The Osteopathic Physician

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FIGHT AND WIN IN OLD VERMONT.


NEW OSTEOPATHIC LAW IN FORCE

A Three-Year Course of Nine Months Each Is Enacted Which Goes Into Effect at Once—Our Practitioners Escape Examination by the Medical Board—Interesting Story of Conflict.

Another crisis has been met and passed in Vermont.

Again the Osteopaths are victors.

It was not a walkover, however, and but for the splendid energy, intelligence and resources shown by our profession of that state we would have been shut out of the state completely by the medical powers. They had clever plans laid—but they were foiled.

As it was, our party was compelled to accept a law calling for a three-year course of nine months each, which clause is operative immediately, and Dr. William W. Brock tells an interesting story herewith how we were mighty glad to get off with that compromise.

How It Was Fought Out
By Dr. William W. Brock

"Any person who, not being licensed by said Medical Board, composed of three Regulars, two Homeopaths and two Eclectics, that shall advertise or hold himself out to the public as a physician or sign a death certificate is subject to a fine of from fifty to two hundred dollars, or three months' imprisonment, or both."

Such was the wording of part of Section 10 of Senate Bill No. 42. Pray, where would the Osteopaths get here? The League of the Vermont Osteopathic Association, composed of Dr. H. H. McIntyre, Dr. L. D. Martin, Dr. Guy E. Loudon and Dr. William W. Brock, took up the cause, and introduced Senate Bill No. 65. Dr. Russell, the Osteopathic counsel, proved to be exceptionally quick, as he had practiced medicine for seventeen years before studying law, but he was not prejudiced by his former associates, and fought the whole battle for us solely on the grounds of fair play.

Senate Bill No. 63 created an Osteopathic Board of Examination and Registration which placed the Osteopaths in Vermont on the same footing with equal rights and privileges as any other Vermont physicians. The old Osteopathic law, created in 1888, with the 1902 amendment, gave the graduates of the Kirksville and Boston schools a right to practice their art of healing, to be sure, but this was an Osteopathic law in name only.

When our bill came up in the senate and was referred to the Judiciary Committee the M. D.'s. were foiled, as they meat to have it die a natural death in the joint committee on Public Health where they had a majority. When the Medical Registration Bill, Senate Bill No. 42—of which the first paragraph in this article is a part—came up for a hearing before the joint committee on Public Health they tried every possible means to compel, inveigle or persuade the

THREE-YEAR COURSE IS NOW A FACT.

American School of Osteopathy Expands Its Curriculum.

Joy reigns throughout the profession over the announcement by the American School of Osteopathy that it has adopted the three-year course, which will take effect this coming September.

This announcement is made officially by the parent school through the Journal of Osteopathy and by Dr. Charles E. Still in an open letter sent out to all graduates. It is a frank, manly, positive and unconditional declaration that the three-year course is now an accepted fact at Kirksville and sets forth that with the enrolment of the coming February class at the A. S. O. the last two-year student will have been matriculated.

Of course the entire profession is gratified, not to say delighted, at this news. It would be hard to say whether the alumni of the American School of Osteopathy or of the other colleges are most pleased. The former are glad because it means the parent college will be certain to retain its admirable position in the leadership of Osteopathic education. The latter are glad because the peril of going it alone on the three-year course is now happily removed from the course of their Alma Maters. While confident that even the younger colleges could win out on the independent three-year basis, yet there was peril in it, all agreed and, now, that has been wiped out by all our reputable schools joining hands to institute the reform together.

The decision of the American School is a source of special satisfaction to a lot of the alumni who, as staunch advocates of three-year education, yet at the St. Louis convention were strong in sympathy for the three-year institution. The Alumni are glad because it means the parent college will be certain to retain its admirable position in the leadership of the profession. The latter are glad because the peril of going it alone on the three-year course is now happily removed from the course of their Alma Maters. While confident that even the younger colleges could win out on the independent three-year basis, yet there was peril in it, all agreed and, now, that has been wiped out by all our reputable schools joining hands to institute the reform together.

Perhaps some of the advocates of immediate establishment, regardless of cost or consequences, felt that the A. S. O. at heart did not really favor the lengthened course. The appearance of vacillation on the part of the school gave some color to this suspicion. But the alumni in good majority did not share such distrust and offered their own support as bond that the A. S. O. would be found squarely on the line of progress at the right time; and we believed to a man that that time would not be delayed longer than September, 1905. The prompt decision of the authorities within a few months after that all arrangements have been made for the A. S. O. to go upon new basis next fall now establishes the fullest sincerity for the repeated declarations of Dr. C. Still and others that they are as anxious to advance educational standards at Kirksville as
in any other quarter. And why shouldn't they be? Who has more at stake for the reputation of Osteopathy, on principle, for sentiment or financially?

Having laid the foundations of its three-year course broad and deep we may now expect old A. S. O. to give us a third year that will be worth the taking.

The first announcement of the A. S. O. as to its expanded curriculum was made as follows in the December Journal of Osteopathy.

**First Announcement by the School**

Some time ago it was announced in these columns that nothing more would be said editorially on the three-year course question until that time should arrive when the management of the A. S. O. had definitely decided the course to be pursued by it in connection with this question. For the past two or three years the question of increasing the length of the course of study to three years has been seriously considered, but never for a moment had the management any other idea in view than that of adopting such a plan just as soon as the way seemed clear to make a success of such a venture. The A. S. O. has always maintained, and is still of the same opinion, that a two years' success is better than a three years' failure, and has never intended to initiate any movement that it did not see its way clear to make a complete success of, although, on some occasions, urged to do so by individuals and associations.

The impatience, however, which some of our friends have manifested in urging the adoption of the three years' course, we believe arose from good and just motives on their part in their desire to advance the interests of the Osteopathic profession, and although we have opposed their efforts we do not impugn their motives. Our school, being a private institution without endowment, must be conducted on the same business principles as any other enterprise involving the outlay of a considerable sum of money; it must pay all necessary business expenses and a legitimate interest on the money invested, otherwise failure is bound to overtake it; therefore, that caution has been exercised in our financial management that has resulted in the institution to-day being in a solid financial condition. And, furthermore, it is the intent of the management to keep it so. We have realized, aside from conducting the institution successfully from a mere business standpoint, that the continued existence and prosperity of the parent school means much to the science and every individual practitioner in the profession in this early period of our growth and development. A failure has never been imminent nor contemplated, but, if through attempting more than could be successfully carried out, the A. S. O. should be compelled to close its doors, no one can deny that the effect not only upon Osteopathy as science, but upon the members of the profession now in the field would be disastrous. The management of the school is considered by its directors to be a sacred trust, and everything so far done by them and to be done in the future has had and will have for its object the advancement of the science.

As Osteopathy is steadily advancing in public favor, as the numbers in the ranks of our profession is fast increasing, and as the field of applicability of the science is becoming wider, the demand for a more thorough and adequate professional training is now evident. There are other reasons, aside from those financial, why we have not been in a hurry to require the third year. What would we teach? We have been engaged so far in developing the science and testing its limits of applicability, and as yet, except in a general way, there are many fields practically unexplored. And as the propagation of demonstrated truth as it relates to Osteopathic therapeutics is the essential thing, we have not hastened to hold the student a third year.

Are we prepared to teach a third year of Osteopathy, or shall we add the third year to our course and wait for developments? These are questions that have concerned us in the past. We believe, however, that the time has now arrived where we can safely, from every viewpoint, add the third year to our course of study, and that such action on the part of the A. S. O. would be a progressive step toward the advancement of the science.

We realize that our practitioners in order to more successfully conduct the general practice they are gradually drifting into need a broader and more thorough professional education, and
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Carbolic Acid and Bi-Chloride of Mercury.

These drugs are commonly used as antiseptics yet neither of them are acceptable to an Osteopath. Carbolic Acid has a rank, offensive odor and when used in sufficient strength to have any antiseptic powers is a poison and will cause suppuration. Bi-chloride of Mercury is a deadly poison and like all mercury products is apt to leave all after-effect.

My antiseptic is far more expensive than any of the ordinary products but it is so much more effective that in reality it is cheaper. It is a high-class, strictly ethical preparation and is made especially for the Osteopathic profession. I do not offer it to medical practitioners unless they are Osteopaths as well.

It can be used with the greatest freedom on any part of the body, will never cause suppuration, will not coagulate albumen and is indicated in all cases where a germicide is needed. It kills pus at once, usually alleviates any irritation or itching the moment it is applied and is a model dressing. It is made both as a liquid and an ointment and is made in different strengths accordingly to the case.

