The Osteopathic Physician

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Dr. H. P. Frost, Worcester, Mass.

I advanced my fees 25% about a year ago. No protest from my desirable patients. Eliminated a few of the undesirables. We must stand against the charge of profiteering; should keep our fees slightly above the M.D. schedule, vary them according to the nature of work performed and the psychology of the transition, maintaining as low a scale as possible, so that the middle class will not consider us attendants of the luxury class. After 6 p.m., our fees should automatically increase 25% for overtime work, if a definite appointment is made for evening treatments.

Dr. C. J. Gaddis, Oakland, Calif.

Cards in two of my treatment rooms read as follows: 
- Physical examination: $5.00
- Single treatment: $5.00
- Regular office treatment: $3.00 to $4.00
- House treatment: $5.00 and up
- Sundays and holidays: $5.00

We put these up the first of the year. Like most D. O.'s, we were never so busy before and there have been very few questions about prices. Most of the D. O.'s in this section charge similar rates.

Dr. Walter C. Chappell, Mason City, Iowa

Mason City has a population of 20,000 with four osteopaths, three men and a woman. It is a very wealthy community with a very prosperous agricultural district. Rates have been the same from the beginning, viz: Office treatment, $2.00; children under twelve, $1.00; house calls, $3.00; but have now been increased plus: Examination including blood pressure and urinalysis, $5.00; osteopathic treatment at office, $3.00; osteopathic treatment at office, children, $2.00; house visits, days, $3.50; house visits, nights 8 p.m. to 8 a.m., $4.00; country visits, days, $1.00 per mile plus $3.00 for call; country visits, nights, $1.25 per mile plus $4.00 for call; normal ease of labor in county, $25.00; advice by telephone, $1.00; simple urin analysis, $1.00.

Dr. Elmer W. Carter, Haverhill, Mass.

I raised my fees about a year ago, viz.: 
- Office visits: $2.00
- Office treatment: $1.00 per treatment
- House calls: $4.00; after 6 p.m., $5.00
- Former fees, $2.00, $3.00 and $4.00 respectively. I posted a notice in reception room, dressing rooms and treatment rooms as to raise in fees 10 days before raise. Have lost no practice that I know of; in fact have been busier if anything. Other D. O.'s have not raised fees as yet but I have been after them to do so.

Dr. Curtis H. Muncie, Brooklyn, N. Y.

I wish to say in reply to your recent letter of inquiry that your subject of “Raising Osteopathic Fees” is timely and if we as a profession do not place the proper value on our services the public will not. I believe that each and every osteopath should make his services valuable, then demand to be justly paid for them when same are rendered.

He would gain prestige and confidence by first making a most thorough examination after taking history, an examination worthy of the science; then charge a fee worthy of the examination.

Three years ago I was charging $5.00 examination fee, $3.50 per treatment, $25.00 and $50.00 operation under gas.

Since January, 1920, examination fee, $25.00; osteopathic treatment at office, $5.00; osteopathic treatment at residence, $10.00; finger surgery, operation under gas, $100.00 and $350.00 according to case.

I raised my fee for the sole purpose of conserving my health, for I had broken down under the 40 to 50 patients per day schedule. I hoped through a raise in price to scare away a few, do less work and still receive the same income.

The plan worked well except that my practice has become larger and of a better type of patient; so at present I again am facing the same old problem. I am gradually increasing operation fees and have refused all new outside cases for even at $20.00 per visit, more than this is lost at the office through one hour's absence.

My office nurse merely told patients that after a certain date my fee would be raised to all patients, and it was. I never talk finances to patients—that is what my nurse is trained to do, and it keeps me out of trouble. Other osteopaths in Brooklyn charge less except one. My work is a specialty practice of the eye, ear, nose and throat, therefore the prices would naturally be altered by this fact. I do not know how much the medics have raised, but if I hear that they or the chiro approach my fee, I shall take another flyer upward.

Why? Because Osteopathy is worth per visit ten times more than any other pathy on the map. We can deliver the goods and when we do we should demand our fee for value received, as based upon the economic and currency conditions of the country at present, and not upon the price of beans when Noah anchored the ark.

Keep pumping pep, O. P.—you're always in the lead.

P. S. Enclosed is a receipt form which the secretary hands to all patients after their examination. It is a polite way of saying “Fees payable at time of treatment.” This little form plus a good secretary has put all my business on a strictly cash basis. Absolutely no accounts!

Dr. J. G. Smith, Blair, Nebraska

I have raised my fees to $30.00 per treatment and am aware that it is a losing game even then until conditions change.
Dr. C. V. Fulham, Frankfort, Indiana

"We have gone and done it." You forced us to it. You said that the time had come that materially raises all our "biz" it will be your fault! Dr. McNeill and I had a meeting October 19th and made out a price schedule that materially raises, and I'll send you the rate card when we have them printed. This is to start November 1. Frankly, I feel that we may be losers by this. Chiropractic is strong here, and only by the doing of my extensive acute work have I been able to hold osteopathy to the business portion of osteopathy. I shall report to you later on the success of our venture.

Dr. John W. Riley, Norwich, N. Y.

I charge $2.00 in office and $2.50 in home, and believe any D. O. who is busy treating at $2.00 per will be able to make and save something. I know it is all very well to talk about 50¢ or more a treatment, but don't believe the middle class would take it. I came here 19 years ago $5.00 worse off than nothing and today have $10,000 in good securities; a good car and enjoy two weeks to two months vacation each year. Also give $25.00 year to a church; $35 to church; also a member of the Chamber of Commerce; belong to two clubs and Masonic Lodge. I was surprised when I heard some doctors that made over the old prices for treatments. Ten chiros have come and gone from Norwich. Their charges were 6 treatments for $5.00.

Dr. L. C. McCoy, Norfolk, Va.

(1) I have raised fees twice since 1915.
(2) First rate took effect November 1, 1915. Second, November 1, 1920.
(3) Rate cards show prior to November, 1919, we had flat $2.00 at office and $3.00 and up at home. Now the rate card reads:
Consultation $3.00
Examination $5.00
Office Treatments: Each
Regular office treatments $3.50
Transient office treatments 3.50
Treatment requiring dressings 3.50
Special throat and nose work 6.00
Specific animal adjustments 6.00
Operative work dislocations 5.00 to 50.00
Fractures
Back of the card reads:
An additional charge will be made for Residence visits later than 9 p.m. or earlier than 7 a.m.
Rates extended by courtesy and upon application to clergyman, school teachers and working girls.
Terms: Our terms are cash as treatment is received. Weekly or monthly credit will be extended to those who furnish satisfactory references.
All payments must be arranged for in advance.
Promptness is urged in meeting appointments.
Due notice must be given in order to cancel an appointment.
The appointment is broken without due notice being given, the next regular appointment will not be reserved, and subsequent appointments must be arranged for.
The right is reserved to make charges for appointments that are broken without due notice.
For laboratory examination of Urine, Blood, X-Ray, etc., an extra charge will be made.
(4) The rates have been made very smoothly—practically no "kicks."
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

[See a representative bunch of our bond buyers on pages 25 and 26.]
THE OSTEOPATHIC PHYSICIAN

Letters from the OP Family

Post Graduate Work a Reincarnation

The month of August—during which I did post-graduate work with Dr. Reed at Denver—was very profitable to me. It has been said that a man can do a year's work in eleven months but in twelve, and I now quite agree with that opinion. Denver with its many attractions makes an admissible spot to lose (or invest) that twelfth month. I feel quite happy to again be hard at work. The joy coming chiefly from a contented mind.

For some time back I have worried with the obsession that has attacked me sporadically. I fear others have the same virus, namely, the question: "What do I get out of osteopathy?" I wrote this quest one time before, and as you know I still continue working as before. The measure, I would say, that will yet find me in Washington next summer. If you have questions, please write to me. I do not answer unasked letters.

Osteopaths Don't Take Rest Enough

Please find enclosed the mailing list I was to send you. Am rather late with it, however, did not return from my vacation as soon as expected to. Am feeling fine and ready for business. I will have more names to send later or may change some of these. I had the most wonderful rest I have certainly needed it. Dr. Raymond says this corner has the loop skinned for noise. He had his practice while I was away. Was sorry to hear of Dr. Lucas' death. We osteopaths in practice don't take rest enough. We drive ourselves to the limit that this enter you will move to your new abode? Have not been back long enough to hear. Did not care to return. Had a grand time motoring through Minnesota and South Dakota. Wish you could have seen the wonderful corn and oat fields. Twenty and more stacks of wheat ready to thrash. Fruit so plentiful. Fine country, that is! Then come back here to the steady grind until next August. However, I would not trade for any other school of practice. I hope this finds yourself and Mr. Arnold happy and prosperous in your new quarters. That is a closed one now as far as I am concerned; my choice being specializing in General Practice. Dr. L. R. Rech who has been with me since June, when he passed the Ohio Board, will remain. We are for Osteopathy in all of its phases and ramifications—twenty-four hours a day. "Results" is our motto. Forgetting our past language was too insulting, and tho he gave me "to change my way of thinking." I have ordered him "to change his way of thinking." Honesty-Emma follows to the attending members by this honor and thanks, his tongue cut, so I could not later return for needed treatments. He told me to change my way of thinking. His fingers were O. K.—his head was off; even now but as this pamphlet I picked up "Chiropractic Kleptomania" to see what was wrong with chiropractic. It was a jar I received has much to do with my "Chiropractic Kleptomania," and its effects. The lie to any other method claim ing credit for his restored sight. All honor and praise belongs to the doctor he calls by name—the osteopath.

I have had friends helped by osteopathy everywhere. I am glad to learn the truth. I am planning to take osteopathic treatments now, for I believe a jar I received has much to do with my failing eyesight. I have read this pamphlet-Cranec M. Abbell, D.O. (No address given—Editor.)

"Sold" on Dr. Tilden's Theories

Dear Doctor Bunting: Under another cover I am sending you the October copy of "Philosophy of Health," formerly "A Stuffed Club," also two pamphlets which I do wish you would read in connection with this letter. I presume you will be surprised to hear from me from this place, but my opportunity to do so is represented here, from syphilis to paralysis, tabes, etc.—Leon E. Hayes, D.O., Denver, Colorado.

Detroit Osteopathic Association Elects Officers

The Detroit Osteopathic Association elected the following officers at a meeting held in the assembly room of the Detroit Osteopathic Hospital, Saturday evening, October 16.

The meeting was preceded by a supper which was served to the attending members by the hospital dining service.

The officers elected were: President, Dr. C. B. Stevens; vice-president, Dr. Howard Gilchrist; secretary, Dr. Alice M. Deane; statistician, Dr. George B. Clarke; treasurer, Dr. E. D. King; trustees, 3-year term, Dr. J. C. Trimby; 2-year term, Dr. E. H. Moore; 1-year term, Dr. Sarah Middlethit.

The Detroit Association includes the district covering the eight counties of southeastern Michigan, Ohio, including 23 counties in Indiana, including 13 counties in Illinois, and the state of Wisconsin.
WHY?

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

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

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

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

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

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

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

The bond market, to recapitulate, has been loaded with most unusual offerings in competition with our security—all of which makes investment so much more uncertain for all seeking it, and would render it temporarily impossible for any averaged-sized business to get small amounts like $50,000 through any usual bond marketing channels. In fact, some of the big concerns failed absolutely to get the public to absorb their issues. Sinclair Oil notably—a rival of Standard Oil—found that its issue would not move and its underwriters had to withdraw it from the market.

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

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

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

Why shouldn't we be supported?

