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 best and most modern equipment obtainable; run 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 they enjoy the hospital, use it for the upbuilding 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 millennium 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. 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.
THE OSTEOPATHIC PHYSICIAN

For the benefit of out-patients a section of the building is equipped with dressing rooms, treatment rooms, that can be extolled. "For those who have been deprived of the opportu­
nity for proper treatment under an osteopathic system, Osteopathic treatment under the care of our own physicians, the hospital affords the best service possible."

My pleasure in meeting Mr. Gray, who was spending several hours that day planning for the nurses' rest home, is that he has supervised virtually all of the building opera-
tions.

I am going back to the city with him, and I get a glimpse of the man's heart, which is even bigger than the institution itself, for he is more of what he hoped might be done in the future than of what had already been accomplished. Nevertheless, his gift is the large single donation ever made to osteopathy in its discovery, and almost equalizes 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 mem-
orial for osteopathy in the city of Detroit, as he cherishes the hope that many of us will, by this means, assist in the wonderful work that Osteopathy can accomplish through institutional care, may be dedicated to the public and even to the profession itself.

That osteopathy can save thousands of lives and thousands upon thousands of sur-

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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
increased 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. Mayer, 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. Mayer, 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 alkalis.

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, typhus, 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

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 screwdriver to regulate the rapidity of the drop. The drop may also be controlled by the use of an ordinary basin, 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 brokers do not bother with smaller flotations than $100,000,000 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. At 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, and some big railroads as well to rush into the bond market with millions aggregating thousands of millions. To get quickly this necessary money unheard of attractiveness was featured in securities. Such corporations offered to pay 6%, to 7 per cent interest and in some instances higher, whereas a little while before 6 per cent had been 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 105— liteely attractive and quite unusual features for such a stable security, are meant by us to make our bonds outstanding in their liberal terms—were equaled 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 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 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.

Therefore, our bond issue, being only $50,000, had to be marketed by some special arrangement. We believe 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.

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 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 as the profession as we take them to be, we would do well to reexamine what we are doing this 29th year of our rendering such service, so that we might adjust 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 united 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 osteopaths would 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.


THE OSTEOPATHIC PHYSICIAN

nausea and vomiting in the early stages. The \( \text{H}_{2} \) ions have 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, oxobutyric acid, probably uric acid or urabilinogen 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 must be given to maintain 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 teaspoonsfuls, 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. If the child is awake and in no acute pain the rate may be much more readily if the temperature is maintained from 106° to 105° Fahrenheit.

Methods of Determining Acidosis

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

2. Titration of the urine is a satisfactory and simple method of determining the acid-alkaline equilibrium. Accepting from five hundred to six hundred degrees of acid elimination as expressive 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 sit down and die, according to economic extinction. The plain fact is that the good American dollar has been cut in less than half of its recent purchasing value, as measured by what it will buy when you are paid in dollars today for your professional service, on a price basis fixed when the dollar was worth much more than it is worth today if 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 its goods.

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 service?

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 44 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 95% cents for a treatment.

The important thing is that for every dollar spent a 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 over 50 per cent of the old, and 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—

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 board, an average total increase of 104 per cent as compared with July, 1914, is now up. Per Cent

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>1915 Value</th>
<th>1920 Value</th>
<th>Percentage Increase</th>
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<tbody>
<tr>
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<td>450</td>
<td>600</td>
<td>33%</td>
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<tr>
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<tr>
<td>Taxation</td>
<td>700</td>
<td>925</td>
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(Expressage is a 25% 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 in 1915. At double the selling price charged in 1915 we will make less profit now than we really ought to have raised our prices another 33 1/3 per cent in order to restore to our practices the cost 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:

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 in the costs of publishing this field which has now passed the point of the costs of production since the year 1915.

The increased cost we now pay

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For a long time we have been in the delicate situation of the truth of this situation and wanted to raise your rates, because he needs the necessary 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 as you are. It is not worth the price obtained so universally in 1915—which would mean at least $4.00 per treatment today.

As a way of course 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 as you are. It is not worth the price obtained so universally in 1915—which would mean at least $4.00 per treatment today.

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The conclusion is unavoidable. Either such a raise will be made necessary by the steady rise in the costs of publishing the field which has now passed the point of the costs of production since the year 1915.
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.