The preparation is very successful in the treatment of Acne, Psoriasis and Eczema and is sold for $5.00 a month for each case. In other ailments the fee is $2.00 a course. Osteopaths who failed to receive my last booklet may have a copy on request. As about 300 case reports are given it will be very interesting to you. If you have a case that needs such a preparation send me an order with a full description of it and I assure you that you will be more than pleased with the results obtained.

DR. R. H. WILLIAMS, 617a New Ridge Bldg., Kansas City, Mo.
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Chairman of the Faculty

made the whole fight on the grounds of fair play. The Osteopath has come to stay and had been successful and his success was not questioned. Remarkable results obtained in Vermont in the last nine years would speak for themselves.

Since Senate Bill No. 63 was drafted simply because Senate Bill No. 42, the Osteopathy Bill, would regulate Osteopaths right out of business, since that was the intention of the bill, and our "medical friends" did not deny the facts, but tried to hide their true direction. Now, the D. O.'s were not asking for anything but the protection, rights and privileges granted physicians of other schools. It was only fair treatment with no privilege.

Objection No. 2: Allowing D. O.'s to come into Vermont without an examination, if they had had a first-class training, and we gladly agreed to the reciprocity clause. The Osteopath is admitted to this state without an examination if he brings a certified copy or license from a state of equal standing with Vermont. The change strengthened our bill and it certainly created the feeling among the legislators that we were trying to raise the standard and that it would take a pretty good man to get into Vermont.

Here they made another effort to get the D. O.'s out before the Medical Board and the question was raised. The only answer he could give was that "It would give them a higher standing." It isn't. During them we saw a graphic picture of how the medical men had to have a first-class preparatory education, four years in college, four years in Harvard Medical or the University of Vermont Medical school, and examination before the Medical Board and, said he, "Here these fellows go out into that distant state of Missouri—into that remote town of which we have never heard, and come back in a few months and compete with us without examination!"

Dr. Russell answered him: "If you should set up that kind of a standard nine-tenths of the medical physicians in Vermont to-day would have to go out of business."

Dr. Darling saw that he was beaten, and started to leave the room, but was asked by the chairman to remain until they had finished the hearing. The M. D.'s showed that they were down and out and made no further opposition.

After we had secured the three-year amendment in the senate they had no argument as their only plausible one had been lack of education.

I know we will be censured in some quarters of the profession for the passage of the three-year clause to take effect now, but we were compelled to do it because if Senate Bill No. 42 had passed as drawn, we were informed by some of the best attorneys in Vermont, besides our own, that Senate Bill No. 42 was far reaching and would have reached us, even if Senate Bill No. 63 did pass. And, if Senate Bill No. 63 did not pass, Senate Bill No. 42 would repeal the old Osteopathic law. We had to have the right to go before the Union Board for an examination which way ever it resulted, and it was agreed to this three-year clause that secured the amendment they desired and to keep the D. O.'s out.

Dr. Hutchinson (who was present, but had nothing to say at the hearing before the Judiciary Committee), came to us after the hearing and offered to forward no nigger in our woodpile.
Sec. 1. The legislature shall, in the month of December, 1904, appoint an examining board consisting of three members whose term of office shall expire one, two or three years respectively from the date of their appointment; and shall annually thereafter appoint one member for three years, to fill the vacancy caused by the expiration of term of office of the outgoing member of the board.

Sec. 2. Said board when so appointed shall be designated and known as “The State Board of Osteopathic Examination and Registration” and no person shall be appointed upon said board who is not a graduate of a reputable school of Osteopathy, and who has not been a resident of the state of Vermont, and been engaged in the active practice of Osteopathy for at least five years immediately preceding such appointment.

Sec. 3. The board shall immediately after appointment organize by electing a president, secretary and treasurer who shall serve for a term of one year from the date of said election. It shall be the duty of said board to meet at least semi-annually at such time and place as it shall designate, to examine applicants to practice Osteopathy in this state, and shall grant licenses to such applicants as shall satisfactorily pass the examination prescribed by said board, providing said applicants are of good moral character, are graduates of some recognized school of Osteopathy, requiring a three-year course of study, and who are permitted to practice the science of Osteopathy in the state of Vermont, and shall grant to said applicant in another state in the union where the requirements for registration are equal to the requirements of this act, a certificate of registration which shall be deemed by said board to be equivalent to those of this state, shall be entitled to practice Osteopathy in this state upon presentation to the board of a diploma granted by a recognized school of Osteopathy and the payment of a registration fee of twenty-five dollars. 

Sec. 5. Applicants before taking said examination shall pass a minimum grade of seventy per cent. in each of the subjects of human anatomy, physiology, pathological chemistry, toxicology, pathology, urinalysis, histology, neurology, minor surgery, hygiene, medical jurisprudence, principles and practice of Osteopathy and such other subjects as the board may direct.

Sec. 6. Any person producing satisfactory evidence of having practiced Osteopathy in any other state or territory of the United States for a period of at least five years, who shall personally appear and present a certified copy of certificate of registration or license which has been issued to said applicant in another state in the union where the requirements for registration shall be deemed by said board to be equivalent to those of this state, shall be entitled to practice Osteopathy in this state upon presentation to the board of a certificate granted by a recognized school of Osteopathy and the payment of a registration fee of twenty-five dollars. 

Sec. 8. Any person receiving a certificate of registration shall cause the same to be recorded in the office of the clerk of the county in which the holder resides, and shall pay the fee for such recording.

Sec. 9. The treasurer of the board shall quarterly make a report to the state treasurer of all registration certificates granted, and pay into the state treasury all monies received by him for such examinations and certificates.

Sec. 10. Each member of the board shall receive a compensation of five dollars per diem for the time actually spent by him in discharging his duties as a member of the board, together with his necessary expenses; provided the amount received for examinations and certificates under this act be sufficient to pay the same, but if the state auditor shall, at any time, find upon investigation that said sums are not sufficient to meet the per diem and expenses as herein provided, then he shall allow the expenses in full and such percentage upon the per diem that the expense to the state shall not exceed the receipts under the provisions of this act.

Sec. 11. All statutory regulations controlling contagious diseases, and the granting of certificates of births and deaths shall apply to practitioners of Osteopathy.

Sec. 12. Any person who shall practice or attempt to practice the science of Osteopathy in this state without complying with the provisions of this act shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than fifteen nor more than five hundred dollars, or be confined in the house of correction for not more than one year, or both.

Sec. 13. All acts and parts of acts inconsistent with this act are hereby repealed.

Sec. 14. This act shall take effect from its passage.

Approved December 7, 1904.

Rebukes Sycophancy and Self-Seeking
(Continued from Page 1.)

The truths underlyng Osteopathy are God's own truths, and, limited though the humanity of Dr. Still and Osteopathy may be, they are as limitless as space itself. "Exactly! Just what the code says in better form. We should not base our practice on a dogma, as that has been the bane of the human race; "since medicine began." A dogma is simply a human utterance, and even when pronounced by Dr. Still is limited by his "human" limitations. "Osteopathy," as the doctor correctly says, is "limited" in much as it comprises only what we know. But the "truths underlyng Osteopathy are God's own truths, and, limited though the humanity of Dr. Still and Osteopathy may be, they are as limitless as space itself." Those "fundamental therapeutic laws of nature," a system of divine, not of human, devising, are the basis of our practice. But the doctor wants labels on the package.

He persists in reading "medicine" into everything that does not suit him. This is simply meandery. In all the reports and standards adopted by the American Osteopathic Association there is not one word tending toward "medicine," "materia medica," or "medical practice." The whole trend of his argument on this line is toward one of the two conceptions. Either that he thinks that Osteopathy—if studied too much—will be bound to lead inevitably into medicine, or that Osteopathy is such weak-kneed creatures that when they learn all there is to be known about the human body in health and disease they won't have stamina enough to stand on their own legs. It doesn't follow that Osteopathy should be limited in the amount of knowledge they are permitted to acquire.

And he is going to "attack the present law in Michigan requiring a three year course." This would help with a vengeance toward a legal recognition in other states! I am of the opinion that we will not get a law in another important state unless our organization has an independent body on our present basis of a two-year standard. And not because of opposition of the old schools, but because the great American public believes in thorough education.
He arraigns the American Osteopathic Association as a band of murderous villains. The plain facts are these: There was no professional utterance of any kind on the subject. The whole matter was wide open. But abortion is universally held to be wrong in some cases. I read not long ago of one woman who boasted of having had 30 pregnancies stopped during her married life. What a moral grave-yard her heart must be! To express the opposition of the Osteopathic profession to such work, the code prohibits "any treatment or operation that may endanger life," and to leave no loophole, "even foetal life." If it had stopped at that, it would suit Dr. Sullivan. But there are cases in which good men will differ with him. Let us suppose some situations to which an Osteopath may be called.

