

# **The Osteopathic Physician**

**September 1920**

**Vol. 38, 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,<sup>SM</sup>**



# The Osteopathic Physician

Published on the 15th of Every Month by THE BUNTING PUBLICATIONS, 9 S. Clinton St., Chicago, Illinois. Subscription Price: \$2.00 per annum. Copyright 1920, 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 XXXVIII

CHICAGO, SEPTEMBER, 1920

Number 3

## Like Aladdin's Palace Sprang Up the Very Real Detroit Osteopathic Hospital

### A Gift That Equals Rockefeller's In Importance

By George F. Whitehouse, D. O.

If a philanthropist in your city would build an Osteopathic Hospital; equip it with the finest and most modern equipment obtainable; man it with the most competent corps of nurses and the most efficient business management that could be secured; open the institution to osteopathic physicians and their patients, and to patients of other doctors only upon recommendation of an osteopath; employ competent and well-paid help; serve the best of food; give the best of care; pay the deficit incurred each month as a result of the excellent service given, and ask of the osteopathic physicians of your city, nothing, excepting that you enjoy the hospital, use it for the up-building of osteopathy, and the benefit of mankind

through the best osteopathic service you were capable of rendering, what would you do?

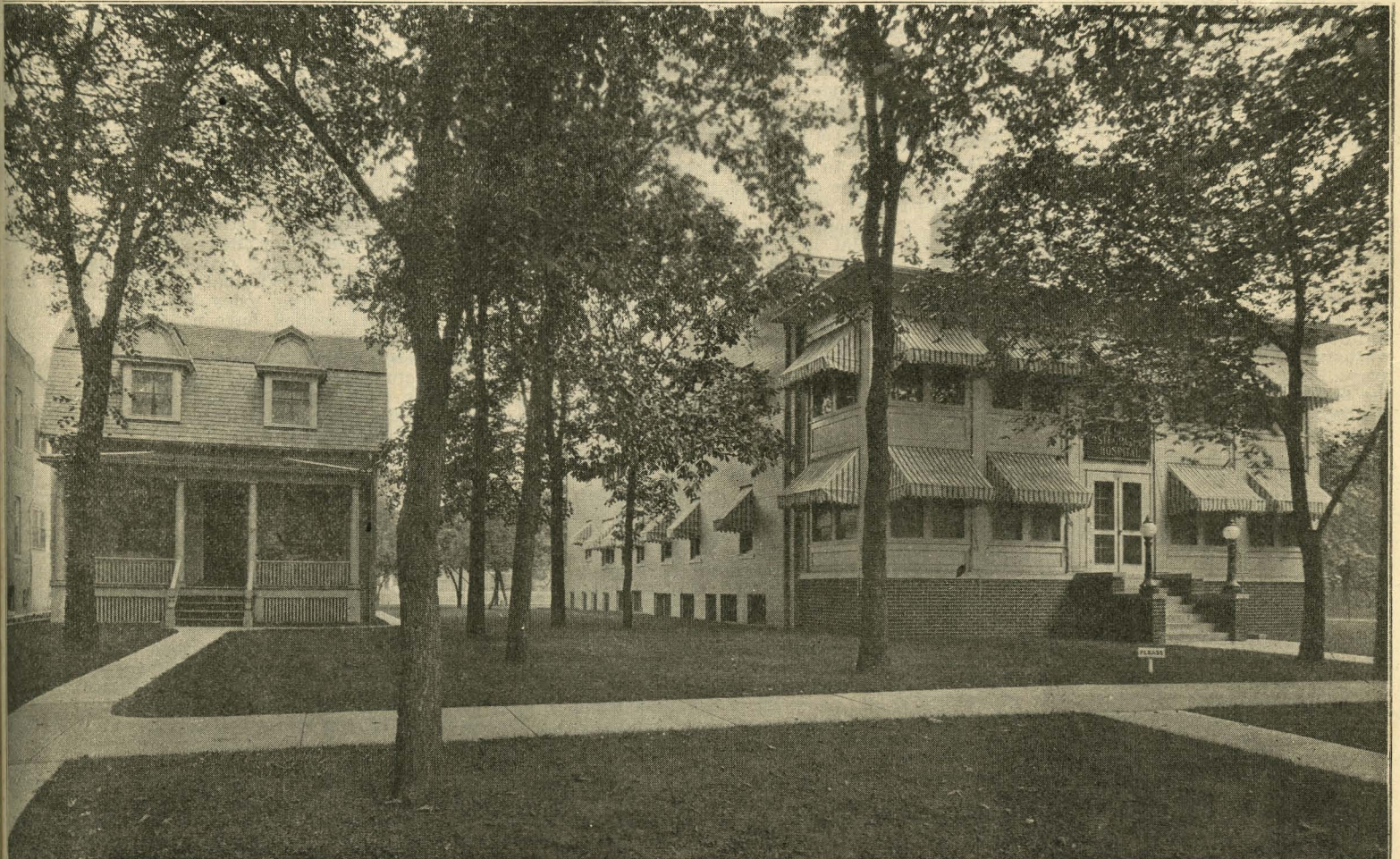
Would you not feel that the millenium had dawned for osteopathy? Would you call upon this man and thank him from the bottom of your heart for yourself and for the osteopathic profession, not only of your city, but everywhere, far and near, where other philanthropists might hear of this man's wonderful gift and follow his example? Or would you confine yourself to the narrow views developed over a period of years, by limiting your practice and your vision to the four walls of your office, and say, "What do I want with a hospital? What need have I for an osteopathic hospital? I never have any hospital cases,

anyway." No doubt there would be osteopathic physicians in your city who would make up the two extremes and all the stages in between, as there were in the city of which I am going to tell.

A year ago the osteopathic physicians of Detroit, Michigan, undertook to raise money for an osteopathic hospital by selling stock. Among those who purchased stock in the institution, not because he considered it a good investment, but because he had always been a warm friend of osteopathy, was Mr. Philip H. Gray, President of the Board of Directors of the Detroit Y. M. C. A. Mr. Gray took this means of expressing his appreciation of what osteopathy had done for him.

Contracts were soon let and building operations begun, but it was not long until it was found that the payments on the contracts could not be met, and the whole project had to be given up because of lack of funds.

The loss on partially filled contracts might have burdened a number of the profession personally for a period of years if Mr. Gray had not stepped in. It was decided that the institu-



The Nurse's Cottage.

The Hospital.

The New, Splendid Detroit Osteopathic Hospital, the Gift to the Profession of Mr. Philip H. Gray.



tion be reorganized on the non-profit basis, that all the lay stockholders be paid off, and that the osteopathic physicians, if they desired to do so, leave what they had paid on their stock as a donation, which amounted to the mere trifle of less than \$1,000. Following this Mr. Gray gave the \$130,000 necessary to complete the contracts, and relieve the osteopathic physicians of the personal responsibility of assuming the deficit.

Under the personal supervision of Mr. Gray, work was resumed, and in due time, the building was completed and equipped, and for the past eight months it has served patients desiring osteopathic institutional care.

Since that time additional improvements have been made, and recently a new property was purchased just across the street from the hospital, on which Mr. Gray will erect a modern nurses' home. The cost of building and equipping the new nurses' home, improvements on the present property, and other additional equipment now being installed, will bring the total gift of Mr. Gray up to \$200,000 in twelve months.

Due to the excellent service rendered, a deficit is being incurred each month by the institution. This, plus the salary of a competent business manager and superintendent, adds another large and important contribution, and it can be seen that the gift of this one man will reach the quarter million mark before another year.

But the largest contribution is the personal supervision Mr. Gray has given the erection and management of the institution. The value of his wide business experience to the future of the institution can hardly be estimated.

The hospital itself is located in beautiful Highland Park, an ideal residence city, completely surrounded by the city of Detroit. The words "Detroit Osteopathic Hospital" over the doorway explain to the passer-by the purposes of the institution, and osteopathic patients have been attracted in sufficient numbers that an out-patient department, for general office work, is being operated.

The building was formerly an apartment house with a large hall in the center, which has been so completely remodelled that one would believe it erected for hospital purposes.

A large hallway and a wide stairway leading to the second floor greet one as you step into the main corridor. The office and superintendent's room and the treatment room are immediately to the right and left of the entrance. Farther on are rooms for patients, all of which are equipped with steel mahogany finished furniture, including a steel wardrobe, and steel washstand, with concealed wash basin. A green light signal system is used throughout the building, which shows a green light above the door of the room, as well as above the desk of the floor superintendent.

The first floor is taken up entirely with patients' rooms. In the rear on the second floor is a well equipped delivery room and nursery, from which, as I passed along, healthy sounds were emanating, indicating that they were serving a useful purpose. Opposite the nursery is the most unique operating room I ever seen. Instead of the customary white tile, or white enameled walls, the walls are built of square, mottled gray tile, which completely eliminates all reflection and glaring and yet, seemingly, in no way diminishing the volume of light. A large circle of lights just above the operating table, is so arranged that at no time the operator, or any of his assistants, cast a shadow anywhere in the center of the room. The operating room has an exhaust fan which prevents ether fumes from penetrating the remainder of the building. The scrubbing up room of the doctors is equipped with foot-peddles for both water and soap.

Across the entire front of the building is a large solarium, equipped with wicker chairs

and rockers, stands, writing desks, flower stands, magazine stands, movable lamps, leather foot-rests and other conveniences for patients, including wheel chairs for those otherwise unable to enjoy it. It is one of the most beautiful sun-parlors I have ever seen.

In the basement is found a modern equipped kitchen, the nurses' dining room, a complete laboratory, the X-ray room, which is equipped with the Wappler System's most modern X-ray equipment. The entire front of the basement is to be equipped for an osteopathic clinic. One part of the rear of the basement is now being used for the laundry, but this will be moved across the street into a building, in the rear of the nurses' home. In another part of the basement is an ice machine, which manufactures artificial ice in small cubes for individual service, for use in the main kitchen, as well as both diet kitchens. There is also a large cool store room for groceries and supplies.

Mr. Albert E. Buss, the genial Business Manager, spent several hours on two consecutive days in showing me every nook and corner of the institution. Mr. Buss has been employed to give the hospital competent business management, and this should aid materially in its growth and development. The following expression from the pen and heart of Mr. Buss will introduce him and his enthusiasm for osteopathy to the osteopathic profession.

"The great majority of the friends of Osteopathy are not cognizant of the difficulties placed in the way of Osteopathic physicians desirous of having entry to our general and private hospitals for the treatment of their patients. Practically all hospitals are closed to the Osteopathic profession, thereby causing great inconvenience to doctor and patient alike.

In spite of this obvious intent on the part of those opposed to the principles and practice of our profession to retard its progress, Osteopathy has passed the experimental stage—*It is an established and widely recognized system of therapeutics.*

The above described conditions are to be overcome in Detroit through the generosity of friends of the profession, headed by Mr. Philip H. Gray, who has made the largest single donation to the cause of osteopathy, so far as laymen are concerned, his initial gift reaching six figures.

As soon as possible the largest Osteopathic hospital in the world will be erected. One thirty-five bed unit is already in operation, manned by a corps of competent doctors and nurses, and when the proposed buildings are all completed the total capacity will approximate five hundred beds.

The present unit is probably the most completely equipped of any similar institution in the country. No expense has been spared in furnishing the most modern appliances for every department. Every kind of case, from general to surgical (with the exception of communicable diseases), can be cared for. The arrangements for the Obstetrical Department are ideal, combining the fully equipped delivery room and nursery, with electrical incubator, etc. When necessary to use Surgery, we have an Operating Room that is second to none. A Free Clinic has also been established where the poor may secure advice and treatment.

The private rooms and wards are splendidly furnished, and in a manner to overcome the usual dreary atmosphere of a hospital. In a word, every effort has been made to care for the physical comforts of the patients. One attractive feature is the Sun Parlor, running the full width of the front of the building, where are placed comfortable chairs and writing desks, and a plentiful supply of literature.

The culinary arrangements are as perfect as money and thoughtfulness can make them. The general and diet kitchens are equipped with every modern convenience, thereby assuring the best as regards the cooking and serving of meals.

For the benefit of out-patients a section of the building is equipped with dressing and treatment rooms, that can not be excelled.

To the individual desiring complete rest and systematic Osteopathic treatment under the care of their own physicians, the hospital affords the best service possible."

Just before leaving I had the pleasure of meeting Mr. Gray, who was spending several hours that day planning for the nurses' new home. I was informed that he personally supervised virtually all of the building operations.

In going back to the city with him, I got a glimpse of the man's heart, which was even bigger than the institution itself, for he spoke more of what he hoped might be done in the future than of what had already been accomplished. Nevertheless, his gift is the largest single donation ever made to Osteopathy since its discovery, and almost equals the combined donations from all the laity during the quarter of a century of Osteopathy's existence.

It is the desire of Mr. Gray to build a monument for Osteopathy in the city of Detroit, and he cherishes the hope that many of us have had for years, that through such an institution the wonderful work that Osteopathy can do through institutional care, may be demonstrated to the public and even to the profession itself.

That Osteopathy can save thousands of lives and thousands upon thousands of surgical operations, through early preventive treatment in this and similar institutions, is the belief of Mr. Gray, and is, no doubt, the motive that prompted him to build the present institution, and to plan for a much bigger institution for the future.

It is stated that Mr. Gray, a number of years ago, made an offer to the osteopathic physicians of Detroit, that if they could get together and decide upon building and supporting an osteopathic institution, whether that be a hospital, sanitarium, school or research institute, that he would willingly co-operate with them. Why this offer was not accepted might, at first thought, seem difficult to explain; yet when we reflect upon the universal failure of the profession to co-operate for big things, or even generally to appreciate the need for osteopathic institutions, the failure to accept this offer is not surprising.

Unfortunately, after all of Mr. Gray's wonderful generosity, there still remains, even in Detroit, a remnant of the old hedged-in policy. We blush to say that there are still Detroit osteopaths who, today, eight months after the hospital opened, have not even visited the institution! Several are still insisting, "We don't need osteopathic hospitals, anyway!" while one actually stated that, "Mr. Gray must certainly be expecting to make a lot of money or he would not have given so much." Apologies to the profession to Mr. Gray.

Rockefeller's millions to medical research have done much to demonstrate the ineffectiveness of drug treatment, but Mr. Gray's gift to osteopathy is the beginning of a great movement that will do more by demonstrating in a large way the correctness of the mechanical conception of the human body, and the fact that it is a self-recuperative, self-reparative machine.

What Mr. Gray has done in Detroit, can and will be done by other men elsewhere, if the osteopathic profession will take a larger interest in public welfare by establishing osteopathic clinics and by taking a part in civic betterment work, and most important, by setting an example to their lay friends by their own donations.

That this is coming about is no longer a dream. Since the osteopaths of Illinois first gave sixty dollars in one year for association dues and a legislative campaign, the sentiment of the profession has been gradually changing. Sums before unheard of are today being donated by osteopathic physicians, and the standing of osteopathy has been materially in-



## Bunting Building Corporation 7 Per Cent Real Estate First Mortgage Gold Bonds Are a Good Investment for You

### *Because*

1. This security is not a "stock," does not fluctuate in value and carries no speculative risk whatever.

2. It pays 7 per cent—an unusually high return for any safe bond.

3. It is secured by first mortgage on ample improved real estate which makes it standard as a security. It is absolutely safe and sound as an investment.

4. Your bond if cancelled before maturity will pay you back \$102 plus 7 per cent interest on every \$100 invested. This could not be prevented, even though our publishing corporation went into bankruptcy, because the property security is back of the bond to redeem it.

5. We agree to pay the normal 2% Federal Income Tax on the interest of these bonds.

6. Your interest payments are provided by The Bunting Publications, Inc., out of ordinary operating expense in the form of rentals, paid under a ten-year lease on the new building. These rentals are paid whether publishing profits are large or small. This Corporation's annual profits, however, form an additional unscheduled margin of security behind these bonds.

7. Payment of interest on these bonds is not conditioned upon the fortunes of the osteopathic profession nor of our osteopathic publications. Were "Osteopathic Health" and "The Osteopathic Physician" to suspend publication it would not effect your security in the least. As a plain matter of fact the corporation would make more money if it devoted itself exclusively to its main business of publishing trade magazines. Dr. Bunting owns a controlling stock interest in The Bunting Publications, Inc., and it is due solely to his personal interest in osteopathy and loyalty to its advancement—not to any corporation profits involved—that this publishing house gives so much of its time and energies to osteopathic propaganda.

8. The security of these bonds is not conditioned upon the life or death of Dr. Bunting or of his service to this corporation. The business issuing these bonds is a corporation, wholly independent of any individuals associated with it.

9. The profession would much strengthen the ties it already has on this publishing corporation were it to subscribe this total bond issue of \$50,000. To extend such co-operation would add to the permanency of its field publicity service. Since this corporation has furnished 90 per cent or more of the total field magazine publicity that has advertised the profession through 20 years, you practitioners, we believe, can well afford to cultivate us and extend all possible co-operation. Naturally the permanency of this educational publicity service will depend in large measure upon the way it is appreciated.

**The Bunting Publications, Inc.**

Aaron M. Sick, *Treasurer*

9 South Clinton Street, Chicago



creased thereby, not only among the general public, but in the estimation of the profession itself.

This article would be incomplete without a tribute to the untiring devotion to the hospital and its ideals of Dr. Rebecca B. Mayers, the superintendent, whose genius is largely responsible for the high efficiency attained already by the Hospital and Staff.

The trustees comprise: Dr. Herbert B. Bernard, Dr. Rebecca B. Mayers, Dr. Charles A. Bennett, Dr. Alice M. Deane, Mr. Philip H. Gray, Dr. A. G. Studer, and Mr. Charles C. Gilbert.

### The Indications and Treatment of Acidosis

By W. Curtis Brigham, D. O., Los Angeles, California

We have mentioned in a previous paper several conditions that may tend to produce acidosis. Among these, we mentioned the following:

(a) The degrees in the intake of alkaline substances due—1st, to starvation; 2d, to diet composed of non-mineral containing foods. The question of diet is a very extensive one, and in its general relationship to metabolism, cannot be thoroughly discussed at this point.

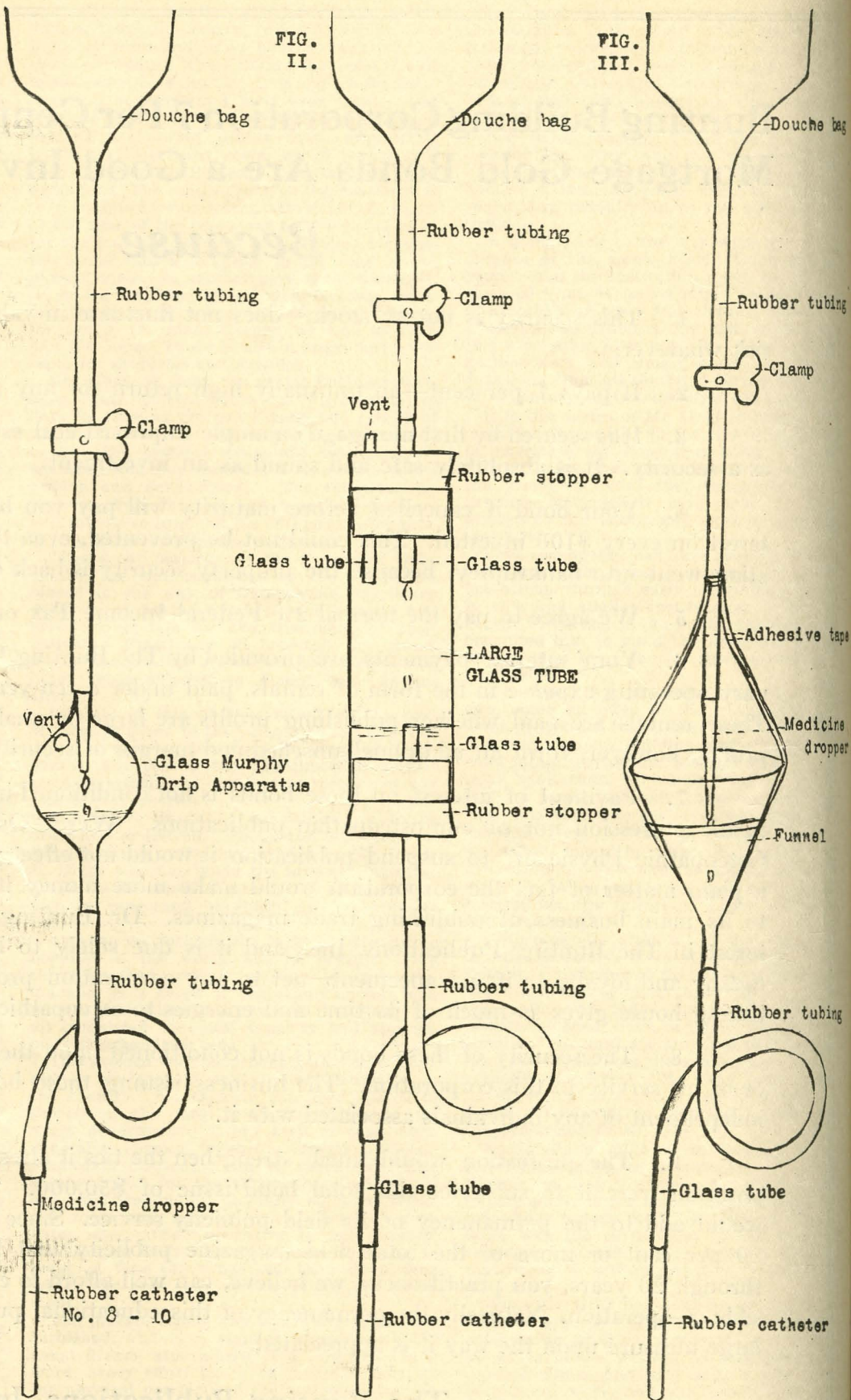
(b) The over-production of acids as in fevers, prolonged physical exertions and acute infections. Every physician conducting a general practice or an acute practice must necessarily deal with a great many of these cases, and we will attempt briefly to outline some of the important considerations relating to alkalization and maintenance of basal metabolic balance. We are also aware that much criticism has been made concerning the methods adopted in procuring and maintaining this balance. There is an old adage that "a stitch in time saves nine," and it is much better to prevent all the destruction of tissue that occurs during a long process of disturbance than it is to overcome all the difficulties brought about by this long-continued process. We are also more interested in the relief of human suffering in the prevention of diseases than in any system of medicine. We are more interested in the evolution of the human race than in the financial success of any member of that race.

In dealing with over-production of acid in the acute diseases, we will consider:

- 1st, the effect of water in the treatment.
- 2d, the use of foods.
- 3d, the use of what some are pleased to term "drugs" but substances that are just as important in the maintenance of life as food and water. These substances are called alkalies.

Water is the greatest of all solvents and should be freely used internally and externally in practically every case of acute infection as the solvent of toxins accumulated in the tissues and upon the surface of the body. Water is also one of the greatest deodorants if applied often enough and in sufficient quantities. It is the most practical of diluents. Many poisons lose their capacity to do harm if diluted. As the basis of treatment of acute acidosis water is of primary and the utmost importance. It may be administered per os in from one to six-ounce doses at frequent intervals. It may be administered per rectum in the form of small enemas after the bowel has been thoroughly cleansed by an enema. Many patients will retain and absorb a pint of water administered slowly per rectum, but where practicable a steady, even drop may be given by means of the Murphy Drop Method Apparatus, or by improvised apparatus, as shown in the illustration. A slow, steady drop will give a chance for greater absorption through the twenty-four hours than any other method.