Have you bought your bond?

We Come to You Osteopaths With Reason

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

For four reasons:

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

We believe, friends, that you are as much interested in this as we are. At least, we feel sure you ought to be. If you are not, pray say so, and help us to an understanding. If our services in behalf of osteopathic publicity and promotion are not as important and valuable to you as they were to us, we would do well to realize it during this 20th year of our rendering such service, so that we might adjudge 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 untried work for osteopathy and its profession. We would like this to be generally understood. It is really due us that it should be recognized. We believe that understanding the situation on its merits will stimulate many an osteopath to buy our bonds who otherwise might not interest himself merely because it is a sound and attractive business investment.

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

[See names of our bond buyers on pages 25 and 26.]

Buy a Bond Today and Help Us Complete Our Flotation by Christmas!
A Roof Over Bunting's Establishment
Is a Covering for Osteopathic Propaganda.

What It Pays to Buy
The best paying investment in post graduate courses and osteopathic conventions
Those who think the Chiroprs have anything on
as how they have, your knowledge of what we have
in our own profession. They don't associate with any one very much and when they do it is
with the pseudos or medics. Why not line up on the
and be a booster. Learn to play your own game. You will
the purest water at the spring.

Infant's Stricture
Just fixed up a ten month's old baby—opening
in the prepucce not larger than the head of
a pin when the part was stretched out. Used
a little Apothesine, and a small pair of forceps
and practically no pain fixed him up. Medical
doctor who delivered him told his mother it
was all right. If the fingers are used consid­
erably more force may be applied; if forceps
are used it must be done very gently and with
very little pressure. Better take two or three
more times than to tear the skin, which can be
done very easily with an instrument.

—W. C. Davies, D.O., Bozeman, Montana.

It Improves With Age
For my "one best thought" will say that
upon entering my twenty-third year of contin­
uous osteopathic practice, my unquestionable
conscientious study of down-to-date medicine
and surgery, I can but quote the words of
Henry Ward Beecher: "I have never changed
my mind, except to think better of that which
I began thinking well of." Osteopathy is
the past has and will continue to fill a niche
in our own profession. They won't
appreciate with anyone very much and when they do it
will be in our own profession. The purest water at the spring.

—L. E.with Why Save It, Doctor?
One child in a thousand may need to be
circumcised, but how many male children escape
that ordeal if delivered by an M. D.? I deliv­
ered a child in which the opening in the foreskin
was not more than a sixteenth
inch. In two treatments of gentle pressure
and retraction, with slight stretching I was
able to entirely retract the foreskin, with
practically no pain to the child. One case, seve­
ten years old, opening not more than
in eighth of an inch, was treated in
the same manner. Of course
this took longer and caused some pain, but
the patient preferred the slight pain to circum­
cision and the foreskin eventually "cemented" might
make a worth while slogan.

—W. C. Davies, D.O., Bozeman, Montana.

A Happy Conjunction
Don't you know the word is sex crazy. You
can pick up the big dailies and see the lines
of divorces, murders and suicides committed
every day by both sexes as follows: This
Wanderer, Jack the Ripper, Bluebeard, Ruth
Randall, also Jack Hugger, who is operating
in Los Angeles now. Those people are all
diseased. So are all criminals and their any
cause for relief from such is osteopathy and
artificial treatments—which are no experiment,
either, since each has been tried and prove
successful. Millions of people have been
made unhappy by combined osteopathy and
oral work. They tried them separately but would not work,
but when used together they work every time.

—W. J. Mulrony, D.O., Yuma, Arizona.

Get a Bond Today and Help Us Pay for
Some of Those Shingles.

Syphils and Cardiac Diseases
1. Syphils constitutes 12% of all heart valve
lesions. 2. Syphils hits but one valve, always
producing dilatation, never a stenosis. 3. The
valve affected is always the aortic. 4. Salvarsan
and other anti-syphilitic treatment does not produce
any brilliant results. 5. The most
that can be expected in syphilitic treatment is to
check the active infection. The damage already done
cannot be repaired.—T. B. Bondus, A.B., D.O.,
Chicago, Ill.

Pyloric Stenosis in Infant Cured
I believe that I have completely cured
the only case of pyloric stenosis that you will
find in osteopathic records. Child, six months
old. On Feb. 1 I was called to examine
this child, brought from the Boston Chil­
dren's Hospital, where it had been since two
months old. Diagnosis as above under the
X-ray, the best physicians in Boston. After
six months the parents would not submit to
an operation, on account of the child's weak
ness and run-down condition. And the offic­
ials of the hospital sent the child home and
pronounced it incurable. The child weighed six pounds when I took charge,
but had weighed seven and one-half pounds when born.
Today the child weighs fifteen pounds
and is thirteen months old. If interested I will publish the progress of the case I will gladly
send the case report. The child is still under treatment
in order to carefully considered.

Dental Disorders Cause Remote Ills
The association of dental disorders with remote
systematic conditions, usually neuralgic,
neuritic, or rheumatic in tendency, is a factor
which cannot be too carefully considered.

Use Your Trademark
In meeting strangers outside of the office
you are usually introduced as just plain
Doctor Black, and if you let it go at that you are
overlooking your greatest opportunity to ad­
vertise yourself and your business. Plain Doc­
 tors are as common as corn and should be as
little attention, but you, Dr. Osteopath, are un­
usual and peculiar, and you will be remember­
ed if you will stamp your trademark along with
your name. Kind of branding. First one.

Appendicitic Simulacrum
About a week ago a twelve year old girl was
brought in for an examination. A doctor had
saying he could easily remove it. Of course
there was no immediate operation. On examination no ten­
derness was found beneath McBurney's point,
but a tenderness was found over the pelvic bones.
The leg rig was found to be much the longer.
The innominate lesion was re­
don't depend on the say
so of the dentist. It may be 2 or 3 weeks be­
fore improvement is marked after extion. Stop

Fifth Lumbar Mischief
In many cases of lumbar, sciatica, pains in
bowels, etc., I find the 5th lumbar vertebra
rotated on sacrum to the left. With patient on
face, I stand on his left side, and with my left
hand pressing down on R transverse procees
of lower lumbar vertebrae. I draw up with my
right hand on his right greater trochanter. I
frequently strap with 2 or 3-inch adhesive
diagonally upward and across from each
innominate to the 5th lumbar transverse
across. This holds inmomiates, lower lumbar
and generally supports back. Best wishes for
osteopathic work.—A. C. Groth, D.O., Ottawa,
Ontario, Canada.

Examine the Lower Outlets
My greatest duty in writing a Shop Talk is
this: I must insist upon our examining the
lower outlets of every patient, man, woman
and child. I do not want ignorance to
control the circulation to those diseased parts.
While I am a firm believer in the old
moxa line of treatment, I believe that
the best way to meet the above is to examine
the lower outlet. I have seen some very
satisfactory results. This is a very simple
matter, and every doctor should have the
ability to do it. I have seen some cases
where the patient preferred the slight
pain to circumcision.

We Shall Begin Building Our Waukegan Plant At Once!

For several good reasons we have advanced the date of beginning the erection of our new model office and printing plant at Waukegan five months. Instead of waiting until the end of next March—work will start at once! The building will be finished by next spring instead of begun then.

First, the brisk sale of our bond issue the past month and the progress made up to this time enables us to begin earlier than we had planned.

Second, we find that the Johns-Manville Company commence the erection of 25 acres of factory buildings in the flats below Waukegan at the same time next spring that we had purposed building. This enormous operation will make demand for all the masons, bricklayers and carpenters in the county and bring trainloads of others daily from Chicago, 36 miles away, and it would hinder greatly any ordinary building enterprise that had to compete for labor at the same time. It might stop our work altogether.

Third, labor in Waukegan can be had more abundantly and cheaper in the winter, and the output per man in winter is greater than in summer.

Fourth, we find that while our general office lease at 9 S. Clinton Street runs until December 31, 1921—the time by which we had planned to be fully moved into our new quarters—we can dispose profitably of this unexpired leasehold. Also, the leasehold at our job printing plant across the street will expire May 1, 1921, and by building at once we can remove that department into our new plant and have it operating before the necessity would arise to dicker for a short-term lease extension—which might be hard to negotiate.

Fifth, on general principles when something important is to be done we like to get at it at once and do it with dispatch. As Shakespeare put it, "to business that we like we rise betimes and go to it with delight."

Lumber has declined about 35 per cent in this market, and building trades are pretty stagnant; so we can probably build as cheaply now as next summer—if indeed that Johns-Manville operation in Waukegan next summer would not prevent us building altogether should we delay.

So, for all these reasons, being fully ready for the emergency, the die is cast and we build now!

This makes all the more pressure upon us for hearing from you with your bond subscription at once. Now is the time—this month—for every friend who intends to help at all to get in line. Help us put this roof over the presses that grind out the missionary literature for the science you practice. You will always be proud that your savings assisted this meritorious enterprise, and glad that your capital found such safe and profitable investment.

Help us complete the sale of our bond issue by Christmas and all the rest will be easy for us!

Remember the new "goal day" is Christmas—not March 31, 1921.

Will you let your money work two ways for you—make a high return with safety and at the same time help Bunting tell osteopathy to the world? Borrow the money if you have to, but at any cost get in on this enterprise with us. It deserves your support.

Help Us Put It Over by Christmas!

How Much of This Load Will You Share With Us?
$1,000? or $500? or $100? Be Just to Your Boosters!
Faith Built on Works

My best thought is that every state school for the deaf and dumb should be offered a free clinic by D. O.'s. At least 50 per cent of these children could be helped by a mild degree hearing, the rest improved mentally and physically.—Mary S. Crosswell, D.O., Farmington, Me.

Passed to the above message was this newspapers clipping from a Colorado newspaper: "About the middle of May, last, Harold Viles, proprietor of the Tim Pond Camps, brought his six-year-old son, Julian, to Dr. S. Crosswell for examination and treatment. At that time the lad was practically deaf and dumb. Since then, he has pronouned so much, that Dr. Lothropp, an ear specialist of Boston, Dr. Crosswell operated upon the boy, removing adhesions about the eustachian tubes in the throat and dilating opening, with immediate improvement. Since then the lad has been receiving osteopathic adjustment treatment from Dr. Crosswell with the result that the boy hears and speaks so well that there is hope that he may be able to enter school this fall."

Urine Residual

In male patients past the age of forty who have periodic crises indicating anuria, with short febrile attacks, look carefully for too great urine residual. Sacro-iliac and lumbosacral corrections offer the only permanent results to the subject. —C. V. Fultah, D.O., Indianapolis, Ind.

Signs of Progress

A larger percentage of the profession doing a general practice. You can not build a school of therapists on a specialty. The specialist is doing good work and does a great deal of advertising for osteopathy. But it remains for the general practitioner to lay the ground work and convince the general public that osteopathy is a complete system of therapy.—Elmer W. Carter, D.O., Haverhill, Mass.

The Submerged Tenth

Perhaps the following may stimulate a little better work among us: I would like to call attention to the fact that the chiros sometimes get results after good osteopaths fail. This summer I referred two patients to osteopaths in neighboring states. Both came back with the same story. The osteopaths were no good and they went to chiro who benefited them a great deal; it is a great thing when back numbers wake up and do something besides massacring patients. I like to feel proud of my fellow osteopaths and say that we can; but it is a bitter disappointment to have such experiences as these.—W. W. Pescenden, D.O., Beverly, Mass.

Impossible!