First—a pregnant woman with antepartum eclampsia, or persistent profuse hemorrhage from placenta previa or other cause. Treatment has no effect. If something is not done quickly she will die.

Second—Labor begun, tonic contraction of uterus, normal fetus, maternal pelvis with conjugate diameter of two and three-fourths inches.

Third—Labor begun, tonic contraction of uterus, twins nearly born, interlocked. The time, the surroundings, or the condition of the woman, preclude Caesarian section or symphysiotomy. In all Osteopathic literature not one word tells us what to do under such circumstances. In all the oral teaching which I heard during my five years at Kirksville there were no definite instructions unless it was to get up and run and be a bystander, an M. D., who did know what to do, come in and take charge. If sacrificing the fetus in these cases is murder, then the great heart of the people would have so branded it by enactment into law and by punishment of the murderer. But they have not done so. No state in this union has a law against it.

The difference then is one of "conscience," and it would be exceeding the prerogative of the code of ethics to attempt to impose upon one portion of the profession the conscientious scruples of another portion. It therefore excepts from its sweeping prohibition, quoted above, such conditions as the three named, and similar ones. They are left exactly as they were before we had any code. If Dr. Sullivan's conscience requires him to let those three women die, and the conscience of his other practitioner requires him to save the woman—even at the sacrifice of the fetus—neither of them is required by the code to have his convictions overridden by the other man's conscience, but each is free to do what he thinks is right.

The only possible quarrel Dr. Sullivan can have is that his conscience is not permitted to regulate this matter for the whole profession.

The code as a whole was regarded as an acceptable statement of the professional duties, responsibilities and privileges of Osteopaths. Dr. Sullivan will recall that the only material change made in it was one presented by the "opposition" and vigorously opposed by the committee, which, it was frankly stated, was intended to permit Osteopaths to play second fiddle to medical men, to sneak in at the back door, and treat a patient who is under the care of one of them. That is exciting Osteopathy to a finish. This was done at a session at which a small number were present. I want to believe it does not represent the sentiment of the profession generally.

Dr. Sullivan indulges in many things toward the educational committee. I just want to say that this committee has always tried to observe its proper place, to put in systematic form that which the thought of the profession had worked out and was demanding. Any exceeding of this limit can be easily punished at any time by the A. O. A. by simply turning down the report and discharging the committee.
The Young Physician's Struggle for a Practice

By a Chicago Physician

I AM a doctor of medicine in Chicago. I was born on the farm where I lived, and it was a country schoolhouse at a cross roads that I started out, practically penniless, for the acquisition of a higher education that should be the basis of my profession. Well, I regarded as a fairly successful general practitioner in Chicago. But I will say that, as compared to becoming the fairly successful practitioner I was, far from maximizing the value of my diploma, I ran into an hour and responded to the call, administering to the needs of the patient, giving him more trips to the little sufferer. The least worthy of all the physicians called upon these patients, and I knew at the time he was called in that it was a severe case of pneumonia. Between the two diseases I saw there was no hope for him. As I had entered the profession determined to practice it as honestly as I had lived always to do. I talked the wife there was no hope; that he would die. The result was that in an hour I received a call at the telephone, telling me that I could not come any more—that a new doctor had been called at the instance of the patient. Between the two diseases the patient had taken the case. I was told that he had held out several kinds of hope to the family, though expressing fears for the reason that he had not been called in sooner; there was no cancer of the liver in his diagnosis, though, as I had made prognosis, his life could not be prolonged more than a week.

The lay public consider for a moment just what this attitude of "if you had only called me in sooner" means to all concerned? In the first place, the family's health, in the phrase of the profession, might be in jeopardy; he might hide behind the public to the worst is realized, and he may be alk in its light if by any means the patient recovers. For the physician from the public, it is not, however, there is no only undoing as far as that family and its circle of acquaintance extends; at the best, the new doctor has been called in just in the nick of time, while at the worst the same practitioner has made it impossible for the new physician to save the patient. This young fellow is still residing in my immediate neighborhood; the doctor who replaced me on that occasion is the family physician, and—well, the reader may imagine just what my honesty cost me on that occasion.

Honesty Loses Many Cases

It was in this one case that I learned my first lesson regarding diagnosis and prognosis. It will not do to diagnose a case and make the prognosis of its hopelessness and fatal ending; if a doctor in his honesty does this, the family or the friends must echo all I say in this autobiography. In such a case as this the ethics of the profession might easily be laid to the outset, while I was out of my home office. I returned immediately and went back to the patient. The father showed some signs of dissatisfaction, and I called in a physician in consultation, who backed up my judgment and my treatment in every way. I paid him the price that the consultation. But I looked up every authority possible and consulted my physician friends, and altogether worried and spent time and nursing on the little patient. The father showed some signs of dissatisfaction, and I called in a physician in consultation, who backed up my judgment and my treatment in every way. I paid him the price that the consultation.

But I found that a meddlesome neighbor was at the bottom of the dissatisfaction. She had diagnosed the child as having spinal meningitis, and she wanted her doctor called in on the case. They called him in after awhile, too, after I had made half a dozen more trips to the little sufferer. Perhaps he took his cue as to the disease from this neighbor friend. Certainly he did not observe that ethical principle which would have forbidden his seeing the case without my presence at the bedside.

At any rate, he was an established physician, and in his opinion the child had spinal meningitis. He shaved the back of the child's head, and I applied Spanish flies, blistering the back of her head and causing the skin to puff with water. This water, as I learned is a matter of few days, and I knew it would in the beginning. I question here the honest doctor is.

Why should I make prognosis that is unfavorable in order that I may distress the family and cause them to discard me for some other physician, nearly so conscientious? Will the layman accept an honest doctor when there is no such code in the profession that his new doctor will cure tuberculosis?"
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may feel that he is closer to his physician than even to his pastor, and yet the physician knows a dozen things that he would not tell his patient for all the world. There is no one who does not want to hear these things; in the second place he would get a new physician if he were forced to hear them.

The reason why these early symptoms of one are so like the early symptoms of another is only that the physician affords to his patient that in all medical research he does not want to hear these things; in the second place he would get a new physician if he were forced to hear them.

Then how often do we find in osteopathic schools where the early symptoms of one are so like the early symptoms of another? If we were asked to name the difference between the two, we should have to say that one is a matter of degree.

Is it a well established fact in a level headed family who can answer the question: What is the matter? with even the guarded, I am not sure; and as to the other possibility, I can imagine two or three such possible confessions serving to plant a new family physician in that particular household. Well, while there are these conditions, it is more than likely that we shall have a new physician every day.

I have been going to him for dyspepsia treatment, she told me. The second time I called, I had an impression that he did not even recognize me. Time and again I went, at two dollars a visit, feeling that I was slighted each time. One day I called, and, while he recognized my face, I saw he did not recall my trouble. I waited till he was free, and then, without a word of explanation, said to him, That pain in my left shoulder is still there, doctor. ‘O, well,’ he said, ‘we’ll fix that in an instant,’ and he dashed off a prescription. I paid my money, took his medicine, and went out of the door, and have never been near him since.

Few Smiles from Elders

Without color and without prejudice, the young physicians in osteopathic schools when he leaves school with his diploma. It has cost him a great deal of money in preparation for practice and he has no practice. He must fix upon a field in which to settle down, however, and whenever this may be he will feel the presence of the older practitioners who are ahead of him. This man then must learn to practice osteopathy, and it is evident that the profession is fresh in memory. One of these elementary observances is that two physicians, meeting and recognizing each other’s calling, at least share the courtesy of a Good morning.

I wonder how many young physicians of a year’s experience in Chicago have numbered half a dozen smiles from as many established physicians in as many years? Whatever this young man entering the medical practice may suffer in physical privation will be more than balanced by the satisfaction of professional ethics. His sacrifice of the ethical always will outweigh his sacrifice of the material unless he has a skin supplied by nature im- mune to pain, or a body of nerves so delicate that pain never reaches his brain.

I know, for I have been both hurt and hungry in my time.—Chicago Tribune.

Feel the Osteopath’s Muscle

[From the New York Press.]