The expert chemists of the Nujol Laboratories of the Standard Oil Co. (New Jersey) have been able to produce absolutely pure Liquid Petrolatum based on the writings of Sir Arbuthnot Lane and other eminent authorities will be sent gratis. Sample and literature 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: ___________________________
steady 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 retailment. Even a tabogang 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 1/2 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 operation. The vanishing forests from which wood pulp comes are a guarantee that the old prices of paper can never be turned 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 commerce 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 a verisimilitude 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 15 years ago (which is probably $200 per treatment) and are willing to pay the old-time low prices. When these stocks were gone we suddenly had to pay 18, 20 and 22 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.

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What Is DELISCO?

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.

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 chest, palm toward right shoulder, palm of left hand on subject's right elbow with your left hand, have subject in easy flexion, side-bend to the left (this rotates bodies of vertebræ 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.


Watch for Fibula Lesions
Investigation into the causes of recurring in-nominate 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 thickenened 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 development of his class. Suddenly he began showing mental symptoms. Parents took him to several city special hospitals. 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 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,” 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 1852. We need more of our kind, we need them badly but not at that price. I would suggest as a remedy that some department of the AOA every month, to pass that at least one student enlists a fund to be prorated to a fund to be prorated to a fund to be prorated.

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. It is the more interesting subjects concerning which I have in every case relieved the pains within 30 minutes and in every case the bony broke in 24 hours and healed nicely. These case histories are interesting. — F. E. Wilcox, D.O., Hanover, Pa.

Safety First
My one best bet is to keep on hand a pile of firewood, and a good fire extinguisher company. Guess I have arrived. I have been sued for $5,000—but I have the policy!


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. — J. R. Parke, 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

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.

External Vigilance
Watch the leucocyte count in all cases, especially attached to infections. Sticker it if it is high and establish drainage. Use the microscope every day for urine analysis as well as blood work. — A. E. MacGillivray, D.O., Granite City, Ill.

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

Get at the Centers
The last AOA Convention surely did get it 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.

Essentials
Osteopathic examination to determine cause of the disease, diagnosis, the symptoms, and phonomicroscope to aid in prognosis. Osteopathic treatment to remove the cause and relieve the patient. — U. S. Grant Beaver, D.O., Longmont, Colo.

Emuresis Loose Talk
I am beginning to wonder if there is not a good deal of loose talk concerning osteopathy in the treatment of emuresis. Among the large number of cases of this sort, coming in, it is an answer to the advertisement of the last 06, its direct lower lumbar or pelvic lesion as cause was least in evidence. Much oftener a 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 disordered glands, cardiac affections or pulmonary tuberculosis.

Most of these cases demand careful treatment and a perfectly healthful regimen of living. Moderation in every form is certainly in order. Permits healthful exercise and is perhaps the best treatment for the fixing of lesions, pelvic or spinal, on shirt notice. — R. C. McEachern, D.O., Kokomo, Ind.

"I Haven't Been to Lunch"
One day this summer I sat unnoticed in a corner of the waiting room of a successful osteopath and at regular intervals the door was dashed through waving his hands frantically and informing all present that he had to lunch. Be a sport, Doctor, and forget your stomach long enough to listen, at least part of it, to a dozen or so questions. It is 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 boals and all your conferences in your search for help for your patient; when you are completely discouraged—ask your God." (This is my own thought.) — A. J. Fumetik, D.O., Philadelp­hia, 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 52 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 in operations in one day. — D. E. Hanoss, D.O., Perry, lowa.
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 weathered 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
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 of everything that has 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 of me, and this I do know, that a doctor is often judged by the fees 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 prowling 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.


The Osteopathic Physician

Those Happy Suckers!
The one best thought that 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 availing over two hundred patients, the suckers still have faith in us and many families have had no other doctors since your truly entered their doors! One wealthy ranchman now residing 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.


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
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 Chiros claiming to be osteopaths.
6. (1) — Old lady; no training.
7. (2) — President of Chiro College claiming to be osteopath.
8. (3) — Same as (1) and (2) except less.

Under (5) from bed-ridden, to be able to come to office for treatments.—L. Laddie Hight, 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 profession at the start of the game.