Would it not meet a hearty reception by our profession should you print that aspirin article in pamphlet form? I have never been called on by patients for the loan of a magazine for any former article as I have for this one. It should be shortened a bit by leaving out some of its most technical parts. If you think it practical allow me to suggest that it be printed so it can be enclosed in an envelope with a letter or be made into a copy of GH. In either case book me for 500 copies.—E. W. Patterson, D. O., Louisiave, Ky.

She Had Patience

A lady 69 years of age who has had 400 "chiropractic adjustments" and who came to me as her fifteenth physician for asthma and hay fever said that she felt better during August than she did at any time for 10 years. Treatment: anterior extremities of ribs, clavicles, manubrium and both innominates and sacrum.—W. C. Warner, D.O., Ft. Wayne, Ind.

Have a Heart and Help Us
Put Our Bond Issue Over by Christmas!

THE OSTEOPATHIC PHYSICIAN

Uncle Sam Pays an Osteopathic Bill
Just a line which may be of interest to the profession. Probably many others have had similar experience. Having rendered osteopathic service to an ex-service man, the bill was presented to him for payment. After some time, the bill has been paid in full. My itemized statement stated "for osteopathic treatment."


Squigish Adrenals

One cause of dizziness in the young is lack of avidity of the pituitary gland. This is a case of adrenals experience upon sudden change of position of the body, like raising up suddenly when lying down, or gazing up at an automobile, is a type of the adrenergic movements which are deficient in tone and do not respond quickly enough to accumulate the increased flow of blood, either to or from the brain, caused by the sudden change of the position of the body. Osteopathy corrects the cause of trouble and forestalls other troubles which will follow in the wake of the dizziness if allowed to continue. Go to the osteopath, thus of the sluggish adrenals, and he will do the rest.—J. H. Dickson, D.O., Canon City, Colo.

That American Legion Attack

I wish some red-blooded osteopath who has been through this great war and who feels that the American Legion is really interested in the welfare of the ex-service men, and they are being properly taken care of by the medical doctors and published in the issue of September 3rd. This appeal goes into the homes of nearly all ex-service men, and the reading of this article will do much damage to osteopathy by belittling its colleges.

—Dr. George Chalfot, Pella, Iowa.

WHAT'S THE ANSWER?

(From Am. Legion Weekly, Sept. 3, 1920)

To the Editor: In the issue of July 11, you printed a communication headed "An Ostopath's Plea." An editorial in the Journal of The American Medical Association of April 5, 1920, is a bitter disappointment to have the difference made between doctors of medicine and osteopaths. It is as follows:

During the last three years a few Boards have examined osteopaths and licensed them as physicians. The objection to this is not that those candidates were osteopaths, but that their educational qualifications were seriously inferior to those which physicians are required to possess. Osteopathic colleges have been repeatedly inspected, and those who have gone through the same standards as are applied to medical schools, no one of them rank higher than the lowest Class C medical college.

Nevertheless, fourteen osteopaths were licensed as physicians in Colorado by examination, thirteen in California, two in Washington, and one each in New Hampshire and Texas.—J. M. S. —Sam L. Grossman, D.O., Williamsport, Pa.

Seattle Women Busy

We are in receipt of a clipping from the Seattle "Post Intelligencer" Society and Club, department, announcing the organization of the Osteopathic Society and the meetings of the Osteopathic Women's Club of Seattle will be held monthly, and the aim of the club will be to promote the welfare of women and children, and to cooperate with other women's organizations. The officers are: President, Dr. Roberta Wimer-Forb, Harper Building, Seattle. Vice-President, Dr. Elizabeth Hull Lane, 411 Ainslie Building. Secretary, Dr. Margaret L. Moore, Seattle. Treasurer, Dr. Henrietta Crofton, Lake Building.
“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 persuasion 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 page 28) 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

See what D.O’s say about “Saving Their Hours,” on Pages 29 and 30.
Detroit Osteopathic Hospital Notes
By Albert E. Buss, Business Manager

During the first nine months of operation 474 patients were admitted, many coming from Canada and outside states.

As an evidence of the cooperation of the local osteopaths, a number have volunteered their services for the Clinic, which is conducted all day Tuesdays and Fridays. A large room, with six treating tables, has been provided for this purpose. The Clinic Committee is headed by Dr. Herbert Bernard.

Dr. Herbert E. Bernard, President, Detroit Osteopathic Hospital

Mr. Philip H. Gray, Whose Munificence Gave the Detroit Osteopathic Hospital to the Profession.

Dr. Charles A. Bennett, Treasurer, Detroit Osteopathic Hospital

Dr. Rebecca B. Mayers, Vice-President and Superintendent, Detroit Osteopathic Hospital

A very thorough system for keeping hospital records has been installed, with a cross reference index. Special emphasis is placed upon the securing of a complete history of all cases admitted either to the hospital or clinic.

We recently sent Dr. E. R. Sluyter, our house physician and roentgenologist, to the Mayo Hospital for special work; he also spent a week in Chicago, studying different X-ray technique. This is in line with our policy to have the best for our patients.

(Continued on Page 31)

Help Us Put It Over by Christmas!
You Can Do It by Buying Your Bond Today!
Student Trained to Meet and Solve Disease Problems of a Private Practice in His Clinical Work at The College of Osteopathic Physicians and Surgeons

In the Students Clinical Work at The College of Osteopathic Physicians and Surgeons, Los Angeles, there has been inaugurated a form of procedure which is analogous to that followed by the best hospitals of the country in which the patient is handled along the lines current in so-called "group" practice. Every patient coming into the clinics—excepting emergency surgical or minor surgical cases—is submitted to osteopathic spinal examination, even though he comes for some ailment which apparently will be handled by some special form of treatment. This often happens in the Ear, Nose and Throat Department, where many patients arrive who specifically require tonsillectomy. In The College of Osteopathic Physicians and Surgeons' staff of group examiners an osteopathic examiner is ranked as a "specialist" in the same way as a dermatologist or a neurologist would be ranked as a specialist. In short it is recognized that in strictly osteopathic matters there are those who are general practitioners and those who are lesion specialists, just as, in general practice, a man who may attend to minor ear, nose and throat cases himself, still recognizes that on occasion he must seek the advice of one whose attention and study is confined to ear, nose and throat conditions.

The Clinics of The College of Osteopathic Physicians and Surgeons are thus organized and conducted along the most advanced lines on record. As a result all cases passing through the clinics receive uniformly strict and careful general osteopathic work and also, if necessary, extra attention from men on the staff classed as "osteopathic specialists".

In this organization of its clinics, The College of Osteopathic Physicians and Surgeons is keeping clearly in mind three distinct aims: (1) To actually instruct the student in the methods of thorough-going diagnosis and the actual application of therapeutic procedure. (2) Getting results for the patient. (3) Familiarizing the student with the actual methods of the conduct of a practice in keeping with the best that the osteopathic profession has to offer in the way of giving and securing cooperation with other members of the profession.

As much as possible, in the special departments, each student is trained to handle his patients as though he were conducting a private office, and is thereby familiarized with the methods of actually dealing with his future patients.

Write for catalog and any further information desired.

The College of Osteopathic Physicians and Surgeons
Los Angeles 300 San Fernando Building California
THE OSTEOPATHIC PHYSICIAN

Osteopathy Scores in Asia Minor
By Mary Lena Wilson

Osteopathy has been making strides in certain portions of the Near East. Dr. Louise Mason, a practitioner from Boston, the first to carry the science to Asia Minor, has but recently returned from Trebizond, Turkey, where she established her clinic under the Near East Relief, and reports that the whole population in the district in which she worked are wildly enthusiastic about the treatment, which is not to be wondered at when Dr. Mason tells the story of her wholesale cure of the district of Trebizond where an epidemic of malaria was affecting the entire population.

"Perhaps my success was in some measure due to the fact that the Eastern people have great faith in such forms of cure as massages, pommelings. One of their oldest remedies for backache and general weakness or exhaustion is to lay the patient out on the floor and walk up and down his back. "Whatever the cause, they flocked to my clinic in such numbers that I was really unable to look after them all. When I first set up my establishment in Ordu, a good sized town on the Black Sea near Trebizond, the district all around was infested with malaria. Thousands were afflicted with the disease in its most virulent form. To each patient who came to the Near East Relief headquarters for aid, I offered the choice of quinine or osteopathy, feeling that I wished in no way to force my profession down their throats.

"Almost invariably the choice was made in favor of osteopathy. The large brown bottles of quinine which glowered at them from the shelves, were too formidable and, to misquote our friend Shakespeare, they chose rather to "bear those ills they had, to fly to others that they knew not of." Only a few—and those had probably suffered so severely at the hands of the Turks and Kurds, that they were afraid to trust themselves to even so harmless a looking person as myself—declined to try a treatment. "After I had been practicing but a few days, my clinic was crowded to the street with women, men and children who had either enjoyed and felt some benefits from the treatments already received, or other victims who had heard of the marvelous magic cure or the 'lady from America' and had come to seek a cure for themselves. My time was filled from morning till night caring for hundreds of cases. During her few months' stay she effected a complete cure, and in almost every case which was treated I found the Greek physicians, men and children who had either heard of the marvelous magic cure of the 'lady from America' and had come to seek a cure for themselves. My time was filled from morning till night caring for hundreds of cases. During her few months' stay she effected a complete cure, and in almost every case which was treated said Dr. Mason. "I found the Greek physicians, who are very skillful and very sympathetic toward western methods of treatment, eager to take up this practice. What it has acron
What Troubles McManis

Kirksville, Missouri, November 5th, 1920.

Dr. H. S. Bunting,
9 So. Clinton St.,
Chicago, Illinois.

Dear Mr. Bunting:

Bing! I am plum full of "pep" today. Have had an experience that has done me a world of good. Had a few little matters to look after down at the ASO the other day and while I was down there thought I would drop in and hear Dr. Halladay lecture. It happened that he was to talk about applied anatomy of the spine. He had one of those spines of his and the talk he made took me back to the old days, when we older men were so interested in osteopathic principles and technique.

In the old days, when Dr. M. E. Clark used to teach applied anatomy, I can remember how very hungry we were for his lectures and how we would absorb every word of what he had to say. In those days that was where we got the greater part of our osteopathy. To my way of thinking Dr. Halladay has many advantages that Dr. Clark did not have in those pioneer days. By means of his flexible spine he can explain and demonstrate many things that used to be obscure and in doubt.

I made it a point to drop down to the school the next day, too, and was fortunate enough to hear both Dr. Teall and Dr. Platt lecture. It would do your heart good to hear them. If they are not handing out some honest-to-goodness osteopathy, I don't recognize it when I hear or see it.

When I got back home I was troubled with a thought that has been bothering me ever since and that is, why don't more of the field members come here and visit the school and listen to some of these lectures? We hear frequently of this one and that one coming here "for special work". They want some special work in this line or that line, but very few, if any, seem to come to get special work in manipulative osteopathy! Isn't it strange that so very few in the field ever seem to think that they might improve themselves in their manipulative technique?

A great many of us out in the field get into a rut. We are inclined to believe that we know all there is to know about diagnosing lesions or reducing them. We feel that about all we can do to improve ourselves is to study some special line of work, other than actual manipulative methods. What is it that identifies us as osteopaths? Is it the specialties? Hardly, because we had them before we had osteopathy. It must be the part of our work that has to do with manual treatment; our ability to diagnose and remove lesions, spinal lesions.