We are gradually getting around to exercise for health. The osteopathic pupil is driving the pill and lanceet into retirement.

One day I called, and, while he recognized my face, I saw he did not recall my trouble. I waited till he was free, and then, without a word of explanation, said to him, That pain in my left shoulder is still there, doctor. ‘O, well,’ he said, ‘we’ll fix that in an instant,’ and he dashed off a prescription. I paid my money, took his medicine, and went out of the door, and have never been near him since.

Osteopathic Pioneers

By Dr. W. D. Dobson, Kirksville, Mo.

As a student in our osteopathic schools, as well as to furnish the practitioner a ready reference, Mr. W. D. Dobson has written a book which holds the chair of descriptive and demonstrative anatomy in the American School of Osteopathy.

This book is beautifully illustrated and contains 290 plates, all original. The work is not a simple compilation of facts gathered from others, but it is the result of the experiences of years of hard study by the author, as well as a keen insight into the needs of the student laboring to gain a knowledge of the human body from the osteopathic standpoint.

The work sparkles with originality characteristic of the author; it is beautifully illustrated with cuts and diagrams by skilled artists; and is so systematically arranged as to make it thoroughly attractive and helpful. This could scarcely be otherwise, coming from the pen and brain of one so well qualified. The writer of this article has known intimately the author and his family for 15 years and is fully able to verify every statement herein set forth.

Dr. Dobson was born on August 25, 1898, of highly cultured, well-educated, Christian parents. His father was a distinguished educator before him, and his boyhood years were filled with associations with those who served a good purpose in the development of keen intellect, an analytic judgment and an indomitable will. He is well known to the farmers and bricklayers during the summer months, Prof. Laughlin was enabled to attend school during the winter until he achieved a good common school education, by which he was permitted at the age of 20 years to teach, which profession he has followed ever since, having taught in the public schools of Kansas for two years, in the high school of Kirksville, Mo., two years, in the preparatory college, Pennsylvania, while for years and now holds the chair of descriptive and demonstrative anatomy in the American School of Osteopathy.

That he is eminently qualified for his chosen profession as well as a writer of worth his college career is indicative. In addition to his reading, opportunities, he attended Hiram college, Ohio, three years; Garfield university, Kansas, two years; Christian university, Canton, Mo., one year, from which he graduated with the degree of B. S. in 1893, and from the American School of Osteopathy in 1898. He also took special courses in the University of Missouri, and under Dr. Eckly, of Chicago.

Dr. Laughlin has probably taught more students than any other man in the osteopathic profession. His teaching power has brought him success are fidelity to duty, promptness in his work and an ability to discipline. His uniform kindness to all students, at that time when they stand in need of most help of a friend, has ever won for him the fondest memories of his most estimable teacher and friend.

Dr. Laughlin’s Anatomist is a remarkable book. The Scoliosis, of St. Louis, A. S. O., June class, ’04, in 1903.

Dr. Laughlin’s Anatomist is unique in arrangement in that it is given in lessons which makes it easy for the average man to understand anything up systematically. It contains 290 plates, all original. Not being arranged like the existing anatomies, or edited for just the same purpose, it will doubtless prove the book for osteopathic students and practitioners because of presenting anatomy from the osteopathic viewpoint.

How Dr. Jones Has ‘Em Coming

Dr. William H. Jones, of Adrian, Mich., is still alive and kicking, if press reports are any indication of what a practice he is doing. The Topeka Blade and other papers receiving Associated Press service printed the following story which attracted wide attention, and, although it is reported after being retailed exclusivly Osteopathic and some other palpable errors have crept in, we presume the case in the main is correctly reported:

Hon. O. D. Fairbanks Was Ill with Astasia

St. Louis, Nov. 10.—Hon. O. D. Fairbanks, who was at the point of death, suffering with locomotor ataxia, has been miraculously healed by a Michigan surgeon who specializes in bloodless surgery. Several months ago when cases of paralysis and locomotor ataxia were reported by the surgeon Mr. Fairbanks, accompanied by his wife, who investigated the reported cures, commenced the treatment. His disease had been pronounced incurable by several physicians. He was unable to stand upon his feet, turn in bed, or feed himself; his eyes, which he could barely open, had to be closed in bed; in fact, all of the characteristic symptoms of advanced ataxia were present. He has been cured and now walks about as if born under the same conditions. It is a principal means by which the disease is said to have offered $1,000 for the cure of locomotor ataxia by bloodless surgical methods which were reported through the press some time ago, many sufferers from that disease have applied for treatment. An average of two or three, however, information were told they could not hope to be cured.

One gentleman, refusing to be classified as incurable, is said to have offered $1,000 for the treatment of his disease and the case was accepted. Several homes near the sanitarium have thrown open their doors to accommodate the convenience of the patient, who are “clamoring after the last straw,” many of whom will find a cure, and many who will not. The cures will, of course, be discussed, but such cases as are not cured must be attributed to the patient.

Adrian a Sort of Mecca

Adrian, Mich., Dec. 3.—(Special to the Free Press.)—Many invalids who journeyed to Adrian the past month returned home, chagrined and disappointed because the surgeon at the sanitarium refused to treat them. Since the remarkable cures of locomotor ataxia by bloodless surgical methods which were reported through the press some time ago, many sufferers from that disease have applied for treatment. An average of two or three, however, information were told they could not hope to be cured. One gentleman, refusing to be classified as incurable, is said to have offered $1,000 for the treatment of his disease and the case was accepted. Several homes near the sanitarium have thrown open their doors to accommodate the convenience of the patient, who are “clamoring after the last straw,” many of whom will find a cure, and many who will not. The cures will, of course, be discussed, but such cases as are not cured must be attributed to the patient.

Presumably it is Dr. Jones again who is referred to. Verily, it is good to be a hustler, and if Dr. Jones doesn’t come under that classification there isn’t one in the whole state of Michigan.

Board Cannot Judge Regularity

The following appeared in the Grand Rapids Herald: “Lansing, Mich., Dec. 7.—The Superior Court rules that the osteopath is not clothed with power to pass upon the so-called ‘regularity’ of colleges which have or have not, complied with the provisions of the Michigan statute. The board refused to grant a certificate to Harry A. Wise, a graduate of the Grand Rapids Medical College, claiming that the college was not regular. The court granted a mandate to compel the board to issue the certificate.”—Fraternally, Robert E. Jameson, Manistee, Mich.
THE OSTEOPATHIC PHYSICIAN

IT PAYS TO ADVERTISE

ADVERTISE yourself, Doctor, by sending out a BEAUTIFUL calendar to your patients and friends. We have devised an inexpensive means for you to do it.

WILL YOU?

Here is a fac-simile of the calendar we will get up for you—advertises you and you only.

DEAR DOCTOR:

Where could you invest money to advertise yourself more advantageously, Doctor, than in from fifty to one thousand such art calendars, with your name appearing as the presenting, office address, etc., same as Dr. Tommy Atkins, as we are able to furnish you and at such a nominal cost?

Here is our list of prices which includes printing your card on calendar and delivery in your office:

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No orders received for less than fifty copies. How many do you want, Doctor? ALL orders MUST be in our hands before February 1st. Place yours NOW WITH remittance. No orders accepted unless accompanied by money.

Yours for success,

THE OSTEOPATHIC PUBLISHING CO.

171 WASHINGTON STREET, CHICAGO

To Obtain a License in California

Owing to the large number of inquiries from the profession in regard to the action of the California State Board of Examiners on the question of granting certificates to “three-year graduates” only, it seems wise to give a little information on the subject through the columns of “The Osteopathic Physician.”

In April, 1903, the California Board resolved that: “We would not grant certificates, on diploma, to graduates of any school that had not had a three-year course of study. The fee for the class entering February, 1903.” This action makes it necessary for those who desire to obtain certificate to practice in this state, by presenting a certificate to the Office of the Board, to make application before the end of February, 1905, unless the diploma represents a three-year course of study. The fee for certificate is ten dollars; unless accompanied by money.

