

# **The Osteopathic Physician**

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If we have an enemy in the whole profession—which God forbid!—may he heap coals of fire on our cantankerous heads by buying a Bunting Building Bond.

# The Osteopathic Physician

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Number 2

## EFFICIENCY in PRACTICE MANAGEMENT

### The Efficient Osteopath

By C. C. Reid, Denver, Colo.

#### Preface

In this series of articles we hope to cover ground that will give every osteopath who will study them a vision of himself in his present state and point to a greater vision indicating his possibilities.

#### SUCCESS

A broad definition of success is to use one's powers to the best of one's ability, to recognize and seize opportunities as they come, to adjust oneself to one's environment, to fulfill right relations and to make one's life prophetic of a better future.

One may use his powers with great energy, but unless they are applied in the choice of real opportunities, he does not arrive. With the strong use of one's physical and mental capacity, unless he can adjust himself properly to his environment, to other people, to his work and to right relations in life, he may have an early breakdown physically, mentally, or both, and his dreams may remain only dreams because of feebleness prematurely brought about. Unless one can have his powers wide awake, seize his opportunities, adjust himself to his environment and find his right relations in life, he cannot expect to look forward to the future for permanency of success. His habits, which are crossing the laws of his being altho only in a small way, will ultimately work to his undoing.

Herbert Spencer says, "We are creatures of habit. We succeed or we fail as we acquire good habits or bad ones, and we acquire good habits as easily as bad ones. Most people don't believe this, only those who find out succeed." I would add to Herbert Spencer's quotation, that it is only those who find out reasonably early in life who can expect to have any marked degree of success.

A young man, R. A. Chapman, once gave this broad definition of success: "Success is the permanent achievement of things attempted, both material and spiritual, based on service to humanity and to God. The fulfillment of the obligations of a public spirited useful citizen with a consciousness of the highest duty well and faithfully performed."

Since we are in the world there must be some purpose in it all. Whatever that purpose is that pertains to us in life, we should realize brings certain obligations to all of us. The young Bolshevik likes to proclaim that the world owes him a living, that he is not here from choice and that he expects the world to furnish a living to him as he passes through. One who is true to his obligations in life real-

izes that he owes something to the world and that by virtue of fulfilling his obligations to the world, the world in return will furnish him a living. He expects to earn by honest service the good things which the world furnishes him. Success, then, to the mind of a true man, is fidelity to all obligations, faithfulness in the performance of all his duties.

One who is faithful to all his obligations in life and continually rendering a good service is a success whether he becomes a millionaire or a poor man, so far as money is concerned. There is much satisfaction comes to one's heart to realize his duty is well done, his obligations have been met, his opportunities have been seized, and right relations in life have been fulfilled.

This broad definition of success is not wholly satisfactory. When speaking about success as the development of one's powers and meeting one's obligations in life, we must consider embodied in this broad definition one's financial success. Every person in rendering his service to humanity must expect and demand a reasonable return in a financial way if he is to make the most of himself, if he is to enter into proper life relations, if he is to seize the opportunities that come to him, and if he is to enter into that bigger and better thing for the future and continually broaden his horizon. While we realize all the beauties of service and meeting obligations and doing our duty, yet we must keep our feet on the ground and still realize that we are in a material world. We must realize also that no one can meet obligations or opportunities in life if he fails to adjust to his environment and allows himself to go to the poor-house and become an object of charity, which means one of pity and disgust as well.

James J. Hill once said, "If you want to know whether you are going to be a success or failure in life, you can easily find out. The test is simple and infallible. Are you able to save money? If not, drop out. You will lose as sure as you live. The seed of success is not in you."

The osteopathic physician stands before the world as an educated or a supposedly educated man. He deserves or should deserve a dignified and influential position in life. He should stand before his community not in the capacity of a mediocre citizen, but one who has initiative, energy, vision, personality, and one who is ready to assume responsibility and meet high obligations in life. The world is so constituted and humanity is such that education alone is not sufficient, and he should conduct himself in his community in such a way and render a service such that people will be glad to make him a financial success so that he may meet

his financial obligations as well as his responsibilities otherwise.

In order to do this, he must know how to conduct his practice in such a way that the required finances will come to him in life to help him to live on the high plane indicated. Before an osteopath in any community can gain any position of power, influence, or capacity for doing things on a large scale for his community, he must learn to be a financial success. With all due deference to our altruistic brethren who continually harp on the idea of rendering a high and honorable service to humanity, letting financial gain take care of itself, with no plans for financial reward, I must take very definite issue. I endorse the high position and high service which they advocate, but with all our study to render the best service, we should also have definite plans in mind that this high form of service should come into its proper reward from the financial standpoint.

Then, when we talk of the efficient osteopath, with all of his efficiency, we must also have efficiency along financial lines sufficient to meet present obligations and lay aside sufficient capital for future stresses to relieve him from financial worry, to give himself and his family the good things of life, and to enter into the opportunities and privileges which belong to every normal human being. He should also at the earning period of his life lay by to accumulate sufficient that when that earning power ceases he will be able to go down through his descending years in peace and contentment with sufficient to bear him through without calling for charity or being supported by someone else.

[To Be Continued.]

#### Don't Gossip During Treatment

I am quite confident that most of us do too much talking while treating our patients, and that talk is so apt to be about things which are really detracting from the specific work at hand. I have been treated by doctors whose specific task was relating how "that big Bob Smith went thru that line" and the treatment was, seemingly just a means of exit for their excessive enthusiasm. Such a doctor gets hold of you and starts a motion or movement and at the same time he starts to talk and away he goes—talk and treat, talk and treat. I am as great a lover of "Line Busters" as any one but oral admiration of them is not properly expressed at the time set apart for diagnosis and treatment of human diseases! Personally, I do my best work, both in diagnosis and treatment, when I apply myself closely and do not discuss topics irrelative to the case. Just enough outside talk to make yourself congenial and human. Usually, patients are pleased to think you are giving their case some good hard thought.—*Samuel T. Anderson, D.O., Beatrice, Nebraska.*

#### Practice is Worth Building Up

Conduct your practice on a sound business-like plan, invest money in it, as you would a stock of merchandise in a store.—*H. J. Marshall, D.O., Des Moines, Iowa.*

The Bunting Publicity Service for Osteopaths is building a home. Now, really, would you expect the AMA to finance it?

## Coalition?

### "Shall We Hang Together, or Hang Separately?"

By F. P. Millard, D.O., Toronto, Canada

It is with hesitation that I speak upon the subject of coalition of drugless healing forces—the joining of forces to fight a common enemy.

I cannot say else than *never*, if I am to speak my innermost thoughts. The whole solution of the problem is this: Repeatedly I have stated that we have lost ground thru the years by not listening to the words of the wisest of earthly physicians, Dr. A. T. Still. He used to implore students graduating that they should not go out and become "engine wipers". The majority of our men have disregarded his teachings. The lamp that hung as a beacon light was blown out by the many, and they tried to generate their own incandescents. We are now paying the fiddler, we have danced ourselves out until we have almost reached a stage where we feel that our final whirl may be a death dance.

We have massaged and rubbed and pulled and hauled patients until we have been branded as "muscle kneaders." It serves us right. The teachers in the various colleges have tried in a measure to overcome this, but very few new D.O.'s going out to practice seem to think that specific practice work is the essential point. They are not busy at first, and they have an idea that a long full treatment is going to make their patient feel that they are getting special attention. We all know that once we give a long muscular treatment we must keep it up, and by the time we get fairly busy we find that a dozen patients a day is about all that we can handle. We have also dabbled in so many adjuncts trying to make osteopathy appear a cure-all that it is with difficulty we find a pure-Simon D.O.

Along comes our competitors, (and I do not wish to be excused for calling them such), and they unwittingly take note of the one cardinal point taught by Dr. A. T. Still, and adopting our spinal trade mark they have outnumbered us and out-advertised us.

Allow me to say that I do not believe in magazine ads., and never will, but we had the chance to stick to specific work and have almost lost it. Would that adjuncts had never entered the minds of the osteopaths!

Going back a few years, allow me to picture what might have been accomplished, and then as a final touch allow me to picture what may still be done.

1st. Had we adhered to the Old Doctor's teachings absolutely we would have had the beacon lights burning all over the world; as it is you can count them. Just shut your eyes tonight and imagine you are taking a bird's-eye-view of the U. S. and Canada. You all know of the men and women who are true followers of A. T. Still. You can see their beacon lights burning here and there over the country. Few to be sure, but they are the ones who will save osteopathy yet. By this time we could have entrenched osteopathy so thoroughly that no layman, or D.C. could, or would dare, say that an osteopath was a "muscle worker."

Instead of treating 50 or 60 a day, as those beacon light men are doing, the majority of D.O.'s are plodding along with a dozen or possibly fifteen a day. They say they can't attend to any more! There are D. O.'s who have

practiced for years, who have never treated 20 any one day and possibly never will!

We have lost our bearings, and we are yet to find ourselves. Get the vision and let us meet at Cleveland next year and put ourselves right. It should be the greatest meeting ever held, as we have the biggest problems to face.

2nd. How are we going to right ourselves? There is just one way—not two or more. We must so thoroughly impress our D.O.'s that we must heave to the line if we are to save the ship, that they will awaken and start anew, and for once believe in the motto: "Find it, fix it and leave it alone." That one motto will save us. Cut out the adjuncts and get down to business and with your *ten fingers* make good.

Go into your treatment rooms and say, "By the Gods of war, peace and prosperity, I will this day put osteopathy on the plane where it belongs."

You adjunct fellows have had your way, and see where you have landed us. You would not listen to those who kept their beacon lights burning, and now you say "What shall we do, join up with a bunch of counterfeits or stay apart? It is nauseating and revolting. Little b. j. at Daveport is laughing at you and he has proven himself to be a wise-acre. He has stolen our thunder. If you have not learned to treat more than 12 or 15 a day, for pity sakes,

## The Chiro Peril Can't Frighten a Man of Vision

By D. T. McGregor, D.O., Duncan, Okla.

I received my *OP* last night and must hasten to get my reply in. What in hell and six bits is going on? You surely must have been kidding when you asked, what if it should be found necessary either to line up with the Chiros or face extermination.

I shall never line up with them until they are qualified, and I don't think that I will be exterminated, either. On the other hand, I don't think that I am much different from the most of the other D.O.'s, at that.

I can appreciate the fact that it takes a lot of good consistent advertising for our comparative few to offset the wholesale advertising being done by the wholesale chiros, but hell's bells, boy, *it can be done, and easily and with satisfaction.*

Quite a lot of Palmer's letter as printed in the last *OP*, was good advice, but the part suggesting cooperation against the common enemy, is all wrong, as I see it. We have always had medics and always will. Osteopathy has grown stronger each year and so has chiropractic, and when the lining up comes, it will have to be the chiros who line up with us, rather than we with them. I think that eventually they will have to have some educational standards the same as we have; until that time, they will be the subject of prosecution and possibly persecution both at the hands of the medics and ourselves.

One thing that gives me extreme pains extending downward, outward, forward, inward and backward and to both sides from my epigastrium, is the way that some of these birds

close up shop and visit some one who can show you how to put into practice what the Old Doctor taught! Get the vision of real efficiency in practice. You don't have to be a masseur to make a living. Don't go on and spoil the good name of osteopathy that Old Dr. Still fought and bled for. Otherwise get out and go at some other work. We have lost our pearl of great price; let us go and find it. It is possible within the next ten years to swing back the pendulum and sway the world.

Let our specialists do the special work, but let those who are not specialists quit their dabbling and be true-blue osteopaths.

Can't you see what is going on all over the country? Are you adjunct men so blind that you cannot see that the D.C.'s have mention as drugless healers ten times as often in the papers and magazines as do osteopaths?

Join forces? Never! But let us put our heads together and work out a plan immediately that will do ourselves credit.

There came to my desk today a circular letter from b. j.'s plant quoting extracts from D. O.'s saying that they found the real significance of a lesion and specific treatment at his feet. Instead of raising \$50,000 for ads., in magazines let us raise that much to straighten out our kinks and put ourselves right.

If it is possible for an osteopath to practice 20 years and more and never use an adjunct, give a hypo, or write a prescription and yet treat as many as 73 a day at \$5.00 rates, why need any osteopath dabble in adjuncts and give his strength away giving long muscular treatments?

O' ye of little faith and works! Rise up and unfurl the A. T. Still banner, and never drag it in the mire again. Hang me alone if you will, if I may but take my beacon light and place it above the gibbet, but let the world know that I, for one, have never been untrue to the man who gave to this world the greatest therapeutic agency ever known.

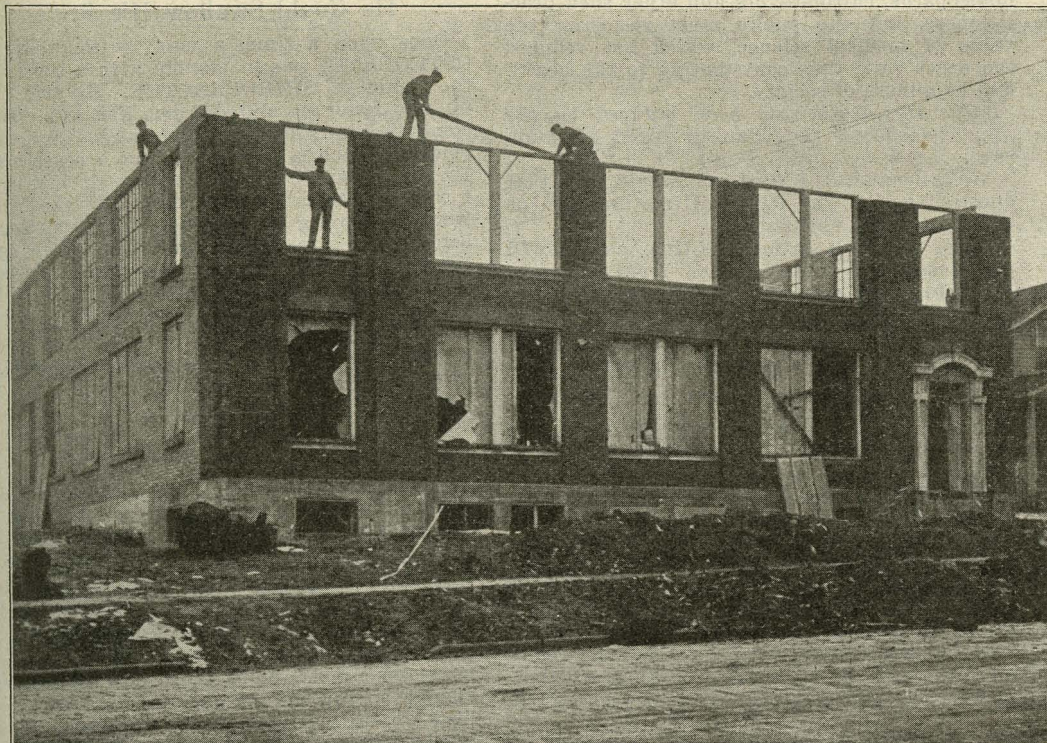
tell us how to run our office! So I shall not offer to tell any one how or what to do. But I do know that I came in here, a town of 3,500, with twelve medics, a chiro and a faith healer that also uses some form of mechanical treatment, and that I now have a practice in less than eight months that any one ought to be proud of.

What is the answer? Usual ability? Wide acquaintance? Spectacular office lay-out? Not by a damned sight. I came here an absolute stranger, with no more ability than the average man who has enjoyed the same educational advantages that I have, and with barely enough furniture, etc., to get by on. BUT I ADVERTISED and I am now getting the results, and the more results I get, the more I will advertise.

If I did not know that advertising was a paying proposition, I sure would not spend fifty bucks a month in various forms of advertising and educational work. I don't spend it all with *OH*, nor do I spend it all in the news papers or in the national magazine campaign that Walker and Woodall are behind, but I do put a little money to work in the places where I think it will do the most good, and that amount will be increased as my business grows.

Most of the last issue of the *OP* was an appeal for more and better advertising, and in that I am for you; but if it should ever come in our profession to lowering standards that the old-timers have fought so hard to attain and to lining up with the fakirs, I'll quit prac

We want to show a burst of speed at the finish—  
Every single \$100 bond bought helps! Are you with us?



Any vision you have in your mind you can do.—J. Ogden Armour.

## The First Temple of Advertising Ever Built for the Purpose of Osteopathic Propaganda!

*This picture shows the progress on our building Jan. 21st, compared with the photos shown last month which were taken Dec. 21st.*

### The New Fire-proof Offices and Printing Plant of the Bunting Publicity Service for Osteopaths, at Waukegan, Rapidly Nearing Completion—To be Ready for Occupancy by May 1st.

The Twentieth Anniversary of the founding of "Osteopathic Health" and "The Osteopathic Physician" will be celebrated this June by taking possession of this splendid new home for osteopathy's advertising propaganda.

Don't you agree with us it is a fitting reward for our two decades of fighting osteopathy's battles to move into and dedicate such an efficient, commodious publishing plant? In it we mean to give a surprising new impetus to the profession's growth and progress. "We have only begun to fight for osteopathy!"

#### Last Call to Bond Buyers!

If you want to be one of the loyal band of osteopaths who are making this building possible by buying Bunting Building Bonds you must act now or you will be too late. Each \$100 bond in your strong-box will be additional cause to be

proud, for it marks you as one of the fighters who helped osteopathy's organized publicity go over the top.

Our \$50,000 bond issue is already 72.4 per cent sold. That means we now have but \$13,800 of bonds to sell—138 bonds of the \$100 denomination—so that 138 osteopaths taking but one bond apiece would complete the flotation for us. Will you take a bond? Some D.O.'s take five bonds, some ten and one has taken thirteen already and talks now of wanting five more. That's Buehler. Every additional bond sold helps. Order yours today.

#### Our Goal Day is March 31st!

We now must complete this bond flotation by March 31st or suspend our present rapid construction until bond sales catch up with the building program. But friends — we *can't* stop work! Impossible. We want possession by May for those printing presses! Some leases are going to be up down-town! And then there is that home-

coming anniversary for "OP" and "OH" in June! Shall *they* be disappointed?

#### We Want a Roof Over Our Heads

Those who buy our remaining 138 bonds will put that reinforced steel-concrete roof over our heads. Who will volunteer?

Do you know any other way to get as much genuine profit and pleasure out of a hundred dollars as to set it at work to construct this roof over the presses of osteopathic publicity, all the while drawing 7 per cent on your money?

Buy at least one bond today—even if you have to borrow the money, but if you can possibly take more, then in the name of good finance and good advertising for osteopathy, *do it*. Every additional bond helps us ride through to a glorious finish.

THE BUNTING PUBLICITY SERVICE FOR OSTEOPATHS.  
THE BUNTING BUILDING CORPORATION  
AND  
THE BUNTING PUBLICATIONS, INC.

Henry Stanhope Bunting, President.  
9 South Clinton Street, Chicago, Ill.

Where your treasure is there will your heart be also.  
We bespeak your heart and wallet both back of our Building enterprise.

## THE OSTEOPATHIC PHYSICIAN

tice first and go out and make a pot of money in the oil game!

The foregoing was mostly in answer to the articles in *The OP*. Now regarding the use of part of my former letter to you for publication, if it is any good, and will do any good, shoot the piece. I am not after personal advertising except insofar as the educational work will benefit me in person, and that is some. I have lots of people come to my office because they have either been treated by another Osteopath at some other place, or have informed themselves about our Science through the advertising that some other man has done, and I expect that a great many people that I have helped to educate, go to some other Osteopath; so that it seems to me that it isn't a thing for any one man or group of men to do, but we all should get behind advertising osteopathy without sacrificing quality for quantity.

I am hoping that this letter will get in before the deluge of indignation letters reach you which are sure to follow some of the suggestions in the current *OP*, for if it gets in early—before you become callous—perhaps it will get a thorough reading; I have heard of this Neos, but don't know him, and am wondering how he gets that way. It can't be done on the corn likker that we have to put up with down here.

Don't know whether you have received any complaints on the advance in price of OH, but any way, I will spare you that, so far as I am concerned, for if I did not feel that I was getting my money's worth, I would not be increasing my order coincident with the raise in price.

Yours for better (not adulterated or polluted) Osteopathy, *D. T. McGregor*.

### Advocates Making a Common Defense

Editor, *The OP*: I, for one, think the time is at hand when all of us—osteopaths, chiropractors, Christian Scientists and all other "irregulars" of whatever name who believe in and desire the right to practice the system of their choice should try to forget their differences, real or imaginary, and band together for the purpose of fighting the common enemy politically.

I not only think it necessary that we join hands with the others for the above mentioned purpose, but it seems to me that it is vital that we do so.

There is already at hand and in active operation an organization to which many of our people already belong, and which is doing a much-needed work along the lines for which it was organized. I refer to the "American Medical Liberty League", 1104 Steinway Hall, 64 E. Van Buren St., Chicago, Ill.

No doubt most of us are familiar with the purpose and work of this League. If not, I wish any one not familiar would investigate it and let us know through *The OP* what he thinks of the advisability of our joining it and giving it our support.

As an interesting sidelight on the situation that confronts our profession today I quote the following from a speech at a meeting in Charlotte, N. C., of the North Carolina branch of the American College of Surgeons by Dr. W. S. Rankin, Sec., Board of Health of North Carolina, and President, American Public Health Association:

"It is impossible for preventive medicine to accomplish results without building up the public confidence in the medical science and divorcing it from patent medicines, quackery and pseudo-science, the latter a group of healers whose doctrine is not recognized in any university, public or philanthropic."

Dr. Rankin quoted Oliver Wendell Holmes to show that "there have always been osteopaths,

homeopaths, chiropractors and other such practitioners, but the public must recognize the value of medical science, which has reduced the death rate, thus contributing to the health and happiness of society.

"Has the death rate been reduced by the pseudo-sciences?" Dr. Rankin asked his audience.

Well, hasn't it? I wish you would take that question up in *The OP* sometime and tell us what you think about it.

Guess that will do for this time, as you will doubtless have many replies from others.—Yours for some action, *A. C. Tebeau, D.O., Fayetteville, N. C.*

### Prefers Shooting the Rapids in Good Society

Replying to the query: "Can osteopaths afford to join with chiros and other drugless healers for a common defense against A.M.A. extinction?" I wish to state that, personally, I prefer to ride the old boat down the rapids rather than consort with a class of fakes and imposters. If as physicians of the original school of adjustive mechanical therapy we can't show distinction and class enough to merit existence without calling to our aid the bastards of the common herd, I for one am ready for the axe!—*J. S. Crawford, D.O., Denton, Texas*.