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 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 results. Protect the dignity of the profession by strict adherence to the science of osteopathy and its merits will move to the world its real worth.

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 is now, and that all 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 O.H.’s, Williams booklets and AOA educational booklets to accumulate. Recently in an osteopathic’s office I saw no less than 500 O.H.’s. Aside from our publish houses I estimate that the profession is $20,000 worth of educational literature collecting dust rather than patients and favorable public opinion. Let us get those half million booklets out doing business.—Nat W. Bpt. D.O., Germantown, Philadelphia, Pa.

The Osteopathic Efficiency Course

Giv-en 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 everyday work. Twenty 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, diets, physical examination, 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 September. Length of week: four weeks.

For further information address communications to—

G. C. Reid, President, or
B. D. Cleavinger, Secretary
501 Interstate Trust Building
Denver, Colorado.
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 OSTEOPATHIC PHYSICIAN

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 cooperation 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 OF and more osteopathic physicians and surgeons. — H. H. Christiansen, D.O., Pender, Neb.

"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 mumps I ever did—and all cash! There's lie 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 1918 and 1920. If you will question the D.O's ability as a thinker 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 practitioners 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. Unsulphated.
No. 3. Same as No. 2, plus Potassium Carbonate 2%.

MEAD JOHNSON & COMPANY

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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. -

Little by little the printed word incar-
brates itself in power, and in ways undreamed of makes itself felt. Little by little of commoners, conflating, 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 grind Em-
pires 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 na-
tional publicity bureau which is now in a posi-
tion to render service without fee to the entire profession. Advice and instruction in local publicity methods will be furnished upon appli-
cation. All officers of all osteopathic organi-
sations are urged to send to the bureau at once to have the programs of all meetings, and every osteopath is expected to send clippings of osteopathic articles he encounters in news-
papers and magazines.

This bureau can be of the greatest service
only by the co-operation of the entire profes-
sion. It cannot accomplish the greatest results
working by itself alone. Osteopaths who are treating newspaper proprietors, editors and re-
porters are asked to write to the bureau at once for articles to give these patients for publica-
tion. 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,
Missouri. "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
and 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 in-
dependence 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 null or nullify this effort with
psychological effect.
"Lettuce!!"


Hot Compresses

Hot compresses applied to the vulva during
abor, relieves suffering to some extent and
helps to prevent laceration.—R. W. Haywood,
Phila., Pa.

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 comfort 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 treatements. 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, allowing use of 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 detailed 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

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

Bran K-naturals
Absolutely Contain No Drugs

The More You Eat The Better You Feel

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 Vitamins. 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 un
pleasant Bran taste—pressed into tablets, wrapped in handy, sanitary packages—

30 teaspoonfuls of Bran to the package—retails at 3c, a package at $1.50 a box. Six flavors—Mint, Lemon, Orange, Licorice, Cinnamon, Brain. Special wholesale prices to Doctors 1 box, 20 packages; 1000 packages, $25.00; 10000 packages, pre-
paid, $3.60; 12 boxes, prepaid, $7.00. Money back cheerfully if not more than pleased.

K-naturals Co., 532 Delaware St., Kansas City, Mo.
A FRANK STATEMENT OF THE RELATION 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 with you which will make it a matter of more than ordinary concern to the profession to see that this bond issue is subscribed for in full within each osteopathic rank.

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, 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 business is not to infer that our main commercial publishing business if not a notable and profitable success—for it is. This is repeated to make you realize that failure of profits in our osteopathic publishing business 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 osteopath 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 that earth that for twenty years has been devoted its machinery, brains and energy to the development of osteopathy as a science, to the building 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.

The 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.

To many osteopaths the profession, as perfected then as it is now, is the plan as created by us in the beginning has been perfected then as it is in use now. To those 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 has, (and of its predecessor company for 13 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, unusual 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 sources 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. Incalculably has he 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 lifework, 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 single issue, after his osteopathic specialty 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 to 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 RECIPROCITY?

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 publishers 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, 28x18, 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...
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.

Choosing 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 of 500 that is competent. Probably one out of each 1,000 that actually want this work.