Coming Wisconsin State Meet

The seventh annual meeting of the Wisconsin Osteopathic Association will occur at La Crosse, Wisconsin, February 23 and 24. The programme will be as practical and helpful as possible, with no long-winded essays nor discussions on disputed theories. The time will be devoted to clinics and practical subjects. When it is announced that the following condition of skilled, experienced Osteopaths will instruct and entertain us, it will be readily understood why we expect this to be the best meeting ever held in this state: Dr. J. Martin Littlejohn, of Chicago; Dr. E. M. Clark, of Kirksville; Dr. Harry W. Forbes and Dr. Elia A. Still, of Des Moines. No Osteopath who can “get there” can afford to miss this meeting. The instruction and inspiration one will obtain cannot be estimated. A cordial invitation is extended, not only to all Wisconsin practitioners, but to all those from adjoining states who can manage to come. Come one, come all!—W. L. Thompson, D. O., Pres., Sheboygan; Harriet A. Whitehead, D. O., See’y, Wausau.

A. S. O. Alumni Meet

The Alumni Association of the A. S. O. meets at Kirkville January 24 at two o’clock. A rousing jubilee is expected. Dr. C. E. Still will give the address of welcome. Dr. J. D. Cunningham will speak of our Alma Mater. Dr. W. D. Dods will discuss the future of our schools and Dr. St. George Fechig the future of practitioners. Dr. L. P. Meeker will speak for the senior class. A. S. O. President H. B. Sullivan makes his valedictory. The election of officers will receive the widest concern this year. Every A. S. O. graduate who can come is urged to be present.

Ode to the Medical Man

The hapless wight is Sick with appendix.

But what to him Is wrong and grim

To the physician right is.

When “practice” growing slight is,

The doctor’s sole delight is

To sit up late

In solemn state

Inventing something “itis.”

He made mosquito-bitis,

And alcohol tightis,

Until to-day

The suffix gay

Unquestionably trite is.

In fact the sick man’s plight is

A state of constant frightis.

It seems to me

There soon will be

An awful rumpusitis.

—FROM “THE GATEWAY.”

CASH PRIZES FOR 1905

“Osteopathic Health” will give a good list of money and book prizes this year at Denver to those who write the best short articles appropriate for its pages. The first prize is $50 in gold—a trophy worth winning surely, and each of the entire list is well worth striving for.

This annual competition was founded by “Osteopathic Health” three years ago to stimulate clearness, force, persuasive-ness and simplicity of diction among our practitioners in explaining Osteopathic theory and practice to laymen and women. The best of these articles are printed by “Osteopathic Health” and their authors are also singled out for credit in the current number of “The O. P.”

Articles of 500 to 750 words are regarded as of ideal length and, other things being equal, preference will be given to those that explain single diseases, rather than discourse on general principles, although special excellence will always count more than arbitrary conditions. The Judges of Award are: Dr. E. M. Downing, York, Pa.; Dr. Dain L. Tasker, Pasadena, Calif.; and Dr. Henry Stanhope Bunting.

Write on one side of the paper and, if possible, typewrite it. Sign your full name and address to the article. Send in as soon as possible. Here are the list of prizes this year:

First Prize: $50.00 in Gold.
Second Prize: $25.00 in Gold.
Third Prize: Dr. Young’s Surgery.
Fourth Prize: Dr. Tasker’s Principles.
Fifth Prize: Dr. Clark’s Gynecology.
Sixth Prize: Dr. Hulett’s Principles.
Seventh Prize: Dr. Hazzard’s Practice.
Eighth Prize: Dr. McCollum’s Practice.
Ninth Prize: Bolner & Morton’s Charts.
Tenth Prize: Dr. Higgin’s Muscles and Arteries.
THE OSTEOPATHIC PHYSICIAN
The Organ of News and Opinion for the Profession.

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HENRY STANHOPE BUNTING, A. B., D. O., President.
E. CARROLL CASH, Manager.

SUBSCRIPTION PRICE, 50 CENTS A YEAR. ADVERTISING RATES ON APPLICATION.

Entered at the Chicago Post Office as matter of the second class.

VOL. VII. CHICAGO, JANUARY, 1905. No. 2.

Fairness! Freedom! Fearlessness!

EDITORIAL.

"How to the live, let ships fall where they will."

'Rah for advancing standards!

Who will pass the next good law?

Plan to meet us at Denver next summer.

Get your nearest Osteopaths into the A. O. A.

New Hampshire is the latest state to organize.

Indiana and New Jersey are both about to be heard from.

We have more students in our schools today than are to be found in the homeopathic colleges.

Have you a good idea for an early issue of "Osteopathic Health"? Isn't $50 worth reaching for?

Greater New York society love feasts are something that any Osteopath would cross the continent to enjoy.

At the rate our new state societies are growing one would scarcely say the disciples of A. T. Still are at a standstill.

Keep on organizing local and state Associations throughout the land. Let us make of every state an Osteopathic stronghold.

Three years of preparation in ten-finger Osteopathy ought to put our graduates where the M. D. will fairly howl for mercy.

Vermont gave us our first legal recognition and now gives us our last and in point of being well done this last job is certainly among the first.

Our medical friends have used the "big stick" so long and so amissly that we wonder now that they don't go at something that gets better results.

Our Vermonters should not jubilate over their new law with its three-year clause until Dr. H. B. Sullivan has given his word that he will not attack it.

With a fight for equality as physicians, and a three-year course to back up our position, the profession need never again fight over that battle of the windmills.

The universal adoption of three-year education is the best piece of politics that Osteopathy could possibly have played just at this juncture. Without it our names would have been Dennis in more than one fight just beginning. With it we

THE OSTEOPATHIC PHYSICIAN

go into these fights with every confidence of winning.

Up to the hour of going to press Dr. H. B. Sullivan had not done anything punitive to the Michigan Osteopathic statute—but the profession trembles...

The American Osteopathic association is the cohesive working force of the profession and it behooves all of us who would back up the profession if it is possible that there is such a position is the result of the eye of our hustling team of A. O. A. secretaries.

Osteopathy would have surely experienced some lamentable legislative reverses in 1905 if we had been unable to go before the world this year and say "All our schools are on the three-year basis."

Every year added to Dr. A. T. Still's golden sheaf of life proves to be the best yet for Osteopathy. Long may the good Father of us all have us to share professional victories and life's blessings!

Dr. McConnell felt a little shy in a big town like New York, but the company proved to be old friends, and when his turn came to speak he found his voice easily and said things that set them thinking.

Children are not allowed to practice Osteopathy in Vermont—no matter how precocious. Applicants must be 21 to be licensed. That is an age when serious professions and life are serious enough to entrust to mature minds, and not to the age of the old tick.

The time when self-seeking and sycophancy counts in our ranks has passed—as well pointed out by Dr. C. M. Turner Hulett—and those willing to resort to demagoguery to put themselves into prominence will only find immersion in a sea of ridicule.

The Amended Honorable is Due

After his unwarranted insult offered to the American Osteopathic Association and its members Dr. H. B. Sullivan should either apologize or hand in his resignation. Otherwise he may hear from the organization at Denver.

Independent Boards Satisfactory

Our experience argues in favor of the independent Osteopathic board as the best arrangement to regulate practice. It insures giving every man a square deal and nothing more. It easily disposes of the pretensions of failure. With our three-year course we should be able now to get independent boards in all the states.

When Laws Should Take Effect

Editor Laughlin sounds a note of warning about the propriety of making new three-year laws operative before June, 1908. He points out that there will be new graduates before that time among those who enter school next September. Wherever new laws are adopted this extension of time should be allowed if possible to arrange it.

When Patients Question You

Every practitioner feels the keen force of some good argument or the value of some illustration to make his practice clear and simple to the layman at least once or twice each week all through the year. It is usually some idea that occurs to him when he is being prodded with questions by a patient. If it is good for that inquirer, doctor, it is good for all who are in his situation. Why not write it down and send it in to compete with the prize essay writers?

Unconscious Assimilation

One of the most important phenomena of consciousness is termed "unconscious assimilation" and it has a very important bearing upon your bread and butter. We invite you to read carefully the article on this subject near the end of this number and to discuss it with us by letter, if your opinion remains at variance with ours after so doing.

How to Judge a Colt

Self-appointed Moseses are to be detected in the early stages of frost by three symptoms: (1) They must be elected president of something. (2) They must say something audacious and foolish enough to attract widespread attention. Any person who evidences these characteristics in sufficient degree should be regarded as a self-appointed Moses. (3) They must propose recommendations which are usually so needlessly and who think they have suffered from overstatement—which I am sure they very often do—are usually lost to Osteopathy for good, so the "strong-arm" Moses would better heed what he is doing.

Select an Able President

Let representative A. S. O. alumni go to Kirksville for the annual meeting January 24th in as large numbers as possible. Not least of the duties of the hour is the selection of a representative man for president of the Association who will understand the properties, be above fanning dissensions and not talk too much. Leaders should be men of discretion who will put the osteopathic well above personal ambitions. As alumni most of us have been negligent, perhaps, and have left the affairs of the organization too much to accident.