### Believes We Should Line Up the Chiros

Shop Talk section of *OP* is always most interesting to me, but this is the first time I have attempted any of it myself. I was forcibly impressed with the suggestion about one very important matter last month, namely, our attitude toward chiros. There is no use to comment on what it has been, but what it will be in the future, or what it ought to be is rather interesting to surmise. I am sure my stand will be severely criticised, for the present at least, but some few years hence I doubt if it will. First, I deplore the lack of scholastic attainments and short-cut professional preparation of the average chiropractor; but we must admit theirs now is about what ours used to be. Also chiropractic is osteopathy under another name. Now we have a common enemy, the medics, who are most thoroughly organized and working for the ultimate extinction of both of us and of all cults. Should we fight them singly and at the same time fight each other? Or should we get together, (which would more than double the present osteopathic fighting force) and under a perfect organization fight them as one?

The two and three year osteopaths have made as great success in practice as the four year men. Usually the M.D., D.O. is not as good an osteopath as the D.O. I believe the time for our helping the M.D. to fight the chiropractors is passed and that the time for us to help the chiros fight the medics is at hand. I wonder if there are any other D.O.'s who see this as I see it?—*J. Meek Wolfe, M.D., D.O., Big Timber, Mont.*

### Says Unite with All Clans for Defense

Should we unite with all drugless healers in a defensive warfare against the A.M.A.? Sure. It's what I've been advocating for ten years. Include Christian Scientists in the amalgamation and investigate the American Medical Liberty League and see if membership in and support of that organization doesn't furnish the answer to the query in January *OP*. If the A.M.A. can't outlaw us by high standards, hospital standardization, boycotts and such bunk "highbrow" stuff, they propose to legislate our patients into the hands of the pus-punchers and serum-squirters. Let's amalgamate.—*A. S. Dowler, D.O., Perry, Iowa*.

### He Could Swallow His Pride

Once upon a time, a man by the name of OSTEOPATH, was in trouble with a cousin by the name of CHIROPRACTOR. He told him he was ignorant and did not like him. They came to blows at last, and while they were pounding each other, along came a peacemaker Dr. Drug Man. Says he, I will settle that fight. I will choliform both of them. But the fumes were so strong they were almost strangled before they broke loose and decided to fight the peacemaker's fumes, before it was too late. They got busy at once, pitched into Dr. M. D., and soon had him begging for mercy. Do you get the hint?

Moral: Never butt into a family quarrel.—*B. T. Cannon, D.O., Dexter, Mo.*

### For United Defense

Get-together! NOW is your chance to ally yourself against the Dopester, the Shooter of Vaccine-whether-your-children-want-it-or-not!

Line up with any body of men, REAL, RED-BLOODED folks. Against Compulsory-anything—even though it is paid for out of the School fund, or some other fund. You be "agin" it.

Get-together in the cities where there are more than one, and if there is a fellow near enough so you can see him over night and get back on the job next day at any decent hour, do that.

Talk about something worth while. Maybe the news item won't mention you in your home town; they will in the other fellow's town, so that is even. I've tried it. It works. Do it NOW.—*F. E. Dayton, D.O., Escanaba, Mich.*

### Asks for Light on Bernarr Macfadden's Crusade

I received thru the mails Bernarr Macfadden's circular calling on all drugless and independent professions and cults and all advocates of freedom to unite for a common defense against the A.M.A.'s congressional conspiracy. Do you advise signing same? Will it in any way prejudice the work of the A.O.A.? I believe this to be a good thing and would like to help in this matter. In fact, about the only reason that I have been luke warm toward American Osteopathic Association is that it has never seemed to attempt to do anything with this subject. Please advise me on this matter. I am disposed to co-operate with Macfadden. Is there any argument against it?—*Burrell Russell, D.O., New Philadelphia, Ohio*.

### Chiropractic Kleptomania, Etc.

So many patients ask me about chiropractic that I am enclosing the leaflets published by *The OP* on that subject, with all my statements. It is surprising how much people notice such enclosures and read them. The success was so marked that I am following that up with other "Harvest Leaflets," "The Osteopath's Point of View," etc.—*Leslie S. Keyes, D.O., Minneapolis, Minnesota*.

### An Old Vet Won Over to Publicity

After more than twenty years of plugging in the same office, my work is now more specific and easier, my fees higher and I handle a greater volume of business than ever. Income in five figures last year for the first time. It took eighteen years to learn that osteopathic publicity is absolutely necessary. To keep myself "physically fit" all the time, is my greatest problem, but I do it.—*F. C. Lincoln, D.O., Buffalo, N. Y.*

This one thing OH and OP ever do—advertise osteopathy!  
Do you think that's a thing to be encouraged? Buy a Bond!

## Why Buy Bonds As An Investment!

By A. M. SICK, Treasurer, The Bunting Publications, Inc.

Bonds, unlike other kinds of investment, do not depreciate in value to their holders. There are three classes of securities which interest the investor. In the order of their safety to holders, these are as follows:

First Mortgage Bonds.  
Preferred Stock Shares.  
Common Stock Shares.

First Mortgage Bonds take precedence over any of the others because they are a first mortgage against the property, and foreclosure proceedings are taken by the Trustee if either **interest** or **principal** is unpaid according to predetermined schedule. The interest is always a fixed amount.

Preferred Stock Shares take precedence over Common Stock Shares in that the holders realize a return of either interest or principal or both before the Common Stockholders participate. The interest is usually a fixed return, and is cumulative, i. e., all back interest to be paid before the Common Stock Shares receive anything. As a rule no recourse such as foreclosure may be had by Preferred Stock holders if interest payments are not made on schedule.

Common Stock holders receive the dividends declared by a Board of Directors, but only after all interest payments on any outstanding Bonds or Preferred Stock have been met.

First Mortgage Bonds are therefore the safest form of investment.

## Why Buy Bunting Building Bonds?

The Chicago Title & Trust Co. is the Trustee of the First Mortgage covering the Bunting Building and its site. The site is one of the choicest locations in Waukegan, Illinois, being directly across the street from the Postoffice. Interest coupons are payable semi-annually through any bank, which collects the interest payments from the Trustee.

The terms of the First Mortgage are drawn to protect the Bond holders. The Trustee will foreclose on the property for the benefit of Bond holders the moment any interest payment is neglected.

Bunting Building Bonds pay 7% interest, which is a very satisfactory interest income for an investment of 100% protection and safety. Interest coupons maturing every six months are attached to the Bonds, and all the holder need do is to detach them and cash them through his own bank.

The Bunting Building Corporation pays the present Federal Normal Income Tax of 2% on the Bond Income.

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much added to the stability of osteopathic propaganda.

## FIELD COMMENT on LIVE TOPICS

### Making Better Eyesight

By John H. Wilson, D.O., Oph. D., Detroit, Mich.

Dear *OP*: You know I really can't write for publication. I have always had a hard time making myself understood by the profession. I have my own peculiar way of doing things but so long as I am able to get results, I really don't care. The only reason I took exception to Dr. Grubb's article was because his claims seemed so badly exaggerated that I just could not help it. I did not realize you were going to publish that letter, so I've now got my foot in it for some follow-up writing, it seems.

You ask me to tell them how I do it? That is a very hard thing for me to do. I feel sure if you thought you knew as much about this as I do you would be able to tell it lucidly, but to me, it seems a hard ordeal to face.

I can say this much to you, that in my work of curing refraction without glasses, I pay special attention to the first, second and third cervical vertebrae, and to the first, second and third dorsal. In fact, I try to relax thoroughly all tissues from the occiput to the third dorsal, but I look for specific lesions in the designated cervical and upper dorsal area. I then take my patients through some exercises to build up tone in the extrinsic eye muscles, depending upon what refractive error I find.

I don't know whether you would care for the report on a case or two or not. I will report on a few cases and perhaps you can arrive at some conclusion as to the merits of this treatment from my cases.

Case No. 1—Mr. Y., sent to me to examine for hernia. After examination I told him I could cure his hernia and wanted to book him up for treatment on December 12th. This was on December 7th. He told me he could not take the treatment for his hernia because he had made all arrangements for an operation on his left eye for diplopia (double vision) on December 14th. I told him I believed I could cure his eye case without an operation. He said he did not believe it for he had consulted the best oculists in Detroit and Ann Arbor, and all had told him the only hopes of relief in his case was an operation, and they could not promise him much, even from operating.

I told him if he would start taking treatment that morning, December 7th, and I had failed to show him enough improvement by the morning of December 14th, and if he then wished to have the operation, I would refund him back every dollar he had given me, and my fee was to be \$200. He said he would try me. His left eye turned out and upward. His left eye today is as straight as mine and he has binocular vision and has normal vision, and his glasses are here now on my desk. No operation was necessary.

Case No. 2—Mr. C., architect, had hypermetropia and astigmatism and also had monocular vision in his right eye. I took his case for treatment December 8th. He was also presbyopic. This morning he had 20/10 vision in his left eye and 20/15 in right eye and does not use glasses for near or far work. You will note he has better than normal vision and when he came to me his vision was 20/40 in left eye and 20/50 in right eye. His case is cured but he will probably continue to take treatments to get the extrinsic muscles thoroughly strengthened.

Case No. 3—Lady, 60 years old, came from Toledo on January 13th and has incipient cataract. Her vision is 10/80 in left eye and 10/100

in right eye. I kept her until January 16th, and she went home to return for further treatment in one week. When she left on January 16th, which was within three days, her vision was 10/50 in left eye and 10/60 in right eye. Some improvement within three days, don't you think?

Case No. 4—Child, 5 years old, convergent squint. I have treated her two weeks and the squint cannot be detected. This child's eyes had been normal until she had scarlet fever one year ago. I find she will need osteopathic treatment for some time because most of the servical lymphatics are badly involved and she has a kyphosis involving the 11D to the 4L. You can see that she will need some care for the condition I have mentioned.

Now, Doctor Bunting, I expect to take some post graduate work on the eye this coming summer and after that perhaps I may be able to tell you more about this subject. I took a post graduate course on the eye twelve years ago. I find I need more. But you can rest assured that no post graduate work will ever make me guilty of placing lenses before a person's eyes again. Glasses are only crutches for the eyes, as much so as the wooden crutch for the lame man to walk with.

I don't know that I could tell you any more, but I might cite many other cases of myopia, hypermetropia, astigmatism and squint and presbyopia that I have cured. I would only be repeating what I have told you in the cases mentioned above.

If you would care to have a letter from any of the people themselves I believe they would be glad to report to you—except the little 5-year-old who cannot read or write, and her grandparents would have to tell her story for her!

I examined a case last week, a man 37 years old, who has been blind in his right eye for eleven years. He obtained an injury to his eye eleven years ago, playing a game of handball. The eye involved is his right eye and if I pass my hand backward and forward nine inches from his eye he can tell that something passes before the eye, but if I pass my hand twelve inches from his eye he does not know that anything has passed. I believe that I can restore sight to this eye! All oculists who have examined him say that he has a "detached retina". I have worked out in my own mind a treatment which I will use if he decides to try my treatment. I have offered to take the case and if I give him partial vision, he is to pay my fee of several hundred dollars, but if I fail he does not pay anything. I am placing my time, energy and skill against his time only; but if he begins he has to sign up to carry out my treatment until I say quit. It may take a year or longer, but I honestly believe I can give him partial vision, if not normal vision, in that right eye now supposed to be blind.

I wish that Dr. W. L. Grubb would give us something on myopia for he must be some writer from his other article. I beg to sign myself, *osteopathically*.—Yours for better eyesight, *John H. Wilson, D.O., Oph. D.*

#### COMMENT

We would like to ask our friends of the profession who are engaged in eye work what do you make of Dr. Wilson's report on curing re-

fractive errors of the eyes without glasses? Are others successful in this kind of work, too? Speak up. From his all too brief allusion to his work he gets his results evidently from just two procedures—correcting spinal lesions and eye gymnastics which restore tone and balance to the extrinsic muscles of the eye. We heard this work exploited in our college days as good osteopathic theory but how many osteopaths are really doing it? We should like to know. Will you eye specialists speak up in *The OP*? My recollection is, that one of the Hawes brothers, now of our profession, was so cured of bad astigmatism years ago in Michigan and as the result of it took up osteopathy as a profession. Yet we have known of other osteopaths who began osteopathic practice under excellent auspices who specialized in eye work and finally seemed to settle down to classic medical and surgical eye work and who now do no osteopathic work in their practices at all. Let us call for an experience meeting on this line and all express opinions freely. Are you able to duplicate such results as Dr. Wilson reports? What do you think of the work he reports?—*Editor*.

#### Throw Away Your Glasses!

Finger Surgery of the Eye-ball, as outlined in the May, 1920, issue of the A.O.A. Journal, will eliminate 90 per cent of refractive errors. It is astonishing to see the axis in astigmatism change, and often disappear after a few treatments. I agree with Dr. Wilson, refractive errors unquestionably are due to a fractional and therefore curable derangement in the action of the extrinsic muscles, and not to an organic change in the shape of the eye-ball, or in the constitution of the capsular lens.—*J. D. Edwards, D.O., St. Louis, Mo.*

#### Also Strong for Curing Refraction Without Glasses

I want to compliment Dr. John H. Wilson on his article giving us a little more light on the eye. I have practiced optics for years and demonstrated that errors of refraction were amenable to osteopathy, but never stuck my head up and said so. My knowledge of optics has helped me a great deal in the practice of osteopathy and general diagnosis, and the knowledge of osteopathy has prevented from fitting many cases with glasses which otherwise I should have attempted to fit. I am indeed glad to say I have taken off more glasses, worn by people under thirty years old, than I have put on.

I think the time is here when every osteopath should have a better knowledge of eye troubles, how to examine, etc., especially since the dentist, nurse, and optometrist have united with the American Medical Association Red Cross to secure compulsory examination of school children. Even in small towns and country schools in this state they are sending out the trio under the guise of charity, and as nearly as possible are compelling the school children to submit to examination. And we poor dupes who support the Red Cross are paying the bills and helping the A.M.A. to get their hooks in with an unsuspecting public.

Even here in our little town a Red Cross (half baked) nurse was sent, and together with five of the local M.D.'s, all of our dentists and all of the optometrists with one exception (myself), swooped down on the school children and with the aid of the faculty compelled the examination. I was told that one little old illiterate optician examined his quota and said every one of them, had errors of refraction and must be fitted with glasses immediately! It had its effect. And now I notice a surprisingly large number of children wearing glasses!

Recently they have introduced a book into the schools—Sanitation and Physiology, got-

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This bully band suggests how much joy and satisfaction the students of ASO get out of life in the midst of their hard work while laying the foundations of a scientific profession. The atmosphere of college life blooms its richest and best fruitage here at Kirksville. The fraternity, sorority and other club life of the college is beautifully developed, and these many clubs offer students an ideal sort of home life and promote congenial ties of friendship that will outlast time. Athletics also, as you doubtless know, are very successful here. In fact, ASO is "like a regular college" in all these students' features and activities, and the young man or woman who is fortunate enough to spend four years here in obtaining an osteopathic education will carry the best sort of college traditions out into practice.

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ten up and endorsed by fifty medics. I examined the book and find just half of it devoted to advertising, serums and vaccines. At the bottom of each page in bold type it reads, "DON'T RUN ANY RISK, BE VACCINATED!" Children have told me that after their recitation in this subject they feel like the bugs were creeping over them. Maybe this meets the approval of some of our profession. I am not one of them, and I profess to be an average osteopath. I think it time we were getting busy, even to uniting forces with the Chiro, the Neuro, the Mechano, the Psudo, and, O, LORD, anybody who is "agin it". What do others say?—B. H. Cabbage, D.O., El Dorado Springs, Mo.

More Thorough Examinations and Correct Diagnosis

If you should take a leaky vessel to a tinker and he should repair one of the leaks and overlook a half dozen others, you would class him as a bum tinker. The same is true of a physician who treats a patient without a thorough examination. Not only an examination should be made of the spine, but a thorough physical examination, with the end in view of diagnosing every abnormality that might predispose or contribute to disease. The Sympathetic Nervous System is as much (if not more) susceptible to lesions as the Cerebro-Spinal. Hence, special attention should be given to teeth, eyes, ears, throat and the lower openings of the body. Access to a first-class chemical and x-ray laboratory is essential for a thorough examination and diagnosis, and no physician is so thorough but that he needs consultation occasionally.—O. G. Weed, D.O., St. Joseph, Mo.

Get the Vision!

J. A. van Brakle, D.O.

For many of us there is no Vision because we have not the right kind of eyes with which to see visions of purposeful success. Others do not see this sort of Vision because we do not look in the right direction, and this includes by far the most of us.

Many will say the right direction is upward and others will say it is a long way ahead. These would hitch their carts to stars and view afar off the pinnacle of success. The Three Wise Men of long ago were led, it is true, by the Star of Bethlehem, but if they had not first seen within their own hearts the Vision of the coming Christ, they never would have heeded the message of the Star.

So it is with us. We can neither look forward nor very far ahead until first we have looked within. And unless we can look within and see there everything of personal purpose and nothing of the luck of circumstance, even though we look within, we will look for Visions in vain.

A satisfied patient may indeed be one of the physician's best assets but a greater thing than this upon which the foundation of fortune is built is that satisfaction of self which realizes that everything within the power of the physician has truly been done for the suffering humanity that comes to his door.

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## Dr. P. S. Spence Speaks Valiantly Against Passage of Fess-Capper Act

[From The Hartford Courant]

Dr. Philip S. Spence of this city representing the committee of the Connecticut Osteopathic Society, the Hartford Dental Association and as state chairman of the National Federation of Public School Neighborhood Associations, spoke at Washington January 12th, in protest against passage in its present form of the Fess-Capper bill, establishing a federal department of physical education.

The hearing on the bill was given before the House Committee on Education and was largely attended. Dr. Spence voiced opposition to the measure on the ground that in its present form it would establish a state system of medicine dominated by the allopathic school and to prevent this he suggested several amendments.

### Dr. Spence's Argument

In speaking against the bill, Dr. Spence said: "The mothers and the fathers of the children of our country together with the osteopathic, homeopathic, and eclectic physicians, dentists, optometrists, Christian Scientists and other professions, rightfully insist and they demand that there shall be no system of state medicine established in this country. They demand that everyone shall have an opportunity to decide what form of treatment is wanted and from whom it shall be received for their children and for themselves. Each one of them protests against a system of state medicine being instituted at Washington under the guise of physical education.

### Where Objection Lies

If the system of state medicine under allopathic control were withdrawn from this bill and equal recognition and equal representation granted to other practitioners, as well as to the allopaths, the the fathers and mothers, osteopathic, homeopathic and electric physicians, dentists, optometrists, and other practitioners would help to pass this bill.

But they contend that if the Fess-Capper bill (and the six other bills similar to it, namely, the Smith-Towner federal education bill, the Sheppard-Towner maternity bill, the France census, the France national health department bills and the social welfare bills) become law then allopaths will be placed in control of the personal and public health work in government offices to the exclusion of all other physicians.

### Files Amendments

His amendments call for the appointment of at least one man or woman representing each of the schools of practice recognized by the state laws. Doctor Spence also emphasized that the health certificate given to a parent or guardian of a child as the result of physical examination made by an osteopathic, homeopathic or allopathic physician, optometrist, dentist or other specialists shall be accepted by the school physical examiner in lieu of an examination made by him. He proposed one limitation, that an examination made by a dentist, optometrist, oculist or other specialists shall be accepted only insofar as it applies to his own professional field.

### New York Society Would Modify Bills on Physical Education

Dr. Spence also appeared before a group of osteopaths at the Hotel Plaza, New York, January 16th. He told of the results of his trip to Washington recently when he urged the modification of present bills before the Senate and Congressional committees on physical education. The following resolution was adopted: "Resolved, That the Osteopathic Society of the City of New York opposes the passage of

the Smith-Towner, Fess-Capper and all other federal bills which would establish a system of state medicine under the control of any one school of medicine unless these bills are modified so as to have representation from each school of practice in the national, state, county and city health and physical education departments instituted by these bills."

### Resolved

"That the undersigned societies and associations oppose the passage of the Smith-Towner Bill and all other federal bills which would establish a system of state medicine under the control of any one school of medicine unless these bills are modified so as to have representation from each school of practice in the national, state, county and city health and physical education departments instituted by these bills." (Signed)

The Massachusetts State Osteopathic Society, The Hartford Dental Society of Connecticut, The Osteopathic Society of the City of N. Y., The New Jersey Osteopathic Society, The Connecticut Osteopathic Society, The Maine Osteopathic Society, Connecticut Division, the National Federation of Public School Neighborhood Associations.

OSTEOPATHS: Have all your societies and clubs adopt this resolution and send on the news to your congressmen and senators. It's vital. Your profession's life is the forfeit.

### Knock 'Em Out!

My "best thought" is to knock out all the old school medical laws that are proposed. Take

## Wisconsin Solons Asked to Smash the Sectarian Hospital

By F. N. Oium, D.O., Oshkosh, Wis.

These two amendments were introduced in the Wisconsin Legislature at the end of January as an outcome of that Oshkosh hospital boycotting an osteopathic patient who was desperately ill:

An act to create Sub-section 48 of Section 1038 of the statutes relating to exemption of hospitals and sanitariums from taxation.

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

Section 1. No hospital or sanitarium shall be exempt from taxation under the provisions of this section unless such hospital or sanitarium is open to the patients of any regularly licensed physician, and does not discriminate between the patients of any regularly licensed physician, or between regularly licensed physicians, by reason of the fact that said physician is not a member of the medical staff of said hospital, or for any other reason, and unless such hospital or sanitarium admits and cares for the patients of any regularly licensed physician.

Section 2. This act shall take effect upon its passage and publication.

An act to compel every person, persons, corporation or association conducting a hospital or sanitarium to admit patients of any regularly licensed physician of this state upon the same terms and conditions as patients of any other regularly licensed physician, and prescribing the penalty for violation thereof.

the Sheppard-Towner bill, for instance. One of the things I do is to send letters to the congressional districts—Sheppard in Texas, Towner in Iowa, etc. The American Medical Association's field agent I once cut short in his itinerary in this state. Senator Joseph I. Frame of this state is fathering all the medical legislation possible. I have written him up many times. I stand for medical, educational and religious liberty in the broadest sense. I note that compulsionists in one are compulsionists in all three. The American Press Writer's Association used to do grand work along the lines of liberty. "Give me liberty or give me death."—Francis B. Livesey, D.O., West Friendship, Maryland.

### Watch Congress

My own best thought just now is to ask the profession to watch Congress and their State Legislatures for anti-osteopathic legislation, such as the Fess-Capper and Smith-Towner bills, fathered by the pus-punching, serum-squirting A.M.A. gang. Tell it to your legislators.—A. S. Dowler, D.O., Perry, Iowa.

### Urges Getting District of Columbia Law

Let the A.O.A. Legislative Department concentrate its efforts and resources upon the project of getting Congress to pass a good law regulating the practice of osteopathy in the District of Columbia. This will establish a precedent that will make our medical enemies less able to pass restricting legislation. "Congress of U. S. defines and regulates osteopathy." It would be a good line to spring upon a state legislative committee. Start a discussion on this.—Hedley V. Carter, D.O., Baltimore, Md.

