as obtaining illustrated newspaper publicity of a happy and helpful sort goes—is the adaptation by the wide-awake Chicago osteopaths of Dr. Frank Payne Millard's idea of offering a prize of a \$1,000 cash for the most perfect and loveliest spine in all America.

Selah! But it's good stuff!

The project is that of the Society for the Prevention of Spinal Curvature, which made the offer in good faith several weeks ago.

But the Chicago osteopaths took it up and grafted it on to a special matinee performance of a popular local show—Eddie Cantor's "Midnight Rounders" at the Garrick—as the star feature of a benefit for the Child Reclamation Work of Chicago Osteopathic Hospital. It took like wildfire. The papers lapped it up like maple mouche. Osteopathy got great advertising as a result of it, with big two-column pictures showing Dr. Robuck, Dr. Foreman and Eddie Cantor in the act of examining the pretty backs of the pretty actresses and chorus girls—oh, my—just as they were going to do for the enjoyment of the public at the big matinee benefit of Sunday, October 16th.

Can you beat it?

No, you can't.

But you can adapt the scheme to the benefit of your local Osteopathic Child Clinic, if you have one, and if you haven't one, for heaven's sake organize one quickly.

Osteopathy should pull off this publicity stunt at once in every city of the U. S. and Canada where they have theaters and show girls with pretty backs—equally to aid the contest of the Society for the Prevention of Spinal Curvature, to help raise funds to care for sick and crippled children, and to advertise osteopathy. Oh, boy!

Look, sharp, lads or the chirois in your town will be stealing this osteopathic scheme and pulling it off in your own home town if you don't beat them to it!

Two sample newspaper stories of this great advertising scheme are given herewith and we only regret the time allowed was too short for OP to reproduce the two-column pictures. If osteopaths would always hurry such newspaper clippings in to us we would oftener reproduce such illustrations.

"The prize contest has assumed tremendous proportions, and will prove to be the greatest publicity propaganda yet out," according to Publicity Director R. K. Smith, Boston.

"We have so many letters about it I am swamped," writes Dr. Millard, Toronto. "Have had to put on an extra stenographer."

Get the good out of it while the going is good!

## Actors to Aid Cripples

[From Chicago Daily Journal]

The little kid with the twisted knee might run again, given proper care, and the little lame

girl with the crooked back might play with the best of them if she had a chance.

In order to help the thousands of crippled youngsters in Chicago whose muscles might be made normal again, a benefit theatrical performance will be given at the Garrick theater Sunday matinee, the funds of which will be used to increase facilities for handling free cases in the Chicago Osteopathic hospital at 5250 Ellis avenue, and for enlarging the hospital.

Eddie Cantor, star of "The Midnight Rounders," whose nimble and syncopated control of his bodily muscles has won him his success, will be master of ceremonies, and has loaned his entire troop for the assistance of his less fortunate brothers and sisters. Fred Stone of "Tip Top" and other headliners of the Rialto will appear and co-operate to make the benefit performance a success.

Dr. Oliver S. Foreman and Dr. Myrtle W. Fryette are in charge of the affair, and are being assisted by prominent osteopaths of Chicago.—Oct. 6, 1921.

## Pretty Backs Vie in Prize Contest

BY OUR PRINCESS PAT

[From Chicago Evening American]

"You've got to have a lot of backbone for this," Eddie Cantor said as he ran light fingers over the gleaming surface of little Kitty Penman's back during the osteopath's examinations at the Garrick theater.

"I'll be seeing beautiful shoulders in my sleep—but I don't care!" With the characteristic Cantor shrug he went on to the next beauty who would have her back proclaimed the most perfect by the doctors for the National League for the Prevention of Spine Curvature.

Besides the honor of being the owner of the finest back in America, the winner of the contest will receive \$1,000.

There were lovely entrants, and you never would have thought there were so many kinds of back in the world. There was the firm fleshed, well rounded, broad back of Olga Merveix, and the small, white, narrow shouldered back of Miss Penman and Betty Clifton.

It was apropos of the drive being conducted by the League of Osteopaths to discover a perfect spine without any dislocations of vertebrae.

When the most perfect back in Chicago is discovered its owner will be placed in competition with the owners of the most perfect spines in other cities, and the most perfect back in all America will be used by the osteopaths as the standard for measurements and bone structure.

Altogether twenty little "Midnight Rounders" were examined, and it was hard for Drs. Oliver Foreman and S. V. Robuck of the Chicago Osteopathic Hospital, 5250 Ellis Ave., to determine the loveliest. Finally they decided on Miss Merveix.

There is to be a benefit performance of "The Midnight Rounders" Sunday afternoon, October 16, during which Eddie Cantor, Nan Halperin, Hearn and Kelly, Muriel DeForrest and the rest of the cast will entertain. The proceeds will go to the hospital for the maintenance of clinics for children. Fred Stone will also bring over some of his acts from "Tip Top."—Oct. 6, 1921.

## To the Osteopathic Editors

It is my desire to have all the editors or publishers of Osteopathic Magazines as my guests at a banquet during the next National Convention. The time cannot be definitely set now but as soon as we get to Los Angeles and find out exactly how the time is taken, you will be notified. Hoping you will be able to attend, I am, fraternally—Scothorn.

[All right, "Scothie," count us in. Thanks—HSB.]

The wise are not learned; the learned are not wise.—Lao-Tze's "Canon of Reason and Virtue," 604 B. C. (China).

Trifles make perfection, but perfection is no trifle.—Michael Angelo

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### SHOP TALK on MATTERS of PROFESSIONAL INTEREST

#### Treating High School Athletes Free

I am glad to see *OP* pushing with all possible vigor its Shop Talk as a "Tell Your One Best Thought" feature every month and getting our fellows to give to the profession the valuable little points they work out. Such things as that suggestion that the tonsil be cleaned off with a bit of gauze over the finger, and again that idea that we treat the members of the high school athletic team free of charge, are two splendid things which you have just published.

The next day after I read that suggestion about treating the football boys free, one of them came in my office with a lame back. I treated him and told him there was no charge and asked him to spread the word among the fellows. It has been a great pleasure to me to have the boys come into the office and they are very appreciative of the favor. I believe I will get several sick students as patients through this.—*Geo. M. McCole, D.O., Great Falls, Mont.*

#### Don't Forget Psychology

We are missing a lot of chances to help our patients—at least some of them—by not using more psychology. As Dr. Atzen says, there are three systems of healing, the chemical, the mechanical and the mental, and we too often try to cure all troubles by simply correcting bony lesions. There never has been a system of healing yet which did not accomplish much of its results through faith and a change of mental attitude. Many people are sick as the result of pathological thinking. Treat their minds along with their backs—in some cases—and you will get better results.—*H. W. Paine, D.O., Oregon City, Ore.*

#### Can Osteopathy Cure Adhesions

Yes, to be sure, it can. Although a brother doctor, in a nearby town said "no, and no one else could. I sent him a patient suffering from adhesions following an operation. Why, I have M.D.'s sending me patients suffering from adhesions, and they realize that by breaking them up by operations, more must follow. They are broad-minded medical men and then for an osteopath to say it can't be done! Wake up my brother, attend a P.G. course, and brush up on things you don't know, then buckle right in, with a bit of a grin on your face. If you're worried don't show it, and start in to sing as you tackle the thing that couldn't be done and you will do it. He took off his coat, and he took off his hat, and the first thing he knew he'd begun it. With a bit of a grin and a lift of his chin, without doubting or quibbling. He started to sing as he tackled the thing that couldn't be done, and he did it.—*Florence Mount, D.O., Omaha, Nebraska.*

#### Diet Spared a Tonsillectomy in 12 Days

In September I notice Dr. M. M. Brill of N. Y. City states that he does not believe in the removal of tonsils or adenoids. This little article will no doubt be passed by by most of your readers and perhaps those who do read it will say—"crank."

The Doctor says he has had considerable experience in treating these cases, with good results, but does not give his technique. It occurs to me that it would be well to talk these things out at length. I believe there is a growing tendency among osteopaths to resort to early surgery in these conditions. I have had as much experience as the average 18-year-old in treating these conditions, both osteopathically and surgically, and feel I am now capable of detecting a surgical case.

### A Practical POST-GRADUATE COURSE

GIVEN BY

## THE TAYLOR CLINIC

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Des Moines General Hospital  
Des Moines, Iowa

Thirty Days of Intensive  
Practical Work

FEE \$100. Certificate at Completion  
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..... *Superintendent and Radiologist*  
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..... *Consultant and Gynecologist*  
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..... *Orthopedics, Pediatrics and Asst. Surg.*  
DR. G. C. TAYLOR, *Eye, Ear, Nose & Throat*  
DR. JOHN P. SCHWARTZ .....  
..... *Urology & Proctology*  
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DR. JOS. L. SCHWARTZ ..... *Staff Physician*  
DR. BYRON L. CASH .....  
..... *Pathologist and Cystoscopist*  
DR. H. H. LEFFLER ..... *Special Blood  
& Urine Chemistry & Basal Metabolism*  
DR. T. M. PATRICK ..... *Staff Physician*

### FASTING and MAN'S CORRECT DIET

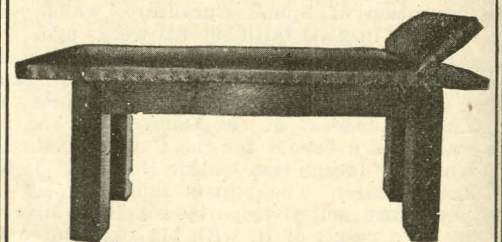
A new 153 page book on the treatment of disease through purely Sanitary measures. Total immunity to germ action can be obtained by reducing putrefaction in the digestive tract through fasting and dieting until the excreta is odorless, as described by Horace Fletcher. Germs are only scavengers in the body, as elsewhere in Nature.

—Read—

#### Fasting and Man's Correct Diet

Now Ready! \$1.75 in flexible cloth binding.  
\$2.10 in flexible imitation leather.