The last time I was down to visit the school I dropped in to see Dr. Hubert, editor of the Journal of Osteopathy. I happened to remark to him about the necessity of publicity for osteopathy, and he has invited me to look over some work he is doing. I was surprised at the evident originality in his work. His plan is to get all the data possible regarding students when they matriculate, so that when something happens, at the school or elsewhere, in which they take a part, he is able to get mention of the fact in their home papers or their former High School or College papers. If they are interested in athletics or sports he often gets mentions regarding them in some sporting magazine. In the same way his data includes information as to church and club affiliations, military records and other things by means of which connection may be made with many kinds of papers. All this seems to me to be wonderful publicity and the kind that the most conservative will not object to.

I also discovered that he has been able to reach many newspapers and magazines with wide circulation, and if one could see the pile of clippings, etc., that he has on exhibit, they would realize that Dr. Hubert is wide awake and on the job. It seems to me that such men as this and also yourself, who have had a wide experience in practical publicity, should be asked to discuss these matters before our National meetings when we have up the question of publicity. Last year, I thought it was unfortunate that you and Mr. Arnold were not requested to give your views on this matter, at Chicago.

You may rest assured that just as soon as opportunity permits, I am going to visit the school again, as there are many other big lights in the faculty down there that I want to hear. Last year, I had the pleasure of visiting Dr. Lane's laboratory and little did I realize the importance of his work, and the bearing it has on our profession until I saw and heard him in action.

What you really ought to do is to take a few days off some time and run down here and make the rounds like I am doing and see again for yourself. You should do this not only for your own good, but for the profession. They would wake up and realize the good that it would do them to come back here, even for a short time and get in touch with these men that are handing out old time osteopathy in a modern way. Let's encourage the field doctors to come back here for the purpose of getting work along osteopathic lines as well as in the specialties.

As ever, fraternal,

J. V. McMANIS, D.O.

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

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plished for the refugee Armenians and Greeks in the section in which I worked is wonderful. With the limited supply of medicine and equipment which our organisation had, this treatment without drugs was a God-send for it could accomplish the desired result more than the usual treatment. I believe too, at a minimum expenditure of money.

"The people, when I left Ordu, were a different lot of people than those I met on my arrival. They had more energy, more ambition and a finer morale. All this I attribute, not to my personal achievement, but to the science which I practice. Osteopathy has more than vindicated itself in the Near East."

How the Leopard Changes His Spots

I am enclosing a new "definition of chiropractic" that a patient sent me. Seems that I have had the wrong idea of chiropractics. I always thought they were plain Fake Osteopaths but it seems that they treat by divine afflatus or other wind power or, like the late Kaiser, claim to be in league with God. They seem now to be passing over into theological or biologic "consciousness". This little card is worth passing long.—Edward N. Hansen, D.O., Pittsburgh, Pa. This Chirogasm follows: "We chiropractors work with the subtle substance of the soul. We release the imprisoned impulse, the tiny rivulet of force, that emanates from the mind and flows over the nerves to the cells and stirs them into life. We deal with the magic power that transforms common food into living, loving, thinking clay; that robs the earth with beauty, and hues and scents the flowers with the glory of the air. In the dim, distant long ago, when the sun first bowed to the morning star, this power spoke and there was life; it quickened the slime of the sea and the dust of the earth and drove the cell to union with its fellows in countless living forms. Through aeons of time it finned the fish and winged the bird and fanged the beast. Endlessly it worked, evolving its forms until it produced the crowning glory of them all. With tireless energy it blows the bubble of each individual life and then silently, relentlessly dissolves the form, and absorbs the spirit into itself again. And yet you ask 'Can chiropractic cure appendicitis or the flu?' Have you more faith in a knife or a spoonful of medicine than in the power that animates the living world?—W. J. Quigley, D.O."

Query: Does this fudge make any osteopath want to take the "course"?

Use the Subconscious Mind

In order to be a successful osteopathic physician you must be able to reach the subconscious mind of your patient. In order to do that, the doctor must first be able to influence his own subconscious mind with good healthful thoughts. Do not let unhealthy impressions find room in your own mind. That is adjustment just as well as setting a bone lesion. I have found that by adjusting the mind of the patient along a more healthful channel, I could get better results, by telling the patient that thoughts affect the internal secretions and nervous vibrations for good or evil. On questioning patients you will find that many people dwell on disease too much, impressing their subconscious mind with fear, worry and grief. Instead of helping nature they retard nature by abnormal vibrations.


Hank Perkins He sez:

"By Heck, Do You Know"

"Jed Smith's Wife Sez Since That Thar Osteopathy Has Come to Town That Old Doc Brown Jus' Sets 'Round An' Thinks, Some of Th' Time He Jus' Sets."

WE'LL TELL THE WORLD

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

Get a Bond Today and Help Us Pay for Some of Those Shingles.
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$1,000? or $500? or $100? Be Just to Your Boosters!
The Organ of News and Opinion for the Profession

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EDITORIAL

Fairness, Freedom, Fearlessness

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

Vol XXXVIII November, 1920 No. 5

THE PROBLEM OF FEES

No question can be of greater interest to everybody in the profession than that of fees. Are the fees I charge as a physician adequate? Am I being paid what I am worth? Could I get more if I asked for it? If I have not been able to make and save money for a competency in old age is it because I am weak as a doctor or weak as a business man? Can I change my policy and fees and accumulate capital? These and similar questions grow out of this study of the fees charged by osteopaths for professional services.

Within the past six months we have been in a position to get much inside light on the financial situation of not only our profession but every one of us as a profession and as an individual. We asked our profession to buy our 7 per cent gold bonds and many who wanted to do so but couldn't wrote to explain why. The correspondence resulting lead to frank discussions and many confidences. We found there was widespread in ability on the part of many osteopaths whom we had believed to be financially prosperous and well along in the investor class to buy even single $100 gold bonds and were disposed to say that their wishes were to do it; and many good friends were sports enough to write this candid fact, acknowledging that the admission was made in reluctance and humiliation, but they would rather we knew they were up against it (the H. C. L.) than have us think they had easy money but were not willing to help us.

This situation—so often recurring in our correspondence within six months—sets us thinking. It did not seem right for the man and woman who stood well in our profession and had been out of school long enough to have every opportunity to get well established. We wondered what the reasons were. Correspondence disclosed at least two good and sufficient reasons.

1. We found that almost without exception those in this class had not raised fees since 1915 and all of them operated on a basis of less than $2.50 for 13 treatments or less. Most of these got only 50 cents more for home calls and some had raised two or three times since the dollar began tobogganing. Only 12 of this class of osteopaths had some good fees in force already. Others wish they could raise but say they don't dare.

2. We discovered in the next place that the osteopaths have met the depreciation of their fee since 1915, most of them substantially, many of them doubled, and some had raised two or three times since the dollar began tobogganing. Only 12 of this class of osteopaths had some good fees in force already. Others wish they could raise but say they don't dare.

Again we were surprised at this showing of the fee situation. We expected our osteopaths were not prepared to believe that such an overwhelming preponderance of our profession had been and are using up their capital of vitality and the poor house will stare at you coming up. Every established osteopath should put 25 cents 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,50000 added to a competency against the day when he won't be able to practice. Think it over.

How to Produce a Competency in Twenty Years

A Recommendation to the Men and Women of the Profession Who Are Not Yet Accumulating $1,000 per annum laid aside each year for 10 years, saved and invested in sound bonds, with interest re-invested, and such capital and interest as have accumulated in the 10 years then allowed to compound for another 10 years, would at the end of the 20-year period amount to approximately $30,000. In other words, $1,000 saved and invested in the course of 10 years will increase to $30,000 in another 10 years.

The secret of producing a competency from saving is to commence making savings and the sound investment thereof early in life. If you are 30 years of age and have not yet begun, you can reasonably assure yourself of a $30,000 competency by the time you are 60 years old. It is the best of all plans for avoiding all the difficulties of planning and investing savings and stick to it. If your practice is running $5,000 per annum, you can easily do this if you really make up your mind to do it. But save won't save itself! You will have to be the one to do it.

You are invited to send your answer, too, if you care to. We would be glad to hear from you.

We believe that we can do the profession no greater service at this time than help it find itself in this fee business. We started out to do this out of sheer good will and the desire to do the best thing as we thought it was possible, even then it had no immediate bearing on our own business. But we are anxious to get the profession to realize that the profession come up to a modern and just fee basis which has not already done so because we believe that if we happen to work for our whole profession and in last month's issue we presented the first fruits of it.

There were 113 practitioners quoted that same month, and the fees were higher, and the number of them doubled, and some got $1.00 more. All admitted it is cost­

ing less.

Most of these persons almost as a class were not users of correspondence within six months—set us thinking. It did not seem right for the man and woman who stood well in our profession and had been out of school long enough to have every opportunity to get well established. We think it likely then, that this is read by the "live wires" of the profession and where it had been impossible to get and have every opportunity to get well established.

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

You Can't Get a Better Investment

Because It Pays 7 Per Cent and Boosts Practice for You!
of course, have a much larger capital at the expiration of the 20-year period.

The first big point is that the advantageous time to save and invest is now—while you are comparatively young. The second is to let the money saved and invested, together with interest thereon, stay invested in a safe place bringing such remuneration as comes with safety. You will be able to do it later on. Not only is it not true that saving comes easier "later on," but savings made later in life do not have the necessary time in which to multiply.

Start now your personal savings plan for a competency in later life by buying some Bunting Building Corporation Real Estate Gold Bonds. They yield 7% per annum with absolute safety as to principal. To collect your profit you simply deposit your semi-annual interest coupons at any local bank.

Thus, besides helping on yourself in life by adopting such a plan of investment, you will also be helping yourself, and at the same time the man and publishing house that for twenty years have been on the firing line for osteopathic advancement, fighting to build up wider recognition and increased appreciation demand and reward for your professional services. You will be commuting some of the risk and anticipation that you naturally feel for this support into the only kind of factor that adequately expresses such appreciation, namely, the coin of the realm.

But you will still that money that you invest in Bunting Building Bonds! You only give osteopathy's pioneer publisher, and buy results, both financial and professional, and much use to anyone but the publisher. But somehow, I believe he'll meet most of the prospects at least two-thirds of the way.

"JOHN BARR D.O." IS DR. J. A. VAN BRAKLE

We have been itching for some months to tell our readers that credit for that excellent bunch of philosophic reminiscences about osteopathic life which we have been running on our editorial page the past year is due to Dr. John A. Van Brakle of Portland, Oregon. Of course you may pay for it on the installment plan if you choose. Take a $500 or $1,000 bond if you are at all prosperous. The osteopath with even the most modest practice can well afford to help on this project by taking at least the minimum bond which is for $100.

We would like to hear from other writers and authors who might wish to contribute original features to the OP for the year ahead. The OP puts a premium on brains and originality. If you have a good idea send it in to us. We want new blood.

For treatment of the eye. The eye cup fits over the closed eyelid, and by suction manipulates all structures of the eye, molds the eyeball into its normal shape, establishes circulation of blood, and normal functioning of the nerves. Restores vision in far sight, near sight, Astigmatism, causes abnormalities of Cataracts, relieves attacks of vertigo, sick headache, nervousness and other conditions which are due to eye strain. The B. S. R. is made of polished hard rubber, cannot wear out, nor liable to get out of order. Guaranteed free. Write for descriptive literature.

PRICE $5.00

PERFECT SIGHT CO.

Dubuque, Iowa
Gastric Ulcer

By Harold Glassco, D. O., M. D., Raleigh, N. C.

