

The Osteopathic Physician

March 1921

Vol. 39, No. 3

Reproduced with a gift from the Advocates for the American Osteopathic Association (AAOA Special Projects Fund)

May not be reproduced in any format without the permission of the Museum of Osteopathic Medicine,SM

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

Published on the 15th of Every Month by THE BUNTING PUBLICATIONS, 9 S. Clinton St., Chicago, Illinois. Subscription Price: \$3.00 per annum. Copyright 1921, by THE BUNTING PUBLICATIONS. Entered as Second-class matter April 7th, 1903, at the Postoffice at Chicago, Illinois, under the Act of March 3d, 1879.

Volume XXXIX

CHICAGO, MARCH, 1921

Number 3

\$1,000,000 Endowment Promised for Detroit Osteopathic Hospital!

At the First Birthday Dinner of the Detroit Osteopathic Hospital on the evening of January 25th—at which the osteopathic profession of the city and friends to the number of fifty sat down to feast and fellowship—Mr. Philip H. Gray, founder and donor of the hospital, made the interesting announcement that he expected eventually to put \$1,000,000 into the hospital and its grounds!

This revelation of the plans in the mind of osteopathy's benefactor did not throw any gloom, over the meeting, nor detract from the fellowship the least bit.

Well, from the start Mr. Gray has made with our institution, one might have guessed as much. His gifts to the Detroit Osteopathic Hospital up to the end of the first fiscal year already reach the magnificent sum of \$200,000—real money, fellow osteopaths. In addition, for the building of the new Osteopathic Nurses' Home, an adjunct, now under construction, and for other features under way to be built in 1921, Mr. Gray will spend another \$100,000. That makes \$300,000 already contributed.

Can you beat it?

Indeed you can not—but nobody would be happier than Mr. Gray to see this sort of a program duplicated, or exceeded, in every substantial city of North America.

Mr. Gray spoke in a happy and intimate manner of his aims and ideals for the hospital. Among the many good and valuable friends our science is fortunate to possess, there is not a more vigorous and generous and at the same time more modest and self-effacing champion than Philip H. Gray. What he is doing to aid and encourage osteopathy and help mankind are a great inspiration to every man and woman in our profession.

The splendid banquet was served by the hospital dining room staff. The climax to a very fine collation was the presentation of a large birthday cake to Mr. Gray, who proved himself as much an adept in the art of "cake-slicing," as of debt-lifting. As part of the decoration scheme a small model of the hospital stood on the speakers' table.

Among those who spoke were Dr. C. B. Stevens, President of the Detroit Osteopathic Association, Dr. H. C. Gilchrist, Dr. Harry Sullivan, Dr. H. A. Duglay, Dr. Herbert Bernard, President of the Detroit Osteopathic Hospital, Mr. C. C. Gilbert, one of the trustees of the hospital, Dr. Lawrence E. Day, who made an excellent toastmaster, and Dr. Rebecca B. Mayers, the esteemed Vice President and Superintendent of the Hospital, who gave some interesting statistics of the hospital work during its first year.

A brief summary follows:

During the year 611 patients were admitted (129 non-surgical; 99 major operations; 309 minor operations; 74 obstetrical; 44 osteopathic physicians had patients in the hospital; a large number used the x-ray and laboratory facilities;

over 2,000 patients were treated in the Out-Patient Department; a Free Clinic was conducted during several months.) A gratifying record in every respect, surely.

An important factor in the present state of efficiency in the hospital is the remarkable personal interest manifested by Mr. Gray himself in every phase of the institution's activity. He seldom misses making his daily visit to the executive offices, counselling with those in active charge of the institution.

A Woman Osteopath Delivers Her Own Baby Without Assistance

It was reserved for an osteopathic woman, Dr. Jane B. W. Hall, of Caribou, Maine, to act as physician to herself in the delivery of her own baby.

On January 7th, 1921, Master Winslow Wilson Hall, interrupted the general practice of Dr. Hall by arrival on the Stork Special somewhat ahead of train schedules.

Dr. Daisy B. Hayden, the assistant of Dr. Hall, was at a neighboring town treating

Much credit is due the members of the staff, both doctors and nurses, for the success of the past year; also to the heads of all department and their helpers. Each individual has endeavored to maintain the high standard set by the officials. With a continuance of this spirit, and the active cooperation of the practicing osteopathic physicians and plenty of money to pay its way the growth of the hospital is assured.

May the Detroit Osteopathic Hospital soon have a duplicate in every city of our land! Multiplying such institutions is one practical way to meet and vanquish the perils that beset our profession.

when Mrs. Hall realized that the expected arrival was actually on his way.

The father, Mr. Joseph E. Hall, an attorney of Caribou, telephoned Dr. Hayden to return without finishing her engagements. He also telephoned a nurse to come as fast as possible. Great beads of sweat stood out on the paternal brow. He was never half so perturbed before in his life—not even that time he had "buck fever" hunting moose up in the North woods.

But, like a good osteopath, Dr. Hall herself was tranquil and happy and said assuringly: "Don't worry, father. This job is going to proceed just as naturally as kariokinesis under a microscope. I begin to feel a lesion in the hypogastrium, and you and I will simply find it, fix it and leave it alone."

And they did.

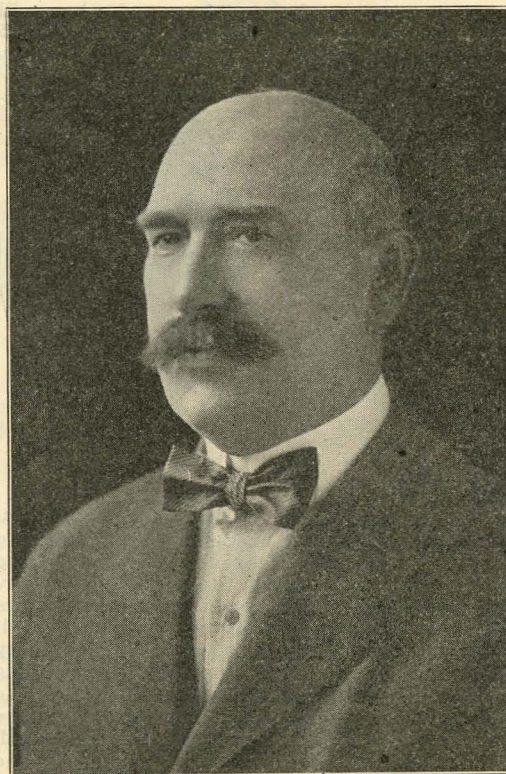
The little stranger sent an SOS ahead to say he had no notion of waiting for any one. He just hustled along as fast as he could—which meant that the Doctor-Mother had to give the welcome herself, and judging from the lusty cry that greeted her efforts the little boy was as well satisfied with his Home Folks Reception Committee as if he had had both special doctor and nurse and half of Caribou out en fete to attend his arrival.

They say he looks like dad. They always do. Dad says he's convinced the boy will grow up to become a famous osteopathic physician.

Incidentally wee Winslow has the distinction of being the first baby borne in Maine, if not the whole United States, whose birth certificate is signed by his Mother.

"Publicity or Perish"

We made a mistake in getting on a four-year basis. I believe, if we went back to the three-years' course of nine months each, it would not hurt us with the public to speak of, but it might before the State Boards. To sum up, the only alternative is more publicity on our part. Let us push the publicity end a little harder. It has been too sporadic. You might use the slogan in the words of Dr. Cave, "Publicity or Perish"—George W. Goode, D.O., Boston, Mass.



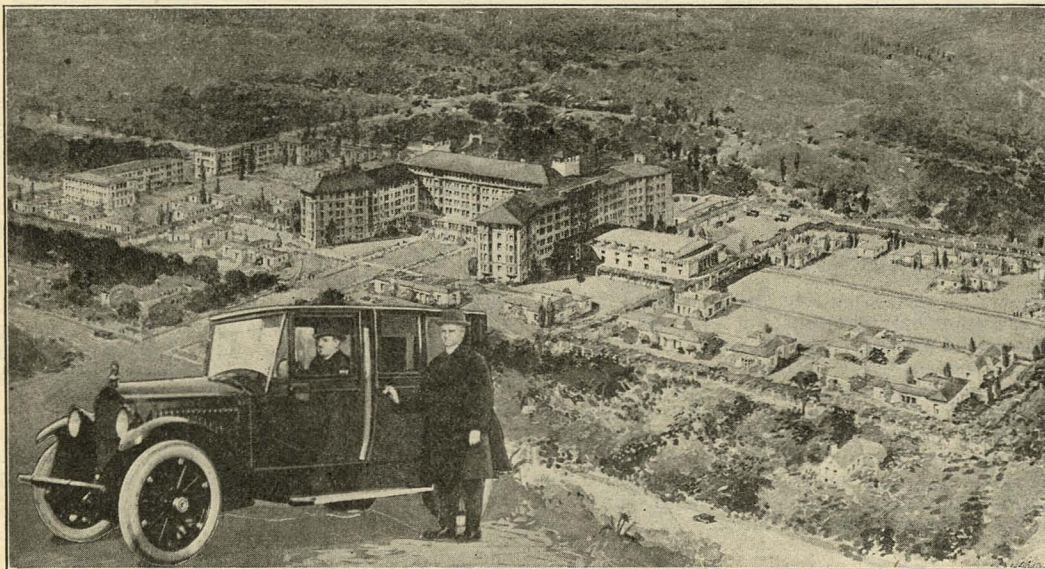
Mr. Philip H. Gray, whose munificence gave the Detroit Osteopathic Hospital to the profession.

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

If a man wouldn't lend his savings to the fellow who is boosting his business who should he lend it to—a stranger?

William E. Waldo, the Whirlwind Wonder-Worker, Winds Up the Western Circuit

By Dr. T. J. Ruddy, Chairman Publicity, A.O.A.



The Three "L's"

(1) Los Angeles' leading hostelry—the Ambassador Hotel, a \$5,000,000 palace. (2) A Los Angeles doctor's "Limo"—looks like a "Packard". (3) Our big-visioned, loyal leader and president of the American Osteopathic Association, Dr. W. E. Waldo, on his eight weeks' tour of the Western Osteopathic Association "Circuit". [Our modest chairman of publicity, Dr. T. J. Ruddy, failed to state that the "Packard" limousine in which he is seen at the wheel is one of the many hall-marks of efficiency in business and which he kindly extended to Dr. Waldo during his week's stop-over at Los Angeles and southern California.—Editor.]

"What will Waldo do as president of the American Osteopathic Association?" was a question commonly heard by members of the American Osteopathic Association who attended the last annual convention. All knew what he could do as an executive. Nearly ten years of efficient service demonstrated this to members of the Board of Trustees of the American Osteopathic Association and to the House of Delegates and the entire membership, but the 850 members of the profession in the eight States in the Western Osteopathic Association territory, bubbling over with enthusiasm, lack words to fittingly express their joy of being "born again" osteopathically. The tyro and the "tried" alike experienced, as never before, the true light of the meaning of osteopathic efficiency in osteopathy, and osteopathic organization. Hundreds of letters and telegrams from all along the line bespeak the awakening of a new era not only for the West but for the world—an era of realization. If those who heard Dr. Waldo in his two hours heart-to-heart talk to the profession have not a completed plan as to how they may "arrive", then it is hopeless for the rest of us to preach.

Dr. Waldo spoke to 850 members of the Western profession. He lectured before 5,600 adults in public assemblies. He addressed more than 5,000 high school and college students. He spoke before about 2,200 business men as a member or guest of several clubs, including Rotary, Lions, Kiwanis, City and others. His fourteen-page, single-spaced public lecture, properly paragraphed with headlines for the press, was handed to 2,327 newspapers, 330 of which were dailies, by the twenty-three publicity chairmen through the members of the osteopathic profession assigned to them, known as the "Osteopathic Associated Press" and under the guidance of the eight State publicity chairmen, co-ordinated by the chairman of the A.O.A., your humble servant. This with the many "before" and "after" stories of local color succeeded in securing 1,600 inches of reading matter illustrated with 38 photo "cuts",

which would cost if paid for, \$6,920.

A good many of the papers published the entire lecture, which occupied nearly a half-page in the average sized newspaper. These messages of interest to the local practitioners, to the profession as a whole, to the colleges, to the general health of the public, were heralded to a population of 8,080,409 people. What shall the harvest be, and how and when will we ever repay our president for the sacrifice he has made on behalf of osteopathy through public education? And he refused positively to take a cent for his services, but thank Heavens for an appreciative profession. Not a single one refused to come thru with the \$1.25 toward his expenses.

The "Osteopathic Associated Press" has indeed proved itself. While it has been at work for nearly three years, not until this time has it really "arrived" in the West.

The clerical force in the publicity department of the A.O.A. has about completed the entire United States by counties and in the very near future every State publicity chairman will hold in his hands the manual of his State by counties, duplicates of which he will place in the hands of the various publicity chairmen of the local societies. These lists give the newspapers, the city, the politics, the day going to press, the osteopath to whom the paper is assigned and the osteopath's address, and so soon as the new directory of the A.O.A. is issued and the records complete, the full chart of organization and the personnel will appear.



Dr. Wm. E. Waldo, President, A.O.A.

May we trust and hope that this inspiration given us by our president and his willing work will awaken in each and every one of us an interest to take an active part and spread the gospel throughout not only Western divisions, but a Northern, a Southern, Eastern and a Central division! Get the vision!

Remember whatever else we do, however else we may wish to spend our energy and our money, that this affords an opportunity where each one can work so long as he lives with an undying interest, with an ever-increasing compensation, and then with abundant funds we may well hope to be able to raise not only \$50,000, but \$5,000,000 or more, all of which would be necessary, if advisable at all, to conduct an advertising plan of propaganda.

Remember, too, this one thing, that the assessment principle is rapidly dying from efficient and economical organizations. They are spurts of enthusiasm which sap and strand, while the consecrated—efficient—enthusiastic—individual—co-operation is a seed which if planted in the proper form of publicity, the press, the record of events, the mouth-piece of yesterday for tomorrow, the public's pastime, pleasure and profit, the most powerful influence in the world, will grow to immeasurable proportions. The individual mite makes masters as well as millionaires of the masses.

"The Osteopathic Associated Press" will educate the world for osteopathy and through your mite you will be the master. Your enthusiasm can never die because there never will be a lull because of lack of funds. A moment of thought, a moment of action, a millenium for osteopathy—and you.

Traction to Cervicals of Aged

I have been experimenting the past six months with traction applied to the cervical region in old people with chronic lesions. I have found results very gratifying. Relaxation is obtained easily and quickly. Apply as much traction as the patient can comfortably stand. This stretches out and tones up the smaller muscles and ligaments that maintain the joint. I am also applying the same treatment to an ex-soldier who had fourth cervical transverse process shot off. Two years standing. Much scar tissue and adhesions interfering with brachial plexus. Traction breaks up adhesions and is causing slow normalization of all tissue. Am getting results. Will be glad to explain more of cervical traction if anyone is interested.—D. E. Pearl, D.O., Kirksville, Missouri.

To Lower High Blood Pressure

High blood pressure can be lowered from 10 to 60 points by correction of the 11th Dorsal (prominent right transverse process). Condition found, i.e. Posterior rigid and irregular, 10th, 11th, 12th Dorsal. If pressure is not lowered immediately the 11th has not been moved. Rotation appears very slight at times.—A. F. McWilliams, D.O., Boston, Mass.

Normal Circulation

A normal, harmonious circulation of the vital forces (nerves, blood and lymph) and fluids is a definition for, and assurance of, health in any animal organism where health is possible. This condition can be procured by the scientific application of osteopathic principles and manipulations, if at all.—J. H. Friend, D.O., Grinnell, Iowa.

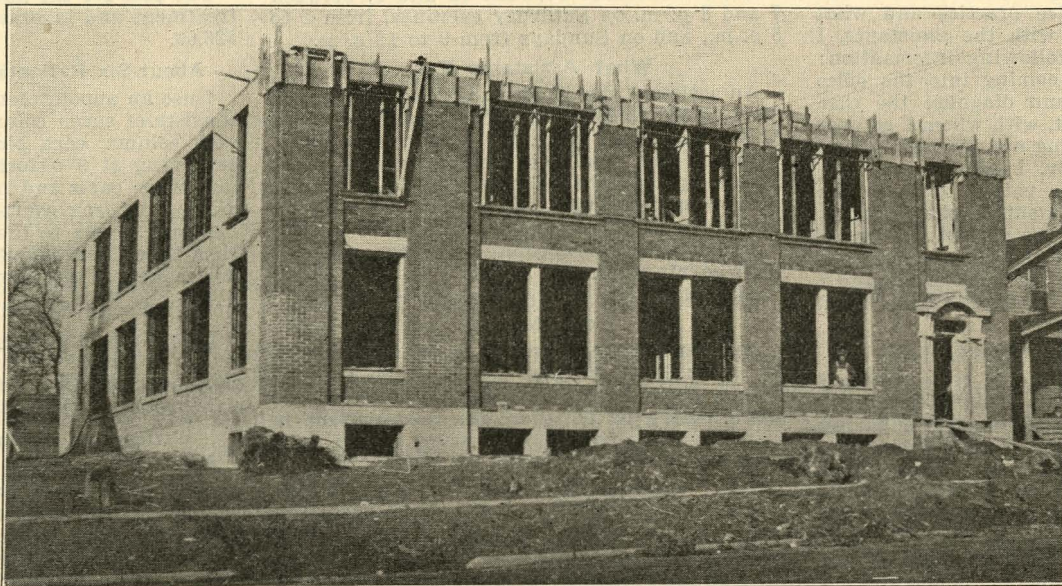
Where Mints Have It On Us

We advertise to make money. The mints make money also, but they are the only means of making money without advertising.—H. R. Juvenal, D.O., Marysville, Mo.

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

Wanted—a Roof over this Building which will
Make more munitions for militant Osteopathy.

That Cement and Steel Fire-proof Roof Is Already Built on Our New Publicity Plant at Waukegan !!!



The U. S. Weather Bureau generously accommodated us with May weather in February, just so we could break all building records for this latitude and complete this monumental stride for osteopathic publicity.

But—

We're perfectly honest with you about it—the roof is merely built—not actually paid for! We're expecting to get the stewardship of at least \$100 of your savings at once in order to pay the contractors what we owe them for their splendid services. You can help us pay these bills by buying a Bunting Building Bond. Take five or ten if you can.

If the weather hadn't been so good—if the contractors hadn't worked so fast—and if our new plant hadn't received its roof, even before the date we originally expected to be laying the foundations, it would all have been different—and far worse! We wouldn't have owed the contractors. The building wouldn't have been up. The profession wouldn't have had a Publicity Arsenal of its own already under Bomb-proof Roof!

But it's just like we say:

The house is up, the roof is on, the inside work is ready to follow—plumbers, steamfitters, glaziers, carpenters and painters are awaiting your orders to go inside and finish. Your cash will speed things up.

And \$10,700 of our Bunting Building Corporation Bonds remain to be sold—that peachy 7 per cent real estate first mortgage gold bond in denominations of \$100—and about \$6,000 of other cash or installment payments on bonds already subscribed for yet remain to be paid in. Result: Work stops till we get more money!

Wanted—107 osteopaths to take \$100 or more in bonds each, and push this flotation to a quick finish.

Wanted—About 25 other osteopaths who together, still have upwards of \$6,000 delayed payments to make, to get busy. (Those not already delinquent on the time schedules named for their installment payments are not included in this mandate.)

Wanted—One individual investor strong enough to take the

whole remaining portion of our bond issue. We would like if possible to close it out to some one individual now. Gosh, how we'd love him—or her!

Wanted—To complete this whole flotation by our goal date, March 31st. There's \$10,700 yet to sell.

**Can You Help?
Will You Help?
How Much?
Today!**

Last Call—This is it!—unless we limp back next month because we got bumped off our schedule.

J. Ogden Armour told us "If the thing is right; if the vision is real; if the service is genuine, then the thing can be sold." We believe it! The thing is right. The vision is real. The service is genuine. You believe it. You have the money. You will buy our remaining \$10,700 of bonds now needed to write the word "Success" after our 20-year dream of a fine modern publishing plant to back up osteopathy's publicity!

Shall our bond issue be *over-subscribed* by March 31st?

Fatefully,

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

and

BUNTING & ARNOLD, Personally,
9 So. Clinton St., Chicago, Illinois.

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

"GET *the* VISION!"

How to Manage a Practice Exceeding \$40,000 a Year, Conducted by Assistants

By Henry Tete, D.O., New Orleans, La.

In answer to the many inquiries on how to handle a five figure office practice and what arrangements are made with the assistants, I desire to give you the following information:

I meet every patient coming into the office personally. I examine and diagnose the case and then call an assistant, with whom I go over the case in detail, pointing out the lesions and relating the history briefly. I indicate the treatment and then turn the patient over to the assistant. From this moment on the assistant has the entire charge of the patient as long as the patient does well. If the patient does not do well the assistant reports same to me and I go over the case again making further suggestions.

Picking an Assistant

Assistants are very difficult to choose. It requires a certain temperament to make a good assistant. The first thing to avoid in engaging an assistant is the "rolling stone" disposition. Another thing is this—if a man or woman has been in practice for ten years or more and has not made good for himself or herself he or she will not make good for anyone else. The best assistants are to be gathered from the studious, serious minded, even tempered disposition. A man or woman two or three years out of school is the best. Owing to the chances of women getting married the prospects for their permanent engagement is less than for men.

How Assistants are Compensated

In regards to compensation. I have used eight assistants, under different arrangements, as to salary, commission or pro rata. I find that the following is the best arrangement. For every treatment given in the office the assistant is to receive \$1.00 per treatment; for all work outside of the office the assistant is to receive fifty per cent of the collected fee. For treatments in the office at night or on Sunday, the assistant should receive fifty per cent.

My overhead expenses including salaries, rent, publicity, etc., are \$9,000 a year. I have found that paying the assistant as above, figures my total cost at about thirty-three per cent.

Assistants are not allowed to engage in private practice or to have any private patients at the office, and any patients coming to them and asking for them are treated the same as anyone else. However, this applies only to the "office assistants," for if an assistant doing outside work should get any patients of his own, not already on the books, he is free to treat them at their own homes and to retain the whole fee.

Daily Settlements with Assistants

Assistants are settled with every morning for what they did the day before. Each gives his report and turns in what he has collected. All checks are payable to my order, all bills are made out in my name. No other names appear upon the door or in the telephone book. All incoming calls for outside work are given over my phone, and are rephoned to the assistants. This gives a double check on all work.