Evidence to Convict

WANTED—Lots more good evidence in 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 for one of our specialists need osteopathy. Why always have my referred patients come but 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 me.—A. U. Norris, 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. Cofer, 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 up at 5:30 a. m. on an obstetrical case. The child proved an 8½ lb. boy. He arrived at 8:55. It was the worst first pregnancy and under usual medical care it would have been a forceps case, but I am glad to say my forceps were not needed this time. Then I treated a case of appendicitis and was just enjoying a few minutes or 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 8:06 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 "cut-off" 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 year did not look good but my whiskers flourished as I did not have any time to bother with my Gillette."

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 Laboratory X-Ray and operating facilities.

Special attention to surgical cases.

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

Technical Analysis of Dr. Woodall's Publicity Proposal


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. It is not only contrary to the principles and philosophy of osteopathy, but it also is contrary to the principles and philosophy of the American Osteopathic Association.

I want you to understand that I believe in advertising, but advertising must be done in a proper manner and within the limits of the law. I believe that osteopathy should be advertised, but not in a manner that would be objectionable to the general public.

I appreciate your letter and your concern for the profession, but I cannot approve of the plan you outline for buying space in a few magazines. I believe that osteopathy should be advertised in a proper manner and within the limits of the law. I believe that the American Osteopathic Association should be the ones to advertise osteopathy, and not individuals.
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

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.


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

The Laughlin Hospital, Kirksville, Mo.—Dedicated to Andrew Taylor Still
Ingerson 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 $610,600 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 an "advertising campaign" would be to four-flush.

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 superstitation 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 in the first twelve months 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, you may be, to pay for a campaign like this one just one time—a raw gamble—would you make the plunge? You probably would be too sensible to take any such X-Balder chance. You should be just as prudent in advising the collective profession about spending its money. I know from experience 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 experience sober one's judgment. You would be a safe leader of osteopaths, Dr. Woodall, if you had sunk some of your own hard-earned money getting general 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. Everyone must osteopaths to promote the profession in order to raise the money.

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. All the magazines that cost as much as one page run in the Ladies' Home Journal would have to be paid for out of the professional effort for one year, or else you would be a safer load by heavy monthly assessments.

The managers of the AOA were sound and promised results such as no one would be willing to put up all the money needed to support such a campaign equally with his fellows who may carry the load by heavy monthly assessments.

I repeat, Dr. Woodall, that you couldn't get 500 osteopaths to donate $100 apiece for not just one 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.

Per instance, most osteopaths know now after twenty years of reiteration, the difference between "general publicity media" (rear newspapers and magazine advertising space) and the "speciality advertising media" (such as osteopathic field magazines, leaflets and booklets). They know something of the inherent nature, purposes, costs and results of each, in 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-awd state or community which spends so monies for advertisement equally with the state or community wherein the osteopathy may be under a $10 monthly assessment; and upon the tight-awd individual osteopath who gives to 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 4,999 osteopaths who gave not a cent would share equal benefits with the subscribers? Do you?

I don't. And I have had two-twenty 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

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**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. 

---

**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
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.

SOUTHWESTERN OSTEOPATHIC SANITARIUM - - Blackwell, Oklahoma
Dr. Geo. J. Conley, Chief Surgeon; Dr. H. C. Wallace, Surgery, Orthopedics, Diagnosis; Dr. L. S. Larmore, Eye, Ear, Nose and Throat and X-Ray; Dr. C. D. Bull, 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. Elslagle, Staff Physician; Dr. L. V. Credle, Eye, Ear, Nose and Throat; Dr. Mary Quisenbery, Staff Physician; Miss Bessie M. Hutchinson, R. N., Superintendent of Nurses.

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
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 centered within the state of Illinois that contributed the money?

Can you answer this, Dr. Woodall?

Can you answer it to the satisfaction of the osteopaths in the state of Illinois? It is not unavailing to have his publicity money invested wisely and not to have to pay advertising rates which are not necessary to his local field and perhaps not his own.

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 the 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 of its efforts at the last convention were toward simplifying committees buck-passing and calling idle action individuals to do any needed work. Yet also want to entrust the final operation to the hired secretary? Are you still enamored 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 can you say that secretaries could scarcely be so ingenuous as you seem.