In typhoid fever, diphtheria, measles, scarlet fever, influenza, la grippe, pneumonia, erysipelas, smallpox, tonsillitis, the acute gastro-intestinal fevers of childhood, and in fact all the acute fevers, acidosis is almost always an accompaniment. The pulse is rapid, the respiration is rapid, and many times there are



In Fig. 1, the method of controlling the drop, known as the Murphy Drip Apparatus, may be purchased at any well-supplied drug store at a cost of from seventy-five cents to one dollar fifty.

Fig. 2 is an improvised method which depends on the mechanical skill of the physician or nurse and is very inexpensive. This is the type of apparatus used by the Hospital of the Good Samaritan of Los Angeles, where I do my surgery.

No. 3 may be made in anybody's kitchen if you have tubing, bag, medicine dropper, ordinary kitchen funnel, either glass or tin or granite ware, and a little adhesive tape. One ingenious father put some corks in an ordinary hose clamp and tightened the screw with the screw driver to regulate the rapidity of the drop. The drop may also be controlled by the use of an ordinary hemostat, but not so accurately.



# WHY?

"Why don't you sell your bonds in the Chicago bond market where your business is well known locally?"

That is a natural question. It has come to us from several of the profession. The answer carries three reasons:

1st. Reputable bond houses do not bother with smaller flotations than \$100,000. The cost in advertising, overhead and salesmen's commissions to sell a security allows them no profit unless they handle at least \$100,000 of such issue. Therefore, our bond issue, being only \$50,000, had to be marketed by some special arrangement.

2nd. The smaller, less reputable bond brokers who underwrite the smaller flotations charge a higher commission. We neither cared to spend more than the minimum selling cost to market our bonds, nor did we wish our finances to be in the hands of any house not of A-1 credit.

3rd. Early in our councils, therefore, we decided to sell these bonds ourselves. We believed that our friends and customers of the profession would absorb them readily. Much less than the usual amount of advertising and soliciting required to sell the general public would avail to win us osteopathic co-operation, we figured, because of the intimate knowledge they have of us individually and of our business, and because too of the ties that exist between us. We figured that by doing this selling work ourselves we could save a considerable part of the usual selling expense. Of course we *still* think so—for if only 500 of the osteopaths we have put on their feet by our promotion service in the past twenty years (as they freely admitted we did at the time) would take only one bond of \$100 each, the issue would be oversubscribed in a week.

After we had put out our security an acute crisis overtook the bond market never before known in history. Post war conditions which had brought about gigantic expansions and consolidations of essential industries and transportation suddenly required thousands of millions of new capital. In various industries such as packing, oil, machinery, mail-order merchandising, transportation, etc., need suddenly arose for fabulous sums to carry out projected developments. In the hour of this crisis the Federal Reserve Bank announced its decision to curtail credits sharply, thus requiring various nationally famous concerns like Armour, Swift and Morris, Montgomery Ward Co., and some big railroads as well to rush into the bond market with flotations aggregating thousands of millions. To get quickly this necessary money unheard of attractiveness was featured in securities. Such corporations offered to pay 6½ to 7 per cent interest and in some instances higher, whereas a little while before 6 per cent had been the top limit.

Attractive features such as we had devised for the Bunting Building Corporation Bonds like paying 7 per cent, agreeing to pay the normal income tax of 2 per cent, and making redemption at 102—highly attractive and quite unusual features for such a stable security, and meant by us to make our bonds outstanding in their liberal returns—were equalled by some industrial concerns in their desperation to obtain capital. Nevertheless Bunting Building Corporation Bonds continue to be practically equal to the best as to income return and are considerably above the average.

The bond market, to recapitulate, has been loaded with most unusual offerings in competition with our security—all of which makes investment money much scarcer for all seeking it, and would render it temporarily impossible for any averaged-sized business to get small amounts like \$50,000 through any usual bond marketing channels.

In fact, some of the big concerns failed absolutely to get the public

to absorb their issues. Sinclair Oil notably—a rival of Standard Oil—found that its issue would not move and its underwriters had to withdraw it from the market.

So you should realize it is no cinch for anybody to sell bonds nowadays, no matter how good they are, and it requires advertising, selling effort and patience to put it across. Therefore, do not wonder that our issue of Bunting Building Corporation Bonds was not oversubscribed the first month it was offered—as some of our optimistic friends thought would be the case—but order *your* bond today to make sure the issue is going to be fully subscribed at the finish.

Had we not decided at the very outset to confine the selling of our bonds among our friends and customers of the osteopathic profession, this present abnormal state of the bond market would have made it impractical to look for aid among bond brokers. So, under all the circumstances, we consider it very fortunate that we made this decision early. It is fortunate, too, that we have this special field of osteopathic customers to turn to—on whom we have the call, so to speak, or should have—whose interests, we believe, are not closely articulated with and do not respond to furies in the bond market, yet whose incomes on the average should make them good savers and investors, who will be appreciative of the merits of our bond offering.

We are banking on the further belief that these friends would rather put their earnings in Bunting Building Corporation Bonds where their dollars will speed up the presses of osteopathic publicity than put them in a railroad or packing security where the only benefit to be returned will be interest on the money. Money invested in our bonds will both produce a high rate of interest for osteopaths and give permanency and power to osteopathy's propaganda.

Why shouldn't we be supported?

Have you bought *your* bond?

## We Come to You Osteopaths With Reason

"Why do you come to us osteopaths to buy your bonds?"

For four reasons:

1. Because we believe we have the call on you.
2. Because we believe you have the money.
3. Because we are proud to have such a safe and profitable bond investment to offer you.
4. Because by saving your money in this way (where it will make you a minimum of 7 per cent with absolute safety) you will be oiling up the presses of osteopathic propaganda and giving them power for the future. This is boosting your own science and practice. It is natural to expect you will help that which helps yourself.

We believe, friends, that you are as much interested in this as we are. At least, we feel sure you ought to be. If you are not, pray say so, and help us to an understanding. If our services in behalf of osteopathic publicity and promotion are not as important and valuable to the profession as we take them to be, we would do well to realize it during this 20th year of our rendering such service, so that we might readjust ourselves and for the next decade or two concentrate on

those lines of our business that make us better money. We have made sacrifices as a part of our long and untiring work for osteopathy and its profession. We would like this to be generally understood. It is really due us that it should be recognized. We believe that understanding the situation on its merits will stimulate many an osteopath to buy our bonds who otherwise might not interest himself merely because it is a sound and attractive business investment.

Henry Stanhope Bunting,  
President,  
The Bunting Publications, Inc.,  
and  
The Bunting Building Corporation,  
9 South Clinton Street,  
Chicago.



nausea and vomiting in the early stages. The breath is fetid and has an ethereal or acetone odor. The urine is scant and irritating to bladder and urethra. The specific gravity is high and in chemical examination shows diacetic acid, oxybutyric acid, probably urobilin or urobilinogen and indican. In the early stages there is an increase in the percentage of acid elimination and later a decrease. In such cases water must be placed in the tissues to dilute the acids and baking soda or sodium bicarbonate to prevent exhaustion of the reserve of this compound constantly in the tissues.

How may we best supply and maintain the alkaline reserve?

First, cleanse the bowel thoroughly with enemas and if necessary with a laxative; such as milk of magnesia or sodium phosphate.

Second, the diet should consist of fruit juices and vegetable broths to keep up the supply of mineral salts to a maximum and produce as little intestinal debris as possible.

Third, tepid sponge baths, and often hot packs over abdomen, liver, thorax or back will help to maintain functional activity, eliminate circulatory whirlpools and keep those in charge busy.

Fourth, the drop enema. The solution used for this purpose by us in cases of acidosis is baking soda, two teaspoonfuls, and glucose,

five teaspoonfuls per pint of warm water. In the absence of glucose, six or eight teaspoonfuls of corn syrup may be used instead. And this is administered to the patient through the apparatus illustrated at the rate of twenty to sixty drops per minute. Small children—often babies—will readily take fifteen to twenty drops per minute for one, two or even three hours. It should be kept warm and is absorbed much more readily if the temperature is maintained from 100° to 105° Fahrenheit.

#### Methods of Determining Acidosis

1. In acute sthenic conditions the strongly acid urine (indicated by litmus) combined with clinical signs is sufficient evidence of acidosis.

2. Titration of the urine is a satisfactory and simple method of determining the acid-alkali equilibrium. Accepting from five hundred to six hundred degrees of acid elimination as expressing the necessary and normal acid waste, subject to a certain variation conditioned on diet and occupation, an increase over six hundred degrees indicates a positive acidosis, which must without active replenishment deplete the alkaline reserve; while an elimination below five hundred degrees must indicate a state of metabolism in which acid metabolites accumulate in the tissue, the so-called retention acidosis.

## How Can You Charge Less Than \$3.00 Per Treatment and Live?

Osteopaths who have not raised their rates since 1915 are courting economic extinction. The plain fact is that the good American dollar has been cut into less than half of its recent purchasing value, as measured by all that it will buy. Therefore when you are paid in dollars today for your professional service, on a price basis fixed when the dollar was worth more than twice what it is worth today, you are not paid quite half what your service is worth if it was worth what you got for it in 1915.

Let us see what the well known facts of the case are:

Babson's Statistical Organization, the country's foremost authorities in such matters, reported some weeks ago that the dollar is now worth only 42 cents, measured in the average price of all it buys.

The National Industrial Conference board after months of investigation published on September 12th, 1920, that the cost of living is now up 104 per cent as compared with July, 1914.

What more do you have to know to stiffen your backbone for making that inevitable raise of rates for professional attention?

According to the Babson price survey osteopaths who got \$2.00 for a treatment in 1915 and still charge \$2.00 per treatment *actually get paid only 84 cents* per treatment today as measured in this world's goods.

According to the National Industrial Conference survey it would be a little better. They would get 95½ cents for a treatment.

The important thing is that for every dollar spent one gets less than one-half the old-time dollar's worth of all the goods and service that one must buy with which to live and support one's family and maintain one's position as a professional man in one's own community.

The doctor who in 1915 saved 25 per cent of his yearly income will now be able to save not one cent if he operates at the old rate, and he must in addition degrade the standard of living enjoyed by his family in 1915 by spending from one-third to one-fourth less! In other words, he is a cheaper man, a poorer producer, a poorer provider for his household, a less important factor in the commercial world than he was in 1915. He is more than 50 per cent nearer insolvency and his chances are twice as great to live in the poorhouse in old age—for

how can anybody escape the poorhouse if his income is permanently fixed at a rate 25 to 33 per cent less than his actual necessary living expense?

The conclusion is unavoidable. Either such an osteopath was overpaid in 1915 at \$2.00 per treatment—either he then got more than he was entitled to, and his family then lived on a better scale than they really deserved to and were entitled to—

—or else

at the same price today he is much underpaid, his family is not getting a square deal and his future is one of certain poverty and humiliation if not of economic extinction.

The latter is the plain truth.

The osteopath is entitled to be paid fees in our debased money of today that will establish the right differential between those who pay him and those whom he pays.

According to the Babson data at \$2.00 per treatment in 1915 an osteopath in plain justice ought now to receive \$4.76 per treatment; and

according to the National Industrial Conference data he ought to receive \$4.18 per treatment. Take your choice. The truth probably lies somewhere near midway between these two points—say, about \$4.50.

Now, therefore, when in fear and trembling an osteopath finally gets the courage to raise his rates to \$3.00 and has a guilty feeling that he is probably putting one over on his community at that, he instead is actually robbing his own family and making it sure that he will never be able to make ends meet unless he reduces the standards of living below what a professional man's family is entitled to. A \$4.00 rate would seem to be as low as an osteopath can charge without depreciating and pauperizing himself in comparison with his scale of living in 1915.

In debating this problem with yourself you should bear in mind that you now have to pay the other fellow's price for all you eat, drink, wear, rent, burn, etc., and that if you don't raise your prices proportionately to the times you will have to consume less and make your family consume less and will have nothing left for savings at the end of the year. If you are content to do this, then perhaps you don't deserve more. Of course we are not urging doctors to charge more than they themselves feel they are worth. But if you are a fair exponent of osteopathy and live and raise your families as gentle folk should we feel sure you are still worth the price obtained so universally in 1915—which would mean at least \$4.00 per treatment today.

A word of courage to the osteopath who recognizes the truth of this situation and wants to raise his rates, because he sees the necessity of doing so, but fears he cannot. You can make it stick! Don't be afraid. Others have done it and others are doing it who were just as fearful of the results as you are. You will really find that most people (who know all about these soaring prices in their own businesses, trades and professions) have been wondering why you didn't do it before, and wondering how you could avoid doing so as long as you have. If you let the psychological moment go by for keeping step with the regiment of business in re-pricing everything in terms of a depreciated currency they will come to think finally that you don't get more because you aren't worth more. Thereby yourself and osteopathy both will be done grave and irreparable injustice, and your voluntary sacrifice will be in vain. And, as reluctant as you may be to face the facts, *you know this is all true!*

## Change of Field Literature Rates and Its Reason

We announce a raise of rates in field literature service to take effect at once. This step has been made necessary by the steady rise of costs in the publishing field which has now *much more than doubled the costs of production* since the year 1915.

#### The Increased Cost We Now Pay

Here are some of the main raises in costs of production that have taken place in our field within five years, reduced to a percentage basis:

	Per Cent
Paper .....	450
Printing .....	130
Engravings .....	120
Rent .....	175
Office overhead .....	100
Taxation .....	700
Expressage .....	20

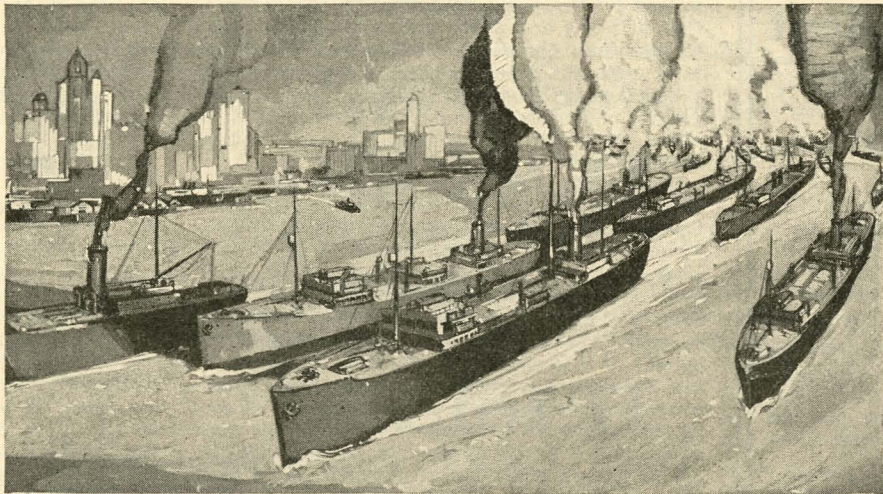
(A 30% additional raise of expressage has been announced.)

There has been an average total increase of costs of *much more than 100 per cent*. In other words, we have been selling our literature at

less than half price during the past year while we continued to operate close to the prices current in 1915. At double the selling price charged in 1915 we will make less profit now than we did under old 1915 prices. As a matter of fact we really ought to have raised our prices now another 33½ per cent in order to restore the old time parity between cost and profit.

For a long time we hung to the delusion that we could beat out "the high cost of living", or in other words, ignore the phenomenon of a depreciated dollar. We thought this was serving the interests of our customers (just as some of you doctors are still doing for your patients)! We reasoned that by standing pat at or very near to our old price levels that just as soon as post-war business adjustments were made we would see all cost prices in our field dropping back to somewhere near the old basis. In this we were mistaken and have been keenly disappointed. Not only has there been no price recession for the printing field but, on the contrary, prices for both paper and printing, the two main cost factors in production, have kept





**Largest Merchant Fleet Flying the U. S. Flag**

**T**HE Standard Oil Co. (New Jersey) has the largest merchant fleet flying the United States flag. The world's finest raw materials for use in the manufacture of Nujol can thus be transported at will from all corners of the earth.

The expert chemists of the Nujol Laboratories of the Standard Oil Co. (New Jersey) have been able to produce absolutely pure Liquid Petrolatum

of every viscosity from a water-like fluid to a jelly.

The viscosity of Nujol was determined after exhaustive research and clinical test, and is in strict accord with the opinions of leading medical authorities.

Sample and literature based on the writings of Sir Arbuthnot Lane and other eminent authorities will be sent gratis. Mail coupon below.



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

Please send 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 \_\_\_\_\_





## 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

## Doctor,

*Just what you have been wanting*

### The 1920 Edition McConnell & Teall's Practice of Osteopathy

Cloth \$7.50 Moroccoette \$8.00

*Entirely New*

The most complete and up-to-date Textbook ever offered to the profession.

800 pages of "Simon Pure" Osteopathy including every noted specialty.

*Indeed a revelation!*

Holladay's Applied Anatomy of the Spine, \$3.50

J. F. JANISCH, Publisher  
KIRKSVILLE, MO.

*The New Featherweight Osteopathic Folding Table Leads?*

steadily mounting higher and higher and are *still advancing!* No one can give any assurance when paper will quit going up. The paper supply is now so far below demand that publications for 1921 are promised only 80 per cent of the tonnage deliveries made in 1920, which all know was not nearly enough! The fabulous paper costs are due to a condition of actual famine; and an era of general low prices returning would not overcome this handicap. As a plain matter of fact it is now reluctantly admitted by the best authorities in the industry that printing and paper prices will never again be less than double the 1915 prices, no matter how much of a price recession might eventually take place for food and raiment. Even a tobogganing of general prices could have very little effect on printing costs for the next two or three years.

We had the foresight to buy heavily of paper at the beginning of the war when it still could be had at old prices. That enabled us to continue to price our field literature to the profession on the old basis just as long as this two-year and more supply lasted. We could have sold this paper in the open market at \$10,000 of profit. Instead we gave our customers the benefit of this shrewd purchasing by maintaining old-time low prices. When these stocks were gone we suddenly had to pay 18, 20 and 22 cents a pound for various lots of paper such as we had been purchasing in former years at 3 3/4 to 4 cents a pound, and we have had a hard time to get barely enough at that. In fact we have had to keep down editions below what we knew would be the actual orders for them. We are doing that right along now, month after month, and it is one of the factors that increase the cost of manufacture.

While the mounting labor cost is more or less an artificial factor at this juncture, such being the case does not give any relief to the publisher who is compelled to pay labor's bills. While we thought the peak had been reached some time ago, only the present month brought another announcement of a raise of 15 per cent in printing costs due to a raise in printer's wages.

The publishing business, therefore, in common with all other businesses is on a new and *permanently changed* basis of operating. The vanishing forests from which wood pulp comes

are a guarantee that the old prices of paper can never return again. Those who use printing and advertising have simply got to pay for it on the new price basis. There is no other way except to go without. The commercial world readjusted its rates to this new basis as far back as two years ago and are now using more printed matter and more advertising service than ever.

If osteopaths wish to continue pushing the science and practice forward they will have to pay for it at the same proportional rates as other users of printed matter and advertising service. If they won't pay for it they will have to lose such service and see osteopathic propaganda stop. If osteopathy were not worth advertising of course its advertising would naturally stop. If it is worth advertising it will naturally go on just as much as, or even more than, ever.

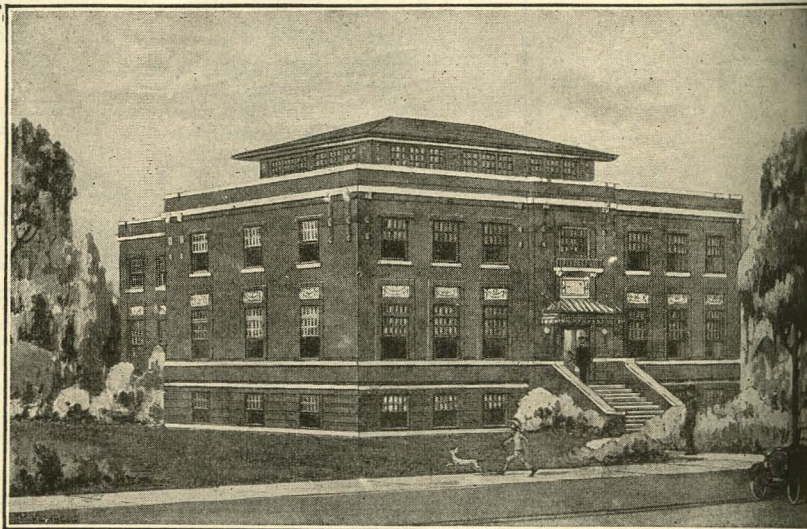
We are all in the same boat. Nobody enjoys any immunity from these high costs of production and operation.

To the osteopath who may say: "I can not afford to buy educational literature at the 1920 costs of production", let us reply, we believe you if you still operate on the fee you got per treatment in 1915 (which is probably \$2.00 per treatment). Neither can you afford to pay present rents, or buy clothes, or food, or gasoline, or pay AOA dues at present prices; and, if you continue to let your professional fee stay on the old 1915 basis, the likelihood is you will do without more and still more of these necessities and luxuries of life as time goes on. You can't afford them; still you have to have most of them. If you don't watch out you may ultimately put yourself in such a hole that you can not continue to command your old-time two-dollar rate. There is of course a point of poverty below which even self-respect vanishes but professional prestige dies a long, long time before that! A doctor must hold up his head in the community and he cannot do that on a half income.

The thing to do is raise your rates so you can continue to afford the things which it is necessary and proper for you to have and use in life as a doctor. No other course would be sane, thrifty or calculated to preserve professional and social prestige for you.

Clearly you should not have to pay for your

I Can  
Use 100  
of  
your  
Students  
at  
\$110.  
a  
Month



This is the message of one employer to our Employment Bureau. Course is so arranged that during the first two years, the energetic student can "hold down" a full time position. During the second two years, he can handle a part time situation.

*\$60,000 Building Being Erected: A Good Place to Send Your Prospective Students.*

**Kansas City College of Osteopathy and Surgery**  
Kansas City, Missouri



# What Is DELISCO?

Trade Mark Registered U. S. Patent Office

It is considered the most refreshing, healthful drink of today. It fully satisfies, by its AROMA and FLAVOR, the natural desire of the coffee drinker who realizes that his "coffee habit" is undermining his health day by day, yet continues to drink coffee because unable to find a satisfactory equivalent.

## DELISCO "THE CUP THAT DELIGHTS"

is composed of cereals and other vegetable substances, together with a certain percentage of the highest quality aromatic coffee, so treated, blended and balanced that no harmful effect results from its use. When properly made, experts have been unable to distinguish DELISCO from the finer grades of coffee.

## DELISCO

may be taken with benefit and economy by adults, children and invalids. It is pleasing to the eye, gratifying to the palate, and of unquestioned healthfulness. Try it. DELISCO will delight you. Recommend it to your patients. They will thank you.

*Samples liberally supplied to the Profession, postage paid. Ask for them.*

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

field literature out of your own living. It is a part of the legitimate expense of conducting a practice like rent, telephone and laundry. You should pass this charge along to your patients who get the benefit of it. Every business in the world does this—charges advertising to operating expense, and makes a price for its material or service that pays all such just expenses of operating and leaves a living profit (or professional income) besides.

We are all in the same boat except the fellow who, seeing his country's dollar cut into less than half, still continues to let people pay him with it as though the dollar were a token of 100 cents purchasing power when he knows it is really worth 42 cents. The only fellow who is out of joint with the times is this one who accepts the dollar as worth 100 cents in payment of his service and then pays it out as worth only 42 cents in exchange for the other fellow's service. Just as those countries against whom the rate of exchange is greatly unfavorable can not keep up world trade without going bankrupt, so the osteopath can not live and move and have his being in society if he operates on two money standards. The one money value he must pay by is fixed for him by the times. He is foolish then, to be content to retain the other money value he is in the habit of receiving payment by, worth only 42 cents on the dollar, just because he is not alert enough to know his rights, or knowing them, dare not maintain them.