R. B. PEARSON, 19 So. La Salle St., Chicago



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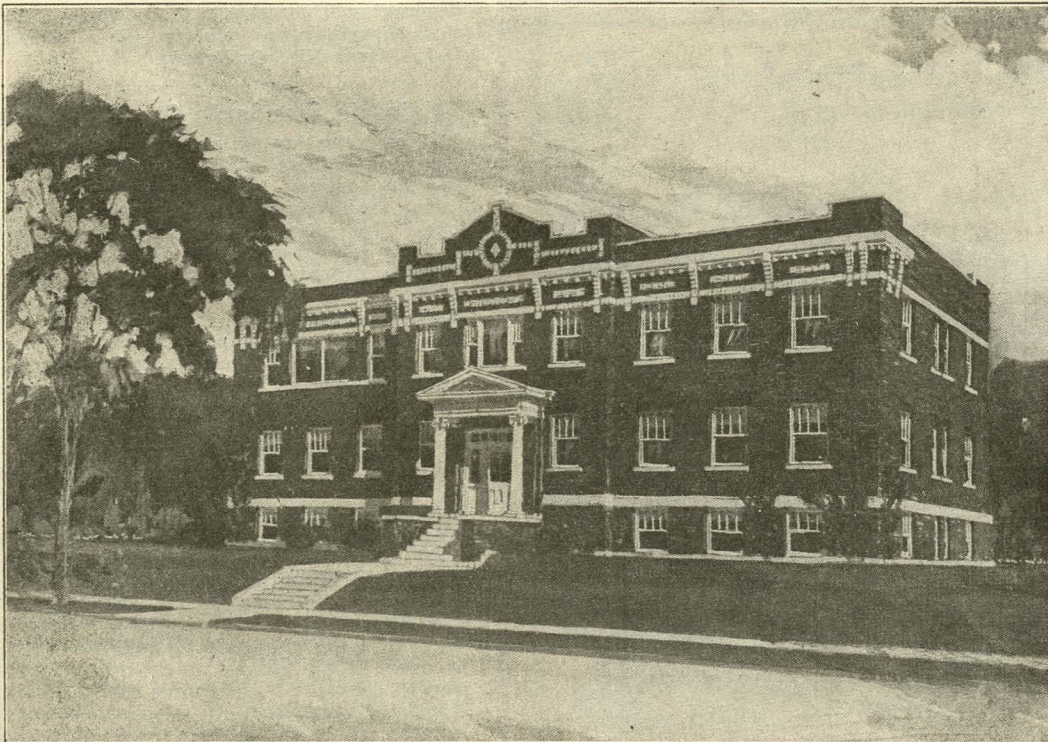
Those who use Dioxogen know that they can rely upon its freedom from irritating or toxic action, its exceptional germicidal power, and gratifying influence on wound healing.

In brief, Dioxogen has become the most widely and generally employed antiseptic in the office, hospital, dispensary, and factory clinic, because it has constantly justified the confidence physicians have placed in it.

**The Oakland Chemical Co.,** 59 Fourth Avenue, New York City

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### Kirksville, Missouri



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#### HOSPITAL STAFF

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General Surgery and Orthopedics
- DR. C. E. STILL  
Osteopathy
- DR. F. L. BIGSBY, Obstetrics  
Genito-Urinary and Rectal Surgery
- DR. E. H. LAUGHLIN  
Supt. of Laboratories and Specialist in Heart and Lung Diseases
- DR. A. C. HARDY  
Eye, Ear, Nose and Throat
- MISS RUTH STOREY, R.N.  
Directress of Nurses Training School
- DR. JOHN HALLADAY  
House Physician and X-Ray Laboratory
- DR. J. H. POPPLEWELL, Interne  
DR. L. W. MILLS, Interne  
DR. J. G. BOUSUM, Interne  
DR. J. F. KEATING, Interne

Our hospital has enjoyed a very prosperous, satisfactory second year, with about 40 percent increase of patronage over the previous year. Dr. Hardy has proven to be very capable in the Ear, Nose, Throat and Eye Department. This institution does not claim to cure or relieve 75% of hay fever or catarrhal deafness cases; we know better: it can't be done. Dr. Earl Laughlin and Dr. Bigsby have both proved very valuable in their departments also.

For further information address Dr. George M. Laughlin, Kirksville, Mo.

We all know some cases of tonsillectomy are not a success, while in others we are successful to a marked degree. Notwithstanding this I believe in saving the tonsil, if possible, and believe we should do everything possible to that end.

Recently I had a little girl brought to me who had suffered all the kinds of treatment known to M.D.'s for over two years. And finally they said "those tonsils are the cause." I gave the child a diet of hot water exclusively for two days, then exclusive fruit juice diet for another ten days. The tonsils were reduced to normal, and the child is virtually well. Her trouble was stomach and bowels not tonsils.

Again: About a year ago three cases (similar) were brought to me at one time. When I looked

in the throat of one, I immediately said we will operate. The others, I said I don't think operation necessary. Both were cured by osteopathy and diet. The other one was well in a short time under an operation.

I believe two-thirds of these cases can be cured without the use of the knife. In a multitude of council there is wisdom. Let's hear from others on this subject.—*B. H. Cabbage, D.O., Nevada, Mo.*

**Tonsillitis**

With the exception of when the capsule of the tonsil is burst every case of tonsillitis is curable without cutting by sensibly removing the cause. The cause is seldom local. The

tonsil is blamed for producing rheumatism and rheumatism is blamed as a cause of inflamed tonsils. The fact seems to be that *intestinal intoxication* produces both. Every case of tonsillitis can be cured in a week's time by inducing a three-day diarrhoea, during which time all food is withheld. This is followed by greatly reduced quantity of sensible food. The cause of tonsillitis—like the cause of most children's diseases, is abuse of the digestive organs.—*F. J. Feidler, D.O., Seattle, Wash.*

**"Sweat Like a Turk"**

A woman called at my office yesterday with pain in her shoulder and upper arm. I found a 3rd cervical lesion with slight irregularities in lower cervical and upper dorsal. After making the adjustments she wanted to know how long it took to give a treatment. I told her there was no set time, that one case might require three minutes while another may take fifteen or twenty minutes in order to accomplish results, etc.

Today she returned to tell me that she had gone to another osteopath and got a "real treatment"—that he had worked on her an hour and was sweating like a Turk when he got through.

Surely if that is osteopathy Dr. A. T. Still was not an osteopath, nor are all our most successful men and women osteopaths? To my mind this is one of the vitally weak points of our profession. Is it any wonder some of our profession are called rubbers? Where is the fault and what is the remedy?—*J. J. Moriarty, D.O., Ottawa, Ill.*

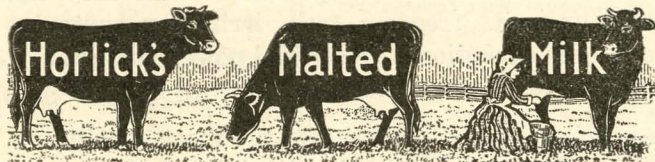
**Increased Requirements for Entrance**

Are we Americans not unduly influenced in our educational training by European methods, especially medical training? The ever-increasing pre-medical requirements, as far as I am able to find out, are so much more vigorously forced than the deeper study of fundamental, real medical studies. I know the medics have often tried to boost the D.D.S. course two to three years pre-medical and four years dental. Efficiency counts with the Americans in all other endeavors, so it seems to me that medical and dental courses of study could be more efficient by being more medical, more dental—demanding high schools to be efficient in physics, chemistry and biology.—*T. F. Engstrom, D.O., Marysville, California.*

**Maintain Standards Our Sole Chance**

To save the day for osteopathy and all osteopathic physicians, our only chance is to maintain our present high standards as to educational requirements for entrance to our colleges, high school education or its equivalent and the four years of nine months each, and fight for proper legal status in each and every State in the United States and the different foreign countries. It is in this way and in this manner only that osteopathy can occupy the place in the therapeutic world that it rightly deserves. There is no reason why, if only the entire osteopathic profession will put forth an indefatigable effort to get osteopathy before the laity and continue the good work by proper ethical advertising, and as well by handling obstetrics and all acute work, minor surgery and everything that constitutes the practice of a real physician, thereby proving that we are capable of being real physicians and are not merely rubbing backs at \$2.00 per for forty-five minutes in the office and afraid of a little responsibility—there is no reason, if we will guarantee these things, and there is no doubt either but that in the very near future we will occupy a higher plane than the regulars from the standpoint of recognition from the general public as well as from State government.—Yours for a better and broader osteopathy, *Roy M. Wolf, D.O., Big Timber, Mont.*

**Assists Osteopathic Treatments  
By Improving Nutrition**



THE ORIGINAL-GENUINE

**An Excellent  
Reconstructive In**

Anaemia, mal-nutrition, digestive disorders, and in nervous diseases.

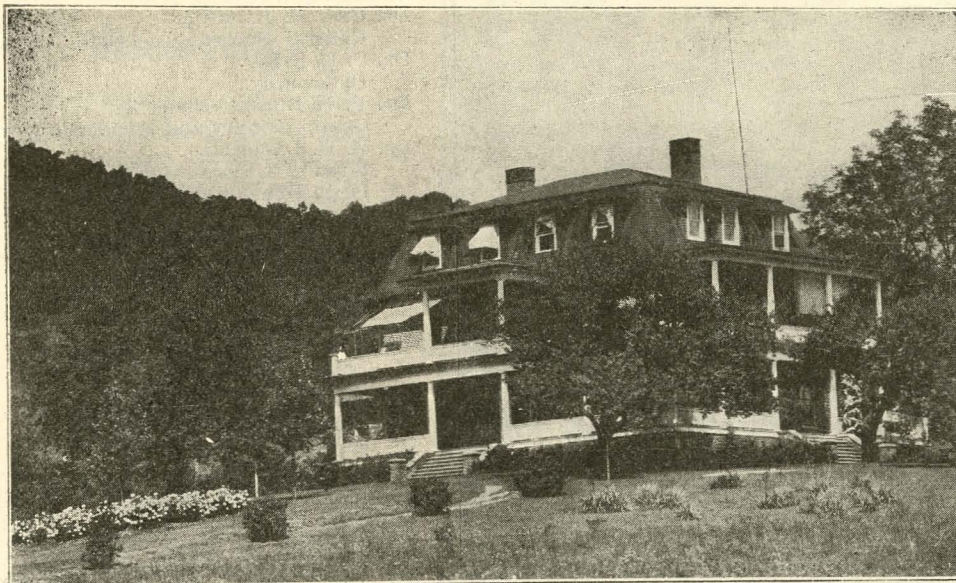
**Very Reliable  
In the Feeding of**

Infants and nursing mothers, invalids, convalescents, and the aged.