**HAVE A HEART! Help Put the Roof on The OP's New Home at Waukegan. Buy a Bunting Building Bond!**

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

Section 1. Every person, persons, corporation or association conducting a hospital or sanitarium excepting such as are owned, maintained or operated by a regularly licensed physician or physicians exclusively for his or their own private practice, shall not in any manner discriminate between the patients of any regularly licensed physician, or between regularly licensed physicians, by reason of the fact that said physician is not a member of the medical staff of said hospital or sanitarium, or for any other reason, and such hospitals and sanitariums are hereby compelled to admit and care for the patients of any regularly licensed physician.

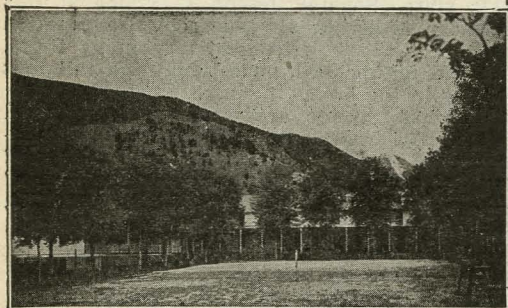
Section 2. Every person, persons, corporation or association who is found guilty of violating any of the provisions of this act shall be guilty of a misdemeanor and shall be punished by a fine of not less than five hundred dollars and not exceeding one thousand dollars.

Section 3. All acts and parts of acts in conflict herewith are hereby repealed.

Section 4. This act shall take effect upon its passage and publication.

Good work! May it win! We print these as model amendments for osteopaths to push in every state where this issue has arisen—Editor.

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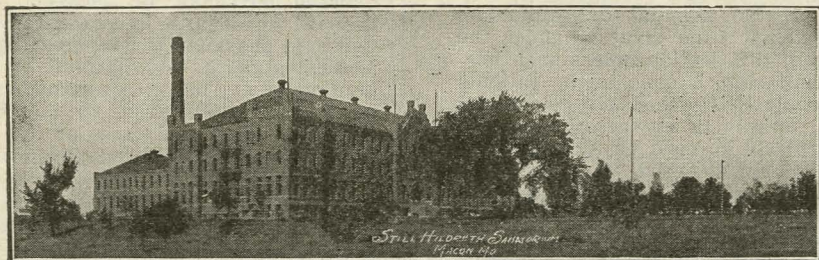
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Write for Information

## Little Stories of the Clinic

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

STORY OF CHAS. TAYLOR—(Continued)

In the October issue I told how Chas. Taylor could sleep only three or four hours a day because of cough caused by tuberculosis, how he had fever of 101 degrees Fahrenheit every afternoon, how he had been discharged from an open air sanitarium as an incurable, and how the laryngeal technic had enabled him to sleep eleven hours a day and had reduced the fever to subnormal or slightly above normal. Well, the good work is still going on, with interesting developments.

About the last of September Mr. Taylor did not seem to gain as fast as I would like to have him, so I began to treat him every day and treat him more vigorously and thoroughly, to see if I could not reach bottom and get all the slime out, and this brought marked improvement. He increased in strength to a marked degree, and became able to do half a day's work caldosing. November 12th he lifted two different hundred pound sacks of grain from the floor on to a box. After doing so he walked about two miles. These things overtaxed his strength, and he developed a temperature of 102 degrees Fahrenheit, but after thorough elimination of slime the fever was reduced.

His wife does washing for a living, and it is difficult to keep him from overtaxing himself in trying to help.

November 29 I secured at one time 284 coughs or expulsive efforts without withdrawing my hand. Altogether that day he coughed 658 times while under the treatment.

Saturday, December 11, he did some work and met some exposure to cold. He received no laryngeal treatment until Tuesday. As a result he had quite a set back with rise in temperature. I thereupon taught his wife how to give the treatment. He can now take the treatment without any gagging or distress of any kind or without any resistance of the epiglottis. I told her to have a clock in front of her and treat him for half an hour as he arose in the morning and also to give him a good clearing out just before going to bed. He comes to me now every other day for a treatment in the middle of the day. He says he now sleeps all night without a cough, and the added treatments are having a very beneficial result.

Tuesday, January 4, 1921, he reported that he was treating himself three times a day and he keeps up the treatment until nearly all slime he can reach is discharged. He has developed the muscles at the base of the epiglottis so that they can press against the finger and

help to produce the strong expulsive effort or cough that helps so much to expel excess slime.

I would be pleased to add to these "Little Stories" some stories of others narrating their results with the laryngeal technique. I am glad to insert two stories, as follows:

### Sub-Story No. 1

Dear Doctor Young:

Have used your laryngeal technique, as described in a former issue of the Osteopathic Physician, on many cases with various degrees of success. In one case, however, the results were marvelous, and I am enclosing a report of the case, which I hope will be of value to you.

### Case Report. Fred Mitchell, Age 65

Suffered for years with asthma, the last attack having lasted four months at the time he sought relief for an injury to the spine of recent date. Found him unable to lie down for the treatment because of the asthma. After carefully emptying the ventricle of the larynx with the above mentioned technique I was able to proceed with the other treatment.

At the first introduction of my fingers into the laryngeal cavity I was rewarded by the expulsion of a plug of dark, slimy mucous as large as my thumb. The patient thought the color was due to coal dust he had inhaled years ago while working as a coal miner. I have found this dark color before, however, so it was not necessarily due to coal dust in this case. I was able to get three large expulsions this first day without distressing him greatly.

Patient was much relieved and came back the next day feeling easier than at any time in four months. The treatment was continued for four successive days, until I was no longer able to remove exudate. Have had Mr. Mitchell under observation for five weeks, and to date the relief from asthma has been complete.

I consider this quite remarkable, when the age of the patient is considered, as well as the length of time he has suffered from this dreaded disease. — Fraternaly yours, James L. Keen, D.O., Grand Junction, Colorado.

### Sub-Story No. 2

Dr. Nora Haviland Moore, of Grand Junction, took treatment herself for coughing and tightness in the chest. She was inclined to gag and resist, but the writer held firmly on to the epiglottis and brought several vigorous expulsions of mucous. This brought relief in the chest immediately, and very appreciable loosening. She reports a case of whooping cough in her own practice. The patient was a woman seventy years of age. She was having a paroxysm of coughing that seemed quite serious. Dr. Moore used the laryngeal technique with vigor and positiveness, helping in the expulsion of very liberal quantities of mucous, and patient was greatly relieved, and made an uneventful recovery.

### Saving Your Own Power

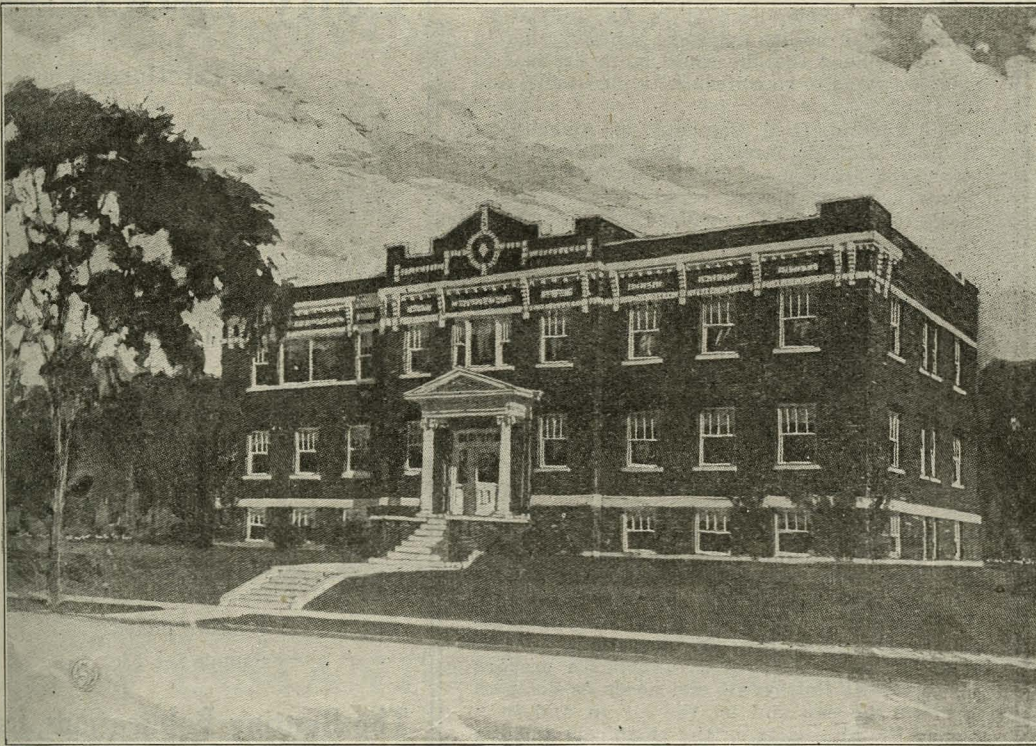
Utilize the patient's motive power, instead of your own, in the application of passive elongation to incomplete cervical luxations.

Thus: Patient reclining on back, physician standing at the head with fingers at desired points on the offending lesion, holding firmly and gently, while patient raises hands and arms over the head and placing the palms upon physician's chest and pushing gradually.

This excels any mechanical device for passive elongation of cervical tissues, as it is applied to the specific point. No danger either, as the patient is not inclined to utilize too much force upon his own neck—unless of suicidal intent!—W. G. Sutherland, D.O., Mankato, Minn.

Have a heart!—We need a roof over that new building—Buy a bond!

## Wonderful Year for the Laughlin Hospital, Kirksville



The Laughlin Hospital, Kirksville, Mo.—Dedicated to Andrew Taylor Still.

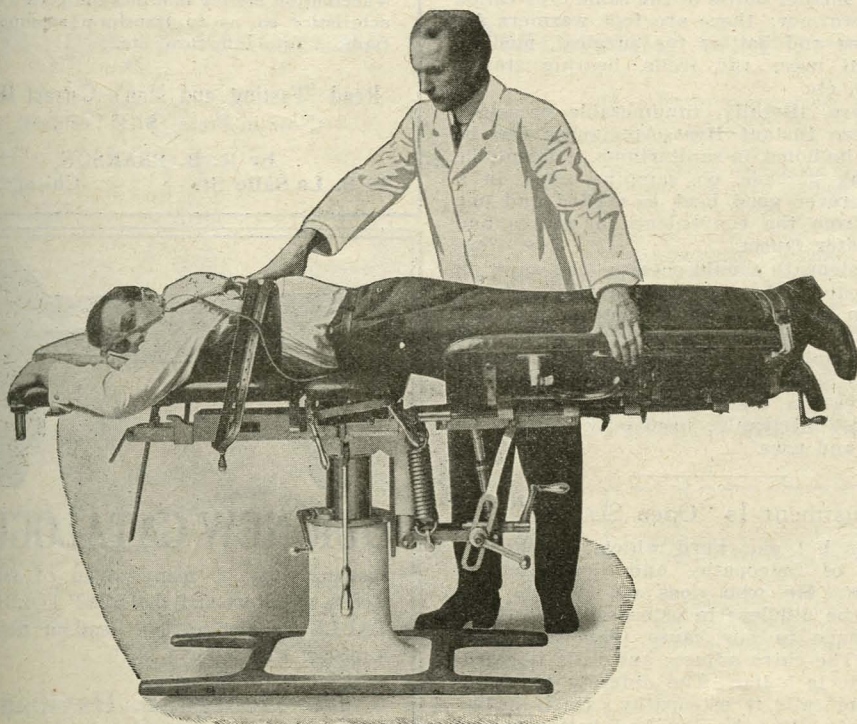
Our first year reveals a very proud record for this new institution. Over 900 surgical cases were handled, just as they came, with a mortality of but three in that number. Receipts for the year were over \$105,000 — practically all of it Dr. Geo. M. Laughlin's work.

Our institution is entirely out of debt and paid for from the receipts of our practice. It is one of the best equipped small hospitals in the state. We maintain a fine home adjoining for nurses. We are prepared to handle successfully all classes of surgical cases and invite the co-operation of osteopaths.

An able staff supports Dr. Laughlin in the following departments: 1. Osteopathic. 2. Orthopedic. 3. General Surgical. 4. Obstetrics. 5. Gynecology. 6. Nose and Throat. 7. Proctology and Urology. 8. X-Ray and Laboratory Diagnosis.

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

## How Many Times a Day Does Your Back Get Tired?



Wouldn't you like to treat some of your patients on a high table and some on a low table **JUST TO REST YOUR BACK?**

The McManis table has the hydraulic lift, giving an eight-inch variation in height of table top.

Easy to raise. Easy to lower.

Continually treating on a table of one height is detrimental to the operator. A table too high strains the lower back; a table too low strains the middle and upper dorsal spine. A table with a hydraulic lift gives you the exact height for every case you treat.

*Write for Detailed Description*

**McMANIS TABLE COMPANY**  
Kirksville, Mo., U. S. A.

If our friends who are holding off will now rush in we'll make a whirlwind finish.

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—By—

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The science of reading internal conditions of Health and Disease from Nature's records in the Iris of the Eye. Profusely illustrated with Charts, Drawings from Life, and a Color Plate displaying color signs of drug poisons, psora spots, nerve rings, lymphatic rosary, scurf rim, radii solaris, etc.

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### Instant Heat "Waterless Hot Bottle"

Every doctor and nurse, in fact, everyone who is familiar with pain and suffering in its various phases realizes how advantageous, if not indispensable, heat is in its alleviation. Which one of us has not some time or other in his life wished that he could store up heat in such a way as to be conveniently accessible and durable?

The Instant Heat Company of America at Madison and Ada Streets, Chicago, Illinois, has solved the problem for us with its Instant Heat "Waterless Hot Bottle" which is now on the market and should receive the welcome so valuable a product deserves.

Instant Heat is a scientific discovery. By combining several harmless chemicals it was discovered that when exposed to the air these chemicals generated heat. The heat thus generated endures, can easily be handled, will not explode or burn. The Instant Heat Bottle can serve for all the purposes for which a hot water bottle is used. It combines all the advantages of other appliances of its kind without their drawbacks. The rubber hot water bag retains its heat for only a short period of time—even when well wrapped in flannel, not exceeding two hours. The Instant Heat Bottle retains its heat for from eight to twelve hours. Rubber bags leak easily, the rubber hardens and cracks, caps are often found faulty, and the rubber hot water bag is troublesome to fill as you must boil water and go thru the unpleasant task of pouring the water thru a funnel. To prepare Instant Heat Bottles all one needs to do is to unscrew the cap and let the air in and in a second the air reacts on the chemicals and the bottle instantly becomes very hot. Very few hot water bags are guaranteed and those that are guaranteed, are not for more than six months. Instant Heat Bottles carry with them an iron-clad guarantee and are made to last a life time—the round, flattened metal container is copper, welded and moulded into form, and the whole thing heavily nickel plated.

There are various kinds of "Instant Heat" devices; besides the popular round flattened flask which is about eight inches in diameter, there is a smaller bottle of the same type called a pocket warmer; there are foot warmers for automobiles and bottles for surgical, medical and dental uses; sad irons, heating stoves, lunch kits, etc.

There are, literally, innumerable occasions where these Instant Heat Appliances can be used: In the home, in sanitariums, in hospitals, on sleeping porches, on camping trips, in a word, wherever good heat is needed and one is away from the convenience of stoves and the hot water faucet.

Every osteopath should possess, will want, an Instant Heat Bottle as part of his regular treatment room equipment. Every osteopath should fill out the blank in the advertisement and secure a sample of the Instant Heat Bottle and price quotations. He can show it to his patients and to create a desire in them to secure so valuable a contrivance, need only explain its workings and uses.

### Adjustment Is "Open Sesame!"

There is but one word which unlocks the mysteries of Osteopathy and that word is *adjustment*. He who does not adjust, only diddles. The diddlers in osteopathy are doing more damage to our cause than the chiropractors. The chiro adjusts and calls it chiropractic. He is a liar. The diddling osteopath diddles and calls it osteopathy. He is a liar and a cheat. May be you had better censor this, Bunting. [No, we won't. It's strong but an honest expression is good for the chest.—Editor.]—P. R. Hubbell, D.O., Detroit, Mich.

## Standard Laity Brochures

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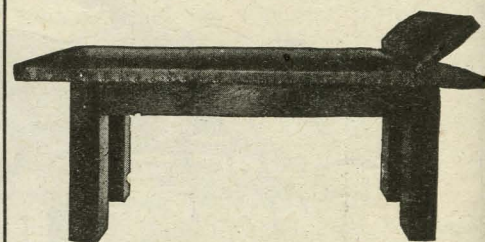
### VACCINATION causes Influenza, Cancer, etc.

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Germs are scavengers in the body as in the soil and do not cause disease.

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Vaccination merely modifies the germ's characteristics so as to transform smallpox or typhoid into influenza, etc.

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Read "Fasting and Man's Correct Diet"  
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### OUR NEW CATALOGUE

showing cuts of many styles of tables, stools, vibrators and the BEST FOLDING TABLE on the market, sent on request. A postal will do.

Dr. George T. Hayman  
Manufacturer

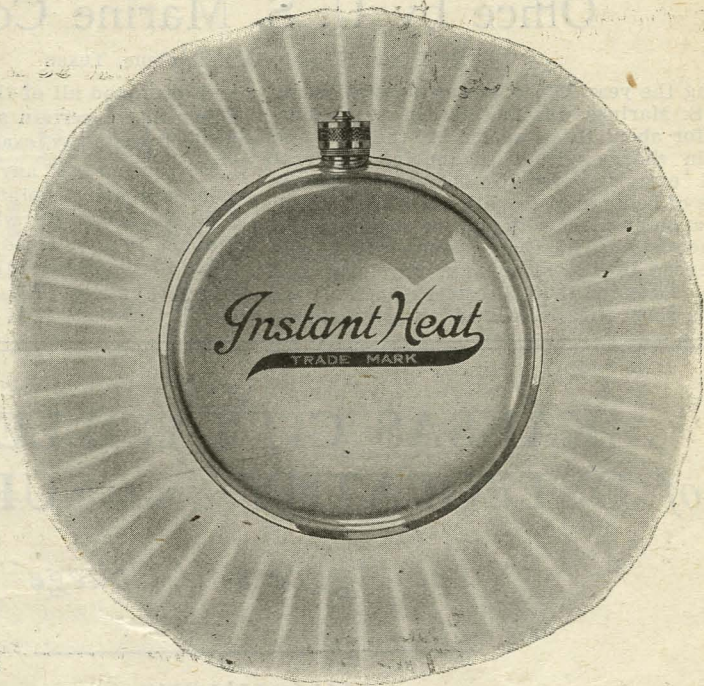
Doylestown, Pennsylvania

A year later investors will look in vain for such good 7 per cent bonds. Be wise and get yours now.

# A New Discovery in Heat-Aplying Devices

# "Instant Heat"

## The Waterless Hot Bottle Not a Hot Water Bottle!



A remarkable new invention that you will want for your own personal use and for distribution among your patients.

No other heat applying device to compare with this in convenience or efficiency. "INSTANT HEAT" heats itself! It is ready instantly. No hot water to be heated or poured into the bottle, with danger of spilling or scalding—no danger of leakage—absolutely safe, dependable and satisfactory.

"INSTANT HEAT" overcomes all objections to the ordinary rubber or metal hot water bottle. Stays hot from 8 to 12 hours.

## Every "INSTANT HEAT" Is Guaranteed Fully for Five Years

"INSTANT HEAT" is rapidly taking the place of ordinary hot water bottles wherever introduced. You can sell it to every customer who is in the market for a hot water bottle. Buyers recognize instantly its great advantages over the old-style devices—no odor, no leaking, no rotting, no bother. Absolutely sanitary—always ready.

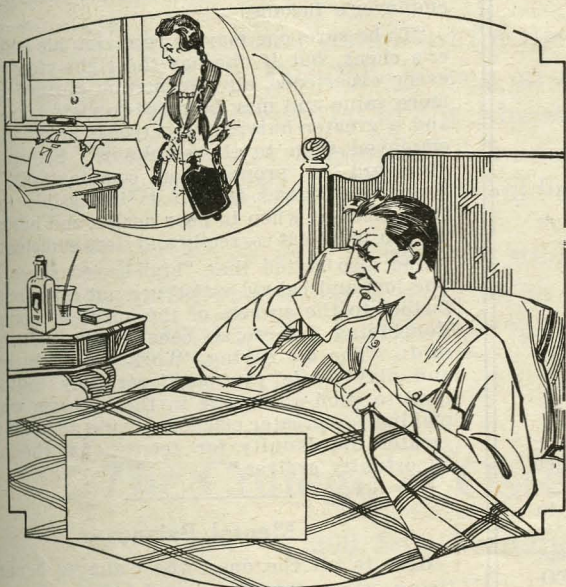
"INSTANT HEAT" is the new method of generating heat by combining several harmless chemicals, which produce heat through chemical reaction. It is a smooth, nickel-plated case,

containing the chemicals. It contains nothing poisonous and is non-explosive.

"INSTANT HEAT" produces a lasting, even heat, and once prepared requires no additional care.

At the recent Health Show held in Chicago, under the auspices of Dr. John Dill Robertson, Health Commissioner of the City of Chicago, it was suggested by a coterie of doctors, after a demonstration of our Instant Heat Containers, that every doctor, in justice to himself, should know all about our products, which we have been manufacturing for the past five years.

## Sample at Wholesale to Practicing O. P's.—Sign and Send the Coupon



You never have to wait for water to boil. Instant Heat is always ready for emergency use.

In order to demonstrate the Instant Heat Bottle to you, and show what it will do for your patients, we will send a detail man, who will soon be in your locality, to see you and have him leave a Container with you for your home or office absolutely free of any charges; he will also explain the merits of the Container and ask for your co-operation and good will, which is necessary in order to obtain the free bottle. Fill out and mail coupon below.

This is an article that you can recommend to your patients. Your recommendation will, we realize, have great weight with them—hence this unusual offer. We know that when you have seen and tested this remarkable new device, you will be anxious to recommend it to patients and friends.

Remember, every one of these devices is absolutely guaranteed for five years. Clip and send the coupon today!

### Instant Heat Company of America

INSTANT HEAT BLDG., Madison and Ada Sts., CHICAGO, ILL.

CLIP AND MAIL THIS COUPON

INSTANT HEAT COMPANY OF AMERICA,  
Instant Heat Building, Madison and Ada Streets, Chicago.

The undersigned is a practicing osteopath and, being interested in your device, "INSTANT HEAT", will be pleased to have you forward a sample, which I will return within 10 days or you may bill me at your regular wholesale price. Please send also full particulars and quantity prices.