It is of the utmost importance for osteopathy as a profession to get right on this price basis. We should all help each other do it. Anything else spells extinction.

Aren't you and ourselves both slow, doctor? We should have doubled our rates together two years ago—all of us—when the AOA had the foresight to double its dues. And just as the AOA has prospered as never before on this new basis, so will you and our osteopathic publish-

ing department flourish on a new and equalized rate of charges, whereas we would both operate at a loss, get discouraged and quit if we foolishly hung back and tried to go along on the old and changed order of things.

### Doings of the Research Institute

At the A. T. Still Research Institute annual meeting, Dr. E. R. Booth was re-elected Chairman of the Board of Trustees; Dr. C. B. Atzen, Chairman of the Council. The meeting of the Board was held June 27th in the office of the Secretary, Dr. Fred Bischoff, Chicago. The reports of the past year do not show phenomenal accomplishments but they do show a steady growth over the year previous. The sale of books has netted a neat sum, part of which has been transferred to the Endowment Fund.

### New Books

During the coming year three new books will be placed before the profession. "The Blood" by Louisa Burns; "Applied Anatomy" by Dr. Phinney; and "Diseases of Children" by Dr. Ira Drew and associates. The profession has known that they were in the process of being completed and, no doubt, will be pleased to know that they will soon be ready for subscription orders.

### Clinical Osteopathy

A new edition of the "clinical Osteopathy" has been authorized as the old edition has been sold. Every doctor should possess a copy of this book, and as time goes along collect data which will be valuable in the production of a new book or in the revision of the old.

Drs. George M. Laughlin, Kirksville, Mo.; J. R. McDougall, Chicago; Pauline R. Mantle, Springfield, Ill.; Rebecca Mayers, Detroit, Mich.; and H. S. Bunting, Chicago, are the trustees elected for the ensuing five years. Dr. E. R. Booth, of Cincinnati, Ohio, was re-elected Chairman of the Board of Trustees, Dr. Fred Bis-

choff, of Chicago, was re-elected Secretary, and Dr. John C. Groenewoud, of Chicago, was re-elected Treasurer. Dr. C. B. Atzen, of Omaha, Nebr., was re-elected Chairman of the Council.

### Pacific Branch

The report of the Pacific Branch of the A. T. Still Research Institute under the direction of Dr. Louisa Burns at South Pasadena, Calif., shows a great deal accomplished in research work. The work at this branch needs more encouragement through funds with which additional animal quarters may be built and maintained.

The five acre property will allow for a very large growth in the future and the climatic conditions are conducive to the life of animals used in research work.

Bulletins will be printed from time to time giving the results of research work done at this branch by Dr. Burns and her assistants. These bulletins may be obtained by either writing Dr. Burns or the A. T. Still Research Institute, 27 E. Monroe St., Chicago.

### CONSIDER YOUR FAMILY

Henry Ford has reduced the price of his cars but Secretary of the Treasury Houston says there will not be anything like a return of pre-war prices and that the period of stable costs will not arrive for several years. So, the optimists of our profession who are charging less than a living wage for their services today and are pinning their faith to the restoration of one hundred cents purchasing power to our American dollar will be apt to starve out before the world experiences any great change in its present economic and financial status. Nature eliminates the unwary and the unfit. The alert are the elect in life. Get right while you are still alive! You owe it to your family. How can you charge less than \$3.00 per treatment and live?



## SHOP TALKS on OSTEOPATHIC AFFAIRS

### Technique

One Method of Unlocking Dorsal Area Before Attempting Motion:

Subject on stool preferably strapped. Operator standing on left side, place subject's right hand on his left shoulder, grasp subject's right elbow with your left hand, have subject in *easy* flexion, side-bend to the left (this rotates bodies of vertebrae to right of convexity of curve), rotate subject to right to increase vertebral rotation or unlocking. Place heel of right hand on transverse processes of concavity, which in this case is on the left side, being used as a fulcrum for flexing and extending subject. The only resistance you will meet is ligamentous. —*Drs. Carl J. and A. B. Johnson, 514 Cruitcher & Starks Bldg., Louisville, Ky.*

### Watch for Fibula Lesions

Investigation into the causes of recurring innominate lesions reveals the frequency of lesions of the fibula. This is shown in the tendency to turn the soles of the feet toward each other when the individual lies down. Such lesions often produce an inability to stand on the feet for any length of time. The results obtained by osteopathy in these cases is sometimes almost spectacular. —*Amy Reams Davis, D.O., Chicago, Ill.*

### Ligament Lore

When ligaments have become adhered, shortened and thickened from injury of several months' standing, our efforts should be directed to the treatment of the affected ligaments rather than to the correction of the bony lesion. As the ligaments become normal the function of the bony abnormality will be restored. —*Geo. O. Shoemaker, D.O., Wichita, Kansas.*

### Dementia Precox Cured

Had a case of a young boy who had one year of high school and at head of his class. Suddenly he began showing mental symptoms. Parents took him to several city nerve specialists. They pronounced it Dementia Precox. Told parents he would never be any better and about all they could do would be to put him in an institution for feeble-minded. I found a very marked cervical lesion which after a few treatments I was able to correct. The boy is perfectly normal today. —*J. M. Roberts, D.O., Marysville, Ohio*

### Keep Up Educational Standards

A good standard of education for the individual osteopath has been our greatest asset in elevating osteopathy to its good-as-the-best-of-'em—"M.D." position and has been greatest argument for the difference between osteopathy and our COUNTERFEITING competition. Lowering our standard to increase our numbers would reduce our standing, take away our best reason to live in dignity and give to our opponents a powerful club to drive us back to 1892. We need more of our kind, we need them badly but not at that price. I would suggest as a remedy that through some department of the AOA every osteopath who fails to see that at least one student enlists in some school, donates one ten dollar check to a fund to be prorated and donated to the schools in good standing during the year 1921. "One ten spot", if it works, keep it up. —*J. C. Stone, D.O., Kokomo, Indiana.*

### My Latest Thought

I like the Educational Standards and also the item on outside cover of new OH. Each issue is more interesting and is certainly a practice builder. —*L. R. Purkey, D.O., Portland, Oregon.*

### Boils and Carbuncles

Have had eight cases of boils and carbuncles the past month and reasoning that there is an obstruction in the circulation (or in other words reasoning from a simon-pure osteopathic concept) by deep kneading, beginning away from boil and gradually working toward the focus. I have in every case relieved the pain within 30 minutes and in every case the boil broke in 24 hours and healed nicely. These eight case histories are interesting.

—*F. E. Wilcox, D.O., Hanover, Pa.*

### To Stop Nosebleed

Have your patient chew real hard. Chew gum, paper wad or anything—just so you *chew!* Never had it fail—try it.

—*E. H. Cosner, D.O., Dayton, Ohio.*

### The Fundamental Principle of Osteopathy

It seems to me the most important question confronting the osteopathic profession is agreement on the fundamental principle of our profession. To understand clearly that of the three Natural Laws, namely, Chemistry, Psychology and Physics, which safeguard and regulate the health of the human body, that the law of physics is fundamental to structural integrity and structural adjustment and is therefore the foundation of osteopathic practice. —*C. B. Atzen, D.O., Omaha, Nebr.*

### Eternal Vigilance

Watch the leucocyte count in all cases, especially attacks of appendicitis, operate if it is high and establish drainage. Use the microscope every day for urine analysis as well as blood work.

—*A. E. MacGilliard, D.O., Granite City, Ill.*

### Stick

Stick to the osteopathic lesion and success will stick to you. —*J. H. Bower, D.O., Albuquerque, New Mexico.*

### How Do You Figure It?

Repeatedly in single purposeful treatments I have lowered a patient's high blood pressure twenty points. Within a month I then found it constantly about the lower level. Lower still immediately following a treatment. I wonder often what conditions upon which blood pressure depends are *outstanding* in these patients. Their pressure is reduced, but just how do they get that way? —*Roy Freeman Buchanan, D.O., Modesto, Calif.*

### Get at the Centers

The last AOA Convention surely did get at the right centers. The lesions were present but they were tackled just right. Look for lesions more closely, they're there, try to fix them, at least. Results will come and you and osteopathy will be benefited. —*H. E. Hastings, D.O., Winnipeg, Canada.*

### Safety First

My one best bet is to keep on hand a policy for Physician's Liability in a good insurance company. Guess I have arrived. I have been sued for \$5,000—but I have the policy!

—*R. F. Titsworth, D.O., Knoxville, Tennessee.*

### Hard Arteries + Epilepsy

Tell me how to differentiate between symptoms of arterio-sclerosis and of epilepsy when a man 60 years of age seemingly superimposes the symptoms of epilepsy on top of those of hard arteries, and on what can I base my prognosis? —*Warren B. Mitchell, D.O., Newark, N.J.*

### "I Haven't Been to Lunch

One day this summer I sat unnoticed in the corner of the waiting room of a successful osteopath and at regular intervals the doctor dashed through waving his hands frantically and informing all present that he had had no lunch. Be a sport, Doctor, and forget your stomach long enough to listen, at least part of the time between 11:30 and 3:00 o'clock, to the more interesting subjects concerning which your patients wish to consult you.

—*Van B. Smith, D.O., Lincoln, Nebraska.*

### Look Up!

"After you have exhausted all your books and all your conferrees in your search for help for your patient; when you are completely discouraged—ask your God." (This is my one best thought.) —*A. J. Vanwinkle, D.O., Phillipsburg, Kansas.*

### Remarkable Surgery at Des Moines

Had the pleasure of attending the clinic at the Des Moines General Hospital and witnessed the remarkable feat of Dr. S. L. Taylor, surgeon in chief, and his able corps of assistants doing 82 surgical operations in one day. I have attended clinics in a number of eastern cities and think Des Moines offers the best. I think this is undoubtedly a record of operations in one day. —*D. E. Hannan, D.O., Perry, Iowa.*

### Essentials

Osteopathic examination to determine cause of the disease, urinalysis, the sphygmomanometer and phonendoscope to aid in prognosis, osteopathic treatment to remove the cause and relieve the patient. —*U. S. Grant Bowersox, D.O., Longmont, Colo.*

### Enuresis Loose Talk

I am beginning to wonder if there is not a good deal of loose talk concerning osteopathy in the treatment of enuresis. Among the large number of cases of this sort, coming in, in answer to the advertising of the last OH, the direct lower lumbar or pelvic lesion as cause was least in evidence. Much oftener a low grade nephritis, a beginning of diabetes, injudicious eating, constipation, adherent prepuce were causes. Anaemia, secondary oftenest, is the basis of temperament, loosely called nervousness, which is alone responsible for the most stubborn cases of this affliction. Back of this anaemia may be the diseased glands, cervical adenitis or pulmonary tubercular infection.

Most of these cases demand long careful treatment and a perfectly healthful regime of living. Moderate prognosis is certainly more accurate than a hasty promise of cure on the fixing of lesions, pelvic or spinal, on short notice. —*R. C. McCaughlan, D.O., Kokomo, Ind.*



- ☐ On September 24th the American School of Osteopathy had matriculated 181 students in the new freshman class—150 of them men.
- ☐ It surely looks like 200 would be enrolled by the closing date and that the "Standing Room Only" sign will have to go up at the door.
- ☐ Nothing succeeds like success—and we weath-ered the storms of the past three years without any raise of rates! The profession knows that students get pure science and pure osteopathy both at the Mother of Osteopathic Colleges.

CHARLES C. TEALL, D.O., DEAN  
KIRKSVILLE, - - MISSOURI



## What Flory Did, You Can Do

## What Flory Did, You Should Do

Dr. W. Orrin Flory  
Osteopathic Physician  
Medical Block  
Minneapolis, Minn.

The Bunting Publications, Inc.,  
9 So. Clinton St.,  
Chicago, Ill.

Gentlemen:

In April "OP" I stated that I had raised my rates. I have had several inquiries from the profession as to my method of announcing it to my old patients, and believe I can best answer them all through the medium from which the inquiry sprang.

I frankly stated to my patients that, owing to the excessive increase in the cost of everything I would be compelled to increase my prices to where I could feed and clothe my family and educate my children as other people did; I went into the matter very thoroughly with most of them, and told them that everything had raised in price for me—all the way from fifty to one hundred and fifty per cent, just the same as it had for them.

I believe I lost not a single patient by doing this; on the contrary, I am sure I received several patients that came to me because I was charging more than other Osteopaths in our city.

You may find the answer yourself. I think I know, but am not sure, that they (the patients) were correct in their opinion; but this I do know, that a doctor is often judged by the fee he charges, and while I do not believe in excessive rates, I do believe we owe it to our profession and to ourselves to hold our standard high, as we have many wolves howling at our doors, ready to rend us to pieces at any sign of weakening on our part. And there are many of these same wolves parading in sheeps' clothing and stealing our thunder wherever it is possible.

So don't be afraid to put your rates up to where you feel you can make ends meet and save a little, and feel proud of the fact that you are doing your share to keep up the standard of Osteopathy.

W. Orrin Flory, D.O.,  
Minneapolis, Minn.

Sept. 2, 1920.

### Those Happy Suckers!

The one best thought that wife and I have is that after using nothing but the A. T. S. brand of osteopathy for thirteen years in one locality in an almost purely acute practice averaging over ten thousand patients, the suckers still have faith in us and many families have had no other doctors since yours truly entered their doors! One wealthy ranchman now living in California has telegraphed for me to come to him three times. We find osteopathy sufficient in all curable diseases and the Osteopathic Health a fine practice builder.

—C. I. Stephenson, D.O., Alamosa, Colo.

### No Dose in 19 Years

My experience is that we are not enough "bone doctors"—to really try something else. I have never given a dose of medicine in nineteen years of practice and never failed to help the patient more than the other fellow had done.—F. P. Wood, D.O., St. Louis, Mo.

### Patient of 71 Had Fall

1. Called osteopath (?) who hurt ribs by vigorous treatment.

2. Three days consultation. Another "claimed-to-be-osteopath" called.

3. Another three days. Specialist of above "claimed-to-be-osteopath" type advised hospital and operation.

4. Called M. D. three weeks after (1) was called. X-ray three ribs broken by (1) supposedly.

5. Called *Osteopath* who learned that (1), (2) and (3) were Chiro's claiming to be osteopaths.

(1) = Old lady; no training.

(2) = President of Chiro College claiming to be osteopath.

(3) = Same as (1) and (2) except less.

Under (5) from bed-ridden, to be able to come to office for treatments.—L. Ludlow Haight, D.O., Los Angeles, Calif.

### Sound Advice to the New D. O.

The new man in the field could not read anything more profitable than the article in the latest OP issue by Dr. Harry W. Gamble, Missouri Valley, Iowa. Some real sound "get somewhere" logic to it. That's the kind of talks we need from the older men in the game.—Raymond L. Charles, D.O., Des Moines, Iowa.

### Results Count

My best thought arising from my professional experience is "Results Obtained." My motto is "Get Results," produce the goods, and do it osteopathically. The D.O. who shoots a pill down a patient's throat or who squirts serum into the tissues of a living human being, has won a victory for the M.D. and wounded the science of osteopathy. I have practiced osteopathy nearly fourteen years, treated every disease in the category with the exception of cholera and leprosy (and perhaps some more), but in all my experience I have never seen the time when I thought internal medication could do more or even help osteopathy to obtain better or quicker results. Protect the dignity of the profession by strict adherence to the science of osteopathy and its merits will prove to the world its real worth.

—J. C. Harter, D.O., Leadville, Colo.

### Boost

The big thing that I have found out the last six months that has been of benefit to me and my whole profession is to always BOOST—never knock. Boost is the best tonic in the world. It makes you feel good.—H. J. Marshall, D.O., Des Moines, Iowa.

### "Side Lines" Are Handicaps

Ten months ago I opened my office in Denver and I realize more fully each month what big dividends I am receiving by devoting my entire time to my practice. I found in my travels over the country last summer that about half the osteopaths give a few hours a day to their practice and the rest of the time to a homestead or some other "side line." I believe that no matter how small the place if the osteopath will devote his entire time to his office and his practice he will have no need of a "side line", and the individual and the profession will be bettered when all osteopaths realize this.—H. S. Dean, D.O., Denver, Colo.

### The Flux of Things

Medicine, surgery and most everything in the therapeutic line, except plain, pure osteopathy, that was O.K. 10 years ago is N.G. in this day and age. I expect that 10 years from now osteopathy will be much the same as it now is and all the rest will be changed again and that the new graduates will continue to accuse the "old fellows" of being out of date and not knowing much!—W. J. Siemens, D.O., Alberta, Canada.

### Seed Don't Sprout In the Granary

Do not allow your OH's, Williams booklets and AOA educational booklets to accumulate. Recently in an osteopath's office I saw no less than 500 OH's. Aside from our publishing houses I estimate that the profession has \$20,000 worth of educational literature collecting dust rather than patients and favorable public opinion. Let us get these half million booklets out doing business.—Nat W. Boyd, D.O., Germantown, Philadelphia, Pa.

## The Osteopathic Efficiency Course

Given by

### The DENVER POLYCLINIC and POST-GRADUATE COLLEGE

You cannot be the greatest *Success* of which you are capable unless you study *Efficiency* and apply it to your every day work. Twenty-two years of study and experience are at your service in this course to help you solve your difficult problems. Efficiency is taught from all angles: mental, personal and business. We give you a health program. All the main studies in practice are reviewed, osteopathic technique, dietetics, physical diagnosis, eye, ear, nose and throat, general surgery, refraction, applied psychology and so forth. The business side of practice is reviewed, office management, charges, collections, books, publicity and so forth.

The Osteopathic Efficiency Course is given twice a year in the months of February and August. Lasts four weeks.

For further information address communications to—

C. C. Reid, President, or  
B. D. Cleavinger, Secretary

501 Interstate Trust Building  
Denver, Colorado

J. E. Ramsey, Trustee C. L. Draper, Trustee



# We Teach Osteopathy By Facts Revealed in the Laboratory and Demonstrated in the Clinic

Thus Following the Vision of Andrew Taylor Still  
for the Scientific Development of Osteopathy

At the College of Osteopathic Physicians and Surgeons the significance of the osteopathic concept as it is understood by the laboratory expert is made clear to the student through daily contact in the laboratories with trained technicians and through individual experimental laboratory work which he is required to conduct.

Beginning this year the course of study has finally been put on a complete laboratory basis, in truth and fact—not merely “on paper” as is the case in so many schools. The laboratory facilities are most satisfactory. In the laboratory instruction the floor space actually utilized allows more than one hundred square feet of floor for each student engaged in laboratory work. In physiology in particular the College of Osteopathic Physicians and Surgeons—by comparison with most other schools, including even some of the best Class A medical schools—is unusually well equipped. Practically the complete assortment of apparatus made by the Harvard Physiological Apparatus Company has been installed and in sufficient amount so that in a great deal of the work in animal experimentation students can work in groups of two and three. Thus all students have ample opportunity of actually manipulating the apparatus and of becoming skilled in its use.

In pathology the course this year has been put upon the broadest sort of an osteopathic foundation, and there has been incorporated in the work of this course special laboratory study by the student of the bony lesion and its effects.

It is the life purpose of the Faculty of the College of Osteopathic Physicians and Surgeons (operated under the supervision and control of the California Osteopathic Association) to make out of each student an intelligent, highly trained, fully qualified, efficient *osteopathic physician*. The faculty is composed of practicing physicians, each one a teacher of highest capacity distinctively fitted for his work by temperament, knowledge and experience. Theory and practice are harmoniously blended and the native ability of the student is sympathetically considered and encouraged.

The clinics maintained by the College of Osteopathic Physicians and Surgeons and conducted by the teaching staff are the best organized and most extensive enjoyed by any osteopathic institution. Clinics are conducted at the college at various local hospitals and at Los Angeles County Hospital. The practical value of the experience gained by the student in these clinics is inestimable.

The co-operation of the profession at large is earnestly desired and will be fully appreciated. Pick out among your acquaintances the young men and women of right character and inclination and urge them to consider the practice of osteopathy as a life work. Send us names and addresses and we will render all possible assistance in supplying information and facts for the benefit of the prospective student. If you can use some of our catalogs to good advantage, write us; we shall be pleased to supply you.

The College of Osteopathic Physicians & Surgeons  
Los Angeles - 300 San Fernando Building - California

*There is sunshine and pleasant weather all the year  
around in Southern California. Climatic conditions do  
not vary much. Winters are mild and summers are cool.*



# 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. IRIDIAGNOSIS.

# LINDLAHR PUBLISHING COMPANY

523 So. Ashland Boul.  
Chicago, Ill.

### Old Doctor's "Research and Practice"

You ask for "Big Ideas": It has seemed to me that the Old Doctor's Research and Practice is very much neglected; in fact the writers of some of the articles that appear in our publications seem never to have studied this book at all. As was characteristic of Dr. Still, he fairly shouts his advice and instructions in unmistakable terms and language, and never scruples to question the D.O.'s ability as a thinker and mechanic when failure confronts his efforts. It is true that often we do not have the co-operation and time necessary to effect permanent and satisfactory changes, but if one will take the time to listen to "Daddy" occasionally one will invariably resolve to apply what knowledge one has more zealously and examine one's patients more carefully; therefore it seems to me that if every student could have Dr. Still's Research and Practice to study and consult from the time he takes up osteopathic mechanics and would quaff from this fountain *often* throughout his career, that each failure would be more carefully analyzed and useless and harmful repetitions avoided, and more earnest, efficient D.O.'s developed after the A. T. Still type. The other osteopathic texts are splendid and necessary; in fact invaluable, but there was just one A. T. Still and we need his inspiration and guidance often. — E. Gertrude Ferguson, D.O., Neosha, Mo.

### Play Up Surgery

Every D.O. should have his sign read "Osteopathic Physician and Surgeon." For every dollar I have spent on Osteopathic Health I have received ten dollars in return. Yours for more OH and more osteopathic physicians and surgeons.—H. H. Christensen, D.O., Pender, Nebr.

### "Ah, Take the Cash and Let the Credit Go"—Omar

I do not know that the thought herein expressed is my best one for the month but you'll have to agree it's good. Here it is: Going over my books I find that I've done the biggest month I ever did—and all cash! There's the thought! Here is a hunch the brothers might do well to follow because one loses more by doing a credit business than by doing a cash business. Add to cash, service and a good sufficient fee and guarantee a happy thought at the end of the month.—W. Luther Holt, D.O., Los Angeles, Calif.

### There Will Be Some Flu this Winter

There is more or less flu during the winter months. It is already appearing here and there. There will likely be more than usual this winter although not nearly as much, let us hope, as in the epidemic of 1919 and 1920. If you wish your clientele to understand, *in advance*, why osteopathy is the safe remedy for flu and why experimenting with new-fangled serums is dangerous—and we presume you will recognize the wisdom of telling your patients the facts—then you should distribute *now*, to your entire mailing list, the brochure entitled "Osteopathy Potent Where Serums and Vaccines Fail." It is an educational document of special force and value. Our stock on this brochure is less than 3,000 copies and will never be reprinted, so the osteopaths who look ahead and anticipate future needs are the only ones likely to secure supplies of this brochure for use during the coming winter season. Present price (subject to change without notice) is \$5.00 per hundred copies. Place your order promptly and make sure of getting the benefit of present price and the quantity you desire.—The Bunting Publications, Inc., 9 S. Clinton St., Chicago, Ill.

## DIET IN INFANTILE DIARRHEA

Mead's Dextri-Maltose Nos. 1 and 2 are used by many pediatricians as constituents of feeding formulas presented in certain forms of diarrhea and for diet while recovering from diarrhea and for children predisposed to diarrhea.



