"GET the VISION!"

The Story of a Vision Realized
By Henry Stanhope Bunting

Half a dozen years ago Dr. Henry Tete of New Orleans was feeling pretty good over the fact that his practice was just passing from four into five figures. He had always been animated by a vigorous ambition and he felt that his ambitions were then being fairly well realized. We were in correspondence with him and urged upon him the bigness of the yet untouched opportunity that reached out before him.

"If you have the vision," we argued, "you can achieve a $30,000 practice per annum just as well as a $10,000 practice.

"Why should $100,000 a year be the goal of the ambitious osteopath any more than $5,000?"

we asked. "Why should it not be $25,000? $20,000? $50,000? Is there any reason why a top-notch surgeon may aspire to $50,000 or $75,000 a year while a top-notch osteopath may not rise above $10,000?"

"Yes, there is a reason against it," Dr. Tete wrote back to us. "I am as busy as I can be now, on my present income. I couldn't take on one more of my people if I tried. There is a limit to an osteopath's endurance."

"But be sure that under such circumstances one's imagination is even more limited than one's time and vital capacity," we argued. "Let me do less, rather than more, actual physical work; let one work fewer hours per day; but let one's mind work better, have more time for thinking and study, make better diagnoses, give better treatment and thus render a higher grade of professional service. There is always room at the top, however crowded the ladder of professional service may be at the bottom or half way up. The demand for the best is practically unlimited. What people are willing to pay for the best is practically unlimited also.

In a field as big as New Orleans there is no reason why an osteopath should not set his goal at $50,000 or even $50,000 a year."

"But how can it be done?" asked Dr. Tete. "I have the ambition. I have the basis of success to build upon. I have the courage to essay it. But what's the formula—how do you begin?"

"Four steps are necessary to attain any such success," we outlined to Dr. Tete. "First, you must advertise properly to increase local demand and build prestige for your science and practice; second, you must increase the measure and quality of the service you render by adding up-to-the-minute scientific laboratory diagnoses—as good as can be gotten anywhere; third, you must revise your whole basis of charges, and charge considerably more than you have been accustomed to in the past, and make charges proportional to benefits rendered; and fourth, you must employ osteopathic assistance—one assistant first, a staff of Dr.'s perhaps later. The number of assistants required will ultimately be the measure of your success. If you have the vision to do a $30,000 practice a year, or even a $50,000 practice, and pursue these methods as outlined you will achieve your goal, providing only in addition you render the highest possible grade of professional service, both, in the laboratories and treatment room. Will you go after $30,000 a year, Dr. Tete? Or shall it be $50,000? What is your limit? Shall we blaze the trail for you with our publicity service?"

That in brief epitomizes a year or more of correspondence that passed between Dr. Tete and the Bunting Publications management six years ago.

Dr. Tete was not easy to convince that the big possibilities we held out as being within his reach were more tangible than dreams. But, as we say, he had as part of his native endowment the ambition, the will to do and the nerve to tackle such a large order. Our part in his success consisted only in giving him larger vision to go after three or four times as much income as he then enjoyed, and the providing him with Osteopathic Health, Harvest Leaflets and the practical plans of distribution which we assured him would make all the rest of the ensuing achievement possible to him. We pursued the subject for more than a year by correspondence with the New Orleans doctor and at length persuaded him that we knew what we were talking about. At last he consented to follow our lead and strike to build the first most osteopathic practice in the south if not in the United States.

We are proud to be authorized by Dr. Tete to tell you of the big possibilities we held out as being within his reach long since climbed beyond the $30,000 per annum mark and, still believing with us that income may become whatever a doctor desires to make it, Dr. Tete says he expects to see it advance right along until it reaches $50,000 per annum. Indeed, we have him that it is not far from there now!

As an indication of the sort of enterprise it requires to command such success we may state that Dr. Tete has now given us his order for 125,000 pieces of literature divided between Harvest Leaflets and Osteopathic Health. He aims to put the gospel of osteopathy into the homes of the best people in every city, town and village of the state of Louisiana. Isn't that a laudable ambition?