Alternating the Assistants

It is better if two assistants are employed, to use one in the office altogether and the other one mostly for outside work, and for special work at hours when the other is not in the

office, for instance between 12 and 1, between 7 and 8 p. m. on Saturday evenings, from 2 to 5 p. m., and on Sundays from 9 to 12 a. m.

What Assistants Earn

An assistant that is any good at all can make from \$2,500 to \$3,000 the first year and about \$1,000 more each year, for four or five years. After he has met and treated two or three hundred people, these people begin to come back with something else the matter with them. These are what we call "repeats".

Assistants have absolutely no expense and their earnings are net.

Desertions for Private Practice Not Much of a Menace

Assistants are encouraged to go into practice for themselves if they desire to do so, but with a good income, no responsibility and no apprehension as to where the next patient is going to come from, they usually do not care to do so.

How we Handle our Patients

Now in regards to handling the patients.

A routine procedure is used in handling all patients. The name address, telephone number of course is taken. I find the examination yielding the most information in the quickest time to be as follows:

What is your name, age, occupation, address and telephone number? What are the particular symptoms from which you are suffering, and for which you want to take treatment? How long have you had these symptoms, and what other treatment have you had? How is your family history, is there any similar trouble with any other members of your family?

Examinations are in Detail

The patient is then stripped and given a

thorough, detailed and exhaustive osteopathic and general physical examination. The blood pressure is taken, also specimen of blood, urine, sputum or other secretions.

Financial Arrangements made at the Start

A preliminary prognosis is then generally given the patient and he is told that a treatment for such a case will be either four, five or ten dollars per treatment. Right here the arrangements are made as to payments, whether it will be cash, every week, 1st and 15th, or a monthly bill.

Fees for Examination

The cost for the above examination and first treatment and laboratory test is from \$10.00 to \$25.00.

About Six Patients per Doctor per Hour

I use an appointment chart of my own which consists of seven columns, with eight blocks to each column, each block representing an hour beginning at 9 o'clock. Each block is divided into three parts and from one to three patients are put in each chart—usually two patients to the part, or six to the hour. This chart hangs on a board in front of the secretary's desk and she makes all the appointments.

Investigate all Missed Appointments Next Day

Every morning the assistants give the secretary a list of those who did not report for treatment the day before. These patients are either phoned or written to immediately.

Dressing Gown Problem Solved

In handling a very large practice it is not very convenient or sanitary to keep dressing gowns. All the patients are requested to bring their own gown each time or wear such clothes underneath their street clothes as are suitable. A large percentage of the female patients at present wear bloomers and a short waist which can be lifted up the back.

How Accounts are Billed

When the patient has a monthly account, on the first of each month they receive a bill for any treatment taken prior to that date. On the 15th of the month they receive a bill rendered. On the first of the next month a bill with the notation "Past due—all accounts payable monthly", and on the 15th, of the same month if the account is not paid it is given to a collector.

Adjuncts or Home Remedies—Which?

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

Over two decades ago there came up the question, "Is Osteopathy a Complete Science or Therapeutic Agency?"

Standing in the corridor of the ASO one day I heard two seniors, about graduating time, earnestly discussing this vital question. Others had argued and thought along the same lines undoubtedly, but osteopathy was new, and men were going out into new fields as missionaries of the new science. The trend of the conversation led to favoring the use of any drugless method that would enable the physician to get results in the quickest possible time.

Later, at conventions the subject of adjuncts came up, and from the lively tilts and references to ten-fingered osteopaths, the debate started that has never ended—and may never end!

The day after receiving my copy of the last *OP* letters came in referring to my article on "Hanging Together or Hanging Separately". One wrote:

"I read your "Hang Separately" article in *The OP* which is the best I ever read. Every word is true. I, like you, in my sixteen years have never used an adjunct; but I have been somewhat of an "engine wiper", though I had heard

the admonition from the Old Doctor many times not to do it. Never again will I—", etc.

Another wrote enthusiastically about A. T. Still followers, but brought up the old subject of adjuncts and asked my method of handling "arthritis deformans, ulceration of the stomach, goitre, varicose veins, hernia, ptosis of all sorts, hemorrhoids, victims of venery, digestive disorders, etc." "I am puzzled as to your attitude to cases of this sort. Dr. Still, I understand, wore an abdominal belt for prolapsis," etc., he added.

Now, to get down to business, what do you understand the word osteopathy means? To me no definition could answer, even though it contained volumes. Osteopathy could be spelled into every line of books on every phase of our work and a treatise on every organic and mental disease, and then the depths would not be reached. As practitioners we have, or should have, a very general idea, at least, of the basic principles in both theory and practice. We must have a vision to study and write on theory, and we must have a working knowledge or our results in practice would be to no avail.

Now, the eternal question relative to adjuncts, viewed from my angle, is this: We have been

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.

The Bunting Building when completed will house the General Offices and Printing Plant of The Bunting Publications, Inc., which latter company leases the property for a term of years and at a rental price per year sufficient to pay the interest on the Bonds and eventually retire the Bond Principal. This rental, by the way, is on a par with what is now being paid to the owners of our present quarters, and there is therefore no added burden that would tend to tax the business in any way. In fact, obtaining possession of the new building and plant in 1921 will guarantee the Bunting Publications substantial economies of operation compared with the expense of conducting business in Chicago.

Every hundred dollars you invest in B-B-Bonds is that
much added to the stability of osteopathic propaganda.

The Fee Raising Problem from a Country Osteopath's Viewpoint

As Discussed in An Exchange of Letters between a Doctor in Doubt and Friend Arnold

Letter from Dr. Pinro, Shamokin, Pa.:

I have been a little slow in getting things going in this locality. In the first place I took over a person's practice who had been giving 13 treatments for \$20. "You know me, Al, punch-my-meal-ticket-stuff", and \$1.50 in the office and \$2.00 on the outside. Two days of that was all that I could stand, and from then on it was \$2.00 straight for me or nothing. Now that I have been on that basis for a little over a year I have come to the conclusion that I must make another raise which I contemplate doing the first of next month.

However, you know that the city man must get a little more for his services than the country man, for osteopathy is not as well known in the country as it is in the city; consequently the country doctor has certain difficulties to overcome that the city men would never think of. I grant you there are exceptions to this rule, but as a general rule I think that the country osteopaths will agree with me. We have no hospitals or specialists of our own kind to phone to for assistance in emergencies; and take it from me, when you are practicing in a town where there are 20 M.D.'s and one osteopath, you have got to watch you P's and Q's.

On the other hand, here is another side of the question to look at. The broad-minded

osteopath is trying to convince the world that osteopathy is "the" science; that he is best qualified to become the family physician; and so he must be equipped to treat all conditions as good as or even better than the other fellow. Now, tell me, how are we going to do this if we put the price of treatments above the financial facilities of the common people?

This raising in fees, to my mind, is going to put osteopathy on the side line as a specialty for those who can afford it, and not as a general science which people of all walks of life can enjoy. Maybe I have the wrong idea—who knows? However, I am willing to listen to reason. Probably when I am in practice a little longer I will see things that I do not see clearly at the present time.—M. P. Pinto, D.O., Shamokin, Pennsylvania.

Advice in Reply from the Bunting Publicity Service:

We note what you say about conditions in your location. We congratulate you on having revised your fee basis somewhat, and we approve of your plan to raise above \$2.00 the first of next month. We are convinced you will be wise to do so.

You understand in everything we say about this fee raising problem we recognize that the same schedule of fees cannot and should not prevail everywhere. The character of the community, the size of the town and the general condition of prosperity or poverty of the people all make a lot of difference in fee proprieties. As a general rule, we do not think it necessary for one in country practice to obtain as high fees as one in city practice. The reasons are easily understood. Living and office expenses are lower in the country and in the smaller cities. Distances to cover ordinarily are not so great. If they are great, a mileage fee in addition should compensate. A man in a small city practice can see more people and do more practice in eight hours than the man who does a general bed-side practice in a large city. Getting around from place to place in a large city consumes a great deal of time. Of course, the osteopath in a large city who does exclusive office practice may practically set his own office hours and make his practice come to him; but on the other hand he is under the disadvantage of heavy expense for office upkeep and maintenance of his family.

When we advocate that as a general thing the minimum fee should now be \$2.50 or \$3.00, we have in mind fundamental financial and economic conditions as they exist everywhere. The dollar today is not what it used to be. Notwithstanding recent great tumbles in certain commodity prices, the dollar is not expected by economists ever again to regain the purchasing power that it had before the war.

Consequently, if at one time in the history of osteopathy,—say in the period from 1896 to 1914, \$2.00 was a fair honest minimum fee for osteopathic services in country and small cities, then relatively \$3.00 ought to be the minimum fee today because \$3.00 gives scarcely the same purchasing value in commodities and services generally as \$2.00 did in those days prior to 1914. You can't get away from it. It's a fact. Did the \$2.00 osteopath profiteer from 1894 to 1914?

Now, if for any local or personal reason, an osteopath is convinced this \$3 fee is too much or that he cannot get it, then we insist that he should get the minimum fee of \$2.50 or else

befogged in our efforts to accomplish every thing and trying to over-reach in order to make an impression, we have left the one sheep behind and chased the ninety and nine. The lost sheep is the one that caused the event to be recorded.

We have emphasized the adjunct theory to such an extent that we have made osseous adjustments take second place. In other words, some talk as if osteopathy would be nothing, in any case, if it were not for the adjunct (I refer to osteopathy as osseous adjustment.)

My dear fellows, did it ever occur to you that adjuncts are home remedies in almost every instance, and that home remedies are common knowledge of every mother and grandmother that has brought up a family of children and grandchildren? Are you trying to say that common ordinary household remedies, used by all physicians of every school and acquired in most every instance from these practical mothers and grandmothers, are the vital essentials of osteopathy? Will your home-remedy adjuncts, so beneficial in many instances, cure your cases of goitre, rheumatism, ptosis, hemorrhoids, digestive disorders, mental cases, etc.?

Why emphasize adjuncts—which I decidedly prefer to call home-remedies? Should we not concern ourselves about lesions, nerve centers, vasomotor tone and spinal curvature cases and quit harping on home remedies that have always been used and always will be used, I trust?

Who would take a belt away from a man if he wishes to wear it until his lesions can be corrected and nerve tone restored? Who would keep a patient from putting on a mustard plaster in case of threatened pneumonia, or in giving an enema for clogged colons? Many a life has been saved by these motherly remedies—why try to emphasize them to such a degree that the lesion theory becomes secondary? My idea of an adjunct is the giving, on the sly—as some D.O.'s do—a little tonic, an occasional hypo, serum or vaccine, and the using of the vibrator and the various electrical currents from galvanic to sinusoidal.

Away with the rubbish referred to as adjuncts, and rely upon pure A. T. Still osteopathy which includes common sense. Home-remedies are common sense, but adjuncts are not.

I will defy any "mixer" to handle as big a practice as a genuine A. T. Still D.O. It can't be done! A true-blue Still man will win out every time. People are getting away from drugs, electricity, serums, etc., and the closer you stick to your lesion theory and practice, the better off you are.

One D.O. says, "I mean that many people must give up work and absolutely fast out many of their diseases". "Dr. Hugh Conklin finds this necessary in epilepsy," etc. Again the idea is conveyed that osteopathy is not a complete science without fasting. It seems incredible that we should think that leaving off a few meals should be at variance with the principles taught by Dr. A. T. Still! Where's the vision?

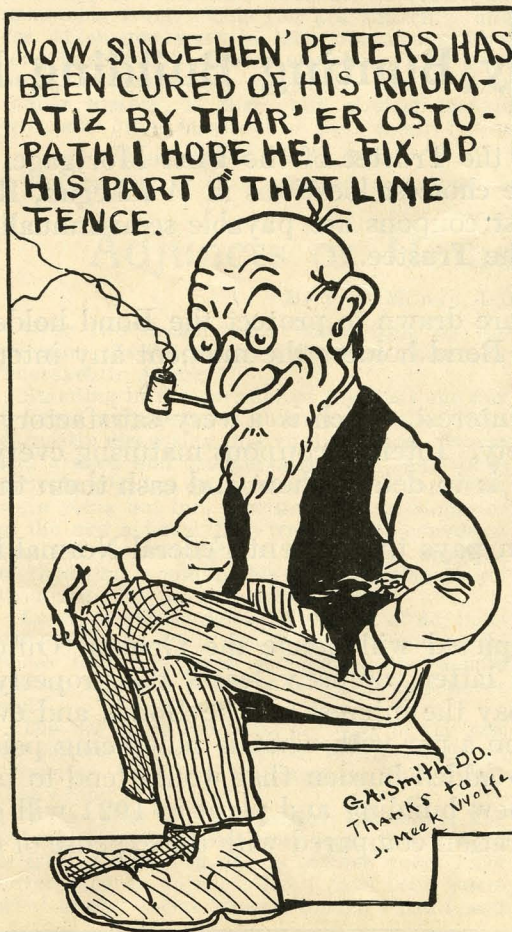
Regulation of diet has been used since the birth of mankind. It is a natural instinct. Any animal will go off feed when nature indicates it. Shall we be less wise than brutes?

We seem to have been satisfied with the one idea that to make osteopathy complete we must introduce some outside measure into it or resort to some means of aiding the treatment called osteopathy.

Let us start out anew with the idea that home remedies are common to motherhood as well as physicians. The real adjuncts referred to above, electricity, vibrators, etc., should have no part or parcel with beacon light osteopathy.

Join up with the men and women who have fought through all the ups-and-downs of osteopathy and have always stood pat, and you will be safe. The adjunct men are coming back. If they don't we will soon be extinct.

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



You are not making a donation to charity when you buy a Bunting Building Bond but a shrewd and sagacious investment which works two ways for you.

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

The foundations are of Adamant—the walls are up to the eaves—
and the roof goes on when we sell those bonds. Lend a \$100.

THE OSTEOPATHIC PHYSICIAN

DOCTORS!

There is only one science that is absolutely dependable providing you keep abreast with its progress. The following books will do that for you.

H. V. Halladay, Applied Anatomy of the Spine, \$3.50

McConnell & Teall's, worth \$25.00, \$7.50—\$8.00

W. R. Laughlin, the Only Descriptive Osteopathic Anatomy on the market, \$6.50

Goetz Manual to date, \$2.00

Lane, the Founder of Osteopathy, \$3.00

And for the new and better Featherweight Folding Table that leads, and Common Tables and Stools, Blood Pressure Machines and Instruments

Address

J. F. Janisch Supply House
Kirksville, Missouri

work himself to death to get the reward he is entitled to in his practice.

Of course, it is one thing to say this and it may be another to "put it over" with the people. But that is a matter of education—usually, most of all, of educating the osteopath, himself, to believe it and have the courage to demand it. You must form your judgment and then should stick to it if you want to get right with your economic status. It is easy to wreck one's fortunes in business by a wrong understanding. Business is relentless and eliminates the unfit, and those who don't understand correct pricing of commodities and services are economically unfit.

The osteopath who does not agree to this proposition has to explain why he was not a profiteer through the many years prior to 1914 that he got \$2.00 per treatment on the old currency basis.

For the reasons just explained we do not agree with you that fee raising, at least to the slight extent we have recommended—is going to put osteopathy on the "side line" as a specialty, any more than the relatively bigger fees charged prior to 1914 had a tendency in the same direction then. It does not follow either in logic or in the experience of those who have done it. We heartily agree with you that osteopathy ought to be put within the reach of people of all walks of life, but on the other hand, the men and women who practice osteopathy must "live" and pay their bills and maintain their status in society and, as you will see by what we have said just previously, the new minimum basis of fees we recommend does not do any more than put the osteopathic practitioner back on the same old scale as to earning power that he was on prior to 1914—which we insist was never any too good!

Mind you, we are willing to admit that for some commodities the dollar lately has (temporarily at least) regained much—by no means all of its old purchasing power; but if all the leading economists of the country are right—and we believe they are—prices generally will take an up-trend again, after a while; supply and demand will regulate that as of yore; and it will be found that after general conditions have become somewhat stabilized, the dollar for a period of at least five or ten years, and probably permanently—economists think permanently—will not have the purchasing power that it did back in 1912 or 1913. The thing for you to consider now is the way to get yourself right on our new currency basis for the present and for these years ahead.

A good, liberal, steady, educational publicity campaign will help you to find people enough in your territory who are willing to appreciate osteopathy at its true value to give you all you can do. It will help you create enough new ones who are able to pay fees that you find necessary to charge for your professional skill to take the places of any who may be scared away.

And, as for the poor who are always with us?—well, you can well afford to treat some of the poor on a real charity basis—especially so when those who can afford to pay what your services are worth are made to do so.

Sincerely yours,
The Bunting Publicity Service
Ralph Arnold, Manager.

Help the Chiro to a 3-Year Basis

Legislation should be asked for in every state possible by us, compelling the chiropractors to raise their standard to a three year's course of nine months each, with four years high school basis for matriculation and an examination for all practicing in all states. I do not see that we would gain anything by amalgamating with other drugless healers—George W. Goode, D.O., Boston, Mass.

Practice, Good Will
and
Equipment for Sale

Big Chance for Man
with Necessary Money

Retiring from practice, possession Sept. 1st, 1921. One of the best equipped offices in the U. S., and a well established practice of better than \$6,000 yearly. Town of 10,000 in the center of the best sugar, rice and cotton districts in the South, 10 small towns within a radius of 20 miles to draw from, only D.O. Equipment includes two McManis DeLuxe Tables, one DeLuxe stool, eye, ear, nose and throat room finished in white enamel with complete specialist's outfit, including a Sorenson compressed air cabinet, instruments of all kinds, microscope, McIntosh battery, violet ray outfit, everything needed. Library of 130 volumes, 5 Oriental rugs, 12 water color gems, office furniture upholstered ivory wicker ware. Office includes whole floor especially arranged. Living rooms if desired. Everything complete. Long lease, reasonable rent. Price, \$5,000, part cash, balance approved paper.

Further information cheerfully furnished to prospective buyers. When writing give facts about financial resources and state bank references. Address:

S. L. L., The O P, 9 So. Clinton St.
Chicago



Are You Protected

by

Central's Accident and Health Policy?

When you buy insurance, buy the best that can be had.

Central's Accident and Health Policy pays \$5000 for accidental death. It pays \$25 a week for total disability from either accident or sickness. The cost to you is only \$40 annually or \$10 quarterly.

Now, doctor, you cannot afford to be without this protection. Our company pays promptly and without red tape. Drop us a line and we will be pleased to give you further details about Central's policy.

CENTRAL BUSINESS MEN'S ASSOCIATION

Westminster Building, Chicago, Ill.

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

A Part of
Osteopathy

Dr. Charles J. Muttart, Philadelphia, an alumnus of the School of Orificial Surgery writing to a friend regarding our Course said:

"Orificial Surgery as I see it is the application of the Osteopathic Principle to the soft tissues and it is a great pity that Dr. Pratt and Dr. Still could not have combined their early efforts so that all Osteopathic Physicians could have the rounded out knowledge which this Course supplies.

"I recognize you as a man who is out for all the good things in diagnosis and therapeutics and I can assure you that you will never regret the time and money spent on this Course. The lessons are extremely practical and the papers are marked strictly and correctly. The object of the Course is to make you a better physician."

Ask us for opinions of other alumni

School of Orificial Surgery

Inc.
Utica Building Des Moines, Iowa

Don't be selfish—we'll pay 7 per cent for the use of your money.
We'll invest your money to boost Osteopathy. Can you beat it? No!

We have \$13,800 of bonds yet to sell by March 31st.
Will you take any amount from \$100 to \$1,000?

THE OSTEOPATHIC PHYSICIAN

9

Publicity Never Pays—Alone

By John A. Van Brakle, D.O., Portland, Oregon

Many a struggling business man has taken large doses of publicity in a desperate effort to turn the tide toward success—and has met failure. Many a professional man will turn to the same weapon and meet with the same result. Publicity, by itself, is one of the most expensive things in the world and is to be indulged in only by the independent. But publicity plus the right things becomes one of the most potent instruments with which to grasp success and paradoxically, in so doing, becomes one of the cheapest things in the world.

These right things are Personality, Ability and Application. Everybody has these three qualities in some degree and so publicity in some form may be used profitably by everybody. The higher these three qualities are developed and the better the publicity is to which they are united, the greater are the results bound to be.

A winning personality that holds in its friendly sway the people who come in contact with it is probably the most valuable possession a professional man can have. Not all of us can have this in the highest degree but all can have it in some degree. Sincere, honest conviction in the things we tell patients and the things we do for them cannot help but make its influence felt as the expression of a true personality. If we know but little, a sturdy standing up for that little will inevitably draw people to us who have need of what we have to offer.

But if personality must be added to publicity, so must ability. You can not fool all of the people all of the time, nor can many of us fool any of them long enough to make a steady income. Many of us have tried it, succeeded for a while, and then left nothing but fading footprints on the passing shores of time. If you don't know your Osteopathy, not even Bunting nor Williams can succeed in telling people about it and keep them believing it.

Granted what folks want is Osteopathy. First, they must have it in story form. To the layman, with his inherited medical education, Osteopathy is more or less of a joke—until he hears a convincing story told of what it has done. Then, it becomes an intensely interesting possibility—if the story he was told was true. Next, he wants the theory. How does Osteopathy do these things? But finally, if Osteopathy is to do him any real good, he must know of it as applied to himself. Publicity will bring him to your door, Personality will hold him a while, but Ability alone can satisfy him by giving him the worth of his investment as he seeks for health. If you really contemplate spending, say \$1,500.00 on publicity, though you feel in your heart that you don't know much about Osteopathy after all, spend \$500.00 of it nourishing the initials "P. G." and the balance will then buy far more publicity than the original \$1,500.00 would have, for you.

The third needed quality that must be added to make effective publicity is Application; intelligent, persistent application. As it really is not intelligent application unless it is persistent, that adjective might be left out save for emphasis. A hundred copies of "Osteopathic Health", neatly done in a package and placed on a high shelf to gather dust, will have in publicity terms the value of zero. Everybody grants that and yet I personally know of cases in which osteopathic publicity has been bought and eventually paid for with this futile end ahead of it. The booklet that is not read gathers nothing but dust. Getting people to read publicity depends upon co-operation between the publisher and the physician. The publisher must make it attractive, easy to read and convincing. The physician must prepare selected

lists that reasonably cover his territory.

The small list, to be effective, should be carefully selected. Intelligent, interested and financially able prospects should be given the preference. The large list should aim not so much at selection as at adequate covering of the tributary territory. The percentage of wastage may be relatively higher in such a list, but the number of convinced prospects will be in culminating proportion to the size of the list and the thoroughness with which it covers the ground.