When one of our great American surgeons was asked how he accounted for so many cases of gastric ulcer in the city of Chicago, but since I have been looking more for diagnosis, and less for two dollar treatments, I have found that gastric ulcers exist very frequently, I would say that the gastric ulcer occurs as frequently as appendicitis.

Etiology: Among the chief etiologic factors in gastric ulcer are the alveolar, tonsillar, and nasal infections. These act as exciting causes. These infections beside pyorrhoea, are abscesses at the roots and sides of the teeth, which constantly drain up by the sides of the teeth into the mouth. The affected tooth may not even be sore to percussion or to chew upon.

Diagnosis: In the great per cent of cases there is a constant symptom complex which is so characteristic that it is diagnostic. In other cases the symptoms will not be so pronounced, and the X-ray, and blood tests will be necessary. In the most cases there will be pain of a boring, gnawing character in the epigastric region, and as a rule the patient will take one finger and put it right on the very point of pain each time they are asked to locate the pain. They do not say the pain is in the stomach, but they give it a very distinct and definite location. The pain continues as a rule until the patient eats something. The eating gives relief for a while, and then the pain starts again in the same place.

Vomiting does not occur in all cases, but if the vomiting of blood should occur along with other symptoms of ulcer it renders the diagnosis of ulcer quite certain. There may be blood in the stools. A decided amount of old black blood in the stool is quite diagnostic. The vomit is often almost constant in the withdrawn stomach contents. Elh horn’s string test, and the X-ray are quite positive, and are of great importance. In most cases there is an ulcer in the stomach.

The stomach should be washed out at least two or three times. The cleansing should be given once or twice per week according to the spinal infections. Sodium bicarbonate (soda) and milk may be given for seven pain in one-half teaspoonful doses.

The stomach may become infected and ulcerate. Some may have nausea and vomiting. Others may have a constant burning sensation, which might be relieved by food. The nausea may start in the neck or the back of the throat. Some may have a constant feeling of something being in the stomach.

The eyes through the power of accommodation, or conduce to comfort. The nerve force necessary for the purpose of seeing is supplied through the cerebellum which is furnished with minerals, the body with its spinal and bony lesions, congenital conditions, infection (physical and mental), malnutrition, physical shock, menorrhagia, and other bodily strain, mental strain, habits, occupation, etc.

The body is supplied by 43 pairs of nerves, from the brain. The eye has a supply of 5 dioptric lens from your trial case (the biconvex and biconcave forms of lenses are used.
As Far Back as 1899
Dr. Charles Hazzard said:

"The most important part of spinal treatment is to separate vertebrae and allow discs free blood supply and room for growth. Treatment by suspension accomplishes this, as also does traction of the spine, described to you as a straight pull."

The development of the McManis table has enlarged and increased the effectiveness of this treatment by combining TRACTION with manipulation or adjustment.

McManis Table Company - - Kirksville, Missouri, U. S. A.

Safe Antisepsis

is the first consideration in the treatment of infected wounds. It is not difficult to kill most of the ordinary germs. The real difficulty is to kill the germs in an infected wound without at the same time injuring or destroying the bodily tissues. With Dioxogen, however, it is easy to accomplish this, for

Dioxogen

is a selective germicide. It seems to discriminate between the bad and the good—the agencies of abnormality and disease, and the forces of nature and health. Through its liberation of a large volume of pure oxygen, Dioxogen oxidizes—burns up—harmful and pathogenic bacteria and stimulates the physiologic activity of the tissues.

How different is the action of bichloride carbolic and similar bactericides. With these the higher their germicidal potency, the greater the harm they do to the tissues. Dioxogen, however, exerts even greater antiseptic power, but instead of harming the tissues, gives impetus to the processes of healing and repair.

Dioxogen is like sunlight and pure air. It is a foe to germs and septic material, but a friend to the tissues of the body.

The Oakland Chemical Co. 59 Fourth Avenue  New York City

Help Put a Roof Over the Presses That Grind Out Osteopathic Success.
THE OSTEOPATHIC PHYSICIAN

**“Something Wrong”**

This is the book that makes people think of their bodies in terms of mechanics. Buy them by the hundred. Give one to each patient.

**PRICE LIST (cloth only)**

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Ten Dollars with the order and the balance in 30-day post-dated checks for $10 each or less if the balance is less than $10.

**G. V. Webster, D. O.**

Carthage, N. Y.

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**Osteopathic Health**

**for October**

**Every-Day Osteopathy**

Brief Facts About Some of the Common Ills It Cures

Kidney Disease Not Associated With Backache.

Sleep for the Sleepless.

Chronic Suppuration of the Ears.

Bronchitis Cured by Adjusting a Vertebra.

Chronic Headache Curable.

Eye-Strain May Be Due to Faulty Body Mechanism.

Gallstones.

Asthma.

Neuritis.

Acute Congestion of the Liver.

Constipation.

Stomach Trouble.

Facial Paralysis.

Anemia—What Is Best for It?

Dyspepsia from Two Viewpoints

Cause and Cure of Catarrh.

Insanity and Mental Troubles.

Osteopathy After Confinement.

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

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**IRIDIAGNOSIS**

By—

Henry Lindlahr, M. D.

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

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

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**OUR NEW CATALOGUE**

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

**Dr. George T. Hayman**

Manufacturer

Doylestown, Pennsylvania

Your Money Will Bring 7 Per Cent With Safety

In a Bunting Bond Besides Boosting Osteopathy.
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.
An Interesting Exchange of Ideas on the Big Job of Promoting Osteopathy

By Ralph Arnold

Letter from Mr. Arnold.

Dear Dr. Jorris:

You ask us for suggestions but you have outlined different plans so comprehensively that it is little for us to be asked for alternative methods. So what we shall say can only be in the way of comment or elaboration on what you have already suggested.

Plan No. 1 which you suggest is by far the most practical and efficient plan for osteopathic physicians to use. It will produce more lasting influence and more direct results than any of the other plans suggested, or all of them combined, although each of them, have some value, and part of them could be used coordinately with and supplementary to plan No. 1.

The only thing I would say further about plan No. 1 is this: In connection with it, for those who are ambitious to circulate their communities to the fullest extent possible and reach everybody with osteopathic literature and yet wishing to make the expense as economical as possible, I would recommend periodical "missionary" mailings of our new miniature "Harvest Leaflets" of four, six and eight pages, which are produced and sell at $10.00 to $20.00 a thousand a year. These "miniature pamphlets" are not intended to do and do not take the place of "Osteopathic Health" but supplement it. They are designed to be first attention-getters, interest-arousers, and should be used on large general lists of persons who are known to be interested in osteopathy. Such a list of names can be taken from the local telephone or other directory. As soon as any of the persons thus circularized manifest any interest, their names and addresses should be added to the regular monthly list of names to receive "Osteopathic Health" regularly each month. These supplementary "shock-troop" mailings of the smaller pamphlets can be made at such intervals as seem needed and as most easily accord with the "pocketbook" of the practitioner using them. These extra mailings can go out every week for a good intensive campaign of 3 or 4 months, or once a month, or once every other month, or once every three months, according to the means of the practitioner.

As instant results are desired they should of course go out weekly for three weeks, to be followed by a regular monthly mailing as usual. Then these mailings can go on through the next monthly magazine appears, and so on, in this way, the "Harvest Leaflets" in the community to the fullest extent possible and reach everybody with osteopathic literature in the community; A. O. A. literature and pamphlets and Bunting's "Harvest Leaflets" to patients.

Plan (3) lectures before clubs, high schools, parochial classes, civic clubs, etc., and W. C. A.'s. Conducting free clinics. Promoting osteopathic institutions by buying bonds and selling them to patients and friends.

Another plan (4) using newspaper advertising space. Conducting "prize essay contests," and so forth.

Now why am I bothering you about this? Here's why? Give us some suggestions if you have time to do.—A. U. Jorris, D.O., La Crosse, Wisco.

Letter from Dr. Jorris.

I am a member of our state committee on public education for this year and I hope we can get every D. O. in the state to do something in the way of educating the public. In order to meet every one's viewpoint on advertising or promotion work we will probably divide our work into three or four plans:

Such as (1) giving an osteopathic book to each patient as he takes his first treatment (the books suggested are "Lame," "Webster," and "Woodfall") followed by a regular monthly magazine mailing list as large as possible of "Osteopathic Health," "Herald of Osteopathy," or William's book. This plan is a "patient getter," because that patient can see what the difference is and use it, too much "blow your own horn" and "patent medicine," they say. But these have other plans, for instance: (2) putting a copy of each book on osteopathy of public interest in the library; subscribing for "The Osteopathic News," "American Medical News," the leading citizens and to every reading room in the community; A. O. A. literature and pamphlets and Bunting's "Harvest Leaflets" to patients.

As instant results are desired they should of course go out weekly for three weeks, to be followed by a regular monthly mailing as usual. Then these mailings can go on through the next monthly magazine appears, and so on, in this way, the "Harvest Leaflets" in the community to the fullest extent possible and reach everybody with osteopathic literature in the community; A. O. A. literature and pamphlets and Bunting's "Harvest Leaflets" to patients.

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We Are Underwriting a $90,000 Investment
In This Modern Plant for Osteopathic Publicity.

THE OSTEOPATHIC PHYSICIAN

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.

Wayne-Leonard
Osteopathic Sanitarium

ATLANTIC CITY, NEW JERSEY

The only seashore OSTEOPATHIC sanitarium in the world.

The SANITARIUM operated on the HOTEL plan, where the well may come for rest and recreation and the invalid may have the best osteopathic treatment, proper diet and nursing.

Special Treating Rooms for Patients Not Living in the Sanitarium

Address
Dr. L. H. English
130 South Maryland Ave.

THE DELAWARE SPRINGS SANITARIUM
Delaware, Ohio

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.

Museum of Osteopathic Medicine, Kirksville, MO

Dr. GEO. M. SMITH—of Mt. Clemens, Michigan

Will be located in
MIAMI, FLORIDA, DEC. 15th, 1920 to APRIL 15th, 1921
Will pay particular attention to referred cases
Mt. Clemens practice will be conducted by Dr. M. C. Smith

How Much of This Load Will You Share With Us? $1,000? or $500? or $100? Be Just to Your Boosters!
The pioneer Osteopathic Institution of its kind on earth created for the sole purpose of treating mental and nervous diseases, an institution that has already proven the value of osteopathic treatment for insanity.

Write for Information

DOCTOR—HERE IS A HELPING HAND!
WHY NOT USE Bran-O-Lax?

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

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

WHY NOT USE Bran-O-Lax?

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

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

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

The M. C. Kimono Cabinet, including base, is 21 inches high, 18 inches wide, 131/2 inches deep. It holds 12 kimono boxes. Cabinets are carried in stock in mahogany finish only. Prices on other finishes furnished upon request.

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

- With base and one dozen kimono boxes ............................................. $24.00
- Cabinet and one dozen kimono boxes, without base .......................... 20.50
- Cabinet without base or boxes ..................................................... 14.00

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

Michigan City Paper Box Company
Michigan City, - Indiana

Discussion of the 4th Plan

As to the fourth plan, the carrying of paid advertising space in newspapers is a plan, which, for some reason or other, seems to appeal to the imagination of some osteopaths; but for reasons we have frequently analyzed and have only recently presented in detail, it is usually non-practical and even when carried through with feasible space for a worthwhile period with good "copy" frequently changed, it does not always yield results that can be called profitable compared with the cost of the program. To run a page space in a newspaper means that there must be a definite fund subscribed cooperatively to pay for it and this is the first inevitable stumbling block because some or many of the "subscribers" usually fall down in making payment, and the "initial gun" usually fails because of a financial tie-up. In the second plan, newspaper display to be effective, should be at least of fairly large size and should be repeated for a long time, and such space runs into money and the expense is usually more than a group of osteopaths in any community feel they can afford to stand for six months or a year.

