

The Osteopathic Physician

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THE OSTEOPATHIC PHYSICIAN

Volume VII.

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Number 3.

Osteopathy Is Successfully Dramatized In New York

Much fame has come to Osteopathy in Gotham through a high-class comedy which is having a successful run at the Savoy theater. It is called "Mrs. Leffingwell's Boots" and it bids fair, after an initial month of success, to become the hit of the season.

Of course the M. D.'s roar at giving Osteopathy such a genuine and highly ethical boost—but what's the use?

The Savoy is not an adjunct to the American Medical Association and is out for good shows that pull good houses, and Mrs. Leffingwell's Boots" answers both demands adequately. Besides, did not Mr. Augustus Thomas, the king of dramatists, write the play? And the king can do no wrong—not even to medical men. Furthermore, does not Mr. Charles Frohman "present" the play to the American public? There are no better auspices and whatever bears the Frohman trade-mark is supposed to be good. And lastly, does not Mrs. Daniel Frohman, herself—better known to the stage as Miss

Margaret Illington—does not she take the part of the clever Mrs. Leffingwell?

Well, then—why should Manhattan M. D.'s snort, from the Bowery to the Bronx, so long as the Frohmans and Mr. Thomas and "We Osteopaths" are satisfied?

But let them roar, if they wish—and stay at home. They will miss a good show; and they can bet a dose of calomel the people will all be there and see a much-abused theme extensively elucidated. Of course Kirksville and Dr. A. T. Still come in for their share of fame—but I am getting ahead of my story.

As a play "Mrs. Leffingwell's Boots" is really delightful. The "villain" of the play, Richard Ainslie—not a black-moustached, rakish-looking sort of chap at all, but a villain, reflexly, as it were, because of a lesion in his nervous constitution—has been the victim of an injury, a blow on the head, inflicted accidentally by a school-mate, Walter Corbin, who loves "Dick's" sister. This blow seemed to change entirely the charac-

ter of "Dick," who began straightway to do eccentric things, mainly directed to the discomfiture of his would-be brother-in-law. His one desire seemed to be to get his old chum into trouble, and to this end he placed the dashing Mrs. Leffingwell's dainty boots upon the fire escape of his friend's window—and hence the complications. Of course Mr. Leffingwell got excited over the discovery.

Old Dr. Rumsey—the M. D., D. O., in the play—had been insane once himself, it transpires, through injury 20 or 30 years before; and he knew how it was to be "nutty." After trying all known schools of physicians and remedies without benefit he had not improved and was being taken to California by his wife to be placed in a sanitarium.

And there is where our good old "Pappy" Still comes in! God pulls with "Pap" and he with God—and wouldn't it be wonderful, then, if they hadn't accomplished something really noteworthy together? Of course. Well, they did in the case of poor old Dr. Rumsey on his way to an asylum—just as has happened to several others! God sent a railroad wreck to delay the invalid's train in an out-of-the-way spot in Missouri. The patient became violent and they



HON. W. T. CLARK.
(Not the Montana Senator.)



HON. D. A. MCKENZIE.
(Not a scion of Sir Morrell.)



HON. MURRAY-OF-ELGIN.
A. B., D. O., Bachelor of Divinity, Knoeker, Promoter, and the man who kindly asks \$2.00 of you.

OUR FOREWORD—YOU HAVE THE HINDWORD.

We are so "cultured," "able" and "long experienced" with our own brand of "practical insight into the various forms of profitable publicity" that we know it is a good proposition if we can sell you Murray-of-Elgin's 2-cent pamphlet for two dollars. If what Murray says is true, this ought to be awful easy money. We are anxious to hear from you suckers who got our yellow "porcupine" ad and Murray's prospectus, "What I Propose for the Future." Give us a chance—we can "do you good." You know Murray is an expert when it comes to "collection box" matters. He was long a specialist in that line.

were forced to call in the first village doctor who could be found. Whom do you suspect it was? Dr. A. T. Still, of course,—who else would you expect to be Johnny-on-the-spot when a cervical was to be set? Who else knew how to do it in that early day? We are about 4,000 now, but there was only one of us then—good old Father Andrew—and he set the poor old physician's neck in good order and restored his reason. Of course this is all ancient history at the time Mrs. Leffingwell's "tootsies" are on the fire escape, but it develops so that the audience knows that Dr. Rumsey, restored, presents a case of "after taking" Osteopathy, and that he owed life and reason to the new science. Some years after his cure, and after Dr. A. T. Still had founded the A. S. O., he is supposed to have gone there and taken a course and become an Osteopath.

The description of our venerable "Pap" is not what we would like, but there is really a splendid explanation of the theory of Osteopathy and our manner of treatment. "A little didactic," critics may say, but all the better for it. It's great! And the audience takes it all right, too,—seem to understand it. Full many a dose of dope has been administered on the stage. Then why should not players use up-to-date methods in their art?

The eccentric "Dick" is caught trying to burglarize a house and is bound. Old Dr. Rumsey has been thinking he had a lesion for some time, and he improved this shining hour, while he was bound, to give his spine an examination. So! the lesion is found about the second cervical; old "Doc." Rumsey gives the boy's neck a twist; there is a snap; there is a subdued echo among the properties, and the job is over—the villain is cured—a reformed man—a person of conscience again. He then makes a confession about having put Mrs. Leffingwell's boots on the fire escape to make trouble. Mystery fades, suspicion is dispelled and all is happy again.

It is the climax shown in the accompanying picture where Dr. Rumsey has just set "Dick's" neck and upon recovering his mentality he sits up in his cot and makes the confession that makes the world serene again for "Mr." Leffingwell.

Of course the dramatic critics—who are nothing if not inflated with plenty of hot-air to float their patronizing and pitying observations—have gone for Mr. Thomas and Mr. Frohman with hammer and sword for daring to put a lecture on Osteopathy into public entertainment, but it's little the odds to these gentlemen. Gate receipts keep up, so the show goes on; and one day it will journey west to Chicago. Just now Mr. Thomas and his family are on their way to Europe for a little fun, so his "pay" evidently hasn't stopped because he offended some folks.

Osteopathic Theater Party

On February 11th the Osteopaths of New York gave a theater party at the Savoy which was a very enjoyable occasion for the clan, as might well be imagined. Many visiting Osteopaths were present from up the state, New Jersey, Philadelphia and New England. Its a pity the whole profession couldn't have been there. These box parties were noted:

Drs. St. George Fechtig and Ord Ledyard Sands and party, among their invited guests being Dr. and Mrs. F. P. Smith, of New Jersey; Dr. Wilfred E. Harris, of Boston, and Dr. E. E. Chagnen and Dr. and Mrs. C. E. Achorn, of Boston.

Dr. and Mrs. George J. Helmer and party.

Dr. and Mrs. C. R. Rogers and party.

In the Osteopathic reservation of seats these well known doctors were seen, most of them accompanied by their families (if any!), best girls and friends:

Dr. Fletcher, Dr. Hjärdemaal, Dr. Teall, Dr. Baudel, Dr. Hodley, Dr. Wethe, Dr. Allabach, Dr. White, Dr. Ferguson, Dr. Novinger, Dr. E. K. Underwood, Dr. F. F. Wilcox, Dr. Whitesell, Dr. Mooman, Dr. Starr, Dr. Walker, Dr. Fleck, Dr. Benson, Dr. H. M. Still, Dr. Hazzard and others.

Had Dr. Rumsey needed help or counsel in

doing a good job well on young "Dick" Ainslee he could have had plenty of it by yelling over the foot-lights "Some good Osteopath come up and give me a helping hand."

Here is one newspaper review of the attraction:

Another Triumph for Augustus Thomas

[From the New York Sun.]

When Augustus Thomas was called out on the stage of the Savoy theater last evening to accept the applause of the audience which had witnessed the first production of his new comedy, "Mrs. Leffingwell's Boots," he declared that the proprietors of hotels and restaurants advertised in the past by dramatists in New York had not been of profit after their exploitation had been accomplished, and for that reason he had turned to Osteopathy in the hope that the founders of that school of medicine would prove more workable. To relieve the rigidity of the medical end of his play Mr. Thomas had woven with it a web based on woman's inalienable right to do right and then lie about it. Mr. Thomas combined the two ideas successfully and "Mrs. Leffingwell's



Miss Margaret Illington

The Handsome Young American Actress Who Has Scored in the Role of Mrs. Leffingwell in "Mrs. Leffingwell's Boots" at the Savoy. Miss Illington is Mrs. Daniel Frohman in Private Life.

"Boots" will take a place beside the other dramatic successes he has concocted.

There is much business in the comedy which besides being amusing, is true to life, such as the telephone scenes in the first act and the delivery of the ice cream at one o'clock in the morning. Mr. Thomas made a Thomas speech. He looked happy. He had every reason to, for he has again scored with a bright, clean and thoroughly amusing comedy.

An Ad for Osteopathy

[From the New York Globe.]

"Mrs. Leffingwell's Boots," which is not as screamingly funny as "The Earl of Pawtucket," or as well nigh as "The Other Girl" is a more or less judicious mixture of high and low comedy and farce, galvanized into more activity by touches of horseplay, in which a manikin, a drunken maid, and an amateur burglar figure. Incidentally, there is a bold and unblushing advertisement, which Mr. Thomas humorously justified in his amusing speech, of the school of Osteopathy. This advertisement, which halts the action with a long recital, will doubtless be hailed by Artemus Waud, of subway sign fame, as proof that there is no essential antagonism between art and business promotion, and even gilt frames were an unnecessary concession. Nevertheless, it is not unlikely that Mr. Thomas, on

further reflection, will soften the blow somewhat by judicious excision. The dose of bone manipulation, while some may be required by the exigency of the plot, is a trifle large. There is a feeling that, perhaps, a la Barrie, the author has taken too great liberty with his audiences.

The "Leffingwell Boots" Rather Tight

[From the New York American.]

"Mrs. Leffingwell's Boots" do not fit Mr. Augustus Thomas very well, but they would be easy and cozy for many other playwrights. Mr. Thomas doesn't seem quite himself in them, though it is not at all likely that they will induce corns upon his reputation.

Mr. Thomas rings in a long homily on Osteopathy, which doubtless has its fascinations. It always sounds catchy, and as Mr. Thomas has started its boom in "Mrs. Leffingwell's Boots," he might, perhaps advantageously, introduce it among theatrical people. Perhaps the truculencies of many of 'em are due to nothing more than a bump and could be removed Osteopathically.

But the Osteopathic incident did not appeal to me as an amusing episode in a roaring farce. It was discouraging to think that Mr. Thomas had built up this structure on a mere bump. It must be even more discouraging to Mr. Thomas to expect that if Richard Ainslee had only been "treated" last week, there would have been no "Mrs. Leffingwell's Boots" at all! Here is another use for Osteopathy. Treat the farce-writers and wrench away those bumps.

Farce of Pajamas and Night Gown

[From the New York World.]

As a dramatic cobbler Augustus Thomas proved himself competent to join the shoemakers' union last night when he exhibited at the Savoy theater "Mrs. Leffingwell's Boots," a pair of dainty creations set in a halo of night robes and thin lingerie, and brilliantly polished with satire and humor. The comedy—it really ended as a farce—was rough and uneven, and in the first act dragged dismally. But in the two succeeding scenes dullness gave place to grotesque and farcical situations with bright lines and keen-barbed humor which carries it to success, although they failed to raise it to the level of the author's "The Earl of Pawtucket" or "The Other Girl."

The fault of the piece lay in the cobbler's failure to fit both boots with the same nicety. Periods of intense humor were interspersed with lapses in which endless dialogue spun out a trivial story of matrimonial jealousies, and the tale was consequently tiresome in spots. Nevertheless the good was so good that the boots will certainly need a new pair of taps before they are taken from the Savoy.

In telling of the complications following a dinner given by Mr. and Mrs. Bonner at their Larchmont country house Mr. Thomas created a symphony in night gowns, pajamas, kimonos and dressing gowns the like of which, it is safe to say, has never been publicly exhibited outside of a department store, and he skated on ice as thin as the dainty underwear he placed on view.

Mrs. Bonner ran, rushed and flew through the second act in a filmy creation that caused feminine gasps of jealous admiration. Mabel Ainslee, a guest, wore another, and the fetching Mrs. Leffingwell appeared in a third. Walter Corbin, the fiance of the beautiful Mabel, was a hero in pajamas, and the redoubtable Dr. Rumsey scudded about with a woolen dressing robe covering his ample figure. Mr. Bonner and Mr. Leffingwell didn't get to the party in time to put on theirs; the butler hadn't any because he was hired for the dinner only, and the maid had imbibed too many cocktails to even think of going to bed.

Messrs. Bonner and Leffingwell were intentionally late because, being jealous of their wives, they had dined out and were subsequently snowbound. The same storm which held them longer than they intended, forced young Corbin to the Bonner home, an uninvited guest, where he came face to face with Mrs. Leffingwell, whose boots had been found on his fire escape at Bar Harbor. That they had been placed there



Charles Frohman Presents
MRS. LEFFINGWELL'S BOOTS,
 By Augustus Thomas.
 Cast of Characters.

Mrs. Bonner.....Dorothy Hammond
 Mrs. Rumsey.....A. A. Adams
 Dr. Rumsey.....J. G. Saville

Nora.....Jessie Busley
 Orton, a Butler.....Ernest Lawford
 Mabel Ainslee.....Fay Davis
 Walter Corbin.....William Courtenay
 Howard Leffingwell.....Louis Payne
 Richard Ainslee.....Vincent Serrano
 Mrs. Leffingwell.....Margaret Illington

Tim, a Coachman.....M. J. Gallagher
 Thomas Bonner.....J. H. Barnes
 A Driver.....Jay Wilson
 Police Sergeant.....Del De Louis
 Act 1—Dining-room at Mrs. Thomas Bonner's,
 Larchmont, N. Y. Acts 2 and 3—Mr. Bonner's
 studio, the same house.

by Miss Ainslee's scapegrace brother was not explained until Mr. Thomas had had all the fun he wanted with the night gowns and the jealous husbands.

The situations he devised to keep the wives in hot water and to create jealousy in the mind of Miss Ainslee, when she found out about the boot episode, are too numerous to set down in detail. He dragged out the Artist Bonner's dummy model, turned the butler into a make-believe burglar and even wounded the hero before he cleared the marital atmosphere by performing a rapid-fire operation in Osteopathy on young Ainslee to prove he was not responsible when he placed the omnipresent boots on the fire escape and later attempted to burglarize the Bonner home.

Much of the success was due to the capable way in which the company handled the roles. Jessie Busley, as the cocktail-loving maid, and Ernest Lawford, as the butler, imported to give dignity to the dinner, carried off the major share of the honors. Fay Davis made a charming Miss Ainslee, and William Courtenay proved a daring and self-sacrificing lover. John Saville added a bit of clever character work in the role of the Osteopathic doctor, and Louis Payne made an

acceptable Howard Leffingwell. Dorothy Hammond was the Mrs. Bonner, and Margaret Illington the Mrs. Leffingwell.

Thomas Farce Funny in Spots

[From the New York Times.]

In "Mrs. Leffingwell's Boots," now being played at the Savoy theater, Augustus Thomas has narrowly missed writing one of the best plays of the season, if not of several seasons. The work, in its main essentials, falls into the category of farce, but it has at least one situation of tense dramatic interest, and the final act includes a charmingly natural touch of sentiment.

It is to be regretted that Mr. Thomas has been vague in the exposition of the first act, and that the second and third are marred to an extent by unnecessary suggestiveness, which is to be deplored despite the fact that it occasions a good deal of thoughtless laughter. A wooden maniken is employed to heighten the effect of several situations, which, to the mind seeking that sort of thing, might be quite as potential for evil suggestion as was the puppet of Mr. Pinero's short-lived farce of recent and malodorous memory.

Mrs. Leffingwell's boots, in themselves innocent enough little affairs of quilted silk, are the means of casting suspicion upon a well-meaning young man, in whose room they have been found. Mr. Leffingwell, being an exceedingly jealous person, at once accept the worst interpretation of the situation. It develops eventually that the young man is in love with the sister of a youth who has sought to injure him by casting suspicion upon his character and that of Mrs. Leffingwell.

We learn, also, after a considerable time that this wicked youth is suffering from a mental derangement caused by a blow on the spine, and his ultimate recovery and confession are accomplished in what seems to be an incredibly short space of two hours, by Osteopathic treatment.

The story is occasionally interrupted by the long-winded explanations of the Osteopathist, but with this exception and the tedium of the first act it is carried forward briskly.

Mr. Thomas on Serious Comedies

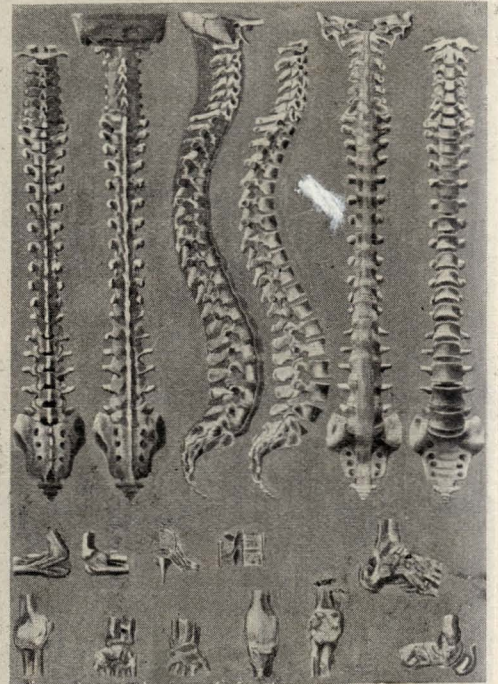
[From the New York Telegram.]

For years Mr. Thomas has been the one daring innovator on the stage whose courage has

THE OSTEOPATHIC PHYSICIAN

As Necessary as a Treatment Table

to a well appointed osteopathic office are Helmer & Merton's superb osteopathic charts. Are worth \$100 to the practitioner who is busy—or who would get busy. Cost but \$5 per set of three, each 25x35 inches, tinned



edges. An ornament to the treatment room. Full of persuasion for the patient. He sees it plainer than you can tell him. Saves wordy explanations.

Send for Descriptive Circular
HELMER & MERTON, 136 Madison Ave., New York

OSTEOPATHIC RECORD

The Most Complete Book of Its Kind Ever Published

Gives a Full Knowledge of Your Entire Business.

Handsomely Bound in Cloth and Leather.

An Ornament to Your Desk Besides a Friend in Your Business.

\$3.50

SEND TO

J. W. BAIRD, D. O., Battle Creek, Mich.

DR. CLARK'S GYNECOLOGY

Of course you do a lot of gynecological work as that is one of the "strongholds" of Osteopathy. You are entitled to have all the best thought and assistance on this subject that the profession has formulated. It is contained in Dr. Clark's Gynecology. It is in its 2d edition, has 539 pages and 111 illustrations. Have you got your copy yet? \$5.00 the copy. Order of "Cooper," at Kirksville, or direct of

DR. M. E. CLARK, Kirksville, Mo.

The American School OF Osteopathy

KIRKSVILLE MISSOURI

DR. A. T. STILL

Founder of the Science President

The largest and foremost Osteopathic College in the world. Ten years of successful school work. Number of students exceeds seven hundred. This institution teaches genuine Osteopathy—no adjuncts.

Teaching facilities unexcelled. Thoroughly equipped laboratories in all departments. Clinical advantages unlimited. Faculty composed of fifteen able and experienced instructors who devote their full time to teaching. Anatomy taught in every term—three professors in charge of this department. Special attention given to dissection and to the study of anatomy in general.

Course of study covers a period of two years, divided into four terms of five months each. Classes formed in September and February. Next term opens September 5, 1904.

Write for catalogue, "Journal of Osteopathy," or any information. Address

American School of Osteopathy

KIRKSVILLE - MISSOURI

been backed by insight and temperament. Some of his notorious failures were milestones in the history of the American drama, for their failing meant neither lack of ability nor lack of dramatic material, but that he had tried to furnish more thoughtful material than people were quite ready to receive.

Standing as he does to-day, the most successful, both artistically and financially, of the American dramatists, it is not amiss to refer to less popular efforts that marked him as the one man to whom one could turn for drama that appeals as much to the intellect as to the desire to rest comfortably in a large upholstered chair.

