Reaffirming Some Osteopathic Principles as Shown by the Halladay Dissections

By H. F. Goetz, B.S., D.O., St. Louis, Mo.

That last AOA convention was an orgy of technique, the stuff served had lots of "kick" in it and if any one in full attendance failed to get his jag, don’t blame the committee on programme. It was difficult to keep sober in one’s judgment as to the different methods given both in diagnosis and technic, they differed so: the operators corrected the same lesion in the same way.

One of the very pronounced factors which contributed to the defects was the extremely wide application many osteopathic diagnosticians assign to a vertebral lesion—in a pathological sense. Most lesions are caused by trauma, they cause disease by over-balancing normal resistance at some given point which, in almost every instance, will be that spinal segment of the cord to which the violence was directly carried. Therefore, the pathological effect of a vertebral lesion in the majority of cases is direct and limited to the lesion en bloc in which the primary lesion is found.

Study of verbal and written case records show that any cervical, any dorsal, any lumbar vertebra found lesioned is assigned the same symptomatology. Such case records in 80% of the cases given may be assumed to be at least partially incorrect. The error is being made in this way: Given any vertebral lesion, now, whatever the patient says is the matter with him, given as his symptom complex, we immediately connect his presenting complaint with the vertebra found lesioned, assume that it is the cause and so report in our case records. That patient makes the diagnosis and we fit the lesion to his statements.

Do not accept the diagnosis of the patient until you have carefully followed precise and accurate methods to prove that he is right. A lesion which has no direct nerve connection with the spinal cord segment which controls the functions of the organs to which symptoms have been assigned had better be ignored until those spinal areas have been carefully examined for lesions which do have direct nerve connections with the organs from which symptoms must logically emanate. Just recall that the first effect of violence sufficient to produce a subluxation of—say, for example, the 10th dorsal—will be concentrated at this point only after the lesion has persisted for some time, usually, sufficiently long to overcome the compensations of circulation and adaptabilities of the anatomical structures involved. Will this lesion cause or be found in Bright’s disease, lumbosacral arthritis, scoliosis, duodenal ulcer?

The first effects of lesions are localized; persisting they may become general. The first effects of lesions is functional disease; continuing, without adjustment, the effect is organic disease.

A slight pressure on nerves may cause only an inhibition of its function; long continued, it may cause paralysis.

Know the Function, Nerve Connections of each Spinal Cord Segment and the Relation of each Cord Segment of the Vertebr.a

In so far as I am able to judge diagnostic errors are very often based upon faulty methods of palpation and failure to make an accurate count of the vertebrae which are lesioned. A method used by many at the convention was to run two fingers down the spine, bringing the spinous processes in "high red relief" and without other confirmation, to declare, "The nth vertebra anteriorly rotated and down," and "this displacement is the cause of whatever the patient said was the matter with him." It is impossible to detect a lesion in this way. We all know that it requires great care and delicacy of touch to locate lesions.

Another method: In diagnosing lesioned innominates, by aligning the heels of the shoes and then, without other methods, declaring the "right innominate is posterior, because the heel of the shoe is lower," and the "leg is longer on that side." When attention was called to the manifest inaccuracy of this conclusion, the lecturer would say, "that’s near enough."

Another method: In diagnosing a lateral displacement of the transverse process of the atlas, measuring off the supposed lateral "displacement" on the index fingers as stopped by the thumbs and with one-half inch difference say, "This atlas is to the right. Is it as much as one-half inch?" was asked. The operator would reply: "Yes." The osteopath who does not, will not, take the time to make careful measurements and observations of the structures participating in the lesion simply can not be certain of his technic in adjusting. Palpating for lesioned vertebra is a highly developed art and only those who will measure carefully, observe closely and make counts accurately are capable of making the positive diagnosis.

What is the (osteopathic) cause of disease? Is this cause definitely known? If you haven’t a clear understanding of the osteopathic cause, can you treat intelligently?

When you removed contractured muscles and corrected osseous lesions, why did health supervene?

Halladay dissections can be used to reaffirm osteopathic principles.

An osteopathic lesion of a vertebra is usually a subluxation.

1. It is accompanied by contractured spinal muscles and ligaments.
2. It is accompanied by irritated articular surfaces and facets in abnormal apposition.
3. Abnormal mobility of the articulations of the vertebrae.
4. Nerve Connections of whatever vertebra were affected by subluxation of the vertebra and could not be overcome by resume of the "right innominate is posterior" or any other method of adjustment.

Encyclopedia of the American Osteopathic Association is the best work available in describing the nature and extent of the lesions of the vertebrae. (The intervertebral foramina become larger or smaller, change their form; the measure of width and height of each foramen is either increased or decreased, dependent upon the mobility of the vertebrae. Such changes must of necessity affect the structures in and passing through the foramina.)

The most important of these effects would be on nerve tissues on account of the major part which nerve energy plays in the conduct and control of all functions. The effect of the pressures above referred to are eventually carried to their respective cord segments. Hence: PERVERTED FUNCTIONS in those organs having direct nerve connections to the spinal cord segments in the field of the lesion suffered. There are other causes of disease—an etiology common to all schools of practices, but the above restates an etiology unique to osteopathy, readily confirmed by the Halladay dissections.

We as a school are positive that adjustment of lesioned vertebrae—because it re-establishes...
normal conditions at the intervertebral foramina, removes the pressure—is the proper treatment for perved functions or organic imbalances. This statement is proven to be almost wholly clinical; we get such controls, i.e., stimulations of nerve-force in the presence of abnormal functioning of the organism. Clinical facts and admitted stimulations or stimulations can not be obtained because we can not by our treatment exceed the normal. The dissection has its place in safeguard and proof so I put it in the form of a question. "Can we by osteopathic adjustment obtain purely physiological inhibitions or stimulations?" If so, we have a new philosophy.

The dissections of Doctor Halladay prove rather conclusively both theoretically and practically that it is not for a single vertebra to be lesioned or subluxated. Although the A.T. Still Research Institute, making deductions from their x-ray plates, speak of a single vertebra as lesioned, study of the electrotypes of these skiagraphs do not show just one vertebra lesioned. Mechanically and in so far as out treatment is concerned, a vertebra when lesioned also affects at least the one immediately above and below the primary lesion. Adjustment of the primary lesion helps to correct the condition in this way.

Notes based on the Halladay dissections

The 3rd cervical spinous process is very difficult to palpate as its spinous process is UNDER that of the 2nd cervical. The spinous processes of the cervical vertebrae are very short, hard to palpate and lie in front of the articular processes.

The dorsal spinous processes are located considerably above the spine. Turning the head to the right side causes a slight curvature in the upper dorsals with consequent pressure on the spinous process. It is also true (Palpate the cervical, also the upper dorsals with the head straight.)

The recall is not always the vertebra prominens; the 6th may be.

In counting the cervicals recall that the first spinous process is that of the 2nd cervical. Next is probably the 4th, which may be anterior with the 5th and hard to locate unless you bend the head forward. The atlas is often be palpated best with the head thrown far back or far forward.

It is very difficult to palpate vertebrae one at the time, but if you divide the cervicals into two groups and the lumbars into two groups you can not only palpate more surely but it's the ONLY way that one can count them correctly. A simple way to find a "lost vertebra", one difficult to find in your count or difficult to palpate, is to flex or extend the spine in all directions. You will thus be able to locate it, probably laid luxated and dragging at least two vertebrae with it. As this condition is found most frequently in the cervicals, we find that one can more successfully palpate the cervicals by flexing the head forward, holding it up at the forehead with your one hand and noting the other.

An easy way to retain the location of a lesioned or other vertebrae, to avoid constant recounting, is to place a piece of adhesive on the spinous process and mark its number with a pencil. You will find this device will save you much annoyance and greatly contributes to the successful practice of this adjustments.

The usual lesions in the lumbars is a "rotation". The lumbar vertebrae are very anterior in the form.

There is no mistake for a lordosis. Lumbar lesions are easily adjusted by simple rotation.

The amount of pressure upon the little finger when the spine is flexed over the lumbar intervertebral foramina while flexing the spinal column will hardly be realized until actually tried; e.g. by placing the little finger in the 3rd left intervertebral foramen and flexing spine about eight inches to the left at the head, the pressure was sufficient to deeply indent the finger, to squeeze the blood out of it at the points of pressure, and to be felt as an actual discomfort, a pinching. In view of which it is not most difficult to conceive that under the influence of a lesion the structures in and passing through such foramina are not subjected to pressure, and that such pressure is not the real cause underlying the pathology of the osteopathic concept of disease?

I reiterate that it is.

(Note: If a patient tilts spine to right or left of median line, postural defect is had that may be corrected by osteopathic manipulation.)

It is difficult accurately to locate lumbar with the patient prone, as this exaggerates a normally marked anterior curve.

Until you have carefully studied the case, do not attempt to adjust at once a lesion showing sharp posterior angles, especially if there is pain on pressure.

You may diagnose normal or abnormal mobility or ankylosis of vertebrae by carefully noting the movements of the spinous processes, but you can not finally diagnose a subluxation in this way.

So-called spinal landmarks vary so that it is almost impossible for any one to make a count for each case. The 7th is not always the vertebra prominens. The inferior angle of the scapula is not always opposite the spinous processes of the 7th cervical.

The crest of the ilium varies in its relation to the lower lumbars. Because the spinous processes of the lower dorsal feel like those of the lumbar vertebrae, it is wiser totrace back the 12th rib to its articulation with the 12th dorsal, mark it and then count down for the lumbar and up for the dorsals.

Inequalities in the thickness of the intervertebral discs or atrophy of the lumbar intervertebral discs noted produce a slight tilting of the vertebrae.

Misshapen vertebrae are common.

After a study of these dissections it is most difficult to assume that an osteopathic lesion—that is, one in which we find subluxations of one vertebra—could be caused by any force short of violence. The condition we are endeavoring to locate is not easy to find and without looking it up I do not recall that any research work has been done which did not agree the lesion as traumatic. All animals that were first traumatically lesioned and then traumatic lesioned and "the effects of such lesions studied." The effect of trauma on spinal cord segments is the contribution which osteopathy has made to etiology.

The second cause of disease, namely, submicron to the tissue to their environment, is an etiology common to all schools.

I submit this conclusion:

The more tenaciously we cling to the theory that the primary cause of disease is due to lesioned vertebrae and their pressure-effects on nerve, artery and vein carried to spinal cord segments, perverting the nerve control of the body, that is considered here, the more vigorously we carry forward the philosophy of osteopathy.

With the Halladay dissection we can easily affirm this conclusion.
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THE OSTEOPATHIC PHYSICIAN

The New Home of Osteopathic Propaganda Now Going Up at Waukegan

Foundations already built to the first floor level of the Bunting Publications' Building which will house both executive offices and printing plant—Building operations commenced six months earlier than at first scheduled—Work rapidly progressing—Ready for occupancy by June 1st, 1921. Hurrah, Boys and Girls, Hip! Hip!! Hurrah!!!

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Put part of your savings in a Bunting Building Bond paying 7 per cent per annum and present it to your Family Strong Box as a Christmas gift! It’s as good as life insurance and will help to insure happiness around the fireside at other Christmases. It is a Christmas gift right that won’t wear out!

Wishing every member of the profession a happy Xmas season,

Faithfully yours,

The Bunting Publications, Incorporated
for growth and development should be given in all possible directions in the healing art, and such legislation as will tend to crush out all possible new developments in health matters avoided.

State Officers will furnish the names of Senators and Congressmen of each state to the contents of this communication. This information may also be readily obtained at any newspaper office in any part.

Pass These Resolution. and Forward to Congressmen and Senators

These resolutions should be passed by every osteopathic society in the United States and as many other bodies as possible. It should be signed also by individual petitioners. These data should be sent along with letters of protest to Senators and Congressmen.

Come out of your tents, O, Israel!!

Get busy!

WHEREAS, H. R. 12,652, known as the Fess Bill, is now pending before Congress, and

WHEREAS, said Bill is so framed as to permit a monopoly of direction and expenditure by and to one school of healing, namely the drug or medical healers, and

WHEREAS, all duly licensed practitioners should have an equal opportunity before the public when public funds are disbursed, and the public should have perfect freedom in selection.