*Avoid Imitations*

Samples and printed matter prepaid upon request

**Horlick's Malted Milk Co.**  
Racine, Wisconsin



**ASHEVILLE OSTEOPATHIC SANATORIUM**

**Asheville, N. C.**

An institution where Osteopathy, Rest and Milk Diet—the triangle of health—are scientifically administered and controlled.—*Elizabeth E. Smith, D.O.*

### Says Reduce Courses to 2 or 3 Years

We can scarcely whip the A.M.A. with the small army of osteopaths we now have, so why keep on trying? Let us stick to our last before it is too late. See the chiros beating us to it all over the country. Are they weeping because they cannot use drugs and wield the scalpel? Not much. Take a look at their organization which is strength personified. The chiros are having great success, too, despite the fact that they are using fake osteopathy. Now to make a long story short, the only way we can resurrect osteopathy and bury chiropractic in my opinion is to go back to where we were in 1907. Back to manipulative therapeutics. I'm for straight osteopathy first, last, and all the time and the only way we can get it back and incidentally gain strength is to do five very necessary things. (1) Reduce the ridiculously high entrance requirements; (2) cut out drugs and surgery entirely; (3) Reduce the course to 2 or 3 years; (4) Admit to our colleges every intelligent man or woman regardless of whether high school graduates or not. Then watch our colleges fill up. See our old-fashioned graduating classes, such as the classes of 1907 that were making the medics quake. Watch us grow in numbers and osteopathy again flourish. See us again going down to the various state houses battling for our rights, not in twos or threes as they are now, and getting licked at every turn. Then and not until then will we be able or strong enough to take a fall out of the A.M.A. We've got to do something quick, before the chiropractics have engulfed us.—A. J. Smith, A.B., D.O., Brooklyn, New York.

### Specialization Presupposes Preparation

I believe in being real physicians but if we are going to specialize in anything we should take special training for that work. We all know after we get into the field what part of the work we can do best and most successfully and satisfactorily to ourselves and patients. As Doctor Waldo says, "We all have our calling in the profession; if it is Obstetrics or Ear, Eye, Nose and Throat. We should have special training in that work, not try to get by with it in general practice."—Ida L. Deane, D.O., Tacoma, Washington.

### Diet in Typhoid Fever

Lemon juice, orange juice and grape fruit juice as an exclusive diet during the temperature period of typhoid fever will work wonders. Keeps the tongue and mouth clean and moist and the intestinal symptoms will be greatly modified. Have had seven cases this fall, all positive Widal. Five children and two adults and have broken the temperature in the children in from fourteen to twenty-one days. The adults went a little over twenty-one days. Not a complication. As soon as temperature is normal or sub-normal usually give broths, malted milk and ice cream in limited quantities for five or six days then regular diet.—C. M. Bueler, D.O., Tucumcari, N. Mex.

### A Debt We Owe to the Chiro

From several newspapers brought in by my patients within the month it seems to me that osteopathy is getting some good (?) advertising. But non-drug therapy needs all it can get, and as the general profession seems to be adverse to doing it properly, I suppose it is up to a few individual gallery-players to put across this type of stuff. However, the chiro deserves a lot of credit for doing what we have fallen down in doing—that is, to bring the non-drug idea and the spine idea to the attention of the public by generous doses of printer's ink. Really, we owe them a great debt. Why try to knock such boosters? They are really the best practice

feeders an osteopath can have in his own town.—Benjamin H. Keeler, D.O., Fairwoods-at-Madison, N. J.

### Auto Hay Fever Treatment!

I passed a patient on the street. He turned and passed me a second time, recognized me and enthused over the hay fever treatment. "Couldn't get to any osteopath last time I had an attack of hay fever," he said, "So gave myself a treatment. Used my thumb. Stretched the tissues behind my palate until my ears crackled! That stopped it. People think hay fever is treated in front part of nose, but it isn't."—G. O. Shoemaker, D.O., Wichita, Kans.

### Therapy's Three Viewpoints

We need to mold the professional mind so as to bring about a common point of view relative to the three fundamentals of healing. This view-point is viz: "It is common knowledge that there are within the human body but three distinctly different kinds of activities, namely, chemical, mental and physical: thus it follows, that corresponding to the three above named body activities, there are within the body organism three natural laws which govern and control the chemical, mental and physical activities known to exist within the body.

It must further follow that the above stated fact permits of the evolution of three distinctly three distinctly different view-points, and fur-



### Three New Men Added to Our Staff

DR. E. C. BRANN, who has been doing work under Dr. Ruddy for twelve months, is prepared to do any work in the eye, ear, nose and throat—either treatment or surgical.

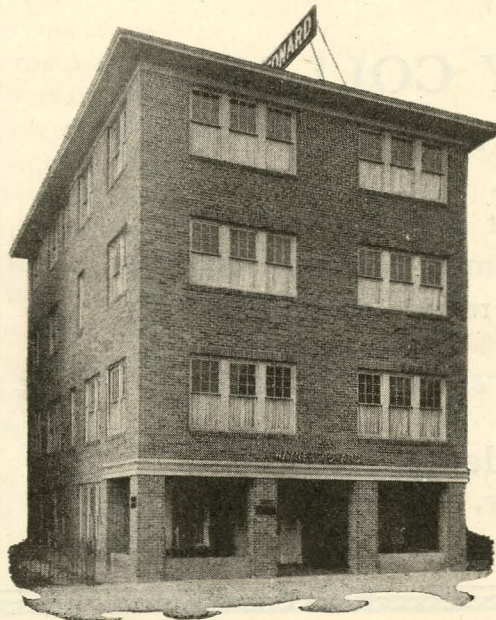
DR. L. M. WILLIAMS, who has served in army laboratories two years after completing the army course, also Dr. Lane's course, is prepared to do any laboratory work, including Wasserman's, blood chemistry, medico legal, etc.

DR. F. L. BARR, recent graduate of the Kansas City College of Osteopathy and Surgery, is also with us now.

**SOUTHWESTERN OSTEOPATHIC SANITARIUM, Blackwell, Oklahoma**

### Wayne-Leonard Osteopathic Sanitarium

130 So. Maryland Ave., Atlantic City, N. J.



Dear Doctor: We invite your attention to the fact that we are giving special attention to milk diet cases.

We employ the Porter Milk Diet Method exclusively.

All milk used in milk diet cases is supplied by the Walker-Gordon Company. It is a certified raw Holstein milk. There is none better.

For particulars regarding milk diet and other cases, address—

**Dr. L. H. English**

130 South Maryland Ave.

ATLANTIC CITY

N. J.



ther permits of the evolution of three distinctly different systems of healing, each system differing from the other two, both in principle and method of practice.

It is further common knowledge that these three possible systems—namely, the drug or chemical, the mental or psychological, and the physical or mechanical systems of healing, are at the present time being developed by distinctly different groups of peoples, each group striving to perfect their respective systems for the good of mankind \* \* \* \*"

Let us emphasize this point of view at every possible opportunity, for we can only develop strength in proportion to the number in the profession voicing this thought. Unity of think-

ing will produce solidarity of purpose.—*C. B. Atzen, D.O., Chairman, AOA Bureau of Legislation, Omaha, Neb.*

### Pity the Poor Hybrid!

Keep your brain active and watch your fingers. The hybrid M.D.-D.O., is, and always has been, more dangerous than the German-American. You can not have nimble fingers with a dull or cloudy brain—drugs make them dull, so why the drugs? Our hybrids are to be pitied. They know not what they do. *Be sure you understand osteopathy and apply it.—William H. Burton, D.O., Muncie, Indiana.*

## The Chicago College of Osteopathy

5200-5250 Ellis Avenue, Chicago

The Autumn Quarter begins September 23, 1921  
The Winter Quarter begins January 3, 1922

The Spring Quarter begins March 25, 1922  
The Summer Quarter begins June 19, 1922

Each quarter is twelve weeks in length.

Students are admitted at the opening of any quarter, but no student is admitted after the first week of any quarter.

This College is registered with the New York State Board of Regents. This means that it maintains the high standard required by that Board. It also means that graduates of this College are admitted to the examination for license to practice in New York State and all other states which maintain the New York standard.

Students who wish to be qualified to practice in New York State should be careful to select a College which is registered with the New York Board of Regents.

For the right kind of a course in Osteopathy extensive clinical facilities are needed.

The clinical opportunities of Chicago are unsurpassed.

No prospective student of Osteopathy should overlook the importance of these clinical opportunities.

The College maintains an excellent Osteopathic Hospital.

In the Training School for Nurses there is room for a few more candidates. The Training School course is two years in length. At least one year high school work, or its equivalent, is required for admission. Tuition is free and, after the probationary period of three months, student nurses are paid \$20.00 per month during the first year and \$25.00 per month during the second year. The student nurses receive board, room and laundry free, and two weeks' vacation each year.

For further information, address:

*The DEAN*

### This Will Be News to Harry Forbes

The article in the July *OP* by Dr. Hub of Ocean Park, recalls an experience I had some years ago. A superintendent of schools in a near-by town came into my office and said, "I have just returned from California, and while there heard something of Osteopathy and the greatest man in the profession, Harry Forbes. I wanted to go and treat with him, but could not arrange to. However, I learned of his methods, how long he treats, etc. Then the question, 'how long do you treat?' My reply was, 'I treat according to condition, not for so much an hour. But I think my treatments would possibly average eight minutes.'" He replied, "Forbes treats forty-five minutes. You can't earn two dollars in eight minutes." I was up against it. I said, "Say, fellow, I will just give you a treatment (I had made an examination, and if you are not satisfied when I am through, I will try to satisfy you." Holding the watch so he could see starting time, I began. When I had finished I said "I am through, what do you think of it." His reply was, "By Gosh, I have had a plenty for once." I showed him the watch and it had been seven minutes. I was his family physician for years after that.—*B. H. Cabbage, D.O., Nevada, Mo.*

### Causes for Worry

What do you candidly think of the chiro menace? Personally, at 2,100 a year being graduated from P.S.C. alone, with a \$30 per slush fund being paid back into the chiro war chest and the chiro doing probably, in 50% of cases, about as well as any osteopathic physician does, so far as results go, I am a bit concerned as to the future.—*Mary S. Crosswell, D.O., Farmington, Maine.*

### Four Kinds of Adjustment

A chiro 2-column ad in Sunday's Pittsburgh Post is full of ominous meaning to osteopaths.