An Overworked Vanity

It pays to advertise. Look at H. B. Sullivan. Three months ago who knew that he was president of the Detroit Alumni association, president of the Alumni association and president of the United States Alumni association? Now the only thing to do is to elect Harry avatar of the Alumni Association of Absorbed Colleges and then federate the alumni of the Children and Grandchildren Colleges of old A. S. O. and let him preside over them several and collectively and then everybody can be presided over by Harry.

Of course this does not yet provide for osteopaths in foreign climes, but then they can ordain and have the privilege of letting them a typewritten copy of his inaugural for a few days till they got well initiated. Wonderful—this feverish genius to preside!

Big Stick in West Virginia

The West Virginia Medical association and the state board of health held a caucus December 16 to adopt certain recommendations for the legislature which would shut out Osteopaths if adopted. The Huntington Dispatch, speaking concerning the situation, says: "It may be remarked that this is not the first time this proposition to life insurance. The profession has heard that sort of talk before, however, and by united effort and heroic fight—the kind Stossed up in Port Arthur—still lives to tell the tale without having lost a single state
THE OSTEOPATHIC PHYSICIAN

February 1906

FEBRUARY

“THE WINTER NUMBER”

“RIGHT AND WRONG TREATMENT OF PNEUMONIA.” Dr. Bunting.

“WHY NOT AGRIT LA GIRAFFE?” Dr. Bunting.

“THE COOL OWL.” Dr. Louise Burns.

“WHY YOU MAY FEEL WORSE AFTER TREATMENT.” Dr. Bunting.

“PHYSICIANS CANNOT GIVE HEALTH.” Dr. J. Homer Dickson.

“PHILOSOPHY OF OSTEOPATHY BOILED DOWN.”

“THE REASON OSTEOPATHS SEEK HONOR.”

Truly, a valiant number.

“The Osteopathic Health’ has a record of growing constantly better.

How many will you circulate in February? Place your order early.

January

Osteopathic Health’ will contain:

“What Dr. Still has Done for Woman.”

“RHEUMATISM.” By Dr. Addison O’Neill.

“A LITTLE TALK TO MEN.” By Dr. George Stanhope Bunting.

“How Osteopathic Patients are Treated.”

“A TRUCE TO ARCHITECTURE.”

“SHORT PARAGRAPHS.”

A ridiculous Roast of Osteopathy

One of our doctors has called our attention to John K. Mitchell who says about Osteopathy in his work on ‘Mecchanotherapy and Physical Education, Including Massage and Exercise,’ which is Vol. VII of Dr. Blakiston’s System of Orthopedic Therapeutics. It is not only a ridiculous tirade and also malison against Osteopathy to the point of jealous spleen, but is a mere ploy of a pittance a book that contains so much really valuable information should go out of its way to pass upon the merits of something its author knows nothing about.

It is certain, too, that the publishers will not increase the popularity of this set of books in our profession by admitting such rot to its pages.

Mr. Blakiston’s head proofreader should have used some of the discretion which a practical physician like John K. Mitchell, M.D., filled with the honor and glory of his own school and
himself, would scarcely be expected to show, and blue-penciled these two pages of comment. Or, if very anxious to add a short chapter on the subject, the publishers might have found an M. D., D. O. of recognized ability and even judgment who would have made a statement fair to truth and just to both contending systems of practice. However, such was not done, and it is well for every Osteopath to read what the be-nighted medical prophet of Philadelphia has to say about us. On pages 79 and 80 Dr. Mitchell says:

"Osteopathy"

Since the admirers of the very latest curative system that has gained vogue proclaim loudly that it is not massage, there is an evident necessity for one writing on massage to say something about that method which rejoices in the sufficiently barbarous name of Osteopathy. Its prophets announce that it is destined altogether to supersede ordinary medical practice. Ordinary medical practice, according to the prophets of the new dispensation, consists only in the administration of drugs; and with these Osteopathic practice asserts that it does not concern itself. In short, we have to deal with a new "pathy," that is to say, with an exclusive system founded on one idea; an idea, to be sure, rather more rational than that now-abandoned theory on which another exclusive system was built—namely, the origin of all chronic diseases in the itch. This "Osteopathic" idea is—or was—that nearly all diseases are the result of dis-placement of bones, which, thus displaced, press upon various nerves and organs, and so give rise to manifold and varied symptoms. The "Osteopath" treats the resulting conditions, theoretically, by replacing the bones; practically, by a rather rude massage. It hurts his feelings to call the proceeding massage, and it is indeed rather hard—on massage; but that is what it is—a fact which is not altered by the claim of

its having been invented in Missouri. The books of the school are numerous, and generally hyper-bolic or ill-written; the work of its founder being particularly vague, windy and pompous. In their manuals of practice may be found directions for the treatment of smallpox, scarlet fever, apoplexy, whooping cough and headache, by manipulation of certain regions in which they find "lesions." Everything is due to a "lesion," and a lesion apparently means only a bone out of place. Some of the "lesions" which they commonly find are interesting. For instance, "Dr." Hazzard's book on the subject describes dislocation of a vertebra as a very frequent cause of disease and can easily remedied by proper manipulations; the atlas vertebra is particularly subject to "lesion," but is fortunately readily restored. Another fruitful source of trouble is "displacement of a rib!" This causes heart disease, dyspepsia, constipation and other difficulties.

 Except for its wide spread, the matter is hardly worthy wasting time on. The "new school," as it likes to call itself, knows nothing that is not already a part of legitimate medical literature, having its absurd invention of "lesions." It magnifies and verbally misapplies its little knowledge—and much unfounded assumption—concerning the vasomotor or sympathetic nervous system. The "Osteopaths" put aside as useless lumber all physiology, all pathology, all etiology, all physical diagnosis except what they pretend to learn by touch—a wide enough claim since they assert that they can touch a number of unreachable organs. Bacteriology, chemistry, and the normal and abnormal functions of the organs of digestion and assimilation are imper-iously ignored by them.

The fact is that if all educated physicians really knew and appreciated the proper place and value of massage and other forms of mechanical therapeutics, and made right use of the knowledge, the Osteopaths would never have had a chance; for, let them say what they will, if study of these books makes any one a better doctor concerning the system, it is that they have found out and exploited the usefulness of massage and manipulations. The force of the accusation against them lies in their denying impossible things and doing harmful ones.

A Newspaper View of Us

[From the Chicago Record-Herald.]

"Are you the doctor that makes new bones grow?" asked a man who had waited for a long time in the outside office of a leading physician.

"I am an Osteopath," said the doctor, "if that is what you mean."

"A which?"

THE MICHIGAN SANITARIUM OF OSTEOPATHY

ADRIAN, MICHIGAN


D. B. STREET, M. D., Surgery.

THE PLACE to send your patients who need a change of climate. We want your Hay Fever and Asthmatic patients. Send to us your difficult chronic cases which you think would recuperate faster if they were in a cool, up-to-date sanitarium. Our place satisfies the most fastidious. All the rooms are light, airy and outside rooms. They are expensively furnished and the tables are pronounces by all. (Running water in every room, includ-ing fine beds.) We have all the modern apparatus for aids to diagnosis that are used in the leading colleges and infirmaries of Osteopathy, including Microscopes, Chemical Laboratory, the X-Ray, etc., but if you expect us to use vibrators and plaster and braces and many of the so-called adjuncts you had better send your patients elsewhere. We claim to be sinon-pure Osteopaths. We number our patients from nearly one-half of the states of the Union, and we have yet to hear of one practitioner who has sent us patients who was not perfectly satisfied with the consultation courtesies extended and the treatments given to their patients.

Treatments $2.00 Each.

Board and Room $4.00 to $8.00 Per Week.

Arrangements made for patients who prefer to live outside of sanitarium and thus reduce the expense.

Write for further particulars to Dr. W. H. Jones.
The Osteopathic Physician

FRATERNAL GREETINGS TO ALL MEMBERS OF THE PROFESSION

I practice Osteopathy—the manipulating and mending of broken bones.

"Kerect! I guess I've bed as many bones broken as the next man, an' if you can fix me up good as new I'll be much obliged an' pay the bill henceforth.

"All right," said the doctor as he led the way into his private office. "Just sit down in that chair and relax.

"How?"

"Let your muscles loose. Don't try to keep together. Now give back and forth your early infancy, and tell me every accident that ever happened to you and what results followed."

