If we have an enemy in the whole profession—which God forbid!—may he have no coals of fire on our cantankerous heads by buying a Bunting Building Bond.

150 Osteopathic Physician

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Volume XXXIX

CHICAGO, FEBRUARY, 1921

Number 2

EFFICIENCY IN PRACTICE MANAGEMENT

The Efficient Osteopath

Preface

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

SUCCESS

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

One may use his powers with great energy, but unless they are applied in the choice of real opportunities, he does not arrive. With the strong use of one's physical and mental capacity, unless he can adjust himself properly to his environment, to other people, to his work and to right relations in life, he may have an early breakdown physically, mentally, or both, and his dreams may remain only dreams because of foolishness prematurely brought about.

Unless one can have his powers wide awake, seize his opportunities, adjust himself to his environment, to right relations in life, he cannot expect to look forward to the future for permanency of success. His habits, which are crossing the laws of his being otherwise, will be in a small way, will ultimately work to his undoing.

Herbert Spencer says, "We are creatures of habit. We succeed or we fail as we acquire good habits or bad ones, and we acquire good habits as easily as bad ones. Most people don't believe this, only those who find out succeeded."

I would add to Herbert Spencer's quotation, that it is only those who find out reasonably easily in life who can expect to have any marked degree of success.

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

Since we are in the world there must be some purpose in it all. Whatever that purpose is that pertains to us in life, we should realize brings certain obligations to all of us. The idea of fulfilling the obligations of a public spirited useful citizen with a consciousness of the highest duty well and faithfully performed.

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The osteopathic physician stands before the world as an educated or a supposedly educated man. He is to adjust to his environment and allow himself to go to the poor-house and become an object of charity, which means one of pity and disgust as well. James J. Hill once said, "If you want to know whether you are going to be a success or failure in life, you can easily find out. The test is simple and infallible. Are you able to save money? If not, drop out. You will lose as sure as you live. The seed of success is not in you."

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The Bunting Publicity Service for Osteopaths is building a home.

Now, really, would you expect the AMA to finance it?
Coalition?

"Shall We Hang Together, or Hang Separately?"

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

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

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

We have massaged and rubbed and pulled and hauled patients until we have been branded as "muscle knesders." It serves us right. The teachers in the various colleges have preached in our spinal trade mark they have outnumbered us and out-advertised us.

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

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

1st. Had we adhered to the Old Doctor's teachings absolutely we would have had the beacon lights burning all over the world; as it is you can count them. Just shut your eyes tonight and imagine you are taking a bird's-eye-view of the U. S. and Canada. You all know of the men and women who are true followers of A. T. Still, and adopting the minds taught by Dr. A. T. Still, and adopting the ideas that a long full treatment is going to make his strength away giving long muscular treatment we must keep it up, and by the time we get fairly busy we find that a dozen patients a day is about all that we can handle. We have also dabbled in so many adjuncts trying to make osteopathy appear a cure-all that it is with difficulty we find a pure-Simon D.O.

Along comes our competitors, (and I do not wish to be excused for calling them such), and they unwittingly take note of the one cardinal point taught by Dr. A. T. Still. How can we, first and foremost, we have an idea that a long full treatment is going to make their patient feel that they are getting special attention. We all know that once we give a long muscular treatment we must keep it up, and by the time we get fairly busy we find that a dozen patients a day is about all that we can handle. We have also dabbled in so many adjuncts trying to make osteopathy appear a cure-all that it is with difficulty we find a pure-Simon D.O.

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

Instead of treating 50 or 60 a day, as those beacon light men are doing, the majority of D.C.'s have got down with a possibly fifteen a day. They say they can't attend to any more! There are D. O.'s who have practiced for years, who have never treated 20 a day and never will.

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

2nd. How are we going to right ourselves? There is just one way—not two or more.

We must so thoroughly impress our D.O.'s that we must heave to the line if we are to save the ship, that they will awaken and start anew, and believe in the motto, "Find it, fix it and leave it alone." That one motto will save us. Cut out the adjuncts and get down to business. You, your ten fingers make good.

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

You adjunct fellows have had your way, and see where you have landed us. You would not listen to those who kept their beacon lights burning, and now you say, "What shall we do, join up with a bunch of counterfeits or stay apart?" It is nauseating and revolting. Little by little we have allowed them to toip our range and with barely enough experience has proved himself to be a wise-acre. He has stolen our thunder. If you have not learned to treat more than 12 or 15 a day, for pity's sake, close up shop and visit some one who can show you how to put into practice what the Old Doctor taught! Get the vision of real efficiency in practice. You don't have to be a maseur to make money. Do go on and spoil the good name of osteopathy that old Dr. Still fought and bled for. Otherwise get out and go at some other work. We have lost our part of great potential power. We have trouble within the next ten years to swing back the pendulum and away the world.

D.O. was ordained to the special work, but let those who are not specialists quit their dabbling and be true-blue osteopaths.

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

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

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

We, as osteopaths, are trying to practice 20 years and more and never use an adjunct, give a hypo, or write a prescription and yet treat as many as 73 a day at $5.00 rates, why don't you? I am sure you can count the D.C.'s who have never been untruly to the man who gave to this world the greatest therapeutic agency ever known.

The Chiro Peril Can't Frighten a Man of Vision

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

I received my OP last night and must hasten to get my reply in. What in hell and six bits is going on? You surely must have been kid-anew, and adjunct yet you will. I have treated for years and more will visit some one who can show you how to put into practice what the Old Doctor taught! Get the vision of real efficiency in practice. You don't have to be a maseur to make money. Do go on and spoil the good name of osteopathy that old Dr. Still fought and bled for. Otherwise get out and go at some other work. We have lost our part of great potential power. We have trouble within the next ten years to swing back the pendulum and away the world.

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

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

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

Last Call to Bond Buyers!

If you want to be one of the loyal band of osteopaths who are making this building possible by buying Bunting Building Bonds you must act now or you will be too late. Each $100 bond in your strong-box will be additional cause to be proud, for it marks you as one of the fighters who helped osteopathy’s organized publicity go over the top.

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

Our Goal Day is March 31st!