There is a fourth fundamental objection to your proposal which would invalidate it. 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 hourly advertising space, in national magazines, in commercial competition for attention and sale 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 an editorial page advertisement which could possibly be prepared and carried in Physical Culture with the value of that same number of words in a commercial advertising space, in national magazines, in commercial competition for attention and sale with all the advertised products of the day. If there is any single article of that dignity and worth, published by an influential magazine, a writer's name, 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 contributions as the feature article for the month, and took as his first or second page for an editorial to call attention to this article and to the availability of osteopathy to conserve the nation's 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 editorial to any paid advertiser? No, and you won't.

Reduce osteopathy to the necessity of buying commercial advertising, in that way, as to make it go far to shut literary and editorial departments of the periodicals of the country to osteopathy; and what would be left? It in the way of buying space chiropractic, being ignorant, blatant and shameless, easily carry off the palm for that low estate.
The Osteopathic Physician

Dr. M. C. Hardin went to Georgia as a pioneer. Industry counted for more than a century and a half, and he set his sights on the state of Alabama. For a time he issued a popular magazine (which is specialty advertising and circulated by the thousands monthly), entitled "Osteopathic Health" by thousands in the same way. He kept up this advertising year in and out. Today Georgia is making big gains on the list of the best osteopathic laws in the country and 25 or more progressive practitioners and is the result of Dr. Hardin's work. We think most of these 25 are also good advertisers. They keep up the Hardin tradition. Osteopathic Publishing

Dr. Woodall, went to Alabama as a pioneer. You were rather apathetic about the wholesale use of field literature—you felt "stated reversion from few to a 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 have had much more time to do to promote 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 asking me to write an article on osteopathy for his pages. He wanted it for his November number. It would have had to be done by August 15th to be available. I would like very much in have given osteopathy the advantage of publicity and try to increase that in some way. I accept and refer articles and publicize them, and I would like to try to make that available. Perhaps we have not been compelled to exhaust so much of time and funds in advertising my advertising service to the osteopaths, themselves, I would have had much more time to do to promote 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 asking me to write an article on osteopathy for their pages. He wanted it for his November number. It would have had to be done by August 15th to be available. I would like very much in have given osteopathy the advantage of publicity and try to increase that in some way. I accept and refer articles and publicize them, and I would like to try to make that available. Perhaps we have not been compelled to exhaust so much of time and funds in advertising my advertising service to the osteopaths, themselves, I would have had much more time to do to promote the general cause through doing more of this sort of publicity work among national magazines.
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 undeniable 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 fusible toxins of the diphtheria organism have destroyed beyond reconstruction the tissue tension along the spine, caused by the toxins, and thus releases the nerves—these antibodies, we say, quickly neutralize the toxins, just where they are but in 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 "Osteopathic 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 "Osteopathic 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?

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 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 professional 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 influencing the public through newspaper columns.

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 whole point is to give Dr. Smith the profession's journalistic servitors. Such a fund would not doubt call up and stimulate a corps of a dozen or twenty writers like Lane, Down, McCall, Constock and Van Brackle, as well as professional journalists outside. It seems to us that the fund should be $10,000, and, if Dr. Smith cannot find $10,000, then the profession should give him $10,000.

Meanwhile, Dr. Woodall and friends. The Bunting Publications, Inc., will continue to wind down the advertising as it has for 20 years past, for the advancement of the science and profession. Moving its own channels and pushing its well standardized campaigns 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 osteopaths!

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.

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, 75¢ each: DeLuxe names, $1.10 each.

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.

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, 70¢ each. (10 less expensive booklets to each name).

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

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 shipping 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 Bustling Publications, Inc.,

9 So. Clinton Street, Chicago.

THE OSTEOPATHIC PHYSICIAN

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 facts don't show you that these magazines in their practice, knew the benefits to be derived from the persistent and continuous, well directed use of this educational,养生性强, these magazines would be doing 300,000 instead of 30,000. These magazines serve a double purpose: First: They make new patients. Second: They make osteopathic a better physician by reason of increased business.

- F. A. Englehardt, 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 will ensure you the best results for the least money and effort. You say that through "Osteopathic Health." In April I was out of the office two weeks but OH was taken care of for me direct from Chicago; no worries about my part. My first idea of osteopathy work was that of a "cross check" system automatically pre-


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 becomes larger and larger. I have noticed the same with your "Osteopathic Health" regularly, the same as their other monthly magazines. We are sure such a plan is practically a necessity for any osteopathic physician. It is not only time saving but makes our practice more helpfully.