Our people are so all-fired self-centered and self-satisfied that the imitators have practically captured our adjustment feature. Since these imitators have taken over the feature of physical adjustment of the spine, we still have three other features left that require adjustment of some kind in practically every case that one gets, namely, the animal mind or emotions, the purely rational mind and the acts. But to mention these other features is to place one's self in the "nut" class, unless it comes in the way of a fad; then they all fall for it, for example, psycho-therapy, psycho-analysis, etc. Then there is that great big class who are aping the M.D.'s but will not admit it. Why not give attention to the development of all the features that osteopathy involves? How many possess and read that matchless work on osteopathic principles, "The Philosophy and Mechanical Principles of Osteopathy" by Dr. Still? It is probably too deep for the average practitioner; he would rather have the "Lydia Pinkham" or "Sloan's Liniment" varieties.—*Wm. L. Grubb, D. O., Pittsburgh, Pa.*

### J. Madison Taylor, M.D., Gradually Discovering Osteopathy

I wonder if you have seen the article in the Medical Record of July 30, 1921, by J. Madison Taylor, M.D. Old "J. Madison" is at it again—or since. If you have not seen this, you would do well to read it. It ought to be scattered broadcast amongst osteopaths who are inclined to give a little pill—or something. Why doesn't somebody who can, write to this old klepto and tell him where he can get the rest of it without stealing and then kicking the fellow he stole it from, or send him McConnell's Clinical Osteopathy or some good book on osteopathic principles? It would save him the trouble of experimenting, and he could sail right along. Tell him A. T. Still did it long ago. With birds

# 258% GAIN

## KANSAS CITY COLLEGE of OSTEOPATHY and SURGERY

had the above student gain for 1920-1921.  
Nearly tripled its enrollment and now starting  
for a more remarkable record for 1921-1922.

*It's "The Aggressive College"*

2105 Independence Avenue  
Kansas City, Missouri

like him on the one side and the chirocracker on the other, and big-hearted and soft-headed osteopaths on the inside, wanting to give the chiro credit for what he did in his school and take him into the osteopathic school, the osteopath stands as much chance to exist as a rabbit among a pack of hungry wolves. This is putting it mildly.

M. A. Lane used to say the nearest thing to a sheep was an osteopath—he would walk right into a slaughterpen.

There are men in the profession who could be leaders and who could stand up for osteopathy. Why don't they? Dr. E. M. Perdue, M.D., Kansas City, (whose wife is an osteopath) has been the first to stand up for osteopaths. You can read his article in Clinical Medicine for August. Dr. Perdue is also a lawyer and views it from a legal standpoint.—*W. H. Dickson, D.O., Nacogdoches, Texas.*

### See Delegates to the American Legion

I just noticed in a newspaper that at the meeting of the American Legion in Kansas City this month there will be a demand made that disabled soldiers be allowed to take osteopathic treatment at the expense of the government if the soldier desires it. If you could get a line in the next *OP* suggesting that we see our delegates, if possible, don't you think it would be a good thing?—*Geo. M. McCole, D.O., Great Falls, Mont.*

### The Two Bethlehems

Dr. W. A. Settle, Peterborough, Ontario

DEAR HARRY.

AM DOWN in old St. Louis.  
JUST GOT here this morning.  
CAME OVER from Des Moines.  
LAST NIGHT on the Wabash.

## Diseases of the Head and Neck

\*\*\*

DR. DEASON'S NEW BOOK

\*\*\*

More than half the edition now gone. Did you get yours?

\*\*\*

Send orders to

JOURNAL PRINTING CO.  
KIRKSVILLE, MO.

AND MUST tell you.  
ABOUT A little conversation.  
I LISTENED in on.  
ON THE way over.  
THERE WERE three of us.  
OUT IN the smoking compartment.  
THE OTHER two chatting.  
WHILE I sat smoking.  
AND INDULGING in one.  
OF MY usual day dreams.  
AND INCIDENTALLY listening.  
TO WHAT the others.  
WERE TALKING about.  
AND WHEN we stopped.  
AT A sizable little city.  
IN NORTHEAST Missouri.  
ONE OF my companions.  
COMMENTED ON its activity.  
AND BUSTLING appearance.  
AND ASKED what city.  
MIGHT THAT be.  
AND THE other said.  
WHY DON'T you know.  
WHY THIS is the Bethlehem.  
OF THE western world.  
JUST AS from that other.  
CAME THAT Divine Healer.  
WHO WAS to provide.  
FOR A soul sick world.  
A RELIGION of hope.  
AND GOOD cheer.  
SO IN this Missouri town.  
THERE AROSE that philosopher.  
WHO WAS to offer.  
TO A sick, disease ridden.  
AND DISCOURAGED world.  
A NEW theory of disease.  
AND A new principle.  
OF CURE.  
YES THIS was the cradle.  
OF THE theory.  
OF SPINAL adjstment.  
AS APPLIED to the cure.  
OF HUMAN ailments.  
THIS IS that city.  
WHOSE CHIEF delight.  
AS WELL as privilege.  
IT IS to cherish.  
AND ALSO revere.  
THE MEMORY of him.  
WHO WAS and will ever be.  
HER FIRST citizen.  
DR. ANDREW TAYLOR STILL.  
THE FOUNDER of osteopathy.  
THE ORIGINAL system.  
OF HEALING by adjustment.  
YES SIR, this is.  
KIRKSVILLE, MISSOURI.

A thing done right today means less trouble tomorrow.

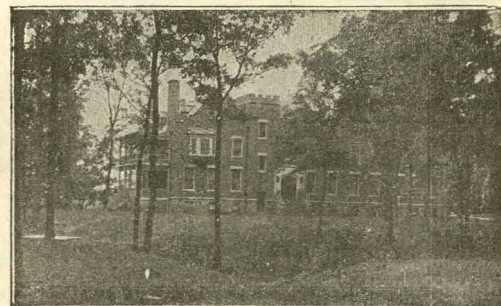
## Special Information for Osteopaths

Under the laws of some States osteopaths are prohibited from using anything of a drug nature.

Dionol and Emulsified Dionol **have no drug contents** whatever and hence do not come under these restrictions. Their action is in strict consonance with osteopathic principles, being entirely mechanical, hence no drug re-actions are possible.

Osteopaths, throughout America, are using large quantities of these preparations, and there has never been a legal exception taken to their use, excepting in one case, and when the authorities learned the above facts the case went by default and they never even appeared against the doctor in question.

Dionol treatment is the only remedial agent that we are aware of that acts strictly in a mechanical sense and without drug reaction and which may be safely employed, internally or externally by drugless physicians generally.—The Dionol Co., Garfield Bldg., Detroit, Mich.



## The Delaware Springs Sanitarium

Emphasizes *Diagnosis*, believing that a condition accurately diagnosed is half cured.

All modern facilities for diagnosis, as well as treatment, are found in our equipment.

Our institution has been inspected and endorsed by many of the best men in our profession.

THE DELAWARE SPRINGS SANITARIUM  
Delaware, Ohio

### Don't Complain of Unfair Competition

Unless you are doing your part to smoke the imitators out. You can use "Chiropractic Kleptomaniac" in hundred lots at 1½ cents apiece. It pays.

## Better Advertising for Osteopathy

Dr. S. L. Scothorn, Dallas, Texas, President AOA

It was my privilege the past week to listen to a lecture by Mr. Richard H. Lee, the big chief of the Associated Advertising Clubs of the world, and Director and Counsel for a group of thirty-three Better Business Bureaus of which Dallas is a member. Mr. Lee is splendidly equipped and truly conversant with his subject, and presented it in a masterful fashion.

While listening to Mr. Lee's address relative to advertising generally and to the Better Business Bureau phase of this problem especially, I was impressed by the similarity of the Better Business Bureau and the work accomplished by Dr. Bunting and others in placing Osteopathic Advertising on a high, conscientious and dignified plane, and their efforts in blazing the trail and popularizing our science.

Individual success is dependent upon publicity whether it takes the form of word of mouth praise by satisfied patients, personal popularity or well chosen advertising. This is true in any line of endeavor and applies with equal force to the merchant or professional man. Any individual depending upon public approval for a livelihood must foster and maintain publicity.

In the osteopathic ranks as elsewhere, the individual in most instances is unable to adopt the proper method of advertising and his efforts unless directed by some mind trained along these lines are quite prone to be disappointing if not actually harmful, to himself and the profession.

In my opinion those who have celebrated and made possible specialty advertising in our profession are really acting in the capacity of a Better Business Bureau controlling Osteopathic Advertising, for a great percentage of the pro-

profession who are employing personally written advertisements receive their inspiration from the excellent articles prepared by Dr. Bunting and others.

There is no doubt but what chiropractic owes its present growth to the elaborate advertising campaign that has been launched. But our imitators have actually accomplished a great deal in advertising Mechanical Therapy, its completeness in a therapeutic sense, and our educational attainments.

Under the plan proposed by the AOA, that is, the National Board of Advertising Censors, unethical advertising can be curbed, but even unethical advertising—if the truth is told regarding the fundamental principles of osteopathy—is far preferable to none, and no one has a moral right to criticize unless he is willing to contribute his time and money to further the dissemination of the truths of osteopathy. Too oft the brother that criticizes an innovation within our ranks is generous in naught but criticism.

### Need Old Fashioned Revival

I am very heartily in accord with Dr. Grubb in September *OP* when he states his belief that the proper thing is to "push our adjustment osteopathy." If our men had half the pep that the chiro has they would put osteopathy over so strong and fast that this old U. S. A. wouldn't realize what struck it. What we need is a good old-fashioned (Methodist style) Osteopathic Revival! Then feed it to the public till they can't see, taste or smell anything but osteopathy.—A. B. Sturges, D.O., Wallingford, Conn.

## PROFESSIONAL CARDS

Dr. J. Deason, Osteopathic Physician  
Specializing in Ear, Nose and Throat  
27 East Monroe St., Chicago

Hubert F. Leonard, D. O., M. D.  
Consultation and Surgery  
Eye, Ear, Nose & Throat Surgery a Specialty  
703-706 Morgan Bldg., Portland, Oregon

Riley D. Moore, LL.B., Oph.D., D.O.  
Osteopathic Physician  
1410 H St., N. W., Washington, D. C.  
Careful attention to referred cases.

Dr. Percy Evan Roscoe  
Osteopath  
410-413 Seventy-first—Euclid Bldg.  
7016 Euclid Ave., Cleveland, Ohio

Dr. C. Burton Stevens  
Obstetrics  
Chief of Obstetrical Department Osteopathic  
Hospital  
617-18 Farwell Bldg. Detroit, Mich.