A man who has the wells of poetry in him that Mr. Thomas has may turn out as fine farces as "The Other Girl" and "The Earl of Pawtucket," but there were views of life even there that called for a more serious setting.

"If they would let me," he once said to a friend, "I would write plays so serious that no one would come to them." That was some time ago. It is safe to say that there is neither let nor hindrance on him now, but he has so thoroughly mastered the comedy form that he is even able to slip in some of his more serious thoughts without the audience being quite aware of the fact that they are being intellectually stirred as well as amused.

That's what Mr. Thomas has done in his latest play. Whether he believes in Osteopathy or not is not a matter of very great importance, but he certainly drew from the disputed science a dramatic situation that in its novelty and its insinuating possibility overmastered an apparently incredulous audience. Had Sardou written the scene in which, before the full view of the audience, the man is treated for an injury that has caused him to be morally wrong for years there would have been agony piled on agony, and the nerves of the witnesses would have been almost rent in twain. In "Mrs. Lefingwell's Boots" the scene was led to quietly, convincing almost imperceptibly, and when it was over the audience looked as though it had enjoyed as much of a reality as one can enjoy when looking into a three sided room.

That was one of the daring things Mr. Thomas did last night. One of the others was to end what was called a farce comedy with a line that gave the whole play a reason and a purpose and a poetry that placed it among the finest American comedies of the day.

In a speech almost as clever as his play Mr. Thomas declared that he and Mr. Fitch had decided that there was nothing in it for them in the dramatization of hotels, at least in the effete east. It was his first intention, he said, to mention a well known college of Osteopathy. Mr. Charles Frohman, however, objected, he said, because he did not think the college would show its appreciation in the right way. After much sarcasm at the expense of both audience and actors Mr. Thomas, the dramatist, poked this at Mr. Frohman:

"You all know I am indebted much to Mr. Frohman. You all know my opinion of Mr. Frohman. My attorney informs me that I can say this much without being libellous."

How it Came to Be Done

Various explanations how the theatrical trust turned Osteopathic are in circulation. This theory was given by New York "Town Topics":

"For years the young son of Augustus Thomas had a slight affection of the spine. Many specialists doctored the boy in vain, until Mr. Thomas took him to an Osteopath. In a few weeks he was entirely cured. And now Mr. Thomas, out of gratitude, has made an Osteopath one of the heroes of his new comedy, 'Mrs. Lefingwell's Boots.'"

False Sympathy

[From The Doctor.]

Countryman (to dentist).—The tooth next to that 'un aches, too, Doc."

Dentist.—Yes, it aches in sympathy.

Countryman.—Yank it out. Durn such sympathy.

When Was Murray of Elgin Telling the Truth?

Murray of Elgin's Appeal for Coin from All Osteopathic Physicians

[From a pamphlet mailed to the Osteopathic field by Murray-of-Elgin in January, 1905, and copiously edited with bracket interjections by the Editor.]

Says Murray

By means of the methods herein described I have been eminently successful on two entirely different fields. * * * In the following pages I propose a plan which, if used with intelligence and persistence, and as directed, will positively bring a maximum of results [for Murray.—Editor.] with a minimum of expense [to Murray.—Ed.].

My Fitness for Proposing the Plan

I have been very successful in the promotion and practice of Osteopathy, and I owe MY SUCCESS, first, to MY ABILITY to secure Osteopathic results; second, to MY ABILITY to interest the public in the science [as I now propose to interest you and get still better results (for Murray)—Ed.], to MY QUALIFICATIONS for promotion, early in life, I had charge of the advertising department of a manufacturing concern. [That, of course, makes me a past master in the art of professional ethics also.—Ed.]

What I Have Done by the Aid of Some of My Plans

After graduating in January, 1904, I came to Elgin, Ill., a city of about 25,000, where two Osteopaths held the field [and still keep busy.—Ed.].

I BEGAN TO SECURE PATIENTS AT ONCE, AND MY PRACTICE GREW STEADILY.

UNTIL NOW, AT THE CLOSE OF THE ELEVENTH MONTH (NOVEMBER, 1904.) I AM NOW TREATING SEVENTY-ONE PATIENTS.

I have reached my limit and have arranged to take a partner.

How You May Become Acquainted with My Plans

With the hope of assisting Osteopaths to quickly gain a practice in any community, I have written MY PLANS AND

METHODS, and have published them in 56 pages, 6x9 inches, paper cover. [This pamphlet giving the "Confessions of Murray for \$2" contains only 32 pages. I bought one.—Ed.]. In this I fully explain MY PLANS

Murray Confesses That Ten Months of His Disreputable Advertising Methods Brought Him Only Dismal Failure

[We print this correspondence by courtesy of Dr. James Ennis Cobb, of Elgin, formerly the partner of Murray-of-Elgin, to whom it was addressed by Murray-of-Elgin in his own handwriting. We have this correspondence in our office and will show it to any interested party.—Editor.]

Letter No. 1

Elgin, Ill., Sept. 26, 1904.
Dear Doctor Cobb:
Things are moving. Heap much talk. A reporter came to see me this a. m. I gave him the facts. Thought it was the best thing to do under the circumstances. Let me hear from you.—Murray.



N. B.!!!!
"I have been very successful."
"My success."
"My ability."
"My ability to interest the public."
"My qualifications," etc.

Letter No. 2

Elgin, Ill., Sept. 29, 1904.
Dear Doctor Cobb:
I am keeping up the advertising, but no new ones are coming in. The only patient this morning was Mrs. Murphy, Jr. The only one yesterday p. m. was Ingalls.
Sincerely,
Chas. H. Murray.



Letter No. 3

Elgin, Ill., Sept. 29, 1904.
Dear Cobb:
To be classical, "a great gob of gloom" has settled down on the Murray Osteopathic offices! Two patients have been up all day—Murphy and Pendergast. Dates are off to-night with all but Eakin. I can't get at the why and the wherefore of it, but know there is much "talkee," but the thing that hurts is that this week promises to be

[to get your money.—Ed.], telling in a plain, simple manner the story of THE PRACTICE on both fields [my nerve and your credulity.—C. H. M.—Ed.]

Where advertisements were used, they are reproduced in the book just as published, and I tell the success or failure of each. [But I do not tell that these ads, now black-list me for membership in the American Osteopathic Association.—C. H. M.—Ed.] Where other forms of publicity were used, I give full details [about Murray.—Ed.] and send the material used in the books [if you will first send me the material I ask of you—merely \$2.—Ed.]

The price is \$2.00 by mail, and it will be promptly forwarded upon receipt of price. Permit me to say that I consider it worth [to Murray, all he can get out of it.—Ed.] many times its cost to any Osteopath who has to contend with obstacles [poverty, etc.—Ed.] such as confronted me on my two fields [before I found an easier way to collect \$2.—C. H. M.—Ed.]

What I Propose for the Future

[First and foremost, to get your money. It is "easier money" for Murray—at \$2 for a five-cent pamphlet—than treating people free, for 50 cents, 75 cents and \$1, or whatever he can get out of them.—Ed.]

I have associated with me * * * men of culture, ability and long experience [two young men employed as advertising solicitors on a local newspaper.—Ed.] who are engaged wholly on account of their practical insight into the various forms of profitable publicity. [It does not take great genius on the part of the over-worked, under-paid young "ad." hustler of a town newspaper to see the far-reaching beauty of the Murray scheme to pull \$2 from you for a five-cent pamphlet, if you will only be good enough to send on the money quick. Address: Murray of Elgin.—Ed.]

Of course we would serve but one Osteopath on any field [because a course of paid advertisements "knocking" against every other Osteopath in any one field—such as Murray of Elgin follows—could only be sprung effectively by one knocker at a time. What would be the public bewilderment if six or ten D. O.'s all said: "I am It"—the rest are all fakirs? Just fancy the clash of hammers.—Ed.] giving that one, and him alone, the benefits to be derived from the use of these methods. [The true Ishmaelite, with his hand against every other man's and

less than half of week before last, and I am advertising to beat all! Got to let 'em know I am here, though. * * I have not touched a cigar since you were here.

C. H. Murray.

Letter No. 4

Elgin, Ill., Oct. 3, 1904.
Dear Cobb:
Plenty of time to write you this morning. * * There have been no new patients. Some of the old ones who failed to show up I have written to today. Will wait and see what comes of it. * * The lady I have been treating out has been getting along nicely. Was up today and nurse gone. Let me hear from you often.

Sincerely,
C. H. Murray.

Letter No. 5

Elgin, Ill., Oct. 7, 1904.
Dear Doctor Cobb:
Yours reached me this morning. Mrs. Gale is now mailing out the books. * * Business is the dull-est it has been since March. It will not reach \$50.00 this week—and I have not let anything get away. Of course there is more talk than I hear anything of, but I hear enough. Inquiry has been made here through financial circles from Jackson, but I don't know the nature of it. One thing I do know, and that is that everyone wants their "dough" from me, and they seem to be relieved when they get it. * *

Almost nothing has come in on the accounts so far, though I wrote letters to some of them. You may think from the tone of this letter that I am a bit blue. Well, that hardly expresses it.

even woman's, always distrusts an act or policy that seeks to do indirect good to another.—Ed.]. This plan is in marked contrast [thank God.—Ed.] to that employed by certain publishers of Osteopathic magazines, as they will sell to as many [good Osteopaths.—Ed.] in each field as will buy. * *

We expect to assist a number of Osteopaths in this manner [to get rid of their loose change.—Ed.] and with the combination of pure Osteopathy [that is to say, the healing effluvium that vibrates off the Murray-of-Elgin finger tips—the same fingers that are now reaching for your pants pockets in search of that two-dollar bill! Please make haste and send it. Murray doesn't need the money—oh, no, OF COURSE not! but still he will accept it to show that YOU are prospering.—Ed.], coupled with good promotion [for Murray-of-Elgin.—Ed.] make their business [that is, Murray-of-Elgin's—Ed.] succeed AS MINE HAS SUCCEEDED. [See Murray's personal letters of September and October, 1904, to his then partner, Dr. Cobb, which are printed in the first parallel column. These explain, possibly, how and why Murray could now make use of two dollars if you sent it to him.—Ed.]. ALMOST FROM THE VERY FIRST [be sure and read Murray's own "Confessions to His Partner" how these plans were "succeeding" nine and ten months after being put into operation, which we print in parallel columns.—Ed.] and with an exceedingly moderate expenditure of money. I invite correspondence. Address Dr. Charles H. Murray, Spurling Building, Elgin, Illinois.

It is unsafe to try untried plans of promotion. [But Murray is willing to try this plan of separating you from your money. Anyone who loves gall really ought to send the money, just out of sympathy for yours fraternally, Murray-of-Elgin.—Ed.] Every statement I have made in this book is for the purpose of securing patronage [which is to say, getting two dollars from you.—Ed.] through the mails, and I court the fullest investigation. [Osteopaths know too much about you and your plans already, sir. Rather than learn more they would gladly stand an assessment of two dollars per capita if they could then forget you.—Ed.]

There will be strong objection raised to my methods by financially interested parties. [That's right. Some will probably object to sending Murray two dollars, but it is not reasonable or fair to Murray. Don't thwart his little col-

There are so many funny things at work here.

Sincerely,
C. H. Murray.

Murray Says He Can't Do without "O. H."

From Our Files

Elgin, Ill., Oct. 21, 1904.
Osteopathic Pub. Co. Gentlemen: I send you by this mail a copy of a magazine. I have just gotten out 5,000 of them. They are adapted to my needs, but I intend to use "Osteopathic Health" right along. CAN'T DO WITHOUT IT.

Sincerely,
Chas. H. Murray.
[Note that Murray voluntarily goes on record—after using Osteopathic Health for six months—that he couldn't do without it. Any statement that he may now make, therefore, for the purpose of injuring the profession's well established field organ, and in the silly hope of selling his "Confessions" for \$2, will be set down at the usual Murray-of-Elgin rating by the profession.]



That Full Correspondence Which Murray Threatens to Publish

The Editor's Foreword

I feel it necessary to apologize for inflicting personal correspondence upon the profession, but as Murray-of-Elgin has quoted a few extracts from our letters with intent to mislead and create prejudice against "Osteopathic Health," and "threatens" to print some more, I deem it only fair to ask those who read "Old Porcupine's" yellow slander now to read this full text of our correspondence.

The time may not be fully wasted, as there are issues involved which have come up frequently for professional consideration and which, in certain circumstances, are "hard nuts to crack"—if one is conscientious, desirous of protecting the good name of the science, on the one hand, and unwilling to do needless injury to worthy individuals on the other. This issue is, briefly:

"Who are, and who are not, accredited Osteopaths?"

Is the professional pirate who qualified at a recognized college one?

Is the Osteopath who is well educated, and who was taught his Osteopathy by good Osteopaths, but who was not educated at a recognized college, one?

Is the M. D., D. O., who sometimes administers an opiate, or prescribes a course of iron, one?

These be fine distinctions in many cases which the editor does not feel qualified to settle for the profession; and the best he can do is to act upon the advice of the majority of Osteopaths in the locality where such issues arise, in the absence of local or general professional law on the subject. In some states and cities the D. O.'s draw fine distinctions and in others they don't—but they all draw a coarse enough line of demarcation between professional right and wrong to throw out fellows of the Murray-of-Elgin stripe.

I regret that Murray should have thrust this issue into professional councils now as a means merely of advertising himself and a little business scheme of his own—also, its corollary issue that must at the same time pass sentence upon Murray's demeanor in no uncertain language—for the profession is already busy with the weighty issues of getting a three-year educational basis inaugurated and endeavoring to secure a

number of independent Osteopathic laws and licensing boards in various parts of this scattered union.

Murray-of-Elgin is the one person, too, who has no right to raise any issues in the profession. The profession does not recognize that men of his professional conduct have any claims upon recognition. If these new issues had to come up now, it were better for an "accredited" and not a "wholly discredited" Osteopath to make the motion for consideration.

Elgin, Ill., Jan. 5, 1905.

The Osteopathic Publishing Company,
Chicago, Ill.

Gentlemen:—I want to have a little friendly talk with you on a subject we have had up before, but which was never satisfactorily settled to my mind. A paragraph in Osteopathic Health calls the subject to my attention again. It is as follows:

"You are warranted in putting your trust in the Osteopathic physician who circulates this magazine. It is not intentionally supplied to any but accredited practitioners."

I object to a man being placed before the public as an accredited practitioner by you (or anyone in your position), who uses drugs, lymph and electricity in his practice. I have been fighting for genuine Osteopathy in Elgin, and unless I get a satisfactory assurance from you on this subject at once, I shall take steps to place this matter before all accredited practitioners of the United States. I shall do this in the interests of our profession, and I expect to be as successful in doing this as I have in the promotion of genuine Osteopathy in Elgin. I am to have another practitioner with me February 1. I expect whatever you say to be of a positive nature.

Let me hear from you soon in regard to this matter.
Respectfully,
CHARLES H. MURRAY.

January 9, 1905.

Dr. Charles H. Murray,
Elgin, Ill.

Dear Doctor:—In reply to yours of the 5th inst. permit me to say that when we investigated the situation which you recall some months ago, we reached a finding which was duly reported to you and which we now, on fresh inquiry, see no reason to reverse.

From the facts at our command Dr. West is an educated gentleman, a physician with good credentials, who respects professional ethics in letter and spirit, and with his Osteopathic equipment would have no difficulty in consulting, or exchanging courtesies, with other well-known Osteopaths of his city and state for whom we have the highest regard.

While Dr. West obtained his Osteopathy at an institution in this city which, owing to

lection box scheme.—Ed.] But the method works. [Good! He will get your money, whether you want him to or not.—Ed.] It is a hundred per cent. better than more costly schemes of promotion. [The field will be glad to learn that Murray-of-Elgin has found a way to live without work.—Ed.] For variety and resourcefulness MY PLANS are unexcelled. [The field will quite agree with you on this point—brazen as you are in your method of going after loot—if you will prove to them that you get the field's two dollars as often as you pass around the hat.—Ed.]

My plan of helping others promote Osteopathy [he meant to say promote Murray.—Ed.] will doubtless be imitated by those who have failed in promoting their own practice. [Dr. Munyon, Dr. Lydia Pinkham, Dr. Hostetter and Dr. Hartman all used this Murray scheme while Murray-of-Elgin was yet dispensing the gospel. He has no patent on cheap methods of display medical advertising—not even his plan of advertising "free treatment with no strings on it"—till he raised the price to \$1.—Ed.] You need not expect them to help you. [A little knock here, but not up to the usual brutal Murray standard.—Ed.]

On first thought you yourself may be somewhat skeptical [but please don't, for do I not count already on that money you are to send me? C. H. M.—Ed.], but you will open your eyes later when some wide-awake Osteopath [that is, of course, Murray—Ed.] enters your field [he means pockets.—Ed.] and quickly obtains your practice [he means what you get from practice.—Ed.]

After Scaling the Pinnacles as Author of "My Nerve" Murray Still Wanted to Use "O. H."

Elgin, Ill.,
Dec. 7, 1904.

Osteopathic Pub. Co.
Gentlemen: You have not sent your bill for December "Osteopathic Healths."

May I use selections and short articles from "Osteopathic Health" in the local papers in an educational way?

Respectfully,
Chas. H. Murray.

Old Faces and New in Successful Advertising

I WILL CURE YOU!



DOCTOR SWEANY
Longest Established, Most Successful and Reliable Specialist in Diseases of Men, as Medical Diplomas Licenses and Newspaper Records Show.

Free Osteopathic Treatments

Dr. Murray, A. B., D. O.



"Dr. M. is able to give you the best there is in Osteopathy. He uses no other form of treatment; the founder's system. Graduate under Dr. A. T. S., the founder of Osteopathy"

There is no punishment too severe for those who deceive the sick.
Munyon



MUNYON

DR.

LYDIA E. PINKHAM



Yours for Health
Lydia E. Pinkham

MURRAY Murray Murray Murray MURRAY

Pure Osteopathy.

an alliance in certain parts of its curriculum with a local medical college, was not eligible to membership in the A. O. A., he nevertheless had instruction from competent Osteopaths and this instruction, too, had the benefit of the laying on of hands straight from Kirksville. This technicality of schools, we submit, would warrant no fair-minded man in calling Dr. West an unlettered Osteopath or a fakir.

From the fact that Dr. West does not represent himself as exclusively an Osteopath, but offers himself as a physician and surgeon, who believes in Osteopathy and practices it in connection with medicine, he is not eligible to our societies perhaps, but he has the right to disseminate all the Osteopathic ideas and literature that he can; and we believe the profession will be the gainer, and you as an Osteopath will be the gainer, for every additional hundred copies of Osteopathic Health that he sends forth. These do not advocate drugs or adjuncts, but constantly seek to undermine Dr. West's other branch of practice; and certainly you should have no kick coming if it succeeds in doing much in that direction.

These facts were related substantially to you before and, frankly, we are surprised that you should wish to reopen the matter. There is a class of men in our practice—as well as all others—who would rather base a man's fitness to practice exclusively upon some technicality, like holding a diploma from a recognized college, in preference to mental, moral or empirical fitness—no matter how great these may be; while you and I both know that there be many roaming about with the title of "D. O." who are not worthy to latch the shoes of some other earnest, worthy persons, not so fortunate as to recognize schools, yet who by years of toil and success in the field earn the right to become recognized—and are. We prefer to think you are not attacking Dr. West on that score. We would always think better of you if you did not.

Dr. Clara L. Todson has assured us that Dr. West is a very good, conscientious Osteopath, although he does give drugs now and then, which is of no consequence to you or anybody else but his patients, since, as an M. D., he has the right to give drugs if he so desires. Certainly by using the Osteopathic Health among his patients he will never give them a line of printed matter that will make any apology for drugs or adjuncts—and men of your faith, and ours, are the gainers by his interest in circulating our propaganda.

There are now in practice a long line of M. D.'s who have qualified as Osteopaths, and of Osteopaths who have also become legitimate graduates in medicine and surgery. It is not within the province of Osteopathic Health to sit in judgment upon these and to try to determine who of them may occasionally administer drugs in practice. If they have qualified sufficiently upon the point of Osteopathic equipment, we must be content to leave the balance to their judgment, their conscience and their patients. Dr. West's patients seem contented enough with his attentions.