As mentioned, persistence is a large factor in the intelligent application of publicity. The only value of unpersistent, intermittent publicity is that given it by the fickle Goddess of

Chance. It may or may not be worth while. But the science of publicity arises when that publicity is repeated. Ask either of two great authorities, the Editor of the Saturday Evening Post or Dr. Bunting if this is not so. Both will give the same answer—only Dr. Bunting's being assured, however, unless a stamped addressed envelope be inclosed.

So, if you have Personality, and you have; and if you have Ability, and if you have not, you know where you can get it; and if you have the gift of Application, and you know whether it is yours or not; these three, together with Publicity will open for you the door of Success. But remember, Publicity Alone—Never Pays.

A CHEERY mortician is J. P. Satler, of Plattsmouth, Nebr., whose New Year greeting is, "Let's go!"—BLT, Chicago Tribune.

THE BUSINESS SIDE of PRACTICE

The Professional Problem of Accounts and Collections

A Symposium Showing How Leading Osteopaths of New York State Reduce Losses from Bad Accounts

Read at the Last Meeting of the New York Osteopathic Society.

By Louis J. Bingham, D.O., Ithaca, New York

Our practices have two main phases, the professional side and the business side. The problems of credits and collections is all important in economics of practice. Conditions in various communities will vary according to the prevailing customs found in the different business centers. In some cities, extensive credit is given by business houses generally and in such cities, patients who come to us naturally expect credit. This is a bad condition for any community to get in to. In other localities, the tendency will be more toward a cash basis. So, as physicians, the tendency is to handle our business of credits and collections much along the lines prevailing in the city where we live. As it is with cities, so it is with individuals; each case must be handled on its merits. The essential thing is for every physician to adopt some good business method and then live up to it.

It goes without saying, that the first essential is a good system of keeping accounts, so that you can find at a glance the complete account of each patient, covering both the amounts paid and the amount due. In my personal accounts, I use the Osteopathic Appointment Book published by Dr. E. H. Cosner, of Dayton, Ohio, as a day book, and each day's account is transferred to Moore's Loose Leaf Binder, where each patient's complete account can be found at a glance. Some card systems are good, but whatever system is selected, it should be simple.

The main point of discussion today is the best method of collecting accounts so as to prevent losses in practice. After studying this problem for some time, I am led to believe that most bad accounts are the result of bad business methods on the part of the doctor himself.

On the first visit of patients is the time to give them a fair understanding of your business methods, and if there is any special arrangement to be made, *then is the time to make it!*

I believe I can present the best ideas on this subject by giving you the best thought and experience of some of our most successful physicians in New York State. Looking forward to this discussion, I sent out about 80 letters to

various osteopaths of the State, asking them to give me an outline of their systems as regards credits and to indicate the methods that they have found most successful in recovering delinquent accounts. I received 45 replies. I shall give you the benefit of the gist of these.

Personally, I pursue the following method. On the last day of each month, I render a statement to each unpaid account, except in cases where I have a special arrangement. After a few statements, if the patient makes no response, we write the word, "Please" in red ink on the next statement. Then if no response comes, I have my office assistant send out the following letter, signed by herself:

Dear Sir:

Your account is (so many) months past due and the records show you have had (so many) statements. Where no response is made to statements, it is Dr. Bingham's custom to place accounts so long past due in the hands of his attorney for collection, but he wishes me to state that he does not like to do so in your case. Will you kindly explain the reason for this neglect and make arrangements to settle the account without further delay?

Very truly yours, Secretary.

Following this letter, if there is no response, I use the system of the National Exchange of Credit Adjustments of the United States, Inc., No. 10 Wall St., New York City. If that does not bring results, it is a question of starting suit at once through an attorney or charging it to the loss account. In the past 10 years my losses have amounted to nine-tenths of one per cent.

I will now read a number of letters that will give the experience of others in their respective fields.

From Dr. C. M. Bancroft,
Canandaigua, N. Y.

My delinquent accounts have amounted to less than \$100 in sixteen years and I do not believe there will be many bad accounts unless bad business on the part of the physician precedes them.

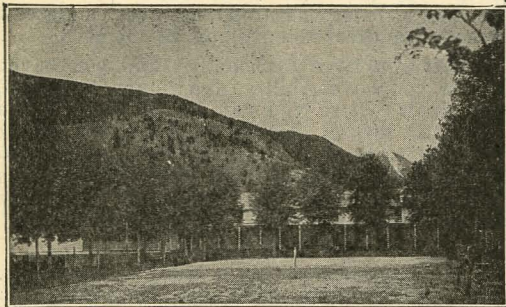
When I first see patients I tell them what the charge will be and ask how they wish to pay

We must sell three bonds daily until March 31st.
Will you take yours today?—Every sale helps!

Did Bunting ever fail you when you called for help?
Just hear him call for help—"Take one bond!"

THE OSTEOPATHIC PHYSICIAN

Chico Hot Springs
Sanitarium and Hospital



Located in the heart of the Rocky Mountains at an elevation of 5000 feet. Open the year around.

The Mineral Water baths and drinking is second to none for Rheumatism, Skin Diseases, Gastro-intestinal and kidney troubles.

Hospital is completely equipped with Laboratories X-Ray and operating facilities.

Special attention to surgical cases.

G. A. Townsend, D. O., M. D.
Surgeon-in-Chief
Emigrant, Montana, Post Office

Complete,
Comprehensive
and Convenient

Coffee's Case Cards

Entire Financial and Case Record on one 4x6 Card. \$1.00 per 100—\$9.00 per 1,000—\$15.00 for Steel Case Outfit. Samples and Literature on Request.

Collingswood Case Card Co.
Collingswood, - - - New Jersey

it—that is, I say that they can pay each time or at the end of each month. Right then I have a definite agreement with them and the lack of vagueness does away with misunderstanding and postponement. If an account is not settled at the end of the month (statements are sent out the first of every month) I then ask the person if he received the statement and the conversation is opened without embarrassment.

It is my idea that small accounts will be paid when large ones are neglected, and when it is necessary to extend long time credit I make the agreement that a certain sum is to be paid each week, two weeks, or month at a certain time, even if it is but fifty cents. In this way I have avoided trouble and loss. I think that most losses can be traced to carelessness on the part of the physician at some time during the course of his attentions to the patient—he did not make arrangements for payment as any other business man would have done. Where a case cannot pay at all then it is not put upon the books. I have never sued an account and the losses I have had have been with the people whom I saw but once or twice.

If this does not cover what you wish I will be glad to write you further.

From Dr. Albert D. Heist, Geneva, N. Y.

Replying to your letter of the 31st of August I will say that it seems that each community in a great measure has its individual problems in dealing with delinquent accounts. "Camp-followers" who make the rounds, getting what they can without any consideration of the other fellow, are found in every quarter and require individual treatment.

It took some time to find this out, and any efforts seemed futile to bring them to a realization of "Obligation". Hence I have developed my own method, which may or may not be effective in another city of this size.

Briefly outlined it is:—

(a) Have a *financial understanding* at (initial visit), (duty of assistant.)

(b) Keep as nearly as possible the *appointment* with patients—thereby establishing the idea of *business*, that they may keep theirs in return.

(c) Use this as a lever in statement to delinquent.

(d) Send assistant to party if unresponsive. (By the way, it is usually the attitude towards assistant which will determine the future course to follow—or,

(e) A personal letter, asking for reason for non-response to statement.

I do not know how others fare with persistent delinquency, but I find that if a delinquent does not feel that he should pay, it will take more

than a saint to get recompense. From conversations with other practitioners I find that the longer one conducts an office in a city or town the less trouble he meets with the delinquent type, especially if he injects into his practice the idea that he is *busy* and *business-like* sends monthly statements, follows with a reminder on the 15th and serves in such a way that he is the generator of *the* indispensable system of therapeutics in the country.

I believe that most patients accepting our principles are in dire need of help, and we represent the only school which gives *honest service* to suffering humanity—that the average delinquent has some good "reason" that should be ascertained and met through a sympathetic understanding. Force or threat never avails. Few wish to be classed with delinquents. It is at its root a deep humiliation, this factor must be respected. Kind, firm and brief appeals by person or letter seem to accomplish more in Geneva, in dealing with this class, than too persistent "drum-head" methods.

I hope this may not be too disappointing a message as my reply and I trust you will obtain good helpful methods which will benefit us all.

From Dr. L. Mason Beeman,
New York City

I try to impress upon patients in an indirect manner the fact that there are two sides to a physician's practice, the professional and the business, and that the latter must receive the same attention as any other commercial dealing. This gives me a start on the course that I take in following up collections, namely, a letter stating that this is probably an oversight, etc., then asking for partial payments to show good will, and finally a request of intentions as to paying the account. When necessary, a notice of intention to place for collection follows, and always is sent when promised, so that the delinquent knows I am not bluffing.

Circumstances and personality, of course, make changes from the general routine, as given above.

Where thought advisable, I sometimes use the pasters on statements, a series of which I enclose.

Undoubtedly this account has been overlooked. An early reply will be much appreciated.

Your attention is called to this account, which has been standing a long time. An early settlement is respectfully requested.

Several statements of this account have been sent you. If it is incorrect, or if there is any reason why it should not be paid, kindly state same at once, and greatly oblige.

Every consideration has been shown you in the matter of this account. If unable to settle it in full will you not show your appreciation by making at least a partial payment.

No reply has been made to the several statements already sent you. Do not, through further neglect, force the use of severe, harsh, and aggressive measures to collect this bill!

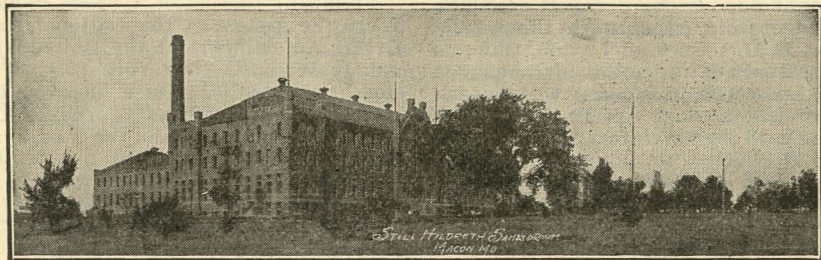
In employing a collector, I choose one who is doing nothing but professional work, as his experience with other men often gives him valuable points for my service. I also use him as a Bradstreet where a patient looks like a possible bloomer, and if he proves to be one, the possibility is that this collector will have him on his dead list, and so will prevent my extending undue credit.

Finally, I use the collector only when necessary, for I insist on receiving a reply from the patient, so that I can fix in his mind the idea that he has an obligation and that I know that he knows that he has.

Dr. Cleveland of Bingham uses the same system of stickers. They may be obtained from The Reminder Co., 105 Middle St., Portland, Maine, for \$2.00 per thousand.

By Dr. Charles E. Fleck, New York City

In reply to your letter of August 31st, the system I use for collecting my accounts is to render statements monthly. If they are not paid before the beginning of the following



STILL-HILDRETH OSTEOPATHIC SANATORIUM

MACON, MISSOURI

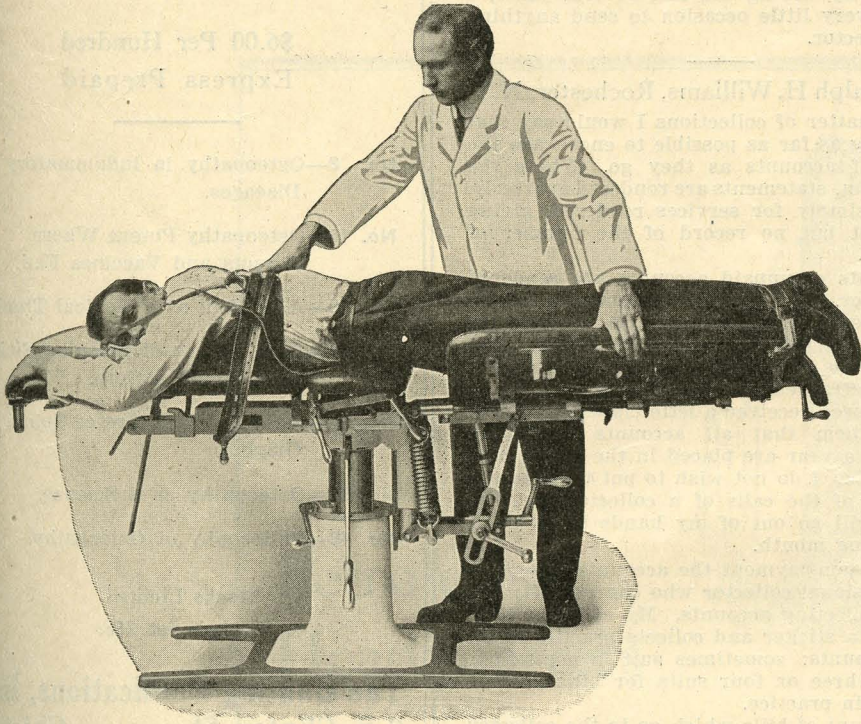
A. G. Hildreth, D.O., Supt.

The pioneer Osteopathic Institution of its kind on earth created for the sole purpose of treating mental and nervous diseases, an institution that has already proven the value of osteopathic treatment for insanity.

Write for Information

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

ARE YOU SATISFIED—with the results you are getting?



Are the results you obtain in proportion to the amount of heavy work you do?

You may think so now, but with a McManis table in your office for three months you will realize the difference.

WITH THE McMANIS:

Treatments are given easier.

Results obtained quicker.

Patients better satisfied.

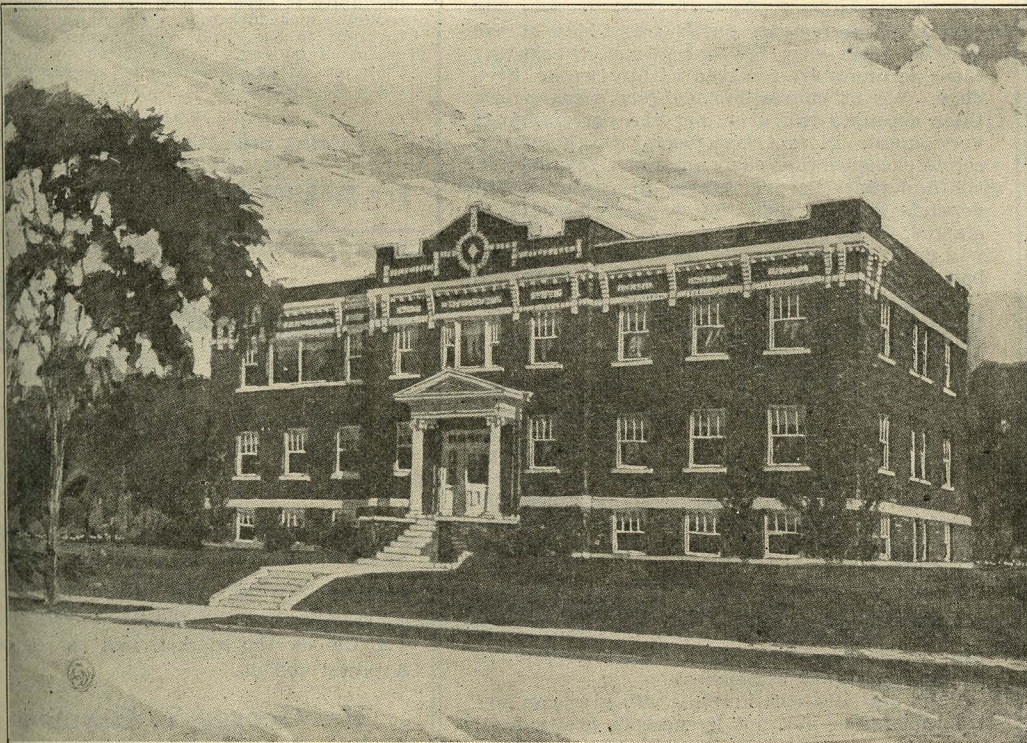
The McManis table modernizes your office and makes more pleasant your duties as an osteopath.

Write for Detailed Description

McMANIS TABLE COMPANY

Kirkville, Mo., U. S. A.

Wonderful Year for the Laughlin Hospital, Kirkville



The Laughlin Hospital, Kirkville, 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, Kirkville, Mo.

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

THE OSTEOPATHIC PHYSICIAN

The Last Word in Iridology

IRIDIAGNOSIS

—By—

Henry Lindlahr, M. D.

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.

From the artistic and the scientific standpoint these illustrations are the best and most accurate ever produced. For the first time, they make it possible to acquire a practical knowledge of Iridology from a text book.

Cloth binding. \$2.65 postpaid

ORDER TODAY

Literature descriptive of Dr. Lindlahr's new works sent on request. Four volumes of the LIBRARY OF NATURAL THERAPEUTICS now ready. I. PHILOSOPHY; II. PRACTICE; III. DIETETICS; IV. IRI-DIAGNOSIS.

LINDLAHR PUBLISHING COMPANY

523 So. Ashland Boul.
Chicago, Ill.

month, a footnote is usually made—"check will be appreciated". If this does not bring a settlement, the bill sent the following month has a foot-note "Settlement or explanation of this bill is requested, otherwise same will be placed in other hands for collection (first of the next month)."

Fortunately during the last several years, I have had very little occasion to send anything to the collector.

By Dr. Ralph H. Williams, Rochester, N.Y.

In the matter of collections I would say that I am trying as far as possible to encourage the payment of accounts as they go. Where the accounts run, statements are rendered quarterly. They are simply for services rendered, giving the amount but no record of the number of treatments.

Statements of unpaid accounts are rendered each quarter. On the third statement I attach a sticker reminding them that the account has been standing some time and requesting payment. On the fourth statement a more urgent sticker is attached and one month later if no check has been received a letter is written them advising them that all accounts remaining unpaid for a year are placed in the hands of a collector, that I do not wish to put them to the annoyance of the calls of a collector, but the accounts will go out of my hands the first of the following month.

Then on non-payment the accounts are given to a professional collector who charges fifty per cent for collecting accounts. My collector happens to be a sticker and collects practically all of the accounts; sometimes suit is necessary; have had three or four suits for bills since I have been in practice.

The amount of bills which go to the collector hardly average one hundred dollars per year and at least eighty per cent of those are finally collected.

By Dr. George W. Riley, New York City

I have no elaborate system for caring for our accounts. A very large percentage of our business is cash. The remainder, except in a few instances, is cared for on a monthly basis. The one thing we try to do with these accounts, is to get the statements out the first day of the month. With very few exceptions, checks for these accounts are received within two or three days. We of course have a few cases where their accounts run over, but the percentage is very small. In fact last year I think our receipts exceeded the yearly amount a few dollars.

I find that the promptness in paying a bill depends largely upon the way the account is started. Most people want their bills paid and will do so if the matter is handled on a business basis and they get their statements promptly. If they receive their statements promptly at the beginning of the month, the chances are your bill will be one of the first to receive attention.

I have only on one or two occasions used the services of a collector or resorted to legal procedure. In fact we have never had a case where legal action was taken. I have on the books, perhaps a half dozen or so cases accumulated during our practice that probably should have been handled in that way. In a few cases given to a special collector he secured the payments thereon.

In my judgment, the chief thing is to have a clear understanding at the beginning of an account. Let the patient know that you expect him to do his part, and then be prompt in sending out your statements.

I am not sure whether this will give you any information or not, but it succeeds pretty well.

Dr. George H. Merkley, New York City

I do not know what to say to you, as collec-

Standard Laity Brochures

\$6.00 Per Hundred
Express Prepaid

- No. 8—Osteopathy in Inflammatory Diseases.
- No. 16—Osteopathy Potent Where Serums and Vaccines Fail.
- No. 18—A. T. Still as a Medical Thinker.
- No. 34—How a Case of Sleeping Sickness Found a Cure.
- No. 36—Most Diseases Are of Spinal Origin.
- No. 37—Osteopathy as a Science.
- No. 48—Philosophy of Osteopathy.

Stocks Limited.
Sample Set 25c.

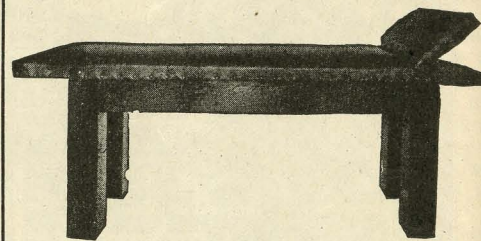
The Bunting Publications, Inc.
9 S. Clinton St. Chicago

FASTING and MAN'S CORRECT DIET

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

—Read—
Fasting and Man's Correct Diet
(now in press, \$1.35 postpaid)—by

R. B. PEARSON, 19 South La Salle Street, Chicago



OUR NEW CATALOGUE

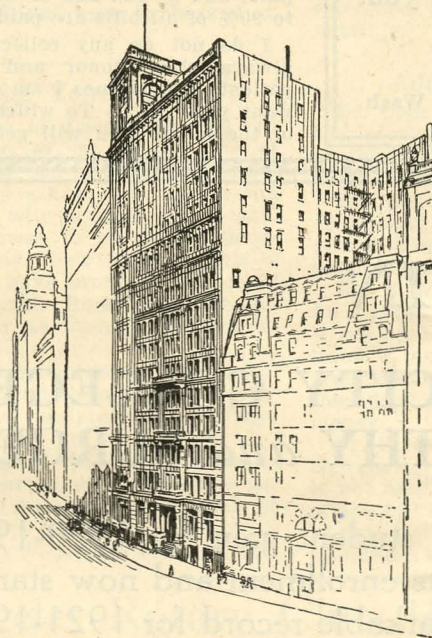
showing cuts of many styles of tables, stools, vibrators and the BEST FOLDING TABLE on the market, sent on request. A postal will do.

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.

Petroleum Headquarters



"26 Broadway" has always been headquarters for authoritative information regarding the production, refining, and distribution of petroleum products, not only in this country, but all over the world.

Petroleum headquarters is justly proud of Nujol. It has been pronounced by medical authorities and petroleum experts to be the finest Liquid Petrolatum that it has been possible to manufacture in any country up to date.

The viscosity of Nujol was determined after exhaustive research and clinical test, in which the consistencies tried ranged from a waterlike liquid to a jelly.

Sample and authoritative literature dealing with the general and special uses of Nujol will be sent gratis. See coupon below.

Nujol

REG. U.S. PAT. OFF.

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

Please send me booklet marked:

"AN OSTEOPATHIC AID" (Especially prepared for the Osteopath)

The following booklets may also be of interest to the Osteopath:

- "In General Practice"
 "A Surgical Assistant"

- "In Women and Children"
 Also Sample

Name _____ Address _____

• 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!

Doctor—

I have a case record system that will meet your needs. Duplex system for financial and case records—concise, convenient, time saver. Let me show you. Drop postal.