Dr. T. J. Ruddy  
Eye, Ear, Nose and Throat  
Originator (Bowling) of "Finger Method"  
for Hay Fever and Catarrhal Deafness, etc.  
Chief of E. E., N. & T. Dept., C. O. P. & S.  
302-9 Black Building Los Angeles, Calif.

Dr. Frank J. Stewart  
Diseases of the Skin and also  
Genito-urinary and Venereal Diseases  
Room 1201, 7 W. Madison St. Chicago

Dr. H. C. Wallace  
Practice limited to General and Orthopedic  
Surgery and Consultation  
S. W. Osteo. Sanitarium, Blackwell, Okla.

Dr. Benoni A. Bullock  
Consultation and Surgery  
Specialist in Orificial Surgery  
Stevens Bldg., Detroit, Mich.

Dr. W. F. Rossman  
Surgery: Eye, Ear, Nose and Throat  
Referred Cases solicited  
Grove City, Pa.

Dr. S. P. Ross  
Surgeon  
Office, 1000 Land Title Building  
Residence, Hotel Adelphia, Philadelphia, Pa.

Dr. Jerome M. Watters  
Osteopathic Physician  
Ear, Nose, Throat and Eye  
2 Lombardy St., Newark, N. J.

M. D. K. Bremner, D.D.S.  
Radiography, Oral Diagnosis and  
Pyorrhea  
Suite 1600, Mallers Building,  
5 S. Wabash Ave. Chicago, Ill.

Dr. Leland S. Larimore  
Eye, Ear, Nose and Throat  
Prof. Ophthalmology, Optometry and Oto-  
Laryngology, K. C. College of Osteo-  
pathy and Surgery  
Blackwell, Okla.  
601-2-3 New Ridge Bldg., Kansas City, Mo.

Dr. C. C. Reid  
Eye, Ear, Nose and Throat  
Dr. C. L. Draper  
Dr. J. E. Ramsey  
Adjoining Suites with filed and spec-  
ially equipt "surgery" in common.  
501-10 Interstate Trust Bldg. Denver

## POST-REMOVAL CLEAN-UP SALE

Big Value Package for \$5.50

We have been straightening out our stock brochures since we arrived at our Waukegan plant. We find we have some odds and ends which we desire to dispense of quickly. We have laid aside a number of packages, each package numbering 150 brochures and containing at least some of each of the following:

"An Osteopath's Explanation to a Health Seeker," "Questions Often Asked About Osteopathy and Their Answers," "How a Case of Sleeping Sickness Found a Cure," "Osteopathy in the Inflammatory Diseases," "A General Sketch of Osteopathy," "Osteopathy Potent Where Serums and Vaccines Fail," "Osteopathy in Winter's Ills," "A. T. Still as a Medical Thinker," "Most Diseases are of Spinal Crigin," "Osteopathy as a Science," and "Osteopathy Cures Various Nervous and Blood Disorders."

While they last, or for a period limited to not longer than 30 days, we will sell these assortments at \$5.50 per package, "as is." You can have one, two or three packages, but the rate per package is the same. If it is requested, we will imprint professional card without charge.

If you want to do some campaigning to a new list of names, here is your chance to get the literature for it at a low cost. You can send us your list if you wish and we will do the addressing and mailing for you. The extra charge is 50 cents per hundred for addressing and \$1.00 per hundred for postage. There are about 50 of these packages. They will "move away" quickly, you may be sure. If you want one or two of them let us have your name and remittance promptly.

The Bunting Publications, Inc.  
Waukegan, Illinois

## Standard Laity Brochures

\$6.00 Per Hundred  
Express Prepaid

No. 8—Osteopathy in Inflammatory Diseases.

No. 16—Osteopathy Potent Where Serums and Vaccines Fail.

No. 34—How a Case of Sleeping Sickness Found a Cure.

No. 36—Most Diseases Are of Spinal Origin.

No. 37—Osteopathy as a Science.

No. 48—Philosophy of Osteopathy.

Stocks Limited.

Sample Set 25c.

The Bunting Publications, Inc.  
Waukegan - - Illinois

# HOW to BUILD PRACTICE by ETHICAL PROMOTION

## Is Dr. Van Brakle Right In His Idea?

Doctor Van Brakle, we think, had the right idea exactly when he communed with the heart-felt need of every osteopath in practice and turned out the manuscript for "Somebody's Everyday Ills—Perhaps Yours Is Here!" His sprightly discussion comprises the November installment of our "Osteopathic Health" patient intriguer and public educator. When Van strikes a blow you are accustomed to see him hit the nail squarely on the head. He accomplished this in that already classic "Automobile Number." He has done it again, we believe, this time. Here is John's own idea of it. Do you agree with him?

### VAN BRAKLE'S IDEA IS GET THEIR INTEREST FIRST

"I have stressed the *interest* feature of it or, as *OP* puts it, the *human interest* feature, and go it rather easy on osteopathic suggestion. We can surely intrigue the mind of average men and women with a newsy and rather breezy discussion of the everyday things of life and health such as people are always talking about in every-day routine. One does not need actually to complete the conversion of each reader to osteopathy in any one reading. It is enough actually to *begin* to convert him—to get his attention riveted.

"My idea is that if 'Osteopathic Health,' the practitioner's monthly magazine of newsy and piquant practice discussions, can arouse a *first interest* in osteopathy it is up to the osteopath to turn that interest into knowledge. So, I am strongly in favor of adopting arresting titles and readable stories.

### PRIMARILY ENTERTAINING—SUBCONSCIOUSLY DIDACTIC

"If the name of osteopathy and its physicians are interestingly tied up to a great variety of illnesses and diseases, I believe the reader will

readily infer that osteopathy effectually deals with those conditions. This is what I have had in mind in preparing 'Somebody's Everyday Ills—Perhaps Yours Is Here.' Frankly it is designed to be intriguing.

"What I am here trying to say to our osteopathic practitioners is really this: I see no reason why each successive number of *OH* should not be primarily a piece of entertaining literature—to which has been added just a dash of propaganda."

Right you are, Dr. Van Brakle, in our judgment. In holding this conception of what we want, as well as the way in which you execute it, you prove you understand and realize fully the literary and advertising commission that we, the publishers, have put up to you. We believe the great rank and file of our people a-field fully agree with the idea.

## New Live Editorial Policy for "OH"

Dr. Van Brakle has discerned exactly the idea we ourselves hold to be the right one for the profession's monthly magazine publicity service. "*Always something fresh and new with human interest to it,*" is the new goal we have set for *Osteopathic Health* for the twelve months ahead. In harmony with this policy, we shall soon cease to reprint any old numbers, however good, in our current magazine.

Being now fortunately in possession of our fine new printing plant we propose to cease reprinting even an occasional classic Brochure as a current issue of the monthly magazine. Instead, we intend to put these classics out separately, as they may be required by the profession, in the form of "Standard Laity Brochures" without "*OH*" covers, title-page or date line; and ultimately perhaps they will be printed in entirely different size and make-up.

### OUR LINE OF STANDARD BROCHURES

Already of course we are offering a series of

eleven of these Classic "Brochures" (announced on Page 28) and now printed up without magazine title page or date line. As these eleven numbers are added to from the fine new series of brochures which will appear in *OH* (several of them each year) our line of "Standard Brochures" will constantly grow in numbers, variety and value to the practitioner who knows how to educate his patients and the general public contiguous to his practice. These Brochures are supplied with envelopes and will be printed up with professional cards, as wanted, the same as the little monthly magazines.

## This Thing of Seeking Youth from Monkey Glands

[Ready to Reprint in Your Local Newspaper]

While the country is watching with interest the case of the New York journalist, 65 years old, who submitted to a surgical operation for engrafting monkey glands into his body in the hope of restoring youth, *Osteopathic Health*, the lay magazine, is out with a comment on this sort of practice entitled "Do Glands Go Wrong?" The writer explains why osteopathic treatment for the aged and infirm is the best possible means of retarding old age and giving health, pep and elasticity to middle aged and very old people.

The general subject of this magazine is "Somebody's Everyday Ills—Perhaps Yours Is Here!"

Other subjects covered in this November magazine, a copy of which you may obtain for the asking of Dr. \_\_\_\_\_, at \_\_\_\_\_, are viz:

Dizziness, Heart Trouble, The Debutante Slouch, What the Business Man Finds in Osteopathy, Boils, Pain at the Base of the Spine, Nervous Irritation, Give Your Osteopath a Square Deal, The Sacro-Iliac Joint, Shortness of Breath, A Pain in the Side and Do Osteopaths Use Diets?

This little magazine is very full of interest to lay men and lay women and you are missing something helpful if you are not getting it every month. It will come to you for a free subscription of six or twelve months if you merely request it.

## Laity Brochures a Separate Line from "Osteopathic Health"

Now we are in possession of our own fine new printing plant we take pleasure in announcing an important change of policy as regards the issuance of our "Standard Brochures for the Laity." These are to be printed separately from "Osteopathic Health" in future, and will be republished as fast and as far as the profession may require them for its purposes. Such Brochures (with possibly but one or two further repetitions, already scheduled) will not find reissuance again within the covers of "Osteopathic Health."

When such classics as "Most Diseases Are of Spinal Origin," "The Osteopathic Catechism," "The Body's Four Grand Systems of Elimination," "Doctor Still as a Medical Thinker," etc., are to be printed they will be published in separate form under distinctive covers as Standard Laity Brochures. Ultimately we should be able to supply all our classic brochures in this form—at least, all of them for which there exists perennial demand. We cannot get to this all at once, of course, but we shall approach it little by little as we find time.

This means that we shall now be able to realize our dream of years (which production costs hitherto have made impossible), namely, to make of "Osteopathic Health" truly a live journal of current interest, full of seasonal disease discussion and editorials on timely health topics—the organ par excellence with which to

Ready for Use in your home town newspaper. The "copy" below is for display space. Have your printer follow style of composition.

## "Osteopathic Health" for November

### Somebody's Everyday Ills—Perhaps Yours Is Here!

Do Glands Go Wrong?; Dizziness; Heart Trouble; The Debutante Slouch; What the Business Man Finds in Osteopathy; Boils; 'I'm Not as Young as I Used to Be; Pain at the Base of the Spine; Nervous Irritation; Give Your Osteopath a Square Deal; The Sacro-Iliac Joint; Shortness of Breath; A Pain in the Side; Do Osteopaths Use Diets?