"Sho! Fust accident that took me was fallin' out bed after I was axed old."

"What was the result?"

"Why, it proved to the folks that I warn't a fool. Thoun a youngster tumbles out of bed or downstairs afore his first year is up he ain't considered bright. I did both—yes, by jiminy, cricky, I did!"

"And your next accident?" suggested the doctor.

"There ain't no next. There was just one continued chapter from that on. I broke four ribs tryin' to fly, an' dished my collarbone at the same time. When I wuz a kid I wuz mad as the next man, an' the more water, he ran off an' gave me this Roman nose—ha! ha!—an' the first time I driv' him to harpoon he kicked over the dasher, and that's when I lost my front teeth. I've hed both and handing the broken-up man his hat. You've missed the place. You want to go to the anatomical museum on the next street and have your skeleton articulated. Good day, sir."

Such wit—based, as it is, on the popular assumption that Osteopathy's diagnosis depends upon broken bones, and its cures, upon mending together the scattered fragments—is in common evidence in the mind of the people. It is an eloquent argument why our profession should not only continue, but increase, its efforts to educate the people into a correct conception of Osteopathic Health, literally, some practitioners seem to think this is all the work. Doctor, rotary work is not really needed—that the people already understand us. I wonder how such doctors square what Osteopathy really is by circulating "Osteopathic Health" literature, some practitioners seem to think this is all the work. Doctor, rotary work is not really needed—that the people already understand us. I wonder how such doctors square what Osteopathy really is by circulating "Osteopathic Health" literature, some practitioners seem to think this is all the work. Doctor, rotary work is not really needed—that the people already understand us. I wonder how such doctors square...
WHENEVER a lawyer or preacher or lec-
turer is caught delivering some other
fellow speaker's lecture, which
the thief nowadays is to wipe responsi-
Biblity away by saying it was a case of “unconscious
assimilation.” This may be true, but it
sounds so much more polite. What the
Future business holds in store for me,
and how I can adapt myself to it,
is a problem I am just beginning to
think through. Several ideas keep
coming to me, and I believe that,
in time, they will be useful.

The best and most practical advice
I can offer is to be prepared. Be ready
for every eventuality. Be ready to
meet the unexpected. Be ready to
adapt to change. Be ready to
learn and grow.

Remember, the future is
uncertain and the past
is only a guide. Be
wise, be careful,
and be ready for
what may come.

The Osteopathic Physician

There is a great deal of controversy
regarding the use of “unconscious
assimilation” in advertising. Some
people believe that it is a valid
principle, while others are skeptical.

One of the biggest challenges
in advertising is to create
memories that will stick
in people’s minds. This can be
achieved through repetition,
consistency, and emotional
connection. By using
“unconscious assimilation,”
ads can be designed in a way
that will be remembered
for a long time.

Another aspect of “unconscious
assimilation” is the use of
catchphrases and
slogans. These
are often
memorable and
help to
establish
a brand’s
identity.

In conclusion, “unconscious
assimilation” can be a powerful
strategy in advertising when used
correctly. It is important to
understand the principles
behind it and to apply
them in a way
that is effective.

Publisher’s Corner

Unconscious Assimilation in Advertising

Publicity

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achieved through repetition,
consistency, and emotional
connection. By using
“unconscious assimilation,”
ads can be designed in a way
that will be remembered
for a long time.

Another aspect of “unconscious
assimilation” is the use of
catchphrases and
slogans. These
are often
memorable and
help to
establish
a brand’s
identity.

In conclusion, “unconscious
assimilation” can be a powerful
strategy in advertising when used
correctly. It is important to
understand the principles
behind it and to apply
them in a way
that is effective.

Publisher’s Notes

December can be had at two cents per copy
now—“it’s a back number,” but still a very
good one. How many do you want?

January issue of “Osteopathic Health” ex-
ceeded all its predecessors in circulation. That
100 or more leading families of his town, have
had him for some time, and have found
him to be a thorough going and
very upright man. He is a
colorful and lively character,
and his lectures are always
well attended.

Dr. Osteopath, if you do not compel
“unconscious assimilation” to burn your name
and practice into at least 100 brains in your field
each month throughout the year.

It pays.

DR. HENRY STANHOPE BUNTING

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December can be had at two cents per copy
now—“it’s a back number,” but still a very
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speaks volumes for its excellence. Not too late to secure a supply. How many do you want?

It is not spasmodic, hip-hip-hoorah advertising that gets the best results, but the steady campaign of education that is kept working every month in the year.

The O. P. Co. has demonstrated to its entire satisfaction that Osteopaths, in common with all business people, appreciate good, straightforward business principles. Results: January issue of "O. H." has the largest circulation of any to date and we have more subscribers on our paid "O. P." subscription list to-day than ever before; but both papers are going to do even better in the future.

About one dozen essays have been received already for the "O. H." 1906 contest, and if you are interested in this competition you should be moving.

Money and books both will be distributed this year at Denver to the winners of "Osteopathic Health’s" prize essay contest. Those who wish to compete should be getting their papers in hand.

Your February “O. H.”

Your February issue of "Osteopathic Health," has been prepared with a view, doctor, to what you need just in the middle and fag-end of the winter season.

"Right and Wrong Treatment of Pneumonia," by the editor, is a clear presentation of the case, which every business and professional man in your community would be glad to read if he had the chance, for they are all afraid of pneumonia. The good wife of the household will be just as much interested in it, too, for she will be glad to have her mind made up what to do when her husband or children show the least signs of lung fever.

"Why You May Feel Worse After Treatment" shorter, but a well pointed article, which carries just the moral that it should—that Osteopathy is the thing to cure “the grip” and prevent sequelae. Also by the editor.

"That Cold in the Head" is a fine contribution from the pen of Dr. Louise Burns. It is one of the competing essays for those 1905 prizes to be awarded at Denver. It is simple, logical and good. Osteopathy shines through this article also.

"Why You May Be Worse After Treatment" is a very timely explanation written by the editor. It is in response to a request from the field. It tells why patients are not to be discouraged if treatment is giving them a general shaking up with exacerbation of symptoms, because that is the best sign of impending improvement and recovery. It tells why.

"Why We Seek Legislation" is a simple statement of the reason why Osteopaths wish to pass laws to regulate their practice. It is a timely while so many legislative fights are on.

"Philosophy of Osteopathy Boiled Down" is a brief digest of the theory of Osteopathy from the pen of the editor, which is meant to be so simple that everyone can understand it.

"Physicians Cannot Give Health" is a good short story by Dr. J. Homer Dickson, which explains some misapprehensions and drives a moral home for Osteopathy as a system of healing.

Other things as well.

"A very good number," you will say, we trust. We think so, too. We have labored to make it so and believe we have succeeded. It will surely be good seed corn wherever it is sown. What is your order?

None Can Afford to Miss It

January is certainly is a fine issue—one of our best. The leading features are two articles from the pen of "Ye Editor," both being repetitions, having appeared in prior issues of OSTEOPATHIC HEALTH. Since the first appearance

we have had so many requests from the field for a reprint of both articles that we couldn’t do otherwise than comply. The leading article was entirely revised and rewritten, and therefore is even better than it was originally. One, "What Dr. Still Has Done to Lessen the Pains of Women," appeared in OSTEOPATHIC HEALTH 18 months ago, and at that time was said to be one of the best popular articles ever written on the subject. The other is a short two and a half page article explaining in terse language just what a lot of people of your community, especially women folks, want to know—just how Osteopathic treatments are given.

The editor handles the subject admirably, and you would do well to distribute this article quite generally, as there are lots and lots of people who would take Osteopathic treatments if they knew just HOW they were given. The balance of the edition is rounded out with some good strong arguments for Osteopathy, which makes it all in all one of our best issues.

Prize Essay Interest

Interest is now mounting daily in the prize essay competition for 1905, and it is certain that twice as many competitors will be in the list as ever before. This does not mean that you should not try, doctor, for there will be all the greater honor if you win it. Fifty dollars in gold to be handed somebody at Denver will be a prize worth working for, and the labor that will be required for somebody to win it is not to be compared with that required to give the average patient two months of treatment. It will be fun to enter this race, and remember there is $25 for the second place, and a fine list of books and charts for others. Send in your effort.

To Secretaries and Reporters

State secretaries and others sending news items to "The O. P." are requested not to abbreviate the names of associations, such as "W. S. O. A." for the "Wisconsin State Osteopathic association." The style of this paper is not to print the initials for the name of the association—but the first time it occurs in a report, anyway—and it is difficult to interline it in the average copy sent in because of scant room. This is a trifle, but we will thank our correspondents to heed it as far as possible.