Now, Dr. Murray, it does not come with very good grace from you to wish to consign Dr. West to the outermost darkness in view of the very serious breaches of ethics which you committed for quite awhile in your advertising after taking the field. You followed a course which did you the greatest damage in the eyes of your fellow Osteopaths; and you have us to thank for using our good offices to dissuade you from it, instead of exposing your error to our profession, with the rebuke it so richly deserved. The advertisements which you published in the daily press were in violation of both the letter and spirit of the laws of the A. O. A., of the Illinois Osteopathic association, of the Chicago Osteopathic society and of the Atlas club, and you could have been blacklisted for membership in any, or all, of those bodies, had anyone made the matter an issue.

In view of this fact, don't you think it exceedingly bad taste for you to speak as you do to us of your desire to go out and rip Dr. West up the back and "The O. P. company," too, if we sell him further Osteopathic literature? We do; and, if you act on this impulse, we would be constrained to say so publicly, and with some emphasis.

Now, Dr. Murray, we want you to understand several things quite distinctly. We try to do what is fair and right, as nearly as we have the light. We give every man a square deal. We want to help everybody who is trying to do right and will not help anybody whom we believe is not pursuing the fair, liberal and noble course. We are glad to serve you with our literature, IF we can do you good and get the sort of appreciation from you that we deserve, and IF you are governed on your part by the code of ethics to which our profession subscribes—BUT NO LONGER. Please do us the credit to understand that we don't care a fig for your patronage, or that of any other individual whom we cannot approve of as willing to do the fair thing always, if you or any such person holds over our heads the threat that he will suspend business dealings with us, if we don't fall into his plans to harm some one whom

we think is respectable enough, and deserving enough, to be let alone.

To make it entirely sure in your mind that it is a principle and not a penny that we are contending for, we will add that we now have no contract with Dr. West, since his six months' contract expired in December. He has given us no notice that he intends to renew the same; and, perhaps without solicitation, he would not do so. But if Dr. West should renew his order, we will fill it with the light that is ours, and we trust that you will respect this sort of business dealing which we show impartially to all our field.

Now, if you will act upon my advice, you will let this whole matter drop. It is a mistake to take hold of a "porcupine." Porcupines have quills; quills stick; they make ugly sores. You will unquestionably be a whole lot better off not to make the issue.

Respectfully yours,
THE OSTEOPATHIC PUBLISHING CO.,
Henry S. Bunting, Editor.

Elgin, Ill., Jan. 10, 1905.

Osteopathic Publishing Company,

Gentlemen:—Osteopathic societies, and Osteopaths in general, do not accord the term "accredited practitioner" to a man who uses lymph, drugs and electricity, and who therefore discredits Osteopathy.

You do do this and consequently weaken the position of the regular Osteopath. In doing this you set yourself in judgment on your fellow Osteopaths and attempt to override the judgment of the entire profession.

In this you weaken the whole profession and as such are a constant menace to the profession.

Is it not about time for you to get off the fence, and if you should happen to alight on the side of pure, straight Osteopathy, to stay there?

I have no fight to make on any individual. I simply want to know if you still, not only in Elgin, but elsewhere, give the stamp of your approval as "accredited Osteopaths" to those who use lymph, drugs and electricity. You have not answered this question.

I care not what the consequences may be to myself, in thoroughly agitating this question. If need be, I am ready to be sacrificed for Osteopathic truth.

Respectfully,
CHARLES H. MURRAY.

January 20, 1905.

Dr. C. H. Murray,
Elgin, Ill.

My Dear Doctor:—After giving the situation some further study, and advising with some of the leading men of the profession, we beg to inform you that we see no reason why we should alter our decision in the matter of the controversy which you raise over the respectability of Dr. West, and his right to buy Osteopathic literature.

If we failed to make the point clear in our last letter, Dr. Murray, permit us now to do so. Such decisions as this clearly fall within the province of the American Osteopathic association and the Associated Colleges of Osteopathy; and, so far as we have light, no decision on the issue you raise has ever been made. If it has, we would appreciate your giving us the benefit of your information.

It is not the first time that the Osteopathic Publishing company has been asked to define the rights, or want of rights, of practitioners to various considerations; and it is not the first time that we have declined the responsibility of deciding for the Osteopathic profession matters that clearly cannot be delegated to any man for settlement. We will hold this matter under advisement for further information and more mature judgment; and would reiterate our suggestion to you in our last letter, that it would be unwise for YOU to attempt to make any issue of this between yourself and us as two parties, for we have no desire to make an issue of it, believing that it is a matter of personal contest between you and Dr. West.

We beg, also, the privilege of repeating that your own position has not been so sound, from the standpoint of professional conduct, that you would meet with the approval you might expect, if YOU made ANYTHING an issue before the profession; and if you should attack us, you can bet your life that we will be there with the goods in counter-play.

There are so many other important considerations before the profession just at this time, upon which great consequences depend, that we would deplore seeing your, or any other practitioner, obtrude "a personal difference" into the national councils of the profession for consideration. But if you insist on doing it, doctor, we cannot help it, after having made every effort to satisfy you that our course was just and businesslike to all parties, and to satisfy you that it would be unwise for you to create a professional issue over a personal difference. If you do not like to use the same literature which gentlemen like Dr. West use, it is your privilege not to do so; and if you do not use our literature there are no hard feelings. But, if you do attempt to make war upon

us unjustly, there will be hard feelings, and you happen to be too vulnerable to undertake an unjust crusade.

Trusting that you will have the good judgment to let the matter rest with this correspondence, we are

Fraternally yours,
THE OSTEOPATHIC PUBLISHING CO.,
Henry S. Bunting, Editor.

Elgin, Ill., Jan. 20, 1905.

Osteopathic Publishing Company,

Gents:—Like you, I have no wish to continue the discussion. I wish to correct some wrong impressions you seem to have.

I have not mentioned a local Dr.'s name in our later correspondence, and did only in the spring when I objected to his using the "O. H." on the ground that you held him up as an accredited Osteopath when he used drugs, lymph, etc., thus destroying the usefulness of "O. H." for me.

The man you speak of is a gentleman in every sense of the word. This I have never called in question. But an angel would not be an "accredited" Osteopath among Osteopaths who give lymph, drugs, etc.

There is no fight between us. I have stood for genuine Osteopathy and have more than won. Practice gradually increasing until in December I treated 71 patients. Am treating more now. (What a different story from that revealed by the Cobb-Murray correspondence a month or two before! Which Murray tells the truth?—Editor.)

I enclose press notices from yesterday's papers. They were written by the press and not paid for, and will not be paid for.

Sincerely,
CHARLES H. MURRAY.

January 23, 1905.

Dr. C. H. Murray,
Elgin, Ill.

My Dear Dr. Murray:—I like the tone of your letter this morning, and am glad to have your assurance that you are not disposed to kick up any fuss over the situation. While you have asked us for a definite answer and we have, therefore, had to be very positive in our replies to you, I am quite sure we need not assure you that our feeling toward you is absolutely friendly, and is actuated solely by a desire to be helpful to you, in common with every worthy member of our profession. I submit to you personally, Dr. Murray, that our dealings from start to finish, both in a business way and in correspondence of a more personal nature—either in giving you the benefit of our advice or extending you courtesies in the way of letting you reprint some of our material under proper restrictions—that we are, have been, and always wish to be entirely courteous and friendly and even cordial to you. I am glad that your letter shows that you reciprocate this same frame of mind and co-operative intent rather than showing a spirit of antagonism and strife.

I need not assure you further, doctor, that I understand perfectly well the point that you make, and can see some basis for taking the position you do—only I think the application that you requested us to make of such ruling was needlessly harsh and would work no good to you or the profession, while working some harm to Dr. West. There are a great many things that come up for judgment and good common sense that have to be settled in the course of a year in a new profession like ours—part on principle, part according to the demands of expediency.

I would like to say to you, Dr. Murray, that I wish very much, personally, you would drop this matter for the present, and the first time you are in the city come in and see me, and we will have a friendly talk together. You will find me at "The O. P." office now every day during business hours. If you have not gathered as much from my previous letters or those of Mr. Cash—who is no longer in the employ of this company—I wish to say to you now that I much prefer to be friendly toward you, and to be working in your interests, than to develop hard feelings and to feel compelled to go out and antagonize you, or do anything unpleasant, or that would have the least chance to hurt you. Knowing this to be my creed and principles full well, I feel sure, doctor, that you cannot consent to do anything that would bring about a rupture and destroy such a pleasant business relationship.

With best wishes, I am
Fraternally yours,
HENRY STANHOPE BUNTING,
Editor and Manager.

Elgin, Ill., Jan. 20, 1905.

The Osteopathic Publishing Company,

Gentlemen:—You advertise to sell your promotion to regular practitioners only, but confess in communication to me otherwise. In view of these facts will you kindly cancel my contract for "Osteopathic Health."

In fear of the "Porcupine,"
CHARLES H. MURRAY.

Murray's Open Insult to Illinois Osteopaths

Free Osteopathic Treatments

Dr. Murray, A. B., D. O.

Any persons who have spent their money for so-called osteopathy and have not been cured, I invite you to call and take treatment absolutely free until you are convinced that osteopathy will cure.

I do this because I find Elgin has been humbugged. So-called osteopaths have defrauded many by failing either through ignorance or otherwise to deliver osteopathic goods. These unfortunates, thinking they have had osteopathic treatment are not good advertisements for true osteopathy. Osteopathic cures are osteopathy's best advertisements. I want to prove to you that osteopathy will cure.

Dr. Murray offers to treat those who have taken so-called osteopathic treatments without being cured, absolutely free until they are convinced that osteopathy will cure.

He is a graduate of the American School under the founder of the science, 32 The Spurling; phone, 3011. Residence, 120 Hill avenue; phone, 4194.

Consultation and examination free in all cases. (From two half columns in the Elgin News, March 5 and 12, 1904.)

Where Murray Is Original

These gems of getting ahead by flaying one's fellows in a skin-game are choice samples of the scheme that Murray of Elgin is now offering to Osteopaths at \$2.00 per head. They are taken from his pamphlet. They tell their own story of how Murray lost caste with the Osteopathic profession. His affrontery in uncovering his shame in a side-show tent and charging an admittance to look upon him exhibits ominously the symptoms of paranoia.

Without paying \$2.00 to find out how Murray

[Continued from Page 9.]

Elgin, Ill., Jan. 27, 1905.

Dr. Bunting,
Chicago, Ill.

Dear Sir:—Please find enclosed circular, which has gone to over 2,500 Osteopaths. I expect a fight from you, but I want it on the square. What I have done is for the best interests of our profession, and if you have any issue to make, do it in a clean, manly way. If you have made a mistake, confess it.

Should you stoop to anything low or mean, or attempt to make a personal issue in any way, I expect to publish part of the contents of many letters I have received from Osteopaths all over the country, commending my course and giving me pointers about you, from the time you entered the A. S. O. until now. A large number have used "Osteopathic Health" in quantities with no success, which will also make interesting reading matter.

I do not expect to use any of the above, but am willing to meet you on the issues of the principle involved, namely, that of selling promotion to irregulars, in any straightforward, clean way, but should you attempt in any way to injure my practice in Elgin (as I infer from your "Porcupine" threat), I will meet you more than half way. Respectfully,

(Not signed, but presumably from Murray of Elgin. We suppose even his astounding gall failed him on writing such audacity and he hesitated to sign it.—Ed.)

February 9, 1905.

Dr. Charles H. Murray,
Elgin, Ill.

Sir:—It gives us pleasure to quit serving you with Osteopathic Health for distribution under your name in Elgin. We have been extending you this service only on probation and with dire misgivings for a long time and at every fresh outbreak of your unchristian spirit to advance Murray by knocking some one else we have meditated seriously transferring your name to the list of fakirs and such Osteopaths as have permanently alienated themselves from the pro-

A MODIFICATION.

Dr. Murray, A. B., D. O.

There were no strings to my offer to treat free those who had not been cured under osteopathic treatment, so-called.

The above has been in force two weeks, but I am now compelled to make a charge and new applicants who have given osteopathy, as they think, a fair trial, may secure treatment at one-half rates at the office until they are convinced that osteopathy, by an osteopath, will cure.

To all others the regular rates apply.

* * *

Dr. Murray, graduate under the founder of the science; 32 and 33 The Spurling. Phone 3011. Residence 120 Hill avenue; phone 4194.

The above offer is only for a short time. Consultation free in all cases.

(From a half column ad. in the Elgin News March 22, 1904.)

kicked himself out of fellowship with the Osteopathic profession, anyone who wishes to emulate his leap into "success" may find the secret in any penny newspaper. Read the ads. of the "I-Cure-Fits" men and all the balance of the medical advertisers, from Dr. Munyon and Lydia Pinkham to Electric Belt apostles and "Lost Manhood Restorers," and you have Murray-of-Elgin's secret.

So far from anything of this being original on his part, or on the part of that exemplary pair of young cultured scholars who have directed his publicity, the old medical advertisers, who created the methods which Murray would

professional confidence by acts unbecoming the physician who comprehends the meaning of the word ethics.

We have felt for some time that your reputation in Elgin as a knocker, as well as a disgustingly-braggart, cheap commercial advertiser, was more of a millstone than the good name of the Osteopathic profession and our company, its servants, could afford to carry for you—despite our desire and efforts to reform you and save you "as a brand from the burning," if you were worth the rescue. We also have felt it was perhaps unjust to the ethical Osteopathic practitioners of Elgin and adjacent territory to let you use the same trade-mark as field literature that they were using; and you should know that they objected to your doing so strenuously, fearing to get their identities confused with your own unenviable professional personality. But together we agreed to woo you from your erring ways, if possible, by showing you kindness and giving you good counsels, and you permitted yourself to be lead back toward decent professional demeanor quite a ways as a result of this missionary effort.

In your first outbreak—that nauseating and shameless campaign of display advertising in the Elgin newspapers last spring, you were not content to draw to yourself alone the sort of notoriety and cheap clap-trap importance that people of refinement instinctively shun, but, with your natural Ishmaelish instincts of knocking, you tried to discredit every other Osteopath in and adjacent to your field—or who had ever been near your field. Your ads were calculated to make the public suppose that every Osteopath who was in, or ever had been to Elgin, was a fakir; and that you were the only real bird of paradise who actually carried healing in his wings.

As a matter of fact—despite your assumption of the title of the only pure Osteopath who ever blessed Elgin with personal incarnation—the line of men and women whose work you have publicly discredited were people of character, professional attainment and standing, whose shoes you are not worthy to latch. You yourself are in a distinctly different class altogether. Among this number, past and present,

Dr. Chas. H. Murray

A. B., D. O.

Osteopathic Physician.

Room 32, The Spurling, Elgin, Illinois

Graduate of the American school, under the founder of the science, Dr. A. T. Still, Kirksville, Mo.

Dr. Murray follows the methods of the founder in that he uses osteopathy only and secures good results quickly without the use of drugs, electricity or any other adjuncts.

Osteopathy gives nature a chance, and while it cures all curable diseases, the following are especially amenable to the treatment.

Tonsillitis, Pharyngitis, Appendicitis, Gall-Stones, Bright's Disease, La Grippe, Laryngitis, Bronchitis, Asthma, Pneumonia, Consumption, Pleurisy, Rheumatism of all kinds, Paralysis, Locomotor Ataxia, Sciatica and all Nervous Diseases.

ALL DISEASES OF WOMEN IN MEN, SEXUAL DEBILITY

Many cases of Cancer, Malignant and Benign Tumors have been cured without surgery. Diseases of the Eye and Ear readily yield to osteopathic treatment.

Dr. Murray

Suite 32, The Spurling; phone 3011.
Residence 120 Hill; phone 4194.

Treats at both places and at your home.
Office Hours—9 to 11 a. m.; 2 to 5 and 7 to 8:30 p. m.; other hours by appointment.

now fair graft upon the Osteopathic profession, worked their schemes to death, spent long lives on earth and nearly all of them had passed on to their reward long before Murray quit his pulpit in search of new worlds to conquer—yes, and long before he had ever entered it.

Murray has contributed nothing new—even to the art of fake medical advertising—except his colossal brass. But he can't capitalize that. Gall in excess pays no dividends, except yellow jaundice. From that sour-looking visage, which he is so fond of putting in evidence in fine half-tones, one would judge that his gall stone is at least as big as a brick-bat.

are Drs. Clara L. Todson, Dr. William F. Link, Mrs. Carl P. McConnell, Mrs. Abbie Williams, Dr. James Ennis Cobb and Dr. H. H. West.

So far as I have been able to learn by close inquiry these practitioners all stand for each other as individuals of personal and professional worth and are willing to see each other recognized as Osteopaths; and those whom I have questioned refuse to stand for you, or your methods, and wish to be excused from any association with you, actual or inferential.

Your desire and crafty effort to make it appear that The Osteopathic Publishing company supplies literature to fakirs and to those discredited by their own professional people is just as good as an exposition of your own methods to advance yourself as you ever gave while knocking a brother or sister practitioner. It is a malicious falsehood, as much of your stock in trade is found to be upon close examination. The most heinous wrong this company ever did the profession was to sell you its literature and, God and the profession forgiving our error, we will not be betrayed into countenancing another who shows freebooting earmarks in the way you have done. So cease your slander against this company, for the professional cannot be bunceod, as you have doubtless already learned to your complete dissatisfaction.

I regard the Osteopathic profession as a democracy where the majority rules. I accept the will of the majority as right in settling points of professional policy. In localities where the majority decree that any Osteopath who should ever administer a drug—even an M. D.; D. O.—is not entitled to be regarded as an Osteopath, I accept that ruling; and so far as I am able to keep informed, do not extend our service to such practitioners in such localities. New York, New Jersey and Pennsylvania, for instance, have such a decree in their by-laws and I do not do business with anyone in that territory not eligible to membership in those societies.

I am not aware if Illinois has ever made such a ruling. If it has I want to know about it and will observe it strictly. I asked you to inform me if you knew that any such decree existed. But, by that same token, if the Illinois Osteo-

pathic association has carefully applied restrictions upon membership—as in certain other states—then you are not entitled to membership in that body, nor to be regarded by it as worthy of fellowship with our profession, despite your diploma from a school that taught you ethics you do not practice. You cannot now join the American Osteopathic association. Your course of advertising yourself and of knocking others in your advertisements has put the mark of isolation and professional ostracism upon your brow, and not by all your hollow pretense of being a "pure" Osteopath, a "great" Osteopath and "the only Osteopath in Elgin," nor by your artful espousal of "simon-pure Osteopathy" can you lift yourself out of the quagmire which your bushwhacking methods put you in.

If the Osteopaths of Elgin and Chicago whose advice I sought had put Dr. West on the blacklist as to professional confidence and courtesy—instead, as I have said, of speaking commendatorily of him, while to me complaining about your porcupine qualities—I should have been very glad to act on their recommendation. But they said that Dr. West was a gentleman, a conscientious physician and a sincere student of Osteopathic principles according to his light and was entitled to encouragement and praise for the good he is doing.

I refused to become your tool and let you knock him through me. To be entirely frank—although I had never met Dr. West—I have come to think highly of him because of your jealous antagonism toward him. I know the kind of people you hate. I respect much that you loathe, and loathe very much that enters into your working principles and daily conduct.

As to "the people of Elgin having been humbugged," as you advertised, and the local need of you elevating the banner of Osteopathy, pure and undefiled—you, of all those who ever carried a diploma to that field—everybody in Elgin and in the profession understands quite well what a cheat of a misrepresentation that was on your part and what a pusillanimous muss you did your worst to make for suffering Osteopathy by pretending to be the only divinely-appointed, A. T. Still-anointed Osteopath ever known to that field—only to drag the fair banner of our profession's name through the sloughs of advertising charlatanism that you insist on wading in continually.

If no one else has ever told you plain enough for you to understand it, pray let me enlighten you now, and assure you that the Osteopathic profession, your alma mater and all refined people of your community and everywhere, regard such campaigning as you have done with disgust and turn from you as a thing they would fain forget.