Name.....

Town..... State.....

We've sold 72 per cent of our bonds for a start—that's fine—now to sell the 28 per cent remaining for the finish. Your \$100 would help!

Climb into "The OP" band wagon—a Bunting Building  
Bond supplies your proper credentials. "Let's go!"

## Osteopath Mysteriously Abducted into Medical Office by U. S. Marine Corps!

By Cyrus N. Ray, D.O., Abilene, Texas

During the year 1917 a recruiting station for the U. S. Marines was maintained at Abilene, Texas, for about three weeks. At the time the officer in charge wished to appoint me local medical examiner and I demurred on the grounds of being an osteopath and that I would not be appointed, even though he made such a recommendation. He then asked me if I was not licensed by the state as a physician and surgeon. I replied that all osteopaths in Texas are. In a short time I received my appointment

and examined all of the applicants here except a few that a certain allopath, appointed to act while I was away, examined.

Do you know of any other instance where an osteopath was appointed as Marine Examiner? I do not know yet why I was appointed as I did not in any sense solicit it, and in fact I tried to discourage the officer when he mentioned it to me. I attach a copy of the appointment:

UNITED STATES MARINE CORPS  
Headquarters

Southern Recruiting Division

617 Common Street, New Orleans, La., May 3, 1917

From: Officer in charge.

To: Dr. Cyrus N. Ray, Abilene, Texas.

Subject: Appointment as Medical Examiner.

1. You are hereby appointed a Medical Examiner for the U. S. Marine Corps at Abilene, Texas, to date from April 28, 1917, for the purpose of conducting the physical examination of applicants who apply for enlistment.

(Signed) Henry O. Bisset.

Can anybody else in the profession duplicate this? What do you make of the mystery, Watson?

### What Roberta Told the Girls

[From the Post-Intelligencer]

With Miss Lulu Fairbanks, president, presiding, more than one hundred members of the Seattle Business and Professional Women's Club, listened this evening of December 14th to a practical talk by Dr. Roberta Wimer-Ford, the osteopathic physician, on "How the Business Woman May Best Attain and Maintain Her Highest Efficiency." From her talk the following was taken:

"Efficiency is the shortest, easiest, quickest way to one's ambitions. This is attained by taking one's brain and body, her work, her method of living, managing herself with the same care, planning, foresight, saving of energies, doing all this with the alertness that would be used if she were a bank, mine or railroad; if she preserves her health, her cheer, her philosophy, her poise, her sense of humor, keeps busy today, forgets yesterday and expects great things of tomorrow, remembering always, in the meantime, the eleventh commandment, "Don't take things too seriously, for you'll never get out of this world alive, anyhow."

Dr. Ford explained to the girls how "impossible it is to be a society bud and an expert accountant simultaneously; a pink tea satellite and manager of a business department at the same time," which she claims is one of the hardest lessons the business girl has to learn. She further said: "Versatility, promptness, initiative, foresight and industry are absolutely essential to efficiency. A workable philosophy is necessary; with it one doesn't get the pitying, injured air we frequently meet in those who have the delusion that they are working for someone else, that their brains are making the employer's income.

"To be sure, one may be receiving his employer's check, but if one has the right viewpoint, every experience, all information gleaned is of more value and may be made to yield more joy and a greater harvest of personal profit to the employed than to the employer." Stress was also laid on proper food combinations, for "every-one knows that it is impossible to be truly efficient when in poor health, and business women must eat correctly and sleep sufficiently."

She also stated that "high-heeled shoes and 'the low and behold waist' are not contributing factors to the success of the business woman." Concluding her terse constructive talk, she said: "The old saying, 'Work while you work and play while you play,' certainly could be used to good advantage in the business world, making for greater efficiency while at work and greater opportunity for recreations when the opportunity arrives."

### Mental Balance

Give to all the ones who claim to be practicing osteopathy the mental balance to weigh well their ideas on the scales of truth. Prove your just and see it is good, for we stand or fall just by what comes from the ones within our ranks.—Josephine De France, D.O., St. Louis, Mo.

## KANSAS CITY COLLEGE of OSTEOPATHY and SURGERY

"The Aggressive College"

—ANNOUNCES—

Opening of Mid-Year Class  
Monday, January 31, 1921

Now Located in Our Own Building

Independence Boulevard, at Garfield  
Kansas City, Missouri



We wish to announce to the profession that our Eye, Ear, Nose and Throat Department is now in charge of Dr. H. M. Ireland, formerly of the faculty of the Des Moines College. Dr. Ireland has just completed post-graduate work in Los Angeles.

Also our X-ray Department is now in charge of Dr. C. G. Tillman who served in the X-ray Department of the U. S. Army.

A PURELY OSTEOPATHIC hospital prepared to care for ALL hospital cases except communicable and mental diseases. Every member of our staff is licensed as an OSTEOPATHIC PHYSICIAN ONLY.

Accredited Training School for Nurses—Pupils Wanted.  
For Information, Address

SOUTHWESTERN OSTEOPATHIC SANITARIUM - - Blackwell, Oklahoma

In years to come won't you be rather proud that you helped us put up the first building ever dedicated to osteopathic publicity? Every \$100 helps!

# *The* COLLEGE *of* OSTEOPATHIC PHYSICIANS *and* SURGEONS

LOS ANGELES, CALIFORNIA

---

Our Ideal—The true osteopath is the true physician. He must be fitted to do the best thing possible under every conceivable circumstance of human suffering.

The Keynote of Instruction—"All organisms contain within themselves the inherent power to recover from disease," but it must always be remembered that integrity of structure is essential to normality of function.

Scientific Fundamental Training Assured — Over half the time in such subjects as anatomy, physiology, bacteriology, chemistry, and pathology spent in the laboratories. Laboratory space, over 10,000 square feet; laboratory apparatus, adequate for students themselves to do their own experimental work.

Abundant Practical Experience is provided to Senior and Junior students — Obstetrical cases, 30 a month delivered by students; Emergency Hospital cases, 300 a month handled while students are on duty; general osteopathic cases, 1500 treatments a month given by fifty students in the clinics.

Plans are being completed for the purchase of property and the erection of buildings which will provide the College with an attractive, carefully planned equipment desirably located for the carrying on of the educational and clinical work of the institution. Temporary Quarters now occupied—Administrative Offices, Clinics, library, recitation rooms, entire third floor, San Fernando Building. Laboratories, 121 East Fourth Street.

The College aims to build its student body from among those who have had some college training in science in addition to a high school course. It solicits the profession to refer to it their young friends who have had these better educational advantages.

*For full information address*

***The College of Osteopathic Physicians and Surgeons***

**300 San Fernando Building, Los Angeles, California**

Your savings bank pays you 3 or 3½ per cent—Bunting Bonds pay 7 and advertise osteopathy to beat the band!



## The Osteopathic Physician

The Organ of News and Opinion for the Profession

Published on the 15th of Every Month by THE BUNTING PUBLICATIONS, 9 S. Clinton St., Chicago, Illinois. Henry Stanhope Bunting, A.B., M.D., D.O., Editor and Manager; Ralph Arnold Business Manager. Subscription price in the United States \$3.00 per annum. In Canada \$3.25. In other foreign countries \$3.50. Advertising Rates on Application. Copyright, 1921, by The Bunting Publications.

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### EDITORIAL

Fairness, Freedom, Fearlessness

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

Vol. XXXIX February, 1921 No. 2

#### HOW TO FIGURE YOUR INCOME TAX

To the physician the problem of correctly making out an income tax return for the year 1920 is somewhat more involved than that presented to any salaried man. The wage earner on a fixed salary has an accurate estimate of the amount of compensation received for personal services, while the professional man's income varies from year to year. The doctor must figure up his net income for the last year. If single or if married and not living with his wife and his net income was \$1,000 or more, or if married and living with his wife and his net income was \$2,000 or more, a return must be filed.

The exemptions are the same for the year 1919, \$1,000 for single persons and \$2,000 for married persons living with husband or wife, and heads of families, plus \$200 for each person dependent upon the taxpayer, if such persons are under 18 years of age, or incapable of self-support because mentally or physically defective. The period for filing returns is from January 1 to March 15, 1921.

The professional man must make a return of all fees, salaries and other compensation for services rendered, together with income from all other sources. If he keeps his accounts on the "receipts and disbursement" basis—which means a record of the amount received and the amount paid for expenses—he should file his income tax return for the year 1920 on that basis. If he keeps books showing income accrued and expenses incurred during the year, he must make his return from his books and include all income, even though not entered on his books. If books are kept on the accrual basis the taxpayer must include all income that accrued, even though not actually received, and may deduct items of expense, although not actually paid. Both the receipts and disbursement basis and the accrual basis are explained in instructions on the forms for filing individual returns of income.

This constitutes gross income from which the taxpayer is allowed certain deductions in arriving at net income upon which the tax is assessed. Among such deductions are the cost of supplies used by him in the practice of his profession, expenses paid in the operation and repair of an automobile used exclusively in making professional calls, dues to professional societies and subscriptions to professional journals, rent paid for office room, advertising and propaganda, expense of fuel, light, water, telephone used in his office, and the hire of office assistants.

Amounts expended for books, furniture and professional instruments and equipment of a permanent character are not allowable deduc-

tions. The doctor who maintains an office, but incidentally receives patients at his home in connection with his professional work, can deduct no part of the rent of the home. If, however, he uses part of the house for his office such portion of the rent as is properly attributable to such office is a deductible item.

A reasonable allowance is made for depreciation, or wear and tear of equipment and instruments used by professional men. When through some new invention or radical change in methods or similar circumstances, the usefulness in his profession of some or all of his instruments or other equipment is suddenly terminated, so that he discards such asset permanently from use, he may claim as a loss for that year the difference between the cost (reduced by reasonable adjustment for wear and tear it has undergone) and its junk or salvage value. If the apparatus was owned prior to March 1, 1913—the date the first income tax law became effective—its fair market value at that date should be considered instead of its cost in figuring depreciation and obsolescence.

Deductions for uncollectible fees form an important item in the returns of the doctor. To be allowed as a deduction, a debt must be worthless and must have been charged off within the year in which its worthlessness was discovered. The return must show evidence of the manner in which discovery was made. For example, statement should be made that the debtor has been discharged from bankruptcy or has disappeared, leaving no trace, or that all ordinary means of collections have been exhausted.

A debt proved to be worthless is not always a proper deduction. Unpaid amounts representing fees for professional services are not allowed as deductions unless included as income in the return for the year in which the deduction is sought or in a previous year. The fact that expected income was not received does not reduce the taxable income. If a debt is forgiven it cannot be deducted, because it is then regarded as a gift. A debt may not be charged off or deducted in part, but must be wholly worthless before any part can be deducted.

Compensation in any form for professional services must be included as income. If a physician, lawyer, or other professional man should receive from a merchant goods in payment for professional services, the fair market value of such goods must be included as net income.

Forms for filing returns are now available at offices of collectors of internal revenue and branch offices. Collectors will mail to each person who last year filed a return a copy of the return form for 1920. *Failure to receive a form, however, does not relieve a taxpayer of his obligation to file a return and pay the tax on time.* Taxpayers whose net income for the year 1920 was \$5,000 or less should use Form 1040A. Those whose net income was in excess of \$5,000 should use Form 1040.

In addition to the individual forms, partnerships must file a return of income, or even if there was no net income, on Form 1065. Partnerships as such are not subject to the income tax. Individuals carrying on business in partnership, however, are taxable upon their distributive shares of the net income of such partnerships whether distributed or not and are required to include such shares in their individual returns. The return must show the name and address of each partner and his share of net income.

The tax this year, as last, may be paid in full at the time of filing the return—on or before March 15, 1921—or in four equal installments, due on or before March 15, June 15, September 15, and December 15. Payment may be made by cash, money order or check, which should be made payable to "Collector of Internal Revenue". The return must be filed with

the collector for the district in which the taxpayer lives or has his principal place of business. Heavy penalties are provided by the revenue act for failure to file a return and pay the tax within the time prescribed by law. Don't get so busy that you forget to file your schedule and pay your tax, Doctor! It's expensive.

#### HELP DR. SMITH PUT OUT THAT OSTEOPATHIC FILM

We endorse in toto Dr. R. K. Smith's plan to put out an osteopathic 5-reel motion picture. That is a great and laudable enterprise. It ought to be put over in 30 days. He is asking \$10. from each live wire in the profession. There is no law against giving \$100. It is a pity we are not so well organized as a profession that "the powers that be" could raise the \$17,000 required by an assessment of \$5. per head of the AOA membership. But we are not able to do that; so, the only way is to subscribe it as individuals. This ought to prove to be one of the biggest and most practical advertising and educational projects ever devised for osteopathy. The title itself is good, "The Light that Did Not Fail." You will want this film to come to your town. Then help make it possible.

#### DETROIT OSTEOPATHIC HOSPITAL BEGINS MONTHLY BULLETIN

We are very much interested—as the entire profession will be—to receive the first monthly bulletin of the Detroit Osteopathic Hospital which was mailed in January. It is a credit to the institution and to the profession. It bears a greeting to acquaint all members of the profession with the opportunity it affords to them and their patients—which in this day of hospitals boycotting osteopaths and their patients is a lovely and heart-warming message, surely. We would reprint every word of it but we know it went to the whole profession. If you didn't get it, Doctor, write the Hospital at Highland Park, Detroit, for your copy. They want you to have it. Yours for the asking.

#### COSTS COLUMBIA \$3,320 TO TURN OUT A PHYSICIAN

New York, Jan. 23.—[Special]—The cost of turning out a medical doctor at Columbia university is \$4,600, university authorities say. Of this the students contribute only \$1,280. The authorities explain that through limitations of laboratory space the college of physicians and surgeons this year was able to accept only 100 of 300 applicants.

This leaves a deficit of \$3,320 per graduate of "regular" medicine nowadays, which somebody must pay. It is paid by the income from endowments and by public taxation.

This showing speaks eloquently of the morass into which the "regulars" are leading us in the competitive race of raising standards. It is like the international competition in navy building. Much of this standard raising has been sincere and was done with the intent to improve the quality of physicians turned out; a considerable part of it was deliberately over-stressing as a direct plot to kill off our osteopathic colleges as well as those of all other younger and struggling reforms against "regular" medicine.

Observe another thing. With its immense resources and equipment, Columbia will not accept classes of more than 100 students! We have pointed out in these columns very emphatically that part of this raising of standards was the limiting rigidly of the output of doctors. That is to limit competition for the doctors now on the job, and is a trade union method of self defense.

But it is permitting the Class A medical colleges to turn out fewer than enough doctors

**B. J. Palmer will not buy any of Bunting's Building Bonds. Now what is on Bunting's mind is this—Will you?**

to supply the present normal, let alone growing demand. The day will come from deaths in the "regular" profession when vast urban communities must be without an M.D.!

What then?

Why, after competitors are killed off, the bars will be let down probably, as it will be found that educational standards have been raised too high.

If osteopaths could have foreseen this trap 20 years ago it is likely the profession would never have gone upon a four-year basis. We might have done better to stick to 2 or 3 year education for a few decades and spawn at a lively rate to fill up the gaps in the "regular" medical ranks being made by over-stressing educational standards.

It is probably too late to discuss that now, but it is sure that we shall not be betrayed into wading in any deeper! We shall not raise our entrance requirements higher than four-years of high school. We would probably be far better off if we had not gone so high as that, for the present.

One must have a new appreciation of the problem our colleges have yet to work out when one considers the present cost of educating medical students as the Class A medical school now does it. It's fierce!

## Film Man Proposes to Put Osteopathy Into Moving Pictures

### INDUSTRY VISUALIZED

Incorporated

Industrial Motion Pictures of Quality  
Animated Family Life and Portraits

507 Fifth Avenue

New York, Nov. 23, 1920.

Editor, The Osteopathic Physician,  
149 Broadway,  
New York City:

Dear sir: I had occasion a short while ago to make the acquaintance of a prominent osteopathic physician in this city and read a booklet he gave me on the subject of the spine and which proved so interesting to me, by throwing such a new light upon my ideas of medicine, that I thought it would have the same effect upon the public at large, if it were presented to them in the proper way through the media of motion pictures.

It could be made the subject of a very interesting little romance, which would work throughout the picture, of a crippled child, who, after being abused and tortured by all kinds of treatments and drugs, finally finds relief and perfect health through the osteopathic treatments, which, of course, would be shown in the pictures.

As it would be of great educational value, we could secure for such a picture a tremendous release through different channels which I will be glad to explain to you, and, incidentally, it could be made the subject of magazine pictures that could be published in your periodical.

It also occurred to me that you would be in a position to know what individual or society—or the combination of both—would be interested in defraying the expenses of such a picture, which, in reality would be no expense at all, as it would prove of such interest that in a great number of cases it could be rented out at a profitable figure, thereby making it a paying proposition, as well as an educational lesson to the public at large.

I shall be glad in a few days, after Thanksgiving, to call on you and have a chat on the subject so that we can put our heads together to produce something new and of real educational value in the way of motion pictures.

I remain,

Yours very truly,

P. de Montravel,

Treas. and Gen'l Mgr.

## Some Doctors' Offices

II

### Accessories

By John Barr, D.O.

THE first impression you received on entering Dr. Black's office was that of fulness. The second, and indeed all impressions thereafter, were the same. Now this fulness was not caused by an over-supply of patients but rather by an over-abundance of parts.

It seems he had a variety of habits which brought about this appearance of undigested stuffiness about his office. He had the Junk habit. He was a collector of sorts and some of the supply houses had taught him the installment habit, but out of all this, he had developed a super-habit known as the Accessory habit.

He was a handy man with brain and hand. He could think of more ways to apply these adjuncts to patients than there were described in the catalogs. Oh, yes, he treated them osteopathically—at least so his announcements would lead one to think, but he gave them so much more!

All the little electric children were at his beck and call; sinusoidal, diathermic, galvanic and faradic. He had one box which he claimed would produce x-rays, although he was modest enough not to enlarge upon what he looked for with them.

His treating table was almost human in its complexity of accoutrement and I don't doubt but what if you placed the patient properly upon it and gave it a good strong shove, it would go ahead and finish the treatment. Perhaps at that the patient would be just as well off eventually.

There were swings hanging from the ceiling and a patented Urinalysis cabinet that if you poured in the urine and pressed the button, would almost do the rest. Artificial sunlight, ultra-violet rays and other volatile radiations beamed effulgently at his will and he willed quite often.

As a result of all this he was very progressive. He used publicity—lots of it—but economically. His was just about the niftiest idea out. Not original but cleverly adapted to his needs, so he said. It seemed he had one or two copies of each of several different osteopathic pub-

licity publications. These he circulated exactly as books are circulated in the public library. It worked fine, he averred except in cases like this: his last copy of Osteopathic Health he loaned to a man who forgot to return for the second treatment and neglected to pay for the first. Rightly enough he considered the booklet as good as gone. I concurred and suggested he write Dr. Bunting for another sample copy. He said he would.

On his telephone he has a unique contrivance which enables him to whisper important instructions to the patient on the other end of the line without letting the patient stretched out on the table nearby know anything about it. I understand he puts off the landlord in the same way. By a simple conversion he is able to attach this same instrument to his stethoscope and thus hear magnified heart-sounds that may or may not be there.

His book-keeping set does almost everything but send out statements and figure up his income tax correctly. He admitted he was too busy to do the first and didn't do enough business to bother with the second. On one wall was a set of diagnostic charts which he explained aided him greatly in making diagnoses. In fact, he informed me that since he had purchased the charts, the average of his patients' ailments had risen greatly. I did not doubt him a bit.

On the opposite wall was a large marine picture which he claimed soothed the patient psychologically while he treated him physiologically. It probably did all right but I should think it would lead him to treat them all on one side for those diagnostic charts would certainly undo a lot of soothing marine psychology if a patient were forced to gaze upon them for any protracted period.

Fearing more accessories instead of needed food, I declined his invitation to dinner at which time he promised me further insight into other helpful adjuncts which my casual visit had not revealed. Any doctor who feels that he can not succeed upon plain Osteopathy would no doubt be pregnantly inspired by a visit to this man's den of devices.

### WHY OSTEOPATHS are STRONG in the FAITH

STERLING MOTOR TRUCK CO. OF NEW YORK, INC.  
132nd Street and 12th Avenue

New York, N. Y., Jan. 13, 1921.

The Osteopathic Physician,  
149 Broadway,  
New York, N. Y.

Dear Sir: I desire to write you concerning a cure effected by osteopathic treatment on my brother, Mr. J. Gordon, of Wichita, Kansas. These treatments were administered in the sanitarium of Dr. Charles D. Finley, 550 East Colorado St., Pasadena, California.

I have just received word regarding the cure and desire to write you that neither he nor I

approached osteopathy with any confidence or hope of effecting a cure.

He suffered seriously for over fifteen years; during which time, he spent a fortune traveling to different kinds of "cure resorts". After having submitted himself for examination to some of the leading stomach specialists in America, I had him here in New York last spring for expensive dental treatments that did not improve his condition. We had both lost hope.

It was as a last desperate attempt (into which the element of luck appears to have entered on our side) that he located this osteopathic physician and submitted to a 14-day treatment, with the result, as he writes it, "I now eat and drink everything and feel like a new man".

Last spring, while in New York after a

The osteopathic profession earns to exceed \$25,000,000 per annum. It should not be very difficult to sell 138 more 7 per cent \$100 B-B-Bonds—should it? It won't if you take yours!

We are sure that he who is not already with us wants to be—  
Here's hoping your prosperity will let you buy a B-B-Bond.

thorough examination by one of the leading and oldest specialists on the disease of the digestive organs, he told us both: "Gentlemen, I am able to verify and corroborate what other physicians have told you; namely, that your stomach has no acid"—not the least encouragement or hope of a cure.

I write you this because credit belongs where credit is due; and, undoubtedly, there are many skeptics like we were who may be enlightened by learning of our experience.—Respectfully yours, *A. L. Gordon.*

### Nausea of Pregnancy Cured by One Treatment

Patient 29 years old, married 3½ years; has had no children; has had good health excepting occasional headaches. Occupation—housewife. Awoke with feeling of nausea and sickness at stomach. Ate some breakfast, but vomited it. The sickness wore off by noon. The same experience was repeated the next day. For two days following she did not eat any breakfast, but suffered with feeling of nausea.