An interesting discussion of corrective diet reflecting the most recent research in this field will be sent you for the asking, together with sample of Mead's Dextri-Maltose and full information regarding its constituents and indicated uses. If you are bringing babies through the trying "first year," write for it.

### The Mead Johnson Policy

Mead's Dextri-Maltose is advertised only to the Medical Profession. No feeding directions accompany trade packages. Information regarding its use reaches the mother only by written instructions from her doctor on his own private prescription blank.

### Three Forms

- No. 1. With 2% Sodium Chloride.
- No. 2. Unsalted.
- No. 3. Same as No. 2, plus Potassium Carbonate 2%

## MEAD JOHNSON & COMPANY

307 St. Joseph Ave.

Evansville, Ind.



Publicity for All

"The greatest engine in the world, to which submarines and howitzers and airplanes are but wasteful toys", says Christopher Morley. "For when the printing presses are united the planet may buck and yaw, but she comes into line at last. \* \* \* the shadowy might of the press, the last irresistible urge of public opinion. \* \* \* Little by little the printed word incarnates itself in power, and in ways undreamed of makes itself felt. Little by little the wills of common men, coalescing, running together like beads of mercury on a plate, quivering into rythm and concord, become a mighty force that may be ever so impalpable, but grinds Empires to powder. Mankind suffers hideous wrongs and cruel setbacks, but when once the collective purpose of humanity is summoned in a righteous end, it moves onward like the tide up a harbour."

Osteopathy has neglected its opportunity to utilize this vast power. Now an attempt is to be made to make up for the neglect. At the Chicago convention the A.O.A. created a national publicity bureau which is now in a position to render service without fee to the entire profession. Advice and instruction in local publicity methods will be furnished upon application. All officers of all osteopathic organizations are urged to send to the bureau *way in advance* the programs of all meetings, and every osteopath is expected to send clippings of osteopathic articles he encounters in newspapers and magazines.

This bureau can be of the greatest service only by the co-operation of the entire profession. It cannot accomplish the greatest result working by itself alone. Osteopaths who are treating newspaper proprietors, editors and reporters are asked to write the bureau at once for articles to give these patients for publication. All communications should be sent to the director of the bureau, R. Kendrick Smith, D.O., 19 Arlington St., Boston 17, Mass.

Laughlin Hospital's Unique Record

"I have just completed twelve months in my new hospital and have had a nice business," writes Dr. George M. Laughlin, of Kirksville. "I have handled over nine hundred surgical cases, taking them as they came and have only had a mortality of three out of that number. Our receipts for the year were over \$105,000, which represents practically all my work. Our institution is entirely out of debt and paid for from the receipts of our business.

"I am doing major surgery as an osteopath as I have no medical degree and do not want any and do not need any. I believe the sooner osteopaths fully and entirely declare their independence from the medical profession, the better off they will be and the better osteopathy will thrive."

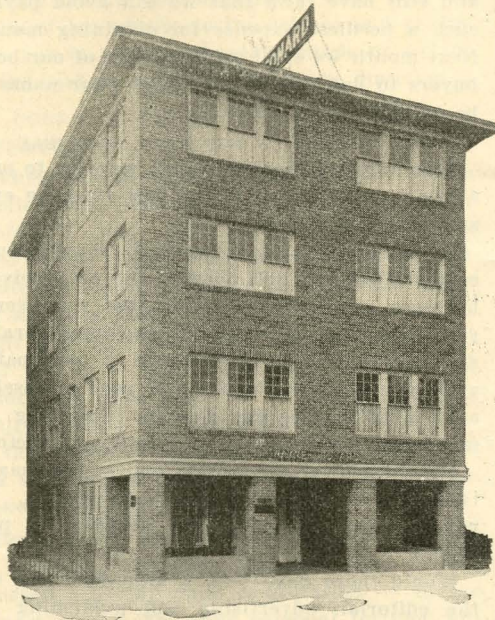
"Not a Salad—But Lettuce"

Let us not be hitched to the post.  
 Let us believe in medical freedom first, last and all the time.  
 Let us be physicians first.  
 Osteopathic physicians second, if you will  
 But—  
 "Lettuce!"  
 Let us try each day to verify subjective symptoms with one objective lesion!  
 Let us try not to mull or bull this effort with psychological effect.  
 "Lettuce!!"  
 —R. J. Miller, D.O., Reading, Pa.

Hot Compresses

Hot compresses applied to the vulva during labor, relieves suffering to some extent and helps to prevent laceration.—R. W. Hayward, D.O., Plattsburg, Mo.

The Wayne-Leonard Osteopathic Sanitarium  
 ATLANTIC CITY NEW JERSEY



Dear Doctor:—

The Wayne-Leonard is for you, your patients and their friends. Why let your friends go to hotels while in Atlantic City? We can care for them. This is not a hospital but a rest place for the tired, nervous individual who wants home comforts plus osteopathy.

Special Treating Rooms for  
 Patients Not Living in  
 the Sanitarium

Address

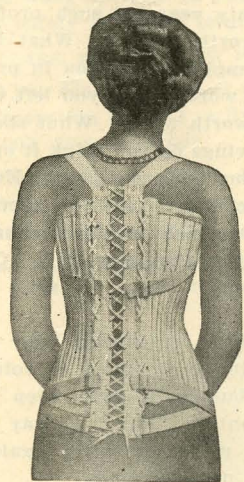
Dr. L. H. English

130 S. Maryland Ave.

Atlantic City

N. J.

Many Osteopathic Physicians Find  
 It a Great Help



YOU doctors of Osteopathy have the faculty of finding the cause of ailments in your patients. You are not given to treating symptoms. You seek out the source of trouble. And very often you find the source of trouble in the spine—a deflected vertebra, a slight or perhaps well-defined curvature, or tender spots at various points. Now, in cases of that sort, in addition to the regular osteopathic treatment many of your brother practitioners have found a most efficient aid in the

Philo Burt Spinal Appliance

The Philo Burt Appliance serves to give your patients the utmost good from your scientific treatments. It supplements your work by helping retain the results as you achieve them step by step. A great many osteopathic practitioners of highest repute use the Philo Burt Spinal Appliance in all their cases of spinal trouble with distinguished success.

30-Day Guaranteed Trial

We will make to order a Philo Burt Appliance for any case you are treating, allow its use on a 30-day guaranteed trial and refund the price if, at the expiration of the trial period, the appliance is not satisfactory in your judgment.

On request we will send detail and illustrated description of the Appliance, and letters from osteopathic physicians in evidence of its corrective efficiency. Write today. Special discount to physicians.

PHILO BURT MFG. CO.

141 T Odd Fellows Temple

Jamestown, N. Y.

Eat



The More You Eat  
 The Better You Feel

Bran K-naturals  
 Absolutely Contain No Drugs

Every Doctor knows the value of Wheat Bran as a mechanical laxative and as an aid in preparing the way for treatment of other ills; also its value in correcting modern diet, so deficient in Mineral Salts and Vitamines. Every Doctor knows the difficulty of getting patients to eat Bran. Everybody enjoys K-naturals. K-naturals are Bran with just enough pure candy and flavor added to overcome the unpleasant Bran taste—pressed into tablets, wrapped in handy, sanitary packages—20 teaspoonfuls of Bran to the package—retails at 5c a package or \$1.00 a box. Six flavors—Mint, Lemon, Orange, Licorice, Cinnamon, Bran. Special wholesale prices to Doctors: 1 box, 20 packages (assorted flavors if desired), prepaid, 75c; 6 boxes, prepaid, \$3.60; 12 boxes, prepaid, \$7.00. Money back cheerfully if not more than pleased.

K-naturals Co., 532 Delaware St., Kansas City, Mo.



## 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, 1920 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

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

Vol. XXXVIII September, 1920 No. 3

#### A FRANK STATEMENT OF THE RELATIONS THAT EXIST BETWEEN US

On pages 3 and 5 of this issue we give you in some detail the sound business reasons why it will be a safe and doubly profitable investment for you to buy Bunting Building Corporation Bonds. We wish here to deal somewhat in confidences and for the first time to draw attention to certain aspects of our business relationship which we think should make it a matter of more than ordinary concern to the profession to see that this bond issue is subscribed for in full within the osteopathic ranks.

We state these things in detail for the newer members of the profession who don't know the facts. The old guard should know the situation fully without such reminders.

#### NOT ON WEAK PINS

Let us say at the outset, too, that we are not on weak pins. When we admit how inconsequential our profits have been from the osteopathic department of our publishing business, you are not to infer that our main commercial publishing business is not a notable and profitable success—for it is! This is repeated to make you realize that failure of profits in our osteopathic publishing department has absolutely nothing to do with the security and interest payments on these bonds. Neither would failure in profits of our trade journals affect in any way your security or interest payments because ample improved property security is there behind the bonds.

#### OUR BONDS ARE MOVING, BUT TOO SLOWLY

Also, please understand that our bond selling campaign has not been a failure, so far. We have encountered difficulties, to be sure, common to the entire bond market of today, and our progress is slower than we expected; but sales are moving ahead surely, and we shall reach our goal by March 1st, 1921, with your help! We are appealing to you for help because of such natural but extraordinary difficulties as exist in bond selling today, and we believe you will be proud to give the co-operation that you are well able to give when you have thought the whole matter over.

We appealed in the first place to our friends

of osteopathy to buy these bonds because it would have been necessary for us to sell \$60,000 of bonds in order to raise \$50,000 of money through a bank or broker. We had full faith and still have faith that we can avoid paying such a needless expense for obtaining money. Next month we shall print the list of our bond buyers to date. Don't you want your name to be on that list?

#### IF YOU HELP US YOU HELP YOURSELF

Now here are the confidences we wish to pass along to you—and it is the first time we ever said as much in print:

We ask you to buy our bonds. By showing such co-operation you will advance the only private business enterprise on earth that for twenty years has been devoting its machinery, brains and energy to the development of osteopathy as a science, to the boosting of your profession as a practice, thereby directly increasing demand and reward for your services as doctors.

Have you ever stopped to realize the magnitude of this service to your profession? Its money worth to your own practice in particular?

Would there have been a difference had not the editorial, advertising and publishing influence of Bunting and his staff been thrown behind the osteopathic cause through all these years?

Many leading osteopaths say there would have been a difference.

#### HOW MUCH HAVE WE ACCOMPLISHED FOR YOU?

What, then, is twenty years of such professional boost-service worth to you? What has such propaganda accomplished for you in practice? What were you worth when you left college? What are you worth today? What share of that income and savings do you think it only fair to credit to the Bunting propaganda? Even those who have neglected to retain this service are its beneficiaries and debtors; they cannot cancel the just obligation they owe to it. Our propaganda has benefited them in spite of themselves.

This private business enterprise had no society dues to sustain it, no group of voluntary financial contributors to help keep its activities going. Bunting "found a way or made it" by his own resources—often against difficulty and painful opposition.

#### THE JOY OF SERVING YOU HAS TAKEN THE PLACE OF BUSINESS PROFITS

You osteopaths as a profession have enjoyed the flower of a career and the work of a corporate activity which, after serving you single-mindedly and loyally up to the fullest limit that you would absorb, turned spare energies and skill into other side issues of business engagement, and there, in much briefer time, met with recognition and financial reward far in excess of what osteopathy paid for first attention and much the larger share of such creative energies.

Do you realize that? Well, it's literally true. In plain justice, friends, it ought to be realized. So, now you are offered the opportunity, you ought to show all due appreciation for this loyalty and faithful service. You owe all the business co-operation and assistance which you, in turn, can give to such faithful servitors.

#### YOUR FIRST CHANCE TO HELP BUNTING

After these twenty hard-working years of osteopathic propaganda, you of the profession now have the first chance you ever had to "make good to Bunting". Never before have you been asked to do anything for Bunting personally or for his publishing corporation. When you have been asked to buy and circulate field literature you were asked to do this for yourself and for your profession. And if you did it, you should realize you only paid Bunting a small printing profit on each order—that you were never asked to pay any professional advertising fee in addition, such as the business world is accustomed to pay its advertising agencies. In the present year, due to the more than doubled costs of production and operation even this margin of profit on printing has been wiped out. Hence the announcement of a new rate this month, to take effect at once. The profit received at any time has never been more than commercial printers demand for their manufacturing profit on merchandise. Yet you have been supplied with a creative advertising service, in addition to printed merchandise, both together being put to you at the price of printed merchandise alone.

#### YOU'VE HAD OUR ADVERTISING ADVISE FREE

Do you grasp this fully? If not let us explain more in detail. Advertising agencies diagnose their client's conditions, solve their problems (or try to), write the matter to go into their ads and booklets, arrange the style and form of their printing, create illustrations, devise plans for effecting distribution, etc., and judge where, when and how their customers should spend their appropriations so as to accomplish the end in view. For this kind of work (called "Advertising Service") they receive a good, stiff professional fee independently of what the advertiser spends for his media (including space in publications, job printing, stationery, cost of mailing booklets, etc.), which is wholly outside of this fee for agency service.

#### WE FOUND THE WAY FOR YOU TO ADVERTISE AT A PROFIT

Through our agency service we early researched and solved your professional problem of how to advertise, creating a way whereby the individual osteopath could advertise successfully, in a thoroughly ethical manner, so as to win establishment, get his money back and make a profit besides, and at the same time advance the cause of osteopathy generally in a dignified, creditable manner. This was a real piece of creative work, friends. You know it as it is embodied and realized in the faithful contract use of "Osteopathic Health" today; but the plan as created by us in the beginning was as perfected then as it is in use now. You who have always had the benefit of this service, who found it one of the functioning institutions of osteopathy when you came into the profession, little reck perhaps that it had to be devised by somebody; that it actually was originated and provided for the profession by Bunting's business enterprise.

#### WE HAVE NEVER ADDED CHARGES FOR ADVERTISING COUNSEL

This work of The Bunting Publications, Inc. (and of its predecessor company for 18 years,



The Osteopathic Publishing Company) has been, then, in the truest sense of the word, a successful Advertising Agency Service for osteopaths and for osteopathy generally. Yet it has made no charge for brains. It has exacted no fee for able creative work, for advertising direction and for managerial labor. It has been resourceful, unselfish and modest enough to subsist on merely printer's profits—an arrangement equivalent to a printery running an advertising agency free as a bonus to its customers, whereas if the grade of services of each were equal (printery and advertising agency), the latter would make much the bigger profits in ordinary business life. So you must appreciate, friends of osteopathy, that the Bunting concern in its field literature enterprise has dealt very generously with the profession—more so than you really know.

**"THE OP" HAS BEEN RUN LIKE A FREE CLINIC**

Likewise, in the years gone, when you good comrades-in-arms sent in your *OP* subs with happy acknowledgment of the pleasure it gave you, few of you perhaps ever suspected it was not really "Bunting's dollar" or "two dollars" at all but only the paper mill's and the printer's dollars that were being transmitted! Bunting was actually paid nothing in all these years for editing and furnishing the profession's only independent newspaper. Neither was anything paid to the corporation which stood behind him and made possible such a personal contribution by him to the osteopathic cause. It is literally true, friends—so let it sink in well—that *The OP* has never made Bunting or his colleagues a dollar in all these years—that its local resources from advertising and subscriptions have been spent each year to pay the mere cost of supplying it to the profession. As a going property today with all its prestige in its field it is doubtful if *The OP* could be sold for \$1,000 cash. Dr. Bunting's margin of time spent as editor of *The OP* for twenty years was worth \$100,000 commercially and could easily have been commuted into that sum, had it been put into any ordinarily productive trade journal.

**"THE OP" HAS BEEN BUNTING'S CONTRIBUTION TO OSTEOPATHIC DEVELOPMENT**

*The OP*, then—to whatever extent it may have counted for osteopathy's organization and development through all these years—has been Bunting's individual contribution to the cause. Undeniably he has given the profession very much more than he has gotten out of it. That is to say, the professional service he renders osteopathy has never been adequately compensated in money. The development of the science, the establishment of osteopathy as a system of practice have been his main life work, as well as his hobby, for these twenty years. The same amount of ability and energy that has been given *The OP*, we repeat, devoted to any trade paper (which would achieve equal success and distinction in its field) would now be worth a respectable fortune. Indeed, a much less amount of personal effort by Bunting, spent on a side issue, after his osteopathic duties were discharged, in a fraction of the time given to osteopathy, has built up *The Novelty News*, recognized today as the biggest

and best paying business magazine of its class in the world. That establishes beyond cavil the money value of this editorial and organizational ability which Bunting has given without price to institutional osteopathy, even were the fruits of his service to the science and profession not in most osteopathic minds or not on record and in evidence in every direction.

**DOES THIS GIVE US THE CALL ON YOU?**

Therefore:

When Bunting and his staff of The Bunting Publications, Inc., come before the Osteopathic Profession today with a request to subscribe their entire \$50,000 issue of first-mortgage real-estate gold-bonds paying 7 per cent and assuring absolute safety, they feel that they have a right to believe and expect that you osteopaths will call it a pleasure to meet the test and absorb the issue fully. It is your first opportunity to show that you are as much interested in this business organization which works for you as it has a right to expect. Co-operation makes alliances worth while.

Besides, you are not asked to take any risk or make any sacrifice. You are asked to help yourself. Giving your co-operation — to the utmost extent that your personal fortune will permit—will actually make money for you, besides helping on the business that advertises your profession. Please be sure and read carefully our two statements on pages 3 and 5 this issue which set forth just such details as you will want to know in your own interests about the safety and high returns of this investment.

**ARE YOU WITH US FOR RECIPROCIDITY?**

What denomination of these Bunting Building Corporation Bonds will you order today—\$1,000, \$500 or \$100?

Respectfully submitted for your own individual decision. Let your subscription say what you think will be a square deal on your

part in the way of co-operation. Deal with us as you think we deserve. Faithfully,

THE BUNTING PUBLICATIONS, INC.,

(Corporate publisher and owner of all the publication properties previously owned by The Novelty News Company and The Osteopathic Publishing Company).

Signed by Bunting's Corporate Associates.

- RALPH ARNOLD, Vice-President.
- AARON M. SICK, Treasurer.
- H. D. C. VAN ASMUS, Secretary.
- HENRY F. HOSLEY, Director.
- WILLIAM F. FORBRICK, Director.

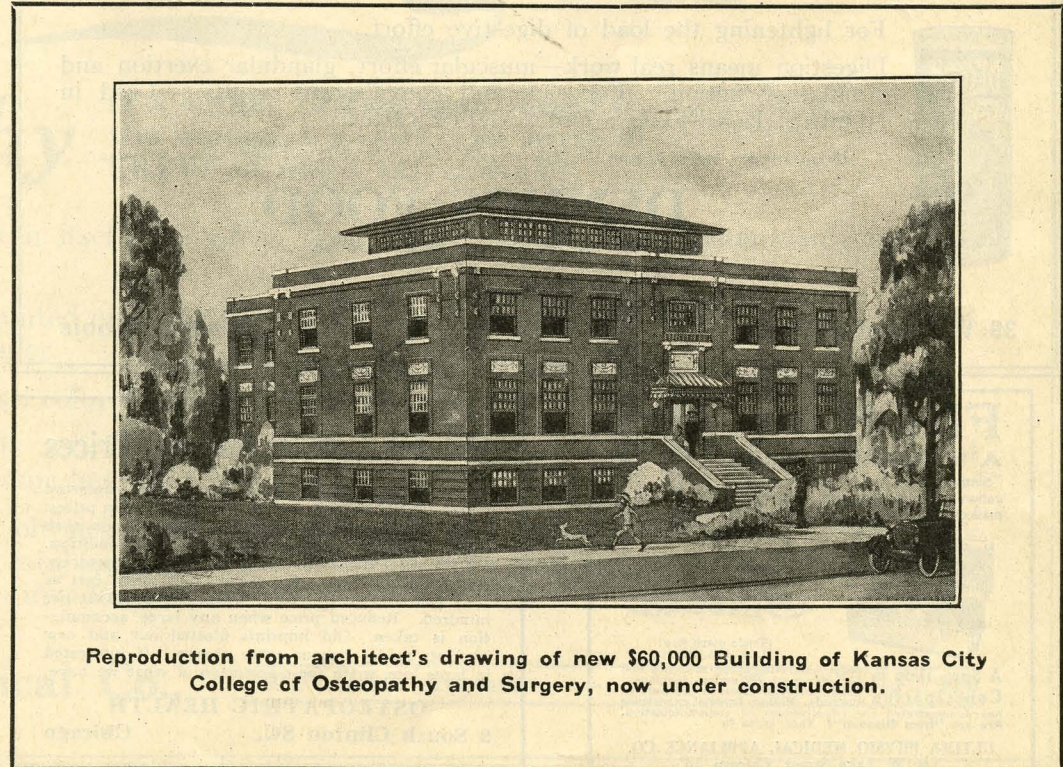
**Kansas City College Starts Work on \$60,000 Structure**

The Kansas City College of Osteopathy and Surgery has entered upon a program of aggressive expansion and announces the erection of a \$60,000 college building to be completed ready for occupancy this fall. Recently the college purchased a lot 216 feet deep with a frontage of 100 feet on Admiral Boulevard near the intersection of Highland Boulevard at a cost of \$8,500. The plans and specifications for the building are now complete and it is expected that actual work on the building will be in progress within ten days.

The building is to be of brick and reinforced concrete, making it as nearly fire-proof as possible. It will consist of a main structure 64x42 feet with one wing 40x30. There will be full exposed basement and two floors—floors to be covered with noiseless composition. The main floor will provide two lecture rooms, reception room, offices and ten treatment rooms. Second floor: laboratories, chemical and microscopic, two class rooms, auditorium and rest rooms. Basement: heating plant, minor surgery, kitchen and treatment rooms.

One feature of the building is a room, 28x38, above the roof, for dissection. There will be windows on four sides for light and ventilation. The structure is to set forward on the lot, allowing a campus and providing space to the rear for additional buildings as needed. The building was designed for school purposes and is expected to accommodate four hundred students.

Recognition of the Kansas City College of Osteopathy and Surgery was granted by the



Reproduction from architect's drawing of new \$60,000 Building of Kansas City College of Osteopathy and Surgery, now under construction.



Board of Trustees at the annual meeting of the American Osteopathic Association recently in Chicago. This college had completed its fourth year and thus met the ruling that new colleges must have graduated a class which spent its entire four years in such college before recognition. In previous years the board had passed on and recognized each class as graduated but the recent ruling of the board makes the Kansas City College of Osteopathy and Surgery now a fully recognized college in accordance with the requirements of the A. O. A.

Obstetrics as a Specialty for D. O.'s

Does it pay financially? That's what they all ask. If one will qualify as one does for other specialties it will. I have only been in this town two years and eight months. There are thirteen M.D.'s. I have delivered 60 cases in eight months, which represents three-fourths. I give the same personal undivided attention for two weeks following as I do during delivery. This is essential. There is plenty of room for good obstetricians because there isn't

an average of one doctor from any school out of 500 that is competent, and probably one out of each 1,000 that actually want this work.  
—Chas. D. Ball, D.O., Specializing in Obstetrics, Blackwell, Okla.

Evidence to Convict

WANTED—Lots more good evidence for publication against the law-defying chiropractor.—, Hinton, W. Va.

Specialists Need Osteopathy

We need specialists and I am glad that we have some and are getting more, but I fear some of our specialists need osteopathy. Not always have my referred patients come back from the osteopathic specialists, more firmly grounded in osteopathic principles. I want to patronize our specialists but not at the expense of my patients' faith in osteopathy or in me.—A. U. Jorris, D.O., LaCrosse, Wis.