Will you not kindly divorce yourself from your new scheme—your fresh outbreak—to prostitute the other practitioners of Osteopathy into imitating this policy of yours that has made your name hateful to so many representative men and women of our science?

Of course, we know that you want company, but you can get fellows of your class who are already "made," without trying to lead worthy

HIGHEST HONORS FIRST GOLD MEDAL
For Scheidel X-Ray Coils and Electro-Therapeutic Apparatus at World's Fair, St. Louis, Mo., 1904.

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THE AMERICAN COLLEGE OF Osteopathic Medicine and Surgery
(Incorporated under the Laws of the State of Illinois.)
Member Associated Colleges of Osteopathy.

This College is chartered to teach Scientific Osteopathy applied to the healing art in all its branches. Its charter requires us to preserve the OSTEOPATHIC THEORIES and to apply them in therapeutics, surgery and obstetrics as an INDEPENDENT PHYSIOLOGICAL SYSTEM.

Courses:—General osteopathic; for physicians; post-graduate in surgery, obstetrics and specialties.

Special Facilities:—Each student must dissect one lateral half of a cadaver—material free. Clinical practice for all students at the Infirmary for ten months, with attendance at Cook County Hospital for one term free to students.

Infirmary Treatment and Surgical Work a Specialty.
Send for copy of the Catalogue and other Osteopathic literature free.

The College, 495-497 W. Monroe St., Chicago, Ill.
New Term Begins Sept. 1, 1904.

and unsuspecting practitioners into error for the sake of the two paltry dollars which you ask as the price of your secret of professional contempt and isolation.

In closing, permit me to say that your insolence in offering to sell the men and women of Osteopathy the formulae which wrought your professional discredit, and your presumption in asking of them two dollars for your fulsome and disgusting "Autobiography of an Ass," is quite on a par with various other things you have wrought and is only to be paralleled in the annals of those professional renegades whose methods you emulate.

One thing may still be said to your credit: You were considerate enough to leave the picture of our venerable and beloved founder out of this joke-book of yours, which should be entitled "Murray's Monumental Nerve," or "Egotism—Insolent, Crafty and Grafting;" but you owe an apology to Dr. Still, to his family, to the American School and to the entire profession for the free abuse you make of Dr. Still's name in all your professional vauntings. The profession should copyright Dr. Still's name, fame and photograph so as to remove from folk of your feather the means of misleading the public as to what is respectable, representative and ethical Osteopathy.

Enclosed you will find a statement of your account with the Osteopathic Publishing Company, which shows a balance due us of \$2.25. Having terminated your contract before the end of the year, you are entitled only to the six months contract rate, which gives the company a claim of 25 cents a month from you for the nine months that you received our service. Your remittance will be acceptable to close out your account properly.

With deep regret that you could not have been redeemed, with all the professional consideration that was wasted upon you,
Very truly,
THE OSTEOPATHIC PUBLISHING CO.,
Manager and Editor.

Dr. Booth Is Banqueted

The third annual banquet of the Philadelphia County Osteopathic Society and the first mid-year banquet of the Alumni Association of the Philadelphia College and Infirmary of Osteopathy, was held at the Colonnade hotel, Fifteenth and Chestnut streets, Philadelphia, Fri-

day evening, January 27. The guest of honor was Dr. E. R. Booth, of Cincinnati, O., being entertained by the alumni of the college, he having delivered the commencement address to the graduating class the night of the 26th.

Texas Senate Passes Our Bill

Dear Dr. Bunting.—I inclose copy of our bill as it passed the senate this morning, 13 to 11. Several of our friends were absent or we would have made a better showing. We fear a very hard fight in the house. I managed to get the house committee on public health to report favorably on the bill introduced in the house before the M. D.'s awoke to our intents and now they would like to kill the senate bill in committee, but we have them on the hip and will play the cards as seems best.

—Hastily yours, Paul M. Peck, Austin, Tex., February 7.

WANT ADS.

Want ads. are printed for five cents per word. If "keyed" by an assumed name and addressed care of "The O. P.," we collect answers sent in and remail to the advertiser, thus keeping his identity hidden except to such letters as he answers. Remittance should accompany copy.

YOUNG LADY, BEST REFERENCES, WANTS position as assistant. Address "943 B," care "O. P."

FOR SALE.—A \$225 PER MONTH PRACTICE in town of 25,000. A well-furnished and well-established office, everything complete and ready for occupancy. Will take \$250 cash if taken at once. Address "Raymond Ray," care of "O. P."

FOR SALE.—ESTABLISHED OSTEOPATHIC practice in southern Wisconsin city of 7,000. Convenient offices in best location. An excellent opportunity for somebody wishing to take advantage of two years' pioneer work. Address "A," care "O. P."

Don't you want the "Confessions of an M. D.?" Order of Dr. Barber, 405 Hall building, Kansas City.

Your wants will reach all interested persons if stated in this column.

You can get a bargain in December and the second edition of January "Osteopathic Healths" just at this juncture. Don't generally have a stock of back numbers, so here's your chance for the best of field literature at the price of the poorest.

Want Analyses Made, Doctor?

Do you find it a good assistance to have analyses of urine, sputum, blood, etc., made for you in your practice, Doctor—or do you have the time and facilities to do all this sort of work for yours?

Why not try letting us do it for you? Our prices are right. We have the facilities. We have made it a point to get the technical experience. As good and reliable a diagnosis as you can get anywhere and for less cost than most laboratories charge. Try us, brother and sister Osteopaths.

DRS. NELSON & COKE,
LOUISVILLE, KY.

HARRY NELSON, D. O. COKE, D. O.

THERE IS BUT ONE
OSTEOPATHIC SURGERY
and "The O. P." calls that one "the book of the year." It is the book edited by Dr. F. P. Young of the A. S. O. faculty and it is sold for \$5.50. Would be cheap at \$10, for you ought to have it any price. Order direct.

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HULETT'S PRINCIPLES OF OSTEOPATHY
373 pages; 35 etchings; extra paper, print and binding. Cloth \$3.00. Half Morocco \$3.50.
JOHN JANISH
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The Principles of Osteopathy
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352 Pages, 166 Illustrations, Best Book Paper, bound in Silk Cloth
"I would have given a hundred dollars to have had that book fall into my hands on the day that I first entered on the study of Osteopathy."—H. S. BUNTING, D. O.
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THE OSTEOPATHIC PHYSICIAN

The Organ of News and Opinion for the Profession.

Published on the 15th of every month by The OSTEOPATHIC PUBLISHING COMPANY, 603, No. 171 Washington Street, Chicago.

HENRY STANHOPE BUNTING, A. B., D. O. President and Manager.

SUBSCRIPTION PRICE, 50 CENTS A YEAR. ADVERTISING RATES ON APPLICATION.

If you see a star stamped in the margin of your paper opposite this notice, your subscription is now due. We will thank you to remit without waiting a more formal notification.

Entered at the Chicago Post-Office as matter of the second class.

VOL. VII. CHICAGO, FEBRUARY, 1905. No. 3.

Fairness! Freedom! Fearlessness!

EDITORIAL.

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

To the Profession

On January 20 Dr. Bunting resumed active management of the Osteopathic Publishing company and will now permanently be in personal direction of the company's least business details in addition to being at the helm on all matters of general policy—which, of course, has been the situation uniformly from the inception of the company. The plan of having an assistant to Dr. Bunting who would handle a great part of the detail of the office—which has been in vogue most of the time since the company was started—is now altered. Henceforth the company's friends and patrons will have the satisfaction of knowing they are "doing business with the man himself," and that cannot but be an element of satisfaction to both parties.

Mr. R. C. Cash was dismissed from service January 20, having thoroughly discredited himself in his capacity as confidential man to Dr. Bunting—a position of trust that he has held without bonds for the past 18 months. An expert is now going over his accounts for six months to find the amount of his personal overdrafts.

The annoyance and inconvenience incidental to this sudden denouement are in large part responsible for the delay of sending out the February issue of "Osteopathic Health," which we beg to assure our patrons will not happen again. We ask indulgence for this shortcoming.

Thanking our friends of the profession for their patronage and confidence, and bespeaking a continuance of the same hearty cooperation for the future which we acknowledge in the past, We are, faithfully yours to serve,

THE OSTEOPATHIC PUBLISHING CO.

Your health, Mr. Thomas!

Pull for independent Osteopathic boards.

The stage has not quit being didactic, it would seem.

Dear Pap: Watch out or they will put us into vaudeville next.

Why don't the M. D.'s get out an injunction against Mr. Frohman?

It is said Mr. Thomas has gone abroad to avoid his old family doctor.

Augustus Thomas stands pat with strict lesion Osteopathy and has no truck with mind-cure or vibrators.

Smartness enables a man to catch on, but it takes wisdom to let go.

Read over the list of prizes to be awarded at Denver. Is your essay in?

In the natural course of events "Dick" Ainslee should go to Kirksville and take the course.

Greater New York hopes to greet Dr. A. T. Still and show him "Mrs. L's Boots" in February.

Any time you have the blues, Mr. Frohman, drop in for a treatment and it won't cost you anything.

If you know a Texas senator or representative write him at once to pull hard for our senate bill in the legislature.

Make your plans for a mountain trip after the Denver meeting. It will do you good and be a great rest for you.

Not everyone who cries "Lord, Lord, I am the pure Osteopath!" can be relied upon, either for purity or Osteopathy.

The actors of the two plays, "Crutches for Sale" and "Mrs. Leffingwell's Boots," ought to get together and celebrate.

God pity us all when Murray-of-Elgin assumes the role of a "regular" Osteopath—one recognized by our professional societies.

Anyone who visits Dr. Rumsey's office will find a file of "The O. P.'s" there and plenty of copies of "O. H." on his center table.

No; Mrs. Lef. does not go barefooted on the stage while her boots are lost; they were her pink-and-quilted silk top carriage boots.

If Heaven were filled with knockers like Murray-of-Elgin the editor would respectfully wish to present his resignation and go elsewhere.

After Gus Thomas' show has had such another run as "Arizona" and the "Earl of Pawtucket" the A. S. O. really ought to have a 2,000 enrollment.

Now Dr. C. V. Kerr's dream is realized in "Mrs. Leffingwell's Boots." Clarence always maintained that Osteopathy could be successfully dramatized.

Well, anyway, "Mrs. Leffingwell's Boots" doesn't have any flying machine episode in it, such as our "Uncle Asa" worked out to a finish in "Crutches for Sale."

There is not much stir over "Osteopathic Health's" prize essays as yet. What's the matter? Do you despise \$50? When may the editor look for your contribution?

The A. S. O. Alumni Association must adopt a standard of eligibility for membership at Denver. We will then have a way of silencing mountebanks with diplomas.

A man is best known by his neighbors. The doctor for whom none of his local colleagues will stand has no colleagues. He has built himself a sty which he must occupy alone.

We never sulked when the playwright made his heavy villain drink carbolic acid on the stage, or anything like that. Then why should the M. D. resent a little Osteopathy before the foot-lights?

Who can measure the influence for good that Dr. Rumsey's treatment of "Dick" Ainslie upon the stage will hold for our profession? Countless thousands will see that "it is not massage," that "you don't have to strip naked to get a

treatment," and that "it cures"—all of which are important for the public to realize.

Even a dark lantern has its bright side and a "jimmy" may be the means of getting better ventilation. Murray will be the means of the profession defining that, although holding a regular diploma, an Osteopath who plays charlatan IS charlatan.

We suppose the marvelous meekness that Murray-of-Elgin is supposed to have expounded when he held a pulpit is just having its natural brute reaction now with the malignity that characterizes his knocking.

Between "Osteopathic Health" and Mrs. Leffingwell's Boots"—not to add with all the legislative airing our science is getting—our doctors ought to have enough promotion to make practice brisk for 1905.

Robert Darten and Dr. William Smith may have ground to suspect that Augustus Thomas is a plagiarist. Did not "Crutches for Sale" give an Osteopathic treatment on the stage and solve a plot seven long years ago?

The advertising mountebank, who fakes "pure Osteopathy," appoints himself carrier of Dr. A. T. Still's lithograph and press agent for A. S. O., is the sort of man for the profession to be afraid of. Our worst enemies come from within.

Why is it that when a preacher once gets thoroughly commercialized and quits saving souls to pursue the fleeting dollar that he will often do things that a man who has never had the benefit of a touch of Christian spirit would scorn to stoop to? Remorseless knocking—striving to get ahead by pulling another down—has no defense in the Decalogue, the Golden Rule or the Sermon on the Mount; and a course of study in theology ought to have fitted even a natural-born pirate for a live-and-let-live career in the profession of medicine.

Mr. Frohman Challenged

We hear that the Hoochie-Coochie Vibrator Company has been sending a petition to Mr. Charles Frohman for a matinee trial to show that they can set "Dick" Ainslee's neck quicker and more durably than by ordinary digital intelligence.

Imitating Great Success

A mail-order course on "MY ABILITY," or "How You Can Learn to Imitate a Great Success Like Me," can be possessed if you will send Elgin-of-Murray two of your common paper dollars. It is not so much that Murray needs the money as it is his thought that you need Murray that makes him essay this generous philanthropy to Murray.

Does "Mr." Osteopath Suit You?

I would rather be a "Doctor Osteopath," backed up by 45 independent Osteopathic statutes and licensing boards, than a "Mr. Osteopath," tolerated but discredited by 45 state M. D. boards—even if one "Mr. Osteopath" in each state sat in such boards as the Osteopathic hostage.

Limiting "Consumption"

Another crusade against tuberculosis is on among M. D.'s. Fresh air—awake and asleep, deep breathing, clean, sunny quarters, good diet and exercise are their latest prophylactic and therapeutic agencies, as is pointed out by eminent leaders like Dr. William Osler. Good—so far as it goes! But Dr. A. T. Still has told Dr. Osler something new, if he will only listen.

Could You Improve "O. H.?"

Practitioners, you are cordially invited to suggest to the editor how "Osteopathic Health" may be improved to better suit your needs. Your

ideas will be more than welcome. It is edited for your assistance. Is it all that you wish and need for field literature?

If you have a good idea for some article in "Osteopathic Health" that you would like to see appear, offer it as a suggestion to the editor.

The Original Independent Board Man

We believe that credit for being the original independent Osteopathic board advocate belongs to Dr. A. G. Hildreth, of St. Louis. There was a time about five years ago when many of us thought he was narrow on that point, but time seems to have demonstrated that his point was well taken. So long as Osteopathy is gaining rapidly, regular medicine will be losing in prestige correspondingly; and, so long as that situation exists, we need not expect M. D. boards to give us a square deal if they can stack the cards on us. Then let us shuffle and deal cards for ourselves.

Why Mix in State Politics

When we stop to consider that many of the so-called state boards of health which regulate medical practice are merely cliques of grafting politicians, which in no way are representative of the honesty, dignity, ability and respectability of the physicians of the state, and in very notable instances that membership in these bodies are political, not professional, "plums," what have we to expect of them? And why tuckler longer to a lot of political stiffs who are not in our class and with whom we have nothing in common? Get an Osteopathic board in every state as soon as possible.

An Issue That Is Burning

Before the Osteopathic profession makes issue with M. D., D. O.'s who, as loyal members of our profession, yet make use sometimes of their M. D. "armamentarium," let us give our attention to separating ourselves from those "pure Osteopaths" turned out by recognized colleges, who, by bill-board advertising methods, personal brass and the annihilation of the usual regulations of polite society, make the very name Osteopathy a stench in the nostrils of enlightened communities. The "mixer" is entitled to our courteous consideration when an ethical person, but the blantant divorcee from professional decency isn't ever.

What Was Your Best Case?

Dr. Edythe Ashmore, Valpey building, Detroit, is doing a splendid work in compiling clinic reports for the profession, but she doesn't get one-half of one per cent. of the cooperation necessary to do that arduous work right. What was your best case in 1904, doctor? Why not write her for a blank and report it?

"Could I have on hand 3,000 reports—one for each practicing Osteopath," writes Dr. Ashmore, "I could get out entire supplements on the stomach, the lungs, nervous diseases or acute infectious diseases that would be very helpful to the practitioner."

Why not all join hands and help Dr. Ashmore?

An Ethical Blunder

This story has just come to my ears and it holds such an important lesson for the profession that I repeat it. A United States senator was persuaded by a friend to go to an Osteopath for diagnosis. He decided to take treatment. The Osteopath rushed into print next morning with a newspaper story that Senator — was the latest recruit to Osteopathy and was now being put into shape by Dr. —, of this city, and there was a little anecdote to show how this important accession to Osteopathy came about. The senator felt so enraged and disgusted upon realizing that this Osteopath did not understand the nature of professional confidence and that he was being made an advertisement for the doctor and his school that he very righteously did not

go back for the second treatment. Comment unnecessary.

Cloture for Clotens

Being an Osteopath would be less strenuous if there were not so many dubs claiming to be the "King B" Osteopath, next in succession to A. T. Still, who get attention only to make the profession's name a thing of derision among intelligent people. It ought to be easy enough to put the cloture on this gentry. Our schools which graduate these people ought to denounce every one who adopts fake methods. Compliments which they print in their ads about Dr. Still and the alma mater do not buy them exemption from criticism, as they seem to think, and both the schools and Alumni Association can shut off such blatantry by proper censure and ostracism. It is up to the schools to demand ethical behavior of their graduates or dis-

credit them before the public where they operate.

Have a Care, President Hartford!

It appears as if the legislative committee for Illinois were going to make an unfortunate blunder, if they don't watch out, by trying to get a little M. D. patronization and hand-out in the way of a possible membership on the state medical board.

The Osteopaths of Illinois don't want any such action and are saying so to President Hartford and the legislative committee in no uncertain terms. What we want is equality with the drug doctor—no more and no less—and the only way to spell that is to be independent of him by having our own board of examination and registration which is just as authoritative as his.

It would surely mean failure, President Hartford, to attempt to frame legislation in Illinois that the majority of the profession will not indorse. It is a great responsibility for a little coterie of our folk to assume, should they go counter to the convictions, advice and wishes of the majority.

We have had enough of medical insolence in Illinois, boys, and the medical gang, who for seven years have denied Osteopaths the right to be called "doctors," are not the bunch to truckle to or combine with now on any pretext or patch-work compromise whatsoever.

Let us go out and get what we are entitled to in Illinois and if they beat us this time it will be another lesson to pull together for independent legislation from the outset in the next effort.

On the Banks of the Wabash

The Indiana fight goes on apace between M. D.'s and Osteopaths with nothing very decisive there of late except talks of "compromise!" From the way our practitioners have been treated in this state by the medical board the profession has an excellent chance to see what we have to expect so long as our destinies are in the hands of our enemy. They will never give Osteopaths a square deal while they can do otherwise, so the clear moral is to get from under and have our own independent boards all over the union—and that is just what our people propose to do.

The Sentinel, of Indianapolis, has had several good editorials and signed communications championing fairness toward the Osteopaths. Dr. J. F. Spaunhurst, chairman of our legislative committee, in an interview January 30th, made this good point:

"There are 7,000 medical doctors in Indiana compared with 44 licensed Osteopaths. Why do the physicians demand 42 months between entrance and graduation? Simply because their profession is overcrowded. The same condition does not obtain in the Osteopathic field. The school is young, and the students are allowed to accomplish as much as possible each year. To date the number of hours spent on any given subject, which the Osteopath applies, exceeds the hours spent on the same subject in the medical schools. Seven months has been added to the present course by the ten approved Osteopathic colleges, making the actual school work consist of more months than required by the Indiana medical board of examiners, whose judgment in matters medical seems to be final."

Needless Torture

[From Modern Eloquence.]

During one of the battles in Mexico, a French officer was wounded severely in the thigh, and for four or five days several surgeons were engaged in attempting to discover the ball. Their sounding gave him excruciating pain. On the fifth day he could bear it no longer, and cried to the surgeons, "Gentlemen, in Heaven's name, what are you about?" "We are looking for the ball." "Mon Dieu! why didn't you say so at first? It is in my waistcoat pocket!"

"O. H." MARCH "O. H."

"The Short Story and Variety Number"

New face of type and make-up, careful presswork and high grade paper. Ready to send out February 25.