Dr. L. K. CRAMB

Box 857 - - Yakima, Wash.

tions are the least of my troubles; of which I have none.

In my office I use a loose-leaf ledger. On the last night of each and every month, my bills are all made out and in the mail box before I retire. Uncle Sam places them in the proper hands the first mail in the morning of the 1st day of the month.

You will see by this that my bills are among the first received, consequently among the first paid, and by the end of the month, from 75% to 90% of all bills are paid.

I do not do any collecting in advance. I always place honor and confidence in my patients. Sometimes I am asked, "How do you want your pay?" To which I reply, "The first of the month you will get a bill for services

rendered." Then they will say, "But you do not know me". "No, I do not, but I believe you to be honest and it is up to you to prove otherwise." Simply put a person on his honor and trust him and he will not depart therefrom.

I am just starting my 18th year in the practice of osteopathy in New York City and I feel safe in saying that from \$500 to \$700 would cover all bad and uncollected accounts in that time.

My methods are very simple, as you will see, but I believe business-like, and find that is just what the people like.

Dr. Ralph M. Crane, New York City

I have no system of collections. Every man who is not a dead-beat is honest.

If an apparent "dead-beat" gets you—get him—not by collecting the bill, but by not letting him know you know he beat you. Use him. Make him work for you—he does it gladly—he likes it.

It always costs more to collect a bill than it is worth. If a patient does not come to you because he owes you money, it is your fault—for you have in some way offended a natural instinct of pride; hence you not only have to wait for your money, but you have lost a patient and may be a friend of osteopathy.

You can make your debtors your best assets. I remember one time I was going to give two accounts to my attorney to collect. I was unable to reach him that day. That evening I attended a dinner and reception, at which these two patients were present. Instead of following what is supposed to be the usual impulse of cutting your debtors, I adopted the manner of a best friend—it developed into a mutual admiration society, and the result of their conversation to others that night developed into a two hundred dollar obstetrical case, followed by several others. The attorney lost his commission—I eventually got my money, and osteopathy several new boosters.

When a man begins to avoid you when he owes you money, don't get sore—make it your business to meet him and give him some good word of encouragement. He wants to pay his bill, and will if you will let him.

Yes, you can sometimes make a man pay a bill, but is it worth it? Make him want to pay it—that is the best system. Besides it will not take long to gain the name of money grabber if you are always in the courts to collect bills. On the other hand, you won't find it as hard to charge a liberal fee if it is generally known you do a lot for charity's sake.

During the last "flu" epidemic, the bank gave me the devil for not charging for my services in a certain district. He spent a good deal of time telling others I was doing charity work when I could have been attending people who would pay. He was advertising me as well as osteopathy, unconsciously, and he did a good job of it, so when I send in a bill of three hundred dollars a day to those who can pay, they have nothing to say.

Yes! The psychology of collections is truly a psychology.

By Dr. Cecil R. Rogers, New York City

Although not a positive advocate of the continuance of the use of tickets in our practice, we must admit, especially in the early days, they were of a great advantage; not only from the standpoint of the patient paying in advance, but as I always try to show a patient, the principal idea is to make them take sufficient treatment to gain results, and we should give this emphasis always.

In my twenty years of practice I always made it a point to refund money when requested to do so, but many patients for one reason or another although having paid for their ticket in advance did not take all treatments. Under such circumstances I have felt justified in

258% GAIN

KANSAS CITY COLLEGE of OSTEOPATHY and SURGERY

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

It's "The Aggressive College"

2105 Independence Avenue
Kansas City, Missouri



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!

charging same to profit and loss, which practically balances my losses from unpaid bills; in fact, to date for my entire length of practice my profit and loss account shows a credit of \$94.00.

As I feel this record is unique, I am giving it to you for what it is worth.

By Carl D. Clapp, D. O., Utica, N. Y.

As my fifteen years of practice ended with August I had a curiosity to know just how much I had lost in bad accounts. I went over my books and found that in that time I was out only 3% of my total amount of business.

I send out statements each month. About half my business is cash, and one-fourth thirty days, and the rest slow.

If an account runs too long I generally find out that there is a good reason for it and leave the individual alone until I hear he is in better shape. Then I write him a letter and I generally get the money. Most people want to pay but occasionally I find some one who does not. Then I turn the account over for collection.

That's about all there is to it, as far as I am concerned.

I wonder if anyone has a better record than the above?

By Dr. A. C. French, Syracuse, N. Y.

In reply to your letter I wish to state that I have no system of collections as my terms are strictly cash.

Dr. Grant E. Phillips, Schenectady, N. Y.

In summing up, Dr. Phillips has grouped accounts under six heads. He writes:

After eighteen years of practice I can say I have lost few accounts and seldom send one to the collector.

We can divide our patrons into about six classes I think, when we are considering the question of collections.

1st. Those who will stay away if they cannot pay cash.

2nd. Those who pay once a month or once in three months or whenever a bill is sent.

We do not worry our heads much about these two classes. Next class:

3rd. The careless or otherwise slow person to whom a bill must be sent frequently and perhaps be called by phone and told that one must buy flowers for one's grandmother's funeral and needs the money very badly. This will usually bring a check from this class.

4th. The class who earn good money but live far beyond their means in order to "keep up with the Joneses". This class you must keep right after and, when sending several bills does not bring the coin, stamp a bill "Account will be given to collector on Dec., 1st." This will make them mad and they may say some bad things but they will "come across" and want more of your service; but forever after keep them in the "cash-and-carry" class.

5th. The class of indolent "dead beats" who try to "do" every one from the pop-corn man to the automobile dealer, and strange to say they get away with a lot of samples; but after studying human nature for a few years one can usually spot them the first time he attempts to look them in the eye! They will fool us sometimes, and we may waste a little energy on them for a time or two, but once you "get the vision"—stamp every package "C. O. D."

6th. Last, but not least, we have the poor with us always. The unfortunate, discouraged but honest poor. They need us and we must serve them, not only for the good of humanity but just so we can say some day, "Dear St. Peter, I really have tried to do a little good in the way of helping the needy. Can you give me standing room up here?" This class can most always pay something in time, they may pay much; and when I find one of this "honest-to-

goodness" type I don't worry my head about them but just say—"If you ever get in a position to pay something, come around" and they most always come—for more treatment.

Those who can and should pay, keep after consistently and persistently, and when you get through with them the collector will have poor picking except in the cases where it is necessary to bring legal action.

Do not know as I have said any thing worth while. One thing I find is pretty good and that is to have a list of the delinquents before one constantly on the desk and keep it checked up as to who is paying.

Don't Pauperize Your Patients

The suggestion here of discounting the bill that is long over-due, except in the case of poverty, I believe to be bad business procedure. Delinquents frequently ask you how much you will throw off if they will pay the rest in cash. I think it bad business to encourage delinquency by discounting their bills, especially in cases where they have property and could pay just as well as not. Such people should rather be penalized by an interest attachment, in addition to their bill.

Dr. Henderson of Olean notifies his bad delinquents that he has placed them on the charity list and sends them a receipted bill. He says many come back and pay up.

Dr. Fred C. Lincoln of Buffalo often sends his secretary to the parties direct to make collection and when she fails, it is a question of a nagging collector or a law suit.

Dr. George Vensalius Webster of Carthage has

a series of letters that he uses, following the statements; then the Arrow Collection Service, and, finally, the local attorney.

Dr. E. R. Larter of Niagara Falls suggests that during his first years of practice he collected within approximately 2% of his earnings, because at that time he needed the money badly, and he just had to collect, and he did it. When he gave credit, he investigated as to whether the patient was worthy or not, and acted accordingly.

Dr. A. B. Clark of New York City asks for references for credit, when statements are sent monthly.

Additional Methods in Brief

Dr. Charles D. Camp of Rochester gives his bad accounts to a lady who collects for one of the big department stores. He finds this more satisfactory than the attorney.

Dr. William Craig of Ogdensburg gives his delinquent accounts to his attorney and instructs him to go as far as he likes, except suing the account.

Dr. H. V. Hillman suggests that it is hard for a great many people to pay for a thing after it has been received. These same people do not mind if they pay as they go along, where they are receiving benefit, but after it is all over, they don't mind letting the doctor wait for his money.

Dr. H. D. Sweet of Glens Falls says that he charges up all treatments and when a patient is not able to pay full price, he discounts part of the bill and does not push the account, and by this method he does not lose very much, but sometimes has to threaten the use of an attorney.

Los Angeles Rotary Club Has Osteopathic Health Day

HE WHO SEES BEST SERVES BEST

Being a five minute survey of the function and purpose of the eye in relation to health and happiness on the occasion of National Health Day, by the Los Angeles Rotary Club, Dec. 10th, 1920.

By T. J. Ruddy, M.D., D.O.

The eye is the smallest organ in the entire body, measuring about one inch in diameter and weighing less than ¼ ounce or 1/9600 part of the average adult body weight, and in mass is ⅔ths water—which may explain why the majority of men see in aqua pura the beverage naturalis of the future. The eye is the first



Old "Doc" Ruddy, Himself.

developed in the human body, and the first one to portray the pangs of pending death. It is first to behold the beauties of the day; first to extend the greetings of welcome to parent or friend; first to express the joys and sorrows of youth, and first to ply the problems of man in the mart of business.

In this open book of humanity's diary philosophers have scrawled the ineradicable memories of the past, in words no less grand than "Oh, the light that lies in woman's eyes"—and lies. Logicians have painted upon the canvass of the future of man in no uncertain tones the realization of an immeasurable fancy, in that sonnet or bit of doggerel—"Drink to me *only* with thine eyes".

Whatever may be the past or future of the eye in man, the fact remains that it is one of the greatest values in his possession. Some one has said that "A sense of value is one of the most precious assets in success". Small though the eye is it consumes nearly 40% of the energy produced by the body, in its daily function.

About one-third of total output under *normal* conditions is used by this one organ. Statistics show that nearly 60% of all people are born with defective vision—the eye-ball too short, or too long, or irregular, or in some other structural or functional way is inefficient. These defects, this inefficiency is made up in part by drawing on a reserve fund, which means a depriving of the other organs of the body of their quota of energy. The child is ushered into school work, the demands increase. For a time eyes and other organs share 50-50 in the shortage. Soon the eyes burn, ache or tire under the load. If one of the eyes is stronger than the other—that is, more nearly normal, the more defective eye will turn out or in. Or perhaps the eyes will hold out and the body deprived of the per cent of energy it loaned to the eye, becomes irritable, and facial twitching, restlessness, peevishness, disturbed digestion and a hundred other so-called "mysteries in the making" present themselves as evidence of neglect or indifference or, might I say, ignorance.

The "tolerance limit", or an allowable departure from a normal standard is a dangerous thing even with a good reserve, and no people understand this better than you who are dealing with the importance of little things. If you would concern yourself with promptness of appointment, deliveries, measurements, regularity, efficiency of departments in your business, and as Rotarians, for *service* sake, then you cannot ignore the eye in making a trial balance of your health from day to day, for "Who sees best serves best" and the healthy well-balanced body organization means happiness in body, business and about home.

Dr. Ed S. Merrill and Dr. Wm. F. Traugber also addressed the club. Los Angeles has three osteopaths in the club and soon will have another.

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.

Entered as second-class matter April 7th, 1903, at the Postoffice at Chicago, Illinois, under the Act of March 3d, 1879.

EDITORIAL

Fairness, Freedom, Fearlessness

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

Vol XXXIX March, 1921 No. 3

FEE RAISING STILL THE PROBLEM WITH MANY OSTEOPATHS

We have had some interesting and illuminating correspondence with subscribers over this subject of fee raising by osteopaths. Correspondents naturally divide into two groups, those who recognized that raising fees was imperative and who acted on the conviction, and those who are unconvinced of its necessity or wisdom and whose fees remain on the time-honored basis of \$2 or near it.

On the one hand we are thanked by a group for bringing this issue to their attention so forcibly and enabling them get right with their economic status. This is a large group. Many whose letters are in harmony with this group had raised their fees—some of them a year or more before The OP proclaimed the issue to have reached the stage of life or death importance to the profession. The minority group, who are unconvinced that there is any necessity for raises of rates, often enter into very elaborate argument with us to prove that our advice to the profession is bad, that our premises are wrong and that our conclusions are apt to prove costly to osteopathy.

One who can look in a practical way at this pressing individual yet universal problem of maintaining one's economic status—not to add, the rightful desire constantly to improve it and advance up the ladder of success and financial independence—without becoming convinced that a radical change in the value, or purchasing power, of money, the measure of all other values, necessitates a radical readjustment of price in all other commodities and services, works by mental processes that we cannot follow.

It looks to us like a simple problem in fractions. If forty apples are cut into halves each piece has only half the food value and half the money's worth that it had before. Dollars are just like any other merchandise. They are subject to being cut in half or into any smaller fractions just the same as apples. Now this is just what happened. The world-wide economic cataclysm attendant upon the war cut the good 100-cent American dollar into less than half. This is not merely somebody's opinion. It is a world-wide fact which everybody recognizes, and government statistics supplied from month to month tell just what the size of that fractional dollar now is at particular moments. That value in January 1921 as gleaned by the U. S. Government from prices current in wholesale markets was just 56½ cents.

This should be an effectual answer to the osteopath who, because of tumbling prices in many of the grossly profiteered commodities of war times which he now observes in the retail

market, contends that the dollar "has come back" and therefore that the osteopath has no need of fee readjustment if he gets the same fees as he did in 1914.

Uncle Sam is on record as saying that the osteopathic physician who got \$2.00 per treatment in 1914 and previously and who now charges the same fee in our present debased currency only charges and only receives actually \$1.13 for his treatment, as measured in wholesale priced commodities in America.

If the thoughtful osteopath will now read carefully this market editorial from the Chicago Tribune of Feb. 26, 1921—note the late date—he will get exact, exhaustive and reliable information on this price problem which came from the hands of the federal government less than 30 days ago. This once again proves all that The OP has previously told our profession, just as we previously proved our statement by other authoritative quotations.

[From the Chicago Tribune]

PRICE LISTS OF WHOLESALERS AT LEVEL OF 1917—BUT STILL 77% OVER THE MARKS OF 1914

By Arthur M. Evans

On their way down the ski jump, commodity prices at wholesale are now coasting along the general price level prevailing about the time America entered the war. The government's newly issued index number for all commodities, wholesale, for January, is only 3 per cent higher than that of April, 1917.

It has tumbled about 35 per cent from the "peak" of last May. But it is still 77 per cent higher than when the war broke out in 1914.

How Prices Have Fallen

From the tables one can extract an idea of how the downward tendency progressed during the last four months. The index number for last October indicated the wholesale price level had been shoved back one year, to the mart of October, 1919. In November the price level was back to that of the armistice period, November, 1918. In December it receded to the general price plane of April, 1918. In January it slipped back to the level of April, 1917, the month in which we entered the war.

Great discrepancies and variations are seen in the adjustment of prices by groups. The government classifies the commodities into 9 categories, and for each of them calculates an index number. Some groups are away down; others are still away up. Farm products have slumped tremendously, but building materials, despite the fall in lumber and notwithstanding an average of 10 per cent drop in January from December, are still 139 per cent higher than in 1914. They are higher than any other group with the sole exception of house furnishings.

How Group Prices Vary

The following compact tabulation will show the great variation in group price levels:

	Per cent
Higher than in 1919.	
All commodities	77
Farm products	36
Food, etc	62
Metals and products.....	52
Chemical	82
Cloths and clothing.....	108
Fuel and lighting.....	128
Building materials	139
House furnishings	183
Miscellaneous	90

Checking these figures against the tables since 1914, we find:

All commodities combined are about back to April, 1917.

Prices of farm products and of metals and metal products have been shoved back to where they were in October, 1916.

Food has receded in wholesale price to the approximate level of February, 1917; chemicals to June, 1917; cloths and clothing to December, 1917, and miscellaneous to April, 1918.

Other commodity groups are not even back

to the armistice period. Building materials and house furnishings have receded only to the level of November, 1919. Despite lumber's Humpty Dumpty fall, the building material group is still 45 per cent higher than when the armistice was signed, and housefurnishings are 25 per cent higher than at that period. Fuel and lighting prices have crawled back only about to the level of last May.

The general peak of wholesale commodity prices was in May last, when the weighted index number stood at 272, the highest point it reached, meaning the general wholesale price level was about 172 per cent higher than that of 1913, the year before the war broke out.

Here is a table showing how the different groups have receded from general peak month:

	Index Nos. Pct. de- (1913—100). crease		
	May, 1920.	Jan., 1921.	from May.
Farm products	244	136	44
Food	287	162	44
Cloth and clothing.....	347	208	40
Fuel and lighting	235	228	3
Metal and products.....	193	152	21
Building materials	341	239	30
Chemicals	215	283	15
House furnishings	339	243	17
Miscellaneous	246	190	23
All commodities	272	177	35

[Here ends The Tribune's exposition.]

Now the fact is established. Our dollar today is still worth only 56 cents and 5 mills. What are you going to do about it—let the public pay you an exchange value in money equal to \$1.13 of purchasing power for what you regard as an honest-to-God \$2.00 service? If so, why?

If you make your fee \$3 which was once \$2.00—you friends who hesitate to take the leap—you still get only \$1.69½ in purchasing power, as measured in all you buy in satisfaction of the wants of life. Is that too much? You are still not as well off as you were in 1913. "How can you charge less than \$3 per treatment and live?"

You say your people can't pay it?

Answer this: Did they quit eating, wearing clothes, renting homes, paying taxes, riding in automobiles, buying gasoline, employing labor and doing all the other things which since 1914 have been bought and paid for on the new currency price? Did they?

Why should people have money enough to pay for everything else they must have and can't get along without, *except osteopathic service?*

Another query: Do your people themselves work for the same wages they got prior to 1914 and do they sell their own crops or merchandise or services or what-not at the same prices substantially as they got in 1914?

If so, there is a good argument to support your belief that they can't pay more to you. If not, there is very little argument to support it. Probably, in the latter case, the belief or fear in your mind that they cannot and will not is stronger than the economic stress which you picture them existing under.

In closing let us repeat this question to those who accuse osteopathic fee raisers of today with profiteering: "If \$2 compensates you for a treatment today, with a dollar worth only 56½ cents, what excuse can you offer for having charged \$2 prior to 1914 when the purchasing power of \$2 was actually 87 cents more than it is today? Did you profiteer then?"

This economic problem of fees is one calling for good hard common sense and there is no room for sentiment or hysteria in making up one's judgment, for any amount of the latter will go a very short way toward paying one's own living expenses and office rent and overhead nowadays. Get right with the money situation of today as you will have to live with it for a long time to come. Business as well as Nature eliminates the unfit.

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

MEDICAL PROFESSION CONTINUALLY
RE-DISCOVERING OSTEOPATHY

The New York *Evening Telegram* of Feb. 8th had a 2-column picture of Dr. Royal S. Copeland, Health Commissioner of New York City, pretending to illustrate "a new medical discovery," to wit, that hiccough could be stopped by a simple pressure on the fifth "cervicular" nerve. With solemn mien this august medic stood with his left index finger pressing upon a woman's left collar bone. We are indebted to Dr. Clinton E. Achorn for sending this clipping.

On the same day the *Hackensack*, (N. J.) *Evening Record* printed the same picture—so of course it was a syndicated feature, and no doubt emanated from the AMA publicity bureau—which bore this interesting legend:

"The Medical Society of French Hospitals has found that hiccough may be stopped in a simple way by pressing the index finger firmly on the fifth cervicular nerve. Dr. Royal S. Copeland, Health Commissioner of New York City, is shown in the photograph illustrating the French method."

What a knave Dr. Copeland is, to be willing to give credit to the French for a discovery that he well knows was made by an American physician more than 40 years ago!

Here again in *Hackensack* the medics' press agent discloses the the alleged discovery of the new nerve, if not of a new method of therapy. We are indebted to Dr. Chester D. Lose for this second clipping.

Since Dr. Still made this discovery back in the last century, and seven or eight thousand osteopathic graduates have been performing this cure over and over in a routine way for thirty years—no doubt in tens of thousands of different instances—some of them in public hospitals, on the abandoned cases of the "regulars", to the great surprise and discomfort of the medics—it would look as if the medics are quite as original in this "discovery" as in all their other steals from osteopathy and pure science. Of course "regular" medicine promptly "originates" whatever it borrows—such as the germ theory from Pasteur—not a medical man—the side chain theory of infection and immunity from Ehrlich—not a medical man—and many other important instances.

We osteopaths should not be surprised that our science of diagnosis and therapy should suffer the same fate of benevolent assimilation by "regular" medicine, just as fast as the medics develop the appetite to swallow our revolutionary system.

If we educate a little harder and more boldly and make the laity understand the truth about osteopathy before the medics get to them with these steals, we shall soon have the pleasure of seeing the public give these medical frauds the laugh for appearing as "discoverers" when they don these osteopathic masquerades.

BLAME THE PRINTER OF COURSE

In Dr. J. D. Edwards' "Shop Talk" contribution last month "Throw Away Your Glasses" somebody made an error by substituting the word "fractional" for "functional" which spoiled the doctor's meaning. The sentence should have read "refractive errors unquestionably are due to a functional and therefore curable derangement in the action of the extrinsic muscles."

WATCH FOR CHICAGO HERALD-EXAMINER
BOOST MARCH 13th

We recommend that osteopaths get a copy of The Sunday *Herald-Examiner* (Chicago) of March 13th and look for a big story on osteopathy which we expect to see featured therein. We have supplied Mr. Farnsworth Wright of the Sunday staff with some reliable data about the history and principles of osteopathy. We took pleasure in opening up our archives and giving him the limit. He is an intelligent gentleman and we would be surprised if he

Some Doctors' Offices

III

Pigs Is Pigs.

John Barr, D.O.

MY first impression was that I had entered the Deserted Village. There was a musty unventilated odor present and a certain pervading quietude that seemed to forecast nobody at home. A glance at the door leading to the inner chamber confirmed the suspicion.

The man who invented these clock-face affairs that tell so accurately and untruthfully just when the doctor is to return, is no friend of mine. There on that inner door was one of his productions pointing tirelessly to the hour of one as that of the doctor's return. As it was then about three o'clock, I was just about to make up my mind that once again had I verified the usual mendacity of this invention, but closer inspection revealed a scribbled note to the effect that the doctor would be "Gone all Day."

It happened to be pretty hot out on the street that day, so I sat down to rest a while. The pictures on the walls caught my eyes at once. All depicted various specimens of domestic animals. There was a magnificent racing horse, a prize Hereford bull and several groups of hogs, each noticeable for its cleanliness and its size. I counted these pictures and there were fourteen all told. Two or three farm and barn-yard scenes, I will have to confess took me back to the old school-days when Charlie Still's herd of cows were commencing to make themselves famous.