Newspaper publicity cannot be expected to be effective unless it is run consistently for many months and then again even if the osteopaths of a community "stand the gaff" for six months or a year, that is only a beginning.

Space publicity or any kind of publicity is something that should be carried on all the time if the thing advertised is expected to keep on marching in public interest and have any plan to prove effective must be something that can be carried one month in and month out, year in and year out. Again, to use newspaper space effectively, special "copy" must be written frequently. It must be well written; it must be written with a knowledge of the principles of osteopathy and a knowledge of the facts of osteopathic and medical history, not to add a broad fundamental knowledge of literary culture. It must be written with a judicious blend of literary, advertising and salesmanship art. There are not many persons available with the ability to write such acceptable newspaper advertising copy.

As to the conducting of prize essay contests and the publishing of the essays or a certain number of them in the newspapers, that is a wholly different proposition and is all to the good when done properly. It is something that can be carried on occasionally with a fair amount of success, but in the nature of things it can be done only "once in a while."

Resume

I said at the outset that what I could not be mostly in the way of comment at elaboration on that which you yourself hit outlined. I feel that if I have not offered you any new and startling plans—I do not know of any new and startling plan to suggest—except the novelty of our "Harvest Leaflets" for a good deluge of locality publicity in the initial stages at the lowest possible cost.

What the osteopaths of Wisconsin need to do to promote osteopathy in general and increase the value of their own practice is particular is to carry on a systematic, steady, extensive popular campaign of education for osteopathy and they should do it in accordance with plans which can be co-ordinated but are flexible and can be adjusted and accommodated to the needs, requirements and financial ability of each individual. In the most of them need expert guidance. They need to do their campaigns in accordance with tried and proven plans which will produce the greatest and most lasting influence is well as yield the largest and best immediate returns.

We are prepared to furnish such definite plans and the media with which to apply these plans, and likewise give such concrete service to each individual osteopath in your state as...
We Begin Building at Waukegan Immediately!
Help Us Close Our Bond Issue by Christmas!

THE OSTEOPATHIC PHYSICIAN

be or she requires. It is really better that each individual should take up and apply his own publicity plan and pay his own way; but if you desire to have some plan which could be inaugurated and carried out by some committee for the common good of all osteopaths in the state of Wisconsin, we should be very glad to co-operate with you on that basis.

—Ralph Arnold, Business Manager.

Letter from Mr. Arnold

I do not know whether the comments made in my letter met with your approval or whether you offered any suggestions of help to you in your discussions in committee; but I should like to hear from you again. I am deeply indebted to know what the osteopaths of Wisconsin consider in the matter of using educational propaganda. Of course, my thought is that the solution of this professional problem lies in the intensive development of individual practice by each individual, followed up by a consistent, persistent and everlasting educational publicity to the individual's clientele. By following this plan, coupled with first class, intelligent work in the treatment courses, I feel that osteopaths can do more for themselves and for the advancement of osteopathy than through any other system or project, no matter how alluring and comprehensive some of the schemes suggested may appear to be to theory and on paper. The practical thing, the common sense thing, is to do the thing at home; see the results; touch the people you can reach; do your own part in your own circle of influence and acquaintance and quit wasting time and conjuring vagaries; and if everyone does likewise, osteopaths will march and its propaganda will be a distinct professional and financial success.

—Ralph Arnold, Business Manager.

Letter from Dr. Jorris:

Your reply to my request for information or suggestions on osteopathic promotion was received and appreciated. I realize you put a lot of thought into that letter and I thank you. I don't know what we can do here in Wisconsin but it will be largely through each individual osteopath. As an association I think very little can be done because we don't have the funds. If we could only convince the osteopaths that publicity would solve nine-tenths of our problems for us!—A. U. Jorris, D.O., La Crosse, Wis.

Dr. W. Curtis Brigham, Los Angeles, Calif.:

"I think your scheme is a fine one and am sure that the investment is safe and sound. What you are doing to promote the interests of the profession by your educational journal, I think will be of greater value than through any other agencies and we are paying a good rate of interest and offer the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

Dr. Geo. J. Gaddis, Oakland, Calif.:

"I think it is good that you let the profession know just what you have been doing for us through the years, and for the extent that you have put forth and sacrifice for the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

Dr. Geo. J. Conley, Kansas City, Mo.:

"Every word you say in your editorial and your brochure advertisements in September OP is true. Certainly, you have a strong case with the profession and one which, on its merits, should win. I would be glad if you would ask me to offer any editorial and you will of course be treated as you always are. I am with you, heart and soul.

Dr. F. A. Pfleuger, DeLand, Fla.:

"I heartily agree with all your expositions. Your bonds are a splendid investment for all reasons, not least of which is what you are doing and will continue to do for the osteopathic practitioner, as his publicity agent. It is a sad thing that such a sound and remunerative investment was not over-subscribed by the profession in thirty days. I place my subscription herewith for delivery of bonds after January 1st, 1921."

Dr. D. H. Overfelt, Boulder, Colo.:

"I have read your information on the bond issue and believe the investment is a first-class one. I have spent considerable time in the last few years studying the whole question of stock market and have come through the kindergarten of "sure things" into the "high school" of good investments, so that I realize what you have to offer is first-class. I am at present and perhaps will be for a few months tied up in investments. If, however, I can clear up with what I have on hand before the bond issue is all sold, I will take a $1,000 bond.

Dr. W. W. Howard, Medford, Ore.:

"You have a fine proposition, you deserve the support of the profession, and I wish to help."

Dr. L. A. Howes, Ord, Neb.:

"Your publications have made us more money than any other agencies and we are in duty bound to see you through with your building project. All D.O's know the worth of the time and effort you have put forth in your publishing relations to the osteopathic profession. I believe your bond proposition is absolutely safe as an investment and shall do my best to help your dreams become a reality by becoming an investor in this security.

Dr. D. A. Payson, Waukegan, Ill.:

"The profession should be more than glad to subscribe the total bond issue for your new printing industry at Waukegan and at the same time find great pleasure in doing so. You are paying a good rate of interest and offer the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

Dr. Arthur S. Bean, Brooklyn, N. Y.:

"I feel that we, as a profession, owe some obligation to our osteopathic practitioners and can agree with practically all of your suggestions on osteopathic promotion was received and appreciated. I realize you put a lot of thought into that letter and I thank you. I don't know what we can do here in Wisconsin but it will be largely through each individual osteopath. As an association I think very little can be done because we don't have the funds. If we could only convince the osteopaths that publicity would solve nine-tenths of our problems for us!—A. U. Jorris, D.O., La Crosse, Wis.

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"I think your scheme is a fine one and am sure that the investment is safe and sound. What you are doing to promote the interests of the profession by your educational journal, I think will be of greater value than through any other agencies and we are paying a good rate of interest and offer the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

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"I think it is good that you let the profession know just what you have been doing for us through the years, and for the extent that you have put forth and sacrifice for the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

Dr. Geo. M. McCole, Great Falls, Mont.:

"I have read your information on the bond issue and believe the investment is a first-class one. I have spent considerable time in the last few years studying the whole question of stock market and have come through the kindergarten of "sure things" into the "high school" of good investments, so that I realize what you have to offer is first-class. I am at present and perhaps will be for a few months tied up in investments. If, however, I can clear up with what I have on hand before the bond issue is all sold, I will take a $1,000 bond.

Dr. Ralph W. Hoyt, Hoopston, Ill.:

"I want to show my appreciation in a small way for your vast services to osteopathy, so I will take one bond.

Dr. W. J. E. Dillabaugh, New York City:

"I will only be too glad to make a substantial investment in your bonds. I feel that it will help myself, help you and osteopathy.

Dr. E. R. Booth, Cincinnati, O.:

"I read what you said in The OP about your services as publisher to the osteopathic profession—"all you can do to co-operate with your fine work for the osteopathic propaganda."

Mrs. Mae V. Hamilton, Kirksville, Mo.:

"I want to show my appreciation in a small way for your vast services to osteopathy, so I will take one bond.

Dr. Geo. J. Gaddis, Oakland, Calif.:

"I think it is good that you let the profession know just what you have been doing for us through the years, and for the extent that you have put forth and sacrifice for the best of security, so you are really not asking a favor; yet you would not only be entitled to ask a real favor or two, but have much right to demand it for the services you have previously rendered us. I have not been in practice two years since leaving the army and so far it has been a bread and butter problem with me, but I will be able to contribute my share of the bonds are all placed and I shall gladly do so.

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Dr. Lewis Bowlby, El Paso, Tex.:

"Enter my subscription for one bond. I wish I could buy more of your good security, for the reasons, first, that it is a safe and sound investment, and second, I want to do you a favor to try to achieve your dreams to the fullest extent that I can. So probably I will come through for more later."

Dr. Lewis Bowlby, El Paso, Tex.:

"Enter my subscription for one bond. I wish I could buy more of your good security, for the reasons, first, that it is a safe and sound investment, and second, I want to do you a favor to try to achieve your dreams to the fullest extent that I can. So probably I will come through for more later."

Bunting Building Corporation Bonds Are Delivered Just as Soon as You Pay for Them.

A Representative Bunch of Our Bond Buyers

Dr. Webster S. Heatwole, Salisbury, Md.:

"Reserve for me Bunting Building Corporation Bonds 7 per cent First Mortgage Real Estate Gold Bonds to the amount of $300."
Oh, Yes! Bunting Building Bonds
Are Now Ready to Deliver to You!

THE OSTEOPATHIC PHYSICIAN

Dr. Morris M. Brill, New York City:
"I want to help your good work and will subscribe for one bond and send my check as soon as notified."

Dr. M. Kingman, West Somerville, Mass.:
"Allow me to congratulate you on your progress. It is a good investment, too. I was in the banking business before I studied osteopathy and pride myself on knowing a security and a real safe investment when I see it. My sincere wishes for your success."

Dr. Lena D. Kuppe, Chicago, Ill.:
"Here's the cash for a $100 bond. All success to you."

Dr. Leslie S. Keyes, Minneapolis, Minn.:
"I consider your investment certainly gilt-edged and I hurry to send in my subscription before you have a chance to beat me to it by making a personal request that I do so."

Dr. A. E. MacGilliard, Granite City, Ill.:
"I am loaded just at present but will get in on your good bond proposition just as soon as possible."

Dr. Geo. T. Leedes, Yonkers, N. Y.:
"Yes, reserve a single $100 gold bond for me and I will pay it at the rate of $25 a month. I certainly wish you success in the new-building and publicity enterprise."

Dr. Geo. J. Conley, Chief Surgeon; Dr. H. C. Wallace, Surgery, Orthopedic, Diagnosis; Dr. L. S. Larimore, Eye, Ear, Nose and Throat and X-Ray; Dr. C. D. Ball, Obstetrician; Dr. S. T. Anderson, Staff Physician; Miss Bessie M. Hutchison, St. Assistant; Dr. W. W. Palmer, Staff Physician; Dr. C. G. Tillman, Laboratory and X-Ray Diagnosis; Dr. W. S. Mills, Staff Physician; Dr. M. Estlack, 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 classified A-1 by Oklahoma Department of Charities. Training School for Nurses. Best Course of Study. Registered by State Nursing Board. Pupils wanted. Expense allowance given.