Examination showed uterus apparently about two months pregnant and tipped to left and posterior. Careful treatment released it and straightened it up into normal position. She returned the 2nd day following for a second treatment and reported that she had been eating three meals a day and had no return of the nausea or vomiting either since the first treatment. This has been 2½ months ago. Within this time I have given her one additional treatment but she had had no return of either the nausea or vomiting. I could cite another case almost a duplicate of this in every respect.—*Herby F. Palmer, D.O., California.*

### Angioneurotic Edema

December 9th, I was called to see Mrs. W., age 26, who gave following history: About a month before a large swelling appeared on cheek about level with first molar tooth. Dental examination reported negative. Went to M.D. and he said dentist over-looked something and sent patient to another dentist who also reported teeth negative. Swelling left cheek and appeared above left eye and later left eye was swollen entirely shut. Another M.D. was called and he said he didn't know what was the trouble but suggested sinusitis and told patient to go to a specialist for diagnosis and treatment. Patient called me. Condition when I saw her—Left eye swollen shut. No pain—no fever. By that I eliminated sinusitis. Swelling had appeared and disappeared several times in last month, always preceded by itching at site of swelling. I diagnosed the condition angioneurotic edema and told her to stay at home and save her money. Saw patient two days later and swelling was entirely gone. No treatment given as there is no cure. The condition is self-limited and prognosis is uniformly good. Patient well pleased. There are only about 100 cases of this disease reported in medical literature.—*T. G. Billington, D.O., Bristow, Okla.*

### Calomel Abortion Prevented

Mrs. C., age 18, married three months, pregnant, apparently strong and healthy, weight 150 pounds when taken sick. Had been nauseated for three weeks, at first slightly, then followed by violent explosive vomiting; could not retain water, hence became extremely weak.

On morning of July 6th, 1916, a medical physician was called in. After making his examination he told the lady whom the patient was boarding with, and who happened to be a minister's wife, that an abortion must be performed as early as possible to save the patient's life.

After the doctor was gone the minister's

wife explained to the young woman what the doctor's decision was, and told her that it simply meant murder, and in such future cases her trouble would be as bad if not worse. She was, fortunately, familiar with osteopathy and insisted upon calling in an osteopathic physician, the patient agreeing I should be called, but wanted to retain the M.D. also. This was the evening of the same day of the M.D.'s visit. I was called and requested to give the patient a treatment. When I learned of the medic's diagnosis and prognosis, and that he was to be retained, and that he had already given the patient a large dose of calomel, I positively refused to have anything to do with the case, explaining that he was trying to do precisely what I was called to prevent. I was called three times during the same afternoon, each time refusing to go as long as the medic was on the case. On the following morning, the 7th, I was again called and was told that the M.D., was no longer retained.

Examination showed lesions as follows: The atlas was slightly rotated to the right, the 4th and 5th dorsal were displaced and a bad lesion of the 3rd, 4th and 5th lumbar. The uterus was back and down and the ligaments very much congested. Evidence of an injury was plainly apparent. I asked her how she had hurt herself. At first she said that she had not been hurt. I explained that it might have been months before. She then remembered that about a month before she was married she was on roller skates, that the side walk upon which she was skating had rough places in it. Her skate caught and pulled off throwing her full length, the small of the back across the outer edge of the side walk. She was laid up for a day or so, and her back had hurt her more or less ever since. The doctors had told her that the muscles were somewhat strained, but that

she had not associated the fall with her present condition at all.

I found the muscles of the back rigid and extremely tender to the touch, especially was this true of the upper cervical, upper dorsal, and the entire lumbar. I had to go very slowly but in a couple of days the worst of the trouble was over and in seven days the patient was practically well, on the street, and could eat anything she liked, in moderation, without the slightest nausea.

Patient told me that the calomel that the doctor had given her was almost immediately vomited. There is really nothing new or original about this case—only facts that our profession have to contend with every day. Life saved and possibly future misery for another prevented.—*R. McRae Echols, D.O., Bristol, Va.-Tenn.*

### Catarrhal Enteritis—Not TB of the Bowels

Female, age 55, bedfast a month with two nurses, had had a sister and brother who died from tuberculosis of bowels, (so-called). She was considered as suffering from the same ill but no test had been made. Many serious complications from liver, kidneys, blood, heart, sciatica, etc., made the case alarming and very distressing. Our leading physician pronounced her incurable, so during his absence I was called upon for temporary relief, if possible, for her sciatica. I pronounced the case catarrhal enteritis, and gave such pronounced relief, and hopeful prognosis that they asked me to take the case in spite of objections from both nurses. Daily treatment for a month, then every alternate day for a month with proper diet, and care, she was cured entirely. Lived for 10 years after which time she died very suddenly in another state from what cause I know not.—*Harry W. Gamble, D.O., Missouri Valley, Iowa.*

## Help This Plan to Put Osteopathy into the Movies!

By Ralph Kendrick Smith, D.O., Boston, Mass.

The opportunity is at hand for a splendid nation-wide motion picture publicity campaign for osteopathy. I have had written a dandy five-reel motion picture scenario, "The Light That Did Not Fail", which brings the story of osteopathy pleasingly and convincingly before the people in a unique and fascinating romance.

This beautiful picture will be made in the studios of the Educational Motion Picture Bureau, Boston, Mass., for \$17,000.

As the A.O.A. cannot finance this undertaking and has specifically announced its decision, I am undertaking it personally by asking every osteopath to send me \$10 toward this amount. I will stand responsible for the proper expenditure of this money and will render a detailed statement to every subscriber.

The picture will not be presented until it has been accepted and endorsed by the Osteopathic profession of Boston. Exhibition of this picture in the city or town of every subscriber is herewith guaranteed. No further call for funds will be made and any over-subscriptions will be refunded.

In order that you may actually assist in the production of this picture and to make certain that it will be shown in your community as early as possible—your check should be sent in immediately as the work on "The Light That Did Not Fail" will be begun at once, as the production must be finished in ninety days.

Is it not worth \$10 of your money to have a beautiful \$17,000 osteopathic picture by well-known stars shown in your community? If so, will you not send in your check today?

19 Arlington Street.

## What's the Answer?

By Roberta Wimer-Ford, D.O., Seattle, Wash.

Recently my residence phone rang about 9 p. m. A woman's voice asked, "Dr. Wimer-Ford?"

I replied "Yes, speaking".

She said, "At what time tomorrow can I see you?"

I answered "The office attendant will be in at nine in the morning. She makes all appointments for office work. Phone her please and she will give you the first opening".

"But I do not want to see you professionally—I just want to talk with you thirty minutes,"

said the woman.

I replied, "Only professional appointments are made at my office. What is the nature of your business? I will listen now".

Woman, hesitatingly, "But I wanted to see you and size you up; my business is very personal".

I replied, "then I cannot see you at the office, but I'll listen now, if you are very brief".

Woman, haltingly, "Our finances are low, my husband has lost his job, we have five children, I am about forty and in excellent health, and

Dr. C. W. Young writes: "If I understand you, you want me to buy one \$100 bond—is that it?" Yes, that's it. That's what we want. Do we get it?

How do you invest your savings, anyhow?  
Can you make it do more for you anywhere than in B-B-Bonds?

# HEMORRHOIDS FISSURE FISTULA

**I**N practically every case of hemorrhoids, fissure, fistula, proctitis, prostatitis, etc., there is a history of constipation. One primary indication for treatment is to maintain free, easy bowel movements without straining.

Nujol is the ideal agent for such purpose. It promotes

peristalsis by softening, moistening and lubricating the feces. It is an emollient that protects and soothes irritated and inflamed mucus.

Nujol brings about and maintains regular, easy bowel movements. Can be given for any length of time in any dose required.

# Nujol

REG. U.S. PAT. OFF.



Nujol Laboratories, Standard Oil Co. (New Jersey), Room 751,  
44 Beaver Street, New York City.

Please send me booklet "The Treatment of Hemorrhoids", and sample of Nujol.

Name .....

Address .....

If you have planned to help us build at Waukegan, don't fail to buy your bond today! Every \$100 helps. We need you.

**THE OSTEOPATHIC PHYSICIAN**



The Philosophy of Osteopathy  
—  
What is Wrong with Your Back  
—  
How Spinal Nerves and Bloodvessels  
Get Compressed  
—  
Five Full Page Illustrations of Lesions  
—  
Educational Standards of Osteopathy



This issue carries articles and illustrations of absorbing interest. The osteopathic idea is made luminous. References to the recent research work in spinal anatomy by Dr. Halladay, and the significance thereof, makes the discussion of "up-to-the-minute" freshness and authority. You will want a hundred or so, we know.

I just love sick folks. I want to work with you three weeks in the office and learn to be an Osteopath. I would have to work a week at a time. I have heard much of you and I want to study with the best"—on and on indefinitely she ran.

When she reached a breathing point, I replied, telling her a few things pertinent to the question, and assuring her if she would give me her name and address I would have some literature mailed her.

In the last six months, this sort of thing has happened about ten times. These experiences are disquieting; they puncture one's conceit and complacency. Most of the time, we go along considering ourselves big doctors. Then a janitress or laundress calmly assures us that she will be a colleague in three weeks. Then the elevator boy or the street car conductor happily announces to his friend in our hearing that he is "studying osteopathy at night."

(There is a Sanipractic night school here).  
**WHAT CAN WE DO? WHAT SHOULD WE DO? WHAT WILL BRING THE DESIRED RESULTS?**

Shall we carry an ad in the street cars, telling of the Osteopathic course of study? Shall we have stickers with this information for all out going mail?

How long should this data be carried in a definite conspicuous place in our dailies, to eradicate these erroneous notions from the public mind?

"A suitable reward" for the one giving the best solution.

**IN COURT and LEGISLATURE**

**Osteopath's Surgical Rights Reaffirmed by Wisconsin Supreme Court**

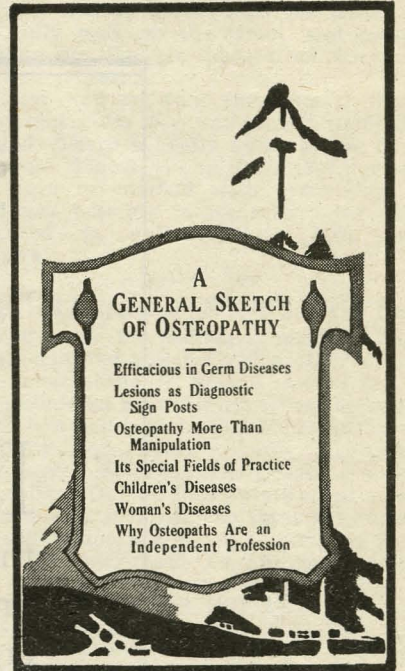
The osteopathic mandamus suit against the Wisconsin Board of Medical Examiners to compel them to grant our applicants the right to take the examination in surgery has been brought to a close by the State Supreme Court refusing the board permission to take the case to the U. S. Court on the grounds of it not being a Federal Question. Therefore, under the Wisconsin law and under this Supreme Court decision *both*, any D.O., who holds a four-year high school diploma and a four-year D.O., diploma from any osteopathic college, recognized by our State Board of Medical Examiners, is entitled to take the examination in surgery.—*F. N. Oium, D.O., Oshkosh, Wisconsin.*

**Tennessee More Careful of Horses Now Than Citizens**

Last April Memphis chiros appealed to the Tennessee Supreme Court, following conviction of practicing without license. December 18th said Court rendered its opinion, tersely stated: (Prepared by Chief Justice Lansden). It held:

"This case was brought to enjoin the defendants from treating persons according to the chiropractic method on the ground that they had not complied with the general statutes regulating the practice of medicine, which prohibited the practice of any healing art without a license issued after examination, and requiring as a condition to obtain a license that the applicant for a license must pursue a course of study covering many subjects which chiropractors have no occasion to apply, and which they do not study. Holding that chiropractors cannot be classed with charlatans and fakers, since the method of healing is well developed and recognized in many jurisdictions, and believed in by many persons, and there being no evidence in the case that this method of treatment is in any way injurious to the human body, the Court held that a requirement that chiropractors must study and be examined on

**Osteopathic Health for December**



This issue presents a sensible discussion of osteopathy in every-day language easily assimilated by the average reader. States very simply the fact that osteopathy is "different" and why.

**OSTEOPATHIC HEALTH for NOVEMBER**

**OSTEOPATHY Cures Various Nervous and Blood Disorders**

- "Rheumatism"
- Goitre
- Diabetes
- Constipation



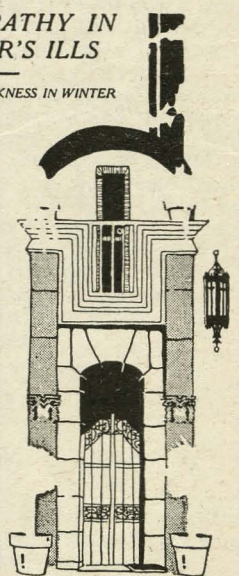
If you are starting a campaign and want something that will get quick attention—use this November issue. It tells about complaints so common that nearly everybody is interested.

**Osteopathic Health for JANUARY**

**OSTEOPATHY IN WINTER'S ILLS**

WHY MORE SICKNESS IN WINTER

- Colds
- Bronchitis
- Pleurisy
- Pneumonia
- Croup
- Tuberculosis
- Slips and Falls
- Strains and Sprains
- Asthma
- Neuralgia
- Heart Disease
- Dermatitis



Osteopathy excels in handling Winter's ailments—we all know that—and here is an issue that tells the public about it in a new and charming style. It will command your entire approval all the way through and impress conviction on the mind of the lay reader. Send your order.

Do we deserve to have our bond issue over-subscribed by March 31st?  
That's like asking if osteopathic propaganda ought to be encouraged.

## EVERY DAY DIONOL RESULTS

Small wonder that doctors everywhere use DIONOL more and more. The results are decidedly unusual. Send for literature giving scientific rationale. Further results equally gratifying are given.

### Third Degree Burn

Send for reprint of this remarkable case which Dr. L. voluntarily sent to a prominent Medical Journal, after healing these unusually deep burns with DIONOL. Many other well known remedies were used in vain for months.

### Varicose Ulcer

Dr. M. writes: "Where can I procure DIONOL in Philadelphia? Have just cured a case of Varicose Ulcer with same."

### Chronic Leg Ulcer

Dr. C. writes: "I have completely cured a chronic ulcer of the leg in six weeks with DIONOL. Several other doctors failed in this case. Never saw a nicer result."

### Carbuncle

Dr. W. writes: "That case of Carbuncle I ordered DIONOL for cured it in great shape, and I received the fees and many bouquets. Thanks to DIONOL."

### Infected Wound

Dr. C. writes: "A shrapnel wound in the foot of a Canadian soldier had failed to heal under any other treatment. Naturally I had little hopes of helping him. So gave him some DIONOL temporarily, with instructions. Sometime after he came in and showed me that DIONOL had healed the wound completely. No use saying I was surprised."

THE DIONOL COMPANY, (Dept. 12) Garfield Bldg., Detroit, Michigan

# DELISCO

Trade Mark Registered U. S. Patent Office

**"THE CUP THAT DELIGHTS"**

ranks exceptionally high in food value. The choicest cereals have been selected, and these, combined with other nutritious vegetable substances, have been so perfectly blended and balanced that they produce this wholesome drink.

## DELISCO

is pre-eminently healthful. Its fragrant AROMA arouses the appetite, and it is found that this refreshing drink possesses the rich, full, desirable FLAVOR of fine coffee. But DELISCO leaves no bitter taste in the mouth, no ill effect—no overtaxed nervous system, no weakened heart action, no disturbed digestion. It *delights, nourishes, satisfies.*

Try DELISCO yourself, Doctor, and speak of it to your patients. We shall be glad to answer all inquiries. A full sized package for yourself, and samples for your patients, cheerfully sent prepaid, upon request. We want YOU to know Delisco.

**BOSTON HYGIENIC INSTITUTE, Inc., 12 Huntington Ave., Boston, Mass.**

If you have savings the best, most productive and safest investment you can find is Bunting Bonds. They pay you 7 per cent and boost osteopathy.

**WANTED**—Every osteopath with as much as \$100 of surplus to accept "7 per cent with safety" and oil up the presses of osteopathic publicity while doing it.

**THE OSTEOPATHIC PHYSICIAN**

subjects in no way pertaining to their occupation constitutes an arbitrary and unreasonable attempt to restrict their liberties and the liberty of the people who wish to patronize them, such requirement having no reasonable tendency to promote the public safety and welfare."

Incidentally, I may remark that our state laws require a veterinary surgeon to hold license, which is granted only after examination; such examination can be obtained only after candidate shows evidence of high school graduation and a four-year course at some veterinary school. But chiros who doctor human beings—?

Can you beat it?

—Henry Viehe, D.O., Memphis, Tenn.

**President Waldo Swings the Western Circuit**

Dr. W. G. Waldo, Seattle, Wash., president of the AOA, has been making the circuit of the Western Osteopathic Association, giving clinics and lectures on Osteopathic Efficiency and Osteopathic Visions. He has made a tremendous hit everywhere and has done incalculable good to the profession, pumping pep and enthusiasm into them and giving them wider vision of business success in practice.

The meeting in Denver was well attended. Dr. Waldo showed that he has a grasp of the osteopathic situation in a way to show osteopathic physicians great possibilities they have at hand which they are not using. Everyone

who heard Dr. Waldo and understood what he was driving at has a better vision of his opportunities and will be benefited in proportion as he can make an application of the visions set forth. *C. C. Reid, D.O., Denver, Colo.*

**Illinois Osteopath Wins Rights in Surgery and Obstetrics**

To the Osteopathic Physicians of Illinois: I have just been found "not guilty" with a jury verdict by order of the court, People vs. Waters, for practicing Surgery and Midwifery without a license to "practice medicine and surgery in all their branches". The verdict was directed by the court on motion of our attorney at the close of the presentation of the prosecution. No evidence or testimony was needed on behalf of the defendant.

This is the first case of the kind to go to trial in the State of Illinois. Four other cases are now pending involving the rights of each and every osteopath in the State.

It costs the medical man in your home town nothing more than a two-cent stamp to start something on you. The expense of a properly managed defense is considerable. Who is going to defend you when your time comes and who is going to pay the bills?

If you should be declared guilty on some trivial charge and fined, thrown into jail or, possibly, have your license revoked, it would be an injury to every osteopath in the State as well as to you. Did it ever occur to you in just that way?

We should consider these cases as our own. We should and must support our organization to the last ditch and last dollar. Forty dollars a year will not break up even a beginner. Three dollars and thirty-three cents a month isn't much, is it? I believe the association and its attorneys are deserving of your support. The law firm of McCormick, Kirkland, Patterson and Fleming, together with most able associates, represents legal talent par excellent.

Say, fellows! Rob the baby's bank, if necessary, but send in the full amount. Forty Iron Men to work for you for a whole year—that's the least you can do. Let's, you and I, put some "pep" into the game just this once and put it over.

I trust that you will not think I am presuming on your forbearance, but I am rather concerned about the outcome. I am sure that the officers of the association are deserving of your support. I am equally sure that our counsel is dependable. Come on, kick in!—Fraternally yours, *E. B. Waters, D.O., Winchester, Ill.*

P. S.—Letter not suggested by Elfrink at all. It's paid out of my own pocket, too. January 25, 1921.

**Dr. Dobson Says the Fountain Head Is Still Pure**

When Dr. George Still introduced Dr. W. D. Dobson, of St. Louis, who gave the doctorate address at the ASO graduation exercises, Dr. Still stated among other things that when he came to Kirksville 25 years ago Dr. Dobson was president of the Kirksville Teachers College, which he attended, and 15 years later when he returned to Kirksville, Dr. Dobson was dean of the A.S.O. Dr. Dobson made a splendid talk to the class and the audience.

After referring to the pleasant days spent here, Dr. Dobson stated that he was glad to come back and find that the school was still teaching the basic principles of osteopathy, and he believed that osteopathy was in good hands. He was glad to find out that some of the rumors regarding osteopathy in the school here were unfounded. He stated that in looking over the examination papers of the class this week he was delighted to find that there was more true osteopathy in them than in any he had previously examined.

**"Horlick's"**

*The Original Malted Milk*

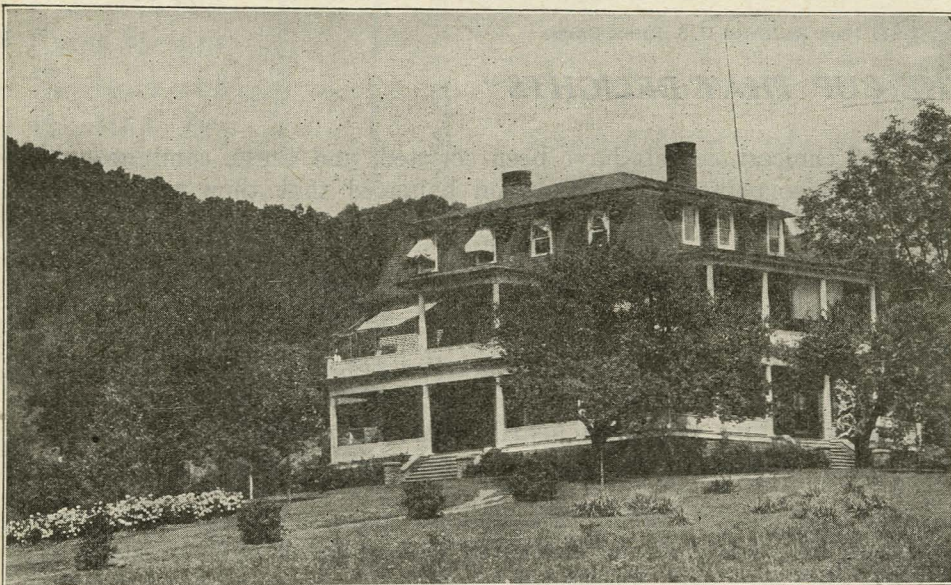
**ALWAYS RELIABLE**

For the feeding of infants, invalids and convalescents.

**VERY USEFUL**

For patients requiring a prescribed diet, as in the treatment of nervous, anaemic and digestive disorders. Refreshes and invigorates the operator after tedious treatments.

*Avoid Imitations*



**ASHEVILLE OSTEOPATHIC SANATORIUM**

Devoted to the osteopathic care of patients. Rest Cure with Milk Diet, or Scientific Dietary, as indicated in each case. Correspondence invited. Rates on request.

**ELIZABETH E. SMITH, D. O.** - - - **Asheville, North Carolina**

What osteopathy needs is advertising and the way to get advertising is help those who do its advertising. Every B-B-Bond bought helps the cause along.

## They've Helped Build the Walls—Will You Put On the Roof?

### Lo! Buehler's Name Like Abou Ben Adhem's Leads All the Rest

This race for the honor of being the biggest individual holder of Bunting Building Bonds in the profession is getting to be a regular sporting event. See how they run! Neck and neck at the finish—now Dr. Sten Hanson leads—no; John H. Buehler passes him by three bounds and is off like a coyote. That is going some, surely.

Last month we chronicled that Dr. Hanson was in easy lead with \$1,100 of our security. Now we have to report that Dr. Buehler has added \$300 to his former investment which brought his holding up to \$1,300. Looks like John's gonna win sweepstakes.