Busy In August

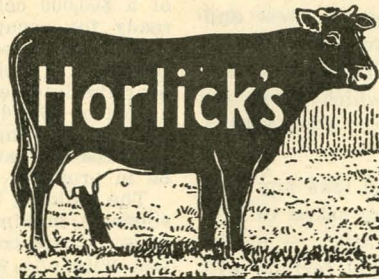
In preparing for my vacation and "working in" patients for extra treatments before I left. I have had a crowded week in the middle of August, where usually there is much open time. I have found patients are willing to take more treatments per week than I had thought, appreciated being taken care of, helped in their health and assisted my bank account.  
—E. M. Coffee, D.O., Camden, N. J.

Dr. Dawes Has a Quiet Sunday

Dr. W. C. Dawes, of Bozeman, Mont., writes us about a quiet "Day of Rest" he enjoyed recently.  
"I had a nice quiet Sunday yesterday. I was called at 3:30 a. m. on an obstetrical case. The child proved to be an 8½ lb. boy. He arrived at 8:35. It was the woman's first pregnancy and under usual medical care it would have been a forceps case, but I am glad to say the forceps were not needed this time. Then I treated a case of appendicitis and was just enjoying a few minutes rest when I received a call to attend a case 48 miles away. I left Bozeman at 1 p. m., gave two treatments at the home of the patient and returned to Bozeman, arriving at 8:05 p. m. I then gave two more treatments to the appendicitis case and then decided to call it the end of a perfect day. By taking a "cutoff" on my return home from that out-of-town call I managed to make the trip in 90 miles. My church attendance record for the day did not look good but my whiskers flourished as I did not have any time to bother with my Gillette."

A STANDARD DIET FOR  
Infants, Invalids and Convalescents

The Original  
Malted Milk



The Original  
Maltea Milk

DIGESTIBLE  
NUTRITIOUS

CONVENIENT  
RELIABLE

Has the quality and flavor imitations lack.

Samples prepaid upon request.

HORLICK'S MALTED MILK CO., - - - Racine, Wis.

— DENNOS FOOD —



For lightening the load of digestive effort.

Digestion means real work—muscular effort, glandular exertion and circulatory action. For sick and convalescent adults. Used in HOMES, HOSPITALS and SANITARIUMS.

Physicians are invited to send for trial samples of DENNOS FOOD and feeding formulas.

DENNOS FOOD

The whole wheat milk modifier

Dennos Products Co.

39 W. Adams Street

Chicago, Illinois

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

FREE →  
A Valuable Booklet

"Sinusology, the Science of Application of the Sinusoidal Current" mailed FREE. A Post Card gets it.



The ULTIMA No. 3

SINUSOIDAL

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

A Sure Help in other gastro-intestinal ailments and Constipation for treatment of under-developed, flabby muscular tissue in any part of the body. Military hospital experience has demonstrated the effectiveness of sinusoidalization. Are you "from Missouri"? Then write to

ULTIMA PHYSIO MEDICAL APPLIANCE CO.  
136 W. Lake Street, Chicago, Ill.

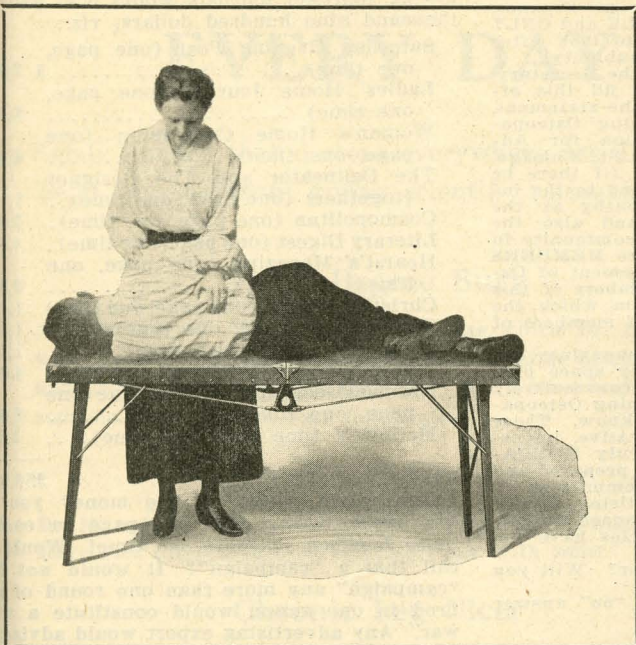
OH Job Lots at Bargain Prices

Occasionally we have some accumulated, assorted copies of OH for sale as "job lots" at bargain prices. Some bear a professional card imprint put on thru error. These are otherwise in first class condition. Others are slightly damaged or soiled. Mixed as sortments of these copies "as is" and taken just as they run without selection, are priced at \$3.00 per hundred. Reduced price when any large accumulation is taken. Old imprints blotted out and new imprints made without extra charge. If interested in large lots, write for description of what we have.

OSTEOPATHIC HEALTH

9 South Clinton St., Chicago





## The Baby Grand Folding Table

It is light—weighs less than 25 pounds.  
 It is stout—will support over 1000 pounds.  
 It unfolds easily. It folds easily.  
 It does not rattle.  
 Upholstered in brown, black or green leatherette.  
 Height, not over 26½ inches.  
 63 inches long—16 inches wide.

## The Monarch Folding Table

Built same as Baby Grand, only larger in every respect.  
 Weighs less than 33 pounds.  
 Has same covering as Baby Grand.  
 Height, not over 29½ inches.  
 68 inches long—19 inches wide.

Both tables shipped f. o. b. Kirksville, Missouri. Immediate shipment can be made. Order by wire.

*McManis Mechanical Treatment Tables are still saving Doctors' backs.*

*Does your back get tired? Use a McManis!*

**McMANIS TABLE COMPANY**

**Kirksville, Missouri, U. S. A.**

# Dioxogen

**Why** is a supply of Dioxogen found in the emergency outfits or surgical kits of so many physicians?

**BECAUSE** Dioxogen has proven itself the safest, most convenient and most potent antiseptic for all round use.

**BECAUSE** Dioxogen can be counted on to do all that bichloride or carbolic solutions can—without their toxicity or danger.

**BECAUSE** Dioxogen is odorless, colorless and does not stain the skin or clothing.

**BECAUSE** Dioxogen, owing its activity to pure oxygen, not only promptly destroys germ life, but rapidly promotes tissue healing and repair.

In brief, Dioxogen is to many a physician the antiseptic agent they prefer to all others, because they have learned from experience it combines germicidal efficiency with freedom from tissue injury. Like sunshine and pure air it destroys invading germs and gives strength and vitality to bodily tissues.

**The Oakland Chemical Co.,**

**59 Fourth Avenue**

**New York City**



### RIGHT AND WRONG ADVERTISING FOR OSTEOPATHY

By Henry Stanhope Bunting

We are in receipt of the following communications from Dr. Percy H. Woodall of Birmingham, Alabama, outlining a dream for advertising osteopathy. We are glad to give them space, as Dr. Woodall requests, in order to get the proposition before the profession, and also take occasion to analyze the doctor's proposals from the technical advertising viewpoint.

We welcome the opportunity to do this and hope that our reply to the doctor will dispose of this proposal, once and for good, so far as the profession at large is concerned. It can result only in withdrawing interest, appreciation and support from *practical* and successful methods of advertising osteopathy that are available and in use, thus proposing continually impractical and impossible schemes that never can be realized.

If the profession, acting as referee, decides that we know what we talk about and that the good doctor from Birmingham doesn't when discussing this technical problem, we hope it will result in making an end to this almost yearly recurrent proposal to attempt a foolish and impossible experiment in general publicity which, if tried, could only add to the profession's embarrassment, confusion and loss.

Every thoughtful osteopath is asked to give this discussion and its underlying problem close study. It affects both your pocketbook and professional advancement. Read this analysis through and you will have some basis to go on in forming your judgment.

DR. PERCY H. WOODALL  
Osteopathic Physician  
Disease Prevention  
First National Bank Building  
Birmingham, Ala.

Aug. 3, 1920.

Dr. Henry S. Bunting  
Chicago

My dear Bunting:

I do not know whether or not you approve of the idea expressed in the enclosed letter, but somehow I have the "hunch" that you do not. Am I right or not?

What I wish to know is this, will you give space in The O. P. for an appeal along this line?

From my viewpoint I can see nothing but good in this plan if it can be carried out. It will benefit the practitioner, it will stimulate the circulation of propagandic literature as nothing else will and will place us before the public in our proper light and we will cease to be supplicants for favors from the magazines and become self-respecting purchasers of space.

The suggestion that the names of the members of the Association be furnished to inquirers and they be sent literature that shall be selected by the proper committee is to stimulate membership. Less than 500 will supply but little money. Personally I had rather have the inquiries referred to the A. O. A., but I do not believe that on such a basis there would be many to come in. The number of inquiries may be small. This is not the main idea. The thing in mind is to educate the public who may read the articles.

Will be glad to know what you think of the idea and whether or not space for an appeal is available in The O. P.

Sincerely yours,  
PERCY H. WOODALL.

### The Letter Sent to the Profession Follows

DR. PERCY H. WOODALL  
Osteopathic Physician  
Disease Prevention  
First National Bank Building  
Birmingham, Ala.

Birmingham, Ala., August 5, 1920.

Dear Doctor:

You know as well as I do that the public is not educated as to the principles of Osteopathy and their application. Because of this Osteopathy is in danger of losing its identity as the Science of Adjustment of the Human Body. Hammered on one side by the medical men and beset on the other by imitators and frauds, our position is serious and something definite must be done at once.

The following plan for an EDUCATIONAL PROPAGANDA is suggested. Let us get not less than 500 Osteopaths to agree to contribute \$10 per month for ten months for an EDUCATIONAL Campaign in the advertising pages of such of the best magazines as will take our

matter. Let these 500 or more be organized as the Association for the Advancement of Osteopathy with proper Committees on Finance, Publicity, Censorship, etc. The SOLE and ONLY PURPOSE of this association is to look after this ONE THING of MAGAZINE publicity.

The only paid officer shall be the Secretary. Any competent stenographer can fill this office. Each article shall end with the statement, "For further information concerning Osteopathy, address Secretary, Association for Advancement of Osteopathy, . . . . . St., Chicago, Ill. When an inquiry is received (if there be any) by the Secretary, he shall send to the inquirer such literature on Osteopathy as the Association shall decide upon, and also the names of the practitioners in the community in which the inquirer resides who are MEMBERS of the Association for the Advancement of Osteopathy. When there are no members of this Association in the community from which the inquiry comes, then send names of members of the A. O. A."

The advertising pages of the magazines are suggested because this is the only space procurable in which we can present consecutively and continuously the facts concerning Osteopathy, which we want the public to know. These articles must be dignified, conservative, impersonal, in simple language and truly EDUCATIONAL. They should be carefully prepared and carefully censored by the proper committees.

The services of an expert advertising agency should be secured to see that the space is judiciously placed, and that the articles have the proper pulling power.

Are you interested in this matter? Will you assist in the organization?

Please let me have a "yes" or "no" answer immediately.

Yours for action,  
PERCY H. WOODALL.

### Post Script

This plea for publicity is prompted primarily by a desire to have the general public educated as to the principles and merits of Osteopathy as a system of healing. It is neither to supplant nor abridge any of the publicity means that are now being used, but rather to encourage and supplement them.

The amount asked for is perhaps the least amount that will in an adequate way cover the field. It is suggested that those who contribute to the fund be organized in such way that they will receive the maximum amount of returns from the money they expend. However the securing of patients from inquiries sent in is the smallest part of the program. The chief idea is the public shall be educated. The medium for this, the advertising pages of such magazines as will accept our copy, is the only medium through which the public can be reached continuously, regularly and a connected story of Osteopathy presented to them.

The articles should be truly educational. They must be censored and free from any extravagant claims or promises.

The plan of organization is the most economical possible. All funds received and expended will go through the hands of a finance committee and all accounted for.

Details will have to be worked out. No campaign of any sort can be organized in every detail until there is some definite idea of the funds that are in sight.

If the plan appeals to you and you are willing to contribute on the basis indicated in the letter send your name to Dr. H. M. Walker, First National Bank Bldg., Fort Worth, Tex., who has kindly consented to act as Secretary pro tem.

PERCY H. WOODALL.

### Technical Analysis of Dr. Woodall's Publicity Proposal

Chicago, Aug. 24, 1920.

My dear Doctor Woodall:

You are right in your belief that I can not approve of the plan you outline for buying space in a few magazines to advertise osteopathy because all the facts, principles and logic of both the science and art of advertising that were against such a plan when you first proposed it at the Detroit AOA convention in 1912 still hold true today.

You propose to raise \$50,000 by individual donations for buying a national advertising campaign. That sum would not be a drop in the bucket, compared with the actual necessary cost of any sort of a campaign that was expected to register results sufficient to be even observable. If you had that tidy sum in the bank at your disposal how would you spend it? What would you be able to get for it? What would you have left to show for the profession's money when you had parted with it? Let us see.

One page, run one time, in each of the following fourteen journals would cost you fifty thousand nine hundred dollars, viz.:

Saturday Evening Post (one page, one time) . . . . .	\$ 7,000
Ladies' Home Journal (one page, one time) . . . . .	8,000
Woman's Home Companion (one page, one time) . . . . .	8,800
The Delineator and The Designer (together) (one page, one time) . . . . .	7,700
Cosmopolitan (one page, one time) . . . . .	8,800
Literary Digest (one page, one time) . . . . .	4,000
Hearst's Magazine (one page, one time) . . . . .	2,000
Christian Herald (one page, one time) . . . . .	1,400
System (one page, one time) . . . . .	1,000
Vogue (one page, one time) . . . . .	1,200
Collier's Weekly (one page, one time) . . . . .	4,000
National Geographical Magazine (one page, one time) . . . . .	2,000
McClure's (one page, one time) . . . . .	2,000
	<b>\$50,900</b>

You would spend all the money you had and more taking just one page in each of these fourteen journals one time! Would you call that a "campaign"? It would not be a "campaign" any more than one round of guns fired in one action would constitute a whole war. Any advertising expert would advise you that it would be throwing your money away, so far as achieving what you hope in advance to result from such a gamble.

Any reputable advertising agency, big or little, would have to tell you the same cardinal truth about advertising that they tell to every prospective advertiser because the advertiser will find it out for himself if he isn't told in advance, namely: if you are not prepared financially to follow through your campaign for twelve months you will lose your money if you start at all. One month of general publicity never pays for itself anywhere, any time, never did, and never will! That is advertising law.

If you are not prepared, therefore, to go through with these magazines twelve times a year you are wasting the money you would obtain under delusion, without having a ghost of a show of winning success, no matter how exalted your personal motives were, or how absolute your faith might be in achieving the impossible.

This sort of a campaign, conducted for twelve months, would cost \$610,800—an assessment upon your 500 volunteer contributors of \$1,221.60 apiece, to pay for the first year's experiment!

Do you expect anybody is going to enroll under your leadership for such an outlay? Of course you do not. Then anything you attempt fractional of that investment would be to purchase certain defeat and disappointment.

Furthermore, if you are going to quit national advertising on the thirteenth month and thereafter, again you will insure certain waste of the largest share of the funds that had been already invested. You can only quit a general publicity campaign by sacrificing most all of what you have built up by your investment to date. Any agent—even a tyro—will tell you that. If you are not prepared to stay with the game permanently and advertise all the time, as long as your commodity is in the market, then you have no justification to begin at all. That is a canon of general advertising based on the experiments of thousands of amateurs who have wasted untold millions finding this out.

Now were you to spend \$610,800 a year to advertise osteopathy in the magazines you would not be pulling off such an enormous advertising campaign as you may imagine. In fact, as advertising goes today it would be accounted a small campaign. Ingersoll watches are not very much of an item in the world of business or in comparison to osteopathy and wouldn't seem to need a tithe of its definition, explaining and publicity—wouldn't you say?



## EVERY DAY DIONOL RESULTS

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

### Third Degree Burn

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

### Varicose Ulcer

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

### Chronic Leg Ulcer

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

### Carbuncle

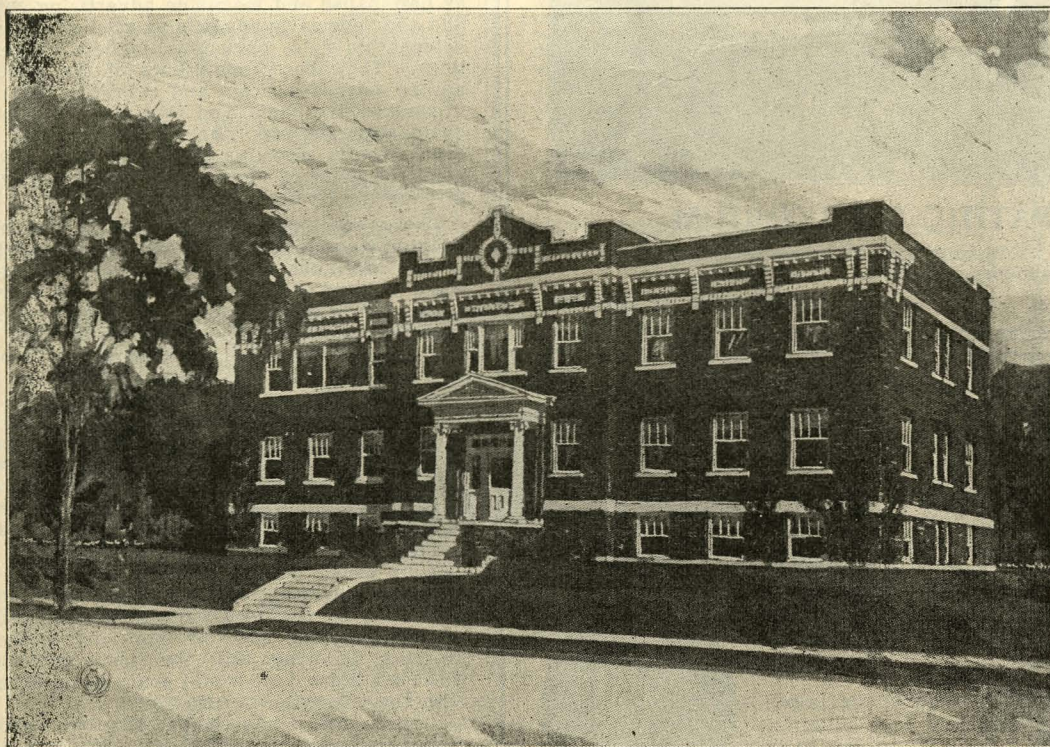
Dr. W. writes: "That case of Carbuncle I ordered DIONOL for cured it in great shape, and I received the fees and many bouquets. Thanks to DIONOL."

### Infected Wound

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

THE DIONOL COMPANY (Dept. 12) Detroit, Michigan

## Wonderful Year for the Laughlin Hospital, Kirksville



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

We have just completed the first 12 months of this new institution. Over 900 surgical cases were handled, just as they came, with a mortality of but three in that number. Receipts for the year were over \$105,000 — practically all of it Dr. Geo. M. Laughlin's work.

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

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

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



Ingersoll watches spend a million dollars a year for publicity. Goodrich tires, about the same. Wrigley's chewing gum spends \$4,000,000 per annum. In fact, any advertiser today whose appropriation is less than \$1,000,000 for general publicity is not regarded as a national advertiser at all. A national advertising campaign using general publicity cannot be conducted for any less sum than a million dollars.

So, if you failed to get all you expected on a first outlay of \$610,800 in the first twelve months—which is a certainty—your agency would say, "Well, double or quadruple your investment for the second year, and then you will be going into general publicity deeply enough and far enough to judge whether your proposition can logically expect to win by advertising or not." Are you confident that you can meet the pace? Of course you are not.

You never dream of attempting anything beyond firing the opening gun. To shoot that in the representation that you were conducting an "advertising campaign" would be to four-flush.

2. In the next place if you had the money put at your disposal to do such campaigning it would not accomplish what you dream it would do. As an outsider you share the same sort of ungrounded faith in general publicity that many an advertising expert holds about the ability of doctors to cure diseases. You

know the limitations of your own skill and of all human skill in your own field, but you share the common superstition that space advertising is a mathematical certainty and that "if you advertise anything as good as osteopathy you are bound to win big." That is pure unfounded, uninformed, unreasoning assumption.

It is my humble opinion, as advertising specialist, that as complex a thing as osteopathy can not successfully—that is, profitably, be advertised at all by magazine space or any other general publicity media. The cost of the space in proportion to what you sell and get back are the decisive factors that spell success or failure. I offer this as professional opinion. I don't say it is fact. But I do know there is not on record any single instance of selling successfully by general advertising anything else as complex.

Of course, if the magazines were open to us to print a line of explanatory articles about osteopathy without cost to our practitioners we would regard it as easy to make many new friends by it—as undoubtedly we would; but somebody has to pay for raw paper and publishing bills; and when some osteopath or group must give upwards of 4,000 consecutive treatments to pay for just one page run one time in the Ladies' Home Journal, the question is, will it pay them to do it?

If you were gambling away the income from your entire professional effort for one year, or for two years may be, to pay for this one page just one time—a raw gamble—would you make the plunge? You probably would be too sensible to take any such foolhardy chance. You should be just as prudent in advising the collective profession about spending its money. I know something about what the feeling is of seeing thirty thousand dollars' worth of general publicity used in a commercial venture and getting back only \$250! Such experiences sober one's judgment. You would be a safer leader of osteopaths, Dr. Woodall, if you had sunk some of your own hard-earned money getting general advertising experience. It is hard to get wisdom in advertising any other way.

I hazard the prediction that if you had a large sum to spend in the way you outline you would not get 1 per. cent of the benefits you expect and which you would have to promise the profession in order to raise the money.

3. As a third objection to the feasibility of your plan, I am very sure you could not raise \$50,000 for a magazine national advertising campaign, if your very life depended on it. You probably could not do so, even if the plan were sound and promised results such as no publicity expert or osteopath doubted, and if for every reason that could be thought of it seemed desirable and necessary. How long did it take the AOA with its utmost machinery to raise \$50,000 for the A. T. Still Research Institute? Please answer that. And that was giving up money to go into a trust fund which was never to be dissipated, while you would spend this entire fund in one plunge or else in dribbles that would lose the one chance that magazine space might offer us, even to arrest momentary attention.

I repeat, Dr. Woodall, that you couldn't get 500 osteopaths to donate \$100 apiece for such an experiment if your very life depended on it. Osteopaths are too wise on the average to waste money that way, and they have been too well educated in the elementary science of advertising to follow you in publicity vagaries.

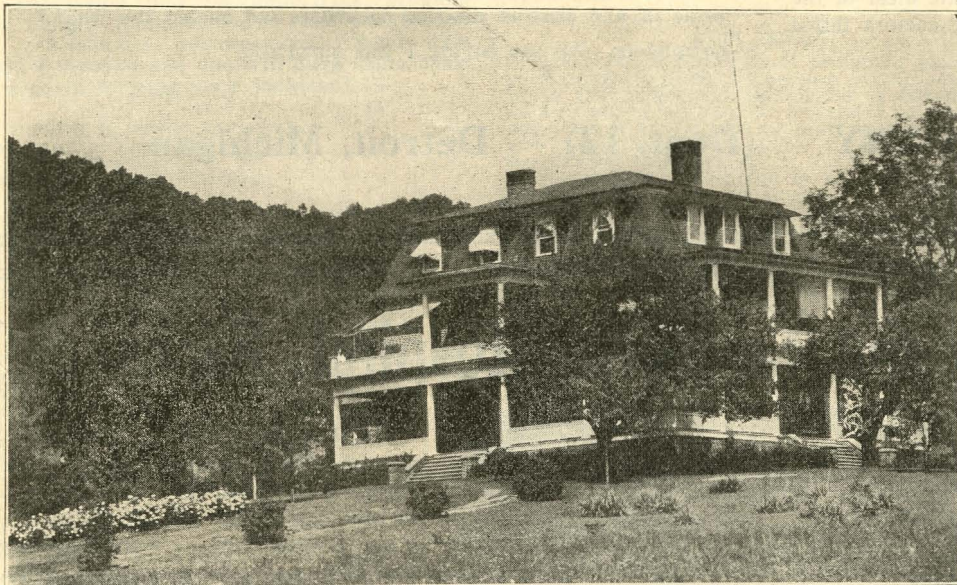
For instance, most osteopaths know now, after twenty years of reiteration, the difference between "general publicity media" (such as newspaper and magazine advertising space) and the "specialty advertising media" (such as osteopathic field magazines, leaflets and booklets). They know something of the inherent nature, purposes, costs and results of each, on a comparative basis, and that there can be no comparison between the availability and personal results accruing from the two methods from the point of view of the doctor who is to give up his or her hundred dollars.