I have found your "mailing list" plan of service very helpful in building up my practice and in educating the public. It is a great service and 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. Brancos, D.O., Lorain, Ohio, May 17th, 1929.

I have tested out your plan of keeping in your office my list of names to which "Osteopathic Health" is sent not only one month but every month in and year out. I revise the list twice a year, which revision consists merely of removing any addresses and receiving 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 promo-


"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 better appreciated, we have used it from an unknown source, have refrained from having our card imprinted; thus the reader does not look upon it as an advertisement.

Our practice has been to provide the publishers with a mailing list made up of desirable former patients, with instructions to mail different from other of our publications.

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 arranges us of the details work at our office (a big item), insures prompt delivery of the journals, and avoids the postmark of our home town on the en-

We feel that ours is the ideal method of educating the laity and we cannot be accused of trying to entice patients from other practitioners.- Drs. Furry & Ireland, F. I. Furr, Cheyenne, Wyoming, July 12, 1929.

I am heartily in favor of your "mailing list" plan for "Osteopathic Health." These are days of advertising or enlightenment, and the more, the better. The better one's reputation, the more the public will be lost sight of. It used to be that we depended on reputation but osteopath is too little known for one's reputation to enlighten the people to osteopathic methods. One may, and some of us have, built good good to practice on reputation, but it's a funny thing that the public won't know only that osteopathy cured them. Perhaps that's enough but I like to have my patients and their families to know that osteopathy was the right thing.

I keep the "mailing list" plan service "cross" to my ex-patients and prospects. Better to keep the old patients educated than to pick a list and send out work. The work you are sure to have among the old patients "booster" with the new patients and the "booster" who are ready and willing to hand on the magazine to some person needing services.

I have been pleased with your "mail list" service plan and the bright enlightenment has been thorough."Osteopathic Health."- W. Church, D.O., Calgary, Alberta, Canada, May 7th, 1929.

I am a firm believer in osteopathic literature for the laymen, and recommend it to osteopaths as an opportunity, especially to the recent graduate who is just starting in a strange location and who, naturally, is very much interested in getting 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 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 alphabetic lists of the names of every 100 of the recent graduates which he wishes printed on the back of the particular magazine which he selects for his educational (and advertising) campaign and send out the list to the publish-


I have been using "Osteopathic Health" for over fifteen years and have taken advantage of the splendid "mail list" service of The Bustling 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 purpose of educating the public to osteopathy and I have felt well repaid for what it has cost, and shall continue to do the same. It is an educational feature 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 publication.


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

OSTEOPATHY FOR THE ILLS OF CHILDHOOD

Who has not seen the骼ly it is to have children's clothes and dress neatly, and to which you will always be reminded of the health of your little one.

- The Bustling Publications, Inc., 9 So. Clinton Street, Chicago.
"Every-Day Osteopathy" Good 365 Days a Year

Our October installment of the Osteopathic Health Service, with its title "Every-Day Osteopathy—Brief Facts About Some of the Common Ills It Cures", is a plain every-day service to 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 many people 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 that 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 thousands of men and women who 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 it 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 at the minimum salvage that his clientele yield is neglecting his duty to himself, to osteopathy, and to his community.

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 to put our money and time and energy into producing "Osteopathic Health"; we want to see it go and get used to widest extent and most advantage. We want to work with you for you. We want your cooperation and report.

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 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 holiday 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 he ever found the ball has not yet been reported.
ARK 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 inefficiency? 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 "layout" 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 501-502 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 Surgery. Application of the "office concept" to cases that have responded stubbornly to the work applied by way of the cranium, the cerebro-spinal nerves, have cleaned up nicely.

Dr. Hurd says that artificial surgery is "osteopathy of the soft tissues", and the results obtained are not confined to the patient but also to the physician.

Dr. Moore, after eight years of research, and laboratory work, and associated work with Dr. J. Deacon, is now conducting his own specialized practice in Eye, Ear, Nose and Throat. In his work in this field he has established a splendid reputation and it may be conservatively said that Dr. Moore has found his specialty in the Chicago profession.