The above is the title contents of "Osteopathic Health" for November. A copy of this little magazine will be mailed free of charge on request. Address:

DR. \_\_\_\_\_,

educate one's patients, as well as interest and convert the lay public—and to leave the reprinting of articles of merit to go into a separate Brochure series.

About every third issue of "Osteopathic Health" will contain a *brand new brochure*, each of which will be as fine and strong as any that have ever been put out by us. These will all be fresh and new. As the best of these new brochures develop permanent demand for themselves they will be reissued if, at all, only as numbers of the "Laity Brochures" Series.

### "Harvest Leaflets" Have a Potency All Their Own

It is the supreme merit of our line of 28 different "Harvest Leaflets," ranging from one to eight pages each, that they are the easiest, quickest and cheapest advertising media of high quality that one can put out to special mailing lists. The cost per thousand persons reached is so low that any practitioner really interested in building up practice or osteopathic prestige in his own field can afford to mail these out in series every week or ten days. The results from using them are found to be so good that any vigorous campaign of this sort, entered into for a period of three to six months, ordinarily pays for itself from new patients obtained before the campaign has entered well into the second month.

The proper strategy involved in the use of "Harvest Leaflets" is to regard them as the low-cost, wide-distribution, quickly-repeating medium for attracting first attention and producing inquiries. All inquiries so produced should at once be put on one's regular mailing list for education by *Osteopathic Health* and selected numbers of our "Standard Laity Brochures." It is usually an easy matter to find out what an inquirer's special interest in osteopathy may be—that is, what and whose disease it is hoped to cure—and then it is only common-sense follow-up science to select and supply such brochures as most nearly cover that subject.

Any one who wants quick and extensive results will be pleased at the productiveness of this system of advertising. And the charm of it is that it benefits osteopathy as a whole by *benefitting most the osteopath who puts this evangelization machinery in motion*. In other words, *the fellow who spends the money gets it back with a profit besides*. That proves quite satisfactory, as a rule, to the one who shows the enterprise.

#### HELP MAKE THE WHEELS GO ROUND

Would you like to own some Bunting Preferred Stock that will pay you 8 percent and give you a definite part in making the wheels go 'round? It's easy. See Page 3.

#### SHALL WE TAKE YOU INTO THE FAMILY?

Nothing succeeds like success. Identify yourself with the Bunting publishing business as a stockholder. It's easy for you and gives you fine rewards. See our \$10 per month per share Acquisition Plan outlined on page 3.

#### HO! "SHOP TALK" ASSISTANT EDITORS!

Please send in for "Shop Talk" next issue some one good idea or helpful fact that you have learned in practice. What you can say on a post card will do.

Or maybe you want to go on record about Dr. Woodall's plan to give a chiro degree for one year's work in osteopathic colleges. We'll present more views on that subject next month.

Meanwhile, won't you send some one helpful idea in diagnoses or practice? If it helped you, it will help some one else. Kick in, with a good idea, fellows.—*HSB*.

### Current Issues of "Osteopathic Health" on Sale

"Somebody's Everyday Ills—Perhaps Yours Is Here!"—November issue. Price 100 copies, contract, \$6.50; single order, \$7.50.

"The Osteopathic Catechism."—October issue. Price 100 copies, contract, \$6.50; single order, \$7.50.

"The Human Body Runs Like an Automobile."—September issue. Price 100 copies, contract, \$6.50; single order, \$7.50.

Lower prices on larger quantities. Write for complete price list and information sheet.

THE BUNTING PUBLICITY SERVICE

for  
OSTEOPATHS  
Waukegan, Illinois

### Standard Undated Laity Brochures Available

"The Body's Four Grand Systems of Elimination."—Brochure No. 59. Price 100 copies, \$5.50.

"The Osteopathic Specialist in Diseases of Ear, Nose, Throat and Eye." Brochure No. 58, undated. Price, 100 copies, \$6.50.

"Mechanical Causes of Woman's Ills and How Osteopathic Adjustment Cures Them." Brochure No. 57, undated. Price, 100 copies, \$5.50.

"Why Diseases of Stomach and Digestive Organs Develop"—Brochure No. 56, undated. Price, 100 copies, \$5.50.

"An Osteopath's Explanation to a Health Seeker." Brochure No. 54, undated. Price, 100 copies, \$5.50.

"Questions Often Asked About Osteopathy and Their Answers." Brochure No. 53, undated. Price, 100 copies, \$5.50.

"Osteopathy in the Inflammatory Diseases." By the late Professor Lane. Brochure No. 8, undated. Price, 100 copies, \$5.50.

"A General Sketch of Osteopathy." Brochure No. 51, undated. Price, 100 copies, \$5.50.

"Osteopathy Potent Where Serums and Vaccines Fail," by Michael A. Lane. Brochure No. 16, undated. Price, 100 copies, \$5.50.

"Most Diseases Are of Spinal Origin." Brochure No. 36, undated. Price, 100 copies, \$5.50.

"Osteopathy as a Science," by John Comstock, D.O. Brochure No. 37, undated. Price, 100 copies, \$5.50.

Price in 500 or 1,000 lots \$5.00 per hundred.

THE BUNTING PUBLICITY SERVICE

for  
OSTEOPATHS  
Waukegan, Illinois

### The Lane Book on Osteopathy

"A. T. Still, Founder of Osteopathy." Includes the Whole Ten Original Brochures on osteopathy by the late Professor Michael A. Lane; bound substantially in cloth covers; 217 pages; with comprehensive Table of Contents and Index. Price \$3.00, postage prepaid, to any address. Edition is nearly sold out. Got your copy yet?

No osteopath's home bookshelf or office center table can be complete or up-to-date without this book. It is invaluable as a standard explanation of osteopathic science for all public libraries, as well as for the information of fairly educated patients. What price wouldn't osteopaths have paid for such a book, had it been available to them ten years ago!

THE BUNTING PUBLICITY SERVICE

for  
OSTEOPATHS  
Waukegan, Illinois

### Lane Brochures Still in Print

"Osteopathy in the Inflammatory Diseases," by the late Professor Michael A. Lane, Brochure No. 8, Undated. Price 100 copies, \$5.50.

"Osteopathy Potent Where Serums and Vaccines Fail," by the late Professor Michael A. Lane. Brochure No. 16, Undated. Price 100 copies, \$5.50.

#### CASH PAID FOR ACCEPTABLE MANUSCRIPTS

We are in the market for contributions that explain osteopathy, its theory and practice, its diagnosis and cures, in simple plain English suitable for converting the lay reader and educating osteopathic patients. Such manuscripts must be suited for the purposes either of "Osteopathic Health" or "Harvest Leaflets"; must be typewritten on one side of the paper only and be either single or double spaced between lines. The total number of words by actual count must be given on each article and the number of words on each separate page.

FOR "OSTEOPATHIC HEALTH"

Brochures or other manuscripts offered as suitable material for making up one entire number of this magazine must contain approximately from 3,600 to 4,000 words. We supply the subheads for long articles.

The preference is for short articles explaining a variety of diseases rather than for one long manuscript. Long articles have to possess some definite theme, show artistic unity and logical construction. But any practitioner who is interested in his practice, even though without possessing literary gifts may write the most acceptable sort of simple short articles containing one or more good ideas or dealing with particular diseases, diagnoses and cures. We are able to supply the literary revision, if it be needed, to polish good plain recitals of fact.

FOR "HARVEST LEAFLETS"

Manuscripts offered for "Harvest Leaflets" should conform to one or another of these sizes:

1 page "Harvest Leaflets" average from 100 to 125 words.

2 page "Harvest Leaflets" from 250 to 300 words.

4 page "Harvest Leaflets" from 600 to 750 words.

8 page "Harvest Leaflets" from 1,700 to 1,750 words.

So-called "fine writing" is not wanted. Good plain simple English and truth telling, based upon an underlying understanding of the psychology of "selling" osteopathy to the public is what we are after. What have you to offer Doctor? Have you ever tried your hand?

#### HAVE YOU A MATURING LOAN TO REINVEST?

If you are fortunate enough to have money out at interest on first-mortgage real estate loan, or otherwise, about to mature, we would like to bring to your attention the attractive features of our limited offering of 8 percent Preferred Stock, Cumulative, in The Bunting Publications, Inc.

This stock issue of \$30,000 is preferred as to earnings as well as assets, so that no dividends can be paid on Common until the Preferred dividend payments of 2 percent quarterly are all met. Bunting Preferred Shares sell at \$100 par and are redeemable at 105, so that they certainly pay you in excess of 8 percent per annum and will probably pay you about 9 percent. See our advertisement giving fuller information on Page 3 of this issue.

Remember, too, that if you put your money in Bunting Preferred Shares it is reinvested by us in the printing machinery that is grinding out national publicity for osteopathy: so that you and your profession alike get a direct bene-

fit from the use made of your money in addition to the good interest rate that you receive.

Furthermore, you are helping us, your professional boosters—helping us very much, in fact—by such a course, for we've got to pay the balance due on our new machinery equipment and, having gone our limit to get as far along as we have, we are now compelled to sell our Preferred Shares to raise the necessary money.

Can you help us finish up this good enterprise in fine style?

We invite correspondence with osteopaths who are of the investment class and will be glad to give any additional information or assurances you may desire.

**Work Begun on New Laughlin College Building**

Dr. George M. Laughlin announces that work on the new college building at Kirksville started in September and will be pushed along rapidly from now on.

"We will have the building completed and equipped by September, 1922, and I have already engaged a large part of our faculty," writes Dr. Laughlin. "Of course this is a big undertaking as I plan to run the school entirely as an educational institution and do not expect to commercialize the name of Dr. A. T. Still.

"I shall be glad to keep the profession advised from time to time as to how we are progressing, and as to what the prospects seem to be for a successful institution. We shall conduct our school on the same high plane of service to the profession as we attain in our hospital management. One gratifying feature of our work is that the doctor who has had cases here before usually sends us his later cases also. To me it is a great pleasure to merit such confidence."

Emotions will always get the better of even the most reliable of rational arguments.—*Gustave Le Bon.*

**Vaginitis—Leucorrhoea**

usually require treatment with astringent, antiseptic, soothing and healing agents which must be brought and held in close contact with the affected areas

**Micajah's MEDICATED WAFERS**

are easy to apply, prolonged in action, pronounced in effect. Not irritating, not toxic, tonic to relaxed tissue, stimulate cell activity, disinfectant and styptic.