Still, you never can tell. Maybe if we change the figure of speech it will take on new meaning. Dr. Hanson lives not so very far from the Bad Lands of the Dakotas. He wears the traditional poker face of the old mining days and you can't really tell whether he's all in or just starting. Maybe, he's only leading the eastern capitalist in to show him a good jack-pot. Sten, do you *talk* the language of poker as well as look it?

Bets on Buehler or Hanson or any "dark horse" may be posted with Professor Arnold of The *OP* any time before our "Goal Date" which is March 31st.

This letter speaks volumes:

"My dear Bunting: Herewith check for \$300 which will bring my bond purchases up to \$1,300, and complete my Harvest Leaflet order made at the Convention, as my records show I have now sent you in \$1,400 since that luncheon. Some lunch. I believe I paid for the lunch at that. Glad I did.

I do not wish to make any promises which I can not keep, but I do want to see your campaign go over with a bang, so if I can help in any other way just let me know.

Every D.O. I meet gets a talk about your bonds, and I've even talked in open meeting about them. I tried to get the local society at the November meeting to buy a bond, but could not put it over. However, I may do it yet.

Seriously, I plan to buy another bond or two (!) and if conditions at the finish of your campaign indicate it I shall raise another \$500 for you. How much should I be able to get from my bank to buy more bonds, using those which I have as collateral?

Success to you, and may your tribe prosper. Cordially yours, *J. H. B.*

Good old Buehler!

Sten, this eastern boy is no tenderfoot. That new \$500 stack he is beginning to manipulate sounds like four aces, anyhow.

#### Came to Scoff: Been Praying Ever Since

Please put me down for a one hundred dollar bond. You certainly deserve support in your splendid work for our profession. The man "who came to scoff and remained to pray," in those pioneer days at Kirksville, has bravely proven the value of his "praying." I happened to be in the class 1912 and had the privilege of hearing Dr. Bunting on a return to his alma mater give his experience and conversion to osteopathy. It was in the old Amphitheater and Dr. Pratt introduced him to my class. I

wish I could subscribe more heavily for your good bonds.—Yours most truly, *Virginia Gay-King, D.O., Augusta, Maine.*

#### Is Woman's Pole Vault Winner a Missourian?

Dr. E. Gertrude Ferguson of Neosho, Mo., seems destined to win the Woman's High Pole Vaulting Championship at the Bunting Building Bond Field Day at Waukegan on March 31st by making her subscription an even thousand dollars. The highest jump to date is seven bonds, but we have private advices from her banker that she has been in training and can jump three bonds higher without straining a muscle, and will set the woman's record by buying ten bonds at the finish. Missouri is very loyal to osteopathic institutions.

#### From Our Very First Literature Customer—A. D. 1898

Dear Bunting: After reading your letter I concluded to raise the full amount and forward to you and I herewith enclose my check for five hundred dollars to pay for a bond of like amount. I was able to forward it now, and it will be as easy to pay here as to forward to you later and according to your letter, will do you more good now. I want to do it in the way that will help you most.

With best wishes for quick success and thanking you for the kind expressions, I am as ever your friend,—*Ernest Sisson, D.O., Oakland, Calif.*

#### Continues to Look Good After You Get It

The Building Bond received. It looked so good to me that I am herewith enclosing check for \$100 in payment for another bond. I hope to purchase still another one soon.—Yours truly, *Emma Gardner, D.O., Hagerstown, Ind.*

#### A Good Postscript

P. S.—Enclosed find my check for \$100 for one of your bonds. I have been intending to send it for some time, but procrastinated.—Yours, *J. Swart, D.O., Kansas City, Kans.*

#### Can Get Higher Rates West But—!

Dear Doctor Bunting: I am enclosing draft for one-half of my two bond subscriptions, balance of which will go forward next month. I regret to learn that your entire issue has not been absorbed before this. We can get investments here in the west that pay a higher rate of interest but I consider this not only an obligation but a duty.—Yours for success, *W. H. Arnold, D.O., Vancouver, Washington.*

#### Strengthens the Bond Between Us

My Dear Doctor Bunting: Your SOS call from the Windy City penetrated even to the heart of the wildest of the wilds of Michigan, viz., "Lil'le Ole Detroit", and so I hasten to forward my "little"—would it were a house and lot. Here's a hundred for the bond between us.

I surely greatly appreciate your various publications in the interests of the osteopath and

osteopathy in general, and realize that you must have expended much time, thought, spirit and energy to supply the profession with the best and most modern ideas—the up-to-the-minute stuff that prevents a man from getting into a rut or going to sleep on his job.

With The *Osteopathic Physician* and good *Osteopathic Health* before us, we cannot fail to get the right "dope" on every subject from Sleeping Sickness down to the bad case of Heart Failure which our patients develop when our little "Bill" catches them unawares. For these we thank you most heartily, and think it no more than fair that we as a body should rally to your assistance to show that we do appreciate what you have done and are still doing for us.—Very truly yours, *O. O. Snedeker, D.O., Detroit, Michigan.*

#### Girl Helps Pour Concrete Roof

Enclosed you will find my check to cover two bonds. I am too late to help on the foundation and first story but I do want to get in some help on that roof. I liken your building to the structure "Personality."

Foundation—Sincerity

Walls—Self Control, Will power

Decorations—Personal Appearance

Door—Tact

Roof—Good Health.

A good roof is what we want and I know the profession will see that you get it by April 1st.—Sincerely, *Irene K. Lapp, D.O., Rochester, New York.*

#### Good Luck for Both

Enclosed please find check for \$106.50 to pay as follows:

\$100 for bond, \$6.50 for "Osteopathic Health." Good luck.—*E. K. Stretch, D.O., West Hoboken, New Jersey.*

#### Not Shingles but Cement, James

Dear Bunting: Enclosed find check for two \$100 bonds. This will help to put a few shingles on the new roof. Trust the full amount will be taken up by the osteopaths.—Fraternally yours, *James Jeffery, D.O., Bellville, Ill.*

#### Wants to Be In On It

Find enclosed check for a Bunting Building Bond. I am a little close up on investments and other interests, but desire to be represented in the great enterprise which you are building. I am glad to give you a little cooperation even though I cannot give a great deal at the present time.—Yours fraternally, *C. C. Reid, D.O., Denver, Colorado.*

#### Treasurer Ought to Vote Editor a Raise Now

A. M. Sick, Treasurer, The Bunting Publications, Inc., Dear Sir: In order that I may express my appreciation for The *OP* and its ambitious editor you are herewith given material evidence. Enclosed is my check for the amount of three hundred dollars (\$300.00) for which please send me three hundred-dollar Bunting Building Corporation 7% First Mortgage Real Estate Gold Bonds.

Also a check for \$100.00 for a bond for Miss Effie M. Smith, my Secretary.

I trust this gets to your office before the issue is all exhausted. I do this for the sake of *OSTEOPATHY*.—Fraternally, *H. E. Stahlman, D.O., Clarion, Pa.*

If the thing is right; if the vision is real; if the service is genuine, then the thing can be sold.—*J. Ogden Armour.*

It's a joy to support those who support us— isn't it? That's why osteopaths find joy helping to erect the new fire-proof home of OH and OP.



# TECHNIQUE

## Some Common Sense About Technic and Its Tools

By Joseph Swart, D.O., Kansas City, Kansas

Unfortunately the term "ten-fingered osteopathic technic" is a very ambiguous expression. To some osteopaths it means a technic in which nothing but the operator's hands are used to correct lesions; to others, it means treatments given by any means for the correction of osteopathic lesions. Dr. A. T. Still belonged to the second-named class. Yet, osteopaths who belong to the first-named class call themselves "A. T. Still' osteopaths." In giving treatments, Dr. A. T. Still often used his knee, elbow, or shoulder, as well as his hands. He used ropes, straps, blocks of wood, strips of iron, etc. Yes, his object was to correct the lesion and why should he care what was used to do it? What difference does it make whether the string was cut off with a pocket-knife or with a pair of scissors? Dr. A. T. Still never quibbled over such foolishness. With all of his peculiarities, he was practical.

A practical business man uses the most modern machinery and equipment of every kind. Does the customer care whether his beef roast is delivered by hand (ten-fingered) or by means of an automobile truck? The truck would make quicker delivery and for that reason would please the customer. Does the patient care whether his innominate lesion is corrected by the use of a strap in one or two minutes time, in a graceful manner and without pain; or whether it is corrected by the old ten-fingered method of pulling and hauling the patient's leg about and pressing on the crest of his ilium until he squeals with pain? My patients tell me that they prefer the strap method. Not only is the adjustment more satisfactory to both the patient and the operator, but it is more successful. By my strap method, I corrected an innominate lesion at the Chicago Convention that many good osteopaths had failed to correct. The patient's sister, an osteopath, said that hundreds of dollars had been spent in taking the patient to various osteopaths to get the lesion corrected, but all who tried had failed.

In the January, 1921, A.O.A. Journal, Dr. Chas. S. Green says, "We have the osteopaths who have discarded all the methods taught and swear by strap technique — if such can be termed technic."

Yes, it can be termed technic and will be so termed as long as osteopathy is practiced and good osteopaths of the A. T. Still type will continue to swear by it. Labor saving devices are sought in every line of business conducted by wide awake American people and osteopaths should be no back numbers. I am told that Chinese extract teeth with their fingers, but American dentists use an adjunct called forceps. I suppose some osteopaths would prefer a Chinese dentist to extract their teeth, because he does it with his fingers!

Dr. Green on page 251, A.O.A. Journal, 1921, takes a fling at my strap technic for first rib lesions. He puts up a straw proposition and then takes a poke at it. He says, "Every patient who has a pain or disturbance in the shoulder girdle or upper extremity has the strap applied and becomes a martyr to a new fad." That is a straw proposition, pure and simple. Dr. Green should know better. He knows that the technic is for correcting the first rib lesion only. If pain or suffering in the arm or shoulder is not

due to a first rib lesion then that technic should not be used. The fault which he refers to is one of diagnosis, not one of technic.

Dr. Green says, "Is this method conducive to satisfactory results?" I say, "Yes, in some cases, but not in the majority." I don't know how much experience he has had with my first rib technic. I fear he has had very little, if any. I have used it during the past few years on scores of patients and it has always proved successful. He says, "I have seen cases of acromio-clavicular bursitis involving first ribs, to which, were a strap applied and used as I saw it used, the osteopath would be severely reprimanded and osteopathy become the subject of adverse criticism by the patient and his friends." Either Dr. Green did not see straight or his deductions are erroneous. When the strap is properly applied for correcting a first rib lesion, it will not affect a bursitis at the shoulder. It does not touch the scapula; and, what pressure there is on the clavicle is near the sternal end, so that the pressure at the acromial end of the clavicle is practically nothing. If Dr. Green will make a practical test of his theory, he will discover that he has made a bad mistake in his criticism of my first rib technic.

In this same article on page 252, Dr. Green tells us that the patient should be examined every time he consults us for treatment. In brief he says that a complete physical and laboratory examination should be made and a case history including occupation, diet and all environments should be taken. I do not condemn a thorough diagnosis but it can be over-done. Today I treated a sprained ankle. I did not make a thorough physical examination of the whole body; neither did I make any laboratory tests. Not long ago, I treated a bad lesion of the superior ulno-radial articulation without making such an extensive diagnosis as Dr. Greene recommends. A few weeks ago I was called to treat a case of pneumonia. The patient was a boy about eight years old. The pneumonia followed soon after a case of measles. An M. D. had treated the case three days before I was called. The patient's temperature during those three days was 104-105 degrees. He vomited, repeatedly. I examined his throat, heart and lungs, then went to work on him. He vomited but once after the first treatment. In six days he was playing about the house apparently well, the seventh day after the first treatment he played out in the yard.

There is no end to the cases I might cite in which such diagnosis as Dr. Green talks about is not indicated. He says, on page 252, A.O.A. Journal, "I do not condemn the strap method, as such, but I do condemn its universal use as unscientific and an inadequate and incomplete substitute for manipulative therapy, as originally conceived by Dr. Still." Strap technic is not claimed to be a complete system of technic. It should not be used for everything in the art of technic. God made all things and he said they were good. Evil never was created. Good carried to excess or diverted from its proper purpose becomes evil. That law applies to everything on earth. I do not condemn diagnosis but when it is carried to excess or diverted from its proper course, it is subject to condemnation, so is any line of technic. It

can be over-done or it can be improperly used. Strap-technic is good and so is diagnosis if properly used. We should not waste time uselessly with either one. I wonder how many patients Dr. Green can treat per day and give that manner of diagnosis? In the Osteopath No. 62, page 34, Dr. Sawtell tells us that he is treating from 40 to 55 patients a day and that his adjustments never require more than five minutes time. I guess Dr. Sawtell would have his patients treated and back home before Dr. Green commenced work on his.

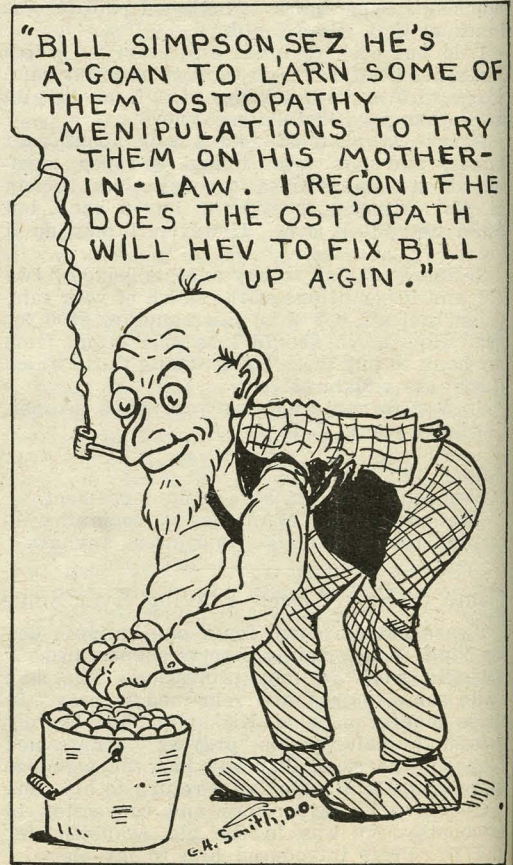
We get so many different ideas through our magazines that are opposed to each other; we don't know which is acceptable. Dr. E. W. Cordingly, who claims to be both an osteopath and a chiro says that Dr. Sawtell is using chiro technic (The Osteopath, No. 62, page 24). Perhaps the chiro technic is the thing for us to learn. But another man says it is dangerous. It is said that one chiro broke a little boy's neck at Independence, Kansas, and that the boy died as a result. I also read of an heiress from California who died as a result of a chiro treatment in New York City.

The fact is that osteopathy is undergoing a process of evolution. New ideas are springing up every day. The true and practical ones will live on while others will pass away. So don't worry.

I am going to stick to my strap technic and such other adjuncts as a McManis table—in fact, anything that will assist in correcting lesions. A. T. Still osteopathy is good enough for me.

Bunting Building Bonds are not a speculative stock but first-mortgage-upon-real-estate gold bonds that surely pay you 7 per cent.

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



We have made record time in putting up our new building.  
Now will you make record time in helping us pay the contractors?

# THE FRUITS of STATE MEDICINE

## Jackson, Michigan, City Hospital Closed to an Osteopath's Patient

Mrs. Ira F. Russell, 218 North Forbes Street, Jackson, Michigan, was refused admission to the Foote Memorial Hospital, the city hospital of Jackson, Michigan, for a serious operation at the hands of a surgeon, because she was the patient of an osteopath, Dr. A. Barnum Clark. Dr. Clark had arranged with a Dr. Hicks, a "regular," to do the work. Health Officer Nagle said that Dr. Clark would not be allowed to operate or act as first assistant in any such operation within said public hospital because he was not licensed as a surgeon.

Dr. G. B. F. Clarke, A.O.A. Statistician, of Detroit, sent a communication to the local paper in which he protested that an injustice was done inasmuch as the osteopathic law of Michigan, as revised in 1913, eliminated the word (minor) and stated that an osteopathic physician who had successfully passed the State Board was entitled to "practice osteopathy as taught in the recognized schools of that science," which Dr. Clark contended gave them unlimited privilege. He further stated that contrary to general opinion many osteopathic physicians were fully qualified to do major surgery. The local paper, in commenting on Dr. Clark's communication, laid particular stress on his use of the word "many" and went on to state that "possibly the use of the word (many) would indicate that the average osteopathic physician was not so qualified."

"Personally," writes Dr. Ernest Holcomb, of Jackson, "I believe Dr. Clarke's choice of words was unfortunate as it left osteopathy open to the subtle knock which, no doubt, was suggested to the editor by some interested D.D."

Mrs. Russell was removed to the Detroit Osteopathic Hospital where the operation was performed. Her husband protested against the inhuman treatment meted out to his wife by the Jackson medics in charge of the hospital, but without obtaining satisfaction.

Dr. A. Barnum Clark is a graduate of the Chicago College of Osteopathy and has been in practice in Jackson a year and a half. He is an A.O.A. man.

"This is the first instance of its kind occurring in this city," says Dr. Ernest Holcomb, "and is just another evidence of the A.M.A.'s organized campaign to exclude osteopaths from all hospitals."

### Hiccough Cured by Dilating the Rectum

Just had a bad case of hiccough; patient 79 years old. Under M.D.'s care two days and getting worse. I cured this case by dilating the rectum. This is my fourth case stopped by this method, it being necessary always to dilate the internal sphincter as well as the sphincter ani.—H. L. Oglesby, D.O., Latrobe, Pa.

## Special Information for Osteopaths

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

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

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

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

### Doubters Made Believers by Reading

## "SOMETHING WRONG"

This clear little educational book with illustrations that emphasize the text is helping hundreds of laymen to get the viewpoint that gives them confidence in osteopathy. One Cleveland osteopath has used three hundred copies this past year.

Order them by the hundred. Give one to each patient. Use them for Christmas remembrances if you wish.

### "SOMETHING WRONG"

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Delaware, Ohio

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# The OSTEOPATH

R. H. WILLIAMS, *Editor*

Williams Publishing Company  
*Publishers*  
KANSAS CITY

## Our Editorial Staff for 1921

We are entirely willing that you compare the following list of writers with that of any osteopathic publication, past or present. It is our frank opinion it is the strongest staff ever offered by any osteopathic publication.

Dr. Leonard H. English, Wayne-Leonard Sanitarium, will contribute three articles on "The Art and Importance of Consultation". A fourth article will be "The Ethical Points of a Consultation".

Dr. Ira W. Drew, Philadelphia College of Osteopathy and Wayne-Leonard Sanitarium will continue his series on "Infant Feeding".

Dr. J. O. Sartwell, Dean, Massachusetts College of Osteopathy, will continue his series on "Simplified Technic".

Dr. C. W. Young, Grand Junction, Colorado, technic specialist, will contribute every month for a year.

Dr. R. Kendrick Smith, formerly editor Journal of the A. O. A., has at least one new idea monthly, all of them will be presented to our readers.

Dr. S. L. Taylor, Taylor Clinic, Des Moines, Iowa, assisted by Drs. Trenergy, Lewis and Styles will continue their contributions.

Dr. H. P. Frost, Worcester, Massachusetts, will read foreign medical magazines for us, sending important clippings and contributing original articles from time to time.

Dr. Morris Lychenheim, Chicago College of Osteopathy, has made a study of hydrotherapy and other natural methods for many years. He has promised us a series of articles.

Dr. Robert W. Rogers, Somerville, New Jersey, puts more interest into case reports than any writer in the profession, his department continues.

Neos, one of the most brilliant writers in the profession, will probably attend the Cleveland convention for us; his last convention report was the best we have ever read! Neos also promises articles and may visit successful practitioners and report their methods.

Dr. J. D. Edwards, St. Louis, Missouri, needs no introduction. He has recently completed several special courses, he has new technic for us; it will be given you in *The Osteopath*.

"Building a Five-Figure Practice" is in preparation, it is going to help many osteopaths who have ambition and ability.

The *Osteopath* will be \$3.00 a year, until further notice.

Does it look like you will get full value in 1921?

## SHOP TALKS on OSTEOPATHIC AFFAIRS

### Vitamines and Organic Salts Rule, Too!

Dr. Still said: "The rule of the artery is supreme," and so it is. But what can you expect of that artery if all it has to dispense is blood of an inferior quality? Such blood it will surely have if your patient is on the usual diet of concentrates which provides a miserably poor allowance of vitamines and organic salts. You may dub yourself "Simon Pure" or whatever you like and you may make ten thousand a year, but you are *not* a true physician if you neglect the question of diet in acute or severe chronic cases.—*J. D. Rowley, D.O., Owatonna, Minnesota.*

### Scarlet Fever and Smallpox

I have treated eight scarlet fever patients (one 58 years old), no complications nor albumen at any time. Thorough spinal treatment daily for about nine days. One case I could only see every other day. I also treated five cases of smallpox; daily treatment until eruption, which was very restful to them. Had it not been for epidemic prevailing I would have thought it merely hard grippe. Also used heat for chilly sensations. Cases were discreet. I did not treat after eruption as patients were so comfortable.—*C. A. Arand, D.O., Sault Ste Marie, Mich.*

### Posterior Innominate

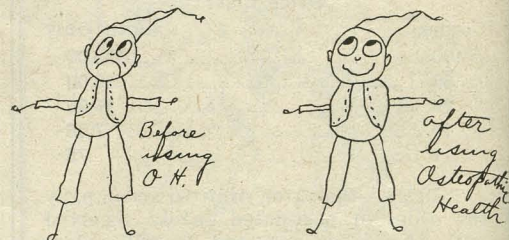
It's the most common condition that the medics do not recognize or understand. Such cases come to my office almost daily diagnosed as neuritis, lumbago, sciatica and most generally "rheumatism". Occasionally so-called osteopaths fail to recognize the lesion and give high frequency and other electric adjuncts for treatments. The actual lesion is a posterior innominate and easy recognized and corrected with little difficulty.—*O. S. Trigg, D.O., Broken Bow, Nebr.*

### More Truth Than Poetry

"Early to bed and early to rise,  
Hustle like thunder and advertise."

Why not? Every business and profession from a bank to a peanutstand has a regular system of advertising. We will be back numbers if we don't keep up with the times; and certainly osteopathy can do more good in the world than any other one thing; therefore it should reach more people. "If your practice isn't worth advertising, advertise it for sale!"

I may express my idea of advertising osteopathy by a pen sketch of the "Osteopathic Twins", "Before" and "After." See if your compositor can set these boys up in type:—*Ella Shifflett, D.O., Louisville, Ky.*



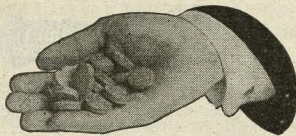
[Oh, a good printer can do anything!—Editor.]