Dr. Tete believes in education. He organized and has successfully directed the Osteopathic Council of Defense and Education of Louisiana which, during the past two years has circulated several hundred thousand magazines, catalogs, pamphlets and leaflets throughout the State of Louisiana, to a master list of names given by individual practitioners, putting this literature into the hands of leading citizens in each community. From this educational campaign it appears that large increase in practice resulted from the individual practitioners, although the purpose of the movement was purely educational.

The doctor has lectured on osteopathy in many years in the public forums, high schools, grammar schools and parent clubs, giving a forty-five minute talk with forty-five colored slides, entitled "Osteopathy, or the Human Body as a Machine." You see, he believes in embracing every practical advertising opportunity for the science. It would be a fair cognomen for this enterprising New Orleansian to call him "An old-
THE OSTEOPATHIC PHYSICIAN

BELIEVES FEE RAISING ALL WRONG

Letter from Dr. Wilke:

My dear Dr. Bunting: Am very sorry that on account of adversities and some hard luck, I am unable to assist you with your bonds which I feel sure are a good investment. I appreciate in OP the space given to hearing opinions on different subjects. Your open forum on "raising prices" has been interesting and instructive. Personally, I will say I read it until I was disappointed, almost disgusted with the remarks, even in the testimonials without seeing that many, many of our leading practitioners had lost sight of all that is grand in our profession and keep their eyes set constantly on the Almighty dollar. Their vision is so hindered by the dollars in the way that they do not see the thousands of patients and thousands of dollars in medium circumstances, who are struggling to raise their large families, during these trying times.

I take it from those articles that they are setting their mark as high as possible, without losing out—that is, they are going to tax people all they will possibly pay, always aiming to keep their prices a little above the other fellow's. Personally, I think if a person cures a patient by making a few adjustments, gets him a hundred or several hundred, if he is able to pay, but when it comes to these thousands of chronic whom we help only a little, and that temporarily, I frankly and sincerely believe that it should be a matter of great importance to every osteopathic practitioner to advance his profession in the public mind when one practitioner can do as much for the cause as is now being done by this New Orleans osteopath, Henry Tete?

Hank Perkins He Sez:

"By Heck, Do You Know -

MEN PETERS WAS CURED OF HIS RHEUMATISM BY
THAT THERE OSTEOPATH"

THE BUSINESS SIDE OF PRACTICE

We Hold the Foregoing View Is:

Topsy-Turvy

Letter from Mr. Arnold:

Dr. G. C. Wilke, Fort Collins, Colo.

Dear Dr. Wilke: Your letter to Dr. Bunting was duly received. It was read with much interest. We regret very much indeed to hear about the adversities that have beset you but we can not help but say that we feel you have an entirely wrong philosophy about your duty to humanity and your patients. There is an old saying, you know, that "charity begins at home" and properly interpreted, that saying is quite true. Many people interpret charity as being the same as alms-giving but it is not; but both charity and alms-giving, and particularly alms-giving, are virtues which are very easily changed into vices.

Unquestionably your first duty is to yourself and your family and included in that first duty is the duty of providing yourself with sufficient income to enable you to provide yourself and your family with the things you should have, not only the necessities of life but legitimate luxuries also, and only as you first do these things can you properly do for others. You seem to under-estimate benefit conferred on patients you help to get well or keep well; you seem to regard these people as helpless. Nothing is more important to any person than good health. It is the first requisite to happiness and income producing efficiency. There is something wrong about most people who are chronically ill, if proper osteopathic service and proper other advice and help in therapeutic ways does not relieve or normalize them.

The services you render your patients, if you render the right sort of services, are worth to your patients any fair price you must charge them in order to enable you to realize, out of your practice, sufficient income to provide for yourself and family a proper living; and your family in your instance means a living adequate to the station in life you are entitled as an educated man and physician to fill.

We believe thoroughly in service. The rendering of good and true service in whatever line of activity or vocatio one may be engaged in is absolutely a first requisite if one hopes to...
The New Home of Osteopathic Propaganda Now Going Up at Waukegan

These three photographs show progress made up to December 20th. Since that date the brick work has been pushed above the second floor.

Foundations already above 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!!!