Finally, I tired of cows and pigs, so turned to the reading table for something to read. The only up-to-date journal there was a *Stock-breeders' Magazine* and in fifteen minutes I learned more about pedigrees than I had ever known before. The thought strayed into my head of how fine it would be if some of us humans could trace in our ancestry as many *decent, well-bred* forebears as could some of these blue-ribbon animals.

However, all this got me no closer to the doctor I was looking for, so I left

the office, first rereading the lettering on the door to make certain I had entered the right place. I asked one of these perennial street loafers if he happened to know where Dr. Anderson might be.

"Sure," he said, "Doc's out to his stock-farm looking after some new hogs. Jim Tracy, across the street there, is going out by there right away if you want to go out. Haven't got a match, have you?"

I paid the toll of a match and crossed the street to negotiate passage to the farm. They told me a good deal on the way out about Doc's stock place being one of the finest in the state, and "Doc" in person told me and showed me a great deal more before the end of an extremely interesting afternoon came.

As we drove back to town, I managed to get a word in edgewise concerning Osteopathy. Well, it seemed that Anderson had left Kirksville two or three years after I had, and so he told me all the latest news—about Dr. Charlie's cows.

After several desperate but futile attempts to again bring up the subject I was most interested in, I gave it up with a final, frank question.

"Was the study of Osteopathy really worthwhile to you?" I asked him. Much to my surprise he replied:

"Oh, yes, indeed. Only the other day one of my horses stepped on my favorite collie's neck and dislocated it. I grabbed the dog's head, had Jim, one of the stable boys, hold down the other end and in no time I yanked that thing into place. In a couple of days the dog was dancing around as spry as ever."

I laughed and told him I had never before heard of an osteopathic veterinary but that did not seem to bother him at all. And just about this time in my travels an idea occurred to me which has since become an axiom. It is this:

You can tell the kind of Osteopathy a man practises by the sort of an office he keeps.

failed to make good use of his opportunity. We believe credit is really due to Dr. J. V. McManis for stirring up the Hearst organization to take enough interest in osteopathy to plan such a feature. Of course this newspaper will use the story as an advertising stunt for itself and get all the osteopathic advertising it can to go with the write-up.

Our Colleges Can Wake Up, Too

Our colleges fail to teach the student how to "sell" osteopathy. Courses in office maintenance, publicity and personal efficiency should be given with utmost thoroughness.—V. V. *Rerucha, D.O., Seward, Nebraska.*

What We're Aiming At

Cooperation and unselfishness should be the motto of every practitioner. Then and not until then can we expect to gain the goals we have been striving for all these years—government recognition and general adoption as the family physician.—H. R. *Juvenal, D.O., Marysville, Mo.*

Orificial Chair in Our Colleges

Were it possible to install chairs of genuine orificial surgery in the osteopathic schools it would mark a very great stride forward in our professional progress. It is one leap farther into the open field of investigation, research and practice, in which there is less than one hundred special practitioners. Are we going to let our "regular" opponents beat us to that goal? It is time our schools are waking up.—M. C. *Burrus, D.O., New Franklin, Pa.*

A Buckshot Lesion

A man had a piece of buckshot enter his arm just above the elbow forty years ago. It was not removed and had been forgotten when brachial neuritis developed 30 years later. My examination showed cause of neuritis to be due to this little shot tied down to a nerve by scar tissue. A minor operation removed shot and scar tissue and cured patient. Find it, fix it and leave it alone.—John B. *Buehler, D.O., New York City.*

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!

The

AMERICAN SCHOOL of OSTEOPATHY

After nearly thirty years of successful operation, is enabled
to offer to prospective students the advantages of

The Largest College and Hospital Buildings
The Best Equipped Laboratories
A Faculty of Specialists

Students of the American School of Osteopathy are in charge
of experienced physicians and teachers, who devote
their entire time to the school work.

Next Class Will Open Monday, September 12, 1921

For Catalog and Literature, address

The American School of Osteopathy
Kirksville, Missouri

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?

EFFICIENCY in PRACTICE MANAGEMENT

The Efficient Osteopath

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

II Fears

We often hear people speak about the bad effects of anger and uncontrolled tempers. It is said that a species of monkey, the mandrill, will sometimes develop a fit of anger to the extent that it will die. The story is frequently told of the mother of a young baby, who had a bad fit of anger. Afterward she allowed the baby to nurse, which resulted in poisoning the baby from the milk sufficient that it died.

Then, along with the auto-protective powers which we hear so much about, there must be some auto-destructive processes in the body. When the emotions deleterious to the system which aroused these auto-destructive powers are set in action, instances are innumerable of destructive effects.

Fear is one of the malevolent emotions. Fear causes more failures and more deaths, ten times over every year, than does anger or uncontrolled temper. Nine-tenths of the people are inhibited in life from undertaking many of their visions, ambitions and aspirations because of fear. Fear enters into every element of life.

Many a man has failed to gain advantages and enter into opportunities because he was afraid to get up on his feet and express his ideas. Many a young man has failed to win the young woman of his choice because of his being afraid to brace up and take chances. Fear is continually holding people down in the business world and professional world until finally they are bound to see their visions and hopes pass by and become only dreams of yesterday.

As one gets on toward middle life, there are certain fears that are very likely to creep in and tend to bring on a chronic state of worry and hasten into a man's life the very things he fears.

First. Many people fear the loss of health. Some people are too lazy to keep their health. Some are too ignorant, and a few are weak from heredity to the extent that they lose their health before middle life, but those are more numerous by far who needlessly and carelessly lose their health. They fail to observe the ordinary laws of health.

In treating physicians and giving them directions as to the details of what they should do along the line of health, observing the most common things which they require of their patients, I find many of them more careless about carrying out the ordinary fundamental principles of health than many of the people who do not know the tremendous importance of observing these rules. In considering the efficient osteopath, then, it is necessary to speak of the laws of health and the importance of his taking into consideration the doing of the things that will conserve his energy and keep him fit in the latter half of his life.

I have known many osteopathic physicians to break down completely in a few years. True, they had hard work with a big practice, but it was not work necessarily that destroyed their health and their life. It was the lack of observance of the ordinary fundamental principles of conservation of one's energy. Later on in this series of articles this subject will come up again when we enter into the details of the various points which we are covering now in a general way.

Second. Some fear the loss of business. Judging from what I hear and see frequently among

osteopathic physicians, so many of them seem to be afraid that some fellow will steal their patients.

We all know that there are certain classes of patients that shop around among doctors and never tie up firmly with any particular one. We all know that no one is absolutely perfect in his diagnosis and varies somewhat in his efficiency in treatment at various times through the year and perhaps at various times through the day, largely because of the way he feels or because of the way his mind is taken up.

Fear of the loss of business is continually keeping up inharmonious relations, suspicion, and lack of fraternity in many of our localities among our own professional brethren. They listen to the tales of disgruntled patients from other doctors, which if considered or believed, will soon make one come to think that his professional brother down in the next block is nothing more than a renegade.

Fear of the loss of business takes somewhat of a deeper root in the lives of many doctors than that of having their business stolen from them by some professional brother. In some minds it seems to be ingrained that there must be a time coming when this good time of prosperity in their lives will surely pass away and business will be gone, leaving them stranded without sufficient support to carry them through life. This becomes a rather indefinite but growing fear in the lives of some.

Third. Many fear dependent old age. It is a fact that a large percentage of the people have a just ground for fearing dependent old age because statistics show that eighty-five per cent of the men who live to be sixty-five years of age are dependent partially or completely upon relatives, friends, or the poor house.

With most people, the cause of this is a lack of thrift. In their earning period of life they did not save money and put it where it would be safe for bringing in an income to take care of them in their declining years. It is said that ninety-five per cent of the people have business losses which leave them very largely stranded by the time they are forty-five years of age. We pay very dearly in the school of experience along the line of investments. The tuition comes high, and many of us never do learn it even though we live to be a hundred. I have known men of seventy and eighty years of age who have never recovered from the fever of investing for high returns, disregarding largely the safety of the principal.

If every osteopathic physician would be reasonably economical, if he were only half efficient and would save the balance of his money above the required necessities of life, placing this money where it would be income bearing at six or seven per cent, by the time he had reached the age in life where his own earning power ceased, he would have sufficient income to live without work or worry.

These fears, loss of health, loss of business, and dependent old age, when they begin to gnaw at one's heart and keep him in a state of uneasiness and worry, are very largely destructive to his best interests in life and cause him to fail in many instances where he otherwise would succeed.

[To be continued.]

TECHNIQUE

Advanced Technique Used on the McManis Table

By J. V. McManis, D.O., Kirksville, Mo.

The split leaf or divided head section, found on the De Luxe and Nonpareil McManis tables, offers considerable in the way of comfort to the patient and correct position, with more favorable working conditions, for the doctor. The divided leaf opens by means of a lever found underneath the head section of the table. It can be either locked open, or when not in use, locked shut.

When examining the upper dorsal with the patient prone, the split leaf should be used. The patient can lie with the nose and chin between the two divided halves, thus leaving the cervical and upper dorsal spine in a straight line. With the patient's face turned sideways, as on the straight table without divided leaf, this part of the spine is thrown out of alignment and examination is then difficult.

In the treatment of anterior upper dorsal or extended upper dorsal spine, the divided leaf again adds to the efficiency of the treatment. In treating such a lesion we employ the same technique mentioned by Dr. Still in his book. He would place the patient on a stool, stand in front of patient and with his knee well padded, place it over the chest. Then reaching around the patient, grasp the angles of the ribs on both sides, lifting up and pulling forward, while at the same time exert pressure against the ribs from in front with his knee. This causes a receding of the spine and a correction of the lesion.

On the McManis table, using the split leaf, the same technique can easily be employed. Place the patient on his back with spine resting in between the two halves of the head section. In this position you will find that the angles of the ribs are resting on both sides of the leaf. Then with a small pillow as protection, push down and forward on the ribs from in front. The ribs are held from behind and with your pressure from in front, sufficient force is transmitted to obtain the result wanted.

In gynecological work where the gyn crutches are used, the split leaf permits of a greater abduction of the limbs and also permits of freer use of the speculum.

The hydraulic lift, found on McManis tables, (styles A, B, C) is a means for varying the height of the table top. This feature in itself is one of the most valuable on the table. Many osteopaths have weakened or stiffened their backs from treating on a table of just one height. For your large and heavy patient a low table is desired, but while treating a smaller patient a higher table is desirable. In innumerate lesions the operator can work at a better advantage if he can get above the patient and employ his own body weight in the operation. With the McManis table you can get the desired height and save the lifting of many a pound. A pound not lifted is a pound saved.

In conjunction with the hydraulic lift the revolving feature of the table is called to your attention. By releasing the rigidity lock the table can be revolved in any direction, giving the operator the advantage of the proper light whenever needed. If you do not have a treatment stool handy the table can be lowered and used as such.

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

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

Xiphoid Klan Is the New Inter-State Organization East

By Charles J. Muttart, D.O.; Secretary Pro Tem, Philadelphia, Pa.

A new osteopathic society has appeared on the Eastern horizon—an association of all Licensed Osteopaths of New York, New Jersey, Pennsylvania and Maryland. Let it be called Xiphoid Klan for the present—until somebody wins the 5-year, free-for-nothing membership card offered for suggesting a better name-plate.

The new society was first revealed in a dream to one of the profession's stellar visionaries. He was sober but inspired. He saw the need and opportunity of inter-state fellowship for osteopaths raised to the highest power and quick as a wink passed it along to the presidents of the four contiguous state associations, who appointed delegates, who met and organized, and lo! Xiphoid Klan is "it" in that locality—like a lamp set in the window to guide wandering feet to osteopathic fellowship.

The Klan was formed in the offices of Mase Beeman and Charley Green, 51 East 42nd Street, New York City, January 21, A.D., 1921. Mark the date. It will loom large in therapeutic history.

The official accoucheurs by appointment as aforesaid were viz:

New York—Claude M. Bancroft, L. Mason Beeman, Cecil Rogers.

Pennsylvania—Charles J. Muttart.

New Jersey—Edwin M. Tait.

Maryland—Harrison A. McMains.

The new organization is to be honest-to-truth and rock-ribbed, viz: Non-political, Non-sectional, Non-sectarian, Non-incorporated, Not-organized-for-profit.

Its purpose is: Purely social, purely educational. Does this appeal to you?

If not, what do you want for a dollar, anyway?

The Osteopathic Society of Greater New York through its genial President, Dr. Cecil Rogers, has kindly invited the practitioners of the four states and from as many others as care to come, to hold a grand holiday in its city Friday and Saturday of the third week in April for the purpose of formally christening the baby. Four-to-nothing that they can't get a sweeter name for the brat than Xiphoid.

You are eligible for membership regardless of the number of fingers you use, provided only that you are licensed to practice in your home states.

It has been decided to charge a one dollar registration fee for this first Christening Party, with the distinct understanding that any one who is not satisfied at the end of the two days session may have his money back without interest by applying to the treasurer in writing and stating that he has been deceived.

Any deficit occurring at this meeting will be taken care of by the one hundred and twenty osteopaths of New York and Brooklyn whose incomes run over One Hundred Thousand Dollars. Several of the little fellows with incomes running from Sixty to Seventy-five Thousand have kindly offered to help but their offer was not accepted. Let the plutes do it.

With such a versatile and generous host as the Osteopathic Society of the City of New York (which includes the borough of Brooklyn) those who attend this meeting in April are assured a good time, a good program and many surprises (note the words) and after we have given each other the "close-up" it will be decided whether to nurse the youngster along or just go home and leave it on the doorstep.

Oh, yes! It was further agreed between Bancroft and Cecil Rogers as a compromise that if Cecil did all the work of putting on this meeting he would be permitted to hold a dance after the traditional banquet.

These competitive suggestions for names have been solemnly filed with Dr. Muttart, secretary pro tem, to date:

Arthrodial Fellows
Ankylosis Brotherhood
Metabolic Fixers
The F-F-L's

(Abbreviation for "Find it, fix it and leave-it-aloners.")

Clearly, they aren't going to get any better name than they started out with. Let it stay Xiphoid Klan. Meet with the Klan at Manhattan April 15th and 16th.

conflicting evidence make it appear the child may possibly have received from Berger's treatment are just what we might expect had any osteopath given her neck and spine gentle relaxation. Berger's own story about setting and re-setting the child's 2nd and 5th cervicals every day for "about" four days sounds to us like ignorant bunk—but he may be perfectly sincere in his belief. Some chiros are!

The newspapers of course follow up such cases with avidity, and when the "talking sickness" girl was reported by Berger to have quit babbling and fallen asleep as a result of his "cure" nothing less than a miracle had been performed. It was grist to the newspaper mill and they made the most of it for further sensational stories.

Dr. Berger explained through the press—naively enough, with the chiro's limited knowledge of the pathology of brain fever, not to mention anatomy—that Miriam had suffered from a dislocation of her 2nd and 5th cervical vertebrae which pinched the nerve affecting the speech center of the brain—and that he corrected this lesion, and cured the case.

This was duly printed as "news" in the newspapers. Some papers, recognizing the alleged diagnosis and alleged treatment as thoroughly osteopathic in nature called Dr. Berger an osteopath, and this getting into the news dispatches caused much interest among osteopaths over the country and led many to write to ask us what there was to the whole story.

Immediately, without waiting to see whether the little patient would recover or die from her brain fever, would resume babbling any minute—as such a case might easily do—or not do so, the chiro trade of the country jumped into a great nation-wide newspaper advertising stunt, using full page copy mainly, such as never was done before by any collectivity of healers and they are still at it.

In all of these advertisements the alleged "miraculous cure of Miriam Rubin by chiropractic" was featured as "the modern miracle of healing." It was brazenly claimed in big stud type that "the child was completely cured by the treatment" and was "now normal, happy and light hearted." These claims were and are more than nine-tenths falsehood and fraudulent. The child was at that time still prostrated with brain-fever and very sick, regarded as not at all out of danger by Dr. Nesbitt, the physician in charge, while these mendacious chiros were using countless acres of newspaper print to claim she had been completely cured by their wonderful work. We are all used to such chiropractic bunk. It might easily have happened that the little girl would have gone backward and died in the end; but luck this time was with the brave and audacious, and Miriam is now well on to complete recovery. By March 9th she was sitting up part of the time each day but still keeping in bed as a regular thing—just what such a case would be expected to do while recuperating.

It appears that the only honest claim the chiros might have made was that their treatment relieved *one symptom* of an acute ill; and it may be a question if it did that; but no truthful claim could have been made—even to such a limited amount of "miracle", until after the child was comparatively well and it was known that her babbling symptoms would not recur. The insincerity, rank blatancy and advertising gall of the chiros in their general conduct ran true to form in this case, also.

Berger Got This Affidavit for Chiro Legislative Uses!

On Feb. 17th—eleven days before Dr. Nesbitt wrote the local newspaper that the little patient was "still a very sick child" but "was steadily improving" and "would get well" Dr.

"CHIRO" STANDS for FALSE PRETENSES and LAW EVASION

True Story of Miriam Rubin's "Miracle Cure" and Chiropractics Part in It

Chiropractors the past month have made great advertising capital out of the sickness of little Miriam Rubin of Waukegan, Ill., on whom they pinned a so-called "miraculous cure" (which facts positively do not support), but whatever be the merits of the case, there can be no dispute that the chiros made it the occasion for pulling off the most tremendous newspaper advertising stunt ever worked in behalf of any system of healing.

While suffering from encephalitis the child's speech center became excited and she babbled ceaselessly—the newspapers said for 212 hours. The local newspapers wrote it up as the mysterious case of "talking sickness", first cousin to "sleeping sickness", "science baffled", and all that. The case was attended from the first by R. H. T. Nesbitt, M.D., the family physician, who says he has been throughout and still is in charge. The Chicago papers wrote up the mysterious malady in the sensational way that

the new, the unusual, the bizarre are always featured. If Miriam had simply had "brain fever" without talking a lot, the newspapers would never have made her case notorious. It was the single feature of an irritated speech center that appealed to reportorial imagination and art and the case was already famous in newspapers before chiropractic injected itself into it.

Then Dr. Paul O. Berger, a chiropractor, is said to have gone to the Rubin household and volunteered his services. He was allowed to treat Miriam—it seems with the consent of the family physician—and on the day following—about twelve hours later—the child quit talking and fell asleep for a succession of brief periods. The chiros advertise this was the first sleep in nine days. Dr. Nesbitt claims the child had a normal temperature and slept a little on the day the chiro came in on the case and before he called. However, such benefits as the

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

HOW I TREATED MY OWN CHILD

(Name to doctors on request)

Fergus Falls, Minn., Nov. 5th, 1920

The Dionol Company,
Detroit, Michigan.

My 4-year-old boy, Frederick, pulled the cord of our electric heater and tipped a pan of boiling hot water on his arm and hand. My wife used the best dressings she had but the poor boy found no relief. She could no longer endure to see him suffer so frantically with the pain, and phoned for me. I applied Dionol and in about ten minutes the pain stopped, and there has not been any pain since.

This burn was very deep, and of course we thought it would leave a big scar, but do you know there will not be a sign of one? It is all healed up and one would never know that he had been burned at all. We obtained all these results in less than three weeks. I never saw such results in all my prac-

tice. Me for Dionol every time. I am surely grateful that such a remedy is on the market.

Dr.....

Another Case

Philadelphia, Pa., Feb. 8th, 1921.

The Dionol Company:

Within the past week I have had an opportunity to test Dionol in an aggravated x-ray burn case which was referred to me by a brother physician who had stopped his treatments owing to skin sensibility. I wish to compliment you on your splendid preparation. I have the burns under control and am now continuing treatment without fear of further inconvenience to the patient.

Dr.....

DOCTOR: Don't forget that Dionol gives equally positive results in local infections, wounds, leg ulcers and ulceration generally, and wherever local pyrexia is present. Try Dionol also for tampon treatments, piles, etc. It is exceptionally effective.

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

"DELICIOUS! BEST COFFEE WE EVER HAD!"

So writes one of the many enthusiastic Physicians who are *using, endorsing and prescribing*

DELISCO

Trade Mark Registered U.S. Patent Office

"THE CUP THAT DELIGHTS"

Letters are reaching us daily assuring us that DELISCO *looks* like coffee, *smells* like coffee, and *tastes* like coffee, yet has no injurious effect. The Profession is finding DELISCO "both delightful and satisfying". It is considered "as near a perfect coffee substitute as possible" which "may be taken at night without causing sleeplessness".

DELISCO equals in AROMA and FLAVOR the finer brands of coffee, and while possessing great food value, is also a most appetizing and acceptable drink.

Have you tried DELISCO yourself, Doctor? If not, do so at our expense. A full sized package for your own use, and samples for your patients will be sent, postpaid, upon request. Many physicians have referred us to their grocers, in order to have a constant supply available for their patients. We want DELISCO to tell its story to YOU, Doctor.

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.

Berger got the parents to sign this affidavit along with himself claiming that the child was then well!

"From the time she became ill [the child] was talking constantly and continuously for eight days.

"That during that time Miriam Rubin did not sleep, but merely continued to talk. Dr. R. H. T. Nesbitt of Waukegan, Ill., the family physician, was called shortly after she became ill. Dr. Brown, county physician, of Waukegan, was called for consultation, and in addition there were called into the case the following physicians, specialists, from Chicago: Dr. Robert B. Preble, 30 N. Michigan Ave.; Dr. Alonzo C. Tenney, 25 E. Washington St., and Dr. Isaac A. Abt, 104 S. Michigan Ave., all of whom immediately made all necessary blood tests and examinations, and their prognosis did not disclose the nature of the malady, and they were unable from their examinations and diagnosis of the case to offer any solution or remedy for the patient, and during all of this

time the patient continued to talk constantly as before without any sleep whatsoever.

"That on the ninth day of her illness Dr. Paul O. Berger, a practicing chiropractor in Waukegan, was called to treat the patient and found upon examination of the spinal column that the patient had two misplaced vertebrae in the neck, one of which pinched the nerve affecting the speech center of the brain.

"And that on the ninth day he administered two chiropractic adjustments to the said patient, and that after a lapse of about twelve hours, and during the tenth day of the illness of the patient, she showed marked and noticeable improvement and for the first time during her illness slept for brief periods, her temperature became lower than it had been at any time during the nine days of her illness; that the said Dr. Paul O. Berger continued to administer the chiropractic adjustments daily for about three days, and that at the end of three days the patient had ceased talking and the symptoms of the malady entirely disappeared, the patient was resting and

sleeping soundly and that her present condition is normal.