CONTENTS

- Tonsils, "Seat of Microbes."
- Calls Appendicitis Medical Fad.
- Osteopathic Hints About Childhood.
- Why Most Cures Are Slow.
- La Grippe Can Be Cured.
- Where Germicides Won't Work.
- A Mark Twain Anecdote.
- Reason Osteopathy is Popular.
- Asthma - Constipation - Dyspepsia - Insomnia - Nervousness.

Something also about Eye Troubles, Worms, Osteopathy Dramatized, Etc.

ORDER IN ADVANCE and get early service.

The OSTEOPATHIC PUBLISHING CO.
171 WASHINGTON STREET, CHICAGO

FEBRUARY

"THE WINTER NUMBER"

- "RIGHT AND WRONG TREATMENT OF PNEUMONIA." Dr. Bunting
- "WHY NOT ABORT LA GRIPPE?" Dr. Bunting
- "THAT COLD IN THE HEAD." Dr. Louise Burns
- "WHY YOU MAY FEEL WORSE AFTER TREATMENT." Dr. Bunting
- "PHYSICIANS CANNOT GIVE HEALTH." Dr. J. Homer Dickson
- "PHILOSOPHY OF OSTEOPATHY BOILED DOWN."
- "THE REASON OSTEOPATHS SEEK LEGISLATION."

Truly, a valiant number.
"Osteopathic Health" has a record of growing constantly better.
How many will you circulate in February? Place your order early.

JANUARY

"Osteopathic Health" will contain:

- "WHAT DR. STILL HAS DONE FOR WOMAN," By Dr. Henry Stanhope Bunting.
- "RHEUMATISM," By Dr. Addison O'Neill.
- "A LITTLE TALK TO MEN."
- "HOW OSTEOPATHIC PATIENTS ARE TREATED," By Dr. Henry Stanhope Bunting.
- "A TRUCE TO ASTHMATICS."
- "SHORT PARAGRAPHS."

The field should circulate twice the usual number of this issue because of its power to make converts.

A great number for the women. It tells them how they may hope to get well themselves and then what to do to make "father" or "hubby" also happy.

Osteopathic Health will also give a handsome "Art Calendar for 1905" with every single order, new contract and renewal of contract received now or in January.

Gallery of Osteopathic Pioneers

Dr. Snyder a Champion of Higher Education

As a champion of advanced and higher education in our profession Dr. O. J. Snyder, of Philadelphia, has been and is still very prominent. Both as an educator and in the councils of the profession his voice has ever been raised for advanced standards for both entrance requirements and for graduation. At the St. Louis meeting of the A. S. O. Dr. Snyder threw himself into the discussion with great earnestness, eloquence and power, and if there had ever been any dispute that he was one of the strong men of the profession it was banished from that hour.

O. J. Snyder, A. C., M. S., D. O., is president of the Pennsylvania Osteopathic association. For six years he was president of the Philadelphia College of Osteopathy, and he was also president of the Associated Colleges of Osteopathy, member A. O. A., and of the American Chemical society. Born in St. Louis, Mo. Early life spent in Wisconsin. Graduated with honors from the Minnesota state normal school. Began teaching at the age of 17. While serving as professor of science in the high school of Winona, Minn., State Inspector of High Schools Aiton in an interview with the Winona Republic made the assertion that Prof. Snyder was "conducting the strongest and most efficient course in science given in any institution in the state."

Dr. Snyder entered the scientific department of Columbian university, now George Washington university, at Washington, D. C., and graduated with the degrees of analytical chemist and bachelor of science; he also won the highest honors and first prize in his class and for the department of science. He at once entered the post-graduate department and was awarded the degree of master of science. During his regular college work he also paid attention to special courses fitting himself for the government service. After graduation he entered a competitive civil service examination and secured the appointment of pension examiner. He was promoted to the position of special examiner for the government. During Cleveland's second term Dr. Snyder was released from his government position on the ground that "his political affiliations were not in accord with the sentiments of the administration."

Dr. Snyder's attention was attracted to Osteopathy while in the west. He entered the Northern Institute of Osteopathy in Minneapolis, both as a student of Osteopathy and as a professor of chemistry and clinical microscopy, which departments he organized for the N. I. O. He gained high favor with the management of the institution and had the proffer of a fourth interest in the college, preferring, however, to go east.

It was here at the N. I. O. that he met Dr. Mason W. Pressly, who occupied the chair of physiology. With Dr. Pressly in December, 1898, he organized and projected the Philadelphia College of Osteopathy and became president of the organization after its incorporation and served in that capacity until last August, when both he and Dr. Pressly sold their stock to the alumni, since devoting their entire time to their very large practice. In addition to their Philadelphia practice in the Witherspoon building, Drs. Snyder and Pressly also conduct a branch office in Atlantic City, open from April to October. This, however, is their only branch office.

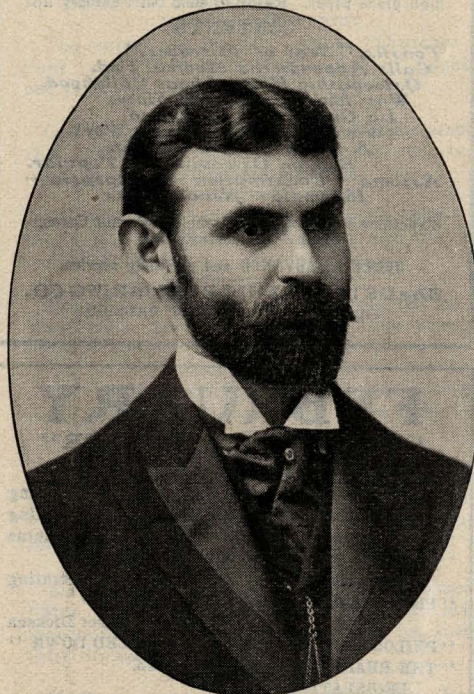
Dr. Snyder's practical work thus makes him one of the foremost leaders in the profession in the advanced educational movement, having builded up his own college from a two-room concern in a down-town office building to a four-story stone building with a half block of ground in six years. He has championed the cause of higher education for the Osteopathic profession with his whole might.

Dr. Snyder was the commencement orator at the exercises of the Massachusetts College of Osteopathy February 27, which is the first class to graduate under a compulsory three-year course. His speech is a gem of logic, truth and good English. In part it is as follows:

Dr. Snyder's Address

The Massachusetts College of Osteopathy is the first institution of its kind to inaugurate a three-year course of study, and the class we greet this evening is the first to complete this magnificent preparation. You, honorable members of the faculty, have added strength to the beneficent profession which you so ably represent and guard; you, members of the graduating class, have added a cubit to your mental stature. By this gathering we mark the greatest advancement Osteopathy has yet made. We see it lifted to a higher plane of usefulness, and clothed with greater dignity and power, than it ever enjoyed before.

That we may realize the magnitude of the achievement, let us remind ourselves of the brief, familiar history of Osteopathy. It was just 30 years ago that Dr. Andrew T. Still first made known to the world the deathless principles of this science, which shall ever remain



Dr. O. J. Snyder of Philadelphia

a monument to his humane genius. Standing with bowed head and stricken heart in the shadow of a great sorrow, he cried out to know the answer to this grim riddle of disease and death. He had seen three of his children taken from him, despite the efforts of earnest, conscientious physicians, and had noted the utter utility of their system when brought face to face with a hidden malady, their utter inability to grapple with the fundamental causes.

Convinced, almost inspired, with the belief that there must be some other means of combating disease, he bent all the resources of his great mind upon the problem. After laborious research he evolved and proved the simple, yet tremendous, principles of Osteopathy—the system which routs disease with Nature's own weapons; or which, rather, aids Nature's marvelous recuperative, revivifying powers by removing the obstructions which accident or unnatural modes of life have made.

Thirty years! Why, it is but a swing of the pendulum of Time, a breath in the respiration of the Universe. Yet in that brief space has this life-preserving, life-giving system leaped ahead of others, which have been generations in forming, and is to-day rapidly coming abreast with that whose votaries have deemed themselves the sole heirs of all the secrets of the art of healing. Not until after 1890 was there established a College of Osteopathy. Within less than 15 years the colleges have grown to number a dozen, with an attendance of more than 1,600 students.

These are the material evidences of growth. The observer may note still more wonderful testimony to the inherent truth of the system

in the hold it takes upon the minds of reasoning men. In no less than 27 states Osteopathy has been regulated by legislative enactment—in other words, it has been recognized by the highest unscientific authority as a reasonable, helpful system, having for its aim, and actually achieving, the increased welfare of humanity. The time will soon come when in every state it will stand equal before the law with older systems.

More important still is the revolution in public thought which it is accomplishing. Undiscovered 30 years ago, virtually unknown to the world, Osteopathy has swept forward in great strides. To-day it counts its practitioners by the thousand and its believers by tens of thousands, while those who know of its powers and are listening to the increasing tale of its achievements are numbered by hundreds of thousands.

Built upon the three imperishable foundation stones of science, nature and truth, it has been justified by the law, endorsed by the gratitude of countless sufferers relieved, and applauded by the judgment of critical public opinion.

Yet we should delude ourselves if we were seriously to advance the proposition that Osteopathy has reached its highest development. Science never reaches the point where she may say, "I am satisfied." Each discovery, instead of inviting repose, but opens new paths of inquiry, and commands the servant of science to press forward.

For centuries men have been studying Nature, and Nature's laws, yet even in this, our boasted twentieth century, the wisest of them confesses that they have but reached the edge of things. Before them stretches the illimitable ocean of truth, abounding in hidden mysteries, vibrant with forces which we suspect but cannot name, challenging and luring onward the explorers.

While Osteopathy then has sprung almost full-armed into the arena of human affairs; while it has found its place and kept it and enlarged it as no other system ever did since the world began, there remains a profound realization that each of us owes to it a lifetime of patient research and painstaking practice. Thus we hold our duty to Osteopathy as a science. As a system of therapeutics, a healing art, we see with pride that it is immovably established, with a way open to the ultimate future in which it can expand and grow with increasing blessing to mankind. Having borne some of the burden of upbuilding a stable structure, and having reaped some of the rewards of faithful labor, our most solemn duty, I take it, is to raise the standards of the profession, to guard it sacredly against the incursions of the unworthy and the unfit.

Like every other truth, Osteopathy suffers not only the open attack of ignorance and skepticism, but the insidious betrayal of charlatanry. It is no more to be blamed for the absurdities of systems which falsely claim kinship with it than good coin is to be disdained because the spurious exists. It is our duty to the public, no less than to ourselves, to combat the evil which grows from unscrupulous greed masquerading in the livery of our proved system.

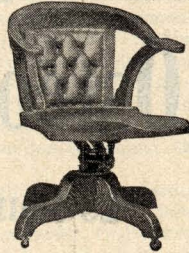
But this evil is without. I believe I voice the sentiments of the best-informed among us when I say that there is a weakness within—or at least there is a great opportunity henceforth to strengthen the profession. The power of the physician is so great that he who assumes it unprepared, or without having acquired the utmost knowledge and experience possible, takes upon himself the gravest responsibility. I do not mean to hint that any of the honorable men and women who took up the work without such magnificent preparation as this class has had, failed in their full duty, because I know they did not. What I wish to emphasize is that the profession demands the very best that is in us; that it is our duty, as guardians of its usefulness and honor, to demand in turn higher educational requirements, broader and deeper learning, more varied and more vital experience, on the part of those who aspire to treat the ills of mankind. Knowing, as we do, the high privileges and heavy responsibilities that are placed in the physician's hands, we deem it the part of honesty and humanity to insist that the standard of education be continuously elevated, and that those who enter the ranks shall do so fully equipped commensurate with the progress and development of the science to date.

It is therefore with a profound satisfaction and with a deep sense of respect that I address the faculty and graduating class of the Massachusetts College of Osteopathy. This institution leads the world in the matters which I have attempted to cover. It was the first to extend its course to three years, thus guaranteeing to its students a thorough training; and this class is the first to win graduation after going through so severe a test of patience, studiousness and intelligence. Through their conspicuous fidelity, their desire to do not only enough, according to recognized requirements, but to do their very best, this college and its present graduating class have become pioneers in a greater, broader movement for the advancement of Osteopathy and the welfare of humanity. They have inaugurated a new era of uplifting influence upon the profession by raising its standard; upon the public by increasing the power of the Osteo-

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pathic physician, and upon the system itself by strengthening it before the world.

No man can measure the effect of this forward movement upon the future of the science of Osteopathy. Where that future shall lead we may not know, but we can believe that it will be to ever increasing usefulness and glory. We hold with unshaken confidence the belief that we possess the truth, and we cannot observe without pride the widening circle of light that streams from the lamp of science which we guard.

It is not my purpose here to assail other systems. All, we admit, have good in them; but Osteopathy, broader and more effective than all, is destined, we believe, to supersede them. Through the ages of their development they have gone astray from the path of truth. Osteopathy brings us back to our great mother, Nature, the source, the sustainer of life. We know that drugs have energy—stimulative, depressive, beneficently toxic in some cases. But we know that while they may temporarily relieve suffering they do not remove the cause, and frequently, besides leading to weakness and exhaustion, themselves implant the seeds of functional disorders that cannot be uprooted.

The processes of life are natural forces. This has always been recognized more or less clearly, and to maintain these forces in operation inconceivable experiments have been made and endless lives have been sacrificed. The art of healing will reach its highest point when men learn fully the nature and operation of these forces, and understand how they are retarded and how their free play may be restored.

When the natural forces are at work in the body, each unobstructed, there is health. When interferences arise, from whatever cause, there is disease. A perfect system of therapeutics is that which by natural means removes such obstacles and restores the activity and flow of the natural life forces.

Artificial devices intended to replace nature and natural processes, can never become a permanent and effective means of curing disease. To pour powerful drugs into the body is an outrage upon Nature, and Nature resents it. The limitations of the efficacy of drugs have always been recognized, and the dangers attendant upon their use—even under skilled supervision—have long been a source of concern. These unnatural and dangerous agencies will be entirely discarded when men understand how to preserve the natural forces of the body and how to remove by natural means obstructions and interferences which retard their operation.

In our superiority we smile at the savage who bows down to wood and stone, or imagines a living entity, capable of hate and love, blessing and bane, in a lifeless fetish. Yet do not millions of the intelligent and educated—the product of generations of culture—pin their faith to noxious drugs, and seek to coerce Nature by poisoning her?

The ignorance of the general public regarding the origin and effect of drugs is appalling, yet they blindly take the mixtures which tradition orders. Even many of the learned members of the medical profession tread the steps worn by superstition. Every branch of the science in any way relating to healing has advanced, excepting only materia medica. Osteopathy offers to the sufferer relief from these medieval ministrations. It has proved the fundamental truth that in this body of ours—so intricately and wonderfully made—Nature has implanted every life-giving force and every remedial agent necessary to restore fully health and strength which may have been impaired through the intrusion of unnatural conditions.

We cure, not by attempting to overcome the evil of disease with the evil of drugging, but by removing the cause. We do not outrage Nature; we work in harmony with her. We remove the influences or conditions which obstruct or retard the flow of the inherent life forces; and, just as the way is made clear, beneficent Na-

ture, ever generous, ever ready, operates to restore the equilibrium, which is health. To show how this rational conception of healing is being justified even by those who do not openly avow Osteopathy, we recall that only a few months ago the whole professional world was discussing with admiration the operations of the famous Dr. Lorenz. And the foundation of his method is the knowledge that Nature, properly assisted, cures ills which the knife and the other devices of ordinary surgery cannot relieve.

Thus Osteopathy, the consummation of reason in healing, comprises the principles of the only rational and effective philosophy. It remains for us, its practitioners, to perfect the system. We know that Nature, if permitted, will rebuild broken-down forces of the body and restore their activity. We are Nature's servants, removing by natural means the obstacles to her beneficent work and giving play to her powers.

What can we do to spread this gospel of natural healing? First, we can persist in the search for further truth. Unending study and research are the imperative demands of duty.

Second, we can educate the public. Many of those who have grown up in the belief of the older systems, perhaps, are more or less beyond our influences. But there remains the

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younger generation. If we are faithful and persistent we can spread the simple, tremendous truths of Osteopathy, and bring untold thousands out of darkness into light. In this great work, in building strongly the structure of our profession and spreading the truth among men, the members of this college have first assumed the burden and will be the first to whom recognition will be given for work well done. And those who are sent forth to-day to their tasks will share in the honor.

AMONG THE STATES

Bill by New Jersey D. O.'s

New Jersey Osteopaths have prepared a bill for an independent board and will fight its enactment.

Rally in Maine

The Maine Osteopaths meet at Portland February 25. Dr. C. C. Teall, Brooklyn, will make an address.

Southern School in Line

Dr. Bowling, of the Southern School of Osteopathy, says his college is in line for the three-year course next September.

Adversity in North Carolina

The North Carolina senate committee of health has reported adversely on the bill to create an independent Osteopathic board.

Coming Wisconsin Meeting

Wisconsin holds its seventh annual meeting at La Crosse February 23 and 24. Drs. J. M. Littlejohn, H. W. Forbes, Ella D. Still and M. E. Clark will be guests of honor.

The Confessions Are Good

Every Osteopath should read "Confessions of an M. D." Price, \$1.15. A postal card will bring descriptive circular. A very funny book. Address E. D. Barber, D. O., 405 Hall Building, Kansas City, Mo.

Wants to Get Tired Just Once

Seeing in your want column several ads to sell or give away practices, I would be pleased to be put in communication with some of them. While I do not wish to work myself to death, as one of them puts it, yet would like to get right good and tired just once.—Yours fraternally, J. O. Bruce, Plattsmouth, Neb., January 23.

Louisville Elects Officers

New officers of the Louisville, Ky., Osteopathic Association, installed February 3, are: Dr. Frank A. Collyer, president; Dr. Silas Dinsmoor, first vice president; Dr. F. P. Bush, second vice president; Dr. R. H. Coke, secretary; Dr. Laura B. Dinsmoor, treasurer; Dr. H. E. Nelson, Dr. C. W. Barnes and Dr. M. E. Pearson, trustees.—Fraternally, R. H. Coke, secretary.

A Bargain in Back Numbers

Those who feel it very necessary for them to buy their literature at the lowest price possible need not settle upon cheap means of promotion, just at present, while several excellent back numbers of Osteopathic Health are available at two cents. That's as cheap as the cheapest and yet the literature is the best. Send in for a hundred or two of December or January while they last.

Want Law in Oregon

It was decided to seek an Osteopathic law at the annual meeting of the Oregon D. O.'s. The time is thought to be ripe for action. These officers were elected: President, J. E. Anderson, The Dalles; first vice president, Dr. W. E. Mercer, Salem; second vice president, Dr. W. A. Rogers, Portland; secretary, Dr. Hezzie Carter Purdon Moore, La Grande; treasurer, Dr. F. J. Barr, Portland. Board of trustees: Drs. F. E. Moore, R. S. Graffis, H. E. Penland, L. B. Smith and H. L. Studley. These are

on the legislative committee: Drs. J. E. Anderson, W. A. Rogers, R. B. Northrup, Gertrude L. Gates and J. H. Wilkins.

Big Attendance in Ohio

Ohio held a rousing meeting at Columbus January 7. Biggest attendance yet. D. H. W. Forbes and Dr. C. P. McConnel were 'features.' The new officers are: President, D. O. G. Stout, Dayton; vice president, Dr. Clara A. Davis, Bowling Green; secretary, Dr. M. F. Hulett, Columbus; treasurer, Dr. L. H. McCartney, Xenia. Executive committee, Drs. R. C. Dugan, H. J. Dann, C. L. Richardson, E. H. Cosner and W. S. Pierce.

Tennessee's New Officers

At the Tennessee state meeting at Nashville January 21 these officers were elected: Dr. H. R. Bynum, Memphis, president; Dr. W. Mies Williams, Nashville, and Dr. W. F. Link, Knoxville, vice presidents; Dr. Bessie Duffield, Nashville, secretary and treasurer; trustees, Dr. T. L. Drennan, Jackson; Dr. Lora K. Barnes, Chattanooga, and Dr. B. A. Williams, Gallatin. A bill is to be presented in Tennessee seeking an independent law and board.