THEREFORE, BE IT RESOLVED, that in order to correct the imperfections of said Bill and avoid tending toward a state protected monopoly of the healing art, we recommend that the Bill be amended in the following particulars:

1st. So that sole administration shall rest in the Bureau of Education.

2nd. That the word "physical" be substituted for "medical" wherever occurring.

3rd. That the parent or guardian be allowed absolute freedom in the selection of a practitioner, of this preferred school of healing, without suggestion, recommendation, or dures and that heavy penalty be imposed for any violation on the part of anyone charged with any part of the administration of the law.

4th. That notices required under this Act to be given Parents or Guardians shall be printed or written and shall contain a clear statement of the privilege of selection on the part of such parent or guardian as provided in recommendation No. 3.

TWO CHANGES NEEDED IN AOA's PROPOSED UNIVERSAL LAW

The profession has received the proposed new universal law as outlined by Dr. C. B. Atzen, chairman of the Legislative Bureau of the AOA. As a copy was mailed to every AOA member and can be obtained privately on request of Dr. Atzen, Omaha National Bank Building, Omaha, by those entitled to have it, we need not reprint it here.

We like the proposed bill very much. We consider the work so far as it is excellent. With slight changes it will meet our ideas thoroughly.

Dr. Atzen merits congratulations.

The changes we advise are the same two that have been advised recently in print by Drs. Walter E. Elfrink and Morris Lychenheim in thoughtful statements. Mr. Perry Patterson, for several years AOA attorney and still attorney for the Illinois Osteopathic Association, also supports this same contention.

We believe it is neither the function of a legislature nor of the members of our profession to fix the curriculum of education in our colleges, to set rigidly the courses that have get to be given to each subject, and to put into static form the course of osteopathic study for the future. The schools naturally want to satisfy and cater to the profession. But it is the work and responsibility of our college faculties and officers to teach and must be supposed to know what best to teach and left free to do it.

Anything else is perversion of structure and universal law as being framed by the AOA with universal freedom as functional.

The OP has argued this ad lib. in past years. Also times change. Needs change. What is necessary or expedient today may be the reverse tomorrow. After hundreds of years of history Harvard and Yale cut down their academic courses to three years recently! Mind that! Who knows but that all medical colleges in one day and find itself in a heliofix from a rigid academic to three years? Who knows that osteopathy might not have to do this one day or lose its schools? Osteopathy, conceivably, might wake up one day and find itself in a heliofix from a rigid and unserviceable, legally prescribed and practically unalterable course of study that did not fit its needs and could not be adapted to our requirements. Such an institution might become the very weapon with which the enemy would slay us!

We join in the advice to make that educational requirement feature of the law as general and flexible as possible. Men like Mr. Patterson would know how to do this.

Secondly, we think there ought to be added to Dr. Atzen's excellent general definition of osteopathy a clause "all taught in reputable osteopathic colleges." This would give osteopathy both dynamic opportunity and flexibility to grow and adapt itself to varying conditions and expanding knowledge.

Better tie the definition and interpretation of osteopathy up to our schools, we think, as the living "definition" of our science and practice, and leave our schools at the same time in possession of academic freedom which is their very life's blood.

With such changes incorporated in such a way as to satisfy wholly Mr. Patterson's acute legal mind, we will favor the proposed new universal law being framed by the AOA with out reservation.

Tacoma Opens New Hospital

The Pierce County (Washington) Osteopathic Association, as a direct result of the propaganda of the A. O. A Press Director, has secured a $20,000 site in Tacoma, including a large house of twelve rooms and a garage, and has announced the immediate opening of an osteopathic hospital. There is plenty of room to build a $75,000 addition or new building. The location is on one of the best corners of the city. On January 1st will occur the formal opening of the hospital.

The present building is one of the fine residences of the city. It is beautifully finished, the woodwork and paneling being particularly attractive. There are beamed ceilings and many built-in features. One of the most attractive things in the house is an enormous fireplace which was installed at a cost of $3,500.
Publicity Department Osteopathic Associated Press (A New System)

NAME: The name shall be the “Osteopathic Association Press.”

PURPOSE: To provide a systematic and efficient method for handling all National, State and Local organization press publicity.

MEMBERSHIP: The membership shall consist of Officers of the United States through the 5,000 members of the osteopathic profession. Each newspaper to have one Osteopathic representative.

OFFICERS: The officers shall be the Publicity Chairman of the A. O. A. of each state and of each local society.

SYSTEM: All departments of the A. O. A. shall furnish to the Chairman of Publicity of the A. O. A. such material as they may have for newspaper publicity. He will in turn forward it at once to the newspapers or direct to the individual osteopathic profession.

State Publicity Chairman and Local Society Publicity Chairmen will in like manner handle the departmental work of respective organizations and supervise the execution of all work of National character in their jurisdiction through the individual representatives. A clipping bureau will check the work of each paper and Osteopathic.

ADVANTAGES: 1. Some one responsible for each paper’s part in publicity.
2. The psychology of each editor being responsible to at least one Osteopath.
3. One Osteopath to convey a given message from the A. O. A. Journal’s pages to a given paper.
4. One osteopath to take the Local Publicity Chairman’s story of a certain event to one or more newspapers.
5. A “unit system” of tremendous power in state or other legislative work.
6. Prevents the confusion and wrong psychology of a dozen or more taking the same “article” to a single paper—a convincing argument to the paper of the lack of system and organization.
7. An enormous saving of energy and money, RELATIONS TO PRESENT SYSTEM: The Director will continue planning work for this powerful machine but working through it.

FINALLY: Fill out blank handed you here with and forward at early date. Then, Publicity, T. J. Ruddy, 301-310 Black Bldg., Los Angeles, California. Additional papers may be assigned to you later. Two should not assign themselves to the same paper.

THE SYSTEM IS WORKING IN THE WEST—LET US MAKE IT WORK THROUGHOUT THE WORLD. When the “business world” has anything to sell it “gets acquainted” with the “advertising manager” of a newspaper and submits the “copy” to him; pays him his price and returns home to await the harvest of the powers of the “advertising columns.”

THERE IS ONE WAY ONLY TO SECURE EVERY-DAY-VITAL—PUBLICITY BEFORE THE LARGEST NUMBER OF PEOPLE, and that is THE NEWSPAPER.

Newspapers are a medium for the conveying of information about past, present and future events from one group of individuals to another, through the “ad” or “news” columns.

The Osteopathic profession can be “sold” to the public best through the “news” columns.

Every osteopathic organization in the profession must have a publicity chairman. The program committee turns the “scale features” over to the Publicity Committee (advertising manager) and when he “dopes it” takes the “news copy” to the press, and the profession reaps the reward of the most powerful influence known to the world today—the “news” columns of the newspapers.

If your local or state society has not a Publicity Chairman, see that one is appointed at once and inform me directly.

YOU WILL RECEIVE A LIST OF ALL THE NEWSPAPERS IN YOUR STATE AS SOON AS I RECEIVE WORD THAT YOU ARE IN CHARGE OF THE PUBLICITY IN YOUR STATE OR LOCAL ORGANIZATION.

Immediately see that every newspaper has an Osteopath appointed to have charge of the press publicity through a given paper.

Fill out the blank accompanying this. Give the name of the osteopath assigned to the paper or papers, if there are more than one in his territory. Do not assign more than one paper to one Osteopath in the larger cities if possible to prevent this. The Osteopathic profession does the work of any other.

WORD THAT YOU have one osteopath to take the Local Publicity Chairman’s story of a certain event to one or more newspapers.

of Osteopathic Medicine, Kirksville, MO

There is one way only to secure every-day-vital—publicity before the largest number of people, and that is the newspaper.

Volunteers wanted for the AOA’s National Newspaper Publicity Service

We take immense delight in seeing the success of the Western OP, “The Osteopathic Press.” The OP is well done and is of tremendous importance. The good it will do our science and profession cannot be estimated. The OP endorses it in toto.

You and I should use and support this newspaper and all others of the profession in every city where there is one or more newspapers.

No matter what other forms of publicity and educative service you are using and supporting, you should use and support this newspaper osteopathic news service also. Nothing else could do so much for the promotion of the Osteopathic profession.

The general and special agencies for boosting osteopathy—if they are right in conception and execution—work together, pull together, reinforce each other. We must not go over the top and achieve our professional objective by relying on any one arm of educative and public service. Infantry, artillery, cavalry, air-craft, marines, navy, transport, etc.—all are equally necessary to win at war. Each performs a peculiar and necessary function. No one arm of service does the work of any other.

Likewise our profession needs to use each and all of its practical opportunities and proven instrumentalities for publicity and promotion. We must go over the top and achieve our objective by relying on any one arm of educative and public service. Infantry, artillery, cavalry, air-craft, marines, navy, transport, etc.—all are equally necessary to win at war. Each performs a peculiar and necessary function. No one arm of service does the work of any other.

Osteopathic, get behind this osteopathic production, push it, and it may be the means of a whole follow-up of osteopathic films to be put out. A picture, folks, is the best fitted for achieving the nation-wide victory we expect of you.

The OP promises to make you a full-blown General.

Osteopathic Puts Out Good Physiological Film

Dr. Earl J. Drinkall of Rogers Park, Chicago, and many osteopaths attended the doctor’s premiere “movey” at the Regent Theater, 6746 Sheridan Road, Dec. 9th, of his 4-reel film “The Health of Millions.” The scenario was written by Dr. Drinkall and the film is produced by the National Health Film Service.

This picture is something entirely new in the motion picture world. The marvelous workings of the numerous departments of the body in action are compared to the workings of the U. S. Steel Corporation’s giant plant at Gary, Indiana.

Osteopaths, get behind this osteopathic production, push it, and it may be the means of a whole follow-up of osteopathic films to be put out. Ask your local doctor to support this most fitting understanding about our science and practice and what osteopathy accomplishes. Ask your local move house to order this film.

Osteopathic, get behind this osteopathic production, push it, and it may be the means of a whole follow-up of osteopathic films to be put out. Ask your local doctor to support this most fitting understanding about our science and practice and what osteopathy accomplishes. Ask your local move house to order this film.

Opie Reed Nominated to Make Osteopathic Scenario

Dear Harry: In the current OP, Dr. Brooks of Kingman, Kan., says that some well known author ought to write a book and scenario featuring an osteopath as the real thing and not a joke and the dead end. Opie Reed, your friend and mine of the old Chicago Press Club days. He is the best fitted for the job of any man in America and he knows what osteopathy can and does do—making the cripple walk, the blind see and the deaf hear. Opie is the one for you order for the book now—Cordially yours,

David H. Roeder, Ph. D., La Porte, Ind.

Bunting Building Bonds are not a speculative stock offering but first-mortgage-upon-real-estate gold bonds that surely pay you 7 per cent.

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

THE OSTEOPATHIC PHYSICIAN

Auto Victim Lately Restored to Speech by Drs. Hanson at Fargo

[From the Fargo News-Courier, Oct. 30.]

Norma Morrow, little victim of an automobile accident, who almost entirely recovered from the shock of the accident, suffered from the rare afflication known as “aphasia” which is loss of the power of speech, tho the organs of speech were themselves uninjured.

In addition, it has just been discovered by Drs. Hanson, osteopaths, who found the lesion at the base of the brain that caused the aphasia, that Norma was also a victim of loss of personal consciousness which persisted after treatments had removed the aphasia. While apparently wide awake she had no memory of former events and did not recognize her intimate friends.

It was not until a few days ago that full consciousness returned. When it did, Norma had no remembrance of any event since the accident, not even of her most recent osteopathic speech nor of the osteopathic treatments she received. Thus there will always be a “blank spot” in Norma’s life, of which she will have no remembrance upon her recovery.

The condition persisted and not been overcome, records of such cases show that insanity almost immediately results.

Norma is such a pretty little child that it would have been inexpressibly pitiful had she found no means to relieve the lesion at the base of the brain which threatened her life and reason. She is now nearly well and normal in health, much to the delight of her parents, Mr. and Mrs. R. F. Morrow, and of her playmates.

“This case was really a remarkable one and caused considerable excitement among the people in Fargo,” writes Dr. Sten Hanson, “as this little girl and her parents are so well known. It was published in the papers several times here and also in the Minneapolis Press. It was a good boost for osteopathy. I may add here that a medicine for osteopathy was written voluntarily by one of our editors who is a patient of ours and a sincere friend of osteopathy. He wanted to see our science get full credit for this, as he said it was well earned. Congratulations, Drs. Hanson.