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

Dr. W. L. Lyda, Great Bend, Kans.:
"Had intended taking more than one bond but other obligations have come up unexpectedly. The best support is none too good for you."

Dr. W. S. Mills, Ann Arbor, Mich.:
"I have read your editorials and bond proposition. Want to get in on this deal with you. I believe in it, believe in you, and believe we of the profession owe you more than we can ever pay in dollars."

Dr. Coyt Moore, Baton Rouge, La.:
"They look good to me as an investment. The very best of success to your project as you all are certainly deserving of it."

Dr. Vernon W. Peck, Pittsburgh, Pa.:
"I want you to succeed and am sorry that at present I cannot take more than you suggest. I think our profession should stand back in this matter to the extent of their ability."

Dr. Eugene Pitts, Bloomington, Ill.:
"You surely present a first-class investment opportunity to us; we investors will help our own pocketbooks by helping yours; and surely we osteopaths of America owe it to the science to help you put it over."

Dr. Anna K. Stryker, New York City:
"It was my intention to send you my bond subscription and check in answer to your first appeal, but in some way it was first overlooked and then got destroyed. Here they are. You have my best wishes for your success; and I have no doubt it will be all you desire."

Dr. S. L. Taylor, Des Moines, Ia.:
"Your publishing enterprise is an osteopathic necessity; your bonds are attractive because a safe and profitable investment; and we as a profession must give you all the cooperation you need to make your building project a grand success."

Dr. O. A. VoId, Chicago, Ill.:
"Yes, I want to co-operate. I think every osteopath should buy all of your bonds or she is able, for Osteopathic Health is the greatest argument for the science that can be put out. Within thirty days will know how much of your bonds I can handle."

Dr. Asa Willard, Missoula, Mont.:
"I happen to have some knowledge of the publishing work your company is doing in connection with your journal, THE NOVELLI NEWS. I know of the standing it has in certain business circles, and I regard the bonds you are putting out as a safe and gilt-edged investment."

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

THE ASHEVILLE OSTEOPATHIC SANATORIUM - - Asheville, North Carolina
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.

Help Us Put It Over by Christmas!
You Can Do It by Buying Your Bond Today!

May We Record Your Name Here Next Month?

Will you gladden our hearts by speaking up today for any portion of our bond issue from $1,000 to $100 and thus help us to put it over by Christmas!

-HSB.
Little Stories
C. W. Young, D. O.

Mr. Lary, of this city, aged 63, was a railroad mechanic of no mean ability. He could build a locomotive from the ground up. For the last two years he has been subject to involuntary shakings of the hands, probably of the nature of beginning paralysis agitans, but this did not prevent him from pursuing his occupation.

About six months ago, nervousness and weakness caused him to go to the Railroad Hospital in Salida, Colorado, where he was thoroughly examined and given the best of medical care, but failed to improve. At the request of the physician in chief, he went to Denver to see a big nerve specialist, who examined him very carefully, then gave him a cold stare and stated: "I can do nothing for you." He left the office feeling very much distressed and as though his doom had been sealed. He returned to the hospital at Salida and became bed ridden. Then his wife and a friend took him home, bringing him from the depot in an ambulance. He was at his home several weeks before I saw him. Several different local physicians attended him. I am told that nine different physicians pronounced the case as hopeless. July 14th, I was called to attend him. He was as emaciated as a starving Hindoo. He had been unable to retain food for twenty-eight days. In fact, he would vomit most of the water given him as well as his food. He had the Arcyte Robertson eye. Knee reflexes nearly gone. He had terrible gastric crises and great bronchial distress, difficult coughing without expectoration, great huskiness of voice and stabbing pains in his legs. He slept very little. His hands shook very much and he was unable to feed himself or hold a glass of water to his lips. At no time would the closing of his eyes when standing or walking cause him to stagger or fall. All his attendants had expected death most any time. Several times they thought he was dying. A son recently arrived from a distant city. He told me he could not sleep because of coughing and distress in the throat and I rather insisted on this treatment. We secured a long adherent string of mucus that looked like a tape worm. After this he slept better and was ever afterward relieved of his bronchial and laryngeal distress, and the huskiness of voice disappeared. Almost at once after beginning treatment he was able to retain a little food and water. One morning, nearly two weeks after I began to treat him, his gastric crises seemed more terrible than ever. He had passed a miserable night and he begged for relief. He said his physicians did not believe he had locomotor ataxia, but I regarded

The Diet in Typhoid
and other fevers and diseases prevalent at this season

As the intestinal tract is seriously involved in Typhoid fever, the dietetic problem is one of first consideration. A liquid diet is largely essential, in which connection "Horlick's" has important advantages, being very palatable, bland and affording the greatest nutrient with the least digestive effort.

Samples prepaid upon request

Horlick's Malted Milk Co., Racine, Wis.

Letters in Evidence from Osteopathic Physicians

Letters which we have received from many osteopathic practitioners of highest repute give conclusive evidence of the corrective efficiency of the Philo Burt Appliance. These voluntary endorsements from well-known physicians are not based on single isolated cases, either, but, in some instances, on the physician's experience in as many as ten or twelve cases of spinal weakness or deformity. Drop us a card or a note asking for this proof. It is of importance to you.

Philo Burt Spinal Appliance

Made to Order after Your Own Measurements

The Philo Burt Appliance is as firm as steel where rigidity is required and as flexible as whalebone where flexibility is desirable. It lifts the weight of the head and shoulder off the spine, and corrects any deflection in the vertebrae; is easily adjusted and can be lifted in a moment's time, for purposes of osteopathic treatment, the bath, massage or relaxation; does not chafe or irritate.

30-Day Guaranteed Trial

We will make to order a Philo Burt Appliance for any case you are treating, allow its use on a 30-day 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 proof of its corrective efficiency. Write today. Special price to physicians.

Philosophical Mail Course

Lecture Course


A limited number will be furnished gratis with the ULTIMA No. 1 SINUSPLAT as long as the supply lasts.

922 W. Lake Street, Chicago, Ill.
Use Our New ‘HARVEST LEAFLETS’ for Your Fall Campaigning!

NOW READY

We announce publication of a new line of twenty-three introductory and supplementary printed leaflets designed to enable Osteopaths to do wider and more systematic campaigning at substantially low rates per thousand (or per hundred) of names covered. These informal messages make it easy and economical for you to undertake broadcast distribution, broadcast follow-ups, systematic rapid-fire follow-ups where the cost of using a magazine would be felt as an added factor. You can economically and speedily cover entire lists of any size by this medium and command instant attention. The harvest will be proportional to the sowing.

Here is the splendid assortment of subjects offered you:

4-Page Harvest Leaflets

What Doctor Shall I Employ? (From a Bunting Bond, Besides Boosting Osteopathy.)

Price $9.50 per thousand, with or without your professional card.

$1.25 per hundred.

5-Page Harvest Leaflets

What Is Osteopathy? (George Creel in Harper’s Weekly).

Price $12.50 per thousand, with or without your professional card.

$1.50 per hundred.

10-Page Harvest Leaflets


Price $18.00 per thousand, with or without your professional card.

$3.00 per hundred.

1-Page Harvest Leaflets

What Is Osteopathy? (J. E. Atzen’s Definition of Osteopathy).

Imprinting your professional card is FREE on all orders bought in thousand lots. On any number (or assortment) from 100 to 900 it costs $1.00 extra.

These folders are sized to go in an ordinary letter envelope.

W. J. BUNTING, INC.

9 S. Clinton St., Chicago.

Your Money Will Bring 7 Per Cent With Safety In a Bunting Bond Besides Boosting Osteopathy.
astonished to see the results. I was rewarded
by seeing the horse walk about one block to
a cooler spot and recover nicely. I approached
the doctor and said:
"Doctor what is the prognosis?"
He smiled and replied:
"Considering posture and attitude of that
brute, if they niggers don't quit rubbing them
limbs, there will be some more work for the
osteopath."

The negroes at that moment were dodging
the hoofs. He thanked me and invited me to
take a drive with him through his territory,
stating that he would introduce me to his
practice which included some good towns with
in which I am told that he is well liked and
considered a good doctor. He also stated
that he would never forget that neck
manipulation and would let me know how he
found the results in that case. I advised him
that I was very much interested and would
appreciate any such information.

Now you know how I come into that con
dition next Fourth of July and the attendants
failing to restore it, speak up and apply your
osteopathic principles. You will no doubt find
it heavier work but you will be rewarded.
THE OSTEOPATHIC PHYSICIAN

A General Sketch of Osteopathy

By Dr. Leon E. Page

Such is the title of the December issue of "Osteopathic Health" and you will find it is a charmingly written number. Page has given us a very readable and interesting sketch of osteopathy's history, its main general theories and its most successful fields of application as a practice. We can scarcely have too many of these colorful sketches of osteopathy, if they are only well written, as this one is.

Lesions as mile posts in disease is a very interesting high spot in Dr. Page's text.

Why the osteopaths form a separate unassimilated and unassimilable school of practice is another.

Women's diseases, children's diseases, and ear, eye, nose and throat work are explained as natural diseases of the premodern era.

This article contains illuminating references to quite a number of common every-day diseases which osteopathy handles with new information as to mechanical origins and will new power to cure or benefit.

Your patients and public will like this sketch and will understand it fully. So it would be wise to get your order in before the edition is closed out.

Contents of December "Osteopathic Health"

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OF GREAT ADVANTAGE TO YOU

Again we bring to your attention the advantages of letting us direct the force and momentum of your office, the momentum of some issues that came a year or so ago that I didn't get mailed out at all. I am using them now as instances where Dr. Page has sent a few pieces of literature for some special purpose. They come in handy but am sure they would have done more good had they been mailed out when first received.

Having the magazines mailed monthly from your office can mean prompt and issue of prompt service—a most important factor.

There is just one thing that would induce me to stop using this new method, and that would be for you to say that you would not use the work. Please do not send such a disastrous message.—W. C. Davis, D.O., Burman, Mont, June 2nd, 1889.

Having your name on the mailing list does nothing for you when you are in the process of setting up an office, but it does a lot for you once you are established. This is the only way to get a good start in osteopathy. Your Dayton, Ohio office saves time and energy and will greatly augment that favorable attitude.

You may experience success if you do it your own way; you still certainly be successful in your publicity and promotion work, however if you do it our way, and that means using enough propaganda to make it count.

You may experience success if your campaign is successful but you will not have the responsibility of prescribing what you need and what you ought to have to make sure.

Read what others say about our splendid mailing service plan on pages 29 and 30 in this issue. You can see by these letters that a service is a great comfort and convenience as well as source of prosperity and profit to those who use it intelligently. Also, please read our article on page 9 about the advantageous way of using "Osteopathic Health" on regular contract service. We would like to correspond with you about taking on this Old series in a way that will give you back your advertising investment and yield a profit besides.

We can make good to every representative practitioner who will campaign liberally enough to earn success.

Cordially yours,

THE BUNTING PUBLICATIONS, INC.

Henry Stanhope Bunting, President.

9 So. Clinton St., Chicago, Ill.

Harvest Time!—Are You Gathering!

You Should be "Storing" a Savings-Surplus from Income and Building More Good Will for Future Patronage

By Ralph Arnold, Business Manager, Osteopathic Health

Reports indicate that the public is patronizing osteopathic practice very readily and liberally just now. That is fine! It is also an added reason why osteopathic popular campaigns should be very active at this time. "Nothing succeeds like success." In other words, success makes easy new and greater success. When a thing is moving it is easy to push along faster. The greater the momentum, the less effort required to make more momentum.