The general publicity medium is the better adapted to advertise the profession as a whole if the enormous amount of money necessary were in hand with which to do it on a grand scale; but, if this cannot be carried through, it is foolish to attempt it at all. This plan has the demerit, however, of disturbing its benefits, such as they are, upon all localities and among all practitioners equally,—upon the tight-wad state or community which spends no money for osteopathic advancement equally with the state or community wherein every osteopath may be under a \$10 monthly assessment; and upon the tight-wad individual osteopath who gives no support to such a campaign equally with his fellows who may carry the load by heavy monthly assessments.

Do you know any 500 osteopaths who would be willing to put up all the money needed to advertise all the 5,000 or more osteopaths in practice, knowing that the 4,500 osteopaths who gave not a cent would share equal benefits with the subscribers? Do you?

I don't. And I have had twenty-two years of rather intimate acquaintance with our field. I can't blame them. I would feel that way myself.

I believe that any five hundred who would carry the whole load of a national campaign

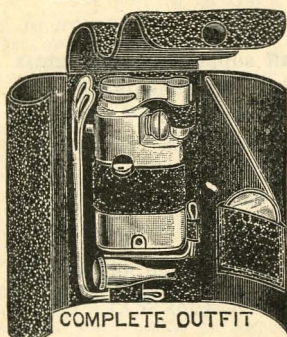


### ASHEVILLE OSTEOPATHIC SANATORIUM

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

### A Pocket Diagnostic Light for Every Purpose "The De Lyte Surgeon"



An Electric Head Light, A Tongue Depressor, A Nasal Speculum, An Ear Speculum, Magnifying Glass for Eye and Skin Diagnosis, complete with battery and lamp in a genuine leather case. READILY STERILIZABLE. Standard batteries to fit case obtainable at any supply station.

Shipped anywhere on receipt of price, only \$7.50.

MRS. G. SILVERMAN

1115 Reliance Bldg. CHICAGO



Ear Speculum in use



Eye Speculum in use





SOUTHWESTERN OSTEOPATHIC SANITARIUM  
BLACKWELL, OKLA.

The hospital stands for only the best in hospital care and treatment. Purely Osteopathic. Chartered on "non Profit" basis.

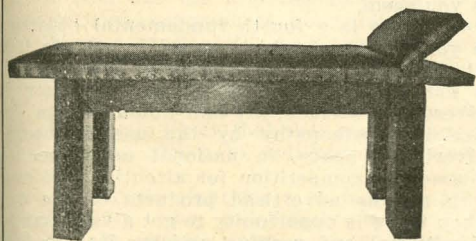
*The future of osteopathy demands that the profession shall have creditable institutions. Are you doing your part to make such institutions possible?*

This hospital is classed A-1 by Oklahoma Department of Charities.

*Training School for Nurses.* Best Course of Study. Registered by State Nursing Board. Pupils wanted. Expense allowance given.

**SOUTHWESTERN OSTEOPATHIC SANITARIUM - - - Blackwell, Oklahoma**

Dr. Geo. J. Conley, Chief Surgeon; Dr. H. C. Wallace, Surgery, Orthopedics, Diagnosis; Dr. L. S. Larimore, Eye, Ear, Nose and Throat and X-Ray; Dr. C. D. Ball, Obstetrician; Dr. S. T. Anderson, Staff Physician; Dr. C. G. Tillman, Laboratory and X-Ray Diagnosis; Dr. W. W. Palmer, Staff Physician; Dr. M. M. Estlack, Staff Physician; Dr. L. V. Cradit, Eye, Ear, Nose and Throat; Dr. Mary Quisenbery, Staff Physician; Miss Bessie M. Hutchison, R. N., Superintendent of Nurses.



**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

**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

**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., Detroit, Mich.



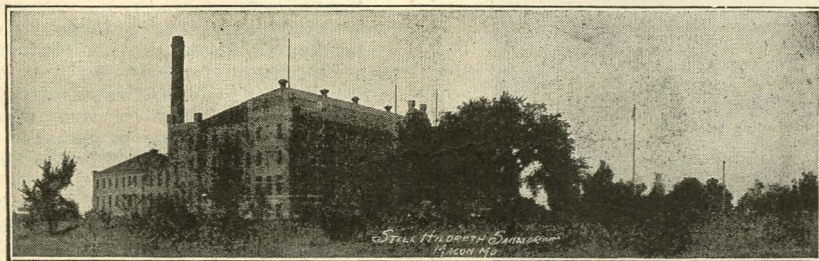
**The Delaware Springs Sanitarium**

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

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

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

**THE DELAWARE SPRINGS SANITARIUM**  
Delaware, Ohio



**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



**NO ADVANCED PRICES**

Weissfeld Brand Washable Coats for Dentists, Doctors, Druggists, Osteopaths, Jewelers, etc., made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcel Post prepaid to all parts of the world. Smoking Jackets, Dressing Gowns, Bath-Robes, and Hospital Uniforms a specialty.  
**WEISSFELD BROS.**, Mnfrs. of Clothing & Uniforms of every description.  
345 W. Broadway., New York, N. Y.



for nearly 5,000 others would be foolish when they may easily control results from their investment by the choice of specialty media (such as Osteopathic Health, "Harvest Leaflets," etc.) in such a way as to make their investment count for the benefit of the local field in which they practice, and in such a way as to derive nine-tenths of the practice-building benefit themselves, if they want it.

That is exactly what the specialty advertising medium does—especially the osteopathic field magazines, the leaflet and the pamphlet which bears the professional card—it gives the first and preponderant benefit to the doctor who pays to circulate it, or to the group of doctors who pay to circulate it, if it is done as a society or group and bears the directory of such group. The field that bears the expense can reap the benefit.

Any doctor (or group) who sighs to have the whole United States become alert to osteopathy may have his own field at least wake up and become 100 per cent alert and appreciative if he really wants it! It is a just and economic system of advertising which puts this possibility within the reach of every wide-

awake osteopath who is willing to spend a hundred dollars a year for *his or her own benefit* directly and for osteopathy's general benefit secondarily.

No system of advertising can live or should live that does not pay the one who does it. That is one weakness at the basis of this form of general publicity (national magazines) which in my judgment, alone would make them impossible of use for advertising osteopathy—the circulation is not elastic, cannot be controlled, directed, and hence will not yield a disproportionate benefit to those who pay for it over those who do not. If Illinois osteopaths, for example, were to raise and spend \$100,000 for advertising while New York osteopaths might refuse to spend a dollar, why should the Illinoisians use such general publicity (literary and women's magazines, etc.) as would give the New York osteopaths the same benefit per capita as themselves,—may be more, were the circulation greater in that state—when by the use of specialty media (osteopathic field magazines, leaflets and booklets) the whole appropriation could be cen-

tered within the state of Illinois that contributed the money?

Can you answer this, Dr. Woodall?

Can you answer it to the satisfaction of the osteopath who is giving up his money and is not averse to having his publicity investment improve conditions for his own local field and practice?

There are other valid objections to your dream as outlined, but they need only be mentioned to carry their own refutation. You would organize another national association to do this work. In the name of sanity don't you think we would better find out how to make our present organizations function rather than try to form more of them? You want to put this national campaign of publicity into the hands of a committee. Score two for ingenuity. Hasn't twenty-two years of AOA work—not to add the history of all the rest of the world recently, convinced you that committees never accomplish anything? The AOA, at least, has learned that truth, and all its efforts at the last convention were toward abolishing committee buck-passing and calling into action individuals to do any needed work. You also want to entrust the final operation to a hired secretary? Are you still enamoured of the belief that when a thing has been voted on to be done, and has been entrusted to a committee, and the committee has hired a secretary and adjourned sine die, that the said job is thereupon automatically accomplished? Where has been your faculty of observation for the past 20 years, Doctor? If you had followed the evolution of AOA history carefully you could scarcely be so ingenuous as you seem.

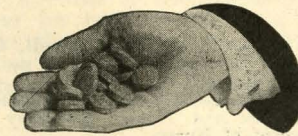
4. There is a fourth fundamental objection to your proposal which would invalidate it if all the foregoing considerations did not. It is not desirable and it is not necessary to advertise a science, art and humanitarian service like osteopathy by the use of bought advertising space, in national magazines, in commercial competition for attention and sales with all the advertised products of the day, when there is opportunity to get a vast amount of editorial and reading articles free in both magazines and newspapers.

For example: Compare the value of any page advertisement that could possibly be prepared and carried in *Physical Culture* with the value of the writer's article some months back in that journal, entitled "Osteopathy's Victory in the Flu-Pneumonia Pandemic." Can there be any comparison? No, there can not be. Any single article of that dignity and worth, published by an influential magazine, is worth more than many scores of commercial advertising pages would be if run consecutively in the same journal. The editor of *Physical Culture* printed this osteopathic contribution as the feature article for the month, and even took his first or second page for an editorial to call attention to this article and to the availability of osteopathy to conserve the nations' health, and he challenged the medical profession to show to the contrary! Practically the whole force of that issue of *Physical Culture* went to vindicate osteopathy and glorify its availability to cure infectious disease. Do you ever hear of standard magazines giving editorials to any paid advertiser? No—and you won't.

Reduce osteopathy to the necessity of buying commercial advertising in the business section of magazines in order to make its way in the world, and you will forever debar it from getting that access to the editorial and contribution pages which it is entitled to enjoy, and which its competitor, "regular" medicine, is now getting so regularly, even extravagantly.

Your scheme therefore would, if attempted, go far to shut literary and editorial departments of the periodicals of the country to osteopathy; and as for what would be left to it in the way of buying space chiropractic being ignorant, blatant and shameless, would easily carry off the palm for that low estate,

## 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.

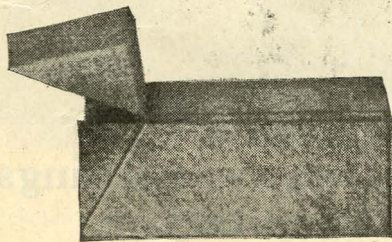
BRAN-O-LAX is a light food diet for the sick and convalescing, as well as a gentle laxative. BRAN-O-LAX contains one heaping tablespoon of plain nutritious wheat bran. In eating four or five tablets, you will have taken into the stomach more wheat bran than if you had eaten one half loaf Graham or Whole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

## The Kimono Problem Solved — BY M. C. KIMONO BOXES and CABINET —



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

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

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

Price of M. C. Kimono Cabinet, mahogany finish.

With base and one dozen kimono boxes ..... \$24.00

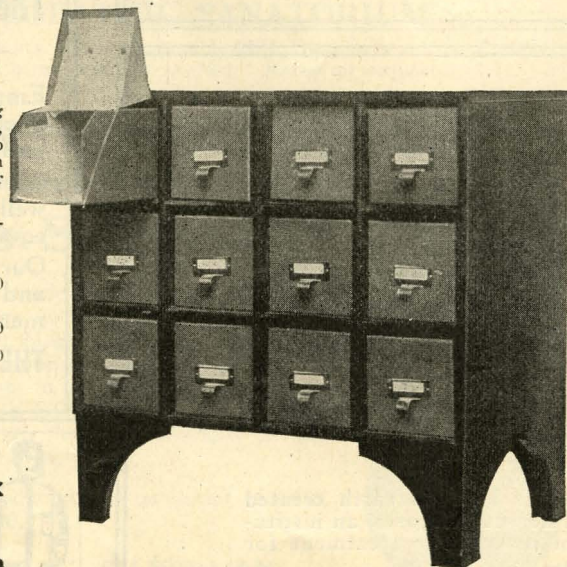
Cabinet and one dozen kimono boxes, without base. .... 20.50

Cabinet without base or boxes... 14.00

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

Michigan City Paper Box Company

Michigan City, - - Indiana





its base-drum lies and clashing-cymbal fakery would reduce osteopathy to the miserable plight of being an equally cheap competitor, easily vanquished because unwilling to compete by the ordeal of noise and clap-trap. You, my dear Dr. Woodall, would unwittingly become the assassin of osteopathy's respectability as a learned profession in the public mind and utterly kill its opportunity and hope of journalistic propaganda, were your dream to be tried out, even only as far as such little money would go as you might be able to raise for such a try out.

There would be no need of arguing, in rebuttal, that osteopathy cannot get a vast amount of free journalistic attention of a wholly truthful, superior and therefore creditable sort. We do get it by volunteer effort, every now and then. That one contribution cited in *Physical Culture* was a case in point. "Better than a hundred thousand dollars of advertising," was the verdict of a prominent osteopath. Such articles might be greatly multiplied. Dr. Edwin M. Downing once got a very notable article on osteopathy in the *Cosmopolitan*. We all remember others—quite a number of them.

Such efforts could be multiplied by hundreds if the few persons, within or without our ranks, who have the brains to prepare such articles and get them accepted by the magazines, were compensated richly enough by the profession to make it worth their while to undertake this work as a serious business.

If the profession raised a trial fund of, say, ten thousand dollars, and offered ten prizes of \$1,000 each for the first ten good and acceptable articles that anybody got published in any one of an accredited list of magazines, regardless of whether any one person or ten different individuals complied with the terms of the offer and won such money—either osteopath or outsiders, it is likely that that would represent sufficient incentive to activate that kind of talent.

It is scarcely right for a profession of 5,000 practitioners who collectively would derive millions in income from such enterprise, to expect a few volunteers to carry their burden of writing and obtaining publication of such articles for their aggrandizement, any more than they could with justice expect only a few contributors to pay the bill for national propaganda for the whole bunch. The hazard of having such articles accepted and the compensations paid when accepted are such as not to stimulate interest in this kind of journalism very much.

I am free to say that if I had not been kept as busy as I have for twenty years, trying to persuade the ninety and nine of our profession to accept and use the efficient, profitable form of specialty advertising prepared for them, and if I had not been compelled to exhaust so much of time and profits in advertising my advertising service to the osteopaths, themselves, I would have had much more time to give to promoting the general cause through doing more of this sort of publicity work among national magazines.

There is still on my desk, for example, a letter from the editor of a national magazine pressing me to write an article on osteopathy for his pages. He wanted it for his November issue. It would have had to be done by August 26th to be available. I would like very much to have given osteopathy the advantage of such publicity. I was busy with a multitude of duties and behind in my work. Nobody would make up my schedule or pay my bills if I neglected my own work to write such an article. It might possibly be heralded as "worth \$100,000 to osteopathy," but it wouldn't be worth a cent to me. It wouldn't pay the salary of somebody I might get to carry on my neglected work. I hoped to get at this job for weeks and was unable to do it.

If osteopaths were really good sports as a whole profession—or even 50-50, instead of being so here and there as individuals, and if

they would come to bat in numbers and buy my literature freely and absorb our issue of real estate 7 per cent gold bonds just because both acts would be profitable to them—not primarily because it would aid me, thus relieving me of excessive work and selling expense to keep a moderate sized business enterprise going, I would be able to find time to give them more of these "hundred thousand dollar boosts" in the public magazines. Like the general work of the AOA, however, my business of osteopathic publishing has had to consume too great a share of its gross income in the mere effort to get its customers lined up and keep them lined up.

The necessity of writing this editorial is a case in point: Here I have taken valuable time to write this reply to you, Dr. Woodall, in an effort already oft repeated, to convince you and others who may share like views, of the fallacies of the dream you are now urging upon the profession, in order that osteopathy may not be betrayed into folly by its own friends. Yet I have previously written, talked and printed this same information fully, to you personally and to the whole profession—over and over, year after year, for about twenty years. I gave these same arguments to you, Dr. Woodall, at the Detroit AOA Convention of 1912 and for months afterward. In fact, I finally came down so strongly editorially in criticism of you, Doctor, as one misguided that I got myself disliked—and no doubt hurt your feelings, which I surely regret. Now here is the moral of the situation: I might be writing that invited article for a national magazine about osteopathy (which would boost the common cause another "\$100,000 worth"—more or less) in this very time that I have had to take from more productive work to combat misguided zealotry in the profession.

In other words, osteopaths use their fine-edged tools to drive nails with and hoe weeds!

Is it any wonder that we advance slowly, if at all?

We systematically waste and misapply our best economic resources through failure to appreciate and trust the competency of specialism in our ranks. The amateur holds himself out as able to direct or supplant the expert in publicity matters especially. The volunteer among us regards himself as a better judge and critic of journalism and advertising than persons who make it a life profession. Why? Just in proportion as such a tendency exists in an individual it may usually be taken as indicative of failure to concentrate upon and achieve success in his own proper sphere.

5. Now I am wondering if, eight years from now, you are going to arise again, Dr. Woodall, as advertising sage and propose this national advertising dream all over again as the means of osteopathy lifting itself up by its bootstraps? If so, I would better buy up and hoard this type in my safety deposit vault until about A. D. 1928 when I could print it again in lieu of another day's job of non-productive effort to advise against your vagary.

Now if you don't mind my being a bit personal, Dr. Woodall, I want to ask you a question. On what do you base the belief that you personally are fitted to lead the profession in such an important matter as working out its publicity salvation? You have cherished this inspiration off and on for about ten years. What do you base it on? Let us see what you, yourself, have done for osteopathy in a publicity way, in your own city and in your own state. If you had the ability as publicity and promotion expert to lead the osteopathic profession on to great achievement nationally, isn't it fair to assume you would have been using it to advertise and build up the profession in your own state? You went to Alabama as a pioneer—what have you done there these 20 years? Let us take stock. It appears that the profession in your state makes one of the weakest showings of any state in the Union. Measure state achievements by a comparison.

Dr. M. C. Hardin went to Georgia as a pioneer about the same time you went to Alabama. For a time he issued a popular magazine (which is specialty advertising) and circulated it by the thousands monthly. He then discontinued it to use "*Osteopathic Health*" by thousands in the same way. He kept up this advertising year in and out. Today Georgia (population 2,609,212—1910 census) has one of the best osteopathic laws in the country and 25 or more progressive practitioners and is lustily calling for more. Furthermore, most of these 25 are also good advertisers. They keep up the Hardin tradition. Osteopathy is progressing fast in Georgia.

You, Dr. Woodall, went to Alabama as a pioneer. You were rather apathetic about the wholesale use of field literature—you felt "conservative." Today Alabama has no state recognition of osteopathy; there are a mere handful of practitioners (7 recorded in the AOA Directory) and no active demand for more. In fact the AOA Directory says with regard to your law: "The State Medical Examining Board admits only graduates of Class A and Class B schools to examination. Osteopathic physicians are therefore barred from legal entrance into the state."

Atlanta, Dr. Hardin's town, with a population of 154,000, has six osteopaths recorded in the AOA Directory. Birmingham, your town, Dr. Woodall, with a population of 132,000, has one osteopath (yourself) recorded in the AOA Directory.

With the exceptions of Delaware (population 202,322—1 osteopath), Mississippi (population, 1,797,114—6 osteopaths), New Mexico (population, 328,301—6 osteopaths), North Dakota (population, 577,056—5 osteopaths), Utah (population, 373,351—7 osteopaths) and Wyoming (population, 145,965—6 osteopaths), Alabama has fewer osteopathic practitioners than any state of the Union! Proportionately, measured by population, Alabama makes a very much poorer showing than any and all of these states with as few or a fewer number of osteopaths in practice.

Therefore, Dr. Woodall, if it is true that "by their fruits ye shall know them," we would not be able to place a high value on your leadership in publicity if we knew nothing more about this whole vast problem of the advertising and development of osteopathy than what has taken place in Alabama and Georgia on a comparative basis within twenty years. Isn't this a fair conclusion?

6. At the Chicago convention this year the AOA decided finally to put this work of securing national publicity into the hands of one salaried officer who was believed to be competent and then to support him in every way possible in carrying out his policies. Dr. Ralph Kendrick Smith was put under contract as Director of Publicity for the profession-at-large and is now functioning, as his letter of July 26th sent broadcast to the profession will indicate:

A. O. A.  
PUBLICITY DEPARTMENT  
19 Arlington St.,  
Boston, Mass.  
R. Kendrick Smith, D. O.,  
Director.

July 26, 1920.

Dear Doctor.

The A. O. A. created a department of publicity at the Chicago Convention and the orders are to go ahead immediately with an extensive nation-wide campaign to educate the public.

Will you help personally? That's what this letter is written for, so please answer right now, as we shall have to keep on writing you till we hear from you, because we have got to know who will help and who will not. What do you say?

This bureau is already busy on many different kinds of publicity and is utilizing many different channels to secure publication, but we do not want to bother you with any of our troubles. We merely want to know if you will help to secure publicity in your own locality if we furnish you with the material and advise you just exactly what to do. You will be helping osteopathy and you will at the same time be benefiting your own practice. Don't refrain



## Osteopathy Founded on Bed-Rock of Science

You know that osteopathy works in harmony with the laws of Nature and in accordance with principles of science; but would you not like the public to know and appreciate these facts?

Expert testimony as to the facts from a recognized authority is at your command. Listen to this!

### A. T. Still: Pioneer Immunologist

Long before Behring, or any other bacteriologist, worked in this line, Dr. Andrew Taylor Still, the founder of osteopathy, began to treat infections on the principle that the body itself contained the cure, which was virtually the announcement of the theory of immunity; and Still will ultimately be given credit for this original thought in the future history of medicine.

We make no stupid, ignorant or undemonstrable claim when we say that osteopathic treatment quickly stops the growth of many pathogenic germs in the human body, especially when the infection is treated early in its course. The earlier it is given the treatment the better the results. All osteopaths know this to be true. Now this is precisely what Behring found to be the case with his antitoxin treatment for diphtheria, and it is the one important consideration in the application of the antitoxin in human diphtheria. When the powerful and highly diffusible toxins of the diphtheria organism have destroyed beyond repair vital organs of the body, neither anti- or osteopathy can reconstruct them. But if the treatment be given while there are as yet comparatively little toxins in the blood and the tissues, the antibodies—that we must assume are made following osteopathic treatment which lowers tissue tension along the spine, caused by the toxins, and thus releases the nerves—these antibodies, we say, quickly neutralize the toxins, just because there is but a small quantity of them as yet present. In other words, it is easier to repel the small advance of an invading army than it is to save the country after a horde of the enemy have ravaged and sacked it and killed half the population—From "Osteopathy Potent Where Serums and Vaccines Fail," by Professor M. A. Lane.

This is only a small part of the splendid testimony to A. T. Still and the Science of Osteopathy which appears in the brochure "Osteopathy Potent Where Serums and Vaccines Fail." Price \$4.00 per hundred, with envelopes, express prepaid. Don't you want to preach this to your field?

**OSTEOPATHIC HEALTH**  
9 S. Clinton Street, Chicago

from replying simply because you have failed to secure publicity, or because you think it can't be done in your town. What we want to know is whether you are a live wire and will co-operate with us to the extent of trying our way—or not. It doesn't cost you a cent.