We now must complete this bond flotation by March 31st or suspend our present rapid construction until bond sales catch up with the building program. But friends — we can’t stop work! Impossible. We want possession by May for those printing presses! Some leases are going to be up downtown! And then there is that home-comming anniversary for “OP” and “OH” in June! Shall they be disappointed?

We Want a Roof Over Our Heads

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

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

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

The Osteopathic Physician

The Bunting Publicity Service for Osteopaths.
The Bunting Building Corporation
And
The Bunting Publications, Inc.
Henry Stanhope Bunting, President.
9 South Clinton Street, Chicago, Ill.

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

Editor, The OP: I, for one, think the time is at hand when all of us—osteopaths, chiropractors, homeopaths, chiropractors and other such practitioners—but the public must recognize the value of medical science, which has reduced the death rate, thus contributing to the health and happiness of society.

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

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

Get together this time, as you will doubtless have many replies from others. Yours for some action, A. C. Tebeau, D.O., Fayetville, N. C.

Prefering Shooting the Rapids in Good Society

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

Believes We Should Line Up the Chiros

Shop Talk section of OP is always most interesting to me, but this is the first time I have attempted any of it myself. I was forcibly impressed during the last few months about some very important matter last month, namely, our attitude toward chiros. There is no use to comment on what it has been, but what it will be in the future, and I have no doubt that it will. First, I deplore the lack of scholastic attainments and short-cut professional preparation of the average chiropractor; but we must admit theirs is now about as useful to the public as any. Perhaps I might be excusedмолysmall physicians of the original school of adjunctive mechanical therapy we can't show distinction and class enough to merit entry without the stigma of the half-breeds of the common herd, for I am for one am ready for the axe!—J. S. Crawford, D.O., Denton, Texas.

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

For United Defense

Get-together! NOW is your chance to ally with the Deposester, the Shooter of Vaccine—whether your children want it or not.

Line up with any body of men, REAL, REBLOODED folks. Against Compulsory—anything—even the so-called for out of the School fund, or some other fund. You be "again" it.

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

Table talk something worse while. Maybe you can't help yourself. Don't mention it, will not mention you in your home town; if I did I think the other fellow's town, so that even I've tried it. Works. Do it NOW.—F. E. Dayton, D.O., Escanaba, Mich.

Asks for Light on Bernarr Macfadden's Crusade

I received thru the mails Bernarr Macfadden's circular calling on all drugless and independant professions and cults and all advocates of freedom of unite for a common defense against the A.M.A.'s congressional conspiracy. Do you advise signing same? Will it in any way prejudice the work of the A.O.A.? I believe this to be a good thing and would like to help in it. In fact, about the only reason I have for not joining the American Osteopathic Association is that it has never seemed to attempt to do anything with this matter. I am following that with other "Harvest Leaflets," "The Osteopath's Point of View," etc.—Lealie S. Keyes, D.O., Minneapolis, Minnesota.

Chiropractic Kleptomania, Etc.

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

An Old Vet Won Over to Publicity

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

Osteopathic Physician

He Could Swallow His Pride

Once upon a time, a man by the name of OSTEOPATHE, was in trouble with a cousin by the name of CHIROPRACTOR. He told him he was ignorant and did not like him. They were good friends and while they were pounding each other, along came a peacemaker Dr. Drug Man. Says he, I will settle that fight. I will choloform both of them. But the fumes were so strong they were dumbstruck to the American before they broke loose and decided to fight the peacemaker's fumes, before it was too late. Then fight got serious and such a whooping and cussing that one, pitched into Dr. M. D., and soon had him begging for mercy. Do you get the hint?

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

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

The Osteopathic Physician

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Why Buy Bonds As An Investment!

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

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

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

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

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

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

First Mortgage Bonds are therefore the safest form of investment.

Why Buy Bunting Building Bonds?

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

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

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

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

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

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


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

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

Case No. 2—Mr. C., architect, had hypermetropia and astigmatism and also had monocular vision in his right eye. He took his case for treatment December 8th. He was also presbyopic. This morning he had 20/10 vision in his left eye and 20/200 in right eye. His case is cured but he will probably continue to take treatments to give the extrinsic muscles thoroughly strengthened.

Case No. 3—Lady, 60 years old, came from Toledo on January 13th and has incipient cataract. Her vision is 10/60 in left eye and 16/200 in right eye. I kept her until January 16th, and she went home to return for further treatment in one week. When she left on January 16th, which was within three days, her vision was 10/60 in left eye and 10/60 in right eye. Some improvement within three days, don't you think?

Case No. 4—Child, 5 years old, convergent squint was treated two weeks and on the 14th of December I had failed to do anything. Glasses are only crutches for the eyes, as much as the wooden crutch for the lame man to walk with. I don't know that I could tell you any more, but I might cite many other cases of myopia, hypermetropia, astigmatism and squint and presbyopia that I have cured. I would only be repeating what I have told you in the cases mentioned above.

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

I examined a case last week, a man 37 years old, who has been blind in his right eye for eleven years ago, playing a game of handball. The eye involved is his right eye and if I pass my hand twelve inches from his eye he does not know that he can see. He has no operation, and I have failed to do anything.

I fail him not pay anything. I am placing my time, energy and skill against his time and energy. After examination I told him I believed I could cure his eye if he then wished to have the operation, I would refund him back every dollar he had given me, and my fee was to be $200. He said he would try me. His left eye turned out and upward. His left eye today is as straight as mine and he has binocular vision and has normal vision, and his glasses are here now on my desk. No operation was necessary.

I think the time is here when every ophthalmologist should have a better knowledge of eye troubles, how to examine, etc., especially since the dentist, nurse, and optometrist have united and are trying to make sure that every child is examined before entering school. The knowledge of ophthalmology is a thing of the past, and yet we have known of other ophthalmologists as the result of it took up osteopathy as a profession. Yet we have known of other osteopaths who began osteopathic practice under excellent auspices who specialized in eye work and finally seemed to settle down to classic medical and surgical eye work and who now do not need osteopathic work in their practices at all. Let us call for an experience meeting on this line and all express opinions freely. Are you able to duplicate such results as Dr. Wilson reports? What do you think of the work he reports?

Throw Away Your Glasses!