"ABRAHAM M. RUBIN.
"DOLLIE J. RUBIN.
"DR. PAUL O. BERGER."

"Chiropractor.
"Subscribed and sworn to before me this 17th day of February, A. D., 1921.
"ALBERT M'DERMOTT, Notary Public."

M. D. in Charge Protests Chiro Fakery

Dr. Nesbitt printed this communication in the Waukegan Daily Sun, February 28th:

Editor Daily Sun: I am compelled to ask a little space in your paper. I am deluged with letters and phone messages from discerning, thinking people who discredit the notorious, sensational and highly exaggerated fabulous accounts published. The family have been annoyed by the continued low fiction in exploiting the case. Just five minutes ago Mr. Rubin, the father, remarked that there was not five per cent of the "write-ups" true.

First: The medical men were not baffled; nor at the end of their resources.

Second: Medical measures and remedies have been constantly administered and there was gradual improvement; and the morning before the chiropractor gave his treatment the child had normal temperature, and the child had several intervals of sleep. The functions of the body had to be kept acting by medication and other means. Otherwise we might have had fatal results.

Third: There was no mal-alignment of the spine or any dislocation of the vertebrae. As four capable medical men had carefully examined the spinal column and the whole body. Subluxation of vertebrae is a talking proposition of a certain clique of spinal mania-phobists. Authorities state there is little or nothing to it. Pressure on nerve produces impaired function or paralysis, not excitement.

Fourth: It is not true that there was a sudden cessation to all symptoms. No medical man, surgeon, physiologist, no neurologist, psychologist or psychiatrist or any analytical mind would for a moment think that an excited state of the speech center buried deep in a lobe of the brain could be quieted by any snap of the neck or thumbing of the spine. The blood test demonstrated irritating agents circulating through the exciting cells concerned in the faculty of speech. As they did other centers causing the restlessness. The talking was only one of the symptoms.

It is not true that the child was delirious and irrational. She was not only RATIONAL but very bright and witty, amusing us frequently with her quick clever answers to our questions.

She was perfectly docile, taking her medicine and submitting to any handling necessary without complaint, always with a thank you.

Fifth: It is not true that the temperature fell suddenly. The betterment is what could be expected for the time the affection had lasted and the treatment she had received. The temperature kept persistently up during spinal chiro treatment. Several days ago I ordered a spinal so-called adjustment stopped, for previous to the chiro treatment the patient had not a pain or ache anywhere. She became so sore and tender that she dreaded the operation and dreaded anyone to touch her.

Miriam Rubin is still a very sick child, but I hope with long continued absolute rest and internal medication and soothing applications to the back she will be restored to perfect health.

R. H. T. NESBITT,

February 28, 1921.

The American Medical Association Journal naturally jumped in on these fake claims and on March 1st denounced the fully apparent fraud of the chiros. But the editors couldn't resist being a bit unfair about it as well, and they in turn did not scruple to make representations about the case which in turn were denied by the M.D. on the job.

Journal Attacks Chiropractor

The battle between chiropractors and medics over the sensational claims reached a climax when the Journal of the American Medical Association printed a special article accompanied by several editorials denouncing chiropractors in general, state laws which permit their practice, newspapers which exploited them, and Dr. Paul O. Berger, the chiropractor who claimed to have cured Miriam. The article wound up with this statement:

"I saw the patient March 1st. She lies in bed listless, eyelids droop, the right eye slightly turned upward. The breathing is stertorous and somewhat labored. She does not smile or show interest in what is going on. She objects to any attempt at touching her back."

Not So, Father Says

Mr. Rubin was asked if this account was correct. "No, she's resting naturally and appears to be enjoying herself," he said.

Dr. R. H. T. Nesbitt, the family physician who handled the case from the first, said he furnished the report and the facts for most of the article, but added he did not agree with the report of the conditions on March 1st and had nothing to do with that part of the article.

"Miriam is on the rapid road to complete recovery," he said. "The listlessness is nothing more or less than

"Horlick's"

The Original Malted Milk

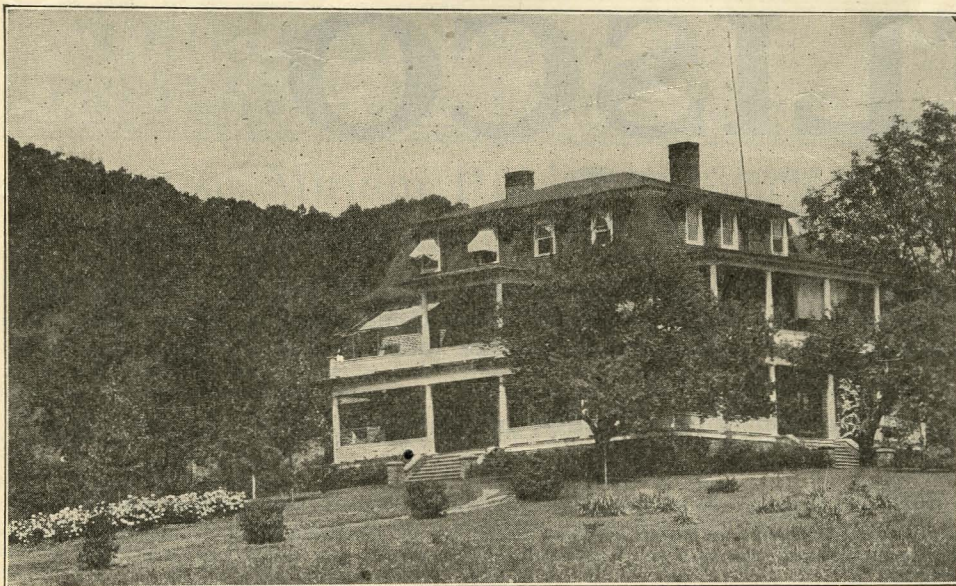
ALWAYS RELIABLE

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.

the result of sickness and would be found in any case. The eyes are practically normal."

Dr. Nesbitt declared that while he was convinced Miriam was better, chiropractory could claim no victory. "She showed the first signs of recovery before the chiropractor called," he said. "Up to that time there had been no pains nor any complaint of them. The chiropractor injured the child's spine and she dreaded to have any one come near her after he had treated her. I drove him away ten days ago and the child is now entirely under my care."

Dr. Berger Replies to Attack

Dr. Paul O. Berger, the chiropractor, was told of the criticisms by the journal and Dr. Nesbitt.

"Well, it is natural to expect them from those sources," he said. "It was the first case in which I ever worked with a doctor of medicine, and I have since found that instead of helping me he was working against me while he was friendly to my face.

"As to the pains, I might say they were caused by the use of medicine with the same justice that they say they were caused by my treatment."

Father of the Girl Outraged by Chiropractic Lies

On March 9th Mr. Rubin, the father, told The OP:

"The many untruthful claims being made by the chiroso about my child's case in their newspaper advertising all over the country are outrageous. I believe the chiro, Dr. Berger, helped her when he treated her and I have said so all along; but nine-tenths of all that the chiroso claim about the case is false. I have asked my attorney to see if he could not stop these chiroso advertising the case as they are doing but he does not see how he can do it.

"It is true that my daughter's back was made sore by the chiro, or at least got sore after he treated her, so that she dreaded to have him touch her. Still, even at that, I had expected to have him give her some more treatments after she got stronger. She still stays in bed most of the time but sits up off and on every day and is improving steadily."

What Significance Has It?

What of this whole soiled affair as an advertising stunt?

Was it noteworthy? Yes, it was immense.

Will it help the chiroso? Yes, it will doubtless bring them tens of thousands of new patients, many hundreds of new students and at least a million dollars of new "business."

Will it actually pay them? Yes, in the only things that the chiro regards as compensations for his work—i.e., getting ahead, spawning his own kind and making money. He has no scientific status to injure, he has no professional reputation at stake, he has no personal scruples or scientific conscience to violate as to historic truth and fairness; so he probably figures that he can afford to put it over this way whenever he gets the opportunity to get away with it. So, give the devil his dues—he pulled off a great advertising stunt and made it pay him in money and false fame, despite its foundation in fraud.

Do we envy them? Honestly, do we?

Yes, we envy them one thing only, the ability to pay for and use so much good white newspaper space. We wish our own profession would wake up and use that amount of advertising, too. So far as the amount of general publicity they used goes, we can well wish it had been used honestly, to advance adjustive healing by presenting osteopathy to the public, whose claims can be backed up when it presents a "miracle cure."

Could we get an equivalent benefit from that amount of newspaper advertising? No, not an equivalent benefit exactly, but yet a comparable benefit. It would pay us richly to use as much good newspaper space in our own honest clean way but not to do it in the chiro's way.

What would be the effect on our profession if we, instead of the chiroso, had pulled off this

[Continued to Page 28]

The Bunting Publicity Service

for Osteopaths

Founded 1900

Specializing in General Publicity and Specialty Advertising Campaigns for either Individuals or Collectivities of the Osteopathic Profession

9 South Clinton Street
Chicago, Illinois

March 3, 1921.

Dr. Riley D. Moore,
1410 H Street, Northwest,
Washington, D. C.

My dear Dr. Moore: In reply to your inquiry of yesterday we are glad to be able to inform you that if you and your professional associates in Washington wish newspaper advertising service, or any other kind of advertising service, we are prepared to give it to you here at the old stand better than any other advertising agency in the United States. We can buy anything you need in the way of space in your home newspapers at the same price that any other advertising agents could buy it for you. We can render you any other service they could render you at the same standard price. We can write a far better line of copy for you than any other advertising agency in the United States, and I guess you know it.

By patronizing the Bunting Publicity Service for Osteopaths rather than one of the commercial agencies you will be patronizing an osteopathic institution that has been at the publicity game for twenty years, that specializes in osteopathic publicity and knows how to render proper service in general publicity as well as specialty advertising.

There is no kind of advertising that any person or group in the profession may wish to do that we are not well prepared to undertake and execute in the usual high-grade manner of our service.

If you will let us know how many Washington D.O.'s are figuring on co-operating, tell us just what sum of money you plan to spend in the Washington newspapers, within what space of time and what purposes you wish to serve by it, we shall be glad to lay out a campaign for you and give you our opinion as to just how to use your money and opportunity both to best advantage. We will give you this counsel by return post.

Quarter-pages in The Washington Post will cost you \$140.30 daily and \$152.50 Sunday; circulation 59,000 daily and 78,000 Sunday; single columns or equivalent (305 lines or 21 11/14th inches) cost \$70.15 daily and \$76.25 Sunday.

Quarter-pages in the Washington Star come cheaper with circulation greater. Quarter-pages \$122.00; one column \$61.00; circulation 89,000 daily and 86,000 Sunday; same rate daily and Sunday.

The Washington papers have combined to discourage so-called "readers" as the policy of the U. S. P. O. Department is against them and they have to be marked "Adv." or "Advertisement", anyhow. So, to kill off readers, they charge a line rate of \$1.50 straight or \$21.00 per inch. Prohibitive! You can run readers in the midst of display if you know how to prepare copy.

Let us hear just what you wish to do.

If you know of other osteopaths about to spend money for general publicity, who are not yet under contract with agencies, kindly do us both a favor by advising them that we, here, are an advertising agency, and are prepared to attend to any kind of agency work that is going. We claim to know the game.

We have planned for a long time to broaden and amplify our publicity and promotional service for the profession in various ways, coincidentally with moving into our new Waukegan plant. With all good wishes,

Cordially yours,

THE BUNTING PUBLICITY SERVICE
for OSTEOPATHS

H. S. Bunting, Director.

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 O H and O P.

We'll bet you 10-to-1 our bond issue will be over-subscribed by March 31st.
Our only condition is that you put a B-B-Bond in your own strong box.

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

Dr. Sten Hanson Again Our Biggest Supporter

Dr. Sten Hanson of Fargo, N. D., again holds the unique honor of leading all the profession in the amount of Bunting Building Bonds he has purchased in aid of our new building enterprise. This letter received February 27th tells its own beautiful story:

"I herewith send you enclosed another draft for the sum of \$300 for three more building bonds. This, at the present time, totals for me \$1,400 of the bonds. Kindly inform me in time, before the bonds are all sold, as I may wish to come again for a final clean-up of the bonds. Also please find check for \$6.00 enclosed for "Harvest Leaflets" as per the enclosed list.—Fraternally yours, *Sten Hanson, D.O., Fargo, North Dakota.*

You can see by this, friends, that Sten of the poker-face didn't take the bluff. Dr. John H. Buehler of New York City who led the profession last month with a \$1,300 subscription, mentioned something casual about wanting to take \$500 more; but while he was negotiating with the dealer for a new stack Sten answers by shoving \$300 more across the board.

This is surely getting interesting.

Now the question arises, is John H. going to let Hanson walk away with it?

Who do you bet closes with the biggest subscription, Buehler or Hanson? Or some one else not yet supposed to be in for honors? Wouldn't it be odd if some demure girl D.O. trimmed both Sten and John H. at the finish?

Dr. George M. Laughlin Puts in \$1,000

We can get better interest rates on real estate mortgages here at home but I believe strongly in backing up osteopathic institutions, where our money will do them good; so I send you \$1,000 for Bunting Building Bonds in appreciation of your good work to bring osteopathy to the front. With all good wishes for your success.—Fraternally, *George M. Laughlin, D.O., Kirksville, Mo.*

Dr. Emma Gardner Takes Another

Please find check for \$100 in payment for another bond. Here's hoping it will buy the very last bond that you have on hand to dispose of!—*Emma Gardner, D.O., Hagerstown, Ind.*

Every Hundred Dollars Helps

Enclosed find check for \$100 for one of your Bunting Building Corporation 7% First Mortgage Real Estate Gold Bonds. Wishing you success, Sincerely—*Mable C. Tayne, D.O., Denver, Colorado.*

Dr. Groenewoud Makes It \$800

My Dear Bunting: I am enclosing my check for \$304.60 for three more of your good bonds. This makes a total of \$800 worth for me, and I hope it will do us both good.—Fraternally, *John C. Groenewoud, D.O., Chicago, Ill.*

Dr. E. Gertrude Ferguson Attains \$900

Unexpected expenses this month prevent my completing payment on the \$600 worth of bonds, but I enclose herewith draft for \$120 to apply, making a total of \$550 towards this \$600 purchase. I will remit the balance on this purchase next month, together with an initial payment on the additional \$300 subscription. This makes

my holding \$900 in B.B.B's. Kindly credit my account as stated.—*E. Gertrude Ferguson, D.O., Neosho, Mo.*

Drs. S. S. and Ella W. Accounted For

I am surprised to note that this is the last of February and I have not bought my Bunting Building Bond yet. Enclosed find check for \$100 for one.—Yours fraternally, *S. S. Still, D.O., Kirksville, Mo.*

P. S.—Dr. Ella W. Still wants in on this, too, and so I also enclose her check for \$100.

Adds to His Collection

I wish to add another Bunting Building Bond to my collection. Please enter my order for it.—*P. V. Aaronson, D.O., San Francisco, Calif.*

Waukegan's Foremost Dentist Takes \$1,000

The Bunting Publications, Inc., Chicago, Ill. Gentlemen: I have just inspected your splendid new plant in our city and think so well of it and of osteopathy in general that I send you herewith my check for \$1,000 for an equivalent amount of your 7% Bunting Building Bonds. Please let me extend your organization a welcome to our city.—*H. J. McKean, D.D.S., Waukegan, Illinois.*

But for Getting Stung in the Oil Game

Enclosed find check for some bonds. If it wasn't for a rotten deal suggested by a friendly osteopath which I got smeared with in the Oklahoma oil game, I would gladly subscribe for a trunk full of your 7% Real Estate First Mortgage Certificates. Your boosts for osteopathy have always been an inspiration to me. When I am tired and discouraged I just think of Bunting plugging away 20 years for osteopathy, and I dig in. Cordially yours,—*James D. Edwards, D.O., St. Louis, Mo.*

Blessed Be Every \$100 Buyer!

Please find enclosed check for \$50 as first payment on a Bunting Building Bond. I will enclose check for the second installment next month. Cordially yours,—*Jesse B. Johnson, D.O., Youngstown, Ohio.*

A Good Staff to Lean On

I am enclosing a check herewith for a first mortgage bond. Better late than never—that is, if not too late! Perhaps this may have a chance to help paint that roof, should it all be on when this reaches you. Would have come to the front early in the game, had I not been forced to invest in real estate during the boom here about a year ago. A good many residents were forced to move several times until they bought property. If you need further help to reach your goal I shall be glad to come forward again, should I be in a position to do so.—Yours truly, *L. E. Staff, D.O., Jacksonville, Ill.*

Every Cash Bond a Benediction

Enclosed find check for \$100 for one of the Bunting Building Bonds. Success to you. Fraternaly,—*Emily Greenwood, D.O., Farmington, Maine.*

\$800 for Dr. R. E. Tuttle

Send me two more of the hundred dollar bonds and make them out the same as the others. This brings my purchase up to \$500 and that of my mother \$300 making our holding \$800.—*R. E. Tuttle, D.O., Hicksville, Ohio.*

Dr. Jane Burnett's Sister Takes \$300

I am enclosing check for \$300. Please send three bonds to my sister, Miss Nellie F. Burnett, Tompkinsville, Staten Island, N. Y.—Very truly yours, *Jane E. Burnett, D.O., New York City.*

I've Just Got to Have Another

I gotta have another bond. Enclosed find \$100.—*George W. Goode, D.O., Boston, Mass.*

Each Installment Bond Helps

Reserve for me one \$100 Bunting Building Corporation 7% First Mortgage Real Estate Gold Bond and find enclosed check for \$50. I will send the balance before April 1st.—*Mary C. Parke, D.O., Gloucester, Mass.*

Good Works by a Kansas Girl D.O.

Enclosed find draft for \$100 to purchase one of your 7% Bonds of your building enterprise. I wanted to send this much last May when you first sent me literature in regard to the matter, to show you that what you have done and are doing for osteopathy is appreciated by the profession; but I bought a new McManis table in May. Then later I loaned my brother some money to help him through harvest. Still later a mortgage held was paid off, but my banker then had a larger one he wished me to take up and so the matter has gone. If the bonds are all sold you may return the draft. Wishing you all possible success in your business, I am,—*Lena C. Corkill, D.O., Norton, Kansas.*

Another Chicago Man Takes \$1,000

Dear Arnold: If I am still in time please reserve for me a thousand dollars of Bunting Building Bonds and I'll complete installment payments for them in four months. Enclosed find my check for \$250. I shall be glad to own your bonds. It is a great pleasure to recognize the good work of your organization for osteopathy by giving you any co-operation in our power.—*W. W. Efford, D.O., Chicago, Ill.*

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.*

LAST CHANCE TO GET IN!

Our friends who intend to take one or more bonds to identify themselves with our building enterprise and help us make a success of it are notified that this is the last chance to get in their subscriptions.

If you mean to get in at all, do it today!

We expect to close out the last bond by March 31st.

We believe there are at least a hundred others who have not been heard from who want to buy at least one "souvenir" Bunting Building Bond. If so, order it today or forever hold your peace.

If you intended to help us from the start, do it now. April, we hope, will be too late to get any part in this glorious enterprise.

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

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

HOW to BUILD PRACTICE by ETHICAL PROMOTION

[Ready to insert in your Home Town Newspaper]

Human Interest Stories of Regaining Health as Told by an Osteopath

Have you ever thought you would like to take time to call upon a physician of the school of mechanical adjustment known as osteopathy, some time when he is at leisure, and ask him questions that puzzle you about the theory and practices of his science of healing to your heart's content? Aren't there at least twenty different questions you would like to put up to him about his form of diagnosis and treatment? And, as soon as those questions were answered, wouldn't as many more new points come up that you would like to satisfy yourself about? I, at least, have been in that frame of mind toward osteopathy for a long time, and I have often heard others express themselves similarly.

Well, it just happens that an editor was in that frame of mind, too, recently, and he went through with such an interview. If you would be interested in listening to the discussion he had with a representative practitioner of this school you may sit in the game with them, so to speak, by reading the editor's report of his visit and the things discussed, as he published it in the April issue of the magazine, "Osteopathic Health" issued at Chicago.

"A Health Interview with an Osteopath" is the title. The doctor interviewed was made to

tell just how he came to be an osteopath. He was cured by an osteopath of chronic indigestion and liver trouble. He decided that he would like to devote his life to doing as much good to other people as the osteopath had done for him. After 15 years experience in practice the osteopath now says he has not been disappointed in this expectation, that he has had the gratification of curing or helping many hundreds of cases, and that he has never regretted the day that he dedicated his life to such a grand profession.

One experience the osteopath related was that of explaining to inquirers who misunderstand osteopathy what it is that the osteopath does to get results. A poor woman who suffered with a maladjusted spine and pelvis said to him during treatment:

"I don't see, doctor, how you are going to make me walk by rubbing!"

"I don't, either," said the osteopath. "There's my automobile out there. When it gets out of order and won't go I can't make it go by rubbing it. But if I find out what is the matter with it and fix it, then it will go. *Adjustment does the work!* Just so with you. I think I know what is the matter with you, and I am going to fix it if I can, and if I succeed, you

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.

In response to repeated inquiries from the "fraternity", for my special

Alkaline Germicidal Tablets

I have decided to put them up in one pound packages containing approximately 450 tablets. A pound will be sent, charges prepaid, upon receipt of \$2.30, check or money order. If not satisfied, return the tablets, and your money will be cheerfully refunded. This preparation is made from standard ingredients to my own formula—

TABLETS CONTAIN:	(Sodium Bicarbonate	Combined with	(Menthol
	Sodium Borate		Thymol
	Sodium Benzoate		Eucalyptol
	Sodium Salicylate		and Oil
	Sodium Chloride		Wintergreen

An ideal detergent and antiseptic preparation as spray, wash or gargle. Unexcelled as an antiseptic wash, before operations of the nose and throat. Convenient for dispensing to patients for catarrhal conditions.

One Alkaline Germicidal Tablet dissolved in 2 ounces of warm water makes an excellent spray or wash for nasal troubles and gargle for the throat and mouth. Superior to the aqueous alkaline solutions generally used—as its constituents cause it to remain longer on the mucous surface—allowing better results from its remedial qualities.

The increasing demand for this tablet is sufficient proof of its value.

Send for a trial order today.

DR. GEORGE J. KASSMIR, D. O.

Eye, Ear, Nose and Throat

202-203 Torrey Bldg. DULUTH, MINN.

FREE An Instructive Lecture Course

The Spine in its Relation to Disease. A Post Graduate Mail Course in Spinal Reflexes, The Use of the Sinusoidal Current and Spinal Concussion, Complete in Twenty Lectures.