Medics Boycott Osteopaths in Wilson, Kansas, Hospital

By Dr. H. S. Wiles, Neodesha, Kansas

The medical men of Wilson County, Kansas, are boycotting osteopathy and the local D. O. M. D., is with them. We have a nice little County Hospital and I have been giving anesthesiatics for the other men occasionally, until one D. J. M. D. was having me give most of his anesthetics. Then the rest of the medics got up on their ears and elected said D. O. M. D. president of the Wilson Medical Society.

Resolutions were carried at the following meeting which went something like this, as near as I can remember from having them read to me.

The resolution was carried with my vote to me; then said if I wanted them to publish, he could not let me have them.

If a medical man of Wilson County goes in contention with an osteopath, he is considered unethical and thrown out of said society. If a medical man does surgery for an osteopath, he is considered unethical and cannot give the anesthetic or assist or treat a case while in the hospital, he will be thrown out of the society. If a surgeon joining Wilson County Medical Society, would take the oath and permitted him to do anything with the case while in the hospital, the members of the medical society would not refer him any more surgery.

A few days ago one of our town surgeons who had been doing most of my major surgery work wrote me a letter and wanted to know how I could get surgery, as he said he could not get any satisfaction out of the Wilson County Medical Society. On Monday, the day before election, I phoned him to ask if he would do an operation for me. He said he would and set his fee; said he was coming over the next day and would call and see if my patient lived. In the meantime, he got an invitation to Independence (and by the way, the case is doing nicely at this time.

Bon Voyage, Skeyhill!

Tom Skeyhill, Anzac poet, writer and lecturer, sailed for Russia November 6th, after spending his last and very busiest day in America at Cleveland. The day before leaving for New York, he delivered a forty minute address in the auditoriums of five of Cleveland’s largest high schools and a one hour address in the Women’s College, Western Reserve University, where approximately 6,000 students. Never before in these schools had a speaker been accorded more attentive or appreciative audiences; never before in these schools has a speaker received more enthusiastic applause. Osteopathy, as the time is mentioned three times in each address as a climax to a message, was given a most thoughtful and appreciative presentation. The manufacturers who addressed the students silently admired and openly encore a truly wonderful man from Independence (and by the way, the case is doing nicely at this time.

Woke Up Oklahoma

Skeyhill has been with us and gone. As an ora­tor he is a wonder and it is hard for us to fully realize the influence which a man of this type has by reciting the story of his cure by osteopathy. He lectured to five audiences in this county, winding up with a mass meeting of approximately 6,000 people, which is about one-half the adult population of this city. No community can make a mistake in procuring him if they make suitable preparations.

Judge Wilkins of the Common Pleas court of Cleveland appropriately introduced him to a large audience, the Armory being filled to its capacity, many were turned away, who wanted to hear him, for lack of room. He held his audience’s attention at this meeting same as others, and gave osteopathy a great boost. Tom Skeyhill is such a wonderful man and deserves a vote of thanks for the wonderful work they did. They gave up hours of their time, and spent money out of their pocket money to make a wonderful event and a great thing for Chicago osteopaths to have Skeyhill here.—J. F. Red. 1. O., Warren, Ohio.

Credit Due Drs. Drinkall and Robuck

You stated that I was Chairman of the Committee on Skeyhill’s lecture at Medinah Temple. I do not deserve the honor. Dr. Earl Drinkall was chairman and Dr. Robuck was vice chairman. I only helped, but Dr. Drinkall and Dr. Robuck deserve a vote of thanks for the wonderful work they did. They gave up hours and spent money out of their own pockets to make a wonderful event, and a great thing for Chicago osteopaths to have Skeyhill here.—J. F. Red. 1. O., Warren, Ohio.

Says He’s Curing Pernicious Anemia

We do not claim to have a cure for perni­cious anemia as we have not had very many cases, but so far we have cured every case that we could get. We had an old lady 59 years of age who came to us July 4th. We made a blood count of 9,000 red cells. We made blood counts at different times, the last one October 27th. She had 4,532,000, reds. Haemoglobin was 29% July 21st and 90% Oct. 27th. Mr. H. E. Davis, 231 S. Barnard S., Spokane, was the first case we had that was real bad. We cured him two years ago and he is now building up a fine blood count from eight. The medical specialist of this city advised Mr. Davis that there was no cure for him and advised that he have his spleen removed but he thought he would try osteopathy. So he went to Dr. Walter Guthrie who advised him to try our method which proved to be his healing. If you have a case which is real bad and you do not know what to do, how we treat them, I will write one for you.—J. L. Mallenbrook, D. O., Spokane, Washi­ngton.

[Dr. Mallenbrook has agreed to write about his work in anemia for the next OP. Watch for it.—Ed.]

Get a Bond Today and Help Us Pay for Some of Those Shingles.
Larger Success Possible to All of Us!


Our success is largely determined by our power to visualize. If we picture small things—a median salary of $3,000 a year—out of one hundred, we will lead a mediocre existence. One of the greatest difficulties of the average osteopath as well as the osteopathic profession today as a whole is the smallness of the vision entertained. Only a small percentage seem to have anything like a clear conception of their possibilities as well as the possibilities of osteopathy as a profession.

Brethren, we need to get the vision.

We need to realize more clearly and definitely what is within our power. When we do, we will go ahead by leaps and bounds.

Never were truer words uttered than the following quotation from Holy Writ:—"There is no vision, the people<p>perish, but he that keepeth the law, happy is he." Our destiny lies in our own hands. It is for us to say whether we are to perish or whether we are to go forward with enthusiasm. Our vision, our power, our measure. We know that disease comes in response to certain definite causes, we know that with causes removed, effects must, vanish. We know that the eye is inoperative with a body that is properly adjusted, nourished and cared for as it should be, our gospel of health, then, is one that we can preach with unbounded enthusiasm. We are strong in the sure foundation of the human machine and our own sense of right, our own knowledge of natural phenomena prompts us to the greatest impulses or good will to the self-satisfied as well as to humanity.

Our science is a science based on natural law. For as it should be, so our gospel of health, our science is a science in operation. With causes removed, effects must, vanish. We have the precious gift to see what our present state ought to be and look forward with the hope of getting there.

In This Modern Plant for Osteopathic Publicity.

THE OSTEOPATHIC PHYSICIAN

Get the Vision of Financial Independence

The OP would like to stimulate bigger ambition among our practitioners than merely breaking even with living expenses each year and not realizing the full benefit that properly does and might be profit to an amazing degree by getting a better vision of my responsibilities as an osteopathic physician.

I have tried to do good work and tried to add persistent educative service, who deserve more than they get, who can realize them. We can make them an actual success if we are sufficiently enthusiastic about our work we elicit the cooperation and enthusiasm of our patients to a greater degree, and hence our influence for good is far more potent than if we assume a Luke-warm, indifferent attitude, as is often the case.

The little boy being without such vision experienced entirely different emotions as he gathered upon the lawn by the way he expressed himself as follows:

"What do you see in yonder tree?"

Although its limbs are bare, I have the precious gift to see.

A wee nest swaying there.

Which shall seem the breeze in May,

I see the rose Fruit rare and rich

That shall be there some day."

The little boy being without such vision experienced entirely different emotions as he gathered upon the lawn by the way he expressed himself as follows:

"I don't see any nest up there:

The limbs look bare and brown,

Where shall the nest be found?

That I see floatin' round.

There ain't no fruit.

That's rare and rich,

So far as I can see,

But I know there's one.

For pa to wake me."
THE OSTEOPATHIC PHYSICIAN

A Look In On “The Prosperity Clinic”

Waldo to Bat!

Letter from Dr. Waldo:
Dear Dr. Arnold: As to bill for 400 “Osteopathic Health” at new price of course it’s all right. I hand you herewith check in settlement.

My secretary had not observed the notice in regard to advance in price and I have been very busy, as you may imagine. I have raised my fees from $2.00 to $5.00 in four years in the process of “keeping up with Liddle”

—Dr. W. E. Waldo, Seattle, Wash.

Letter from Mr. Arnold:
Dear Dr. Waldo: Thank you for your check of $92.00 and good words of encouragement. I did not suppose there was any doubt about your attitude but I extend congratulations to your secretary who has her eyes open to protect your interest whenever she thinks there is any mistake! Also I congratulate you as having raised your fees from $2.00 to $5.00 within the past four years. Such a step is wise and necessary.

We are bound to be permanently on a very much higher level of living costs in the next ten years than in the ten years previous to the war, and this notable standing present reductions in many commodity prices from the high-water mark.

There is reason to believe that present conditions in commodity prices are already too radical and are below replacement costs for such goods; hence there will be some readjustments upward. Nobody must imagine that the market breaks are to hold to their low level to the end of time. As soon as a smash price level is reached the tendency is to start upward again. Nothing will be sold permanently below its replacement cost—not even osteopathic!—so we may look for some thing that are now very low to be sold soon again at higher prices.

Your course as to fees shows that you understand all this and have foreseen yourself against the permanent devaluation of all money. We congratulate you.

—Ralph Arnold, Business Manager.

Reconstructions of Policy and Habit in Handling Practice

A Private Exchange of Views on Enlarged Vision in Practice Building That Will Interest Everybody

Letter from Mr. Arnold:
Letter from Dr. Keyes:

Dear Mr. Waldo: Answering your inquiry of November 17th regarding bill for November issue, “Osteopathic Health,” the price is correct as per our new schedule. (See blue sheet herewith). This is the new rate as announced in The Osteopathic Physician.

In addition to price revision data given in that OP article, we might quote two concrete instances of how extraordinarily publishing costs have increased. Our Accounting Department has just compiled figures showing that our bill for manilla envelopes on one issue of "Osteopathic Health" two years ago was $22.00; today the same quantity of envelopes gives us what poorer quality, cost us $335. Four years ago one part of the work on an issue of "Osteopathic Health"—the press run—was $40; today that same part of the work costs $1,475.

These are actual figures taken right off our records.

Of course, we are not the only ones affected by these conditions—all publishers are in the same condition. One publisher for "the chiro" sent out an announcement the other day quoting a price of $5.00 per hundred for a little chiro booklet entitled "A Push in the Back" (the title partly stolen from "Osteopathic Health"); at that. The booklet is a stock booklet that can be carried standing in type or plate, and reprinted economically at any time. It is 4½ by 6¾ inches, 12 pages and cover. Of course, it is much more expensive to supply a periodic magazine service, edited and printed freshly as a new job every month (as is "Osteopathic Health") than supply stock pamphlets like this that can be reprinted from plates occasionally, in quantities to suit exact demand. There are few risks about the latter plan, and it involves a much lower cost than a single monthly issue of a regular periodical, whose cost is repeated 12 times in the year.

—Ralph Arnold, Business Manager.

What We Mean by Reconstruction

Letter from Dr. Keyes:
September 25th, 1920.
Mr. Ralph Arnold, 9 S. Clinton St., Chicago, Ill.
Dear Sir:—Your personal letter was much appreciated and I am calling you back on your suggestion "Bring yourself to attempting some reconstruction." I do not know just how you intend that, as it has a wide field of application. I think personal reconstruction is always in order and with that in view, I am going to spend sometime on a course in Applied Psychology and Associated Principles this coming winter.

Another phrase of reconstruction which would apply to employing an assistant revising office methods is also possible, no doubt, for most any one. From what I understand I can gain in time, however, I can have little faith in ultimate success of using assistants. I do think one can save time by having ample office room and competent office assistants in the way of the secretary, etc. If you can take time or trouble to intimate what you have in mind by "reconstruction" I would appreciate it.

Yours very sincerely,
L. S. Keyes, D. O.

Letter from Mr. Arnold:
Dear Dr. Keyes: I can surmise that you have given up hope of my taking any notice of your letter of September 25th.

Well, I have had it on my desk for attention and have not forgotten it at all, but your letter arrived I was planning a small vacation and was trying to get my office work in shape before going away, so I refrained from looking at it. Since my return I have been very busy attending to things that required attention which had accumulated in my absence. In view of the situation as explained, I trust you will pardon me for not having written sooner.

I received the impression from your previous letter that you are very busy, as you may imagine. I have been very busy attending to matters that required attention which had accumulated in my absence. In view of the situation as explained, I trust you will pardon me for not having written sooner.