Finger Surgery of the Eye-ball, as outlined in the May, 1926, issue of the A.O.A. Journal, proved to be very successful without glasses. It is astonishing to see the axis in astigmatism change, and often disappear after a few treatments. I agree with Dr. Wilson, refractive errors unquestionably are due to a fractional and therefore curable derangement in the action of the extrinsic muscles, and not to an organic change in the shape of the eye-ball, or in the constitution of the capular lens.—J. D. Edwards, D.O., St. Louis, Mo.

Also Strong for Curing Refraction Without Glasses

I want to commend Dr. John H. Wilson on his article giving us a little more light on the eye. I have practiced optics for years and demonstrated that errors of refraction were cured without glasses, and I have published my method once before. It is astonishing to see the axis in astigmatism change, and often disappear after a few treatments. I agree with Dr. Wilson, refractive errors unquestionably are due to a fractional and therefore curable derangement in the action of the extrinsic muscles, and not to an organic change in the shape of the eye-ball, or in the constitution of the capular lens.—J. D. Edwards, D.O., St. Louis, Mo.

You are not making a donation to charity when you buy a Bunting Building Bond but a shrewd and sagacious investment which works two ways for you.
Maestro Virgilio Halladayo and His Famous American School of Osteopathy Band

Here is the largest and best osteopathic band that ever was. As you see, it consists of twenty-six pieces—not counting the floral pieces on each side of Professor Virgilio—and every musician a student of the ASO. No "ringers in" from the Kirksville laity—no professionals from the Chariton—but a bona fide college band, and probably as good a one as there is in any state university in the United States.

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

This means a lot for contentment and happiness throughout the student's long period of preparation for professional work. You should bring this incidental feature of the Parent College's many advantages to the attention of your young friends who are about to select an osteopathic Alma Mater. Of course, you know all about the simon-pure course of osteopathy given here, and the excellent scientific foundation upon which it is built. Faithfully yours,

AMERICAN SCHOOL OF OSTEOPATHY,
Geo. A. Still, M.S., M.D., D.O., President,
Kirksville, Missouri,
THE OSTEOSPATHIO PHYSICIAN

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

More Thorough Examinations and Correct Diagnosis

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

Are You Protected by Central's Accident and Health Policy?

When you buy insurance, buy the best that can be had. Central's Accident and Health Policy pays $3000 for accidental death. It pays $25 a week for total disability from either accident or sickness. The cost to you is only $40 annually or $10 quarterly.

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

CENTRAL BUSINESS MEN'S ASSOCIATION
Westminster Building, Chicago, Ill.

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

Get the Vision!

J. A. van Brakle, D.O.

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

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

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

Surely the patient may indeed be one of the physician's best assets but a greater thing than this upon which the foundation of fortune is built is that satisfaction of self which realizes that everything within the power of the physician has truly been done for the suffering humanity that comes to his door.
We have $13,800 of bonds yet to sell by March 31st.
Will you take any amount from $100 to $1,000?

THE OSTEOPATHIC PHYSICIAN

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

[From The Hartford Courant]

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

Where Objection Lies

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

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

Files Amendments

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

New York Society Would Modify Bills on Physical Education

Dr. Spence also appeared before a group of osteopaths at the New York, Jan. 16th. He told of the results of his trip to Washington recently when he urged the modification of bills before the Senate and Congressional committees on physical education. The following resolution was adopted:

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

Resolved

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


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

Knock 'Em Out!

My "best thought" is to knock out all the old school medical laws that are proposed. Take the Sheppard-Towner bill, for instance. One of the things I do is to send letters to the congressional districts. I hope to have a similar result in Iowa, etc. The American Medical Association's field agent I once cut short in his itinerary in this state. Senator Joseph J. Forrester of this state is favoring all the medical legislation possible. I have written him up many times. I stand for medical, educational and religious liberty in the broadest sense. I note that compulsionists in one are compulsionists in all three. The American Press Writer's Association used to do grand work along the lines of liberty. "Give me liberty or give me death."

-Francis B. Lively, D.O., West Friendship, Maryland.

Watch Congress

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

Urges Getting District of Columbia Law

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

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

Wisconsin Solons Asked to Smash the Sectarian Hospital

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

These two amendments were introduced in the Wisconsin Legislature at the end of January by an osteopathic group opposing the idea of boycotting an osteopathic patient who was desperately ill.

An act to create Sub-section 48 of Section 1018 of the statutes relating to exemption of hospitals and sanitariums from taxation.

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

Section 1. No hospital or sanitarium shall be exempt from taxation under the provisions of this bill excepting such as are owned, maintained or operated by a regularly licensed physician or physicians exclusively; or for his or their own private practice, shall not in any manner discriminate between the patients of any regularly licensed physician, or between regularly licensed physicians, by reason of the fact that said physician is not a member of the medical staff of said hospital or sanitarium, or for any other reason, and unless such hospital or sanitarium admits and cares for the patients of any regularly licensed physician.

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

An act to compel every person, persons, corporation or association conducting a hospital or sanitarium excepting such as are owned, maintained or operated by a regularly licensed physician, or between regularly licensed physicians, because of the fact that said physician is not a member of the medical staff of said hospital or sanitarium, or for any other reason, and unless such hospital or sanitarium admits and cares for the patients of any regularly licensed physician.

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

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

Good work! May it win! We print these as model amendments for osteopaths to push in every state where this issue has arisen.---Editor.
In the October issue I told how Chas. Taylor could sleep only three or four hours a day because of cough caused by tuberculosis, how he had fever of 101 degrees Fahrenheit every after­noon, how he had been discharged from an open air sanitarium as an incurable, and how the laryngeal technique had enabled him to sleep eleven hours a day and had reduced the fever to subnormal or slightly above normal. Well, the good work is still going on, with interesting developments.

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

His wife does washing for a living, and it is difficult to keep him from overtaxing himself in trying to help. November 23 I secured at one time 284 coughs or expulsive efforts without withdrawing my hand. Altogether that day he coughed 658 times while under the treatment.

Saturday, December 11, he did some work and met some exposure to cold. He received no laryngeal treatment until Tuesday. As a result he had quite a set back with rise in temperature. I thereupon taught his wife how to give the treatment. He can now take the treatment herself for coughing and tightness of chest. She reports a case of whooping cough in eleven hours a day and had reduced the fever to subnormal or slightly above normal. Well, the good work is still going on, with interesting developments.