And Hurry in Your Money!!!

We need it for our big weekly payroll of 35 workmen and carloads of material now being delivered.

Friends, we need your help now to put it over on schedule time and need it as rapidly as you can give it. If you have bought bonds and not paid for them, please do so as soon as possible. If you can’t send all, send part. If you have not yet bought Bunting Building bonds please do so.

Faithfully yours,

The Bunting Publications, Incorporated
us must give our services freely; there are instances which call for charity and in which it is a dastardly thing to refuse help, but, as a general thing, people should be taught to be self-reliant. That is the only true way for people to achieve health, happiness and success and at the same time be honest with their fellow men.

You are evidently very sincere but your expressed policy of doing your part to help humanity and letting "income" take care of itself is not at all in our estimation the worthy course of action that you esteem it to be. We regard it as not only unjust and unfair to yourself and your family, but unjust to the very people you are trying to help, and whom you think you help by letting them impose on you or by letting them under-estimate the value and worth of the services you render them.

We believe, doctor, that your whole attitude is worthy of your most earnest consideration and thought, and we believe that further careful analysis of this whole situation will lead you to a radical change of view—Very sincerely yours, The Osteopathic Physician, Ralph Arnold, Business Manager.

For more than a hundred years the medical profession has been seeking for some method of explanation. I have been studying the refraction of the human eye for more than fifteen years and in the clinic of the University of Chicago I have made, but before I quit, I wish to give some of the results that have been obtained. The ophthalmologist now knows that neither glasses nor surgical operation can correct the eye defects but they can only make them more or less acceptable. That is the only true way for the medical profession to deal with the subject. The medical profession has been seeking for an explanation for the constancy of the theoretic constant error of refraction the theorist

In Great Britain it was formally uncorrected vision that determined acceptance or rejection for military service. This was probably due to the fact that previous to the recent war the British Army was used chiefly for foreign service, at such distance from its base that there might have been difficulty in providing glasses. The standard of the beginning of the war was 6/24 (Uncorrected) for the better eye and 6/40 (Uncorrected) for the poorer, which was required to be the left. Later, owing to the difficulty of securing enough men with an intermediate degree of visual acuity, recruits were accepted whose vision in the right eye could be brought up to 6/12 by correction, provided the vision of one was 6/24 without correction.

Up to 1908 the United States required normal vision in recruits for its military service. In that year Bannister and Shaw made some experiments from which they concluded that a perfectly sharp image of the target was not necessary for good shooting, and that, therefore, a visual power of 20/40 (The equivalent in feet of 6/12 in metres), or even 20/70 in the

WE'LL TELL THE WORLD

May we not reach your subconscious mind this month with our plea to order a Bunting Building Corp., 75% first mortgage real estate gold bond and up to us to pay interest and won't you?
Why Buy Bonds As An Investment?

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

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

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

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

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

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

First Mortgage Bonds are therefore the safest form of investment.

Why Buy Bunting Building Bonds?

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

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

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

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

The Bunting Building when completed will house the General Offices and Printing Plant of The Bunting Publications, Inc., which latter company leases the property for a term of years and at a rental price per year sufficient to pay the interest on the Bonds and eventually retire the Bond Principal. This rental, by the way, is on a par with what is now being paid to the owners of our present quarters, and there is therefore no added burden that would tend to tax the business in any way. In fact, obtaining possession of the new building and plant in 1921 will guarantee the Bunting Publications substantial economies of operation compared with the expense of conducting business in Chicago.
hit upon the very ingenious idea attributing the change of the curvature, not only for the purpose of normal accommodation, but to cover up or to produce excessive accommodation.

In hypermetropia—commonly but improperly called far-sight, although the patient with such a defect can see clearly neither at the near-point of accommodation, nor at any distance from the front backward, and all rays of light, both the convergent ones coming from near objects, and the parallel ones coming from distant objects, are focused behind the retina, instead of upon it.

In myopia it is too long, and while the divergent rays from near objects are time to time upon the retina, the parallel ones from distant objects do not reach it.

Both these conditions are supposed to be permanent, the one congenital and the other acquired.