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The American School of Osteopathy
Kirksville, Missouri
The Opportunity to Employ Assistants in Practice

Yes, one outcome of a decision to do some "reconstruction" might be the employing of an assistant and the changing of your office methods accordingly; but that is not the only thing that can be done. However, while on the subject of my observation, several instances have come to my attention where practices are run very successfully with assistants. The subject let us discuss a little more fully.

A man who has been in practice for fifteen or twenty years ought to be able to capitalize to some extent his knowledge and experience, but he cannot do so adequately as long as he is held down to the physical routine of applying his knowledge and experience. In his youth, a man started practice when he was twenty-five or thirty years of age, he is mentally, at least, or should be, in his prime after fifteen or twenty years in practice. I believe that the failures to conduct practice successfully with assistants are due to the fact that really "assistants" are, in most cases, no assistants at all.

A Dr. Klumph visits the patients in the treatment rooms, instructs the assistants as to what to do, and thus retains entire personal supervision of all cases. He carriers the patient to such assistant as he sees fit on each occasion, to keep in mind particularly that you should reorganize your practice on the basis of employing assistants. There are other avenues for reconstruction. You can reorganize your own attitude to the office, whether they are new patients or old patients, see Dr. Klumph personally before he assigns the new or old patients to your assistant. Dr. Klumph visits the patients in the treatment rooms, instructs the assistants as to what to do, and thus retain entire personal supervision of all cases. He carriers the patient to such assistant as he sees fit on each occasion.
We Teach Osteopathy By Facts Revealed in the Laboratory and Demonstrated in the Clinic

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

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

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

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

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THE OSTEOPATHIC PHYSICIAN

ward your practice; make up your mind to put yourself on a higher plane of prestige and fees, both. It takes some courage and some work to do it but it is worth while. It means that you should start out to increase largely the demand for your personal services. This can be done, of course, by aggressive campaigning among your present and past patients and among certain selected lists.

The object here is to devise a method of developing the demand for your services that you actually and positively cannot take care of the number of patients who come to your office for treatment of some desire to actually produce a condition wherein you have several—perhaps ten or fifteen persons waiting in your office all through the day. That means building prestige.

When you have established such a condition, it means that you have arrived at a position of entire independence as to what cases you will take and what fees you will charge. Having arrived at such a position, you would naturally restrict the number of cases you accept for treatment and select the class of cases you wish to treat. You would naturally begin to designate fees in accordance with conditions. Pretty soon you would not have any regular or fixed fees at all. You would charge for the adjustment of certain typical bony lesions on the basis of the type of surgery. You would ask less for more trilling attentions. There is nothing impossible about this line of “reconstruction” and it is a development which can be carried forward with the idea of always maintaining your office as a “one-man” office.

Increasing Output Through Efficiency Study

If you object to the idea of putting yourself in the class or position of a first-rate orthopedic surgeon, you can plan on increasing your amount of practice and your income by adding to the efficiency of the way in which you handle your patients. This could be done along the lines you suggested in part—namely, by having more ample office room and by having three or four treatment rooms arranged so that you can pass from one to the other conveniently and having a woman nurse as an assistant to prepare the patients and have them ready in the treatment room and actually on the table so that you can pass from one room to another and study the chart of the nurse and quickly perform such treatment or operations as are necessary, then go on to the next case.

An Expert Secretary Indispensable

Such a plan would call also for an efficient secretary to take care of patients after they pass from the dressing rooms; to make new appointments; to look after the patients on the waiting list; to see to it that they arrive at the office in accordance with appointments, to name and take fees; look after collections, accounts and paying bills, supervising your advertising campaign, and all that sort of thing. An efficient, well-trained secretary such as could hold the job of private secretary to a big corporation official would be profitable as an investment in such an osteopath, no matter what she costs. This last part of practice development means a lot of physical labor onto the practitioner but if he is strong physically and keeps himself in good condition, he can handle such “trip fire” practice successfully for a number of years.

I have only touched upon some of the methods of reconstruction in practice. I really truly believe that our osteopaths in the bigger cities do not at all appreciate their opportunity to make a business of osteopathy. You have the privilege to enable you to do successfully any of the things I have suggested.

I shall be glad to hear from you again for on this interesting subject.

Very truly yours,

“OSTEOPATHIC HEALTH.”

Ralph Arnold
Business Manager

Says Tell It Through “The OP”

Letter from Dr. Keyes:

November 1st, 1920,
Mr. Ralph Arnold,
9 S. Clinton St.,
Chicago, Ill.

Dear Sir: Many thanks for your generous information embodied in your letter of October 19th, regarding “Practice”. Such a discussion seems to me worthy of a place in some edition of The OP as I knew this subject, along with some features of the problem of handling patients, is a live subject for the younger practitioner in particular.

Thanking you again for your great pains and detailed explanation, I am, Yours very truly,

Leslie S. Keys

WHERE THEY GET IT OFF THEIR CHESTS

Takes a Fall Out of Dr. Grubb’s Article on Hyperopia

I have read the article in The OP written by William L. Grubb, D. O., Oph. D., his subject being, “The Lesion of Hyperopia”. If this article on Hypermetropia had been written by an expert pure and simple I would not be surprised at some of the statements. I am surprised that it is from the mind and pen of an osteopath. This article reads more like a patent medicine advertisement than anything else. I have read for a long time. He is a graduate “Oph. D.” no doubt, or he would not use the abbreviations denoting the Degree conferred upon him. I will wager The OP dollars to doughnuts that I can name the college he graduated from in ophthalmology and I never had heard of Dr. Grubb before reading said article, “The Lesion of Hyperopia”.

I would like to ask Dr. Grubb if, “The Lesion of Hyperopia had been fully corrected would the case of piles, appendicitis, amenorrhea, dysmenorrhea, menorrhagia, etc., have been and also? If he was going to discuss Hypermetropia why not discuss it in all its varieties? Said as Absent H, Axial H, Curvative H, Facial H, Fundamental H, Index H, Latent H, Manifest H, Relative H, Total H, and that would give some a great deal more insight to the problem. It would also give us his personal opinion and experience with these different varieties and state which has given him the most trouble to correct.

Personally, I don’t believe that a case of Hypermetropia uncorrected ever caused a case of piles, appendicitis or for that matter varicose veins. It is only after the patient has been treated for piles, appendicitis, etc. and has a lot of physical labor onto the practitioner that he will feel he can do nothing better for himself than to get another pair of glasses.

I would like Dr. Grubb to tell us why it is necessary for Hypermetropic subjects to have to change their glasses or lenses every few years? Does the Hypermetropia grow worse? I feel sure I am safe in saying Dr. Grubb uses the fogging system and that he is one of those individuals who FOGS ALL PATIENTS.
One, "Up Against It" Discusses Rates, Success, Etc
Being a Very Personal Letter, His Name is Withheld
From a U. S. Resort Town, September 22, 1920 75c

Dear Bunting: Your kind and reasonable favor has been received. You say you want to
ask a blunt and personal question. So more bluntly and personally will I answer it because of
the urgent request. I am sorry, ashamed to say I cannot afford to buy any kind of a bond at
this time, nor do I think I shall be able to afford any kind of a bond for a considerable
number of years. The past few years have forced me to carry paper at $8 to 10 per cent
which I cannot live with, nor can I afford to extend my credit (were it possible) to buy bonds
bearing 7 per cent. Your request, though reasonable; your investment in your life and work
that is a very embarrassing task to say I cannot afford to share it; hence you may not hear
from others who are in my same fix. I believe very much that one of the many appeals for
your appeal for advice is that we are being gouged financially every minute, many appeals
must be turned down, no matter how worthy, good, bad, or indifferent. I am not afraid to
say, one cannot afford to put $100 into an investment of any kind, and yet I feel that, to an
osteopath, your bond proposition is liable to be of more than ordinary interest. I have appreciated
the many very worthy publications you have put out from time to time and at reasonable prices,
and in earlier days used to use some of them. As a personal favor let me be honest. I am a
damn poor doctor and even less successful as a business man. Reasoning as a great
spontile I may say that I was raised as an
Allopath and am a native of South Carolina, later an Electic Scribe, finally a star appeared
in my childhood was
nothing is, nothing remains. Selah. I saw
As a personal favor let me be honest. I am
Frank Farmer Drives a Milk Route
You are a very much neglected man for I
I have tried to investigate the principles of
Takes a Lull for Health's Sake
Frank Farmer D. O.
Takes a Lull for Health's Sake
Frank Farmer D. O.
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ranks exceptionally high in food value. The choicest cereals have been selected, and these, combined with other nutritious vegetable substances, have been so perfectly blended and balanced that they produce this wholesome drink.

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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, cheerfully sent prepaid, upon request. We want YOU to know Delisco.


Here's a Great Field for a Good Osteopath

November 12th, 1920.

The Osteopathic Physician: Dr. Jane B. W. Hall needs an assistant very badly. Last February she was called as a witness in a personal injury case, and her superior knowledge of anatomy won a case for me against an M. D. combination that was supposed to be invincible. The court room was crowded at the trial.

A few days after that she was called to a case of supposed paralysis, had been pronounced permanently bed ridden by the attending M. D.'s. The woman was brought to her feet in three weeks by Dr. Hall.

Since then she has been called as a last hope in quite a number of desperate cases and has been so successful that patients are coming to her from four surrounding towns and one big town is urging more time, she now giving them two days a week. She must have osteopathic help at the earliest possible date. It is an SOS call, for she is approaching the time when she must suspend for a time, and it means not only the personal loss to her, but it means a loss to osteopathy, not to say this community also, because, when the public gets hungry for osteopathy it does not help the growth of the profession to deny them.

I trust you may be able to find some qualified osteopath who will come to us at once. We have not dared to start a systematic publicity campaign, because her practice was growing as fast as she could take care of it, and we do not think it good policy to invite business only to turn it away when it comes.

If, before your next issue, we do not secure an assistant, will you kindly insert the following and send bill to me?

"Assistant wanted—ten fingered osteopath—man or woman, Practice growing rapidly—must have help or turn patients away. Address Jane B. W. Hall, Caribou, Aroostock County, Maine."

I will say that Dr. Hall was Jane B. Wilson, A.O.P. '18, and has already had a wide and successful experience.

Yours very truly,

Joseph E. Hall.

John Gets the Jump on Burglar Santa Claus!

I feel broke all right—but before I blow all my coin for Christmas foolery I think I had better invest in three more of your good safe gold bonds (bearing 7 per cent for John, and a benediction for Bunting) and thus get the money safe out of temptation's way! You will find my check for $300 enclosed.—John C. Groenewoud, D.O., Chicago.

[His previous order likewise was for $300. Come again, John!]

Peril in the Fess Physical Education Bill

Do you know what the osteopaths are doing over the country to defeat the Fess Physical Education Bill introduced in the House by Congressman Fess, and in the Senate by Senator Capper? It is known as House Bill No. H. R. 12652 and as Senate Bill No. 3950. This bill seems similar to the Owen Bill of a few years past and certainly is a hot bill to kill the osteopaths.—E. M. Moore, D.O., Opb. P. Shelbina, Mo.
Dr. William T. G. Morton
Elected to Hall of Fame

The Nujol Laboratories of the Standard Oil Co. (New Jersey) recently conducted a referendum vote among all physicians and surgeons in the United States, a list of some 140,000, sending to each a booklet entitled "Medical Nominations for the Hall of Fame 1920" containing a biographical sketch of each of the twelve medical men whose names had been nominated for election to the Hall of Fame.

The returns when received were tabulated and communicated to the authorities in charge of the election to the Hall of Fame.

The entire medical profession will be gratified that the memory of Dr. Morton has been honored by his election to a place among this group of distinguished Americans comprising the Hall of Fame.

We believe that the widespread interest shown by the medical profession in our ballot and in the general election contributed to no small extent in securing long deferred recognition of the achievements of medical science in the United States.

How Much of This Load Will You Share With Us?
$1,000? or $500? or $100? Be Just to Your Boosters!
Have a Heart and Help Us
Put Our Bond Issue Over by Christmas!

THE OSTEOPATHIC PHYSICIAN
The Organ of News and Opinion for the Profession

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EDITORIAL

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

Vol. XXXVIII
December, 1920
No. 6

IS IT "TOO LATE" FOR AN OSTEOPATH TO RAISE FEES?

Is it?
No. It isn't.
And for the reasons involved.