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

**STILL-HILDRETH OSTEOPATHIC SANATORIUM**

Macon, Missouri

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

Save Your Own Power

Utilize the patient's motive power, instead of your own, in the application of passive elongation to incomplete cervical luxations. Thus: Patient reclining on back, physician standing at the head with fingers at desired points on the offending lesion, holding firmly and gently, while patient raises hands and arms over the head and placing the palms upon physician's chest and pushing gradually.

This excels any mechanical device for passive elongation of cervical spine, as it is applied to the specific point. No danger either, as patient is not inclined to utilize too much force upon his own neck-unless of suicidal intent!...
Wonderful Year for the Laughlin Hospital, Kirksville

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

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


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

How Many Times a Day Does Your Back Get Tired?

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

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

Easy to raise. Easy to lower.

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

Write for Detailed Description

McMANIS TABLE COMPANY
Kirksville, Mo., U. S. A.
The Osteopathic Physician

Instant Heat “Waterless Hot Bottle”

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

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

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

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

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

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

Adjustment Is “Open Sesame!”

There is but one word which unlocks the mysteries of Osteopathy and that word is adjustment. He who does not adjust, only dabbles. The dabbler in osteopathy are doing more damage to our cause than the charlatans. The chiro adjusts and calls it chiropractic, He is a liar. The diddling osteopath dabbles and calls it osteopathy. He is a liar and a cheat. May be you had better censor this, Bunting. (No, we won’t. It’s strong but an honest expression is good for the chest—Editor.)—P. R. Hubbell, D.O., Detroit, Mich.
A New Discovery in Heat-Applying Devices

"Instant Heat"

The Waterless Hot Bottle
Not a Hot Water Bottle!

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

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

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

Every "INSTANT HEAT" Is Guaranteed Fully for Five Years

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

"INSTANT HEAT" is the new method of generating heat by combining several harmless chemicals, which produce heat through chemical reaction. It is a smooth, nickel-plated case, containing the chemicals. It contains nothing poisonous and is non-explosive.

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

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

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

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

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

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

Instant Heat Company of America
INSTANT HEAT BLDG., Madison and Ada Sts., CHICAGO, ILL.

CLIP AND MAIL THIS COUPON

Instant Heat Company of America
Instant Heat Building, Madison and Ada Sts, Chicago.

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

Name: __________________________

Town: __________________________

State: __________________________

We've sold 72 per cent of our bonds for a start—that's fine—now to sell the 28 per cent remaining for the finish. Your $100 would help!
General Hospital Prepared to care for ALL hospital cases except Surgery.

THE OSTEOPATHIC PHYSICIAN

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

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

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

and examined all of the applicants here except a few that a certain allopath, appointed to act while I was away, examined. Do you know of any other instance where an osteopath was appointed as Marine Examiner? I do not know yet why I was appointed as I did not in any sense solicit it, and in fact I tried to discourage the officer when he mentioned it to me. I attach a copy of the appointment:

KANSAS CITY COLLEGE of OSTEOPATHY and SURGERY

"The Aggressive College"

ANNOUNCES

Opening of Mid-Year Class

Monday, January 31, 1921

Now Located in Our Own Building

Independence Boulevard, at Garfield

Kansas City, Missouri

SOUTHWESTERN OSTEOPATHIC SANITARIUM

Blackwell, Oklahoma

We wish to announce to the profession that our Eye, Ear, Nose and Throat Department is now in charge of Dr. H. M. Ireland, formerly of the faculty of the Des Moines College. Dr. Ireland has just completed post-graduate work in Los Angeles. Also our X-ray Department is now in charge of Dr. C. G. Tillman who served in the X-ray Department of the U. S. Army.

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

Accredited Training School for Nurses—Pupils Wanted.

For Information, Address

SOUTHWESTERN OSTEOPATHIC SANITARIUM - Blackwell, Oklahoma

In years to come won't you be rather proud that you helped us put up the first building ever dedicated to osteopathic publicity? Every $100 helps!
The COLLEGE of OSTEOPATHIC PHYSICIANS and SURGEONS
LOS ANGELES, CALIFORNIA

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

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

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

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

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

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

For full information address

The College of Osteopathic Physicians and Surgeons
300 San Fernando Building, Los Angeles, California

Your savings bank pays you 3 or 3 1/2 per cent—Bunting Bonds pay 7 and advertise osteopathy to beat the band!

Entered as second-class matter April 7th, 1902, at the Postoffice at Chicago, Illinois, under the Act of March 3d, 1879.

EDITORIAL

Fairness, Freedom, Fortitude

"How to live, let chips fall where they will."

Vol. XXXIX

February, 1921
No. 2

HOW TO FIGURE YOUR INCOME TAX

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

The exemptions are the same for the year 1919, $1,000 for single persons and $2,000 for married persons living with husband or wife, and heads of families, plus $200 for each person dependent upon the taxpayer, if such persons are under 18 years of age, or incapable of self-support because mentally or physically defective. The period for filing returns is from January 10 to March 2."
Bunting's voice has cried osteopathy in the wilderness for 20 years. If the wilderness has yielded up a little fortune to you buy Bunting's Bonds.

THE OSTEOPATHIC PHYSICIAN

Some Doctors' Offices

II

Accessories

By John Barr, D.O.

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

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

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

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

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

There were swings hanging from the ceiling and a patented Urinalysis cabinet that I have poured in the urine and pressed the button, would almost do the rest. Artificial sunlight, ultra-violet rays and other volatile substances formed an efficient at his will and he willed quite often.

As a result of all this he was very progressive. He used publicity—lots of it—but economically. He was just about as interested in his patients as a politician in the election.

What then? His book-keeping seems to do almost everything but send out statements and figure up his income tax correctly. He admitted he was too busy to do the first and didn't do enough business to bother with the second. On one wall was a set of diagnostic charts which he explained aided him greatly in making diagnoses.

In fact he informed me that since he had purchased the charts, the average of his patients' ailments had risen greatly. I did not doubt him a bit.