Ultima No. 4
SINUSTAT

A. C. or D. C. A wonderful value for the money, still at 1919 price. Mail postal today for full details.

Ultima Physio Medical App. Co.
136 W. Lake Street, Chicago, Ill.

A limited number will be furnished gratis with the ULTIMA NO. 4 SINUSTAT as long as the supply lasts.

TRADE-MARK
SINUSTAT

Trade-mark Reg.
U. S. Pat. Office.

A complete galvanic and sinusoidal apparatus with motor generator for operation on

The Perfect Sight Restorer

Dr. Cole's



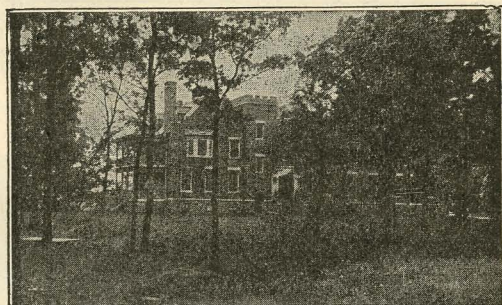
For treatment of the eye. The eye cup fits over the closed eyelid, and by suction manipulates all structures of the eye, moulds the eyeball into its normal shape, establishes circulation of blood, and normal functioning of the nerves. Restores vision in far sight, near sight, Astigmatism, causes absorption of Cataracts, relieves attacks of vertigo, sick headache, nervousness and other conditions which are due to eye strain. The P. S. R. is made of polished hard rubber, cannot wear out nor liable to get out of order. Guaranteed to give satisfaction if used according to instructions.

Write for descriptive literature.

PRICE \$5.00

PERFECT SIGHT CO.

Dubuque, Iowa



The Delaware Springs Sanitarium

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

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

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

THE DELAWARE SPRINGS SANITARIUM
Delaware, Ohio

Don't Complain of Unfair Competition

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

Buy Bunting Building Bonds which pay you 7 per cent
and hear the hum of its printing presses in the land!

THE OSTEOPATHIC PHYSICIAN

Soothing

action and effect is demanded in the treatment of unoperable
Hemorrhoids, Fissure, Fistula, Pruritus

MICAJAH'S SUPPOSITORIES

are easily and quickly applied, dissolve slowly and completely, check and control bleeding, control inflammation, prevent sepsis and thus keep the patient comfortable. Contain no narcotic or toxic drug. Can be used ad libitum. Originated by a physician.

Increasing in use by physicians

MICAJAH & CO., Warren, Penn.
Send me samples of Suppositories and literature

_____ D. O.

(E) _____

MICAJAH & CO. Warren, Pa.

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"

Price List:

Copies	Cloth Only
100.....	\$50.00
50.....	30.00
25.....	16.25
10.....	7.00
1.....	.75

TERMS—Check or draft to accompany the order or post-dated checks received with the order accepted on all orders amounting to more than Ten Dollars.

Ten Dollars with the order and the balance in 30-day post-dated checks for \$10.00 each or less if the balance is less than \$10.00.

G. V. WEBSTER, D. O.
Carthage, N. Y.

will walk. And it happened just as I said. She got well entirely."

In this interesting way the osteopath tells modestly a lot of interesting experiences he had had in treating the lame, the blind, the deaf, rheumatics, lame backs, stiff joints, sciatica, kidney troubles, acute infectious ills, women's diseases, etc. His story is replete with actual cases and full of human interest. With well pointed deductions from these cases he makes the lay reader understand a lot about osteopathic theory and practice too.

If you would like to read the osteopath's story as told by the editor who went to interview him and to find out these things first handed, you may obtain a sample copy of the little magazine, "Osteopathic Health", free upon application to the publishers, The Bunting Publications, Inc., 9 South Clinton Street, Chicago, who will be pleased to send it without obligation to you, or you may get it upon application to Dr.....at No.....in this city.

[Ready to Insert in Your Home Town Newspaper.]

"A Health Interview with an Osteopath"

Is the interesting title of the April issue of "Osteopathic Health", the little magazine devoted to health-getting science, simply told, which is published at Chicago. If you want to read this interview you may have a copy free for the asking.

An editor who had a lot of things in his mind that he wanted to ask an osteopath about his system of diagnosis and treatment for the purpose of passing it along to health seekers had a real interview with one and got most of his doubts cleaned up on the subject. You would find his report of the interview highly interesting and instructive.

The range of cases discussed and explained included stomach and liver troubles, an injured, weak spine, blindness, deafness, paralysis, kidney disorders, rheumatism, stiff joints, sciatica, lumbago, lame back, acute infectious ills and women's diseases.

This recital tells about results that were secured in many actual difficult cases, and also explains the basic theory of osteopathic therapy so you can grasp it.

If you want to read this instructive explanation a post card request to the publishers will bring it without obligation. Address the Bunting Publications, Inc., 9 South Clinton St., Chicago, or you may get it by applying to Dr.at No.....in this city.

NOTE

If you want to arrange to run such notices as these in your home newspapers at their advertising rates you can either arrange to do so directly or get it done for you by The Bunting Publicity Service for Osteopaths which will serve you without other cost to you than the newspapers' regular rates. A live bunch of osteopaths reprint these notices of "Osteopathic Health's" contents every month in their home

newspapers and thus get favorable publicity for osteopathy by it, as well as make new friends and prospective patients through the inquiries it develops. Try it out.—*The Bunting Publicity Service for Osteopaths, 9 So. Clinton St., Chicago, Ill.*

Help in Shingles

In your last issue I noticed a request for some help with shingles. In addition to the indicated osteopathic treatment I put the patient on a strictly orange diet for two days and then add three apples, one for each meal, and allow butter-milk as desired. I vary the diet with grapes, oranges, apples and any fresh fruits for ten days; then begin the return to normal diet with whole-wheat bread and sweet milk and the use of large quantities of raw vegetables and a limited intake of the protoids. This regime works well in any form of neuritis.—*W. B. Farris, D.O., Forth Smith, Arkansas.*

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

Get a Sample Set

of

"Harvest Leaflets"

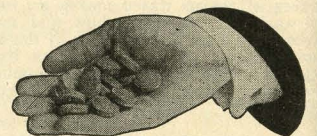
We will mail a complete set of our 27 new "Harvest Leaflets" to you for 30 cents. This includes 8 folders of 1-page size; 6 of 4-page size; 8 of 6-page size; and 5 of 8-page size — 27 osteopathic messages in all. Get this set, see what wonderful attention-getters, osteopathic educators and practice-getters they are, and then let us supply you with a "Harvest Campaign."

The Bunting Publications
(Incorporated)

9 South Clinton St., - - Chicago

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.

5 Boxes \$1.00 Post Paid. Prices in quantities on request.

GILBERT BRAN-O-LAX COMPANY

Lynchburg, Va.

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

Little Stories of the Clinic

By C. W. Young, D.O., Grand Junction, Colo.
STORIES NOS. 24 AND 25

Story No. 24

Mr. B. recently returned as a service man in the U. S. Army. He had been in camp over six months, and during that time and after his return had suffered greatly and almost constantly with frontal headaches. I selected an applicator of hard wood out of a box purchased at a drug store. The applicator was a little larger than a match and twice as long. I whittled one end into the shape of a wedge, and whittled one side of the other end so as to face the same way. I then firmly wrapped a thin covering of cotton about five inches long over the wedge end, and anointed it with ointment. Observing how to insert the applicator in the nose from the whittled part of the unwrapped end, I inserted the wedge into the nose with a face against the septum with the forward edge as far forward near the bridge of the nose as possible. I then thrust the applicator straight up the nose (keeping the forward edge as far forward as possible) until the sharp end of the wedge came as near the frontal sinus as possible. I then withdrew the applicator, and Mr. B. shed dark blood copiously. I then made a like insertion on the other side, with similar bleeding. The patient's headache was much relieved. A few days later I repeated the treatment and he was completely relieved of his headache. I heard from him months later and the headache had not returned.

Story No. 25

Miss P. came to me with a severe acute head cold. Normal breathing through the nose had been impossible for many years. Often she would awaken at night and find herself seized with a most awful smothering sensation, and she would gasp for breath. I treated her as described in Story No. 24, four times, and in addition would place my wedge a little further back on the septum and pry turbinates close to the septum, out away from the septum. At the end of the four treatments she could breathe normally and never again did she have the awful smothering sensation nor was she compelled to gasp for breath. She declared that it was the most wonderful thing that ever happened to her.

Comment No. 1

I was taught probing to the frontal sinuses by Dr. G. V. Webster, of Carthage, N. Y. Every general practitioner ought to know all about it.

Dr. Chas. J. Muttart

Specializing in

Diseases of Gastro-Intestinal
Tract

Consultation and Referred Cases
given special attention

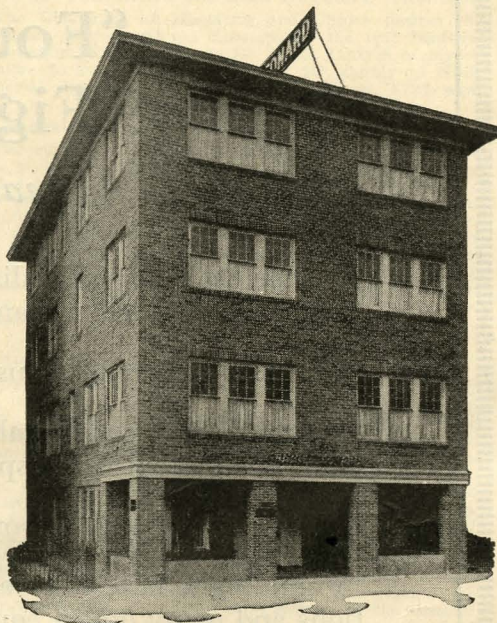
HOSPITAL FACILITIES

1813 Pine St.

PHILADELPHIA, - - PA.

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.

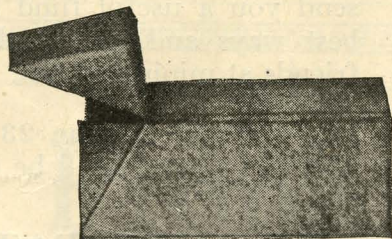
For particulars regarding milk diet and other cases, address—

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 Golden Oak finish only. Prices on other finishes furnished upon request.

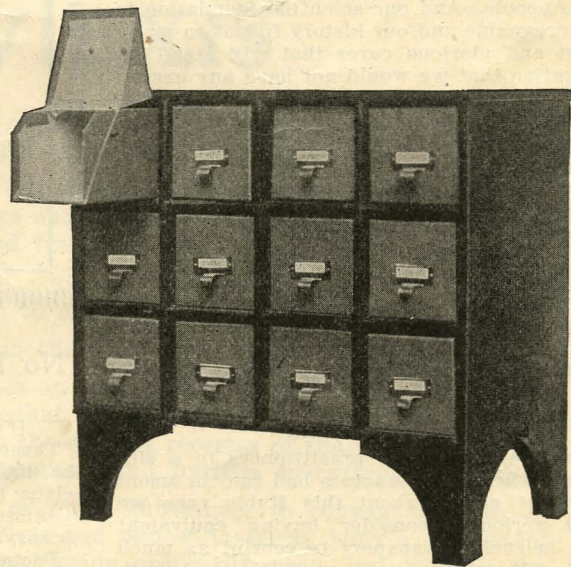
Price of M. C. Kimono Cabinet, golden oak finish:

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



It is amazing what this simple thing will do in many cases of migraine, sinusitis, and other serious diseases.

Comment No. 2

For a long time I failed to understand how to accomplish turbinate elevation. In my own practice I am getting very gratifying results

by prying the turbinates outward away from the septum with very little attention to upward movement.

For osteopathy it's publicity or perish.—Francis A. Cave, D.O.

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

[Continued from Page 23]

stunt, with no factors in the case changed?

It would have *killed* osteopathy! A real science and a real profession can not live and thrive on misrepresentation and fraud. Unhappily a "business" sometimes can—for a time. But we have a character at stake. Such dishonest advertising would ruin our professional character. We have a scientific achievement of 30 years at stake. Such fraudulent propaganda would undermine it and in the end pull down our proud edifice.

The chiro was conceived in imitation, false pretense and fraud—he has no scientific basis and no professional character at stake—he can "take a chance" and work a confidence game, and may win out by it in the end. We think he may win the stake he is after in this instance.

Moral

The moral we wish to point in this case—and we have often preached it before.—is that when osteopathy does come to do its general publicity it must be scrupulously careful about the kind of "copy" it uses, about the statement it makes of its case, and be very careful of the facts underlying the claims it puts forward. Any failure to do this would react against us and do our cause more harm than good.

We would a thousand times rather see the osteopathic profession do no general advertising at all than make the mistake of imitating this chiro advertising technique by running this sort of blatant and untruthful copy. We emphasized this six or eight months ago in an editorial discussing proposed general publicity for the profession through newspapers and magazines. If you did not understand what we were driving at then, let this chiropractic stunt stand revealed now as one fine example of the sort of thing we were warning against then. It is just one kind of mistake that could be made. Many different sorts of such mistakes are possible, and we warn the profession against all of them. We stand for truth in advertising and we know that nothing else will pay osteopathy.

Yes, friends, we would very much like to see as many pages of good newspaper space bought and used to carry the message of osteopathy to the people. And our scientific foundation is so impregnable and our history full of so many honest and glorious cures that will stand investigation that we would not have any excuse to go off half-cocked in our copy, or resort to blatant and unfounded claims such as chiropractice usually utilizes when it goes out for public attention.

Now, friends, can't we harness up general publicity for our profession, as well as continue to use special advertising (as we have done it so successfully for twenty years) but at the same time do our advertising in such an honest and skillful way as will give only benefit to osteopathy without inflicting penalties? It looks so easy to us as an accomplishment, were the profession only willing and ready to pay the price it costs.

Second Moral

Were we osteopathic practitioners in a city or town where chiropractors had run the usual fraudulent claims about this Rubin case we would seriously consider buying equivalent space in such newspapers to reprint as much of this *OP* story as would make the real truth of the whole affair clear. One way to kill an advertising lie and make it unprofitable to advertising liars is to print the truth equally conspicuously in the same publications.

[P. S. The Bunting Publicity Service for Osteopaths is prepared to handle such advertising for you in your own home newspapers. We can buy the space for you as cheaply as you can buy it yourself or as cheaply as any other advertising agency can buy it. Probably you are already convinced we could prepare the right kind of copy for you.—*Bunting Publicity Service.*]

"Founding A Five-Figure Practice" (Ready Soon)

Eighteen salient points distinguish osteopathy from competing schools. How many of them can you name?

The M.D.'s outnumber us 25 to 1.

What is our strongest talking point when we try to explain our system to prospective patients?

What is the one all-important link in practice building?

"Founding a Five-Figure Practice" answers these questions and many others equally important.

It offers you the actual experience of twenty-one years of successful advertising. The booklet will be ready very soon, a complimentary copy will be sent to you if you remit \$1.50 for thirteen DeLuxe booklets (a full set), and ten Less Expensive booklets (a full set). We will send you a useful fund of information concerning the best ways and means of educating your patients and friends at minimum cost.

Remit \$1.50 for the 23 booklets. "Founding a Five-Figure Practice" will be enclosed, free of charge.

The OSTEOPATH, Kansas City, Mo.

Address: Williams Publishing Co., Publishers

R. H. WILLIAMS, Editor

No Race Suicide Here; Dr. Ball Finds Stork Busy

[From Blackwell (Oklahoma) Daily News.]

Those who have been kept awake nights by the nightmare of race suicide may take themselves to their rest tonight with such fears dismissed at least so far as they applied to the vicinity of Blackwell.

Doctor Chas. D. Ball is one of the fortunate ones who has seen one of the ambitions he entertained for the old year more than fulfilled. He starts out with the laudable desire to usher into the world one hundred citizens, and the appended report shows that he was more than successful in attaining his desire, having 105 such occasions to his credit for the year 1920.

Dr. Ball reports 13 births during the month of December, 1920.—*Issue of January 4th.*

[Here followed a list of thirteen babies born in December with names of their happy parents.]

This shows what a man can do in any field if he has the vision and goes after its realization. Dr. Ball has been in Blackwell only three years. The town has less than 4,000 population and there are thirteen M.D.'s located there. Yet Dr. Ball delivered 105 babies in 1920, being over one-half of the babies born in that precinct during the year.

Dr. S. J. Fryette Died

Dr. S. J. Fryette of Madison, Wisconsin, father of Dr. H. H. Fryette, of Chicago, died of pernicious anemia of more than a year's standing at his home Feb. 21. He is survived by the widow, son and three daughters. Dr. Fryette was graduated at ASO twenty years ago and has practiced at Madison ever since. He has always been upstanding for pure osteopathy and all professional interests and will be keenly missed.

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

IN DO LAND

Chicago Osteopathic Hospital Benefit Concert

The Chicago Osteopathic Hospital Benefit Concert was held on Friday night, February 4th, 1921, in Orchestra Hall, 210 S. Michigan Ave. The artists were: Graham Marr, baritone, formerly of the Chicago, Boston and Century Grand Opera Companies, and last two summers at Ravinia Park Co.; Lois Johnston, soprano, soloist with Detroit Symphony Orchestra and Berkshire String Quartette—she is the wife of Dr. Howard C. Gilcrest, a Detroit osteopath; Amy Emerson Neill, violinist, is a Chicago girl, and made a big success in Carnegie Hall, New York City. Messrs. Wessels & Woegeli, the managers for the Chicago Symphony Orchestra and the best concert in the Middle West, donated their services in directing the concert; the program was well worth the money. The artists were liberally applauded and brought back over and over again. They were very generous in giving extra numbers.—O. C. Foreman, D.O., Chairman.

Chicago College of Osteopathy Plans Annual Post Graduate Course for the Benefit of Life Members

The Chicago College of Osteopathy a "Non Profit Sharing" Corporation, owned and controlled by the Osteopathic Profession, is preparing plans for an annual two weeks Post Graduate or Review Course for the benefit of the Life Members of the Corporation. These courses in the past have proven to be very popular as they afforded the busy practitioner an opportunity to make profitable use of a couple of weeks during the year in refreshing his store of knowledge and in obtaining additional information; thereby keeping abreast with the progress of the times and the development of Osteopathy. This course will be given at least once per year and all Life Members of the Chicago College of Osteopathy will be permitted to attend without the payment of any tuition fee. Details of the Course will appear in early issues of Osteopathic papers. Start now to make preparations to attend and arrange to bring with you those puzzling cases of yours.

P. C. O. First Indoor Athletic Track Meet

The first annual athletic meet and dance of The Philadelphia College of Osteopathy was held in the Second Regiment Armory, Broad Street and Susquehanna Ave., at seven thirty (7:30) P. M., February 12th, 1921 (Lin-

Bunting Building Corporation Gold Bonds pay 7 per cent, and come in denominations of \$100. Will you help root the new plant?

coln's Birthday). Program: Track Events—including an inter-fraternity and inter-sorority relay race. Tug of War—Freshmen vs., Sophomores. Basketball Game—Osteopathy vs. St. Joseph's College. Military Band. Dance.—George S. Van Riper, President.

National Convention Sectional Directors, Attention!

The Chairman of Hospitals and Clinics desires the attention of the sectional directors for the 1921 National Convention. Kindly write to Dr. M. K. Cottrell or myself relative to your needs and desires for supply of clinic material, and hospital space.—P. E. Roscoe, Chairman.

Asheville Osteopathic Sanatorium Circular

The staff of the Asheville Sanatorium in North Carolina is to be congratulated on the beautiful new illustrated booklet gotten up, a copy of which just reached this office. One need only glance at the six large photographic views contained in it to be made almost to feel the calm and peace of the surroundings—so necessary for the sick or convalescent; the heart expands at sight of the enchanting beauty and grandeur of the mountain scenery, leaving no doubt in the mind of him who gazes upon it that this sanatorium is the one ideal place to go when sick.

Bloomington Osteopathic Association Meeting

The Bloomington Osteopathic Association met January 6th, 1921, in the offices of Dr. Daugherty to organize, elect new officers, appoint committees, and plan work for the year. Officers elected were: President, Dr. J. D. Cunningham; Secretary and Treasurer, Dr. W. E. Atkins; Publicity Committee, Dr. A. E. Dougherty, Chairman, Dr. C. P. Hanson, Dr. Eugene Pitts; Program and Entertainment Committee, Dr. Ethel Burner, Chairman, Dr. Eliza Dougherty, Dr. Lola Conover. The question of establishing an osteopathic clinic was discussed and a committee appointed to confer with the Bureau of Social Service to see if this could be accomplished. It was decided to put osteopathy on the map. The plans to be submitted by the Committee on Publicity to the association at our next meeting. The meetings to be held monthly.—W. E. Atkins, Secretary.

Dayton Osteopathic Society Meeting

The Dayton District Osteopathic Society held its December meeting at Piqua, Ohio. The members were entertained by the Piqua osteopaths at a six o'clock

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

dinner at the Favorite Hotel. Dr. H. H. Gravett discussed some "Surgical Aspects in Connection with General Practice". Dr. J. A. Yoder, Xenia, Ohio, read a paper on "Typhoid", which was followed by a general discussion. The following interesting menu was a source of much merriment: Hotel Favorite, Kiropractic Stew (2 3/4%), Medical Relish, Dill Pickles, Ruby Radishes, Baked Fresh Osteopathic Suckers, Adhesive Sauce, Fillet of Connective Tissue (very tender), Potatoes au McSweeney, Bootleg Corn (Cosner Sauce), Fresh (Long) Green Peas, Pi-Quality Salad, McGowan Wafers, Congealed Lactose Cellulose, Essence of Caffein, Leonard Rolls, Lynch Stearine, "Our Allen" Stogies, Cordial (C.S.) D.D.O.S. December 9, 1920.

Gov. Parker Re-appoints Dr. Tete

Dr. Henry Tete of New Orleans has been appointed by Governor Parker to succeed himself as a member of the Louisiana State Board of Osteopaths, of which he is the efficient secretary. This makes the fourth governor to appoint Dr. Tete. Statesmen may come and go, but Dr. Tete sticks at his post and boosts osteopathy forever.

Dr. Tete Needs Another Assistant

I need another assistant, which you might term a Junior assistant. One to do special work at special times, for instance from 7 to 8 at night, from 12 to 1 in the day, on Saturday's from 2 to 5 p. m., and on Sunday's from 9 to 12 a. m., during the rest of the time to do acute bedside practice. Now here is the kind of man or woman I want. Between the ages of 25 and 35. But no hop-head, cigarette fiend, gambler, he-vamp or with any other bad habits; but a neat dresser, must love the work and be of a temperament willing to build up slowly but surely. Work to the amount of living expenses guaranteed from the beginning.