Originated by a practical physician, they are used to a steadily increasing degree by progressive doctors.

MICAJAH & CO., Warren, Pa.

Send samples, literature, case reports of Micajah's Wafers.

\_\_\_\_\_ M. D.

(E)

MICAJAH & CO. Warren, Pa.

**ASO Adds a Dental Diagnosis Laboratory**

Dr. C. N. Dailey, graduate of Washington University, has been added to ASO faculty as teacher of Oral Hygiene and Dental Diagnosis. The school added a dental clinic because they found out that to run a hospital without a dental surgeon attached to it, is running with one important department omitted. Dr. Dailey is deeply interested in osteopathy and is studying it along with his practice.

Rheumatic patients, patients with neuritis, patients with obscure gastro-intestinal symp-

oms now have the advantage of finding out positively whether or not diseases of the teeth has any bearing on their cases, and this under the same roof where they get the rest of their examinations. Dr. Dailey is an expert in the use of gas anaesthesia and nerve blocking in addition to being a most versatile dental surgeon and diagnostician.

Life isn't in holding a good hand, but in playing a poor hand well.

By attaining the height of abstraction we gain fullness of rest.—*Lao-Tze, (Chinese Sage), 604 B. C.*

**"HARVEST LEAFLETS"**

**to Reach the Multitude and Arouse the Disinterested**

Our new line of introductory and supplementary printed leaflets is designed to enable osteopaths to do wider and more systematic campaigning at unprecedentedly low rates per thousand (or per hundred) of names covered. These informal messages make easy and economical the undertaking of broadcast distributions and engineering systematic rapid-fire follow-ups where the cost of using a magazine would be felt as a deterrent factor. You can economically and speedily cover entire lists of any size by this medium and command instant attention. The harvest will be proportional to the sowing. Let us tell you how to plan and conduct such campaigns. Here is the splendid assortment of subjects offered you:

**4-Page Harvest Leaflets**

- No. 1. What Doctor Shall I Employ?
- 2. Disease Caused by Mechanical Pressure.
- 3. How Osteopathic Patients are Treated.
- 4. Getting Well All Over at the Same Time.
- 5. Building Up Weak Throats.
- 6. A Chiropractor at Work.
- 28. The Best Spring Tonic.

Price \$10.00 per thousand, with or without your professional card.

\$1.25 per hundred.

**6-Page Harvest Leaflets**

- No. 7. What Is Osteopathy?
- 8. A Word to Former Patients.
- 9. What Osteopathic Fingers Will Do.
- 10. Neuritis From a Slipped Rib.
- 13. Chiropractic Kleptomania.
- 24. Neuralgia and Headaches.

Price \$12.50 per thousand, with or without your professional card.

\$1.50 per hundred.

**8-Page Harvest Leaflets**

- No. 14. An Explanation of Osteopathy. (As stated by the London Times).
- 15. Why the Spine Is the Basis of Health.
- 16. What Osteopathy Does for Women.
- 17. Osteopathic Aid in Pregnancy and Confinement.
- 25. Osteopathy in Obstetrics.

Price \$18.00 per thousand, with or without your professional card.

\$2.00 per hundred.

**1-Page Harvest Leaflets**

- No. 18. Habit in Suffering.
- 19. The Osteopath's Point of View.
- 20. An Osteopath.
- 21. The Nine Modern Wonders.
- 22. Osteopathy Is Not a Remedy.
- 23. Dr. Atzen's Definition of Osteopathy.
- 26. Pain.
- 27. Insomnia.
- 29. Sciatica.

Price \$5.00 per thousand, with or without your professional card.

\$0.75 per hundred.

Imprinting your professional card is FREE on all orders bought in thousand lots. On any number (or assortment) from 100 to 900 it costs \$1.00 extra. These folders are sized to go in an ordinary letter envelope.

These osteopathic "Harvest Leaflets" do not take the place of campaigning by Osteopathic Health, but supplement it. They are scaled for easy, economical, wide distribution in units of thousands instead of hundreds, and are adequate to supply your want of something effective that will stir up quickly numerous inquiries about osteopathy. You should use them as "attention-getters". As each new inquirer is heard from you should automatically put him on your mailing list to receive Osteopathic Health, the magazine, monthly for a year's period. That is campaigning as scientific propagandists of any worthy cause would do it. We have only begun to fight for Osteopathy!

**The BUNTING PUBLICATIONS, Inc. - Waukegan, Ill.**

## Osteopathic Specialists

Goddard Building 27 E. Monroe St.  
Central 3715  
Chicago

**Dr. Glenn S. Moore**  
Eye, Ear, Nose and Throat

**Dr. Nettie M. Hurd**  
Official Gynecology—Diseases of Sigmoid,  
Rectum and Anus

REFERRED CASES CONSULTATION

Detailed diagnostic report and complete instructions as to advisable treatment returned by mail to physicians.

## Dr. Chas. J. Muttart

Specializing in

Diseases of Gastro-Intestinal  
Tract

Consultation and Referred Cases  
given special attention

HOSPITAL FACILITIES

1813 Pine St.  
PHILADELPHIA, PA.

## "Wonderfully Well Pleased" with "A. T. Still; Founder of Osteopathy"

Dr. O. R. Meredith,  
Nampa, Idaho

April 9, 1921

Your book, "A. T. Still, Founder of Osteopathy" by M. A. Lane, came this morning and I am wonderfully well pleased with the appearance of the same.

Your "Foreword" speaks well for the volume. The contents, so well paged, as well as your "Index" are very commendable. A person should be able to get at any subject that he wishes from this. The book is handsomely printed and aptly bound.

For one, I pledge myself to buy more osteopathic books than ever in the past.

Yours for an osteopathic literature,

O. R. MEREDITH, D.O.,  
President of W.O.A.

Get your copy before it is too late!

Price \$3.00

The Bunting Publications, Inc.  
Waukegan Illinois

## The ASO Hospital Nurses' Alumnae Association Holds Sixth Annual

The ASO Hospital Nurses' Alumnae Association held its sixth annual meeting at the ASO Nurses' Cottage September 30th, forty nurses being present. The officers elected were Cora E. Gottreu, president; Edna Morris, vice-president; Jeannette P. Carley, secretary, and Mary E. Ramsay, treasurer. Clara Powell, Josephine Halverson, Mayme Garrison and Lydia Mast were elected directors. The association voted to donate fifty dollars to the ASO Nurses' Library. This to be made a yearly donation.

Miss Powell was appointed delegate to attend the sixth District Nurses' Association to be held at Hannibal and Miss Lydia Mast was elected delegate to attend the Missouri State Nurses' Convention to be held in St. Louis, October 12.

The following committees were appointed: Program committee—Misses Carley, Brink, McLaughlin and Story. Nominating committee—Misses Simpson, Blair and Reed. Nurses' Relief committee—Misses Fisher, Hunter and Hawman. Library committee—Misses Gottreu, Halverson and Mast.

Miss Thelma Walters accompanied Miss Esther Myer who gave selections on the violin.

After the business meeting Miss Border sang, accompanied by Miss Thelma Walters and Mrs. Howard Glenn. Ice cream, cake and coffee were served.

Leaders are ordinary persons with extraordinary determination. —F. B. Silverwood

### FOR SALE

\$4000 Missouri practice. Town of 5000. Excellent for man or woman, or both. Sufficient reasons.

Address

No. 319 care The OP, Waukegan, Ill.

## Little Stories of the Clinic

STORY No. 32

C. W. Young, D.O., Grand Junction, Colo.

While attending the theatre in Cleveland I noticed that I could not hear all that was said as distinctly as those around me, so I applied to Doctor C. E. Muncie for diagnosis as to deafness. He found that I could hear a watch only about two feet away with one ear, and about eighteen inches with the other. The fork test disclosed ability to hear high tones much more readily than low pitched tones.

He examined my tonsils with the "Edward's Instrument" which has a blunt end, used to probe into the cysts of the tonsils. He says that he can detect pus in tonsils in fifty percent more cases with this instrument than any other instrument that he had used. He found pus in my tonsils, much to my surprise. He gave the eustachian tubes a light treatment and found that I could hear a watch a few inches further away than I had before. He calls this the Muncie test for catarrhal deafness.

He then gave me a terrific tonsil treatment with his finger, forcing out liberal quantities of blood and pus. He did not at this time give a forceful treatment of the eustachian tubes, fearing that they might become infected from the tonsils. On the following day he gave a very forceful treatment to both tonsils and tubes, causing much pain for a few seconds. On the third day after this, he gave a third treatment. After each treatment he swabbed the tonsils and tubes with a twenty percent Argeryol Solution. As a part of the tonsil treatment, he used the "Edward's Instrument" to pry away tissue

## Big Bargains In Office Equipment! Act Quickly!

Complete Small Office Outfit  
Only \$160 Cash

The equipment consists of fourteen pieces as follows:

	Cost	New
1. McManis Table	\$150.00	
2. Folding Table	15.00	
3. Suit Case Table	20.00	
4. Kimona Boxes (30)	15.00	
5. Dressing Table	20.00	
6. Chair	7.50	
7. Writing Desk	25.00	
8. Chair	15.00	
9. Rockers, leather (2)	40.00	
10. Dayenport, leather	50.00	
11. Waste Baskets (2)	7.00	
12. Oil Stove	10.00	
13. Drawing Board	1.00	
14. Mirror	10.00	
Total		\$385.50

This furniture is in storage in Chicago. We are authorized to permit inspection. Price is for equipment "as is" at the storage warehouse. It is a big bargain. First check takes it. Act at once to make sure you are the one to get it. For further information and inspection, address

R. A. care  
The Bunting Publications, Inc.  
Waukegan, Illinois

bands, adhering to the tonsils. About six weeks later, my tonsils were examined by another physician and no pus could be found. I can now hear the watch six feet away with one ear and five with the other.

COMMENT 1. I have found it amazing to find how large a number of physicians are suffering from severe disorders that could be promptly relieved by attention by their fellow osteopaths.

COMMENT 2. Many are complaining that it is very difficult to get their fellow osteopaths properly interested in their case.