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

Fearing more accessories would lead to a lack of needed food, I declined his invitation to dinner at which time he promised me another illustration of the adjuncts which my casual visit had not revealed. Any doctor who feels that he can succeed upon plain osteopathy would do no doubt be pregnantly inspired by a visit to this man's den of devices.

Why Osteopaths are Strong in the Faith

Sterling Motor Truck Co. of New York, Inc.

Treas. and Gen'l Mgr.

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

The Osteopathic Physician.

132nd Street and 12th Avenue

New York, N. Y.

Dear Sir: I desire to write you concerning a cure effected by osteopathic treatment on my brother, Floyd Flott, aged 15 years, of Manhattan, Kansas.

Last spring, while in New York after a

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

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

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

Examination showed uterus apparently about two months pregnant and tipped to left and posterior. Careful treatment released it and straightened it. The abdomen was returned the 2nd day following for a second treatment and reported that she had been eating three times a day and returned the uterus to its normal position but had either the nausea or vomiting. I could cite another case almost a duplicate of this in every respect.—Harry F. Palmer, D.O., California.

Angioneurotic Edema

December 9th, I was called to see Mrs. W., age 26, who gave following history: About a month before a large swelling appeared on cheek about level with first molar tooth. Dental examination reported negative. She had M.D. and he said dentist looked over something and sent patient to another dentist who also reported negative. Chances swelling on the cheek. It appeared above left eye and later left eye was swollen entirely shut. Another M.D. was called and he said he didn’t know what was the trouble. He said she had had a strange weak fever. By that I eliminated sinusitis. Swelling had appeared and disappeared several times in last month, always preceded by itching at site of swelling. I diagnosed the condition angioneurotic edema and told her to stay home and save her money. Saw patient two days later and swelling was entirely gone. In this treatment given as there is no cure. The condition is self-limited and imprisonment is uniformly good. Patient well pleased. There are only about 180 cases of this disease reported in medical literature.—T. G. Billington, D.O., Brystow, Okla.

Cataract Enteritis—Not TB of the Bowels

Female, age 55, bedfast a month with two nurses. Husband and brother who died from tuberculosis of bowels, (so-called). She was considered as suffering from the same till no test had been made. Many serious complications from liver, kidneys, blood, heart, scatica, etc., made the case alarming and very distressing. Our leading physician pronounced her case hopeless, and I was called upon for temporary relief, if possible, for her relatives. I pronounced the case cataractal enteritis, and she was returned to her home. Sent her to hospital, had the hope of a cure and she was returned home. She is cured and is living a quiet life.

Harry W. Gamble, D.O., Missouri Valley, Iowa.

THE OSTEOPATHIC PHYSICIAN

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

Help This Plan to Put Osteopathy into the Movies!


The opportunity is at hand for a splendid nation-wide motion picture publicity campaign for osteopathy. I have had written a dandy five-reel motion picture scenario, "The Light That Did Not Fail," which brings the story of osteopathy pleasingly and convincingly before the people in a unique and fascinating way. This beautiful picture will be made in the studios of the Educational Motion Picture Bureau, Boston, Mass., for $17,000.

As the A.O.A. cannot finance this undertaking, I am undertaking it personally by asking every osteopath to send me $10 toward a beautiful $17,000 osteopathic picture by well-known stars shown in your community? By learning of our experience. — Respectfully yours, Gordon.

What’s the Answer?

What's the Answer?

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

I replied "Yes, speaking." She said, "At what time tomorrow can I see you?"

I answered "The office attendant will be in at nine in the morning. She makes all appointments for office work. Phöne her please and she will give you the best opening available and send you a detailed statement to every subscriber.

But do not want you to professional— I just want to talk with you thirty minutes,

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

said the woman.

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

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

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

Woman, haltingly, "Our finances are low, my husband has been sick who we have known now for about forty and in excellent health, and
HEMORRHOIDS
FISSURE
FISTULA

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

Nujol is the ideal agent for such purpose. It promotes peristalsis by softening, moistening and lubricating the feces. It is an emollient that protects and soothes irritated and inflamed mucus.

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

Nujol
REG. U.S. PAT. OFF.

Nujol Laboratories, Standard Oil Co. (New Jersey), Room 751, 44 Beaver Street, New York City.
Please send me booklet "The Treatment of Hemorrhoids", and sample of Nujol.
Name .................................................................
Address ..............................................................

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

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

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

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

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

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

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

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

IN COURT AND LEGISLATURE

Osteopath's Surgical Rights Reaffirmed by Wisconsin Supreme Court

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

Tennessee More Careful of Horses Now Than Citizens

Last April Memphis chiros appealed to the Tennessee Supreme Court, following conviction of practicing without license. December 18th said Court rendered its opinion, tersely stated: (Prepared by Chief Justice Lansden). It held: "This case was brought to enjoin the defendants from treating persons according to the chiropractic method on the ground that they had not complied with the general statutes regulating the practice of medicine, which prohibited the practice of any healing art without a license issued after examination, and requiring as a condition to obtain a license that the applicant for a license must pursue a course of study covering many subjects which chiropractors have no occasion to apply, and which they do not study. Holding that chiropractors cannot be classed with charlatans and fakers, since the method of healing is well developed and recognized in many jurisdictions, and believed in by many persons, and there being no evidence in the case that this method of treatment is in any way injurious to the human body, the Court held that a requirement that chiropractors must study and be examined on

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

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

Third Degree Burn

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

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.”

Varicose Ulcer

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

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.”

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.”

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

DELISCO

Trade Mark Registered U. S. Patent Office

“THE CUP THAT DELIGHTS”

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

DELISCO

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

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


If you have savings the best, most productive and safest investment you can find is Bunting Bonds. They pay you 7 per cent and boost osteopathy.
subjects in no way pertaining to their occupation constitutes an arbitrary and unreasonable attempt to restrict their liberties and the liberty of the people who wish to patronize them, such requirement having no reasonable tendency to promote the public safety and welfare.

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

Can you beat it?

-Henry Fitch, D.O., Memphis, Tenn.

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THE OSTEOPATHIC PHYSICIAN

President Waldo Swings the Western Circuit

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

The meeting in Denver was well attended. Dr. Waldo showed that he has a grasp of the osteopathic situation in a way to show osteopathic physicians great possibilities they have at hand which they are not using. Everyone who heard Dr. Waldo and understood what he was driving at has a better vision of his opportunities and will be benefited in proportion as he can make an application of the visions set forth.