Likes Pap's Pictures

Please find inclosed a 50-cent book of stamps for my renewal of "The Osteopathic Physician." I could not well afford to do without it. It's so much like a good monthly letter from all the Osteopathic family. You can't imagine how I enjoyed the picture of dear old "Pap" Still. Also his drink at the well—each worth more than the subscription. It fairly makes me long to visit the old scenes and see the dear old man again. Dr. M. E. Morgan, Fort Smith, Ark.

Massachusetts D. O.'s Taking a Vote

They seem to be a little divided in the Osteopathic family of Massachusetts about the advisability of proposing an Osteopathic law this year. A meeting has been called for February 16 to decide it by vote. It seems that there is a serious difference of view over a feature or two of the proposed bill. Dr. Taplin sent out a circular letter January 23 with statements about the bill which Dr. C. E. Achorn corrected in another circular of January 25 and Secretary R. K. Smith calls on all who can't come to the meeting to send in their vote by letter. It looks a little obscure to one not on the ground, but evidently the difference of view is about the possibility or impossibility of the legislature agreeing to register 70 Osteopaths as practitioners of medicine without examination. We await the outcome with interest. We ought to have a law in Massachusetts.

Looks Good to Massachusetts College

The last 20 months' class to be enrolled at the Massachusetts College of Osteopathy entered in February, 1902, which graduated January, 1904, writes Dean F. M. Slagel. The next class enrolled was for 24 months, or what Dr. Achorn was pleased to call "a three-year course of eight months each, by adding to the regular 20 months' course on term of four months." We enrolled two classes under that order—the one just mentioned and a second one in February, 1903. The second one will graduate in June, 1905. Then we are down to three classes in the school on the three-year basis. One entered September, 1903; one entered September, 1904, and one to enter September, 1905, which we already have more students enrolled for than we ever had enrolled for any class—even 60 days before the term opened.

Want Independent Law for Illinois

At the meeting of Illinois District No. 4, at Peoria, held at the offices of Drs. Wendel and Magill, January 21, it was unanimously voted to recommend an independent Osteopathic bill for an independent Osteopathic board to our committee on legislation. President Hartford had

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Students for February class may matriculate until March 1. This may be the last 20 month's class.

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just read the bill proposed by this committee, which does not seek an independent board, but proposes one Osteopath for membership on the medical board.

This recommendation of District No 4 was that an independent bill should be framed and introduced into the present session of the legislature. This stand will give much satisfaction throughout the state and if a poll were to be made by the legislative committee there is no doubt that the overwhelming sentiment of the profession would be found against any truckling compromise M. D. measure.

A. S. O. Alumni Meeting

The meeting of the A. S. O. alumni at Kirksville was poorly attended, the season being against it, so no business like the election of officers was transacted, that going over till the rally in Denver. The "Old Doctor's" talk was the feature of the reunion.

The dangers besetting Osteopathy, as outlined in Dr. St. George Fechtig's paper on the "Future of Osteopathy," seem well founded. "Notwithstanding our success," he said, "there are some within our ranks who feel that Osteopaths do not occupy a recognized position and claim that we are not on an equality with medical men; that we should measure ourselves by the medical standard and take the medical state board examination. Our greatest danger is the desire of so many of our practitioners for the empty honor(?) of being thought as good as medical men, of having M. D. as an appendix.

"This insidious poison is also working its way into our schools, and among the upper classmen the important question is, what shall I do? where go to 'finish' when I leave here? They see places of honor in schools and associations given to medical men, and wonder why?

"The only possible danger that can come to Osteopathy is through absorption by the medical schools, when we would lose our identity and become a branch of their system—as hydrotherapy, etc., etc., and this danger can only come from within our ranks.

"The world wants specialists—men who can do some one thing well. If they want drugs they will call in some regular drug doctor. They have little use and less respect for the hybrid now than ever."

Progress at Pacific College

The annual meeting of the stockholders of the Pacific College of Osteopathy was held January 10. The secretary's report showed healthy growth and also a healthy need of money with which to carry on its educational work. No better indication of the health of the educational life of the institution can be offered than the fact that its directors find themselves continually in need of money with which to carry out their educational views. No one could attend this meeting without feeling that the spirit of the institution was thoroughly educational.

The officers of the new board of directors are: Dr. George F. Burton, Kirksville, president; Dr. J. O. Hunt, Pacific college, vice president; Mr. Joseph Romney, formerly of Salt Lake City, Utah, secretary-treasurer. The other members of the board are Mr. G. Lavagnino, of Pasadena; Dr. Frank A. Keyes, Mr. William H. Knight, of Los Angeles, and Prof. A. W. Hussey, of South Pasadena. Dr. C. A. Whiting continues as chairman of the faculty of the college.

At least two important lines of investigation are being carried on in the college at the present time. The department of physiology is making a series of careful experiments upon animals for the purpose of determining the exact effect of manual manipulation of the back, and in the pathological laboratory a systematic investigation is being made between the ratio of the daily amount of the Urea which is excreted and the amount of the purin bodies.

It is hoped that both these series of experiments may yield results of sufficient importance to warrant their presentation at the national convention next summer.

Publisher's Corner.

Publisher's Confidences

"To business that we love we rise betime,
And go to't with delight."

—Anthony and Cleopatra.

WING to change of management in the Osteopathic Publishing Company, removing the company's offices to larger and better quarters in the same building and making a complete revolution in printing facilities—all of which happened the past month—the splendid February issue was very late in making its appearance. For this we ask pardon of our patrons and promise it will not happen again. Indeed, much of this change is inaugurated so that lateness of issue cannot happen again. The March number of "Osteopathic Health" is already prepared and will be out ahead of the usual time. This number of "The O. P."—you will see—appears on time and about a week earlier than last month, so our prompt schedule has already been resumed, we have caught up with our duties and nothing but scrupulous promptness of both publications may be expected in the future.



It was also unfortunate that in our haste to send out belated sample copies for February magazines were rushed through the bindery before the ink was dry, thus giving a stain from the cover to the title page. However, this happened in but a few copies, including all the samples sent out, so the February samples were a "cheat" and not up to the standard of the goods. The regular edition for February did not have this defect. Any patron who wants to inspect one of the copies of the regular edition may have it for asking.



Everyone who has ordered for February must have noticed with satisfaction the very marked improvement in the typography and press work of "Osteopathic Health." The cover noticeably is from new plates; it is accurately registered; is printed from rich glossy ink, and in all respects gets back to the old standard of excellence of this magazine as a piece of artistic printing.



The editor confesses that the workmanship and finish on the magazine has been below its old standard the past few months, although the company was paying the price for the best of workmanship and paper. Dr. Bunting has now assumed entire responsibility for all these details which, as a printer by trade and an editor and publisher by profession, he is well qualified to keep up to the best grade of excellence. The face of type and make-up of the magazine for February are also new and show much improvement, but will exhibit even better improvement in March, as the lateness of the edition precluded adding some of the new features provided for.



For the first time since the Osteopathic Publishing Company was founded some five years ago Dr. Bunting now finds himself in a position to give his entire time and close personal attention to conducting the affairs of the company. That fortunate circumstance is the field's assurance that the service rendered by this corporation will be improved in all ways at least 100 per cent in 1905 over the service rendered in 1904.

It is impossible for anyone else to do one's work as satisfactorily as one's self. And no one can attend to two different business interests as well as to one. From the outset of this company the editor has had to rely upon others to do much of his work because, first, of arduous labors in practice while he was an active practitioner; and for the last two years, because of outside business interests which demanded much of time and vitality. He resigned the presidency and general management of the Illi-

nois Peat Fuel company January 20 and has since disposed of western interests in order to have no other demands on his time and no outside responsibilities to encroach upon rendering a full measure of service as publisher and promoter for the Osteopathic profession. In this position and service he feels much contentment, for now, with a united profession standing squarely upon a straight three-year course, the future of Osteopathy and our profession gives full assurance of permanency; and it is now possible to put on a full head of steam, throw the lever back and move confidently against the future!

To be entirely frank, while the profession was divided on a single such important issue as advanced educational standards, there were grave doubts in the editorial mind about the permanency of our profession. That nightmare of a possible professional division—of disruption, was never before to-day entirely proven to be only nightmare. Thank God it is a baseless dream now, and the profession has successfully weathered the greatest crisis of its history! With our code of ethics and three-year education in force the profession of Osteopathy presents the most inviting field in the world for intelligent, conscientious men and women of brain and integrity who desire to labor, with the assurance that what their hands now build up can never be destroyed. We may all congratulate each other and be congratulated in return upon this progress in our professional life within a few swift months. This triumph of education and ethics—knowledge and decent conduct—erects a great monument to Osteopathic progress.



The editor is desirous of resuming friendly and personal correspondence with all his old friends of the profession just where it was laid down late last summer and would be pleased to discuss problems in practice-building, new or old, with those who wish counsel. If he can give any information, or advice, or assistance to practitioners or students of Osteopathy, please command him.

YE MANAGING EDITOR.

That Great March Number

"Osteopathic Health" for March must be seen to be fully appreciated. The changes inaugurated in make-up, printing and paper have been fully realized in this number. Watch for the sample copy.

The table of contents presents more variety, shorter stories and more of them than any number in a long while. While a number of general interest, following as it did the "winter number" in February, yet it also has some special interest for the diseases of the late winter season, among them being "La Grippe Can Be Cured," "Tonsillitis, Seat of Microbes," is a good one also for late winter. It is convincing that tonsils don't have to be cut out.

"Calls Appendicitis Medical Fad," quotes a well-known doctor in support of the common-sense view of this malady, and while very popular it will convince, as in the case of tonsillitis, that the body does not have to be mutilated for every ache one feels, also that Osteopathy cures 'em.

"Osteopathic Hints to Mothers" is a childhood melange by the editor—very timely, very simple, very applicable and every mother will read it who gets the chance.

"Why Most Cures Are Slow" tells its own story. You want every patient you are treating to read that as well as all you hope to treat. This one short article alone would make circulating this number worth while.

Asthma, constipation, dyspepsia, insomnia, nervousness and other ills are all very satisfactorily considered. A Mark Twain anecdote lends interest and there are more short paragraphs than usual.

Watch for your early sample copy, doctor,

and then fire in a big order, for March will be a hummer.

Contents of February Issue

"Right and Wrong Treatment of Pneumonia," by Dr. Bunting, has been accorded a very hearty welcome by the field. Although this number was unavoidably late in reaching the field—which is against getting "repeat" orders—more repeat orders are coming in than have come to any recent number. Warm eulogies are passed on this pneumonia treatise and its power to make business for the Osteopath. "Why You May Feel Worse After Treatment" is another all-the-year-around gem which is of the utmost consideration to Osteopathic patients. Patients who like "policy treatments" ought to read it. People who come to an Osteopath to be made to feel good ought to read it. All patients who were ever "dissatisfied" ought to read it and a lot of them may come back for reading it. "The Philosophy of Osteopathy in Brief"—a little classic—"Replacement as Medicine," "Physicians Cannot Give Health," "Why Osteopaths Seek Legislation," "Aborting La Grippe," "That Cold in the Head" and paragraph stuff complete this peerless number. Current rates. What number do you wish to order?

Market Quotations

February is a great magazine for winter and spring circulation. You are still in time to order, with or without your professional card. It is going fast and you ought to use this magazine if you have not already done so.

February "O. H."—the peerless winter number—at current rates.

December and January are still in stock and may be had at the back-number rate of two cents.

Only 200 copies of the November number now remain and go at two cents a copy. This is the magazine that contains Dr. E. M. Downing's excellent article on "The Meaning of Osteopathy at the St. Louis World's Fair." It is one of the best general articles on Osteopathy ever penned.

All other back-numbers exhausted.

Lay in a supply of this excellent series of "O. H." while you have the opportunity at two cents the copy.

Contents of Back Numbers

JANUARY "O. H." is a number that broke all records for popularity and is running close on to the demands for a third edition. It is timely now and will be timely in midsummer. Its leading feature is "What Dr. Still Has Done for Women," by the editor. How many women there are among our patients! How many more there should be! This article will get them. "How Osteopathic Patients Are Treated" is a little classic that ought to go into every home in the United States. "A Truce to Asthmatics," "A Little Talk to Men," "Rheumatism" and a paragraph about "Colds, La Grippe and Pneumonia" complete this very valuable number. Why not lay in 100 copies at two cents a copy? Order at once or you may lose your chance.

DECEMBER "O. H." contains Dr. Bunting's article on "The Lesson from Heart and Kidneys," explaining how man grows old and how he can do so but slowly. "Neurasthenia," by Dr. J. D. Cunningham, is bright, graphic and convincing. "Locomotor Ataxia," by Dr. Carl P. McConnell—strong and assuring. "Hip Dislocations and Osteopathic Reductions," by Dr. Harry M. Still, telling an interesting story of the "Old Doctor's" pioneer days. A fine number for your archives. You will need these articles all through the year.

Retrospect and Prospect

Five years of loyal, conscientious, consistent service by The Osteopathic Publishing Company to the Osteopathic profession have established a confidence in our word and integrity which

the onslaughts of no traitor can undermine and no knocker can diminish.

"The O. P." company has made a reputation with the profession for "making good on every promise."

Straightforward, clean, prompt business methods and good service are the basis of the popularity enjoyed by "O. H." and "The O. P." today. Doctors as well as business men appreciate a uniformly square deal and like to see a person or an institution that will fight for principle quicker than for pelf.

It is a great satisfaction to know that one's field literature is of uniform high-grade and that orders to one's publisher will be executed to the letter or any "fall down" made good.

"Osteopathic Health" makes a practice of guaranteeing good service according to contract and will indemnify to patrons all errors which are the fault of its staff or the express companies.

When you use "O. H." for your field organ you know what you are getting every month—and that is considerable.

The best of field literature is none too good for you if you are ambitious to increase your prestige and practice, but inferior literature may be very much too poor for you.

Cheap literature like cheap treatments is cheap.

The best of everything is always worth the price, but the cheaper often is not, and the cheapest never is.

"Osteopathic Health" stands for quality in promotion service—editorial and mechanical. Quality is worth what it costs every time.

There are annual crops of imitators of "Osteopathic Health," but no competitors.

We Don't Sell Literature to Fakirs

"Knocking" is the poorest way in the world to get attention. The "Knocker of Elgin" has told the Osteopathic field that "The O. P. Company" sells its field literature to fakirs and Osteopaths who are not recognized by their fellows. WE DO NOT, if we know ourselves, and know the fakir. Not even a graduate of a good school who degenerates into charlatantry can obtain our service if we know the facts. We made one exception in Elgin—to work a reform, and have concluded that the doctor who stoops to fakery once is a menace always. Where territorial societies have a fixed yardstick to measure ability and respectability in practitioners of Osteopathy—and inform us of it—we accept that as law in that field. Where there is no such law, as far as we know, we let the consensus of opinion among local Osteopaths determine whether a man is accredited or not and abide by their decision.

What Those Who Have Eaten Our Pudding Say

I should as soon try to keep house without a broom as try to open a new practice without "Osteopathic Health."—Dr. Elizabeth Broach, Atlanta, Ga.

The January issue of "Osteopathic Health" is a hummer and brought me more work than the other 1,200 copies which I had distributed during the past year. Continue the good work.—Dr. J. A. Nowlin, Farmer City, Ill.

I cannot do without "Osteopathic Health" in my practice.—Dr. Luena G. Johnson, Portland, Ore.

I think the January issue of "Osteopathic Health" is the finest yet and hope the succeeding numbers for 1905 will be up to the same high standard. If so, it will continue good enough

for anybody to get patients with.—Dr. F. A. Webster, New York City.

A lazy Osteopath should never use "Osteopathic Health" as his field literature. They will force him to work.—Dr. C. E. Bennett, Pensacola, Fla.

Enclosed find contract for another year. I must have "Osteopathic Health" as my field medicine.—Dr. C. G. Wheeler, Brattleboro, Vt.

I expect to continue using "Osteopathic Health" indefinitely, as I believe more lasting good is done for the cause of Osteopathy by thus getting the science before the people in a way that they can understand and comprehend than by any other publicity. I expect to use 125 per month for the next year, and perhaps more.—Dr. J. C. McGinnis, Aurora, Ill.

I am well pleased with "Osteopathic Health," and it is surely the best means of advertising Osteopathy as well as the individual.—Dr. S. Louise Olmsted, Clinton, Ia.

You may continue to send me 200 copies of "Osteopathic Health" per month indefinitely without instructions from me. There is little probability of your receiving any notice of discontinuance as I have grown to look upon this account as one of the necessary and productive expenses. While I am not prepared to say that the use of "Osteopathic Health" is directly responsible for ALL of the new business received, I believe that it is at least indirectly responsible for much of it.—Dr. Ralph H. Williams, Rochester, N. Y.

I am more than pleased with "O. H." It is uniformly excellent.—Dr. George W. Perrin, Denver, Col.

Inclosed please find contract for another year. While we can not place our finger on any one patient that we can say same directly from reading "Osteopathic Health," yet we hear lots of them say they "have read of Osteopathy and understand something about its principles," and we know they do not get it from the newspapers. We know also that there are thousands of people who need Osteopathic treatment, and will

have it just as soon as they understand what it is; and we feel sure that more than one will learn of it in a very favorable way if we circulate 1,200 "Osteopathic Healths" per annum. Some one will treat them if we do not, and they will be benefited.—Dr. Charles R. and Mary King Palmer, Chicago, Ill.

My patients ask for "Osteopathic Health" often, stating they wish to hand a copy to a friend because they think "O. H." will interest them in Osteopathy.—Dr. R. C. Dugan, Marion, O.

Please send me, as soon as possible, 500 copies of the October number of "Osteopathic Health," as our supply is already exhausted. It is so good that people carried them out in armsful for their friends.—Dr. Charles J. Muttert, Philadelphia, Pa.

Increase our order for "Osteopathic Health" to 300 copies, commencing with the November number, and continue to send that number until ordered to do otherwise. We find "O. H." the best advertising medium we know of. We are getting excellent results from its systematic use. In some cases we have achieved remarkable results with only one copy.—Drs. Wendell and Magill, Peoria, Ill.

Inclosed you will please find contract signed as requested. You will no doubt see by the same an increase of over one-third from last year. That will speak for my appreciation and warm feeling towards "Osteopathic Health." It is certainly one of the best that I have had the pleasure of reading, and my patients enjoy it very much.—Dr. John N. Helmer, New York

"Osteopathic Health" is bringing me new patients right along.—Dr. C. K. Struble, Hastings, Neb.

I hereby hand you signed contract for another six months, which is a duplicate of one you had expiring this month. I am perfectly satisfied with "Osteopathic Health" and your treatment of me, and I feel that this act of renewal is the least I can do to further my own interests and that of the profession in this field.—Dr. Willard D. Emery, Manchester, N. H.

I am very well pleased with "Osteopathic Health." Go right on with it! Inclosed find contract for another year.—Dr. J. O. Strother, Winfield, Kan.

Feb. "O. P." Has Fire Peril

A bad fire in the "O. P." printing-shop on Feb. 13th narrowly missed wiping out this edition. A delay of one day only occurred, but the job had to be sent out to get the press-work done.

Partnership Formed

Dr. Walter J. Novinger, Trenton, N. J., and Dr. George D. Herring, 63 West Thirty-eighth street, New York city. Dr. Novinger will practice in his Gotham office Wednesdays and Saturdays.

Dr. J. T. Gilbert, late of Princeton, Ky., and Dr. Reed, at Brook Hill building, Paducah, Ky.

Died

Mrs. John L. Shorey, wife of Dr. Shorey, A. S. O., spring class, 1901, at Marquette, Mich., January 25.

Born

To Dr. and Mrs. A. W. Berrow, Hot Springs, Ark., a daughter, December 13.

Removals

Dr. J. S. Baughman, Washington, D. C., to 523 Division street, Burlington, Ia.

Dr. C. M. Lowe, Newark, N. J., to Sumrall, Miss.

Dr. Victor P. Urbain, Hamilton, O., to 11 and 12 Elk building, Tampa, Fla.

Dr. C. W. Farwell, 604 Paxton block, Omaha, Neb., to 612 New York Life building, same city.