The fact that a doctor who feels the need and jus-
tice of raising fees but is perplexed about the present propriety of doing so, we think we can make the issue plain. Knowledge we can pass along to him ought to help to a decision.

The faint-heart's "it is no time to raise prices now when other things are coming down" and it's all right if you didn't raise your fees two years ago, you lost your chance", represent no grasp on the economic and financial conditions prevailing throughout the world. They represent only the pacific attitude toward life which drifts with the current and always holds that it is too late to begin anything.

That prices of many things are coming down is not even a presumptive argument that osteo-
pathic fees should come down if or already down, the world's economy. Some prices now down (like cotton) will soon be going up again.

What prices are coming down? Commodity prices in the main that have been grossly, thiev-
ishly, ridiculously profiteered. Silk shirts, sugar and shoes, for instance. These prices are coming down simply because the replacement cost of the commodity today, with all just profits for manufacture and distribution included, are only a half or a third the producer prices at which such goods have re-
cently been selling. Such prices have simply got to come down because newer goods, produc-
ed at present cost prices, will monopolize trade and leave the holders of such producer-priced goods—no matter how innomately obtained in the course of trade—holding the bag.

Were osteopathic fees likewise profiteered during the war? Or, after the armistice? Where? When? How much? By whom? No, they were not! Is the replacement cost of osteopathic services today, at the hands of e-
equally able and available osteopaths, only a half or a third what the public is now paying? No.

Besides, if this were true the personal equation of the doctor with prestige, who is able to hold his own patients against any com-
petition or inequality of fees, would upset and negate the working of the ordinary economic law of business going where there is price advantage.

There is no reason for osteopathic fees coming down, along with the prices of food and clothes; nor of failing to go up to their just economic level at any time, the same as other things as long as we are still going at this very time and will always do in future.

It is never too late for a doctor to raise his fees, or for a lawyer or civil engineer to
raise his fees, who has a basis of merit, right and necessity for doing so. Many osteopaths still practice on a system of fees fixed twenty-five years ago!

As this is a very great personal and profes-
sional advantage and determines what now will be just, satisfactory and expen-
dient fees for osteopathic practitioners is change in their various fields and economic conditions. We have through the decade to come, we think it wise and timely to give some authoritative economic and financial data which underlie this whole subject. When a world-wide historic condition makes it plain that a localized problem is con-
trolled thereby and practically predominated upon, then only will we take knowledge of such conditions into reconsid-
ering? Some of our doctors may not find in their home newspapers as good an explanation of the world-consequences of these things as this. It is our belief that prices have not permanently put their basis of living and of all property and service up to now high levels, so we shall quote this follow-
ing lucid and authoritative statement from the Chicago Tribune of November 16th, 1920. Read every word of it.

Vast Inflation of the World's Money
Chief Cause of Soaring Prices
[From the Chicago Tribune]

The decline in the purchasing power of money indispensable to the increase in commodity prices has been and is a world-wide phenomenon. The increase that occurs in the price of commodities is explained by the necessity of increasing production, by the shortage of labor attendant with the put-
ting of vast armies in the field and, roughly, by the war boom.

But with the end of the war began a growing sentiment that there would be a fairly smoo-
thed return to something approximating the pre-war basis of prices. That this readjustment did not begin to take place during the year follow-
ing the armistice, that prices advanced even thereafter, and then have shown a declining tendency, has been the cause of popular resentment in the degree to which the basic causes were not understood.

Money Standards Based on Gold

It is the purpose of this article to set forth some of the things which have taken place through the decade to come, we think it wise

world changes that have permanently put prices

The money standards of the principal nations of the world are based on gold. Thus the value of the currency of any nation in relation to the currencies of other nations is founded prin-
tially on the proportion of gold back of the currency.

When the currency of any nation is expanded by additions of paper money, without a propor
tionate increase in the stock of gold, such expansion is termed "inflation." It is almost axiomatic that the purchasing power of any currency declines in proportion to its inflation. This has become increasingly true as the nations of the world have become more and more closely associated through interna-
tional commerce.

Here's What Happened
Now let us see briefly what has happened to the money power of the world, using data compiled by the National City Bank of New York.

In 1914, the world total of national debts was about $43,000,000,000. This total increased to $212,000,000,000 at the time of the armistice. But the increase did not stop there, as the aftermath of the war brought new debts. This total debt during the first year after the war increased to $255,000,000,000 and now stands at about $300,000,000,000. Thus,
In the discussion of the raising of osteopathic fees to a more just and remunerative basis two things should be known:

1. The service of such osteopaths must actually be worth more.
2. The recipients of such services must be able to keep pace with times and conditions. If they do not, our advice does not apply to raising beyond the old standard $2.00 per treatment (where that has not already been done.)

Now we all know there are widest possible variations in the value of services which differ. As far as osteopaths are concerned we do not operate on the standard of 1915 fees; costs of our hospitals, for instance, and those of our patrons, are far different from what they were then.

We need then a standard of value based on the new conditions.

Moreover, we have been operating on the demand that prices be more in line with the cost of living. We have been told we must keep in line with the price of bread and other food products. Is the price of bread raised to cover the increased cost of food or clothing or shoes and various luxuries the people are demanding, or a rise in the cost of living? This is the real test that must be applied to the prices charged for services.

The real test is, do we think that the osteopath's services are one of the essentials of life?
THE OSPETHEOPATHIC PHYSICIAN

wood pulp. That means it costs more to manu-
ufacture and transport, not to speak of tariffs. 
The world can’t get enough paper to meet the 
present demand at any price. Europe is bidding 
for it at any price, paying much more exorbi-
tant prices than we pay here for it. Europe 
took about 10,000,000 pounds of American paper 
latter year.

You see, the paper famine represents an 
-economic condition, then, based on natural 
shortage of raw material, plus increased diffi-
culties in the shipping of paper, and tariffs, 
being increased by greatly increased consump-
tion. Conditions like these can be righted only 
gradually, if at all. The struggle for normal 
profiteering as may come into the cost of paper 
common in all other commodities is camouflaged 
behind these actual inescapable economic condi-
tions. We therefore must pay the world’s present 
prices of manufacturing and 
marketing paper or quit using it.

The second great cost factor in printing is 
skilled labor. The various branches of the 
printing trade have had less man power than 
business has had use for. There was no res-
erves that could be drawn on and trained for. 
Skilled workmen could not be quickly trained. 
Besides, these trades are highly unionized. They 
have always been in a position to draw 
along with railroad and various other employers, 
and put it over. The agreements in force 
are in the nature of trade contracts between 
masters of certain trades and nationals and 
trade unions. These run for definite terms. 
No matter how much living costs may come 
down, nothing expects the agreements to be 
modified until contracts expire. As we have 
just said, instead of printing labor coming 
down along with sugar and shoes, they even 
went up recently in our own experience another 
10 per cent.

So, costs of publishing are fixed definitely 
for 1921 and probably will not recede much 
in 1922.

A survey of the other materials entering 
into publishing shows that no other prices have 
come down, either. Rentals, wages, electric 
light and power, telephone service, mail, ex-
pressage and carriage, office and shop 
supplies and machinery, engravings, envelopes, bank 
interest, insurance, taxation—all are at 
the peak. We see no prospect of any of these things 
being reduced in price.

On the contrary we admit that the other 
rebuke is quite just, that we actually have 
been two years tardy in raising our prices to 
the profession to conform to present-day, world-
wide increased costs of production in the 
publishing field.

But, friends, because of this deliberateness 
of ours in coming to the new price basis we 
refuse to agree to the idea that we have 
profited our right and opportunity to readjust 
themselves to the changed publishing conditions just 
because we raise our rates now while the 
 wicked profiteers are in course of coming down. 
It is not our purpose to sell our self to trade 
economic conditions—unless perchance one who 
has failed to do so too long perishes as the 
penalty of deliberation. Besides, it is a matter of 
costs, not the profit of food and clothing are getting cheaper. It is therefore 
the easier for you now to pay the real costs for 
osteopathic propaganda.

The only thing to consider is whether ost-
opathic principles will be spread to promote. We'll say it is and we know your answer 
before you utter it.

The Osteopathic Physician

Wood Pulp

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

NO EXEMPTIV TOWARD THE GENERAL 
MAGAZINE ADVERTISING PLAN

Two out of our 4,000 readers have written 
us in criticism of our analysis of the Woodall 
plan for buying advertising space in magazines 
as stated in our August issue. Since then, 
in September OP. Each writer thought we 
ought to do nothing to discourage any effort 
which sought the advancement of osteopathy 
by advertising in the national press. We subscribed 
with this sentiment and have always made it our 
guiding principle of action.

We call attention to the fact that our discussion 
sought the advancement of osteopathy by itself to be a technical 
advertising analysis of that proposal, offered 
as the opinion of one man. It endeavored to 
put before the profession the various facts and 
considerations involved from the technical 
advertising and editorial points of view, as 
well as the points of view of practicality and expedi-
cancy, in order that the profession might form 
its own judgment of the matter. We feel that 
our responsibility to the profession has been 
discharged with that expression of opinion.

Well, what was the Woodall plan? It was a 
monthly magazine advertising plan and if any members 
of the profession wish to experiment with it, 
we certainly shall not throw any least obstacle 
into the way of an honest test as to whether it is 
worthwhile and decisive as possible. If the test were made, 
the more thoroughly done, the better.

We call attention to those who wish to spend their own money for na-
tional magazine space, and that such an experi-
ment be proven even a fractional part as 
helpful to osteopathy-at-large and as salutary 
to themselves as they hope for, we would 
be not less glad than they. There is and can 
be no room for pettiness, ill-will or jealousy 
in spreading osteopathic advertising or in 
the advertising of osteopathy-

HELP US PUT IT OVER BY CHRISTMAS!

You Can Do It by Buying Your Bond Today!

So, if the scheme is to be tried at all and we 
can be of any advisory help, command is 
without price.

CONCERNING OSTEOPATHY, REvised

Dr. George Versalina Webster of Carthage, 
New York (one of the original “Acidosis” 
sharks in the profession) for some time has 
been over-due a word of cordial praise from us 
on the excellent labor of putting together the little 
book of 240 pages entitled “Concerning Osteopathy” 
which recently came from press in revised 
editio

Here’s how, and to just what extent, we 
have “put it over” our customers.

We deliberately chose not to do so. We took 
our care of our patrons and protected them 
against the steadily rising paper market as long as 
we could. But the tool of his craft was going to 
be of no use to him. We knew that our customers would 
appreciate this sort of treatment and support 
us in any future price adjustments we found 
necessary to make as the result of changes of 

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

The Osteopathic Physician

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us in any future price adjustments we found 
necessary to make as the result of changes of 

Help Us Put It Over by Christmas!
You Can Do It by Buying Your Bond Today!
As Far Back as 1899
Dr. Charles Hazzard said:

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

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

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

Safe Antisepsis

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

Dioxogen

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

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

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

The Oakland Chemical Co. 59 Fourth Avenue New York City

Help Put a Roof Over the Presses That Grind Out Osteopathic Success.
economic conditions in our trade. They are now doing so royally.
That, friends, is how we are "putting it over" the profession.
We call "Bill's" attention to this further disclosure which, modestly, we did not reveal in our former statement about the price situation, and ask him to let us continue to retain him in our good estimation by now voicing the sort of confidence and gratitude that the world expects from a well-served customer like him.

FIELD COMMENT on LIVE TOPICS

C. M. Bancroft, D.O.,
Canandaigua, N. Y.
You ask me what I think about the letters in the OP re fees. Many things occur to me as a result of reading them. First, I am very sorry you did not start this two years ago when I first agitated it to you. Taken altogether, I believe that the osteopaths are better business men than the average M. D.'s. The first osteopaths were in business largely before they went into osteopathy and they learned salesmanship and the worth of service then. Consequently they knew enough to charge a good fee, not enough to vary that fee for different services. I have advocated having the colleges put on occasional lectures in the senior year outlining some business principles; but I do not think they will ever do it. Did you ever realize that a fresh graduate will usually enter a town and charge the same osteopathic fee as the man who has been practicing ten or twenty years? Is he worth it? The experience of the older man should make him worth a larger fee than the new graduate, or else the new graduate is charging too much. And that sums up the fee business pretty largely. If the osteopaths are satisfied with the old fees under existing conditions, then they were over charging the people five and ten years ago. A dollar is certainly not worth what it was and the failure to increase fees is a confession of over charging in days gone by.