STORY No. 33

Cramer Read, aet. 6

He could not hear a watch tick when placed any distance away from his right ear. He could hear the watch when placed close against his ear. I found poor drainage of the right nostril and dilated the same with wooden applicators, wrapped in cotton and anointed with vaseline. I inserted the finger into the epi-pharynx and on the right side found the end of the eustachian tube, feeling much like the end of an ulcer and ear syringe. I found the end and sides somewhat indurated and I pressed hard against the end and sides with something like a crushing movement, to secure softening of the hardened tissue. At the end of the fifth treatment he could hear a watch tick five feet away from his ear. His mother found it hard to believe that such a remarkable change could take place





Des Moines, manager of the McManis Table Co. there will appear at each meeting on the subject of both straight and McManis technique. The Des Moines Still College will furnish educational film and will have two men at each meeting to show film and give public lecture afternoon and evening. One of the doctors will also appear on the professional program. Drs. C. W. Johnson and J. P. Schwartz will be at Council Bluffs. Drs. S. L. Taylor and H. H. Leffer will be at Ottumwa. Drs. J. H. Styles and B. L. Cash at Cedar Rapids. Drs. Taylor and D. M. Lewis at Mason City. Drs. Taylor and Robt. Bachmanat, Des Moines and Drs. F. J. Trenergy and T. M. Patrick at Sioux City. Dr. R. B. Gilmour will appear on each program, speaking on the work of the state and national associations with the view of encouraging co-operation of all associations and keeping the membership thoroughly informed on all the activities of the associations. In each of the meetings there will be from one to three other speakers from the district on practical osteopathic subjects. We are expecting large and enthusiastic meetings and a goodly amount of publicity and public education through the showing of the film.—R. B. Gilmour, D.O., Sec.-Treas.

#### St. Louis Osteopathic Association Meeting

The meeting of the St. Louis Osteopathic Association will take place October 18, (3rd Tuesday), 1921 at Marquette Hotel. Dinner will be at 6:30. Programme for the evening will begin at 8:15: (a) Paper by Dr. Nolkemper: "Common Winter Diseases of Children." (b) "A Routine Practical Urine Analysis." The analysis which cannot be safely omitted in any case. What you must know regarding your patient before you can intelligently or safely treat. (Chalk Talks) by Dr. W. D. Dobson, formerly Professor of Chemistry at the ASO. (c) "Every Day Practical Bandaging, Emergency Bandaging, First Aid Bandaging, and the use of Adhesive Tape." By Dr. Walter Bailey. (d) On account of the recent importance of the question "Shall an Osteopathic College give a Chiropractic Degree," it is deemed advisable by your programme committee to take up the discussion of this question in order to determine any action which the society wishes to take in the matter. Be sure and read Dr. Percy Woodall in the September number of The "Osteopathic Physician." Come prepared to give your ideas so that we can take some definite action. Our September meeting was a success. Why? Be cause the members were enthusiastic. The "Questionaire" went over strong and there wasn't a member present who didn't get some genuine osteopathic pointers. This year we are desirous of conducting everything on schedule, which is as follows: Dinner 6:30, Meeting 8:15 sharp. Meeting adjourned at 10:30 sharp. Please keep this in mind and our programmes will be snappy and full of life, thus giving everybody a chance. Papers not to exceed 20 minutes. Demonstrated, or chalk talks not to exceed 25 minutes. Prepare for the Osteopathic Convention, November 17th, 18th and 19th. Details will be given later. Attendance! Preparedness! Enthusiasm!—Dr. G. D. Clark, Chairman.

### PERSONAL

Dr. L. B. Allabach has announced the opening of his new offices at 79-81 Lincoln Park, Newark, New Jersey.

Dr. John H. Bailey of Philadelphia has announced change in his office location from Empire Building to 1623 Spruce street.

Dr. Eugene J. Brais of St. Louis, Missouri, has announced his change of office from 716 N. Grand Ave. to 3656 Washington Avenue.

Dr. Cora Belle Weed of New York City announces her return from vacation and may be found at Hotel Hargrave at 112 West 72nd Street.

Drs. Charles M. Overstreet and Herbert Bernard are now associated in practice with offices at 91 Davenport Street, Hastings, Nebraska.

Dr. H. T. Treleven announces the removal of his offices from 169 Whittell Bldg., San Francisco, to 273-B St., Bank of Italy Bldg., San Mateo, Calif.

Dr. George C. Taplin announces the opening of his office in the Bristol, Copley Square, 541 Boylston Street, corner Clarendon, Boston, Massachusetts.

Dr. Walter H. Siehl announces the removal of his office October 1st, 1921 to Suite 601-2-3 Traction Building, Fifth and Walnut Streets, Cincinnati, Ohio.

Dr. William S. Nicholl of Philadelphia has announced the change of his office address from 920 Real Estate Trust Building to 4916 Frankford Ave.

Dr. Jessie B. Johnson has announced the removal of her offices from 405 Mahoning Bank Building to 904 Home Savings and Loan Building, Youngstown, Ohio.

Dr. Walters S. Grow, Dr. Roland McCabe and Dr. F. E. Magee have announced removal from former location to 451-452 Lemcke Annex, Indianapolis, Indiana.

Dr. Roger M. Gregory, formerly associated with Dr. O. J. Snyder of Philadelphia, has located at Wilmington, Delaware, with offices 916 Delaware Avenue. He also has a branch office at Penns Grove, New Jersey.

Dr. Stella C. Thurman of Americus, Ga. after attending the AOA convention in Cleveland remained over to take Dr. Edwards' course in finger surgery in treatment of diseases of the eye, ear, nose and throat. Dr. Thurman reports that it is a wonderful cure.

### Osteopathic Health for November

## Somebody's Everyday Ills

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—Perhaps  
Yours Is  
Here!

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This new discussion catches the reader's interest at the jump and holds it to the end. Moreover, one can open the book anywhere, start to read any line and quickly find interest stimulated. We doubt if we have printed enough but we estimated as high as we dared. To make sure of an allotment we recommend that you make prompt estimate of your requirements and transmit order at once.

### Osteopathic Health for October

## The OSTEOPATHIC CATECHISM

EVERY-DAY QUESTIONS  
AND ANSWERS THAT  
PASS BETWEEN PATIENT  
AND PRACTITIONER

This superlative little educator is now again available. First published twenty years ago it proves beyond cavil the priority of osteopathy as the original system of healing by adjustment.

Dr. W. W. Micks, formerly of West Newton, Pennsylvania, is now taking special post graduate work at The Chicago College of Osteopathy. It is the expectation of Dr. Micks to assume active practice in the East as soon as he has completed his post graduate course.

Dr. Georgia M. Clark, graduate of the College of Osteopathic Physicians and Surgeons of Los Angeles, California, is now associated with her husband, Dr. Elmer S. Clark, in practice at Long Beach, California. Dr. Georgia M. Clark will specialize in the non-surgical treatment of diseases of women and children.

Dr. E. H. Phillips, Des Moines Still College graduate, has purchased the office, equipment and practice of Dr. R. W. Shultz at Garner, Iowa, and is now in active practice at that place. Dr. Phillips for the six months previous to his locating at Garner was an interne at the Taylor Clinic and the Des Moines General Hospital.

Dr. Leah J. Gillett of Enid, Oklahoma, is spending the winter at El Campo, Texas. He expects to get back to Enid in the spring of 1922 when he will occupy a fine suite of offices in the new Masonic Building now nearing completion. Dr. Gillett found himself too much cramped in his old office quarters so decided to take a vacation for the winter.

After practicing for 18 years in a suite of rooms in the same building Dr. Asa Willard of Missoula, Montana, has changed his office location to the Sinead-Simons Building, a modern structure recently erected. Dr. Willard found that he just had to have more room in which to conduct his practice and so when he made the change he changed to the most attractive and up-to-date building in the city.

### MARRIED

Dr. George Armadale Townsend and Miss Hulda Nordstrom at Sacred Heart, Minnesota, Saturday, September 24th.

### BORN

To Drs. Bert H. and Hulda Grandson Rice of Cedar Rapids, Iowa, a daughter, Anna Patricia, September 25th.

### DIED

Dr. Effie L. Rogers of Boston, Massachusetts, August 29th of pernicious anemia. She was the wife of Dr. A. W. Rogers. She graduated from the ASO in 1906 and was active in practice until two years ago when illness compelled her to retire. She will be greatly missed in her profession and in her church and social life, in all of which she was most prominent. She is survived by her husband, her father and mother and a brother.

### EXCHANGE and MARKET

WANTED—Three copies of any Osteopathic College catalogues dated either 1906-7-8 for legal purposes. Will gladly pay express or parcel post or postage charges. Address Dr. Henry Tete, III, Maison Blanche Bldg., New Orleans, La.

FOR SALE—Home and \$8,000 practice, beautiful, wealthy, county seat city of 7,000 in southern Michigan. Hard times unknown. Hurry. Address No. 315 care of The OP, Waukegan, Ill.

FOR SALE—Practice in southwestern Michigan college town of 12,000. Suitable for man or woman and wife. Near three of Michigan's largest lake resorts. Established seven years. Will introduce new comers. Address No. 317, care The OP, Waukegan, Illinois.

WANTED—At Detroit Osteopathic Hospital, Junior Interne, \$25.00 per month and full maintenance. Address Detroit Osteopathic Hospital, Highland Park, Third, Highland Park, Detroit, Michigan.

WANTED—Capable woman osteopath with practical experience, wants assistantship or full charge of office. Address No. 320, care of The OP, Waukegan, Illinois.

WANTED—A thoroughly qualified Osteopathic Physician, graduate of the June "21" class of the ASO desires an assistantship. Address No. 314 care of The OP, Waukegan, Illinois.

FOR SALE—Big bargains in office equipment! Act quickly! Complete small office outfit, only \$160 cash. The equipment consists of fourteen pieces as follows: McManis Table, cost new \$150; Folding Table, \$15; Suit Case Table, \$20; Kimona Boxes (30), \$15; Dressing Table, \$50; Chair, \$7.50; Writing Desk, \$25; Chair, \$15; Rockers, leather (2), \$40; Davenport, leather, \$50; Waste Baskets (2), \$7; Oil Stove, \$10; Drawing Board \$1; Mirror \$10; Total \$385. This furniture is in storage in Chicago. We are authorized to permit inspection. Price is for equipment "as is" at the storage warehouse. It is a big bargain. First check takes it. Act at once to make sure you are the one to get it. For further information and inspection, address R. A. care The Bunting Publications, Inc., Waukegan, Illinois.

Any Osteopath who wants to own some Bunting Preferred Shares paying 3 percent may now do so. Page 3 tells how.