Dr. J. W. Maltby, Indianapolis, Ind., to Clyde, N. Y.

Dr. E. S. Head, Starkville, Miss., to 1064 Dauphin street, Mobile, Ala.

E. L. Harris, Owensboro, Ky., to 517 Upper Second street, Evansville, Ind.

Dr. Elizabeth A. Spencer, 143 Stockton street, San Francisco, Cal., to Suite 1077, James Flood building, same city.

Dr. J. W. Hofess, Memphis, Tenn., to 527 and 528 Shukert building, Kansas City, Mo.

Dr. F. G. Crowley, St. Louis, Mo., to 402 North Elson street, Kirksville, Mo.

Dr. C. W. Gaskell, Des Moines, Ia., to Holland, Mich.

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Chairman of the Faculty

THE PLAIN TRUTH

DR. MURRAY, OF ELGIN, REPLIES TO DR. BUNTING

The profession has recently been treated to some very bitter personal abuse of me, in "The Osteopathic Physician," Henry S. Bunting, Editor. I have, so far, remained silent, as did others, similarly attacked by him. However, since in the March number he declares his intention to continue his attacks on me, I have decided to send to all practitioners on the field the other side, my side, of the controversy. All I ask of my professional brethren, is fair play. The following articles were penned nearly a month ago, and they have been standing on the types fully two weeks. The determination to send them out was reached only after the most mature deliberation and because it seemed only right that some things about this man Bunting, and his methods, should be made public. I would not have you think that this is a personal fight between us. It is much more. From first to last my sole aim has been to compel him, on this and other fields, to cease giving the stamp of accredited Osteopaths to "mixers." The fight is on this point, and this alone. His attempt to throttle me with mud only makes me the more determined that the dangerous principles he advocates, more boldly than ever in the March O. P., shall be met and defeated. As a result of this unpleasant controversy the "porcupine" has at last been dragged out into the open on the "mixer" proposition, and we now have the spectacle of our "noble champion" openly advocating the cause of the "mixer." His adroit defense of the men who use adjuncts will prove a most powerful weapon in the hands of hostile M. D.'s to use against us in private and before legislative bodies. Not content with slapping his Alma Mater in the face, he insolently asks, "What are you going to do about it?" As a devout worshiper at the shrine of genuine A. T. Still Osteopathy, I am not content to sit idly by while this monstrous wrong is done, without lifting my voice in protest. Every genuine Osteopath in the country should rally to the "Old Doctor's" standard, and administer a stinging rebuke to this man Bunting, who has fattened so long at the D. O.'s expense, that he has grown insolent and insufferable.

To the genuine Osteopaths, men and women, who are following closely in the footsteps of the Old Doctor, day by day proving by their work in chronic cases and those given up by the "mixer" and the M. D. that Osteopathy alone can and will cure, this defense of the "mixer" in the O. P. comes as a stab in the dark. To my mind one conclusion only is possible. If these "mixers" could be forced into the accredited ranks the O. P. Co. could continue to serve them with literature. These "mixers" are good customers; they are glad to get material such as genuine D. O.'s use, and their patronage has cut no small figure in the large profits the "porcupine" has made. So, very naturally, he is making a most elaborate and determined defense in their behalf. Stripped of all its fine plumage, the naked bird very much resembles that other specimen, known as the "vibrator" bird, which the practitioners on the field finally succeeded in neatly hanging up by the heels.

If you who read this be a genuine Osteopath, and if you believe in the doctrines I am preaching, I want your moral support in the fight. I want to hear from you, want a hand shake and a "God speed you" from you. I need not assure you that your communication will be treated as strictly confidential.

Fraternally yours,

CHARLES H. MURRAY.

DELIBERATE MISREPRESENTATION REGARDING MY FIVE CENT BOOK

These Facts Prove the "Porcupine" to Be Guilty.

It is charged by the "porcupine" that I am guilty of intentional and deliberate misrepresentation of the facts regarding the extent of my practice, and, to substantiate this, he produces private letters written by me to Dr. Cobb. In rebuttal I offer now the full facts, which I ask you to carefully read. I opened my office in Elgin February 11, 1904, and, as I stated in my circular, "I began to secure patients at once, and my practice grew steadily, etc." Now to prove that this statement is true, so far as the first four months and eighteen days of my practice is concerned, I will use the "porcupine's" star witness, Dr. Cobb, a man whose peculiar ideas of ethics permitted him to turn over private correspondence to a man like Bunting, without taking the trouble to even erase the names of patients he had been treating. On July 1, 1904, after going carefully over my books, Dr. Cobb signed with me a partnership agreement, which I now have in my possession, and which reads as follows: "Elgin, Ill., July 1, 1904. Inasmuch as Dr. Chas. H. Murray has now a practice of about \$5,000 a year, the following division is agreed upon," etc., etc.

Now, Dr. Cobb's signature to that agreement fixes this fact beyond all question, that beginning February 11, without a single patient, I had, by the first of the following July, built up a practice that was then running at the rate of \$5,000 a year.

During the second week in September we heard reports from various sources that certain M. D.'s intended driving us out of the city, and on September 20, without any previous warning, the State Board of Health notified me to immediately discontinue using the term "Doctor" or I would suffer dire consequences. This forced me to quickly change all signs about my offices, and in building directory, to read, "Murray Osteopathic Offices." The board also forced Dr. Cobb to cease practicing in the state as he had not taken the State Board examination, and, fearing arrest, he hurriedly

left Elgin. The effect of all this on our practice can well be imagined. Business for two weeks following was practically at a standstill, and the letters that I wrote Dr. Cobb during that time, and which were printed in O. P. with intent to deceive, told the truth, the whole truth, and nothing but the truth.

Not ever having faced a crisis like the one described above, I was, naturally, much worried and blue, but I determined to stick to the good, old ship, and ride her through the breakers. I began again the vigorous use of promotion of the right sort, and before many days the tide began to turn. October proved a much better month than September had been, November was still better, and December, January and February have each shown a substantial increase in the number of patients treated and the amount of cash received. In order that there can be no possible question as to the accuracy of these statements, I include herewith the affidavit of Dr. T. Simpson McCall, a man of such high integrity, and of such prominence as an educator, as well as a minister of the gospel, that I think even the "porcupine," much as he loves to cast slurs against men of the ministry, will not dare to question.

DR. McCALL'S STATEMENT.

This is to certify that I have made a most searching investigation of the books of Dr. Chas. H. Murray, and find that he treated in October 44, November 65, December 73 and January 83 patients, and that his cash book and bank books show corresponding receipts and deposits.

In February (the first month of our partnership) we treated 92 patients.

(Signed) T. Simpson McCall.

Subscribed and sworn to before me at Elgin, Illinois, this 8th day of March, A. D., 1905.

C. Alex. Stone,
Notary Public.

(Continued on Second Page, 4th Column)

Eighty-One Per Cent of Purchasers Were Well Satisfied With It.

The "porcupine" charges that I am guilty of selling a 5-cent magazine at \$2.00, and here again I will prove conclusively that his statements are not, nor were they intended to be, based upon facts. I shall not give my personal opinion of the value of this book other than to repeat the exact language used in one paragraph of the circular first sent out, as follows: "Permit me to say that I consider it, (the book) worth many times its cost to any Osteopath who has to contend with obstacles such as confronted me on my two fields." Now the real value of anything depends upon its worth to the purchaser. The "porcupine" might, for instance, claim that \$3.00 per hundred is a fair price for O. H., while I might be of the opinion that since I have bought a far more effective piece of field literature, for less than half that price, that he is taxing the profession a pretty stiff profit. It all depends on the point of view. As soon as the vicious attack on me appeared in O. P. I had printed return postals bearing in effect these words:

"Dear Doctor.—Did you find 'My Plans for the Promotion of Pure Osteopathy' of value equal to, or greater, than the price paid for them?

Your name will not be used in any way.

Fraternally yours,
Chas. H. Murray, A. B., D. O."

These postals were mailed to every purchaser of the book, and 81 per cent of the replies were to the effect that the writer considered he had received full value or more for his money. Following are some of the opinions of the book, as expressed by the purchasers. If necessary I could fill this entire page with similar opinions, but the following are fair samples of the many now in my possession:

"I received full value for money expended on your book. What are your rates for special helps on advertising."

"Yes, your plans are all right, and worth many times the \$2.00. * * * I recommended your book to Dr. — of —, and you will doubtless hear from him in a few days, if you have not already done so."

"Yes, I can say it was well worth the price. * * * Osteopathy is new. We have what the people want, but we must let them know we have it by educating them. No difference, either, by your method or O. H. It is all advertising."

"Yes, in that it confirmed theories I had long held. I think that for every O. H., etc., that is read, three find their way unread into the waste basket. I do not regret the incident, no indeed."

"Yes, worth all you ask. Had been thinking of following the same line of action. Did so, and had results the same day. You are all right. The February O. P. has too much "dirt."

"I guess you have trodden on the ass's tail by the bray in the O. P. I am pleased with the book and am not sorry that I paid \$2.00 for it."

"I consider that I got what I paid for. Am satisfied with my expenditure."

"I have no kick coming."

"I consider the material contained in "Plans for the Promotion of Osteopathy" worth much more to me than the price charged."

"I have somewhat followed your plans, according to your book on "Promotion," and people are beginning to come, some taking, others promising to take. Dr. Murray and Company, I wish you success."

"Has given me many very valuable ideas and suggestions."

(Continued on Third Page, 2d Column)

AN OPEN LETTER

Intended to Answer the Honest Criticism of An Honest Man.

Extract from a letter received from a practitioner in Pennsylvania:

"What possessed you to give free and half-price treatments? I cannot conceive of anything of this sort being necessary."

Dear Doctor.—I can best answer your protest by giving you the history of that period of my practice when I, for a limited time only, resorted to this rather desperate measure to prove that genuine Osteopathy would do all I claimed for it. You must understand that there was on this field an Osteopath who used all the adjuncts, but advertised only as an Osteopath, and industriously circulated O. H. He told prospective patients that he used medicine and the adjuncts because Osteopathy alone could not cure. I was a stranger to Elgin people while he was well established. It was my word against his, and I couldn't at that time prove my case without something more tangible. So I offered to give my time, to those people who were really interested, to prove the difference between genuine Osteopathy and the so-called Osteopathy practiced by him. I very soon demonstrated that I was able to get the most satisfactory results without any adjuncts, and having done this, I ceased immediately the free treatment offer. The offer was open only two weeks, and that several months ago, since which time I have maintained a uniform price of \$2.00 a treatment for the first month, and \$1.50 a treatment thereafter.

I have no apology to offer to the profession for my course in this or any other matter pertaining to my professional career. I personally know of many instances where men now high in our profession were forced to give free treatments, treatments at half price, and other radical inducements to force an opening through the wall of prejudice with which they were surrounded. What makes the fight harder, and proves that it is necessary to resort to these extreme measures, is the fact that this man Bunting helps these "mixers" to get under the banner of Osteopathy by furnishing them his literature, and then, by so doing, having set up obstacles in the path of the genuine practitioner, he howls like a Comanche Indian when the genuine Osteopath, using free or half-price treatments as a sledge hammer, proceeds to vigorously knock these obstructions to pieces.

I hope, Doctor, you will always have the plain, easy sailing you have so far encountered, but if it should happen that you were to wake up some fine morning, to find that a clever, smooth "mixer" had dropped onto your field, and was industriously getting in his fine work, and beginning to undermine that practice you have labored so hard and so earnestly to build up, and if in every home your O. H. went, there also went one bearing his name, and if the "porcupine" said of him as he does of you, "The man who sends out this magazine is an accredited practitioner," I wonder how long you would be in reaching the conclusion, that perhaps, after all, Murray is battling for a principle, and not simply stirring up a tempest in a teapot.

THE DEADLY PARALLEL

What Dr. A. T. Still says:

"I say to my clerks, never send a patient to an Osteopath who uses electricity, vibrators, and all the adjuncts he can find. Send them to an Osteopath, with up-to-date skill, who knows that a well-adjusted system will cure. * * * I say NO, now and forever keep away from them."

One of these men condemns in no uncertain terms all "mixers." The other upholds them in an equally positive manner. The profession must choose between them. I choose for my leader, the Old Doctor, and I will never allow my allegiance to waver, even though such self-constituted guardians of our profession, as the "porcupine," throw the weight of their words and deeds in favor of these irregulars, solely because of the revenue derived from them.

Think over these things, Doctor. I shall be glad to hear from you at any time.

With kindest regards, I am,
Fraternally yours,
Chas. H. Murray.

MY SOUR VISAGE.

Why It Was Used and the Real Effect It Produced.

I am severely criticised by the "porcupine" for using my "sour visage" on the booklets and pamphlets sent out by me, and he does not fail to take advantage of the opportunity offered for the display of his coarse wit.

I wish to explain that I used my likeness, not because I considered myself eligible to a beauty show, nor because I am a "disgustingly braggart," but because it is much the vogue among editors of the highest class magazines and periodicals to publish, in connection with a signed article of importance, the portrait of the writer. This tends to establish a closer and more personal relationship between reader and writer. It is, if you please, an introduction, one to the other, and to my mind the idea is most sensible and commendable. I believe most of us like to see what manner of man or woman it is who writes upon a subject in which we are much interested.

This was the thought which inspired the use of my "sour visage," and, strange to relate, its use has not had the depressing effect the "porcupine" endeavored to have you believe, but it did have the exact effect aimed at, that of quickly introducing me to a large number of Elgin's best citizens in a brief space of time. I have never used my portrait in any Elgin newspaper. This the "porcupine" must have known as he watched my every action with such tender solicitude; yet in the face of this knowledge he deliberately attempts to deceive his readers into the opposite belief. Mark his contemptible cunning where he combines my portrait with an extract from one of my reading notices, on page 6 of Osteopathic Physician (February issue) and makes it appear that I used this as a display ad in the newspapers. He is careful to avoid a direct statement to that effect, but the intent to wrong me is none the less apparent.

Do you wonder that when I threw down the gauntlet to him, I said: "I expect a fight from you, but I want it on the square. What I have done is for the best interests of our profession. If you have any issue to make, do it in a clean, manly way." His answer is a torrent of abuse that would shame a cart-driver, and a string of untruths and half-truths that were put in print for the sole purpose of stopping immediately any promotion plans I might have in contemplation, which would conflict with his. In this he failed dismally.

PORCUPINE'S EYES OPENED.

"The 'O. P. Company' will regard this rule as law in Illinois territory." The "porcupine" claims it had escaped his notice that Osteopaths who give drugs were not regarded as Osteopaths, until his attention was called to a marked copy of the Illinois Osteopathic constitution. Does he mean by the above sentence he will cease giving the stamp of "accredited practitioner" to drug givers in Illinois? If in Illinois, why not in other states?

What the "porcupine" says:

"Although he (the 'mixer') does give drugs now and then, which is of no consequence to you, or anybody else but his patients, since, as an M. D., he has the right to give drugs if he so desires."

Note—The "porcupine" well knows that the M. D. referred to above, also gives lymph and electricity, but he is careful to mention only "drugs now and then."

A WORD ABOUT ETHICS

We Must Not at Present Draw the Line too Closely.

Osteopathy, in a very few years from now, will be a broad, smooth, easily-traveled road to health. The surveyor who planned and did the preliminary work on this grand thoroughfare is the good Old Doctor, and if we, the workmen on the field, do our part this road will in time reach to the uttermost parts of the earth, and over it all future generations must pass to health. Some of the workers on this great road have had a comparatively easy task in completing their portion in splendid shape, building substantial bridges and uniform grades. These workmen, having easily accomplished this because of the natural advantages of their particular field, now say that no other plans but their plans can with propriety be used on any part of this great road. They fail utterly to take into account that there are wide stretches of the work that must be built through portions of the country which present the greatest possible difficulties, and where the workman who is able to get through even a footpath deserves our warmest praise. We must not hedge these earnest, willing workers round with additional difficulties which will make their task utterly beyond their strength to accomplish. Instead of holding them fast to the plans and specifications used on the less difficult portions of the work, we should say to them, "Use your best judgment, fill up the deep gullies with the best material available, lay out steep grades for the present, but get the road open, and the people passing over it as quickly as possible. As time passes, and opportunity presents itself, you can, without interrupting travel, widen your roadbed, reduce your grades, and conform to the original plans." In other words, I am pleading now for a not too strict interpretation of the ethics of our profession when applied to the earnest men and women who are laboring with all their strength to overcome conditions which make the practice of our profession in many instances truly a labor of love rather than one which brings any financial gain.

If you doubt that this heart-breaking struggle against terrible odds is going on day by day, take your list of monthly removals, and read between the lines the story of bitter disappointments and blasted hopes. I am not advocating the use of any methods which will bring our beloved science into disrepute, nor have I ever done so, but I am asking your forbearance and charity for that man and that woman who is compelling in his or her community a favorable sentiment toward pure Osteopathy, even though the means employed be not strictly ethical when measured by our narrow laws. When our science was young, when some of our leading practitioners were fighting against prejudice and ridicule, they did things that would now be frowned down by every ethical D. O. in the profession. They treated free, they treated for half-price, but they made a convert of every man they laid hands upon, because they got results. And the crying need today in our profession is not so much a strict adherence to certain ethics which will too often doom the practitioner to sit in dignified solitude in his office, as it is to show the public by our works that our science is the only right curative agent. I feel this so strongly that did I think nothing else would induce people to at least investigate pure Osteopathy, I would preach it to them from the housetops. Coming now to my own case, and the charge that the methods employed by me to promote the science on this field "have caused all refined people to turn from me as a thing they would fain forget," I beg to offer the following facts: I am treating today in Elgin and neighboring towns a class of patients that represent the very element we are all striving to reach in every community. Among them are capitalists, bankers, educators, journalists, business and professional men and women, as well as those occupying lower stations in life.

I am proud and glad that this charge against my professional honor is absolutely unwarranted by the facts in the case, which facts could be most easily proven if it were necessary.

Whatever I did was for the best interests of our science, and if I did at times, under the great pressure of certain circumstances, seem to lose sight for a time of the ethical path, subsequent results showed the wisdom of my course, and that the end justified the means.

Good news for Illinois D. O.'s. No "mixer" on your field will hereafter be served with O. H. The "porcupine" has at last seen the light in this state, and will hereafter "keep off the grass." Other states please take notice.

ONE GRAIN OF WHEAT FROM ALL THE CHAFF.

There was one straight, "honest" truth carefully hidden away in the great mass of falsehood and misrepresentations which made up the "porcupine's" attack upon me. It was this: "Our worst enemies come from within." Our worst enemies do come from within. They are those who while taking our money for the purpose of promoting our science and protecting our interests are, with the other hand, soliciting the patronage of the "mixer" and the "fake" who advertises only as a D. O. yet gives drugs and uses all adjuncts; the very men of whom Dr. A. T. Still says, "say No, now and forever keep away from them."

This is the real issue, Dr. Bunting. Not how handsome or homely I may be; not that I was compelled to struggle against poverty when I first began to practice; not that I "passed the hat" as a minister of the gospel for fourteen years in Kansas City and St. Louis; not whether I am treating five patients or a hundred; not that Dr. West is a gentleman as well as a "mixer"; not that I ventured to encroach on your promotion field after you had warned me to "keep out." These things you have introduced for the purpose of concealing the real issue, which is now, as it was in the beginning: "FURNISHING LITERATURE TO, AND BRANDING AS ACCREDITED OSTEOPATHS, MEN WHO GIVE DRUGS, LYMPH AND WHO USE ADJUNCTS." This is the only issue I have ever raised. It is right that it should be settled and settled for the best interests of genuine Osteopaths everywhere, and I shall never rest until this man Bunting climbs down from off this fence as he did from off the vibrator fence. I believe the time when he must do this is not far distant.

DELIBERATE MISREPRESENTATION.

(Continued from First Page, 2d Column)

Dr. McCall's statement shows slight error in my previous statement. My figures for December were given as 71, whereas they should have been 73, and January 83 instead of 84.