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

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"Horlick's"

The Original Malted Milk

ALWAYS RELIABLE

For the feeding of infants, invalids and convalescents.

VERY USEFUL

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

Avoid Imitations

ASHEVILLE OSTEOPATHIC SANATORIUM

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

ELIZABETH E. SMITH, D. O.

Asheville, North Carolina

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

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Dr. Dobson Says the Fountain Head Is Still Pure

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

After referring to the pleasant days spent here, Dr. Dobson stated that he was glad to come back and find that the school was still teaching the basic principles of osteopathy and he believed that osteopathy was in good hands. He was glad to find that some of the rumors regarding osteopathy in the school had been true. He stated that in looking over the examination papers of the class this week he was delighted to find that there was more true osteopathy in them than in any he had previously examined.
They've Helped Build the Walls—Will You Put On the Roof?

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

This race for the honor of being the biggest individual holder of Bunting Building Bonds in the profession is getting to be a regular sporting event. See how they run! Neck and neck at the finish—now Dr. Sten Hanson leads—John J. Buehler passes him by three bonds and is off like a coyote. That is going some, surely.

Last month we chronicled that Dr. Hanson was in easy lead with $1,100 of our security. Now we have to report that Dr. Buehler has added $300 to his former investment which brought his holding up to $1,200. Looks like John's going to sweep the line, won't he?

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

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

This letter speaks volumes:

My dear Bunting: Herewith check for $300 which will bring my bond purchases up to $1,200, and complete my Harvest Leaflet order made at the Convention, as my records show I have now sent you in $1,400 since that luncheon. Some lunch, I believe I paid for the lunch at that. Glad I did.

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

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

Seriously, I plan to buy another bond or two (1) and if conditions at the Chicago Convention permit I will then go out and see my campaign indicate it I shall raise another $500 for you. How much should I be able to get from my bank to buy more bonds, using those which I have as collateral?

Success to you, and may your tribe prosper.

Cordially yours,

J. H. B.

Good old Buehler!

Son, this eastern boy is no tenderfoot.

For new $500 stock, he is beginning to manipulate sounds like four aces. anyhow.

Came to Scobf: Been Praying Ever Since

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

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

Is Woman's Pole Vault Winner a Missourian?

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

From Our Very First Literature

Customer—A. D. 1898

Dear Bunting: After reading your letter I concluded to raise the full amount and forward to you and I herewith enclose my check for $106.50 for bond $100 for bond, $6.50 for "Osteopathic Health." This letter speaks volumes:

Enclosed please find check for $106.50 to pay for $100 in payment for another bond. I hope to forward my "little"—would it were a house or a roof—would it not be a great help on that roof. I liken your building to the structure "Personality."

Enclosed you will find my check to cover the balance of which will go forward next month.

Sincerely,


Continues to Look Good After You Get It

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

Emma Gardner, D.O., Hagerstown, Ind.

A Good Postscript

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

Can Get Higher Rates West But—!

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

Strengthen the Bond Between Us

My Dear Doctor Bunting: Your SOS call from the Windy City penetrated even to the great enterprise which you are building. I am glad to give you a little cooperation even though I cannot give a great deal at the present time.—Yours fraternally, C. C. Reid, D.O., Denver, Colorado.

Treasurer Ought to Vote Editor a Raise Now

A. M. Stie, Treasurer

The Bunting Publications, Inc.

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

Sincerely,

Effie M. Smith, my Secretary.

Treasurer

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

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

A New "Dope" on the Roof

"Osteopathic Health" calls to its innumerable friends of the past 20 years to find joy helping to erect the new fire-proof home of OH and OP.
Unfortunately the term "ten-fingered osteopathic technique" is a very ambiguous expression. To some osteopaths it means a technic in which nothing but the operator's hands are used to correct lesions; to others, it means treatments given by any means for the correction of osteopathic lesions. Dr. A. T. Still belonged to the second-named class. Yet, osteopaths who belong to the first-named class call themselves "A. T. Still's osteopaths." In giving treatments, Dr. A. T. Still often used his knee, elbow, or shoulder, as well as his hands. He used ropes, straps, blocks of wood, strips of leather, etc. Yes, his object was to correct the lesion and why should he care what was used to do it? What difference does it make whether the string was cut off with a pocket-knife or with a pair of scissors? Dr. A. T. Still never quibbled over such foolishness. With all of his peculiarities, he was practical.

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

In the January, 1921, A.O.A. Journal, Dr. Chas. S. Green says, "We have the osteopaths who have discarded all the methods taught and I was called. The patient's temperature during the seven days after the first treatment were a boy about eight years old. The pneumonitis followed soon after a case of measles. An M. D. had treated the case three days before I was called. The patient's temperature during those three days was 104-105 degrees. He vomited but once after the first treatment. In six days he was playing about the house apparently well, the seventh day after the first treatment he played out in the yard.

There is no end to the cases I might cite in which such diagnosis as Dr. Green talks about is not indicated. He says, on page 253, A.O.A. Journal, "I do condemn the strap method, as such, but I do condemn its universal use as unscientific and an inadequate substitute for manipulative therapy. As originally conceived by Dr. Still. Strap-technic is good and so is diagnosis if such can be termed technic. I do not con­demn diagnosis but it is not indicated. Good carried to excess or diverted from its proper course, it is subject to condemnation, so is any line of technic. It can be over-done or it can be improperly used.

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

THE OSTEOPATHIC PHYSICIAN

Some Common Sense About Technic and Its Tools
By Joseph Swart, D.O., Kansas City, Kansas

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

The fact is that osteopathy is undergoing a process of evolution. New ideas are springing up every day. The true and practical ones will live on while others will pass away. So don't worry. If you are going to stick to your strap technic and such other adjuncts as a McMannis table—indeed, anything that will assist in correcting lesions. A. T. Still osteopathy is good enough for me.
THE FRUITS of STATE MEDICINE

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

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

Dr. G. B. F. Clarke, A.O.A., Statistician, of Detroit, sent a communication to the local paper in which he stated that during his internship he was not infrequently requested by the State Board to be present in a series of surgical operations in a public hospital because the operator was not licensed to practice surgery. He was asked by the State Board to "practice osteopathy as taught in the recognized schools of that science," which Dr. Clark contended gave them unlimited privilege. He further stated that contrary to general opinion many osteopathic physicians were fully qualified to do major surgery. The local paper, in commenting on Dr. Clarke's communication, laid particular stress on his use of the word "many" and went on to state that "possibly the use of the word 'many' would indicate that the average osteopathic physician was not so qualified."