Please let us know today.  
Fraternally,

R. KENDRICK SMITH.

Now, Dr. Woodall, why are you absorbing this man's duties? Why do you revive your old dream and set out to obtain subscriptions to support it, shortly after the profession has finally put one man at work on a salary basis to tackle this problem and make good at it? Obviously, it is not a proper thing for any volunteer thus to attempt to absorb the duties of a professed and paid Director of Publicity. It can only hamper the profession's realization from more mature and more practical plans already at work. The profession has had a taste of Dr. Smith's publicity enterprise in the past and on his new basis of operating he ought to accomplish a good deal. The *OP* endorses the employment of Dr. Smith for this important work. We believe that if he is well supported by the AOA and the profession at large he will make a showing in the way of securing able articles in national magazines and influential newspapers.

We venture to suggest putting about \$10,000 of prize money at Dr. Smith's disposal, with which to reward the authors of the first ten magazine articles to be printed, somewhat after the plan we have already outlined, or on whatever other plan Dr. Smith himself should think best to adopt. The point is to reward the profession's journalistic servitors. Such a fund would no doubt call up and stimulate a corps of a dozen or twenty writers like Lane, Downing, McCall, Comstock and Van Brackle, as well as professional journalists outside our ranks, who would be heard from in the public prints.

Meanwhile, Dr. Woodall and friends, The Bunting Publications, Inc., will continue to grind away, as steadily as it has for 20 years past, for the advancement of the science and profession, moving in its own channels and pushing its well standardized campaign of specialty advertising media, designed for the profitable use of the individual osteopath in his own territory (as well as local groups of osteopaths seeking to cultivate wholesome sentiment by educational work in home territory); and we hope to improve the value and also increase the volume and influence of this advertising educational service to osteopaths immeasurably as the years go on.

We have only begun to fight for osteopathy! But, friends, let us refrain studiously from the old, ingrained habit—so common, alas! among osteopaths in the advertising field—of volunteering rival policies and programs to supplant activities already at work, already gray in service, and eminently successful. Let us be mindful lest any such volunteer effort be allowed to run amuck the expert activities in technical service that the profession already enjoys, thus balling up and injuring the cause of osteopathic publicity through sheer misdirection.

### Basic

Thoroughness in examinations, specificness in treatments. Not just A treatment but find the cause of the trouble, correct it and then let it alone.—E. C. Crowe, D.O., Elkhart, Ind.

### Dr. Holt Loses Leg

September 1st, while out hunting, I had my good right leg blown off by a shotgun. Thus the enforced vacation from September 1st, 1919, to June 1st, 1920. But a little thing like that doesn't keep me down—leg off above knee, too. For, as explained in enclosed card, this month—August—has been the biggest from a financial standpoint during my eighteen years practice. By the way, there's a thought that might help some of the spineless! Now give me some information. Lots of things have happened the last year. I've let my AOA dues lapse and am not getting the Journal. Who was elected secretary of AOA this year? I want to remit to him; want the Journal and The *OP* to know what's doing.—W. Luther Holt, D.O., Los Angeles, Calif.

## Advance in

# Booklet Rates

(New prices effective on and after November 1, 1920)

Less expensive edition, \$6.50 per 100; \$60.00 per 1,000.

DeLuxe edition, \$8.00 per 100; \$80.00 per 1,000.

Less expensive names, 70c each. (10 less expensive booklets to each name).

DeLuxe names, \$1.10 each. (13 DeLuxe booklets to each name).

## Reasons Why

An efficiency expert reports that paper has increased 435 per cent; printing costs have increased 113 per cent; envelopes 500 per cent increase. Express rates will soon be increased from 25 to 30 per cent, and have already been increased about 10 per cent.

## Prior to November First

Less expensive booklets will be \$5.00 per 100; \$50.00 per 1,000.

The DeLuxe booklets will be \$6.00 per 100; \$60.00 per 1,000.

Less expensive names, 60c each; DeLuxe names, 90c each.

This announcement is made in order to enable you to buy all the booklets you need before prices advance.

**R. H. Williams**

New Ridge Building  
Kansas City, - Missouri



## **“OSTEOPATHIC HEALTH” the Monthly Magazine Service, for Educating Your Present and Past Patients and All Good Prospects**

If osteopathy is important enough to work at twelve months a year, it is important enough to support a magazine that will explain osteopathy exclusively twelve months each year. You get exactly that benefit in “Osteopathic Health” and nowhere else.

Of course! **Imprint your professional card on your edition**—no extra charge for imprinting under time service contracts. This insures that your practice gets nine-tenths of the benefit of your outlay. Thus used, “Osteopathic Health” pays back your investment richly.

Be sure to **let us mail out “Osteopathic Health” to the list of names you furnish.** Why should you bother with it? We can do it cheaper than you can do it yourself. Also better. Revise your mailing list often as you like. Mailing to your list of patients, former patients and prospects is one prime feature of our Advertising Service that you should not deprive yourself of! Learn to understand and use our business as a complete Advertising and Promotion Service.

In simple language “Osteopathic Health” gives 12 Installments of Advertising which make a convincing case for osteopathy in course of the year. To break the continuity of this monthly suasion is to sacrifice much of the benefit of cumulative appeal.

By all means utilize to its fullest value this publicity and promotion service. **Have it work for you on annual contract—12 months a year.** You also get it at a lower price that way. You get more but pay less for it! And you are sure to get your share printed up for you regularly, notwithstanding the paper famine, whereas irregular buyers often must go without a brilliant number owing to short stocks.

“Osteopathic Health” has the merit of being flexible in the hands of the user. Its circulation is **selective—you can put it into the hands of exactly the persons you wish to reach.** You can cultivate your own local field with it as richly as you desire. You can supplement it between editions by mailing out our new “Harvest Leaflets” (advertised on another page) if you want to. You can give a particular list of names a weekly follow-up if you desire. Likewise you can cut any name off at will. This is scientific advertising. “We have only begun to fight for osteopathy!”

**THE BUNTING PUBLICATIONS, INC.**

*Henry Stanhope Bunting, President*

**9 South Clinton Street, Chicago**



## Advantages of the "Mailing List" Plan for OH Customers

By sending us your list of names and letting us do your mailings of "Osteopathic Health" direct from Chicago you secure many important advantages. You are relieved of the bother and save the time of attending to distributions. You get a regular sure-fire service of monthly mailings. You save money on addressing of envelopes, affixing stamps and inserting magazines.

Relieving yourself of looking after addressing, etc., means more time for productive practice work. Conserving practice time is highly important. It is the time in which you make your income.

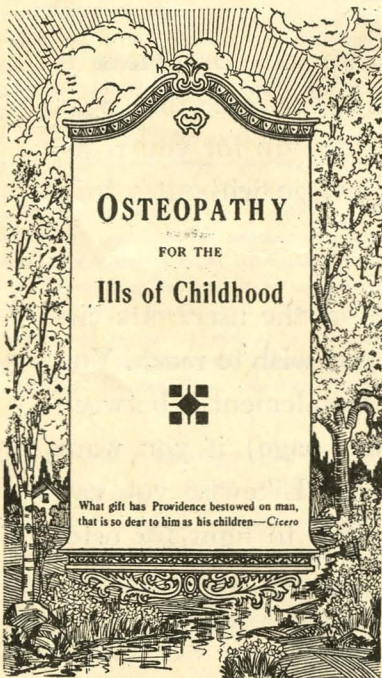
Regular monthly mailings to a selected list of persons produce best educational results and largest winning of new patients.

Special facilities and large volume enables us to do addressing, inserting and stamp-affixing at rock-bottom cost. We do it at much less expense than you can do it and we give you the benefit.

We recommend the "mail list" plan. It is economical and efficient. The addressing is done neatly and accurately. Our "cross check" system automatically prevents skipping of names and guarantees full delivery of magazines to postoffice each month, without fail.

You should be interested in the "mail list" plan. It is provided to advance your business welfare. We will explain in detail on request. Write us about it!

The Bunting Publications, Inc.,  
9 So. Clinton Street, Chicago.



The value of Osteopathy for children is all too little appreciated. This issue tells facts in the matter which every parent should know. You can win esteem for osteopathy and help little sufferers by circulating widely this important message of information.

## LETTING US DO THE MAILING WORK FOR YOU

You say you are putting out about 30,000 "Osteopathic Health" through the "mail list" plan. If the osteopaths, who don't use magazines in their practice, knew the benefits to be derived from the persistent and continuous, well directed use of these educational magazines, you would be using 300,000 instead of 30,000. These magazines serve a double purpose. First: They make new patients. Second: They make an osteopath a better physician by reason of increased business.

—F. A. Englehart, D.O., Oklahoma City, Okla.

I will say that there is only one way to do a thing, and that is the right way. Supplying you with the mailing list certainly is the right way to send out "Osteopathic Health." In April I was out of the office two weeks but OH was taken care of for me direct from Chicago; no worry on my part. My first issue on yearly contract of 750 through some misunderstanding was shipped to me by express and I mailed them out from my office. It cost me more in actual money, and the bother was worth as much again as it cost. So "never again!" for me. When anybody asks me I tell them "Let Bunting Publications do it!"

—Geo. A. Aupperle, D.O., Idaho Falls, Idaho.

We have used 400 OH per month for some time and find your "mail list" plan of service is very satisfactory as the magazines always go out on time and our list of patients become accustomed to expect OH regularly, the same as their other monthly magazines. We are sure such a plan is practically a necessity for any osteopath who does a general practice.

—Drs. Noubin & Curry, Farmer City, Illinois, May 29th, 1920.

I have found your "mailing list" plan of service very helpful in building up my practice and in educating the public along osteopathic lines. I have been mailing over 300 copies a month for quite a while and expect to increase that soon. Also, I always keep my tables and dressers plentifully supplied. My practice has grown steadily since I located in Lorain and I attribute the growth to good "bony lesion" work and educational literature.—M. A. Brandon, D.O., Lorain, Ohio, May 17th, 1920.

I have tested out your plan of keeping in your office my list of names to whom "Osteopathic Health" is sent not only one month but every month year in and year out. I revise the list twice a year, which revision, consists merely of correcting addresses and removing names of people who have left the city. I send you the new names to add to my list every month. I really don't need this promotion in my practice as I am doing more work than I ought to do. Any one who will follow you on this plan of campaigning will double his practice in three years or less and educate his clientele so that neither the "kiro" or the "medic" can steal his science. What better results could one ask? In this plan you do all the work, I pay the bills. You sow the seed and I reap the harvest. Are you satisfied?—I am!—A. U. Jorris, D.O., LaCrosse, Wisconsin, May 15th, 1920.

"Osteopathic Health" has been used by us for several years, as an educational feature in our community.

Believing that its value for that purpose would be enhanced should it come from an unknown source, we have refrained from having our card imprinted; thus the recipient does not look upon it as an advertisement.

Our method has been to provide the publishers with a mailing list made up of desirable former patients, with instructions to mail direct from the office of publication.

We have sent out as high as fourteen hun-

dred copies a month and we usually notice a greater influx of new patients just after the monthly distribution of the magazines.

This arrangement relieves us of the clerical work at our office (a big item), insures the prompt delivery of the journals, and avoids the postmark of our home town on the envelopes.

We feel that ours is the ideal method of educating the laity and we cannot be accused of trying to entice patients from other physicians.—Drs. Furry & Ireland, by F. I. Furry, Cheyenne, Wyoming, July 22, 1920.

I am heartily in favor of your "mailing list" plan for "Osteopathic Health."

These are days of advertising or enlightenment, and the man that doesn't keep before the public will soon be lost sight of. It used to be that we depended on reputation but osteopathy is too little known for one's reputation to enlighten the people to osteopathic methods. One may, and some of us have, built good practice on reputation, but it's a funny thing that some of the best lay "boosters" for osteopathy know only that osteopathy cured them. Perhaps that's enough but I like to have my patients know the whereof, also.

I keep the "mailing list" plan service "going" to my ex-patients and prospectives. Better far to keep the old patients educated than to pick a list at random, for if you have done good work you are sure to have among the old patients "boosters" who are ready and willing to hand on the magazine to some persons needing services.

I have been pleased with your "mail list" service plan and the bright enlightenment that comes through "Osteopathic Health."—M. E. Church, D.O., Calgary, Alberta, Canada, May 17th, 1920.

I am a firm believer in osteopathic literature for the layman, and recommend it to osteopaths whenever I get an opportunity, more especially to the recent graduate who is just starting in a strange location and who, naturally, is very anxious to get patients as quickly as possible. It is not considered ethical for him to put an advertisement in the local newspapers, so it seems to me his one best bet is to get the names of as many as possible of the most prominent and best people in the locality, (the more the better); make two alphabetical lists of them, write out a copy of the card which he wishes printed on the back of the particular magazine which he selects for his educational (and advertising) campaign and send one list and the card copy to the publisher, with instructions for him to mail to said list each month a copy of said magazine and then keep adding to this list and keep data as near as possible of any change of address, removals of his mailing list, revise it each month; keep it always alive and up-to-date, and keep right at it month in and month out, year in and year out, and don't quit when your practice gets so heavy you can't take care of it. Get a good assistant or partner and keep on educating the public and in that way you will be doing a part of what you owe to osteopathy.

I have been using "Osteopathic Health" for over fifteen years and have taken advantage of the splendid "mail list" service of The Bunting Publications, Inc., Chicago. It does away with a great deal of annoyance and saves one's time for other duties. I believe we owe to our profession, as well as to ourselves, the setting aside of a certain amount each month for the education of the public to osteopathy and I have felt well repaid for what it has cost, and shall continue sending out osteopathic literature as long as I remain in practice. I shall consider it a privilege to answer any questions that may be addressed to me in connection with this subject.—W. Orrin Flory, D.O., Minneapolis, Minn., May 19th, 1920.



## "Every-Day Osteopathy" Good 365 Days a Year

Our October installment of the Osteopathic Health educative service is called "Every-Day Osteopathy—Brief Facts About Some of the Common Ills It Cures". It is a plain every-day number for plain every-day people. Not a "high brow" number—the man in the street will understand it perfectly and he who runs can read it.

Following the September installment which defined and illustrated the lesion theory of disease, this October issue discusses about twenty different diseases, both chronic and acute, which osteopathy is quite successful in treating. It is a plain practical talk about curing common, ordinary, every-day diseases from which people suffer and from which multitudes are always seeking deliverance. Therefore it is the talk that will find willing, eager ears in your community. Not only will persons who have one or more of these maladies read it but the average man or woman will read it for the information it gives, so they can pass the word along to their friends and relatives who are afflicted.

"Kidney Disease Is Not Associated with Backache" will bring relief to many minds who now suppose that a pain in the small of the back means Bright's disease.

### Are You Getting the Maximum or Minimum Yield?

The well fertilized and cultivated field always produces more abundant crops than the field that has been neglected and become impoverished.

Exactly the same thing is true as regards an osteopathic clientele.

The indifferent farmer may be satisfied with his meagre and diminishing crops; he may be content to drain out the fertility of his land until it is exhausted; and he may "get by" and eke out a bare living, but the fact remains that he is neglecting his duty to himself and his community as well as wasting his substance and opportunities, both.

So, also, the osteopath who is content to accept and get along with just the minimum patronage that his clientele yield is neglecting his duty to himself, to osteopathy, and to his generation.

I believe this analogy and its implications are absolutely just and true. Do you?

If you are not actually, carefully and persistently educating, osteopathically, the members of your clientele; if you are not constantly reminding them, by a systematic plan, of osteopathy and its therapeutic efficacy; then you are doing them a grave injustice, and yourself a serious financial injury.

Furthermore if you are not doing "advertising for osteopathy" outside of your own clientele you are neglecting something that will bring a rich benefit to yourself; something which you owe as a duty to the general cause of osteopathy; something that will result in health and happiness for many a one who today knows nothing of you or osteopathy.

It is because of these facts and to accomplish these things that our service is prepared. We put our money and time and energy into producing "Osteopathic Health"; we want to see it go and get used to widest extent and utmost advantage. We want to work with you and for you. We want your co-operation and support.

Can your field (clientele) be fertilized and cultivated so that it will yield more abundantly (financially) for you, and (in appreciative understanding) for osteopathy? Of course it can. We can show you how. But—

I surely should like to have your answer on

It tells about osteopathy's success with insomnia.

Also curing chronic suppuration of the ears through correcting circulation.

A rib adjustment cured a severe case of bronchitis—it gives the particulars.

Osteopathy's success with chronic headache is told.

Also with—

Eye-strain, gallstones, asthma, neuritis, liver congestion, constipation, stomach troubles, facial paralysis, anemia, catarrh, insanity and mental troubles.

The issue gives a hint about how helpful osteopathy is in after-confinement cases.

Because of the paper famine we must underprint each issue. The supply of October *Osteopathic Health* will not last. Get your order in today.

Why not enter a 12-months contract to let us do your publicity work for you on a systematic plan? Also, have us mail your copies out for you, thus saving you trouble. It's cheaper and gets better results. Write us.

The Bunting Publications, Inc.  
9 So. Clinton Street,  
CHICAGO.

this. Give me your ideas as to our ideas. May I hear from you? — *Ralph Arnold, Business Manager, Osteopathic Health,*

### Growth Responds to Feeding

Do you want to see osteopathy grow?

Then help the things that make it grow.

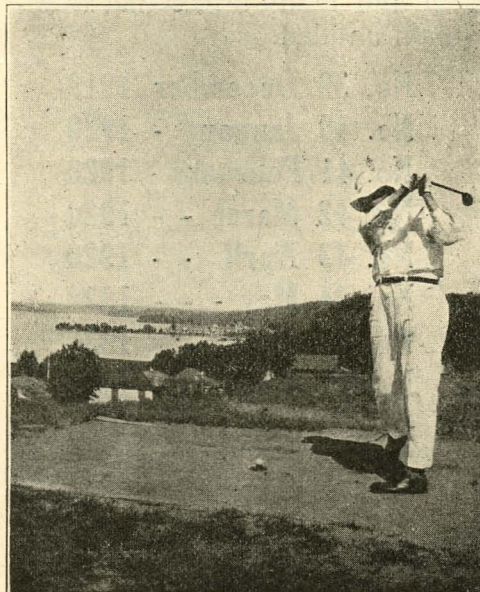
Buy a Bunting Building Corporation Bond.

It pays 7 per cent with absolute safety of principal.

You get a high return on your money with safety and push along osteopathic propaganda at the same time.

### Dr. Millard of Toronto Has Severe Case of Golfitis

Dr. F. P. Millard, of Toronto, Canada, spent a month's holiday in August with Mrs. Millard in the Highlands of Ontario. The golf course there is regarded as one of the choicest spots in Canada. The largest summer hotel in the Dominion is located just across the lake from the



place where the Millards were staying. They spent their time golfing in the morning and racing in a motor launch in the afternoon. The picture shows Dr. Millard preparing to make a "500 yard drive." Whether or not he ever found the ball has not yet been reported.

## 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 follow-up treatments. Hospital Accommodations.

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

## 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 Diagnosis and Treatment.  
Osteopathy—Surgery—X-ray—Radium—Clinical Laboratories.

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



## Get a Sample Set

of

# "Harvest Leaflets"

We will mail a complete set of our 23 new "Harvest Leaflets" to you for 30 cents. This includes 6 folders of 1-page size; 6 of 4-page size; 7 of 6-page size; and 4 of 8-page size—23 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

Goddard Building 27 E. Monroe St.  
Central 3715

## Chicago Osteopathic Specialists

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

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

**Dr. W. Frank Powers**  
Acute and Chronic Diseases

REFERRED CASES CONSULTATION

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

### \$300.00 Reward! Watch for This Man!

Mr. Harry D. Tisdale—a patient of Dr. J. A. Linnell, Goddard Building, Chicago—left his home at LaGrange, Ill., Monday, September 5th, 1920; went to Waukegan, Ill., and registered at the Plaza Hotel. He left the hotel about 6:00 p. m. to mail a letter, and he has not been heard from since. His baggage was left in the room. He had gone to Waukegan expecting to accept a special engagement auditing a private set of books, which would take less than a day's time. It is believed that while mentally deranged he is wandering about or has met with accident. Keep your eyes open for a man answering to the following description and should he come to your office for treatment, detain him and get in touch with Dr. Linnell or the Pinkerton's National Detective Agency of Chicago, immediately. He is an American, age 40; height 6 feet; weighs 190 pounds; build athletic; fair complexion; grey eyes; black hair; smooth beard. He wore dark green suit; gray cloth hat, fedora shape; black shoes; soft collar; brown tie; neat dresser; quiet person; not talkative. The above reward will be paid by his wife for information that leads to his whereabouts.

### ARE YOU PROSPERING?

The osteopath who is well established in practice or who has been in his field a sufficient number of years to be entitled to be well established is not succeeding if he is just paying expenses. If you live from hand to mouth, you are using up your capital of vitality and the poor house will stare at your coming age. Every established osteopath should put 25 per cent of his income aside each year in stable investments for old age. If you can't do this there is something wrong with your system. Is it shiftlessness? Is it extravagance? Is it insufficient fees? Find the answer. If your charges are not high enough for your services, raise them to a living wage for yourself. You can't do justice to your patients if you are not doing justice to yourself. Every successful osteopath should be a systematic saver and investor and no osteopath is a success in the true sense of the word who is not accumulating a competency against the day when he won't be able to practice. Think it over.

## The Hurd-Powers-Moore Combination Offices in Chicago

We have seen a great many office "layouts" and have studied different plans for co-operation and combination in practice, but we are particularly well impressed with the office arrangements and plans of co-operation adopted by Dr. Nettie M. Hurd, Dr. W. Frank Powers and Dr. Glenn S. Moore, at suite 901-902 in the Goddard building.

The work they have already done and what they are now doing stamps them as a winning combination. Dr. Hurd—so well known for her efficiency—specializes in Gynecological and Rectal Orificial Surgery. Application of the "orificial concept" to cases that have responded

# Sold Out!

The following issues of "Osteopathic Health" are entirely sold out and many orders had to remain unfilled.

- No. 39 December 1919
- No. 40 January - 1920
- No. 41 February - 1920
- No. 42 March - - 1920
- No. 43 April - - 1920
- No. 44 May - - - 1920
- No. 45 June - - 1920
- No. 46 July - - - 1920

Extra heavy orders from old and new customers, coupled with the scarcity of paper, necessitating conservative printing, caused us to be short thousands of copies for filling orders on each of the issues listed. We shall continue to print "short" editions during the paper famine.

## The Bunting Publications

(Incorporated)

9 So. Clinton Street Chicago

stubbornly to the work applied by way of the cerebro-spinal nerves, have cleared up nicely. Dr. Hurd says that orificial surgery is "osteopathy of the soft tissues", and the results obtained are very pleasing not only to the patient but also to the physician.

Dr. Moore, after eight years of research, and laboratory work, and associated work with Dr. J. Deason, is now conducting his own specialty practice in Eye, Ear, Nose and Throat. By his work in this field he has established a splendid record and it may be conservatively said that Dr. Moore now ranks as a leader in his specialty in the Chicago profession.

Dr. Powers handled the acute and chronic work of the unit, not coming under the realms of the specialties of Dr. Hurd or Dr. Moore. But he has a specialty of his own, too, it being "Body Poise". He says that "if people would learn to carry themselves properly; stand and sit correctly, they would do much to assist Nature in performing it's work". He believes much in the sixth sense—namely, Common Sense.

We believe that this unit is on the right track and we can expect much from it in the future. Any and all cases are handled and everything will be done to apply to each case the greatest amount of co-operation possible. We enjoy seeing progress and efficiency and the unit teaches a good lesson in this direction. The office arrangement speaks for progress. It is up-to-date, has a welcome and "homey" yet professional atmosphere. The reception room is neatly arranged in fumed oak and grey rugs, with a bit of mahogany in the furniture and a beautiful oriental rug for contrast. A short hall leads to the "work shop" which is composed of a room a piece, thoroughly and sufficiently equipped for the individual needs. There are four well sized dressing and rest rooms and a lavatory for the convenience of the patients. The doctors have a private office for consultation and study. Altogether everything is well arranged for efficiency.