### Conservation of the Tonsils

The removal of faucial tonsils should be the exception rather than the suggested procedure. Adenoids are a normal growth. Adenitis should be treated and not the extirpation of adenoids practiced.—*Morris M. Brill, D.O., New York City.*

## DOCTOR—HERE IS A HELPING HAND!

### WHY NOT USE Bran-O-Lax?



Gilbert's BRAN-O-LAX is used extensively by Osteopathic physicians and hospitals in treating patients for constipation, indigestion and internal disorders, BRAN-O-LAX combines the merits of all other wheat bran preparations. It is in the only logical form—that of a condensed tablet, sanitary and convenient. They will keep indefinitely.

BRAN-O-LAX is a light food diet for the sick and convalescing, as well as a gentle laxative. BRAN-O-LAX contains one heaping tablespoon of plain nutritious wheat bran. In eating four or five tablets, you will have taken into the stomach more wheat bran than if you had eaten one half loaf Graham or Whole wheat bread. 1 Box 25c Post Paid U. S. or Canada.

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Lynchburg, Va.

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Help us Finish our Bond Campaign by the Goal Day, March 31st. Take one!

Every boost for Osteopathy is a boost for you. Buy a Bunting Building Bond and get a double-barrelled return on your money.

**Milk Diet for Chronic Nephritis**

Try out a milk diet for from four to six weeks in these chronic nephritic cases, with weekly treatments. Do not use over four quarts of milk daily. Many cases will entirely clear up on this treatment and an improvement will invariably be noted. I believe that a urine examination should be done on every patient, chemical and microscopic. I have found two cases of nephritis recently with normal or sub-normal blood pressure, both in young women, 25 and 27 years of age. One of these was a case of two and a half years standing. These two cases responded least to treatment, neither one clearing entirely. I should like to hear from others who are doing a good bit of work in nephritic cases.—*Myron B. Barstow, D.O., 30 Huntington Ave., Boston, Mass.*

**Forever Boost Osteopathy**

Never should we criticise our fellow osteopath. God knows the M.D.'s are strong enough on that dope. So, everybody together, this year 1921, shove on the big wheel of osteopathy, shoulder to shoulder.—*E. Moats, D.O., Blair, Nebraska.*

**It's the Thrall of Habit**

Let me ask a question, why is it so hard to convince people of the life saving efficiency of osteopathy, and keep them convinced? For instance: One mother went back to drugs after seeing me save her baby! Two M. D.'s had drugged it for two weeks; then after a very dignified "consultation" decided it had T. B. of the kidneys and sent for the tuberculin to make a test. Mother called me in time to head off the test. I had no trouble in proving my diagnosis: viz. that the child had no chance to recover from too much drugging. Under my treatment the baby was well in 8 or 9 days. The father is a captain and teacher in Kemper Military School but seems afraid to quit the drug school M.D.—*J. A. Barnett, D.O., Boonville, Mo.*

[Only a life-time of propaganda will break the shackles of drug custom and free the slaves of drug prejudice. But a little may be accomplished every day, and, luckily, that little will be enough, when commuted into patients, to pay the osteopathic reformer well for going on with his reform campaign! If this basic fact were not true, really there would be little hope for osteopathy's ultimate prevalence. The fortunate circumstance that it is true, however, and that every wide-awake D.O. who has educated liberally on some wise plan has proven it so within his own experience, are our assurance for the future. Preaching osteopathy as a reform in therapy is economically sound. It succeeds. It pays. Therefore our work is cut out for us, one and all; let each of us proceed along whatever plan of publicity that may seem best to him. The important thing is for each and all actually to do something worth while to advance the reformation. —Editor.]

**Cooperation in Consultation in Small Country Towns**

We osteopaths living 15 or 20 miles apart do not insist on having consultation from our own ranks in bad cases. Some will say: "I think we should have consultation." "All right, whom do you want?" And most of us will say, "Whoever you wish—it makes no difference." Right here I will always insist on an osteopath or leave the case to the M.D., if the family insist on an M.D. I let them choose between the two, and if things don't go O. K., the blame isn't on me. A short time ago I called a neighboring osteopath on a case and he had almost a 50-mile trip, but every one was satisfied. Let's hear more on this.—*F. M. Harbaugh, D.O., Edgar, Nebraska.*

\* Let's advertise osteopathy, fellows — not spend all our energy talking about it.

**Helps to D.O. Speech Makers**

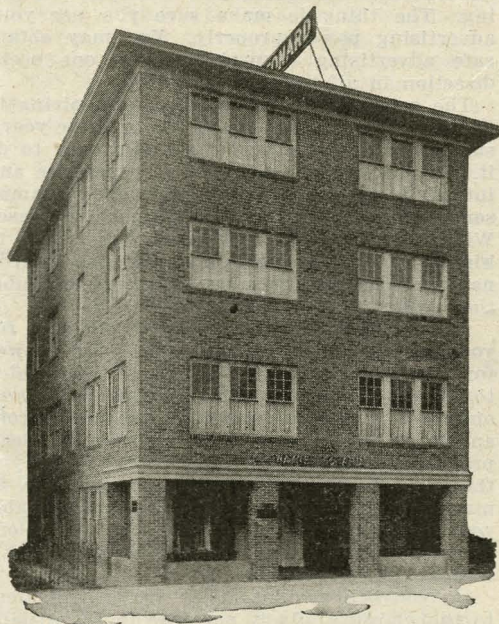
We need a Reference Bureau in our A.O.A. which will assist those of us who are asked to make addresses before clubs, or other public gatherings. It is difficult for the busy practitioner to find the best material to use in preparing the talk, and one's city library does not always have what is needed.—*Genevra E. Leader, D.O., Topeka, Kansas.*

**A Good Tip to "R.K.S." et Al**

It seems to me each big city daily of any standing allows signed letters discussing measures like the Fess Bill, etc., to be printed in its "Open Form" or "Letter Box." Why not use these city papers for a concerted campaign of public education on standardized hospitals, state medicine, over-standardized education, etc.?—*M. S. Croswell, D.O., Farmington, Maine.*

**Wayne-Leonard Osteopathic Sanitarium**

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



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

We employ the Porter Milk Diet Method exclusively.

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

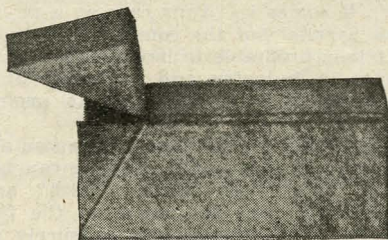
For particulars regarding milk diet and other cases, address—

**Dr. L. H. English**

130 South Maryland Ave.  
ATLANTIC CITY - - N. J.

**The Kimono Problem Solved**

— BY M. C. KIMONO BOXES and CABINET —



The M. C. Kimono Box is for keeping your patient's kimono clean and out of the dust; sanitary and convenient; a separate box for each patient. Each box has a brass card holder to insert patient's name. Boxes are made of extra heavy Chip Board covered with water proof brown paper. Size of box is 13x5x5 inches. Prices:

1 Doz. Lots - \$ 7.00      2 Doz. Lots - \$13.50  
5 Doz. Lots - 30.00      100 Lots - - 46.00

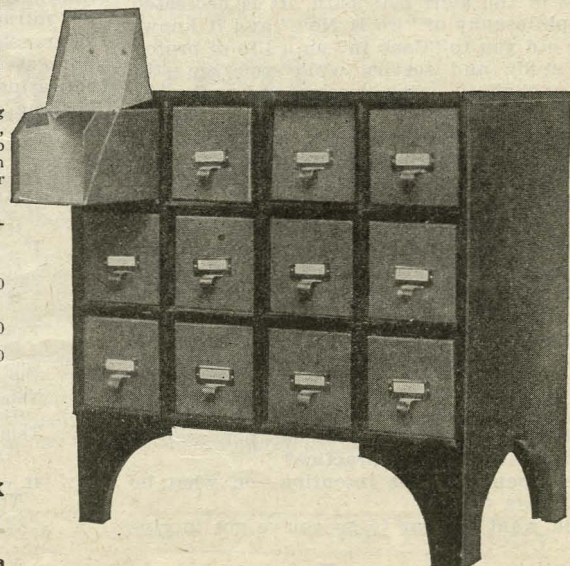
The M. C. Kimono Cabinet, including base, is 21 inches high, 19 inches wide, 13½ inches deep. It holds 12 kimono boxes. Cabinets are carried in stock in mahogany finish only. Prices on other finishes furnished upon request.

Price of M. C. Kimono Cabinet, mahogany finish.  
With base and one dozen kimono boxes ..... \$24.00  
Cabinet and one dozen kimono boxes, without base. .... 20.50  
Cabinet without base or boxes... 14.00

All prices f.o.b. Michigan City, Indiana

**Michigan City Paper Box Company**

Michigan City, - - Indiana



Twenty-five Dollars will reserve a \$100 Bunting Bond for you. Don't miss such an easy, safe and profitable investment!

## THE BUSINESS SIDE of PRACTICE

### THE PRACTITIONER WHO DESIRES MAY ATTAIN RICHES

By Henry Stanhope Bunting

We have never told any osteopath that we could make him succeed by our advertising methods if his work was not sincere and good as a physician. But we tell all sincere and good osteopaths who get along without scientific advertising assistance that they will never be able to reach the top-notch of professional success by their own unaided efforts.

After the individual has done his utmost and gone his limit a really scientific advertising campaign will mobilize still other reserves, will build added prestige, will yield a community status and financial independence wholly unattainable by the mere art of learning "to labor and to wait."

If an osteopath could practice for a hundred years possibly some day his "personality"—that is, his individual "salesmanship", apart from all aid by propaganda, might put him at his goal. Possibly.

But who wants to wait a hundred years?

And then—may be, find out that his personality is not as potent as he expected!

Most of us have to do it or fail in a twenty of thirty-year period. Shall we begin now and come to the estate of salting down \$5,000 or \$10,000 or \$15,000 a year above living expenses as a satisfactory index of our success in life and practice? Or shall we live out our normal expectancy in practice and see our children grown before we begin to attain, to realize, to obtain, to have, to hold and to keep the money equivalent of a life of service, well spent, that has been accepted as valuable to our fellow humans?

Who wants to waste his life waiting for success instead of compelling it, year by year, as he goes along?

There is some consolation in old-age success but it is better to taste success and financial independence in youth and prime when it has zest on the tongue and means the difference between "arriving" and "living" or merely "deserving" and "waiting."

The alert are the elect in osteopathy as well as in business.

The Bunting Publicity Service for Osteopaths is an indispensable function of the life and practice of the alert osteopath. It is dedicated to the philosophy of "Do It Now" and it knows how to aid you to "Cash in" on a life of professional study and service while you are still young enough to enjoy success and make the best use of your money.

There will be time enough to drift with life's current after attaining super-annuation, men and women of osteopathy, without adopting the mere floater attitude toward practice now. This is the test of a live fish: *It can go upstream.* It can even jump the rapids! Shall we take the rapids and go higher in our scale of existence? Let's go!

### HOW MUCH SHOULD I SPEND FOR PUBLICITY

How much should an osteopath who means to promote his practice set aside as his monthly advertising appropriation? What per cent of his gross income from practice?

That depends on his intention—on what he really wants to do.

If you want the car to go you've got to give it gas.

Advertising is power. How much power should be used to move a load? That depends upon the weight of the load, the speed desired

and the distance it has to be moved. If the advertising is done scientifically and with reasonable skill whatever power is used will not be wasted. Of course it is easy to waste power of any kind through misdirection. But that possibility is no more argument against advertising than against motor travel or trucking. The thing is make sure you use your advertising power properly. You may obtain safe advertising counsel, just as one seeks direction in all technical problems.

The osteopath in the position of aspiring to double his practice in—say, two or three years, surely can afford to spend actual money to do it. Say he has a \$3,000 per year practice and intends to make it \$6,000, what in good common sense can he afford to pay for such increase? What is the second \$3,000 per year worth to him *in money*? What do business men in ordinary practice find they have to spend to double their volume?

Answer this question in your own way for yourself. We are not attempting your answer for you but to give you the factors on which to base your own thinking. What's *your* opinion? Isn't it a practical example in profit and loss? If you were buying somebody else's practice yielding \$6,000 a year what would you think it fair to pay for it? Would you give as much to a publicity campaign that would enable you to build your own practice of equivalent income? If not, why not? Where's the difference?

Do you believe that a harvest is equivalent to the planting? Is it not true in advertising and practice building just as well as agriculture? Surely. If you expect to see results you have to make the effort big enough to make results that you can see. Isn't that good common sense?

Now revert again to business. A business house that wants to grow often spends all its net profit for advertising and in addition pays 10, 20 or 30 per cent sales commissions on the business as it comes in. Your case as a physician is not parallel but the comparison is suggestive. If it is profitable to buy added volume of patronage in industry and commerce at a real investment of money why not in professional practice, too?

These are things to think about when you are talking over a campaign with us. One can not do miracles with "Osteopathic Health" and "Harvest Leaflets" but one can reap the full harvest of his own sowing just as surely as educating is advertising, and just as surely as keeping everlastingly at it brings success.

### ALL IN THE STATE OF MIND

If you think you're beaten, you are.  
If you think you dare not, you don't.  
If you'd like to win, but think you can't,  
It's almost a cinch you won't.  
If you think you'll lose, you're lost,  
For out in the world you find  
Success begins with a fellow's will;  
It's all in the state of mind.

Full many a race is lost  
Ere ever a step is run;  
And many a coward fails  
Ere ever his work's begun.  
Think big, and your deeds will grow;  
Think small, and you'll fall behind;  
Think that you can, and you will.  
It's all in the state of mind.

If you think you're outclassed, you are;  
You've got to think high to rise,  
You've got to be sure of yourself before  
You can ever win a prize.  
Life's battles don't always go  
To the stronger or faster man,  
But soon or late the man who wins  
Is the fellow who thinks he can.

—Ella Wheeler Wilcox.

Take a Bond and Help Us Complete Our Flo-tation by March 31st.

### A Good Way to Advertise in Local Papers

A good way to boost osteopathy through paid space in local papers is to advertise not osteopathy itself but something connected with it. Dr. Chas. C. Phelps, of West Plains, Missouri, applies this idea by advertising "Osteopathic Health" in his local paper, featuring in his announcements the contents of current issue. The advertisements of "Osteopathic Health", January issue, is reproduced below in reduced size. The space used was 6½ inches and 4¼ inches:

### Osteopathy In Winter's Ills

Why More Sickness in Winter?

How Drafts Cause Colds, or When Fresh Air Goes Wrong.

Bronchitis, or Saving High Priced Time, Pleurisy, or A Catch in the Side.

Osteopathy a Bulwark Against Pneumonia.

Croup.

Catching Tuberculosis.

Slips and Falls Make Strains and Sprains.

Facial Neuralgia.

Digestive Disturbances of Winter—Stomachs That Upset.

Asthma: Air Starvation

Acute Heart Disease, or How Crippled Hearts May Be Avoided.

Dermatitis—Skin Eruptions More Common in Winter.

Osteopathic Consultation.

The above is the title contents of the January issue of "Osteopathic Health". You are urged to order a copy of this interesting little magazine, which will be mailed free of charge on request. It explains in a clear and simple manner the success of Osteopathy in these conditions.

Address:

THE BUNTING PUBLICATIONS, INC.,  
9 S. CLINTON ST., CHICAGO.

or you may obtain a copy through your local osteopath.

Dr. Chas. C. Phelps, West Plains, Mo.

In a recent letter Dr. Phelps says: "Herewith my check to cover the 200 January "Osteopathic Health". Enclosed is a clipping of advertisement which shows my method of getting magazines into the hands of people who want them but whom I do not know. I have already had three inquiries for the January magazine from people I do not know. If any should order from you charge same to me and send me the bill for them."

If you feel an urge or necessity to advertise in your local newspapers, try out this plan. Notify us if you do so, and we will then be prepared to properly take care of any request for magazines that may come in to us from your town.

### WE'LL TELL THE WORLD

May we not reach your subconscious mind this month with our plea to order a Bunting Building Corp. 7% first mortgage real estate gold bond and thus help us tell the world about osteopathy?

Money saved today makes for future prosperity. A Bunting Building Bond pays 7% with assured protection of principle.

## PUBLISHER'S DEPARTMENT

### Makes You Understand Your Body's Machinery as Well as You Know Your Automobile

[To Appear in Your Home Town Newspaper.]

Speaking of osteopathy, you will find a very vivid explanation of it in a little magazine put out for the laity called "Osteopathic Health" which in its March issue features "An Osteopath's Explanations to a Health Seeker." The article is written in a very popular way by a Dr. McCole and the writer in explaining that system of treatment talks to his reader as if he were a patient and had come to his office for full understanding of the basic facts and principles of this new wonderful therapy.

Dr McCole is not a bit like old Professor Dryasdust and everything he tells you about the human body interests you profoundly just because it is your real inside machine-self he is explaining. Maybe you don't often think of yourself as a piece of fine machinery! No salesman at an automobile show works up any greater enthusiasm over the wonders and possibilities of his latest car than this osteopathic writer feels and makes you feel for your own indispensable "inside works"! Why, you begin to realize for the first time—after the little lecture and demonstration is over—that the human body really is the most intricate, most perfect, most marvelous machine ever constructed.

You cannot wonder that the osteopathic physician is so successful in coping with disease

after you come to realize that he is a skilled engineer who treats the body as a disordered machine and tries to cure its mechanical mischief by putting its parts back into adjustment. You may have thought of osteopathy as a sort of high-grade massage, or a mind-cure, or a something else as different from what it really is, but after you let Dr. McCole tell you about it in his simple vivid way you realize exactly what it is, namely, simple, good mechanical engineering applied to normalize the body. Its "medicine" is not drugs or electricity or hypnotism or change of climate but *body adjustment*. The osteopath's office is the garage where you take your body to get all its parts put back into good running order again.

This "Explanation to a Health Seeker" is lucidly illustrated with six drawings which make the realization of how mechanical slips and kinks in the backbone cause disease seem very clear. Tissue injuries are called "lesions" by osteopaths, and their curing or adjusting lesions is equivalent to curing diseases. Read Dr. McCole's fascinating story of how this is done and you will never lack again for a basic understanding of osteopathy.

Any one wishing to read this article may receive a free copy of this magazine upon application to the publishers, The Bunting Publica-

tions, Inc., 9 South Clinton Street, Chicago, or to Dr. —, at No. — Street, this city. A post card will bring it. In fact, you are welcome to one year's complimentary subscription to this quaint little magazine if the subject of getting health without drugs interests you.

[To the Osteopath: Why not arrange to have the above publicity item for osteopathy printed in your home newspaper as a means of calling forth new inquiries and developing new prospects? Try it out. It should pay you to do this if your location is not in such a big city that the advertising rate is prohibitive.—Bunting Publicity Service for Osteopaths.]

### How Osteopaths Cure by Making Adjustments In the Body

[To Appear in Your Home Town Newspaper.]

The March issue of "Osteopathic Health", the popular exponent of the osteopathic system of therapy, features a fine interesting interview between an osteopath and an inquirer, entitled "An Osteopath's Explanations to a Health Seeker". This article is profusely illustrated and makes the lay person understand very clearly just how much common sense the osteopathic system of healing has back of it. As the writer explains so vividly, osteopathy stands for correct adjustment of the body's part and when disease has crept in the way to eradicate it is to find what parts have gotten out of mechanical harmony and readjust them. Nature does the rest—cures the case, if cure is possible to such individual.

Anybody who wants to understand the way in which osteopaths cure their cases would be

The osteopath who uses 25 magazines a month in the belief that he is advertising ought to stop work after treating one or two patients a day and call that practice.

## In Medical Circles

it has gradually but surely become an established belief that quality is a fundamental asset, that it pays—and pays well—to use the best. In other words, that the time and effort employed in specifically ordering a product that has been shown to be the most effective and dependable of its class—and in making sure that it is the one dispensed by the druggist and actually used by the patient—is time and effort well spent.

No product better exemplifies the foregoing than Dioxogen. As the best known and most widely used peroxide of hydrogen,

## Dioxogen

holds the place it does to-day in the regard of medical men, by sheer force of merit—and the following advantages—

In purity and oxygen-liberating power, Dioxogen exceeds U. S. Phar. standards for  $H_2 O_2$  by 25%.

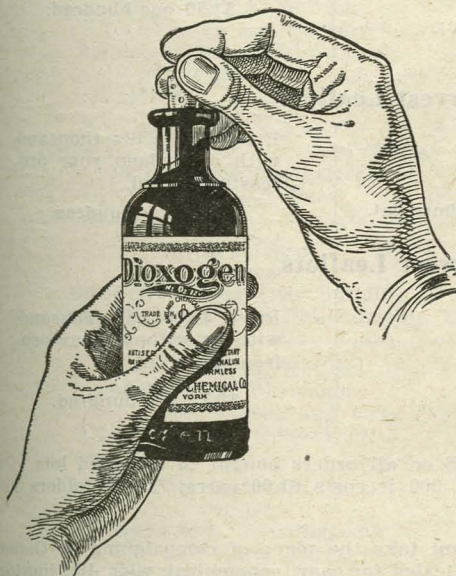
Dioxogen is odorless, almost tasteless, and entirely free from acids and acetanilid. It is also colorless and does not stain the skin.

Absolutely non-poisonous and non-irritating, Dioxogen is not only the most potent, but the safest and most harmless of antiseptics.

Applied to wounds, Dioxogen promptly destroys all bacteria, and stimulates the reparative processes of the tissues.

Dioxogen is the one powerful germicide at the physician's command that can be freely used anywhere and anytime without the slightest danger.

With Dioxogen possessing the qualifications it does, and assuring its users a degree of safety, efficiency and freedom from objectionable effect that no other equally potent germicide can, is it any wonder that it has become the standard antiseptic in the home, the school, the office and the factory?



The Oakland Chemical Co. ∴ 59 Fourth Avenue ∴ New York City

Investments in B-B-Bonds pay you two ways—Money Interest and Practice Prestige. Take the "buys" which yield you Double Gain!