Doubters Made Believers by Reading "SOMETHING WRONG"

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

"SOMETHING WRONG" Price List:

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TERMS—Check or draft to accompany the order or post-dated checks received with the order accepted on all orders amounting to more than Ten Dollars. Ten Dollars with the order and the balance in 30-day post-dated checks for $10.00 each or less if the balance is less than $10.00.

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

The Perfect Sight Restorer

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

Write for descriptive literature.

PRICE $5.00

PERFECT SIGHT CO.

Dubuque, Iowa

The Delaware Springs Sanitarium

Emphasizes Diagnosis, believing that a condition accurately diagnosed is half cured. All modern facilities for diagnosis, as well as treatment, are found in our equipment. Our institution has been inspected and endorsed by many of the best men in our profession.

THE DELAWARE SPRINGS SANITARIUM

Delaware, Ohio

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 as they never even appeared against the doctor in question.

Dionol treatment is the only remedial agent that we are aware of that acts strictly in a mechanical sense and without drug reaction and which may be safely employed, internally or externally by drugless physicians generally.—The Dionol Co., Garfield Bldg., Detroit, Mich.
The
OSTEOPATH
R. H. WILLIAMS, Editor
Williams Publishing Company
Publishers
KANSAS CITY

Our Editorial Staff for 1921

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Vitamines and Organic Salts Rule, Too!

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

Scarlet Fever and Smallpox

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

Posterior Innominate

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

More Truth Than Poetry

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

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

Conservation of the Tonsils

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

Every boost for Osteopathy is a boost for you. Buy a Bunting Building Bond and get a double-barreled return on your money.
THE MILK DIET FOR CHRONIC NEPHRITIS

Try out a milk diet for from four to six weeks in these chronic nephritic cases, with no treatments. Do not use over four quarts of milk daily. Many cases will entirely clear up on this treatment and an improvement will invariably be noted. I believe that a urine examination should be done on every patient, chemical and microscopic. I have found two cases of nephritis recently with normal or sub-normal blood pressure, both in women, 25 and 27 years of age. One of these was a case of two and a half years standing. These two cases responded least to treatment, neither medicine, over-standardized education, public propaganda will as a rule be successful. It is difficult for the busy practitioner to find the best material to use in preparing the talk, and one's city paper does not always have what is needed.—Genevra E. Leader, D.O., Topeka, Kansas.

Wayne-Leonard Osteopathic Sanitarium
130 So. Maryland Ave., Atlantic City, N. J.

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

We employ the Porter Milk Diet Method exclusively.

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

For particulars regarding milk diet and other cases, address—

Dr. L. H. English
130 South Maryland Ave.
ATLANTIC CITY - N. J.

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

The M. C. Kimono Box is for keeping your patient's kimono clean and out of the dust; sanitary and convenient; a separate box for each patient. Each box has a brass card holder to insert patient's name. Boxes are made of extra heavy Chip Board covered with water proof brown paper. Size of box is 18x5x2 inches. Prices:

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

The M. C. Kimono Cabinet, including base, is 21 inches high, 19 inches wide, 18 1/4 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 ................................ $19.50
Cabinet without base or boxes ................................................................. 14.00

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

Michigan City Paper Box Company
Michigan City, - - Indiana

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

THE PRACTITIONER WHO DESIRES MAY ATTAIN RICHES

By Henry Stanhope Bunting

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

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

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

But who wants to wait a hundred years?

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

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

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

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

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

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

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

HOW MUCH SHOULD I SPEND FOR PUBLICATION?

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

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

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

Advertising is power. How much power should be used to move a load? That depends upon the weight of the load, the speed desired and the distance it has to be moved. If the advertising is done scientifically and with a reasonable skill whatever power is used will not be wasted. Of course it is easy to waste power of any kind through misdirection. But that problem is no more a problem against advertising than against motor travel or trucking.

The thing is make sure you use your advertising power properly, you may obtain safe advertising counsel, just as one seeks direction in all technical problems.

The alert in the position of aspiring to double his practice in three years, surely can afford to spend actual money to do it. Say he has a $3,000 per year practice and increases it one amount in money and common sense can he afford to pay for such increase? What is the second $3,000 per year worth to him in his practice? Let him buy men in ordinary practice find they have to spend to double their volume.

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

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

Now revert again to business. A business house that wants to grow often spends all its profit for advertising and in addition pays often $10,000 or $15,000 a year above living expenses as a satisfactory index of their success in business. Do they live out their normal expectancy in business and see their children grow before they begin to attain, to reach, to oblige, to have, to hold and to keep the money equivalent of a life of service, well spent, that has been accepted as valuable to our fellow humans?

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

A Good Way to Advertise in Local Papers

A good way to boost osteopathy through paid space in local papers is to advertise osteopathy itself but something connected with it. Dr. Chas. C. Phelps, of West Plains, Missouri, applies this idea by advertising "Osteopathic Health" in his local paper, featuring in his announcements the contents of current issues. The advertisements of "Osteopathic Health," January issue, is reproduced below in reduced size. The space used was 6% inches and 4% inches:

Osteopathy In Winter's Ills

Why More Sickness in Winter?

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

Bronchitis, Too Much Time, Pleurisy, or Catch in the Side.

Osteopathy a Bulwark Against Pneumonia.

Asthma: Air Starvation.

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


Osteopathic Consultation.

The above is the title contents of the January issue of "Osteopathic Health". You are urged to read it and try to get copies for distribution, which will be mailed free of charge on request. It explains in a clear and simple manner the success of Osteopathy in these conditions.

Address:

THE BUNTING PUBLICATIONS, INC.,
9 S. CLINTON ST., CHICAGO,
or you may obtain a copy through your local osteopath.