Dr. Powers handled the acute and chronic work of the unit, not coming under the realm of the specialties of Dr. Hurd or Dr. Moore. But he has a specialty of his own, too, it being "Body Pulse". He says that "if people will learn to carry themselves properly, stand and sit correctly, they would do much to improve 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 at everything will be done to apply to each one the greatest amount of co-operation possible. We enjoy seeing progress and efficiency and the unit teaches a great 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 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 nurse rooms and a lavatory for the convenience of the patients. The doctors have a private desk 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 office as Superintendent is a well deserved recognition of the splendid able work she has been doing.

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 St. - Chicago

$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 has not been in touch with Dr. Linnell or the Pinkerton's National Detective Agency of Chicago, Illinois. He is an American, age 40; height 5 feet 9 inches; weighs 190 pounds; brown hair; blue eyes; smooth face; black shoes; soft collar; brown tie; neat dresser; must not, because his reward will be paid by his wife for information that leads to his whereabouts.

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The Bunting Publications
(incorporated)
9 So. Clinton St. - Chicago

Good Practice Open at Galena, III.
Dr. B. A. Wood, who recently left his Galena, Ill., office in Clarksville, Tenn., where he will continue in private practice, is now practicing in Galena, III. He is a good osteopath who wants it, absolutely free. Here your opportunity if you are not satisfied with your practice is open.

Rabbits Destroyed His Orchard
Dr. W. L. Bumard, York, Neb., had the misfortune to lose $1,400 in two hours recently in a 1.5 acre orchard at York, Neb. The property was destroyed by rabbits.

GOOD PRACTICE OPEN AT GALENA, III.

Dr. Frank L. Bigby, of Kirksville, Mo., assisted by rabbits.

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(incorporated)
9 So. Clinton St. - Chicago
Dr. Edith Brown Niebhor has removed from 567 Elizabeth Ave., Newark, N. J., to 233 Avenue A, Ruther ford, N. J., where she has taken over the practice of D. E. Burges.

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 do it and he too to his osteopathic color. Dr. B. 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 clever and aggressive methods of advertising this change was made by Dr. O. L. Buckmaster, of St. Cloud, Fla.

Dr. T. J. McGregor, who received his D.O. degree not so very long ago at Dunan, Okt., wishes to announce that he has already established a very satisfactory practice and therefore proposes entering Dr. McGregor will be very nicely fixed in the near future.

Dr. Virgil Halbrand, of exercising about one half the months of July and August in traveling through the Eastern States, has been on business combining both. The latter three weeks were devoted to recreation. He was back in Kirkville September 1st following his regular duties.

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

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

Dr. and Mrs. R. D. Taylor, daughter of Dr. Geo. and Mrs. J. W. Coughlin, of Knoxville, Tenn., and Miss Gladys Muley, of Muleyville, Ind., were married up at Kirkville, Mo., which has been an extended tour of the Western States. They spent time in Montana and Yellowstone Park. The "round-up" at Bozeman was visited, Hunter's Hot Springs and other interesting places were toured. In the company of Muley, they returned. They are guests of Dr. and Mrs. Roy M. Wolf with whom they are staying quite comfortably.

On April 3rd, 1920, Dr. Mary Alexander Patton, of East St. Louis, Ill., and Dr. John E. McPherson, of Philadelphia, who was married to Mrs. Alfred Stephenner Hitter, of Kansas City, Mo., was the recipient of a splendid wedding gift from Philadelphia friends. Dr. Hitter is a graduate of Friends School and Chalfonte, Pa., who is the son of Dr. and Mrs. W. E. W. Waddo, of Kirkville, Mo., who has been an extended tour of the Western States. They spent time in Montana and Yellowstone Park. The "round-up" at Bozeman was visited, Hunter's Hot Springs and other interesting places were toured. In the company of Muley, they returned. They are guests of Dr. and Mrs. Roy M. Wolf with whom they are staying quite comfortably.

Dr. Coral A. Pippenger has given up her practice at Salina, Kans., to move to Farley, Mo., at 327 W. Monroe Ave., Pomona, Calif. She expects to do some post-graduate work in California. Dr. Pippenger says that he has a good field for practice at
Osteopathic Health for September

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How Spinal Nerves and Bloodvessels Get Compressed

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