Theodore Paul, D.O., Tarkio, Missouri
I received your "osteopathic Physician" a day or two ago and I notice your symposium on rate raising. It appears to me that if rates haven’t been raised before this time that it is not the time to raise them now. For fourteen years my rates here have been $2.00 in the office and $2.00 at the residence. For a good many years I allowed the thirteen treatments for $25.00 to obtain but In late years I discontinued this. A little over a year ago I added fifty cents to outside calls, which should have been added long ago.

The reason I have not raised my rates here was because so many D.O.’s in surrounding towns were getting so much less. I have been anxious for a long time that the Profession take up the subject of rates and attempt to dissease the "cheap" D.O. from continuing the low rates. I am in hopes that because things have been so high, all of us will continue a more uniform and fixed price.

Of course we must realize that city practitioners must get more than country doctors to balance their increased expenses. There is now a tendency for declines in all foodstuffs and many other things, so I do not feel—unless the cause is a local one—that we should attempt a raise at this time. My sympathy is more with the man who has raised than with the man who has not for he cannot meet high prices if his prices do not correspond. People, I think everywhere, are and have been very reasonable with us in our efforts for a "square deal". I thank you for your wonderful efforts shown in the publication of The OP.
"Flu" Pneumonia and DIONOL

So remarkable are Dionol results that the demand when these diseases are epidemic simply swamps us. This year we hope to be able to meet all requirements promptly. Here are some regular Dionol Case Reports (not occasional ones). If you want similar results use DIONOL.

Dr. A. H. R. reports: Your shipment of Dionol came in the nick of time. It brought down the temperature of that pneumonia case from 104 to normal in less than 24 hours. We have had a lot of pneumonia here this winter, and nearly every case in the hands of old-time doctors and old-time treatment, has gone to the undertaker.

Dr. R. L. S. reports: I have successfully handled 170 cases of "flu" up to date and more coming daily, not one developing pneumonia. All cases received Dionol applications only. In all but one case, the cough loosened up in a few hours time, and was kept so easily thereafter. Six cases of pneumonia when first seen were also treated as above and cleared up quickly.

Dr. G. F. L. reports: During the last few months we have had over 200 cases of pneumonia and "flu" in which we used Dionol without the loss of a single life. Under this treatment pneumonia rarely goes to crisis, but terminates by lysis, without after complications.

Dr. O. O. S. reports: During the recent "flu" epidemic I used Dionol in over 100 cases with such gratifying results that I did not lose a case.

If Dionol is new to you, send for samples, literature and further clinical data.

THE DIONOL COMPANY (Dept. 12) Detroit, Michigan

Wonderful Year for the Laughlin Hospital, Kirksville

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

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


For further information address Dr. George M. Laughlin, Kirksville, Mo.
"OSTEOPATHIC HEALTH" the Monthly Magazine Service, for Educating Your Present and Past Patients and All Good Prospects

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

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

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

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

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

"Osteopathic Health" has the merit of being flexible in the hands of the user. Its circulation is **selective—you can put it into the hands of exactly the persons you wish to reach.** You can cultivate your own local field with it as richly as you desire. You can supplement it between editions by mailing out our new "Harvest Leaflets" (advertised on page 28) if you want to. You can give a particular list of names a weekly follow-up if you desire. Likewise you can cut any name off at will. This is scientific advertising. "We have only begun to fight for osteopathy!"

**THE BUNTING PUBLICATIONS, INC.**
Henry Stanhope Bunting, *President*
9 South Clinton Street, Chicago

Get a Bond Today and Help Us Pay for Some of Those Shingles.
Doubters Made Believers by Reading

"SOMETHING WRONG"

This clear little educational book with illustrations that emphasize the title 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. Give one to each patient. Use them for Christmas remembrances if you wish.

"SOMETHING WRONG"

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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.

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

STAFF

Our staff is a staff of specialists, so well and favorably known to the entire profession that further introduction is unnecessary.

This modern plant for osteopathic publicity. We are underwriting a $90,000 investment.
THE OSTEOPATHIC PHYSICIAN

Dr. H. S. Wiles, Neodesha, Kansas

I see all the other D.0.'s are saying what
their fees are, so here are mine: $2.00 in
office, $2.50 day calls and $3.00 for night calls.

Wm. E. Waldo, D.0., Seattle, Washington

I have raised my fee to $5.00. I hope to see
fewer patients per day but expect to live longer
for it.


I note your article referring to minimum
charge for treatment and like it very much. I
am enclosing a card issued to my patients
early in 1919 and the result was such that I
could not possibly have had better. The card
reads:

Dr. C. D. BRUCKNER
Osteopathic Physician
131 So. Eighteenth Street

The Osteopathic Physician is concerned
not with the basic cause of disease, symptoms
being considered but signals which direct
the attention to the under-lying causes.

In order to secure the maximum result a
practice of osteopathy, the giving of suf-
ficient time to the individual patient is an
essential requisite.

The giving to each patient such time as
the particular case requires—obviously limits
the number of patients the physician can see in
the course of the days practice.

There, therefore comes a time, in the prac-
tice of every Osteopath (who is not retrograding)
when he must choose between the necessity of
shortening the time devoted to the individual
patient or give each patient such time as the
condition may require and make the charge be
service commensurate with the time and service
rendered in each instance.

The minimum charge for treatment at office
will be $3.00. The charge for special work will,
as heretofore, be determined by the char-
acter of the work required.

P. S.—I add my wishes for much success
in your enlarged field.

B. H. Cubbage, D.O., El Dorado
Springs, Mo.

I have just been reading what the D. O.'s have
to say in October OP, regarding price raising.
I note the ones who answer are all from cities
of at least 10,000. I would like to hear from the
fellows in smaller towns who are dependent
on country practice mostly. When I came to
Missouri about 18 months ago I found there
were but few in this part of the state who were
getting more than $1.50 for office treatment,
even in cities of seven to ten thousand, as
many are treating for that or less today. I am
alone here in a town of two thousand and the
people are poor.

When I opened office I began to charge $2.00
for office, $2.50 for day calls, and $3.00 for
night, and from $2.00 to $5.00 for examinations.

Now I note most of them in reporting to
there was no kick. Well, some of them have
nearly fall over when I tell them my prices, but
the result is that many go to the bath house
and get pseudo or soured. And they seem to
like it. But when I once get them, they stick.
High prices have reached the peak, why raise
prices now? I know I am just as well qualified
to do work as the average city man, for I use
to get associated with some of those who are
reported. But the fellows in smaller places
have a different problem to contend with. Let
hear from these.

Dr. Alexander F. McWilliams of Boston
Speeds Up for 1921

Send me an extra 200 copies of December
OP, and increase my standing order to $50 per
monthly effective with January issue.—Alexander
F. McWilliams, D.O., Boston, Mass.

Red Side Technique Wanted

We need more beside technique. Technique
that will save the doctor. Let us hear what
others have to say on this subject.—Albert C.

Count that day lost whose low descending sun
Sees no one treated—no propaganda done.

—Arnold.
THE OSTEOPATHIC PHYSICIAN

Buyers of Bunting Bonds Who Back Up Our Building Program

Dear Harry: I have been extremely enthusiastic over your new building, because it means big business for Bunting and Bunting boosters and the boosters boosted by Bunting. I have also been conscious of my wild ways, plunging right and left to the tune of nearly $25,000 investment in my own enterprise. Have been wondering if I could let loose long enough to grab a finger on one of your hands.

The outlook for the college is so inspiring through the contemplated new buildings and additional site-space that I feel it my duty to conserve all my surplus for its success. But I would feel like the devil not to be a part impartio to your wonderful work, and I'd feel worse if the institution started to pay twenty-five to one hundred and fifty per cent and I was not hangin’ arooun’. So I’ll see if I can scrape you up $500, if you’ll put me down for so small an amount.

Hoping the Bunting crop will be a bumper, always I remain, most cordially yours—F. J. Budy, D.O., Los Angeles, Calif.

So’d On Its Value

Dear Bunting: In my wife's family there is one of these "cold-blooded" bankers. He is very fond of stating that friendship should never obscure one's financial foresight. So, on the showing you have made recently, I am forgetting you are a friend and am asking you to set aside a $100 bond for me. If perchance this bond should add a little friendly warmth to the family chill-box down at the bank, so much the better.—Sincerely, J. A. Van Brakle, D.O., Portland, Oregon.

DOCTOR—HERE IS A HELPING HAND!

WHY NOT USE Bran-O-Lax?

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

BRAN-O-LAX is a light food diet for the sick and convalescing, as well as a gentle laxative. BRAN-O-LAX contains one heaping tablespoon of plain nutritious wheat bran. In eating four or five tablets, you will have taken into the stomach more wheat bran than if you had eaten one half loaf Graham or Whole wheat bread. 1 Box $1.00 Post Paid U. S. or Canada.

GILBERT BRAN-O-LAX COMPANY

Michigan City, Michigan

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 13 x 5 inches. Prices:

1 Doz. Lots - $ 7.00
2 Doz. Lots - $13.50

5 Doz. Lots - 30.00
100 Lots - 46.00

With base and one dozen kimono boxes...

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

Cabinet without base or boxes...

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

Michigan City Paper Box Company

Michigan City, Indiana

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

Can You Beat Such Loyalty?

Chapter I

Dr. E. Gertrude Ferguson, Neosho, Mo., was among the early ones to send in a $100 bond subscription to aid our building project.

Chapter II

Neosho, Mo., Nov. 25, '20.

Dear Dr. Bunting: The editorial in November OP has such a lot of good advice in it that I have decided to follow its precepts immediately. I am able at present. I am enclosing herewith draft for $60.00 which I shall be glad to have you accept as first payment on $600.00 more Bunting Building Corporation Bonds.

This is $90.00 short of your regular requirement for first payment, but I will pay as much as I can spare each month and on March 23rd next will complete the payment—borrowing, if necessary, to complete the amount due. In case this is not entirely satisfactory, kindly apply the amount as credit on $200.00 worth of bonds, and I will finish paying for them in the regular four-payment way on a monthly schedule.

I am ambitious to complete another $1,000 in the spring, but will be glad to have it all in Bunting Building Corporation Bonds if this arrangement is satisfactory to you. It seems to me that it would be mutually agreeable as the payments would be completed in four months' time at the very latest; sooner if I can pay faster.

Still wishing you the success you so richly merit, I am eternally yours.—E. Gertrude Ferguson, D. O.

Dr. Ferguson's bond purchase to date is therefore $700, putting her at the top of the list of osteopathic women purchasers. [Note: Dr. Ferguson's order was of course very acceptable to us on the basis outlined. We are very pleased to have our friends take as many bonds as possible on such installment payment arrangements, and if any one should find it extremely difficult to meet the full payment in four months as intended, we will be pleased to extend his time. So long as they get cleaned up in a reasonable time that will give us the money by the time we need it, we are satisfied.—H.S.B.]

"Going Up"

Chapter I

Nov. 5, 1920.

Reserve for me Bunting Building Corporation 7 per cent First Mortgage Revenue Gold Bonds. Find enclosed check for $200. for two more bonds (The Bunting Building Corporation Bonds).—Yours truly, W. S. Heatwole, D.O., Salisbury, Md.

Chapter II

Nov. 26, 1920.

Find enclosed check for $200. for two more bonds (The Bunting Building Corporation Gold Bonds).—Yours truly, W. S. Heatwole, D.O., Salisbury, Maryland.

Chapter III


Find enclosed check for $200. for two more Bunting Building Corporation Gold Bonds. These are for a patient of mine, Miss Sina Handy. Please send the bonds to me and I will hand them over to her.—Yours truly, W. S. Heatwole, D.O., Salisbury, Maryland.

Dr. Buehler Beats the Band

Dear Dr. Bunting: Enclosed you will find check for two hundred dollars for which please send me two more bonds. Also check for twenty-five dollars for Harvest Leaflets as follows on separate list. I've had no luck so far selling bonds to other D. O.'s for you, so I make this additional subscription for myself. Success to you!—Cordially yours, J. B. Buehler, D.B., New York City.
Five Days Earlier
Dear Bunting: My “one best thought” right now is to enclose my check for two hundred dollars for two of your bonds. I am more than pleased to do this much for your very worthy enterprise. May you live long and prosper?