Come Forward, Sisters!

We want our women Osteopaths to take a hand in the prize essay contest this year. We have a lot of clever writers among them and there is no reason why one or two or three of them shouldn’t try for the first prize. One, "What You May Be Worse After Treatment," is very timely and a fine article, which car­

The Cost of "Osteopathic Health" On the Various Plans

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The American School of Osteopathy

KIRKSVILLE MISSOURI

DR. A. T. STILL
Founder of the Science . . . . President

Teaching facilities unexcelled. Thoroughly equipped laboratories in all departments. Clinical advantages unlimited. Faculty composed of fifteen able and experienced instructors who devote their full time to teaching. Anatomy taught in every term—three professors in charge of this department. Special attention given to dissection and to the study of anatomy in general.

Course of study covers a period of two years, divided into four terms of five months each. Classes formed in September and February. Next term opens September 5, 1904.

Write for catalogue, "Journal of Osteopathy," or any information.

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American School of Osteopathy

KIRKSVILLE MISSOURI
We are pleased to serve patrons on any plan that suits them best, but recommend the annual contract plan for 100 copies a month—not too much because it enjoys the cheapest possible rates. Here are the prices for our service on the various bases, carefully figured out, so that you can tell at a glance just what you want to know—namely, the total cost for your order on each plan submitted:

**Prices on the Yearly Contract Basis**

One hundred copies a month, with the professional card feature included, will cost as follows:

**First Month:**
- Fixed Monthly Cost: 100 copies magazine, blank...
- Printing card...
- Extra charge first month only...
- Composition six-line card...
- Electrotyping six-line card...

**$3.00**

**All Subsequent Months:**
- The cost is $3.50, including the professional card and envelopes for mailing, plus pressure, which is always an added cost to the contract price of magazines. Expressage varies with distance and railroad facilities, but to most points in the United States and Canada is 25 cents per hundred magazines, with envelopes. See explanation under annual contract plan.

**On the Six Month's Contract Plan**

**First Month:**
- Fixed monthly cost...
- 100 copies magazine, blank...
- Printing card...
- Extra charge, at time of first order, if professional card is wanted...
- Composition six-line card...
- Electrotyping six-line card...

**$4.50**

**All Subsequent Months:**
- The cost is $3.50, including the professional card and envelopes. Expressage is always an added cost to the contract price of magazines. See explanation under annual contract plan.

**On the Single Order Plan**

**Fixed cost, if professional card is wanted:**
- 100 copies magazine, blank...
- Printing card...
- Extra charge, at time of first order, if professional card is wanted...
- Composition six-line card...
- Electrotyping six-line card...

**$4.75**

**All Subsequent Orders:**
- The cost is $3.75 per 100 copies with professional card; $3.30 without card.

**WANT ADS.**

**A SNAP FOR A STRONG OSTEOPATH WHO wants to work himself to death in a cash practice. Will sell for a trifle more than the offices and household furnishings are worth.**

**FOR SALE—A GROWING PRACTICE and good office in Ohio town of 25,000 inhabitants in northeastern Kansas. State qualifications, etc., address, W. S. S., care of 'The Osteopathic Physician.'**

**FOR SALE—OSTEOPATHIC PRACTICE IN a California city of 5,000 to 5,000. Address, care of 'O. P.'**

**The Principles of Osteopathy**

**TASKER**

352 Pages, 166 Illustrations, Best Book Paper, bound in Silk Cloth

"I would have given a hundred dollars to have had that book fall into my hands on the day that I first entered on the study of Osteopathy."—H. S. Bunting, D. O.

**Price, $6.00, Express prepaid**

**DAIN L. TASKER, D. O.**

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**W. SCHEIDEL & CO., Manufacturers of X-RAY COILS and Electro-Therapeutic Apparatus**

**SAFEGUARD our products against fraudulent counterfeits, by inspecting the Department of Commerce, S. Government, (Unlimited U.S. Patent, 1904 S. S. Commission, for practitioners and students.)**

**Send for Catalogue.**

**THE AMERICAN COLLEGE OF OSTEOPATHIC MEDICINE & SURGERY**

(Incorporated under the Laws of the State of Illinois.)

Member Associated Colleges of Osteopathy.

The College is chartered to teach scientific Osteopathy applied to the healing art in all its branches. Its object is to preserve the OSTEOPATHIC THEORIES and to apply them in osteopathy, surgery and obstetrics as an INDEPENDENT PHYSIOLOGICAL SYSTEM.

Courses:—General osteopathic; for physicians; post graduate in surgery, obstetrics and specialties.

Special Facilities:—Each student must display one letter half of a cadaver—material fees. Clinical practice for all students at the Infirmary for ten months, with attendance at Cook County Hospital for three months per year.

Infirmary Treatment and Surgical Work a Specialty.

Send for catalogue of the Catalogue and other Osteopathic Literature free.

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**GUARANTEED**

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**SAFEGUARD our products against fraudulent counterfeits, by inspecting the Department of Commerce, S. Government, (Unlimited U.S. Patent, 1904 S. S. Commission, for practitioners and students.)**

**Send for Catalogue.**

**THE OSTEOPATHIC PHYSICIAN**

**Removals**

Dr. Homer Woodraff, from El Paso, Texas, to 201 Avenida Juarez, Juarez, Mexico.

Dr. Dale H. Craig, from Kansas City, Mo., to Harriman, N. Y.

Dr. Henry Snedeker, from Neosho, Mo., to Clarksburg, W. Va.

Dr. F. W. Polly, from Hatfield, Mo., to Emery, Idaho.

Dr. F. H. Warren, from Stamford, Conn., to No. 777 Bellevue avenue, Newark, N. J.

Dr. Overton, from Kansas City, Mo., to No. 1837 Admiral boulevard, Kansas City, Mo.

Dr. Clara Wingate, from Evergreen, Ala., to Ozark, Mo.

Dr. George Parks, from West Plains, Mo., to No. 155 Locust street, Des Moines, la.

Dr. H. L. Blakemore, from Shelbyville, Ind., to Cassonia, Mo., to No. 1414 South Main Street.

Dr. L. M. Beaven, from Salt Lake City, Utah, to Inverness, Mo.

Dr. W. C. Beaven, from Fulton, Mo., to Vincent, Ind.

Dr. E. A. and Myrtle E. Carlson, from Sedalia, Mo., to No. 416 East Main street, Madi­son, Ind.

Dr. Lytton G. Ament, from Washington, D. C., to No. 216 15th Street.

Dr. Retta Callicott, from Jackson, Mo., to 195 Main Street, Topeka, Kansas.

Dr. O. Vance, from Richmond, Ky., to 608 East Main street, Lexington, Ky.

Dr. Fannie B. Laybourn, from Denver, Col., to Southern and 17th Street, Bloomington, Ind.

Dr. Carl Elsberry, from Jackson, W. Va., to 506 East 16th Street, Dallas, Texas.

Dr. C. B. Farwell, from Paxton, Ill., to 82 New York Iife building, Omaha, Neb.

Dr. E. A. Hart, of Freehold, N. J., has opened a branch office at Hamburgh, N. Y.

Dr. J. B. Lindeberg, from 101 Ellicott street, Tonawanda, N. Y., to 417 Wayne avenue, Germantown, Pa.

Dr. F. E. Urban, from Hamilton, Ohio, to 112 E. 20th Street, Chicago, Ill.


Dr. J. C. White, from 346 East Colorado street to 335 Elavon block, Pasadena, Cal.

Dr. Eustace & Geil, from Monterey, Cal., to 506 Madison building, Los Angeles.

Dr. E. M. Spaulds, from 562 to 460 trade building, Chicago, Ill.

Dr. Earl McCracken, from Hillside, Texas, to 515 First National building, Shreveport, La.

Dr. J. E. Warren, from Minneapolis, Minn., has removed to Kansas City to assist Dr. H. Williams, 417 New Ridge building.

Dr. F. G. LeMaire, from Bloomfield, Neb., to Dr. J. A. Elliott, of Rapid City, S. D., and returns to his home, Wayne, Neb., to resume practice.

**Dissolution of Partnership**

The partnership of Drs. Elmer Martin and FN Grimesey, Decatur, III., has been dissolved.

**Personal**

Dr. Willard D. Emery is in the November number of the, looking for a good location, in "Some Mechanical Causes of Eye Trouble."