It is at this point that the machine is half to start going. Osteopathy is in good favor now. A little more educational effort at once will greatly augment that favorable attitude. Present patronage is continually rising. Slight effort by each individual will greatly increase the volume of that patronage.

Six months or a year from now conditions may be different. Economic conditions may change. The high tide of favorable sentiment (occasioned largely by the tularemia panic demoic) may subside to some extent. A popular educational campaign started now...
The Osteopathic Physician

For? (May issue), "Osteopathy for the IIs of Childhood" (August issue) and "The Philosophy of Osteopathy" (September issue, illustrated with five full page plates)! No, not a bit. I wonder. It's the natural inescapable result.

Our educational service wins with the public and we believe you, because it gives authoritative, scientific information in popularized, simplified style, which makes it both highly interesting and easily understood. It is the combined product of literary and advertising art, explanatory skill, journalistic experience, and broad fundamental knowledge. It wins public approval upon and for good reason, no patients and supporters for osteopathy. It is winning for others. Shall you let it win for you?

Indiana State Association Recommends Fee Raise

At the Indiana Osteopathic Convention at Indianapolis, October 27th and 28th, one of the forward steps taken in line with O.P.'s recommendation to boost fees was this resolution: $2.50 per treatment in cities of 50,000 and upwards; $2.50 in cities below this population. This pertains only to office treatments, outside calls were left out of consideration.

Would you kindly give a prominent place in your next OP as some were much opposed to the boost and the report of the Convention's action may not reach you via official sources. The action taken was advisory only, not compulsory. However that is all any action could be, anyway. No person could absolutely be forced into charging $3.00 per office treatment.

Again we would like to have a prominent place in your next issue because only about 50 per cent of the Indiana osteopaths were present and the boost should be forced hard enough to be jarred into line.—Wesley C. Warner, D.O., Fort Wayne, Ind.

Detroit Osteopathic Hospital Notes

(The continued from page 10)

Pressures and information gained at that great meeting. We quote her words: "The more I see and hear of O.H such as "A Simple Explanation of the Science of Osteopathy" (July issue, illustrated). "What is Osteopathy Good

Ohio Job Lots at Bargain Prices

Occasionally we have some accumulated, assorted copies of O.H. for sale as "job lots" at bargain prices. Some bear a print impression and may impart put on thru error. These are otherwise in first class condition. Others are slightly damaged or soiled. All imprints of these copies "as is" and taken just as they reach us and sold without extra charge at $1.00 per hundred. Reduced price when any large accumulation is taken. Old imprints blotted out and new imprints made without extra charge. If a large number in large lots, write for description of what we have.

Osteopathic Health

9 South Clinton St., Chicago

Dr. Georgia Chafton, Pella, Ia.; I raised my office fee 50 cents on January 1st, 1920. My charges for laboratory work, house calls and obstetrical work are the same as the M.D.'s. Only had one patient to complain but have gotten less work from new families who are unconvinced of the value of osteopathy. I did not make a public announcement of my change in fee except by placard in my waiting room. There are no other D.O.'s here.

Dr. E. R. Ward, Crawford, N. Y.; Fees since 1915 raised from $2 to $5. First raise in January, 1918 to $2.50; second raise in January, 1919, to $3.00. No difficulty whatever. People realized my expenses were greater. LOST ONE PATIENT. Announced change by card sent to all patients, old or new. I think other osteopaths are charging same fee. There is no cooperation with M.D.'s in any line.

Fight the Fees Bill

Perhaps not my best thought for the month. But while we are raising our standards and teaching real osteopathy, instead of just massage, let us not forget the Fees Physical Education Bill now in the house committee at Washington, D. C., and it's ultimate end.

While the bill is good, yet in its present form it will not only put our school children under new supervision but will in reality give us state medicine and that means that for the child from six to eighteen years of age, there will be no osteopathy—for it will be legislated off the map for all these cases. Now is the time to get busy and stop this. Write every senator and representative about it.

J. E. Beechman, D.O., Sterling, Colo.

DETROIT OSTEOPATHIC HOSPITAL

Holds Clinic

One of the interesting features of the Twenty-Second Annual Meeting of the Michigan State Osteopathic Association was the clinic conducted by the Detroit Osteopathic Hospital. The clinic was held for the entire day, and comprised Surgical, Orthopedic, Osteopathic and Roentgenology cases. The doctors who participated were: Dr. Paul C. Goodlove, Dr. P. L. Lathrop, Dr. G. F. Lathrop, for surgical cases; Dr. F. J. Beal, who did some fine orthopedic work, and Dr. E. R. Suyter, Roentgenologist. Quite a number of osteopaths from the state were guests of the hospital for the occasion.

Time is Money

Too few people realize that time is money, and to waste it is sinful extravagance. It cannot be said of Dr. Millard of Toronto, Ontario, Canada, that he is not taking the proper means to make people realize the importance of time, at least, his own time. The doctor got up a little business card for office use which his secretary presents to struggling salesmen and, in general, anybody coming to the office who may be thought to need it, anybody lacking proper credentials. The text of card follows:

BUSINESS MATTER

Toronto..........................10.

I wish to make an appointment with Dr. Millard to present or discuss a business matter. I agree to pay $3.00 for ten minutes interview, or $5.00 for twenty minutes.

Signed...

The stub of this card is the most important part of it, at least for Dr. Millard's own guidance. It reads:

Accepted from Mr. ..................3.

For a business interview with Dr. P. F. Millard.

Good idea, doctor! How do you get away with it?

Put some Bunting Building Corporation Real Estate First Mortgage Gold Bonds in your Safety Deposit Box and you can sleep tight, knowing your savings are secure and 7% assured.
Osteopathic Health for December

Dr. Harry C. Osborn, from Berlin, to 905 St. Paul St., Baltimore, Md.
Dr. Myrtle Snyder, from Seattle, to Grange Building, Oakland, Calif.
Dr. Rosetta Shortridge, from Walla Walla, Wash., to 255, care The OP, 9 S. Clinton St., Chicago, Ill.
Dr. L. V. Cradit, from Blackwell, Okla., to Fuqua, 924 W. Main St., Flagstaff, Ariz.
Dr. G. E. Maxwell, at 27 E. Monroe St., and 2419 W. Aldine Ave., Chicago, Ill.
Dr. W. C. Carter, from Delta, Colo., to 413 E. First St., Pueblo, Colo.
Dr. Beryle J. McCrary, from Bristol, Tenn., to Dixon Building, Norfolk, Va.
Dr. Harry H. Coburn, from Rome, Ga., to 9324 Euclid Ave., Cleveland, Ohio.
Dr. Myrtle E. Herold, from Fort Worth, Texas, to 3611 Parkside Ave., St. Louis, Mo.
Dr. Robert H. Shotts, from Gary, Ind., to 27 E. 9th St., Baltimore, Md.
Dr. Myrl B. Lockwood, from Oklahoma City, Okla., to 220 W. Pine St., Wichita, Kan.
Dr. E. M. Cole, from Kansas City, Mo., to 260 S. Shorelyn Ave., St. Louis, Mo.
Dr. F. W. Acheson, from Choteau, Mont., to 811 Flagg Rd., Missoula, Mont.
Dr. G. H. Fessenden, from Portland, Maine, to 300 Congress St., Portland, Maine.
Dr. E. M. Hulbert, from Waverly, Iowa, to 800 W. Washington St., Chicago, Ill.

WANTED-Young man to assist Colorado osteopath in good city if there is enough work. Address No. 248, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Position as assistant to osteopath in Montana city. Address No. 250, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED-Competent osteopath to take charge of large practice for one year. Must be able to practice in Wisconsin and spend at least eight months in that state. Address No. 250, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED-Competent osteopath to take charge of large practice for one year. Must be able to practice in Wisconsin and spend at least eight months in that state. Address No. 250, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Assistant; married man with good practice. Address No. 251, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Assistant; married man with large practice. Address No. 251, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Assistant; married man with large practice. Address No. 251, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Assistant; married man with large practice. Address No. 251, care The OP, 9 S. Clinton St., Chicago, Ill.
WANTED—Assistant; married man with large practice. Address No. 251, care The OP, 9 S. Clinton St., Chicago, Ill.

Dr. Ralph R. Sterrett, from Madison, Ind., to First National Bank Building, Missoula, Mont.
Dr. Louise Amsden Standard, from 140 W. Moane St., to Kimball Hall, corner Washkash and Jackson Sts., Chicago, Ill.

Osteopath to the Fore in Golf

Dr. Tom Ashbrook, president of the Montana Osteopathic Association, and his wife, have been watching the winter golf tournaments in California, and are enthusiastic about the possibilities of that sport being brought to Montana. They believe that a course could be laid out in the same location as the present golf links in the city, and that it would be a great recreation for the people of Missoula and the surrounding country.

Dr. H. R. Williams' Gift to Osteopathy

The November copy of Physical Culture has a page advertisement explaining osteopathy; this page costing $500.00 is given free for the benefit of the entire osteopathic profession by Dr. H. R. Williams, of Kansas City, who nobly preferred that the entire profession should benefit by it rather than his own individual business.

Net Quite Clear!

During an inquest held in Cincinnati, the following question was put to one of the witnesses by the deputy examiner: "Where was the deceased struck by the motor car?" Whereupon the witness, a surgeon, replied: "At the junction of the dorsal and cervical vertebrae.

The deputy examiner looked puzzled. "Will you please point out that on the map?" he asked, indicating one that hung on the wall.

Osteopath to the Defense!

The Newark Evening News of October 11th, printed a fighting reply by Dr. Ray F. English, to the Essex County Medical Society's ill-advised criticism of the osteopaths at their annual meeting, October 5th, when the society made the public, as well as the osteopaths, who do not use drugs. Dr. English made it very clear, that the osteopath's license is not required to make an osteopath; that the osteopath is required by the law to care for people only to take the same examination that the medical doctors do in every respect (but medicine), to be licensed to practice; that it is and ever has been the purpose of the osteopathic profession to maintain a high standard of education.

West Virginia Wants Osteopaths

There are locations open for "just lots" of osteopaths here in West Virginia—in fact, there is plenty of room in any town in the state. The secretary of the state association, Dr. G. E. Morris, of Clarksburg, will be glad to furnish information to any one who is interested. As a rule the people of the state are fairly well educated about osteopathy and while there are only some thirty osteopaths in the state, they are all of them, doing expanding work. Any one desiring information regarding reciprocity or other matters under the control of the state board, should address Commissioner of Health, Masonic Temple Building, Charleston, W. Va.

FOR SALE—10 Elgin Motor $90; 10 Cooperative G Building, Norfolk, Va.
FOR SALE—Best for woman, or man and wife, doing small work and optometry would do well. Average $1500 to $1800 a month best year around. Address No. 249, care The OP, 9 S. Clinton St., Chicago, Ill.
FOR SALE—Eight volumes Reference Handbook, good condition; Diseases of Women (Crossen); 1919; Osteopathic Anatomy (Woodell); State Board Questions (Wood); Address No. 248, care The OP, 9 S. Clinton St., Chicago, Ill.
FOR SALE—For woman, or man and wife, good practice and office equipment in best location in one of the best counties in Central Illinois. Established fourteen years. Going for $25,000. Address P. O. Box 250, care The OP, 9 S. Clinton St., Chicago, Ill.
FOR SALE—For woman, or man and wife, good practice and office equipment in best location in one of the best counties in Central Illinois. Established fourteen years. Going for $25,000. Address P. O. Box 250, care The OP, 9 S. Clinton St., Chicago, Ill.