Five Days Later
Dear Bunting: I like the stuff you sold me for my own sake, and so enclose my check for three hundred dollars for three more bonds, making my holdings $500 in all. I am as glad to do this for your sake as for my own.—Fraternally, J. C. Groenewoud, D.O., Chicago.

At Least $500
I will take $500 or more of your Bunting Building Corporation Bonds and send you draft for full amount at once if by return mail you will inform me when you can send the bonds and from what date interest begins.—Dr. Sten Hanson, Fargo, North Dakota.

$100 Cash
Enclosed is $100 for one Bunting Building Bond.—J. O. McDowell, D.O., Brunswick, Me. Please find enclosed check for one hundred dollars for one of your 7 per cent bonds, Bunting Building Corporation.—Very truly, Pearl Barker Schulz, D. O., Cleveland, Ohio.

For New Year Presentation to Patients
A. T. Still; Founder of Osteopathy
Lane $3.00

A. T. Still; Founder of Osteopathy

The Original Malted Milk

The Original Malted Milk

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

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, and corrected vision for both. 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 Perfect Sight Restorer

Dr. Cole's

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, and corrected vision for both. 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

FREE An Instructive Lecture Course


A limited number will be furnished each day, while stocks last.

Ultima No. 4, in 10 oz. bottle, 86¢

Ultima Physio Medical App. Co.
136 W. Lake Street, Chicago, Ill.

Oh, Yes! Bunting Building Bonds Are Now Ready to Deliver to You!

Good Word from the Governor
I want a hand in building that palace for the Bunting Publications and Bunting Propaganda for Osteopathy—wouldn't feel just decent if I didn't do my bit, so reserve for me a $100 bond and I'll remit for it this month.—W. M. Smiley, D.O., Albany, N. Y.

A 50-50 Proposition

Each Have One
Please find check for $205, enclosed for application, as follows: OP, $3.00; a Bunting Building Bond for Daisy S. Tibbals; another one for the writer.—Fraternally, J. W. Tibbals, D.O., Des Moines, Iowa.

Good Old George!
Your recent note stating your bonds were ready for delivery was received. I am sending my check herewith for a $500 bond. Since I first wrote you about this matter I have raised some $10,000 for two proteges to aid a business enterprise of theirs, so it will not be convenient to take more than $500 now. I trust you will have great success in your project.—Fraternally yours, George W. Riley, D.O., New York City.

Good Xmas Gift
Dear Bunting: Since it will help me as well as the "good cause" I feel that I owe myself at least a hundred dollar bond for a Xmas present. Inclosing check.—E. J. Gahan, D.O., Perryville, Mo.

Help Us Put It Over by Christmas!
You Can Do It by Buying Your Bond Today!
Your Bunting Building Corporation Bond
Is Now Ready for You! Get It!

THE OSTEOPATHIC PHYSICIAN

PUBLISHER’S DEPARTMENT

Beautiful New “Winter IIs” Number for January (Weather Guaranteed to Match)

We have a nice little surprise for you in the January OH which is a charmingly written number by Dr. John A. Van Brakle of Portland, Oregon, entitled “Osteopathy for Winter’s IIs.” It is fully up to the Van Brakle standard, which is 100 per cent in everything—or nothing.

You know Dr. Van Brakle as one of the accomplished thinkers and writers of the profession. He has written a good deal for OP and System on professional economics, and also for all of our profession’s publications. Van writes as clear as crystal. You know what he’s saying. A hired girl would understand every word of it. Furthermore, Van always thinks and studies a lot on any subject before he makes utterance. He put ten years of experience into this good issue of Osteopathic Health, and we’re very sure you’ll like it.

In style Dr. Van Brakle’s essay on Winter diseases has this charm: It is suggestive of osteopathy, rather than plastering it on with a trowel, but in some unobtrusive and natural way he leads up to osteopathy and says something to convince of its superiority in every one of the 14 points covered.


Our patrons will not fail to notice that this Winter disease discussion is going to be timely by January for surely all this pleasant, early fall, rainy weather experienced the first week in December will be used up by that time.

Use Our New 'HARVEST LEAFLETS' for Your Fall Campaigning!

NOW READY

We announce publication of a new line of twenty-three introductory and supplementary printed leaflets designed to enable Osteopaths to do wider and more systematic campaigning at unprecedentedly low rates per thousand (or per hundred of names harvested) free of charge. These informal messages make it easy and economical for you to undertake broadcast distribution, and to engineer systematic rapid-fire follow-ups where the cost of using a magazine the Spokesman is one of the most effective that command instant attention. The harvest will be proportional to the sowing.

Here is the splendid assortment of subjects offered you:

4-Page Harvest Leaflets

- What Doctor Shall I Employ?
- Disease Caused by Mechanical Faults.
- How Osteopathic Patients are Treated.
- Getting Well All Over at the Same Time.
- Building Up Weak Throats.
- A Chiropractor at Work.

Price $10.00 per thousand, with or without your professional card.

$1.25 per hundred.

6-Page Harvest Leaflets

- What Is Osteopathy?
- A Word to Former Patients.
- What Osteopathic Finger Will Do.
- Nourish from a Slipped Rib.
- What Is Chiropractic? (As told in Gubernatorial Vetru.
- Supreme Court Decision and A. M. A. Journal Editorial.
- Chiropractic Kneptomata.

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

$1.50 per hundred.

8-Page Harvest Leaflets

- An Explanation of Osteopathy.
- (As Stated by the London Times).
- Why Osteopathy is the Basis of Health.
- What Osteopathy Does for Women.
- Osteopathic Aid in Pregnancy and confinement.

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

$2.00 per hundred.

1-Page Harvest Leaflets

- Habit in Suffering.
- The Osteopath’s Point of View.
- An Osteopath.
- The Nine Modern Wonders.
- Osteopathy is Not a Remedy.
- Dr. Atlee’s Definition of Osteopathy.

Imprinting your professional card is FREE on all orders bought in thousand lots. On any number (or assortment) from 100 to 500 it costs $1.00 extra.

These folders are sized to go in an ordinary letter envelope. This complete series of “Harvest Leaflets” is now off the press and ready to ship as fast as orders come in. Prepare your big lists, Get busy. We are ready when you are. Orders filled in sequence as received by us.

These Osteopathic "Harvest Leaflets" do not take the place of campaigning by Osteopathic Health, but supplement it. They are forerunners of our magazine publicity, ready for easy, cheap, quick distribution in units of thousands instead of hundreds, and are adequate to supply your want of something systematic and suggestive that will stir up numerous inquiries about Osteopathy. You should use them as "attention-getters." You can reach multitudes with them. As each new inquirer is heard from you should automatically put him on your mailing list to receive Osteopathic Health, the magazine, monthly for a year’s period. That is campaigning as the up-to-date business house of scientific propaganda of any worthy cause would do it. We have only begun to fight for Osteopathy! This medium for broadcast campaigning was planned by us three years ago but setting it going was delayed by the war and its resulting unsettled conditions. Spring 1921, is the right time for putting on a competitive campaign. The public are in want of it. Are you with us, as usual? Faithfully yours for Osteopathic prevalence.

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

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

Osteopathic Specialists

Goddard Building
27 E. Monroe St.
Central 3715
Chicago

CONSULTATION

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

The BUNTING PUBLICATIONS, Inc.
5 So. Clinton St., Chicago.

Prepared for the blizzard days by getting your order in and having this January issue at work in your field for you before transportation gets tied up.

P. S.—We have another Van Brakle gem scheduled for 1921. We should also like to hear from other ambitious authors in our profession who like their own stuff to explain osteopathy as well as or even better than they like Van’s. We can take a dozen of them on and will pay well for superior goods.—Editor.
To Determine Whether Foot or Horseback

Four law suits have been started in the Circuit Court, Cook County, Illinois, under the auspices of the Illinois Osteopathic Association, against Francis W. Shepardson, E. A. Wright, and F. C. Dodds, the executive officers of the department of Registration and Education of the State of Illinois. The complainants in the suits are Glenn S. Moore, D.O., P. W. Graham, D.O., Bert L. Adams, D.O., T. R. Bondus, D.O. With the exception of Dr. Adams the "crimes" committed by the other three consisted in violating "The Operative Surgery Medicine Act". Dr. Adams administered a saline injection by means of a hyperdermic. The bills were drawn on the theory that the medical practice act is unconstitutional. The hearing is expected this month. The cases will be carried directly to the Supreme Court. There should be a decision therefrom about next June. While, of course, there are always grave doubts as to the inclination of the court to declare a statute unconstitutional, nevertheless I feel quite confident in this case. At any rate, this case will go a long way to clear the atmosphere in Illinois relative to the right of the Osteopath to do operative work, use the humanitarian drugs, involved in no narcotics, antitoxins, anesthetics, and antiseptics. This for your information.—Perry S. Patterson, Attorney for the I.O.A.

Even the Rich AMA Had to Come to It.

Gentlemen: The November 29th issue of the Journal announced an increase in price of The Journal of the American Medical Association on all orders beginning January 1st, 1921, from five to six dollars per year. It is also announced that on all of the special Journals published by the Association, the combination subscription rates will be discontinued from January 1921, and all subscriptions beginning the first of January or thereafter must be at the full subscription rates. Following is a list of the publications and the regular subscription rates:

The JOURNAL of the American Medical Association ........................................ 5.00
The Spanish Edition of The Journal ............................................................ 5.00
The American Journal of Diseases of Children ............................................. 4.00
The Archives of Internal Medicine .............................................................. 5.00
The Archives of Neurology and Psychiatry ................................................. 6.00

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

Dr. George T. Hayman
Manufacturer
Doylestown, Pennsylvania

Have You Bought Your Bunting Building Bond Yet? Your Aid is Needed.

THE OSTEOPATHIC PHYSICIAN

The Archives of Dermatology and Syphilology ............................................ 6.00
The Archives of Surgery ........................................................................... 6.00
The Quarterly Cumulative Index ................................................................ 6.00
The American Medical Directory (7th Edition) ........................................... 15.00

We would ask that you change all your records accordingly, and whenever sending us any orders in the future, kindly remit the amount of subscription shown above.

If you have any special blanks which you wish us to fill out for your own files, kindly send them to us and we will fill them out and return them to you at once.

Yours very truly,

AMERICAN MEDICAL ASSOCIATION

Per W. P. Raney

Christmas Greetings

Hark! the herald angels sing

Bunting's Bonds are just the thing

Peace on earth, good will to men

Take half a dozen—or ten!

It's Welcome

I am sorry that being loaded up with some bonds and stocks which require large monthly payments through my hospital, I am unable to subscribe for your bonds in a way satisfactory to you. However, I could spare about ten dollars a month if you have arranged to accept monthly payments that way. This would pay for one bond in (n) months. If you accept such small payments let me know.—Praternally, P. M. Agee, D.D., Independence, Mo.

[Confidentially we do. Glad to get all such installment subscriptions. If this fits your case, Doctor, send in your order, too.—HSB.]

Sells Five Bonds to Her Patients!

Dr. Louisa Dieckmann, Buffalo, New York, took a $100. Bunting Building Bond herself, but she wanted to do even more than that for "Home of Osteopathic Propaganda." So she put it up to her patients—"a good investment, a good way to help osteopathy." As a result she sold $500 of additional bonds among them, and that loyalty of a splendid type. These two ladies took in: Miss Salome Reitz, $30; Mrs. Frank M. Egelston, $100; Mr. Frank M. Conte, $200.

This is just the same as if Dr. Egge- man had subscribed the total of $500, hence—why better for two good people to help us, as well as invest her own funds in our security.

This puts Dr. Dieckmann second only to Dr. E. Gertrude Ferguson of Neosho, Mo., in the race for the honor of being the woman osteopath who has made the largest purchase of bonds to date. Two business women outside of our profession have made $2000 investments each, and half a dozen men osteopaths $1000 each; but these two ladies top the list in our "OP family" and we think it grand if both of them can.

Can't you sell a bond or two for us among your "irrepressible" patients? It would be good to make such a safe and good investment and at the same time help put a roof over the present of osteopathic propaganda? Won't you make the effort? Have a heart and give us a lift.—HSB.

I am sending you $3.00 for renewal of subscription to The OP. I enjoyed very much reading it while a bed confining from my recent illness. I am now working again, taking care of two or three patients a day but as soon as my health will allow I will go into the discard. The OP is filled with good stuff every month and I do not want to miss an issue.—R. L. D. Littel, D. O., Santa Ana, California.