If you know of any applicants who will fit this purpose ask them to send me full particulars with a late photograph.—Henry W. Tete, D.O., 1117 Maison Blanche Bldg., New Orleans, La.

Base Ball Men Honor D.O.

Mr. James I. Morkin, for four years president of the Winnipeg Senior Amateur Baseball League, acting in the name of league officials, presented Dr. E. G. Bricker, D.O., last years president, with a Chesterfield chair and congratulated him on his work while in office, and wished him even greater success for the year 1921.

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



Oral Prophylaxis

MOUTH CLEANLINESS is no longer merely a matter of personal inclination or desire; medical men now recognize it as an essential detail in the prevention of disease.

THE MOUTH offers an ideal dwelling place for germs; it is of just the right temperature and moisture, and unless regularly cleansed, there are always enough decomposing food particles in the deep tissue folds and around the teeth to attract and favor the retention of all sorts of pathogenic bacteria.

NEGLECT OF THE MOUTH means a constant invitation to many of the acute diseases.

A CLEAN MOUTH is, therefore, the first consideration in the modern scheme of personal hygiene.

DIOXOGEN—the best and purest peroxide of hydrogen—is an invaluable mouth-cleanser. Owing its antiseptic qualities to pure oxygen—the same agent—that makes sunshine and good air the most efficient of germ-destroyers, Dioxogen penetrates to the deepest recesses of the mouth, where it softens and detaches all accumulated material, and cleanses and purifies everything it touches.

DIOXOGEN is not a mixture containing aromatic flavors or other substances to convey the idea of great antiseptic power. It is, instead, colorless, odorless and almost tasteless, with a germicidal efficiency superior to the solutions of carbolic or bichloride ordinarily used, but without the slightest toxic or irritating effect.

DIOXOGEN, in consequence, can be used as freely as necessary or desired, in even the youngest patients, with absolute certainty not only that it will keep the mouth and teeth in a clean and wholesome condition, but that it will always do its work in a pleasant and agreeable manner.

THE OAKLAND CHEMICAL COMPANY

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

Dr. Frank Hunter Smith Returns to Indianapolis

Dr. Frank Hunter Smith who has been practicing temporarily at San Diego, California, where he went for rest and health recuperation, has announced his return to practice at Indianapolis, Indiana. He opened offices at Suite 527 Merchants Bank Bldg., on February 1st. He says that the ties of old friendship pulled stronger than the climatic advantages of the Pacific Coast. We are sure that Dr. Smith's many friends in and out the profession in the Central States will be pleased to learn of his return among them.

Central States Osteopathic Association Annual Convention

The Central States Osteopathic Association will hold its next annual convention at the Hotel Baltimore, Kansas City, Mo., May 10, 11, 12, 1921.—Dr. J. Swart, Secretary.

Connecticut Osteopathic Society

The Connecticut Osteopathic Society held their state convention in New Haven on Saturday evening, February 9th and elected the following officers for the coming year: President, Dr. W. N. Andrus of Hartford; Vice-President, Dr. H. F. Collier of Waterbury; Treasurer, Dr. E. W. Spicer of Meriden, Conn., and Secretary, Dr. Philip C. Spence. A complete exposure of the attempt of the A.M.A. to control the health inspection of the children in the public schools of America was made before the Society by Dr. Spence in which he showed that the Smith-Towner Bill, Fess-Capper and Trance Bills are designed so that this control is permitted by these bills. The following resolution was unanimously adopted: Resolved, "That the Connecticut Osteopathic Society oppose 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."

Dr. Emma Wing Thompson Locates in Seattle

Belated announcement reaches us that Dr. Emma Wing Thompson—having sold her practice in Schenectady to Dr. Helen Beatty, of Hoosick Falls last September—is now located at 1109 E. 45th Street, Seattle, Washington. Dr. Thompson conducted a highly successful practice in Schenectady for fifteen years and it was with much trepidation that she decided to sell out and locate on the Pacific Coast. Her reasons for doing so were that her mother and three sisters all live on the Puget Sound and her son, Harold A. Thompson, after returning from service in France, entered the Chicago College of Osteopathy with the intention of locating on the Pacific Coast after his graduation. Dr. Thompson took a special review course in the National Post-Graduate School, Chicago, preparatory to going before the Washington State Examining Board, which she successfully passed in January. During her fifteen years in Schenectady, Dr. Thompson was always busy in practice but she found time also to be active in social and civic affairs and in osteopathic association work. She served on the AOA National Committee; was State Chairman for New York on the Woman's Bureau of Public Health; she was a delegate to International Suffrage Congress at Budapest, Hungary; she was the only woman member of a board of eight forming the first Park Commission of Schenectady. Dr. Chas. J. Steinmetz, the famous electrical wizard was president of the board. Dr. Thompson was very active in church work and in W.C.T.U. work. She was a director also of the Schenectady Woman's Club. Various complimentary banquets together with presentations of gifts were tendered to Dr. Thompson when it became known that she intended to leave Schenectady.

Boston Osteopathic Society Meeting

The February meeting of the Boston Osteopathic Society was held Monday, February 21st, 1921 at 8 P. M. at Hotel Lenox—Gold Room, Boston. Program: Applied Euthenics, Dr. Dale S. Atwood, St. Johnsbury, Vt. Investigation of Changes in the Muscles, Nerves and Viscera by Electrical Methods. Dr. L. R. Whitaker, Boston, Mass. Lecture on Nervous Mental Diseases, Dr. L. Van H. Gardine, Macon, Mo. Massachusetts College of Osteopathy from a Layman's Point of View, Mrs. Robertson.—Frances Graves, D.O., Secretary.

Northern Indiana Osteopathic Association Elects Officers

Dr. L. A. Rausch was elected president of the Northern Indiana Osteopathic association at a meeting held Thursday night, Feb. 3rd, in the offices of Dr. E. J. Summers, Union Trust building. Other officers named were Dr. P. H. Makielski, vice-president; Dr. Summers, secretary-treasurer, and Dr. J. H. Eagan and Dr. B. R. Leer, publicity committee.

Dr. Tete Offers 15 Minute Talk on Practice Building

Dr. Henry Tete of New Orleans expects to be in Hattiesburg, Mississippi, March 31st and April 1st attending a District Conference of Rotary Clubs. Dr. Tete advises us that if two or three osteopaths wish to get together at Hattiesburg and arrange an appointment with him, not conflicting with the Rotary program, he will be pleased to give a fifteen minute talk on practice building and office efficiency methods. Dr. Tete has demonstrated that he knows how to handle a big practice and any osteopath who could get to hear him while he is in

Hattiesburg would doubtless get much inspiration and value out of his remarks.

King County Osteopaths Banquet

The King County Osteopathic Society held a banquet at the Elk's Club Tuesday night, Feb. 22, to honor Dr. W. E. Waldo, president of the American Osteopathic Association, who returned Sunday from a tour of Western states in the interest of the profession. Talks were made by Dr. Waldo and Dr. F. B. Teter of Davenport, a member of the house at Olympia. Dr. Emma Wing Thompson, who recently moved to Seattle from Shenectady, N. Y., was an honor guest. Forty-two were present. The out-of-town guests included Dr. F. B. Teter, Dr. and Mrs. W. S. Thomas of Tacoma, Dr. and Mrs. H. A. Stotenburn of Tacoma, and Dr. and Mrs. Clarence Utterback of Tacoma.

Montgomery Co., Kansas Meeting

The Montgomery County Association held their meeting in the offices of Dr. L. G. Fite in Coffeyville, Jan. 11th, and as it was the first meeting night in the new year, the principal business of the evening was the election of officers for the year. The President, Dr. R. W. Bell of Independence, called the meeting to order, and after reading of the minutes of the last meeting, we proceeded to the election. Dr. L. G. Fite was elected President for one year. Dr. Mary Bell was elected Secretary and Treasurer. The President-elect then appointed Dr. C. M. Wyatte as chairman of the Publicity Committee. Dr. Brann, Freeland, and DuMars as Program Committee. The Association changed their meeting night from the last Tuesday night of each month to the first Tuesday night. After the business meeting Dr. Mary Bell read a very instructive paper on Pneumonia, and a general dis-

“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?
2. Disease Caused by Mechanical Pressure.
3. How Osteopathic Patients are Treated.
4. Getting Well All Over at the Same Time.
5. Building Up Weak Throats.
6. A Chiropractor at Work.
(George Creel in Harper's Weekly).</p> | } Price \$10.00 per thousand, with or without your professional card.

\$1.25 per hundred. |
|--|--|

6-Page Harvest Leaflets

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

\$1.50 per hundred. |
|---|--|

8-Page Harvest Leaflets

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

\$2.00 per hundred. |
|--|--|

1-Page Harvest Leaflets

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

\$0.75 per hundred. |
|--|---|

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

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

The BUNTING PUBLICATIONS, Inc., 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 in-
structions as to advisable treatment returned
by mail to physicians.

Discussion followed. Dr. Fite then served refreshments.
Before the meeting was called to order Dr. Brann held
a clinic and removed a pair of tonsils by the Ruddy
method. Dr. Brann has just returned from a year's
course of study under Dr. Ruddy in Los Angeles.

The next meeting is to be with Dr. R. B. Smith in
Independence February 1st.—*Dr. C. M. Wyatt.*

New York City Osteopathic Meeting

The Osteopathic Society of the city of New York held
its first 1921 monthly meeting in the Blue and Gold Room,
first floor, Hotel Plaza, Saturday, Jan. 15th, 8:15. Pro-
gram: Clinic, Past, Present and Future, Mr. W. Strother
Jones. Diabetes, Dr. H. W. Conklin. Open Discussion of
Dr. Conklin's Paper, Members. Dorsal Technique, Dr.
W. A. Merkley. Business Session. The Program Com-
mittee availed themselves of the opportunity of securing
the services of Dr. Conklin for this meeting upon learning

that he was scheduled to appear in several cities in the
East where he is to give public lectures on Osteopathy.
Dr. Conklin who was President of the A.O.A. last year,
has appeared on our State Society Programs, and as a
more interesting speaker could not be obtained, a full
attendance must be the result. The following resolution
was submitted for action at this meeting: Resolved,
That the Osteopathic Society of the City of New York
opposes the passage of the Smith-Towner Bill and all
other Federal Bills which would establish a system of
State Medicine under control of any one School of
Healing.

The Program Committee informed the members that
at the February Meeting Dr. Royal S. Copeland, Com-
missioner of Health, will address them on the subject of
"Health and Housing" and expressed the hope this meet-
ing would be a "Banner Meeting" and that the entire
profession will be present to hear the Commissioner.

Student Enrollment at the Chicago College of Osteopathy Taxes Building Capacity

The matriculation of a Freshman Class of 70 members
together with a Sophomore Class of 75, and Juniors and
Seniors sufficient to equal the 200 mark has filled the
present College building to overflowing. At least 100
students were refused admission, partly because of lack
of preliminary education. A large number of these
students are taking preparatory courses and planning on
entering the College as soon as they are able to obtain
a Qualifying Certificate from the Department of Educa-
tion and Registration at Springfield. The building that
was considered to be large enough to accommodate the
College needs for at least five years has already been
outgrown. The College is rapidly pushing the Hospital
out of the building and some plans must be made im-
mediately to utilize the entire building within the course
of a year or so. The Hospital is maintained as a neces-
sary part of College equipment and if either the College
or the Hospital must be curtailed in space it is certain
that the Board of Trustees will favor the College although
it means a loss of considerable revenue which the
Hospital pays to the Chicago College of Osteopathy Cor-
poration annually. There is too great a demand for
osteopaths, both by the public and as assistants to prac-
ticing physicians who have more than they can do, to
fail to provide accommodations and to properly care for
the students who want to take osteopathy as their life's
work. The greater the number of practicing osteopaths,
the better osteopathy will become known, and the sooner
we as a profession will be able to obtain our just rights
and privileges.

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 Adelphia, 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 Oste-
opathy and Surgery.
Blackwell, Okla.
601-2-3 New Ridge Bldg., Kansas City, Mo.

Dr. Percy Evan Roscoe
Osteopath
410-413 Seventy-first—Euclid Bldg.
7016 Euclid Ave., 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-
ially equipt "surgery" in common.
501-10 Interstate Trust Bldg., Denver.

The TAYLOR CLINIC

Des Moines General Hospital

Des Moines, Iowa

S. L. TAYLOR, A.B., D.O., M.D.
President and Surgeon-in-Chief

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.
Staff Physician

C. R. BEAN, D.O.
Staff Physician

Complete equipment for every kind of Diag-
nosis and Treatment.
Osteopathy—Surgery—X-ray—Radium—Clin-
ical Laboratories.

Continuous Post-graduate Course.
Fee \$100.00 per month. Certificate
granted at completion of course.

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?

AOA Takes Over Dr. Robuck's Case Record Blanks

In the January issue of *The OP* there appeared a notice relative to a revised clinical case record blank formulated by Dr. S. V. Robuck of Chicago. Dr. Robuck's communication was sent to our office some two months back and since that time the American Osteopathic Association has become interested in the blank prepared by Dr. Robuck and finally arrangements have been made for the AOA to print and sell the blank to the profession. Any who desire to receive sample of the Dr. Robuck case record blank and prices on quantities should address Dr. W. A. Gravett, Reiboldt Bldg., Dayton, Ohio.

Iowa Division A.O.A. Meetings

Sixth District I.O.A. met at Marshalltown Feb. 4th, 10 present. 1st at Cedar Rapids Feb. 5th, 16 present. 2nd at Council Bluffs 11th, 8 present; 3rd at Ottumwa 12th, 8 present; 4th at Ft. Dodge 18th, 10 present; 5th at Sioux City 19th, 18 present. Had very enthusiastic meetings in each instance. Report of the state secretary on the outlook legislatively. Plea for increased membership, and to raise funds met with fine success in every district. Membership in state association now nearly 150 and the A.O.A. about 175. Legislation in fine shape. Every prospect that we will pass our bill based on the A.O.A. model bill. Was passed out of house health committee last week with unanimous recommendation from the committee that it be passed. Expect it to come to vote in house this week. Chiro bill, eighteen months requirement passed in Senate but prospects not very bright for them in house, so far as able to forecast temper of that body at this time. Program now in the making for our annual I.O.A. meeting the middle of May. Expecting fine program and gathering to celebrate what we hope to be final triumph in legislation. Dr. A. E. Hook has returned to practice in this state. Now located at Glenwood. Millennium almost reached. Everybody pulling together and it looks like results were coming this time.—*R. B. Gilmour, D.O., Secretary.*

New Osteopathic Association Organized in Nebraska

Dr. Charles Hartner of Madison was elected president of the Northeast Nebraska Osteopathic association. T. T. Jones of Wayne was elected vice-president and Dr. Jessie Crane of Norfolk secretary-treasurer. The association is a branch of the Nebraska Osteopathic association and will begin work with about twenty members who are located in various parts of this territory. The original meeting, called for the purpose of organization was held at Norfolk in the office of Dr. S. P. Taylor Thursday afternoon February 10th. A banquet was enjoyed by the visitors in the Pacific hotel. Dr. R. O. Dunn was chairman at the business session and toast-master at the banquet. It was announced at the meeting that the state association membership has grown so large that branches are necessary and business will be carried on in sections. The northeast Nebraska section will hold another meeting in Norfolk on March 9th when some of the foremost osteopaths in this state are expected to come here to read papers pertaining to the profession. Local members of the new organization started laying their plans early for the 1922 convention. The 1921 convention of the state association will be held in Omaha.

PERSONAL

Dr. John Martin Hiss has announced the opening of his office in the McKinley Hospital, 668 N. Park St., Columbus, O.

Dr. John D. Baum, of East Liverpool, O., announces the removal of his offices and Sulphur Vapor Bath Parlors from 117 E. Sixth St., to 149 W. Sixth St.

Dr. Almanzar A. Bergerson, graduate of the 1920 class from the Massachusetts College of Osteopathy, has removed from 43 St. German St., Boston, to 46 Main St., Old Town, Maine, where he is located for practice.

Dr. John W. Keckler, formerly of Cumberland, Maryland, has removed to Cleveland, Ohio, where he is associated with Dr. Percy Evan Roscoe in the general practice of osteopathy. Dr. Keckler will also specialize in roentgenology.

Dr. D. T. Tandy has removed his location from Grant City, Missouri, to San Antonio, Texas. For some time past Dr. Tandy has been at the ASO Hospital, Kirksville, as assistant surgeon. He reports that the prospects for practice at San Antonio are very bright.

Notices are out of the marriage of Dr. Edward W. Cleveland of Binghamton, New York, on February 7th to Miss Adelaide Pringle Armstrong of Norfolk, Virginia. Dr. Cleveland has been conducting a successful practice at Binghamton for some six years past. He is a graduate of the Philadelphia College of Osteopathy, class of 1912 and post-graduate of Chicago College of Osteopathy, class of 1916.

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

Osteopathic Health for April

A Health Interview With an Osteopath

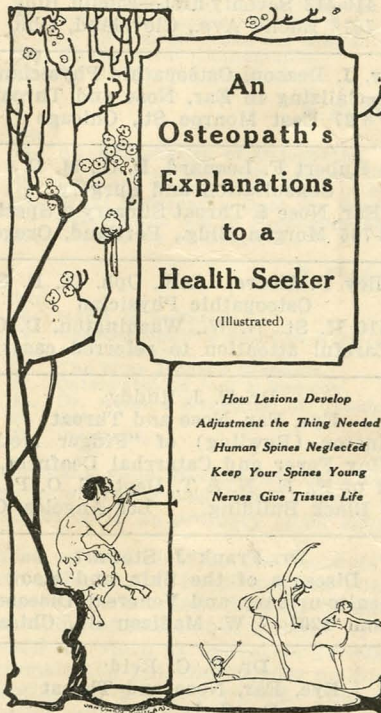


In the course of this interview the story is told of experiences in curing cases of the lame, the blind and the deaf; cases of rheumatics, sore backs, stiff joints, sciatica, kidney trouble, acute infections, woman's diseases, etc., etc. Deductions from these experiences make the reader grasp much about osteopathic theory and practice, both. Powerful in human interest. Do you want to put this magazine to work for you? If so, say the word and the want will be supplied.

Osteopathic Health —for— March

An Osteopath's Explanations to a Health Seeker

*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?

In the annual meeting of the Yakima, Wash., library board, Dr. L. K. Cramb was elected president, Mrs. L. O. Meigs, vice-president, and Mrs. H. C. Lucas, secretary. The library staff was re-elected as follows: Miss Eleanor Stephens, Librarian, Miss Lucile James, first assistant; Miss Lottie Smith, second assistant; Mrs. Helen Sturgis and Miss Hazel Million, assistants; Riddle Phillips, janitor.

Dr. G. M. Wade, of Minneapolis, Minn., announced that he expects to give up his practice and open up the "Kaw-Nah-Yeag-a-Mah Sanitarium" in the North Woods among the pines for the treatment of non-communicable diseases—chronic, nervous, and acute. It will be thoroughly osteopathic, paying particular attention to diet especially the milk diet. In this "Tired Business Man Refuge" all will find accommodation—the sick to get well, the well to get strong.

A letter reached us from Dr. Edmund A. Roe, former of Edmonton, Alberta, dated at Jamaica, British West Indies January 31st. Dr. Roe sold his practice at Edmonton last October to Dr. E. C. Deming and since that time he has been traveling and resting from active work of any sort with a view to regaining his complete good health which was impaired following an attack of the flu on top of a great deal of hard work which he put in during the epidemic. Dr. Roe says that he is enjoying himself immensely and having the first real rest that he has taken in 19 years so he thinks that he needs it and deserves it. Before getting back into active practice again he expects to take up some special post-graduate work possibly in surgery. His present idea is that he will eventually locate in Toronto.

BORN

To Dr. and Mrs. W. H. Carr, of Bluefield, West Virginia, on January 31st, a son, William Hoge, Jr.

Born to Mr. and Mrs. Joseph E. Hall, (Dr. Jane Wilson Hall) on January 7th, a son, Winslow Wilson.

To Dr. and Mrs. J. D. Cartrell, of Clay Centre, Nebraska, a 6 1/2 pound daughter, Virginia Clare, February 16th, 1921.

To Doctor and Mrs. Nathaniel W. Boyd of Germantown, Pennsylvania, a son, Nathaniel Welsher Boyd, Jr. February 16th, 1921.

DIED

Dr. S. J. Fryette of Madison, Wisconsin, father of Dr. H. H. Fryette of Chicago, February 21st.

Mrs. Joseph N. Snyder, 245 Washington Ave., Bellport, Kentucky, mother of Dr. O. J. Snyder of Philadelphia at her home, January 20th.

Mary K. Doron, wife of Dr. Charles B. Doron, died January 20th, at Bangor, Maine. Interment at Philadelphia, Pa. Aged 58 years.

EXCHANGE and MARKET

WANTED—By graduate osteopathic physician—in "loop" office. Would also consider hours in office South Side. Phone Midway 1456, Dr. H. S. Peterson.

WANTED—Will pay \$5.00 for a 1916 Year Book, good condition. Address No. 269, care The *OP*, 9 S. Clinton St., Chicago.

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—A woman osteopathic physician to take charge of a city practice in central Illinois. Address 268, care The *OP*, 9 S. Clinton St., Chicago.

FOR SALE—DeLuxe Model McManis Table and equipment, almost new. Address No. 267, care The *OP*, 9 S. Clinton St., Chicago, Ill.

FOR SALE—Practice, Good Will and Equipment. Chance for Man with Necessary Money. Retiring from practice, possession Sept., 1st, 1921. One of the best equipped offices in the U. S., and a well established practice of better than \$6,000 yearly. Town of 10,000 in center of the best sugar, rice and cotton districts in South, 10 small towns within a radius of 20 miles draw from, only D.O. Equipment includes two McManis DeLuxe Tables, one DeLuxe stool, eye, ear, nose and throat room finished in white enamel with complete specialist's outfit, including a Sorenson compressed cabinet, instruments of all kinds, microscope, McManis battery, violet ray outfit, everything needed. Library 130 volumes, 5 Oriental rugs, 12 water color gems, of furniture upholstered ivory wicker ware. Office includes whole floor especially arranged. Living rooms if desired. Everything complete. Long lease, reasonable rent. \$5,000, part cash, balance approved paper.

Further information cheerfully furnished to prospective buyers. When writing give facts about financial resources and state bank references. Address, S. L. L. The *OP*, 9 S. Clinton St., Chicago.

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.