THE OSTEOPATHIC PHYSICIAN

deeply interested in reading this article which fills sixteen small pages printed in large type. The various topics discussed are told by the contents:

AN OSTEOPATH'S EXPLANATIONS TO A HEALTH SEEKER .....Page 1

Illustration No. 1, Showing Brain and Spinal Cord..... 3

What a Lesion Is..... 5

How Lesions Develop..... 5

Illustration No. 2, Showing the Veins that Drain the Spinal Cord..... 6

Illustration No. 3, Showing Nerve Distribution to the Organs..... 7

The Osteopath's Work..... 8

Time Required..... 8

The Logic of the Lesion..... 8

As Bare Bones Illustrate It..... 9

Adjustments the First Need..... 9

Human Spines Neglected.....10

Illustration No. 4, Showing Arteries Supplying the Spinal Cord.....10

Normality Means Longevity.....10

Keep Your Spine Young!.....11

Why Strong Men Fail at the Lungs.....12

Illustration No. 5, Indicating Lesion-pinchd Nerves and Bloodvessels.....12

Nerves Give Tissues Life.....13

What Makes One's Bones Pop?.....13

Illustration No. 6, Obstruction of Nerve and Bloodvessel Paths by Vertebral Lesion.....14

Cancer .....15

Removing the Lesion.....15

SURGICAL ADVICE

Eight Surgical Commandments.....16

COMPARATIVE STUDY COURSES IN OSTEOPATHY AND MEDICINE.....3rd Cover

If you want to read this helpful article you may receive a copy of this little magazine with the compliments of the publishers, The Bunting Publications, Inc., 9 S. Clinton St., Chicago, or of Dr. \_\_\_\_\_, at No. \_\_\_\_\_ St., by making request for it. A post card will bring it.

[TO THE OSTEOPATH: If you like the second statement better for your community, try it for one insertion in your home newspaper. You may wish to change either piece of copy somewhat to fit your own requirements.

We will co-operate with all *Osteopathic Health* users who do this sort of advertising sending the names of any who may write us for the article back to them promptly.

Write us for special plans of mailing "O.H." to such inquirers direct from this office and in other ways helping you to start and build up a live mailing list.

This is particularly available to the new practitioner in any locality. — *Bunting Publicity Service for Osteopaths.*

**IN DO. LAND**

Post Mortem Epileptic Bowels Wanted

Dr. Hugh W. Conklin of Battle Creek, Mich., calls on the profession to back up his research into the osteopathic cure of epilepsy by sending him post mortem bowels of epileptics. He wants in each case six to eight feet of the ileum and the adjoining ascending colon. To prepare this for shipment it should be split longitudinally and thoroughly rinsed in salt water, not scrubbed or in any way handled so as to disturb the inner tissues; then dried by exposing to the air an hour or two; then packed in dry salt and shipped. Hugh will gladly defray all expense. If this treatment can be perfected and its theory proved to the satisfaction of scientists, it will be one of the greatest things in medicine that this century has known. Can you help?

Even Bancroft Never did Anything Like That

If you have not noticed it and should look on page 11 of the December 25th number of "Judge" on the Yopville Crossing picture you will find the names of all the officers of The Texas Osteopathic Association in the order in which they appear on the Association letterhead. It is suspected strongly that the genial state secretary, Dr. H. B. Mason, was at the bottom of this publicity, as he has sent the officers a publicity bill for \$50,000 each for getting their names in "Judge."

Too Busy to Talk Advertising

Dr. Bunting has been invited the past month to make addresses on "Individual, or Personal Appeal, Adver-

tising"—one of the two specialties of publicity in which he is the accepted research and textbook authority—before the St. Louis Advertising Association and the Greater Buffalo Advertising Club. He was compelled to decline both invitations because he is too busy with his advertising work for osteopathy and our building bond selling campaign to do any club or college lecturing this season.

This is the fourth time within two years the St. Louis advertising men have pressed their invitation.

If Dr. Bunting were not so busy running the Bunting Publicity Service for Osteopaths and a group of successful trade journals in addition he could spend most of his time delivering courses of lectures on his advertising researches at the colleges and universities where publicity is now taught and where his writings on the science of advertising are held in such esteem.

Dr. Cyrus N. Ray an Enthusiastic Botanist  
Last March Dr. Cyrus N. Ray had accepted and was paid for his article on "Texas Wild Flowers" by the editor of The Garden Magazine, published by Doubleday Page and Co., New York. This article has not yet been published.

Two kinds of concern is shown in the subject of advertising in our ranks—one anxious to utilize its living force to build up prestige for practice, the other anxious only to discuss advertising.

**"HARVEST LEAFLETS"**

to Reach the Multitude and Arouse the Disinterested

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

4-Page Harvest Leaflets

- |  |   |
|--|---|
| <p>No. 1. What Doctor Shall I Employ?<br/>2. Disease Caused by Mechanical Pressure.<br/>3. How Osteopathic Patients are Treated.<br/>4. Getting Well All Over at the Same Time.<br/>5. Building Up Weak Throats.<br/>6. A Chiropractor at Work.<br/>(George Creel in Harper's Weekly).</p> | <p>Price \$10.00 per thousand, with or without your professional card.<br/><br/>\$1.25 per hundred.</p> |
|--|---|

6-Page Harvest Leaflets

- |   |   |
|---|---|
| <p>No. 7. What is Osteopathy?<br/>8. A Word to Former Patients.<br/>9. What Osteopathic Fingers Will Do.<br/>10. Neuritis From a Slipped Rib.<br/>11. What is Chiropractic?<br/>(As told in Gubernatorial Veto, Supreme Court Decision and A.M.A. Journal Editorial).<br/>12. Where Chiropractors Are Made.<br/>(A reprint from the A.M.A. Journal).<br/>13. Chiropractic Kleptomania.<br/>24. Neuralgia and Headaches.</p> | <p>Price \$12.50 per thousand, with or without your professional card.<br/><br/>\$1.50 per hundred.</p> |
|---|---|

8-Page Harvest Leaflets

- |   |   |
|---|---|
| <p>No. 14. An Explanation of Osteopathy.<br/>(As stated by the London Times).<br/>15. Why the Spine is the Basis of Health.<br/>16. What Osteopathy Does for Women.<br/>17. Osteopathy Aid in Pregnancy and Confinement.<br/>25. Osteopathy in Obstetrics</p> | <p>Price \$18.00 per thousand, with or without your professional card.<br/><br/>\$2.00 per hundred.</p> |
|---|---|

1-Page Harvest Leaflets

- |  |  |
|--|--|
| <p>No. 18. Habit in Suffering.<br/>19. The Osteopath's Point of View.<br/>20. An Osteopath.<br/>21. The Nine Modern Wonders.<br/>22. Osteopathy is Not a Remedy.<br/>23. Dr. Atzen's Definition of Osteopathy.<br/>26. Pain.<br/>27. Insomnia.</p> | <p>Price \$5.00 per thousand, with or without your professional card.<br/><br/>\$0.75 per hundred.</p> |
|--|--|

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

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

The BUNTING PUBLICATIONS, Inc., 9 S. Clinton St., Chicago

Osteopathic Prestige makes Osteopathic Practice.  
Bunting Presses make Osteopathic Prestige grow.

## Osteopathic Specialists

Goddard Building 27 E. Monroe St.  
Central 3715  
Chicago

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

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

REFERRED CASES CONSULTATION

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

### Right Men on Job

Puls and Puls are dentists in Sheboygan. And you might add that if the second Puls is a son the firm should be Puls and Fils.—*BLT, Chicago Tribune.*

### Osteopath "Hikes" Thru Porto Rico

On December 22nd, 1920, a party consisting of Dr. E. K. Stretch of Hoboken, N. J., and his son and daughter, Olive and William, sailed from New York for Porto Rico on the Steamship Maricaibo of the Red D Line. After a very enjoyable seven day trip they landed in Porto Rico where from love of Porto Rico's beautiful scenery and climate the party decided to hike over the mountains so as to come more closely in contact with the natives and to notice the effect of a diet consisting

mainly of fruit. So with a knowledge of Spanish that was practically nil, the little party followed the dangerous trails over the mountains and met with many thrills, sometimes enjoying the convenience of experienced guides, sometimes without that convenience, and often with guides who were scarcely better posted regarding the way than themselves; going without food for considerable periods on account of their lack of knowledge of the Spanish language; always objects of curious interest to the natives, both young and old, not only because they were Americans, but because of the Doctor's daughter who came in for more than her share of this curiosity because of the riding habit (trousers) she wore. On the whole, however, the Doctor reports his hike thru Porto Rico was a very interesting experience.

### 100 Life Members Back the Chicago College of Osteopathy

On October 28th. the Board of Trustees reported that they had to date received applications for 100 Life Memberships in the Chicago College of Osteopathy Corporation. These men and women are the ones who appreciate the need of a strong educational institution to uphold the standard of our science and are willing to contribute \$500.00 to the corporation in order to develop a college that will represent osteopathy as it should be represented.

### Boston Osteopathic Society Meeting

The Boston Osteopathic Society held its January meeting Tuesday, January 18th, at 6:45 p. m., at the Hotel Lenox. The following was the program for the evening: Dinner was served, a la carte, at 6 o'clock for all those who wished to have dinner with Dr. Conklin. Business meeting was then transacted. A vote was taken to change the dues from \$2.00 to \$5.00. It was carried. The meeting was then adjourned to Huntington Hall where Dr. Conklin, of Battle Creek, Mich., gave a public lecture entitled, "Food from the Body to the Tissues". Adjourned 9:30 p. m.—*Frances Graves, D.O., Secretary.*

### Cleveland Osteopaths' Greeting

The osteopaths of Cleveland extend greetings to the osteopaths of the world and urge them to begin now to make their plans for the A.O.A. convention in July. That you may know more about the city that is to play host this year to the Osteopathic Association, interesting items of general information will appear from time to

## Dr. James D. Edwards

### Osteopathic Physician and Surgeon

Originator of FINGER SURGERY  
in Hay Fever, Catarrhal Deafness,  
Glaucoma, Cataract, Tonsil and Voice  
Impairment. Practice Limited to  
Eye, Ear, Nose and Throat Diseases.

Over Five Thousand cases treated, 90  
per cent of the patients responding to  
this new method of treatment.

Referred cases given special attention,  
and returned to home osteopath for fol-  
low-up treatments. Hospital Accommoda-  
tions.

408-9-10 Chemical Building  
St. Louis, Mo.

## PROFESSIONAL CARDS

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

Dr. Benoni A. Bullock  
Consultation and Surgery  
Specialist in Orificial Surgery  
Daytona, Fla.

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

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

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

Wm. Otis Galbreath, D. O.  
Oculist,  
Adenectomy, Tonsillectomy  
Ear and Nasal Surgery  
321 Land Title Bldg., Philadelphia

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

Dr. Percy Evan Roscoe  
Osteopathy and Minor Surgery  
601 Guardian Bldg., Cleveland, Ohio

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

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

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

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

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

Dr. C. C. Reid  
Eye, Ear, Nose and Throat  
Dr. C. L. Draper  
Dr. J. E. Ramsey  
Adjoining Suites with tiled and spec-  
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## The TAYLOR CLINIC

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F. J. TRENER, D.O.  
*Superintendent and Roentgenologist*

G. C. TAYLOR, B.S., D.O., M.D.  
*Eye, Ear, Nose and Throat*

L. D. TAYLOR, M.D., D.O.  
*Consultant*

B. L. CASH, D.O.  
*Pathologist and Cystoscopist  
Genito-Urinary Diseases*

J. P. SCHWARTZ, D.O.  
*House Physician*

E. M. DAVIS, D.O.  
*Intern*

J. L. SCHWARTZ, D.O.  
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The osteopaths are the finest people in the world and that's why they have counterfeits. But to this date no imitator has bought a B-B-Bond. Wonder why?

time in these columns. Few cities have been so favored by gifts from their own citizens. The park system which has hardly a rival in America, for extent and for the variety of its natural beauty and attractions, is the outgrowth of notable giving by Cleveland men. Now the parks and boulevards extend in a great chain around the larger part of the city, lacking only a few connecting links to make a complete girdle of green in summer. There are nine parks with from 85 acres to nearly 300 acres, and the park system includes numerous smaller parks and many miles of boulevards. Deep ravines, natural waterfalls, fine old forests, groves, pretty streams and the shore of a great lake combine to give those pleasure grounds rare charms for lovers of nature.

**Shrine Official Favors "Open" Hospital**

Dr. Oliver C. Foreman, Chicago, Illinois. Dear Sir and Noble: I am sending you herewith your Shrine card for 1921. I am very glad to receive your letter in regard to the Hospital for Crippled Children. I think all will agree that this is the most commendable work the Shrine could have attempted. You are certainly talking sense when you say that such a hospital should be open to all schools of medicine. Only in that way could the best results be obtained. I cannot imagine that the Mystic Shrine will be so narrow as to bar any man who has the ability to do the work simply because he is not a graduate of some particular school of medicine. I am aware, however, that the majority of the allopathic physicians would like to eliminate all physicians from other schools but I don't think they will be able to do so. The general public is becoming more enlightened along these lines. Thinking people realize that no one set of physicians can be all good or all bad, and that in counsel there is wisdom. I am glad you sent a copy of your letter to the Crescent. With best wishes, I am, Yours fraternally,—W. B. Campbell, Recorder, St. Joseph, Missouri.

The above was received in answer to my letter of protest that the proposed hospitals be restricted to any one school of medicine.—O. C. Foreman, D.O., Chicago.

**Mother of Mrs. John F. Spaunhurst Passes Away**

Mrs. Ann Miller, mother of Mrs. John F. Spaunhurst, of Indianapolis, Ind., died January 20th. Memorial services were held at Kirksville, Saturday, January 22nd. Mrs. Miller lived for over fifty years at Kirksville but for the last two years and a half resided with her elder daughter in Des Moines. December 19th, as the result of an accident, she fell and broke both of her hips. The results of this accident led eventually to her death. She was 85 years of age.

**Chicago Osteopathic Association Meeting**

The meeting was held at the Sherman Hotel, Thursday, February 3rd, at 8 p. m. The program was one of the best of the season.

Mr. Wm. T. McCoy, teacher of Wendell Phillips High School and President of Chicago Federation of Men Teachers, spoke to us regarding the "Situation of the Schools". The true situation is said not to be generally understood and certain parties are trying to keep facts from the public. Mr. McCoy spoke thirty minutes. Dr. H. H. Fryette gave a fifteen minute talk on "Office Efficiency and the Management of Patients from the Business Point of View". Dr. James Fraser gave a talk of fifteen minutes on "Efficiency in General Practice What It Is, How to Attain and Maintain It."—W. Stanley Barham, Secretary.

**Washington State Osteopathic Examination**

The Board of Osteopathic Examiners of Washington met Tuesday, January 4th, and the following passed examinations and were awarded certificates to practice osteopathy and surgery: Dr. Anne Brekke, Crookston, Minn.; Dr. Emma Wing-Thompson, Schenectady, N. Y.; Dr. P. A. Anderson, Lewiston, Idaho; Dr. Robert J. Lockwood, Amity, Ore.; Dr. L. D. Brown, Aberdeen, Wash.; Dr. Louis Q. Dyer, Sunnyside, Wash.

**Seattle News**

Dr. Elizabeth Hull Lane and Dr. J. R. Honnold were hosts to the December-January meeting of the King County (Seattle) Osteopathic Association. Dr. A. B. Ford presented a strong paper on "Attaining and Maintaining Osteopathic Efficiency". Dr. Grace Wilkes, of Los Angeles, Calif., was a visiting guest. Three dozen osteopathic books were placed by this society in the Seattle Public Libraries. Dr. Hattie Slaughter is enjoying a vacation trip to Denver. Dr. Emma Wing-Thompson, of Schenectady, N. Y., is visiting relatives here with a view to locating in Seattle.

Washington state has one sightless osteopath, Dr. F. B. Teter, of Davenport, Wash. Dr. Teter owns and manages a large hospital and sanitarium, besides conducting, successfully, an extensive practice. At present Dr. Teter is serving his second term in the State legislature, as Representative from the Sixteenth district. He is chairman of the committees on Medicine, Dentistry, Hygiene, also member of the committees on Public Morals, Education, Finances and Taxation. Dr. Teter is a tireless worker for every line benefiting humanity. His 12-year-old daughter is with him, to assist him in getting about.—Dr. Wimer-Ford, Corresponding Sec'y.

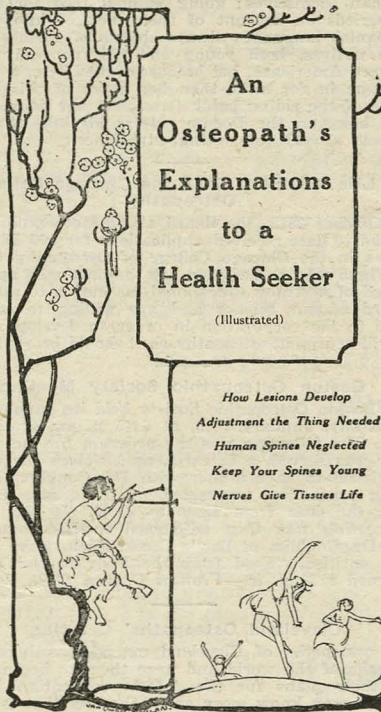
To the friends of Bunting who believe in his work:—Buy a Bond!!

**Osteopathic Health**  
—for—  
**March**

An  
**Osteopath's**  
Explanations  
to a  
**Health Seeker**

(Illustrated)

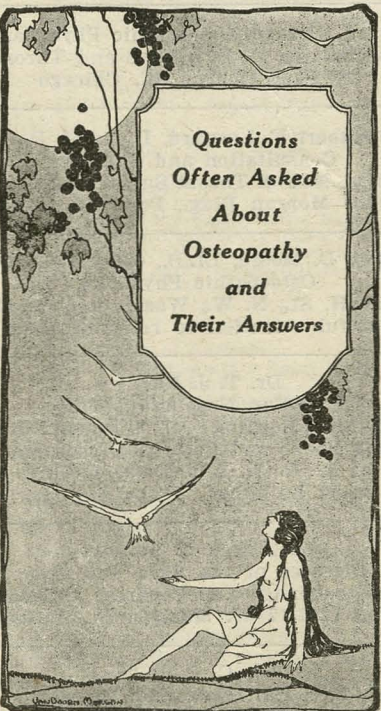
*How Lesions Develop  
Adjustment the Thing Needed  
Human Spines Neglected  
Keep Your Spines Young  
Nerves Give Tissues Life*



This very splendid discussion of Osteopathy by Dr. McCole, of Montana, won great favor when first published. This new edition is carefully revised; printed from new type and bound in pretty cover. It will make increased practice for you if you use it right. How many do you wish?

**Osteopathic Health**  
for **FEBRUARY**

**Questions**  
Often Asked  
About  
**Osteopathy**  
and  
**Their Answers**



Many of the numerous questions constantly asked about osteopathy are answered in new phraseology between the covers of this attention-attracting February issue. You ought to have it for your practice betterment. You can have it if you make known your wishes promptly.

**PERSONAL**

Dr. Frank W. Mossmyer, of Cincinnati, O., approves of "Osteopathic Health" and he uses the magazines regularly. However, much as he likes "Osteopathic Health" he does not like having his name misspelled, so we apologize for having printed his name as Mossinger instead of Mossmyer.

Dr. E. C. Brann recently returned to Coffeyville, Kans. and opened offices at 21-23 Columbia Bldg. He had been away for a year doing special post-graduate work in eye, ear, nose and throat work at Los Angeles, Calif. Dr. Brann reports that new practice is coming along fine and that he is stronger than ever for osteopathy.

Announcement has been issued of the marriage of Dr. Reese Thompson Tandy and Miss Florence Elizabeth Miller at the home of Dr. and Mrs. Walter Kelley, Kirksville, Mo., January 13th. Information is given that Dr. and Mrs. Tandy will be at home after February 1st at San Antonio, Texas, and presumably Dr. Tandy will make that his future location for practice.

**LOCATIONS and REMOVALS**

Dr. O. B. Hendricks, at 315 B. & I. Bldg., Dubuque, Ia. Dr. Norman J. Neilson, from 212½ Front St., to 17 Victoria Ave., Belleville, Ontario, Canada.

Dr. J. Willis Galbreath, from 421 Wagoner Bldg., Philadelphia, Pa., to 1923 Chestnut St., Dr. Ralph E. Curry, formerly associated with Dr. J. A. Nowlin, at Farmer City, Ill., has located at Aurora, Ill., and has opened offices at 301 Lincoln Bldg.

Dr. F. K. Saunders has announced that he has removed his location from Miami, Fla., to New London, Conn., and Westerly, R. I., where he will be associated in both offices with Dr. Irving Colby. The New London office is in the Plant Bldg., and the Westerly office is at 58 High St. Under the arrangement whereby Dr. Saunders and Dr. Colby are associated together, both offices will be open for active practice every day.

**MARRIED**

Dr. A. F. Becker, of Hartford, Conn., and Miss Jess Morris, of Mexico, Mo., January 15th, 1921.

Dr. Reese Thompson Tandy and Miss Florence Elizabeth Miller, January 13th., at the home of Dr. and Mrs. Walter Kelley, Kirksville, Mo. Dr. and Mrs. Tandy will be at home after February 1st at San Antonio, Tex.

**DIED**

Mrs. E. G. Pollard, mother of Dr. Charles E. Pollard, of Champaign, Ill., January 16th, at the family residence, Paris, Ill. She had been ailing for some time but her illness was of only ten days duration.

**EXCHANGE and MARKET**

FOR SALE—Old established practice. For particulars write Dr. G. M. Wade, 415 Metropolitan Bank Bldg., Minneapolis, Minn.

FOR SALE—Two shares stock in Still-Hildreth Osteopathic Sanitarium. "Bargain". Address No. 264, care The OP, 9 S. Clinton St., Chicago, Ill.

FOR SALE—Woman's practice, established 15 years, in Southern city of 11,000. Intend taking post-graduate course. Will sell for cost of equipment. Address No. 266, care The OP, 9 S. Clinton St., Chicago, Ill.

FOR SALE—At once, woman's \$5,000 practice in rich Southern city of 150,000. Wonderful opportunity for woman. But do not answer unless you are a good osteopath, pleasing personality and \$2,000 cash. Address No. 259, care The OP, 9 S. Clinton St., Chicago.

FOR SALE—Practice with equipment in one of the best localities in the South. Thrifty manufacturing town of 15,000; college and good schools. \$2.50 for office treatment. Price \$750.00. Am going to do special work in city. Address No. 262, care The OP, 9 S. Clinton St., Chicago, Ill.

WANTED—Position as assistant, to take charge or buy practice. Address No. 254, care The OP, 9 S. Clinton St., Chicago, Ill.

FOR RENT—Half time in old established Chicago Loop office. Address No. 263, care The OP, 9 S. Clinton St., Chicago, Ill.

WANTED—To buy a first class practice or partnership by a capable and experienced osteopathic physician who has the goods and means business. Address "Successful", care The OP, 9 S. Clinton St., Chicago.

WANTED—An osteopath, single, neat and not frightened of work. To assist me in my office and hospital work. Short hours daily and good salary to begin with maintenance. State salary wanted. Dr. G. A. Townsend, Chico Springs, Emigrant, Mont.

Last Word!  
Buy a Bond!!

Friends, if our bond issue is not fully sold by March 31st we may have to suspend building operations till sales catch up! Don't let that happen! It would spoil our 20th anniversary of service to Osteopathy.