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

In a recent letter Dr. Phelps says: "Here with my check to cover the 200 January "Osteopathic Health". Enclosed is a clipping of an advertisement which shows my method of getting magazines into the hands of people who want them but whom I do not know. I have already had three inquiries for the January magazine from people I do not know. If any should encounter you who charges me to send me the bill for them." If you feel an urge or necessity to advertise in your local newspapers, try out this plan. Notify us if you do so, and we will then be prepared to properly take care of any request for magazines that may come in to us from your town.

WE'LL TELL THE WORLD

May we not reach your subconscious mind this month with our plea to order a Bunting Building Bond? 7% compound interest in a safe gold bond and thus help us tell the world about osteopathy.
PUBLISHER'S DEPARTMENT

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

[To Appear in Your Home Town Newspaper.]

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

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

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

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

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

In Medical Circles

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

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

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

In purity and oxygen-liberating power, Dioxogen exceeds U. S. Pharo standards for H2O2 by 30%. Dioxogen is colorless, almost tasteless, and entirely free from acids and acetanilid.

It is also colorless and does not stain the skin. Absolutely non-poisonous and non-irritating. Dioxogen is not only the most potent, but the safest and most harmless of antiseptics. Applied to wounds, Dioxogen promptly destroys all bacteria, and stimulates the reparative powers of the body. Dioxogen is the one powerful germicide at the physician's command that can be freely used any where and anytime without the slightest danger.

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

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

Investments in B-B-Bonds pay you two ways—Money Interest and Practice Prestige. Take the "buys" which yield you Double Gain!
Buy Bunting Building Bonds
To Build Greater Osteopathic Publicity.

THE OSTEOPATHIC PHYSICIAN

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

* Osteopathy's Explanations to a Health Seeker — Page 1
  Illustration No. 1, Showing Brain and Spinal Cord Connections — 3
  What a Lesion Is — 5
  How Lesions Develop — 6
  Illustration No. 2, Showing the Venae that Drain the Spinal Cord — 7
  Illustration No. 3, Showing Nerve Distribution to the Organs — 8
  The Osteopath's Worsening Time Required — 9
  The Logie of the Lesion — 10
  As Bare Bones Illustrate It — 11
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  Illustration No. 4, Showing Arteries Supplying the Spinal Cord — 14
  Normality Means Longevity — 15
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  Why Strong Men Fail at the Lungs — 17
  Illustration No. 5, Concerning Injection Lesions — 18
  Pinched Nerves and Blood ves sels — 19
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  What Makes Our Pop? — 21
  Illustration No. 6, Obstruction of Nerve and Blood Vessels by Vertebral Lesion — 22
  Cancer — 23
  Removing the Lesion — 24

Surgical Advice
Eight Surgical Commandments — 25

Comparative Study in Osteopathy
and Medicine — 26

3rd Cover Photograph
If you want to read this helpful article you may receive a copy of this little magazine with the compliments of the Publishers, The Bunting Publications, Inc., 9 S. Clinton St., Chicago, or of Dr. —, at No. St., by making request for it. A post card will bring it.

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

We will co-operate with all Osteopathic Health users who do this sort of advertising sending them copies of any work we write for the article back to them promptly.

Write us for special plans of mailing "O.H." to cover your territory from this office and in other ways helping you to start and build up a live mailing list. This is particularly available to the new practitioner in any locality — Bunting Publicity Service for Osteopaths.

In D.O. Land

Post Mortem Epileptic Bowels Wanted
Dr. Hugh W. Conklin of Battle Creek, Mich., calls on the profession to back up his research into the osteopathic cure of epilepsy by sending him post mortem bowels of epileptics. He wants in each case six to eight feet of the ileum and the adjoining ascending colon. To prepare this for shipment it should be split longitudinally, dried and sealed in salt; wrapped in wool or in any way handled so as to disturb the inner tissues; then despatched by mail through the air an hour or two; then packed in dry salt and shipped. Hugh will gladly defray all expenses of sending. He will write you for the article back to them promptly.

Write us for special plans of mailing "O.H." to cover your territory from this office and in other ways helping you to start and build up a live mailing list. This is particularly available to the new practitioner in any locality — Bunting Publicity Service for Osteopaths.

"Harvest Leaflets"
To Reach the Multitude and Arouse the Disinterested

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

4-Page Harvest Leaflets
Price $10.00 per thousand, with or without your professional card.

6-Page Harvest Leaflets
Price $12.50 per thousand, with or without your professional card.

8-Page Harvest Leaflets
Price $18.00 per thousand, with or without your professional card.

2-Page Harvest Leaflets
Price $5.00 per thousand, with or without your professional card.

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

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

The BUNTING PUBLICATIONS, Inc., 9 S. Clinton St., Chicago
You increase your savings and your profession's stability alike when you invest in Bunting Building Bonds.
The osteopaths are the finest people in the world and that's why they have counterfeits. But to this date no imitator has bought a B-Bond. Wonder why?

### THE OSTEOPATHIC PHYSICIAN

#### New Success Story

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

*Illustrated with Photographs*

Dr. Frank W. Mosey, of Cincinnati, O., approves of "Osteopathic Health" and he uses the magazines regularly. However, for having named it Mosey's Health instead of Mosey's he does not like having his name misspelled, so we apologize for having called it Mosey's. The name "Osteopathic Health" is not copyrighted and any osteopath may use it.

Dr. Mosey favors "Open" hospital. He believes that osteopathic hospitals should be open to all patients, regardless of their financial ability. He sees the need for osteopathic hospitals as places where patients can receive the best care possible, regardless of their ability to pay.

In his opinion, osteopathic hospitals should not turn away patients because of their inability to pay. He believes that the osteopathic profession should take a leadership role in providing care to all who need it, and that osteopathic hospitals should be a part of this effort.

Dr. Mosey's views on osteopathic hospitals are important, as they reflect the broader goals of the osteopathic profession. The osteopathic movement was founded on the idea that all people should have access to quality medical care, and osteopathic hospitals are one important tool in achieving this goal. By advocating for open hospitals, Dr. Mosey is helping to ensure that osteopathic hospitals continue to play a vital role in providing care to all who need it.

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