## Dr. Rebecca B. Mayers Appointed Superintendent Detroit Osteopathic Hospital

At a meeting of the Board of Directors of the Detroit Osteopathic Hospital, held September 22nd., Dr. Rebecca B. Mayers was appointed Superintendent of the hospital. Dr. Mayers has been Acting Superintendent since last April and her appointment as Superintendent is a well deserved recognition of the splendid, capable work she has been doing.

## IN D.O. LAND

### Michigan Meeting October 27th

The twenty-second annual meeting of the Michigan State Osteopathic Association will be held at Detroit October 27-28, 1920. For further information, address C. B. Root, Secretary.

### Rabbits Destroyed His Orchard

Dr. W. L. Burnard, York, Nebr., had the misfortune to lose \$14,000 in two hours recently in a Washington State investment. A 6-year-old orchard was destroyed by rabbits.

### Good Practice Open at Galena, Ill.

Dr. B. A. Woodard, who recently left Galena, Ill., for Clarksville, Tenn., where he will continue in practice, reports that the practice he left in Galena is open to any good osteopath who wants it, absolutely free. Here is your opportunity if you are not satisfied where you are.

### Dr. Bigsby Does Work for the Denver Polyclinic

Dr. Frank L. Bigsby, of Kirksville, Mo., assisted with the teaching of the Osteopathic Efficiency Course given by the Denver Polyclinic and Post Graduate College in August. He gave the doctors a lot of splendid work on the whole lower end of the body. His work was very much appreciated by all in attendance. The great service which he is rendering the profession is recognized by all.



Osteopathic Camp for Girls

Dr. Emma Greene Wood, 178 Maplewood Ave., Maplewood, N. J., is planning to open the first Osteopathic Camp for Girls in the world, next year. It is to be located at Bradfield, Maine. It's a good thing—push it along!

"Downhearted"?—Not at Delaware!

Dr. Mark A. Bauer, Delaware, Ohio, writes: "There are eleven osteopaths, all told, in this town of 15,000. We lay claim to the largest number per capita of any town in Ohio, the U. S., or the world. We have one of the finest sanitariums in the country—full to busting all the time. And we are now building another fine building to accommodate the rapid growth. We still have some \$60,000. stock for sale."

Kansas City College Opens in Temporary Quarters

The Kansas City College of Osteopathy and Surgery has re-opened temporarily in the New Centre building, pending completion of the new building, which it is expected will be ready for occupancy later in the year. The freshmen class exceeds all previous freshmen classes. Have more than doubled entire enrollment and it appears before matriculation lists are closed that enrollment will be practically tripled.

Lincoln, Nebraska, Osteopaths Organize

The osteopathic physicians of Lincoln, Nebr., feeling that they needed a local society so that they could get together and help each other and osteopathy both, decided to hold a meeting July 22nd which was done and there was then organized the Lincoln Association of Osteopathic Physicians and Surgeons. Officers elected were: president, Dr. I. H. Swift; vice-president, Dr. Myrtle J. Moore; treasurer, Dr. Paul R. Kohlmeier; secretary, Dr. Mary Jo Don.

Body of Dr. Ralph F. Moses Brought Home

The body of Dr. Ralph F. Moses, who died from influenza while overseas in the service, arrived in New York City August 15th and was forwarded to Fort Wayne, the home of his parents, for burial. The body had been held in Liverpool, England, since October, 1918. Dr. Moses was a graduate of the American School of Osteopathy at Kirksville, and a postgraduate of the Chicago College of Osteopathy in the class of June, 1916. He practiced at LaGrange, Ind.

Dr. Keeler Takes Motor Trip

Dr. and Mrs. Benjamin H. Keeler, of Philadelphia, Pa., spent the entire month of August motoring through New England, Canada, New York and Pennsylvania. They took the coast road via Cape Cod to Portland, then through the White and Green Mountains to Canada, the Adirondacks and Thousand Islands, returning through Central New York and Pennsylvania. Fifteen out of the twenty osteopaths called on were out or away on vacations in towns passed through. Dr. Keeler reports that his new car did the 2,300 miles without a "lesion" and simply ate up the hills. They camped out every night and a gain of twelve pounds on the doctor's part vouches well for the "eats" Mrs. Keeler prepared. While away, Dr. Dudley B. Turner took over his practice.

Dr. Orr Sanders, Osteopathic Pioneer, Passes On

Another osteopathic pioneer has passed over the Great Divide. Dr. Orr Sanders, of Grand Forks, N. D., died April 12th at a hospital in Minneapolis. The burial was at LaPlata. In addition to establishing a large clientele and a wide reputation as an osteopathic physician, Dr. Sanders was very active in the civic affairs of his city. He served as president of the Board of Health, and also as a member of the City Council. He was very active in movements for the betterment of the city. Among other things he was a leader in securing a municipal abattoir, a municipal incinerator and a system of assuring sanitary milk supply to the city. He was successful in his administration of the affairs of the Board of Health notwithstanding the opposition from the medical fraternity.

Denver Polyclinic and Post-Graduate College Gives Summer Efficiency Course

The Osteopathic Efficiency Course given by the Denver Polyclinic and Post-Graduate College in the month of August has closed. This course was one of the most successful courses the college has ever given. The month was filled with many splendid lectures, clinics and demonstrations given by Dr. C. C. Reid, the president, assisted by many able helpers. The class was filled to the limit of its capacity and all went away enthusiastic and eager to put into practice the work which they received. The following doctors were in attendance at this course: Dr. I. S. Wallace, Fresno, Calif.; Dr. C. E. Willis, Wichita, Kans.; Dr. J. W. Eisiminger, Oklahoma City, Okla.; Dr. E. P. Malone, Miami, Okla.; Dr. P. E. Roscoe, Cleveland, O.; Dr. P. W. Gibson, Winfield, Kans.; Dr. S. T. Anderson, Blackwell, Okla.; Dr. C. A. Wallin, Stanton, Ia.; Dr. E. E. Higgins, Monmouth, Ill.; Dr. Charlotte McCuskey, Council Bluffs, Ia.; Dr. E. H. Wright, Wooster, O.; Dr. E. J. Martin, Ellsworth, Kans.; Dr. F. C. Card, Tulsa, Okla.; Dr. E. H. Cosner, Dayton, O.; and Dr. W. W. Illsley, Hermiston, Ore. February, 1921, is announced by the college as the date for the next Efficiency Course.

Drs. M. Melenbacker and Chubb Have a Complete Equipment

Drs. Melenbacker and Chubb, operating the Atlantic Osteopathic Sanitarium, at Atlantic, Ia., have recently installed very complete equipment for their needs. The upper floor of the building they occupy is given over to the accommodations of patients and nurses exclusively; the main floor is used for the diagnosis and treatment of patients. On this floor is the reception room, office, x-ray laboratory, toilet, chemical laboratory, two dressing rooms, two treatment rooms and a room for photo or heliotherapy. The bath room is upstairs and is equipped with tub and combined hot air and horizontal steam cabinet. A new piece of equipment recently purchased is a Victor "Universal Jr." transformer, completely equipped with the latest devices necessary for first class roentgenographic and fluoroscopy work including the new Victor Timer (teleflasher) and Coolidge control. The doctors say they have found it doesn't pay to buy a cheap non-standard x-ray outfit. They do a great deal of gastro-intestinal work with this new machine and the results are very satisfactory. Practically all patients, before entering the sanitarium, go through this examination. Drs. Melenbacker and Chubb report that it is surprising to find how few women do not suffer from gastro-enteroptosis. Men also suffer greatly from this condition but not to the extent or degree that the women do.

The chemical laboratory of the Atlantic Sanitarium is equipped with Spencer microscope and accessories, blood counting apparatus and in fact, everything that is necessary for blood, urine, secretion, and bacteriological examinations. The Wasserman test is not made as there is not sufficient demand for it. If there is any call for it later, the work will be undertaken as Dr. Chubb is an expert in that line, having served as Wasserman technician in the army. Violet ray and white light are used considerably. Drs. Melenbacker and Chubb pride themselves on their examinations. Before entering the sanitarium a patient's case history is taken, physical examination made, blood count (total and differential), hemoglobin test by specific gravity method, a very thorough examination of the urine (24 hour sample), a complete x-ray examination of gastro-intestinal tract (and other x-ray work if necessary), and if indicated, an examination of the rectum with the sigmoidoscope. Fasting and milk diet are used considerably in the sanitarium practice.



Dr. Edith Brown Nicholson has removed from 567 Elizabeth Ave., Newark, N. J., to 84 Park Ave., Rutherford, N. J., where she has taken over the practice of Dr. Eva Barger.

Dr. Iva Still Wallace, of Fresno, Calif., recently returned to practice from Denver, Colo., where she was taking post-graduate work in Dr. C. C. Reid's course. She says the course is OK and that any true ten fingered D.O. could take it and be true to his osteopathic colors.

Dr. R. P. Buckmaster, of Orlando, Fla., has given up the practice of osteopathy and recently joined the firm of Sam Johnson Real Estate Co., of Orlando. Through error it was previously reported that this change was made by Dr. O. L. Buckmaster, of St. Cloud, Fla.

Dr. D. T. McGregor, who received his D.O. degree not so very long ago, is located at Duncan, Okla., where he has already established a very satisfactory practice and it is developing fast. It looks as if Dr. McGregor will be very nicely fixed in the near future.

Dr. Virgil Halladay, of Kirksville, Mo., spent most of the months of July and August in traveling through the East. Part of it was pleasure and business combined but the latter three weeks were devoted to recreation. He was back at Kirksville September 1st to take up his regular duties.

Dr. H. D. Stewart, of Fairbury, Ill., has sold his practice to Dr. H. N. Leonard, graduate of the Chicago College of Osteopathy, class of June, 1920. Dr. Leonard took possession of the practice August 30th. Dr. Stewart has not as yet decided where he will locate for practice after he has finished his special college work.

Notice comes that Dr. and Mrs. W. E. Waldo, of Seattle, Wash., are receiving congratulations on the birth of a son, August 11th, weighing eight and one-half pounds, named Burton Corlett. Mrs. Waldo and the baby are both doing well and Dr. Waldo is wearing quite an expansive smile these days.

Dr. and Mrs. B. D. Turman and daughter, Dr. Coffman, Mrs. George J. Gooch, of Knoxville, Tenn., and Miss Gottreau comprised a party made up at Kirksville, Mo., which has been taking an extended tour of the West, most of their time being spent in Montana and Yellowstone Park. The "round-up" at Bozeman was visited, Hunter's Hot Springs and other interesting places were visited. At Big Timber, Mont., they were guests of Dr. and Mrs. Roy M. Wolf with whom they made a number of trips to adjacent points.

On April 3rd, 1920, Dr. Mary Alexander Patton, daughter of Mr. and Mrs. Robert A. Patton, of Philadelphia, was married to Mr. Alfred Stephenson Hitner, son of Mr. and Mrs. Joseph G. Hitner, of Philadelphia. Dr. Hitner is a graduate of Friend's Select School and the Philadelphia College of Osteopathy and she is at present Professor of Infectious Diseases at the latter institution. Dr. Hitner's office for private practice is located in the Widener building.

Dr. Cora R. Pippenger has given up her practice at Salmon, Idaho, and is now located at 475 W. Monterey Ave., Pomona, Calif. She expects to do some post-graduate work before again returning to active practice. Dr. Pippenger says there is a good field for practice at

Professional Cards

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

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

Dr. James D. Edwards  
Originator of "Finger Surgery" in Catarrhal  
Deafness, Hay Fever, Cataract, Glaucoma,  
Optic Nerve Atrophy, Tonsil and Voice  
Impairment.

Practice limited to Eye, Ear, Nose and  
Throat Diseases. Referred cases given special  
attention, and returned to home Osteo-  
path for follow up treatments.  
407-08-09-10 Chemical Bldg. St. Louis, Mo.

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. J. C. Howell  
Osteopathy, Orificial and Finger Surgery,  
3 N. Orange Ave., Orlando, Florida.

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

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

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

Dr. S. P. Ross  
Surgeon  
Office, 1000 Land Title Building  
Residence, Hotel Adelpia, Philadelphina, 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.  
President of A.O.S. of Ophthalmology and  
Oto-Laryngology.  
Chief of Eye, Ear, Nose, Throat, and X-Ray  
Departments, S.W.  
Osteopathic Sanitarium.  
Blackwell, Oklahoma



Salmon for a man and wife, especially if they should have a desire to do some farming or ranching as a side issue. She has some treatment tables at Salmon which she is willing to sell to any one who takes up the location.

Dr. Pearl A. Barker, of Cleveland, O., was married June 15th, to Dr. William A. Schulz. After the ceremony a honeymoon trip was made to Platte Lake, Beulah, Mich. Dr. Schulz was discharged from the army May 5th, 1920, having served nearly three years in the Medical Department, doping out aspirin, C.C.'s and iodine. Dr. Barker will continue her practice in Cleveland while Dr. Schulz will take a year's post-graduate work at Los Angeles with Dr. Ruddy. He started his work out there this month. The Barker family now contains four osteopaths—Dr. Renel Barker, Dr. Mable Barker, Dr. Pearl Barker Schulz and Dr. William H. Schulz.

Dr. Chas. B. Finley, who formerly operated the Finley Sanitarium at Atlantic, Ia., is now at Los Angeles, where he is organizing a sanitarium and is meeting with good success as to his plans. It is his aim to conduct a purely osteopathic institution, modernly equipped in every respect for diet, hydro-therapy and electrical treatments, but the institution will be non-surgical and non-drug and Dr. Finley hopes to make it one of which the whole osteopathic profession will be proud. Corporation papers in the name of the Finley Sanitarium Company have been taken out in Los Angeles under the laws of California and an announcement will be made at an early date in regard to the staff of physicians.

### LOCATIONS and REMOVALS

Dr. H. E. Reuber, at Sikeston, Mo.  
Dr. J. O. Carriero, at Linneus, Mo.  
Dr. Hoyt T. Taylor, at Lansing, Mich.  
Dr. Julia Wieters, at Shane Blk., Idaho Falls, Idaho.  
Dr. A. M. Walker, at 35 Pleasant St., Gardner, Mass.  
Dr. C. B. Ewing, at Whiting Bldg., Pawhuska, Okla.  
Dr. C. H. Downing, at 55 Queensberry St., Boston, Mass.  
Dr. D. A. Atkinson, from Hastings, to Box 399, Fremont, Nebr.  
Dr. E. C. Hiatt, from Rexburg, Idaho, to Weiser, Idaho.

Dr. E. B. Whitmer, at 406 Ridgely Bank Bldg., Springfield, Ill.

Dr. Mary M. Servoss, from Hopkins, Mo., to Box 383, Linden, N. J.

Dr. L. E. Brown, from Kirksville, Mo., to P. O. Bldg., Okmulgee, Okla.

Dr. Emma S. Cooper, from Kansas City, Mo., to Shanghai, China.

Dr. Adam Baker, from Dubuque, Ia., to Miami, Fla., temporarily.

Dr. Paul Sinclair, from Lincoln, Nebr., to Colorado Springs, Colo.

Dr. Edith Brown Nicholson, from Newark, N. J., to Rutherford, N. J.

Dr. John B. Keller, from 473 Union Ave., to 24 Church St., Paterson, N. J.

Dr. A. Lincoln Black, from Lyons, Nebr., to 2103 S. 9th St., Omaha, Nebr.

Dr. R. R. Sterrett, from Madison, Ind., to 920 Clark St., Clay Center, Kans.

Dr. James J. Kaaber, from Flushing, N. Y., to 68 E. 236th St., Bronx, N. Y.

Dr. W. H. Dickson, from Kansas City, Mo., to Box 564, Nacogdoches, Texas.

Dr. Margaret Harding, from 308 N. State St., to 504 E. Chalmers, Champaign, Ill.

Dr. E. J. Willbanks, from Kirksville, Mo., to 1193 S. Clarkson St., Denver, Colo.

Dr. Walter H. Evans, from Kennett Square, to 4236 Chestnut St., Philadelphia, Pa.

Dr. G. Flores Bermudez, from 4820 Indiana Ave., to 4903 Grand Blvd., Chicago, Ill.

Dr. Clifford J. Ihde, from Pierson, Iowa, to 95 W. Main St., Benton Harbor, Mich.

Dr. Louise Agnes Standish, graduate Chicago College of Osteopathy, 1920, at Chicago, Ill., with offices at 920 Kimball Hall Bldg.

### MARRIED

Dr. E. M. Painter, Unionville, Mo., and Mrs. Alice Hall, of Brunswick, Mo., July 26th.

Dr. Harry Horn Campbell, of Portland, Me., and Miss Dawn Imogene Swinhart, of Lake, O.

Dr. Josiah Charles Merriman and Myra Kingman Miller, of New York City, August 6th.

Dr. James David Edwards, of St. Louis, Mo., and Miss Clementine Black, July 2nd, at Chicago.

Dr. Earl D. Jones, of Roberts, Idaho, and Miss Bessie May Bradley, of Wichita, Kans., August 6th.

Dr. C. F. Robinson, of Unionville, Mo., and Miss Harriet Howard, of Unionville, Mo., July 18th.

Dr. William Patterson Currie, of Portland, Me., and Miss Grace Eggleston, of Bath, Me., June 23rd.

Dr. William A. Schulz, of Cleveland, O., and Dr. Pearl A. Barker, of Cleveland, O., June 15th.

Dr. Paul Robert Collins, of Douglas, Ariz., and Miss Ruth Woodward, of Two Harbors, Minn., July 7th.

Dr. Calvin Henry Grainger, of Hattiesburg, Miss., and Miss Corrie Haney, of Hattiesburg, Miss., July 8th.

Dr. Charles Pittman Harth, of Ponca City, Okla., and Miss Alice Trosper Miller, of Ponca City, Okla., June 24.

## Osteopathic Health

for

October

### Every-Day Osteopathy

#### Brief Facts About Some of the Common Ills It Cures

Kidney Disease Not Associated With Backache.

Sleep for the Sleepless.

Chronic Suppuration of the Ears.

Bronchitis Cured by Adjusting a Vertebra.

Chronic Headache Curable.

Eye-Strain May be Due to Faulty Body Mechanism.

Gallstones.

Asthma.

Neuritis.

Acute Congestion of the Liver.

Constipation.

Stomach Trouble.

Facial Paralysis

Anemia—What Is Best for It?

Dyspepsia from Two Viewpoints

Cause and Cure of Catarrh

Insanity and Mental Troubles.

Osteopathy After Confinement.

You need this magazine as an aid in your every-day practice. It means more money for you, because through it you cause more people to rely on osteopathy and desire your services. The demand for osteopathic treatment grows in proportion to the extent the people know about it and its benefits.

## Osteopathic Health

for

SEPTEMBER



The Philosophy of Osteopathy

What is Wrong with Your Back

How Spinal Nerves and Bloodvessels Get Compressed

Five Full Page Illustrations of Lesions

Educational Standards of Osteopathy



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

## BORN

To Dr. and Mrs. W. F. Tiemann, of Newark, O., a son, July 28th.

To Dr. and Mrs. Charles Kingery, of Lexington, Mo., a daughter, August 4th.

To Dr. and Mrs. R. F. Parker, of Listowell, Ontario, Canada, a daughter, July 11th.

To Dr. and Mrs. Howard A. Drew, of Barre, Vt., August 1st, a daughter, Eleanor.

To Dr. and Mrs. E. N. McIntosh, of Richmond, Mich., a daughter, Jean Marie, March 12th.

To Dr. and Mrs. O. P. Ahlquist, of Portland, Me., a daughter, Ruth Elizabeth, June 21st.

To Dr. and Mrs. W. E. Waldo, of Seattle, Wash., August 11th, a son, Burton Corlett. Weight, eight and one-half pounds.

## DIED

Dr. John H. Lucas, of Chicago, September 2nd, at his home. Age 62.

Dr. Orr Sanders, of Fargo, N. D., April 12th, at a hospital in Minneapolis.

Florence D. Johnson, only daughter of Dr. and Mrs. N. A. Johnson, of Fredonia, New York, August 27th, of Aspiration Pneumonia, after an illness of six weeks. Age 14.

Dr. Laura Miller Cleland, of Port Huron, Mich., wife of Jay C. Cleland, February 8th, of influenza complicated by pregnancy. Dr. Laura was the only child of Dr. Kate R. Miller, of Port Huron, and niece of Dr. S. Blanche Reynolds formerly of the Los Angeles College of Osteopathy.

Dr. T. E. Purdom, of Kansas City, Mo., suddenly at the home of her daughter, Dr. Hessa Moore, of Portland, Ore. Dr. Purdom was graduated from the ASO about twenty years ago. Her two daughters, Dr. Hessa Moore and Dr. Zudy Purdom are also graduates of the ASO. She is also survived by another daughter, Mrs. Frank Lynn.

## EXCHANGE and MARKET

Osteopath with Pennsylvania license would like position as assistant to osteopath. No. 237, care The OP, 9 So. Clinton St., Chicago, Ill.

WANTED—To take charge of, or will accept position as an assistant, a well established practice in a progressive community. Address No. 242, care The OP, 9 So. Clinton St., Chicago, Ill.

WANTED—Good man to take charge of my practice for about a month, beginning the fore part of October. Dr. C. C. Hitchcock, First Wisconsin National Bank Bldg., Milwaukee, Wis.

FOR SALE—To lady, preferably, or gentleman, established practice in Iowa. Population 6,000, in mining section. People educated to osteopathy. Must be sold for cash. Write for particulars. Address No. 240, care The OP, 9 So. Clinton St., Chicago, Ill.

FOR SALE—Practice in city of 100,000 in Minnesota, cash collections last year, \$4,000. Will sell for price of equipment which includes DeLuxe McManis Table, or will sell table separate from practice. Only those with the cash need apply. Dr. Jas. A. Savage, Duluth, Minn.

FOR SALE—Good practice (\$5,000 per annum) in live, up-to-date Ohio town of 5,000, in rich farming community. Country practice can be large or small as desired. Near Springfield and Columbus. Must sell at once. For particulars address No. 241, care The OP, 9 So. Clinton St., Chicago, Ill.

WANTED AT ONCE—Well qualified osteopaths, one man, one woman, for sanitarium work. Send photograph and state education. Splendid experience and opportunity for anyone interested in and adapted to this class of work. Address 243, care The OP, 9 So. Clinton St., Chicago, Ill.

WANTED—Position as assistant or buy practice on terms. Address No. 239, c/o The OP, 9 So. Clinton St., Chicago, Ill.

WANTED—A physician to take charge of a good osteopathic practice, office and furnished apartment. Established twenty years. Location the best. City of 25,000. Write if you mean business. Splendid opportunity for man and wife. Address No. 236, c/o The OP, 9 So. Clinton St., Chicago, Ill.

Do you do Eye, Ear, Nose and Throat work? I have a diagnostic light outfit which I have no use for. Reliable, low-priced. Address No. 245, care The OP, 9 So. Clinton St., Chicago, Ill.

FOR SALE—McManis treating table, two section top. Mechanically in good condition. Head leaf raises only. Foot leaf has both vertical and horizontal motions. Upholstered in new black pantosote. Brest harness and anklets go with it. All well crated, for \$60.00, F. O. B. Hope, Ark. Chas. A. Champlin.

FOR SALE—Illinois (20 years established) practice: city of thirty thousand in heart of Corn Belt. If interested, address No. 244, care The OP, 9 So. Clinton St., Chicago, Ill.