In conclusion: That the "porcupine" knew the facts as stated above, but wilfully and maliciously misrepresented them, I truly believe. He was fully cognizant of the trouble the State Board made for me, for in the October, 1904, O. P., in an editorial on page 10, he reprints the correspondence between the State Board and myself, and lashes himself into a fine fury over the great injustice done me, and winds up by offering to contribute \$10 toward a fund to be used to help me fight the case. He also invited other D. O.'s to rally around his banner and contribute toward the cause. With all his boasted influence and his great ability as a leader, so far as I can learn, not a single D. O. was influenced to contribute. And to think that the man the "porcupine" was ready to take off his coat and fight for in October, is the same man he now accuses of being little short of a criminal, for acts alleged to have been committed months prior to October, and of which he was fully aware at the time.

Looks like there was a good-sized Ethiopian in the wood-pile somewhere, doesn't it?

SOME PROMOTION THOUGHTS

An Extract on Display Advertising From My Book—We Strongly Condemned It.

Next to proficiency in the practice of his profession, the most important thing for the practitioner is, "How to Establish a Practice."

In the case of the man or the woman who is just graduated, and who goes out to a field without having any definite idea of the best or most feasible plans of promotion, the proper solution of this problem spells the difference between failure and success. I am of the opinion that our colleges will some day recognize the great importance to the student of being properly informed as to promotion, and will teach not only how to treat patients, but also how to obtain them.

I have given the question of proper, effective promotion many hours of earnest thought and study, and have found that no matter how hard the problem, there was always, through the medium of good promotion, a way out of the difficulty. The publishing of my book and the establishing of the Murray Promotion Service came about in this way: I received inquiries almost daily from practitioners on various fields, asking if it was true that I was treating the number of patients they had heard I was, and, if so, would I object to telling them what plans I had used to accomplish this result, and they offered to pay for this information. The story was too long to write to each individually, and so the idea of putting it in pamphlet form suggested itself. I did so, and fixed the price at \$2.00, the fee for one treatment, reasoning that by the use of some of the information it contained any D. O. could certainly earn at least a single additional treatment. So I would have you all know that the idea of my little book really came as a result of a demand from the field, and not from my dire poverty, as the "porcupine" would have you believe.

In this connection I might add an extract from my book, which answers most effectually the claim set forth that I advocated the use of display advertising. In other parts of this pamphlet I have said that under certain circumstances I believe it is allowable for a practitioner to resort to desperate measures to combat desperate conditions, but once having gotten a foothold across the chasm, to begin to conform as rapidly as possible to the broad, original plans mapped out, and I have done this, and to prove that I have not counseled the indiscriminate use of display advertising, I offer the following, taken from my book, page 30. While you are reading these lines I ask you to bear in mind that the "porcupine" knew these facts when he wrote his slanderous slush, proving fairly, it seems to me, that he is a past master in the art of misrepresentation:—

FROM "THE SUCCESSFUL PROMOTION OF OSTEOPATHY."

"Copyrighted (All rights reserved)."

"As intimated above, I am not fully in sympathy and, in fact, do not believe it would be best for Osteopathic physicians to indulge in display advertisements. It is hardly in good taste, and the public would be likely to put the one doing so in the same class with the traveling 'fake' and the patent medicine man. On the other hand, I would not go to the opposite extreme of not advertising at all in the daily or weekly press. I believe there is a medium ground which Osteopaths should take. Our profession, while a giant in stature, is still in its infancy. Its principles, so simple to us, are unknown to the great masses of the people. Financially-interested parties are constantly misrepresenting our methods of diagnosis, theory of practice, and technique of our treatment. The 'fake' is in our midst, protected, in some instances by unjust laws, and, seeming to be of us, is daily injuring the reputation of Osteopathy with the public. These 'fakes' industriously circulate Osteopathic literature. Is not the simplest, most direct method of meeting any or all of these evils

the best? Why should hoary-headed tradition keep the young giant Osteopathy, which rejects all the trammels of traditionalism, from using the most powerful and effective method of enlightenment the world has ever known, namely, the newspapers. Of course, wisdom and tact must be used in making use of this medium, but using it in this way it can certainly bring excellent results with the best classes of our citizens."

Is this such advice as you'd be given by a "cheap commercial advertiser" or "a fake medical advertiser?" Yet the "porcupine" admits that he read my book.

MY LETTER OF OCT. 22.

In a letter to the "porcupine," dated October 22, 1904, I stated the following: "I send you by this mail a copy of a magazine. I have just gotten out 5,000 of them. They are adapted to my needs, but I intend to use O. H. right along. Can't do without it."

In explanation of what may at first glance seem contradictory in the above as compared with recent utterances. I wish to say that when the above was written there was no field literature to be had as good as O. H. I did not at that time know that my own magazine, which was just off the press, would prove the great success that it did, and it was my idea to send out my own through the mails to almost every family in town, and keep O. H. to use in my office, for prospective patients suffering from certain maladies which were specially written up in O. H.

To prove this I will again quote from my book, page 32: "This ought to be a strong hint to other practitioners to edit their own literature; yet, it is well to keep a good supply of other magazines to give to patients in the office."

Once again it is seen that there is hardly a written or spoken word of mine that has escaped the "porcupine."

The leading editorial in the March "O. P." on "Purging the Profession," in which the Osteopath who gives drugs is upheld, will make excellent ammunition for not only M. D. D. O.'s, but for M. D.'s as well. Copies of the February "O. P." were carried in the pockets of some M. D.'s in Elgin, and many of the same month's issue were mailed from Chicago to laymen. If this policy is kept up it will force many to study "drugs."

(Continued from First Page, 4th Column)

MY FIVE CENT BOOK.

- "I am well satisfied."
- "Received full value and even more for my investment."
- "The plans cannot fail to help. What are your terms for Promotion Service on my field? Question blank enclosed."
- "It has given me new inspiration."
- "Just what I needed. Has already been a great help to me."
- "Worth to me many times what I paid for it."
- "I feel that I made a mighty good investment."

There are my answers to the "porcupine's" charge of extortion. These facts, as brought to light, show more and more plainly that the "porcupine," who has for years held almost undisputed possession of the Promotion field, and has ridden rough-shod over any and all who dared to take issue with him and his methods, has a sinister motive in bringing into play against me every form of vituperation and low personal abuse.

He fears, and with god reason, that the Murray Promotion Service will prove a far better and more effective help to the practitioner on the field than his literature is or ever will be, and in his eager desire to throttle this new born infant before it fairly begins to breathe, he resorts to the most questionable methods, which must have the effect of showing him to the profession in his true colors.

OPINIONS FROM THE FIELD

I Could Fill This Entire Pamphlet With Similar Ones Received.

"I admire the stand you have taken against adjuncts."

"I assure you that I know you are right in your statements of Bunting."

"Dr. B. has more men after his scalp than a blameless life would warrant."

"Go after the 'porcupine' as strongly as you like, and rest assured you are doing a noble work."

"Amen to your fight with the 'porcupine.' May it and all of its breed be exterminated."

"Glad to see you go after Bunting. It is the truth that he lets any old 'fake' have the O. H."

"I want to know your plans, even though the editor of O. P. did give you a wild send off. Usually birds pick at good fruit."

"I congratulate you on the stand you have taken against O. H., and hope it will result in putting a stop to M. D., D. O.'s circulating the same literature we do."

"Am glad that you have taken hold of the 'porcupine.' I believe you are in the right, and the matter should be brought to an issue. If I can be of any assistance let me know."

"I am glad to know that there is another D. O. who is not afraid to declare himself in favor of pure Osteopathy. The O. H. is after the dollar. Wishing you success in your stand for the 'pure stuff.'"

"Tried O. H. several months at first, but gave it up. I am for pure Osteopathy. I like the stand you have taken against Dr. Bunting. My idea of him is that he is a business man before he is an Osteopath."

"I commend your attitude and desire you to know it. I trust you will keep up the good work, and prove in this instance that the 'porcupine' is not really dangerous to the interests of the advocates of true Osteopathy."

"Since reading the last Osteopathic Physician I have greatly desired to see your book. I think the advertising you received in that issue will sell your book more widely. You know 'clubs always lie under sweet apple trees.' Send book to above address."

AS TO KNOCKING.

It is claimed that I am guilty of brutally "knocking" other practitioners, past and present, on this field. To disprove this I need only to quote from my book, page 11: "I found in the early days of Osteopathy some of the A. S. O. students had been here, some before, some after graduation. They did good work, but did not remain long. There were others who advertised as Osteopaths, but were not, and consequently injured the fair name of Osteopathy." Is there anything in the above that can be called a "knock?" except, perhaps, the reference to the magnetic healers, the suggestive therapeutics, the magnetic Osteopaths, and the like, with which Elgin has been cursed. Of those at present on this field, the following appears on pages 11 and 12 of my book: "On the field when I came there were two Osteopaths, one, a lady, having a good practice, a graduate of an eastern

"I will say, as a pure 'dyed-in-the-wool' Osteopath, I am fully in sympathy with the stand you take in the matter, and have contended before that the O. P. Co. was a little too eager to expand its own interests regardless of consequences to the profession in general."

"I am not much on the fight, but I will fight for pure A. T. Still Osteopathy any time. I used O. H. * * but when I learned that money was the motive (regardless of the science, with Bunting) I ceased to use it. I have thought for sometime that Bunting was a dangerous man in the profession."

"I have been a regular patron of O. P. Co. for over a year, using in that time 100 copies a month of O. H. I agree with you perfectly. I am satisfied that the profession is with you. I have not been satisfied with the results from using O. H. as field literature. You pay them the major portion of your profits, and advertise every school of Osteopathy on earth, and peat fuel in the bargain. Most certainly this is not right."

"Your recent communication was a source of real comfort to me, for I assure you the O. P. Co. should be shown up in their true light. They are not O. K. on any question. A good plain roast from a few of the profession, such as you have given them, will cause them to change their mode of doing (not business) but doing the other fellow. Their standard of self-importance is no indication of the size of the hat-band they wear, and a few more hot shots like some you have given them, will let some of the air out of the connective tissue of their avoirdupois. Wishing you all kinds of success."

"I am more than with you in your fight with the 'porcupine.' It seems scarcely credible that a publication with the brains O. H. is supposed to have, or should have, would stoop to these tactics. It is, to put it mildly, an outrage on common decency, to say nothing of professional ethics. 'Porcupines have quills.' Yes, I guess they have. I have one on my desk. Would that I could wield it to express my indignation against the publishing company that used its quill in sketching its damnable threat to you. I know your mettle, know your fearlessness, know your loyalty, your sense of justice. I glory in their expression in the action you are taking, and the issue you are making. God speed you. * * * I raise my voice with yours against gag rule and the knife."

school, and who is a thorough Osteopath. The other, a gentleman with a large practice. He gave drugs, lymph, vibration, electricity, and I know not what else besides, but advertised as an Osteopath."

Any printed or spoken reference I have ever made to a practitioner on this field, that could be distorted by the nimble mind of our friend, the "porcupine," into a "knock," was directed against our common enemy, the "mixers" and "fakes," and not against any regular practitioner.

The attack of the "porcupine" on Dr. Murray is in line with his infamous attack on Dr. Hildreth, a man to whom the Osteopathic profession owe more than they can ever repay. Yes, the "porcupine" is really helping the profession to get organized and mature its policies and standards.

A FEW POINTED PARAGRAPHS

Half a truth is worst than a whole lie.

Do you remember how Dr. Hildreth was "porcupined?"

Shake hands Dr. Hildreth. I think I know how honored you must have felt.

The advertisements the "porcupine" quotes in the "O. P." are just the ones we ourselves condemn.

If my methods really secure the best people and in such a short time, are they not worth looking into?

Of what assistance has the "porcupine" been to the profession in getting good Osteopathic laws or of establishing a three years' course?

If you dare to become a business competitor of the "porcupine" you are likely to be called a thief, or an ass or most anything else.

"Porcupine ethics" allows the "porcupine" to sell his promotion to any fake and, for the dollar, he gives him the stamp of "accredited Osteopath."

We suppose it was purely ethical to give and to publish the names of patients from private correspondence. It must have been, for the "porcupine" did it.

"To business that we love
We rise betime,
And go to't with delight."

The "porcupine" uses this quotation, possibly to explain why he dipped so deep into personal abuse and slander. He loves to grovel in the dirt. He "goes to't with delight."

Thirteen months ago two only advertised as Osteopaths in Elgin, today there are five. In a short time there will be room for ten, provided those now in the field do good work.

When I began practice in Elgin both of the other D. O.'s were using three to ten inch advertisements in the newspapers regularly. I wonder how the eagle eye of the "porcupine" contrived to overlook these.

It took the porcupine two and one-half pages in the October "O. P." to get safely down from the vibrator fence. It should have taken just five straightforward manly words, "I have made a mistake."

We wonder if the profession was proud of its so-called mouthpiece, the February "O. P." Its large circulation in Elgin may injure Osteopathy here, but "Murray, of Elgin," will do his best to keep its head above water.

It is a mistake to take hold of a "porcupine." Porcupines have quills; quills stick; they make ugly sores. You will unquestionably be a whole lot better off not to make the issue. The "Porcupine."

Ye gods! What a spectacle. Ye editor of "O. P." convulsed with merriment over his own wit and cleverness. Giggling fit to kill probably because he is cunning enough to serve two masters, the genuine D. O. and the "mixer," and force each to pay him handsomely for so doing.

There are annual crops of imitators of "Osteopathic Health," but no competitors.—The "porcupine" Feb., 1905. "O. P."

Thus the "porcupine" knocks on every professional Osteopathic Magazine.

The "porcupine" is trying to kick up as much dust as he can to divert the attention of the profession from the real issue, which is furnishing literature to men giving lymph, drugs, etc., and giving them the stamp of "accredited practitioners."

If the "porcupine" could have seen five treating rooms in use, one temporary, and patients waiting in our offices a few days after "O. P." came to Elgin in large numbers, he might have thought he was really helping the Murray & McCall Offices.

Why should the porcupine refuse to sell his literature to irregulars in New York, New Jersey, and other eastern states, yet stamp them as "accredited practitioners" in every other part of the country. He surely is helping us to get organized and mature our policies and standards.

We predict that the Osteopathic Publishing Company will soon cease to advertise irregulars who give drugs and lymph treatment as "accredited practitioners." They will be forced to do so by the profession, as they were forced to cease advertising vibrators. Yes, the "porcupine" is helping to mould the profession.

Thanks are due the "porcupine" for the liberal amount of space given the "Murray Promotion Service" in the February number of "O. P." Many could read between the lines and knew that the "porcupine" was putting up a hard fight to injure a good service for the profession. It really gave our service a great impetus.

Do you know that if I thought a man was such a disreputable creature as the "porcupine" claims to have considered me, I would refuse to do business with him and I would not wait either until he had first severed our business relations. My few dollars per month seems to have covered a multitude of sins clear up to January 23, 1905.

It seems passing strange that a sour visaged fellow like me out on a little field of 25,000, should be honored by so much space in the great "O. P." Am I really the cause of each quill standing erect upon the fretful "porcupine," or is it the principle I am fighting for? I prefer to think he is fighting against the principle rather than the man.

Who is Dr. T. Simpson McCall, who furnishes the affidavit concerning Dr. Murray's practice? For fifteen years he was a college president. For many years he was a minister. He is a graduate of the A. S. O. January, 1905. Class president in the third term and class representative in the fourth term. Do you know of any other man so honored by the members of any class at the A. S. O.? He has no interest in the Murray Promotion Service, but is a partner with Dr. Murray in the practice of Osteopathy in Elgin.

I have no desire to stir up strife, and am profoundly sorry that such a condition of affairs existed in Osteopathic ranks as to call for the public statements I have made to the profession. I tried for nearly a year to bring the Osteopathic Publishing Co. to desist in holding up as "accredited Osteopaths" parties using drugs, lymph, electricity, etc., and when he used his "porcupine threat" should I bring the issue before the whole Osteopathic family, I determined it was high time to act for the safety of the profession, and I find I am not alone in holding the views I do.

It is a disagreeable task, but I know from many approving letters received from the field that it is not a thankless one.

What rot is this about waiting for state associations to compel him to cease selling his literature to irregulars. Is a fake less dangerous in Illinois than in New Jersey? Why not decide the question by vote, taking one county at a time so the issue would be delayed as long as possible? Right is right and will always prevail against such flimsy technicalities.

Practitioners who have no irregular competition on their fields such as I have had to contend with, may think lightly of my position, but when you come in contact with an irregular, an M. D., D. O., for instance, who openly teaches that Osteopathy is all right for some things, but must be supplemented with drugs, lymph, electricity, vibration, etc., you will realize that you must have some method of holding your own other than a magazine which openly holds up the "fake" as an "accredited practitioner."

It will doubtless be a surprise to most of the profession to learn that a number of copies of the last issue of "O. P." were mailed from Chicago to some of my patients, and many others on this field. Truly an ethical proceeding and yet I judged something of the kind would be done. Not because the public would care or even know what was the principle involved in my discussion with the "porcupine," it being purely a professional matter, but because his nature is such that he would stoop even to this. The whole thing of course falls flat in Elgin where the facts concerning my work are fully known.

If you could share with us the confidences that come to us from the field from good, conscientious practitioners, who have invested their all in Osteopathy, men who have gone out on the field and found they were utterly at sea as regards getting a practice, day by day conditions growing worse under the continuous fire of hostile M. D.'s, fakes, etc., until they were forced to accept employment in stores, offices, and even as day laborers. Yes, if you knew the condition of affairs as they exist for many, you would readily see that something better than O. H. was needed to secure a practice under adverse conditions.

The "porcupine" wilfully misrepresents when he says that I ever claimed to be the only regular Osteopath who ever practiced in Elgin. In a letter written by the "porcupine" and published in "O. P." he mentions the names of Drs. Wm. F. Link, Mrs. Carl P. McConnell, and Miss Abbie Williams as former practitioners. Inasmuch as the former now enjoys a splendid practice in Tennessee, but was unable to secure a practice in Elgin, and Mrs. McConnell and Miss Williams were compelled to treat in Elgin for \$1.00, only emphasizes the fact that heroic measures are some times necessary to overcome adverse conditions. I claim that when I reached the Elgin field one year ago that, Osteopathically, conditions were worse than ever before. Today they are at their best.

THE END.

It is not my desire or intention, nor have I time to continue this discussion. The facts are before the members of our profession. It for them to act, which they will doubtless do in the near future. The "porcupine" will attempt, as he has done before, to distort, misrepresent and malign my actions and motives. He will, perhaps, send his scurrilous stuff onto my field, as has been done, but I am through with him. The Murray Promotion Service still lives and will help hundreds of Osteopaths to secure a good practice in a clean, straightforward, dignified manner, and that, too, at a small expense.

The Successful Promotion of Osteopathy

Copyright 1905

By Charles H. Murray, A. B., D. O.

This book contains information worth many times its cost to any practitioner who has to contend against obstacles such as confronted me on my two fields.

Sent postpaid to any address upon receipt of price, Two Dollars.

ADDRESS

Chas. H. Murray, A. B., D. O.
ELGIN, ILL.

THE MURRAY Promotion Service

Offers, at very moderate cost, just the assistance needed by every competent Osteopath whose practice is not satisfactory. The matter furnished and the plans used are ethical and effective, producing results quickly.

A number of practitioners have availed themselves of the Service and a gratifying increase in practice has in every case been the result.

Rates and full particulars made known upon application. Address,

Murray Promotion Service
ELGIN, ILL.

The Osteopathic Truth

A magazine for field use containing sixteen pages, and cover, filled with the very best and brightest Osteopathic arguments. A magazine for the layman, so ably written that its contents are interesting to the reader who is ignorant of the principles of Osteopathy as well as the one who has some knowledge of the science. It is not heavy and technical, but instructive in an entertaining fashion.

It will be well printed on good paper with a tinted cover and a handsome two color design.

Contributed articles from the field, if used will be paid for.

This magazine will not be furnished to "mixers."

The Spring number is now being prepared, and will soon be in the hands of the printer. If you are a practitioner of pure Osteopathy and would like to see a copy of this splendid new field literature and learn the rates, which are most reasonable, fill out and send the coupon below.

DR. CHAS. H. MURRAY,

Elgin, Illinois

I am a practitioner of Genuine Osteopathy, and use no adjuncts. Send me sample copy of "The Osteopathic Truth" with full information as to rates, etc.

Signed.....

Address.....