Here is a check for $2.00. We Want The Osteopathic Physician and we enjoy it very much. We wish you success.—Irre. Truthblood and Truthblood, Traverse City, Michigan.

We congratulate you on your issue of October 29th, "Everyday Osteopathy." Kindly send me fifty more copies.—Charles W. Robertson, D. O., Oshkosh, Nebraska.

Letters in Evidence from Osteopathic Physicians

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

Philo Burt Spinal Appliance

Made to Order after Your Own Measurements

The Philo Burt Appliance is as firm as steel where rigidity is required and, flexible as required, where full natural flexibility is desirable. It lifts the weight of the head and shoulder off the spine, and corrects any deflection in the vertebrae; it is easily adjusted to meet improved conditions in cases of curvature; can be taken off and put on in a moment's time; for purposes of osteopathic treatment, the bath, massage or relaxation; does not chafe or irritate.

30-Day Guaranteed Trial

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

On request we will send detailed illustrated description of the appliance, and proof of its corrective efficiency. Write today. Special price to physicians.

PHILO BURT MANUFACTURING CO. 141X Odd Fellows' Temple, Jamestown, N. Y.

Your Money Will Bring 7 Per Cent With Safety
In a Bunting Bond Besides Boosting Osteopathy.

It's Welcome

Philo Burt Appliance

30-Day Guaranteed Trial

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

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PHILO BURT MANUFACTURING CO. 141X Odd Fellows' Temple, Jamestown, N. Y.

Your Money Will Bring 7 Per Cent With Safety
In a Bunting Bond Besides Boosting Osteopathy.

Herewith is shown a floor plan of the new winter quarters at Miami, Florida, of Dr. George Percy Long, of New York City. It is quite apparent that Dr. Long is well prepared to take care of the winter tourist as well as the all year residents of the fast growing little city by the sea. His offices are unique in that the entire floor space of the new concrete building is occupied by physicians and specialists. A private entrance, with broad easy stairs one flight from street, leads directly into the unusually large and attractive reception room. This room is shared jointly by all the physicians for their respective patients.

Before leaving New York in the early fall Dr. Long was appointed osteopathic physician for the new $2,000,000 Flamingo Hotel on Miami Beach, which is to be opened to the public New Year’s Eve.

This handsome concrete, fireproof, structure faces beautiful Biscayne Bay, with fine views of both ocean and bay. Carl Fisher of Prestige fame and owner of the Indianapolis Motor Speedway, is the proprietor of Flamingo and has been largely instrumental in the development of Miami Beach and other properties.

Dr. Long writes that Miami has six or seven (all year) osteopaths practicing in Miami, and in the short winter season, possibly a dozen. Unfortunately like all health and resort towns, the city is over-run with fakers, magnetic healers, chiro, naturopaths, neuro-pathic and “quack doctors” of all sorts, selling their “nefarious wares” and preying upon the public generally.

McManis Table Technique

The invention or development of the McManis mechanical treatment table was primarily due to the fact that straight table technique did not “reach the spot” in many cases with which Dr. McManis had to contend. There were things he could not do. He had a mental picture of the lesion and a mental picture of the different movements essential to the correction of that lesion, but could not figure out a technique wherein the desired effect could be accomplished without help of some kind. Or if he performed the technique in such a way that discomfort was experienced by the patient.

Tractation was the first essential lacking in the straight table. Tractation is in evidence in all technique, but longitudinal tractation is hard to get without applying some device with which to obtain it. Therefore a crude table was built with a movable swinging section and a traction feature incorporated.

The new Standard McManis Treatment Table gives evidence of the time, money and effort that have been spent since the building of that first crude table, in order to develop a method that would lessen the labor of the osteopath, add to the comfort of the patient and make treatments more effective and far reaching. In the development of the McManis table the philosophy and principles of osteopathic technique were continually in the foreground and the table constructed accordingly.

In other words, a table was built into the table”, and the osteopath who knows his work will have no trouble in getting it out. As Dr. Spencer, of Los Angeles, says, “The McManis table is the only table for the intelligent osteopath.”

In the mechanical construction of the table, great care was taken to make each part perfect and to answer thoroughly and completely that particular function expected of it. For instance, the swinging leaf, when released, is held in resilient suspension by means of adjustable springs fastened at right angles under the leaf. By adjusting these springs the leaf can be made to support the weight of a light patient, a heavy patient or one of medium weight and at the same time be so evenly balanced that the least effort on the part of the operator can carry the leaf through any movement desired. Had the springs not been made adjustable there would be no provision for the various weights of patients and the operator would then have to carry the full weight of the patient instead of letting the table do it as it does now.

The swinging leaf can also be moved sideways to get side-bending motion, or if desired, can be rotated at the same time to get side-bending and rotational movement. While this is being done another lock can be released and the flexion and extension movements of the spine obtained. With this construction we can obtain any one movement of the spine or any combination of movements at the same time. Thus, with the table working smoothly and easily, as it does, the osteopath can apply his whole thought and attention to the point of lesion instead of being bothered with twenty-five or a hundred pounds of weight on one arm. The patient will naturally relax better and the work will be more accurate, absolutely specific and easily done.

The trough position, possible on the McManis table, is secured by elevating the head section of the table about fifteen degrees and the swinging section as far as possible. Lower the middle section at both edges. With the patient lying on the back and the table in the trough position, we get relaxation of the abdominal tissues. In examining for certain pelvic or abdominal disorders we find this position very good. When treating over the abdomen for constipation the relaxation thus obtained makes the treatment easier and more effective.

The middle drop leaf section of the McManis table is of importance in many instances. When examining the lower dorsal or lumbar spine with patient prone, the lowering of the middle

Buy a Bond Today and Help Us Complete Our Flotation by Christmas!

The offices shown in diagram above occupy entire second floor of Congress building, Miami, Florida. The floor is arranged especially for physicians. The lay out provides plenty of light and fresh air. Three transoms in each room open out into the large reception room. There are two large windows in each room opening on the street. The suite of offices of Dr. Long occupy the center left hand space from the reception room.
leaf takes the pressure off the abdomen and allows easy passage of objects through the small bowel and the tight areas of the small bowel and the colon. This can then cause the patient to be placed in the same position as if the problem was due to an obstruction in the bowel. This is often called an "intussusception".

The OSTEOPATHIC PHYSICIAN

Dr. C. C. Reid
Eye, Ear, Nose & Throat
Dr. C. L. Draper
Dr. J. E. Ramsey
Adjoining Suites with tiled and specially equipt "surgery" in common.
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Dr. Benoni A. Bullock
Consultation and Surgery
Specialist in Osteopathy
Daytona, Fla.

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

Dr. S. P. Ross
Surgeon
Office, 1000 Land Title Building

Dr. Jerome M. Watters
Osteopathic Physician
Eye, Ear, Nose & Throat
2 Lombardy St., Newark, N. J.

Wm. Olis Galbreath, D. O.
Burlington

Adenectomy, Tonsillectomy
Ear and Nasal Surgery
321 Land Title Building

Dr. Leland S. Larimore
Eye, Ear, Nose and Throat.
Prof. Ophthalmology, Optometry and Otolaryngology, K. C. College of Osteopathy.

Chief of Eye, Ear, Nose and Throat Dept.
S. O. S. (Tuesdays at)
Occoneechee, Okla.

Dr. H. C. Wallace
Practice limited to General and Orthopedic Surgery and Consultation.
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The OSTEOPATHIC PHYSICIAN

How Much of This Load Will You Share With Us?
$1,000.00 or $500.00 or $100.00
Be Just to Your Boosters!
We Are Underwriting a $90,000 Investment In This Modern Plant for Osteopathic Publicity.

THE OSTEOPATHIC PHYSICIAN

Can Osteopathy Cure Inflammatory Diseases?

Boils, for instance! If so, how? An increased supply of blood to the part affected. That is the answer. Let your patients read the interesting discussion of this subject by Professor Lane. Absorbing, instructive and revealing—by the way—entirely logical and scientific are the principles of osteopathy and how common sense and practical philosophy are combined.

New Society Formed

Feeling the need of a district organization, practitioners from Kentucky, North Carolina, Maryland and the District of Columbia met in Rich-

Dr. James D. Edwards

Osteopathic Physician and Surgeon

Originator of FINGER SURGERY


Over Five Thousand cases treated, 90 per cent of the patients responding to this new method of treatment.

Refused cases given special attention, and returned to home osteopath for follow-up treatments. Hospital Accommodations.

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

The TAYLOR CLINIC

Des Moines General Hospital

Des Moines, Iowa

S. L. TAYLOR, A.B., M.D.,
President and Surgeon-in-Chief

P. J. TRENEERY, D.O.
Superintendent and Boardvnculcist

G. C. TAYLOR, B.S., M.D.,
Eye, Ear, Nose and Throat

L. D. TAYLOR, M.D., D.O.,
Consultant

B. L. CASH, D.O.
Pathologist and Ophthalmologist

J. P. SCHWARTZ, D.O.
Gastro-Intestinal Diseases

E. M. DAVIS, D.O.,
Intern

J. L. SCHWARTZ, D.O.
Staff Physician

C. R. BEAN, D.O.
Staff Physician

Can Osteopathy Cure Inflammatory Diseases?

Boils, for instance! If so, how? An increased supply of blood to the part affected. That is the answer. Let your patients read the interesting discussion of this subject by Professor Lane. Absorbing, instructive and revealing—by the way—entirely logical and scientific are the principles of osteopathy and how common sense and practical philosophy are combined. Send for Brochure No. 8. Single copy 10c; 100 copies $6.00, express prepaid.
Have a Heart and Help Us Put Our Bond Issue Over by Christmas!

**THE OSTEOPATHIC PHYSICIAN**

**Osteopathic Health for January**

**Osteopathy in Winter's Ills**

- Colds
- Bronchitis
- Pneumonia
- Appendicitis
- Tuberculosis
- Sinus and Cold
- Strains and Sprains
- Asthma
- Nervousness
- Heart Disease
- Dehiscence

Osteopathy excels in handling Winter's ailments—we all know that—and here is an issue that tells the public about it in a new and charming style. It will command your entire approval all the way through and impress confidence on the mind of the lay reader. It is ready now.

**For the personal column**

- Dr. Rosetta Sherbridge and Lydia S. Merrifield of Seattle, Washington, are doing postgraduate work at the A.O., Cambridge, Mass.
- Dr. John Donson, of Chicago, returned for his vacation and post-graduate work and resumed his practice November 29th.
- Dr. Harry Lembert Collins has announced his return to Chicago and the opening of offices in the Goddard building. He is practicing surgery, gynecology and obstetrics.
- Dr. Eugene W. Myers, for nine years missionary in South Africa, will again, with the cooperation of his wife as a trained nurse, take up the practice of osteopathy.
- Dr. J. F. Bumpus, after fifteen years' successful practices at St. Louis, Missouri, is now associated in practice with Dr. G. C. Hebb in St. Louis, Empire Building, Denver, Colorado.
- Dr. Samuel T. Anderson, of Blackwell, Oklahoma, announces change of location to Bartlesville, Oklahoma, where he has opened a partnership with Dr. F. E. MacCreacken.
- A 94 year old boy was born to Dr. and Mrs. Frank E. Brooker, Grinnell, Iowa, November 21st. As Dr. Brooker says, "Some boys for a smock of 140 pounds and a father of 138 pounds. Don't you think?"
- Mrs. Phoebe Elizabeth Hutt, wife of Dr. F. J. Harris, of Flint, Michigan, and for many years active in various musical circles and church benevolent societies in that city, died in Detroit, November 21st.
- Dr. Emma Black, since her marriage to Mr. E. James Credle on September 15th, has been living on her farm near Overton. She does not expect to continue in active practice if she can find some osteopath who will take over her clientele.
- Dr. W. Frank Powers, who formerly practiced in Chicago in association with Dr. Nettie Hurlin and Dr.

**FOR SALE**—"Some Differences Between Osteopathic and Chiropractic"—500 copies, 30 cents per hundred.—Dr. Eugene F. Pellegrino, Liberal, Kansas.

**WANTED**—Position as assistant, prospects of partnership later. Five years experience. Address 258, care The OP, S. Clinton St., Chicago, Ill.

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