When, therefore, persons who at one time appear to have hypermetropia, or myopia, appear at other times not to have either, or to have them in lessor degrees, is it not permissible to suppose that there has been a change in the shape of the eyeball? This is the case of the disappearance or lessening of hypermetropia, we are asked to believe that the eye, in the act of vision, both at the near-point and at the distance, increase the curvature of the lens sufficiently to compensate, in whole or in part, for the flatness of the eyeball.

In myopia, on the contrary, we are told that the eye actually goes out of its way to produce the condition, or to make an existing condition worse. In other words, the so-called ciliary muscle, believed to control the shape of the lens, is credited with a capacity for getting into a more or less continuous state of contraction, in which the lens is in a state of convexity which, according to the theory, it ought to assume only for vision at the near-point.

These curious performances may seem unnatural to the lay mind; but ophthalmologists believe the tendency to indulge in them to be so ingrained in the constitution of the organ of vision that, in the fitting of glasses, it is customary to instil atropine—the "drops" which everyone who has ever visited an oculist is familiar—into the eye, for the purpose of paralyzing the ciliary muscles and thus, by preventing any change of curvature in the lens, produce temporary correction of hypermetropia and getting rid of apparent myopia.

The inference of the lens, however, is believed to change according to its function in errors of refraction, and that only during the earlier years of life, for the higher ones, or those that occur after forty-five years of age, when the lens is supposed to have lost its elasticity to a greater or less degree, no plausible explanation has ever been devised. The disappearance of accommodation, or changes in its character, present an even more baffling problem. Due to most cases to an unsymmetrical change in the curvature of the cornea, and resulting in failure to bring the light rays to a focus at any point, the eye is supposed to possess only a limited power of overcoming this condition, and yet astigmatism comes with as much facility as do other errors of refraction. It is well known, too, that it can be produced voluntarily. Some persons can make of it a serious handicap.

An eminent physician says: "Examining 20,000 pairs of eyes a year at the New York Eye and Ear Infirmary and other institutions, I have never seen a case of myopia or hypermetropia either recovered spontaneously, or changed their form, and I was unable either to ignore them, or to satisfy myself with the orthodox explanations, even when such explanations are available. It seemed to me that if a statement is a truth it must always be a truth.

There can be no exceptions. If errors of refraction are incurable, they should not recover, or change their form, spontaneously."

In the course of time I have discovered that myopia is not, as we have long believed, associated with the myopic condition, but with a strain to see distant objects, strain at the near-point being associated with hypermetropia; that no error of refraction is constant, and that lower degrees of refractive error were curable, while higher degrees can be improved.

From a series of observations, which have convinced myself and others that the lens is not a factor in accommodation, and that the adjustment in the case of the different distances is effected in the eye, precisely as it is in the camera, by a change in the length of the organ, this alteration being brought about by the action of the muscles on the outside of the globe or eyeball. Equally convincing is the demonstration that errors of refraction, including presbyopia, are due, not to an organic change in the shape of the eyeball, or in the curvature of the lens, but to the muscular tension and therefore curable derangement in the action of the extrinsic muscles.

In making these statements I am well aware that I am contending the practically undisputed teaching of ophthalmological science for the better part of a century; but I have been driven to the conclusions which they embody by the facts, and that so slowly that I am now surprised at my own blindness.

My cures without glasses of refractive errors is what is giving me so much pleasure in this new work, and will gratify other osteopathic physicians also when they become acquainted with it. I know it is hard to get away from the "old beaten trail," but since the new road is thoroughly established, we and you will find some shining stars of new truths develop under this new method of curing refraction without glasses.

[To be continued]

THE DOCTOR'S LIBRARY

McConnell & Teall's Practice Revised Edition is a Great Book

We have been a long time commenting on the new Fourth Edition of the Practice of Osteopathic Medicine by新年 and Teall simply because Major Janisch, the publisher, in the midst of his many activities for osteopathic supply and advancement from his book-table-and-instrument emporium by the Wabash tracks at Kirksville, forgot to send us a copy for review. Of course an editor seldom buys a book for review purposes. But we would buy this book in a hurry if we couldn't get it any other way.

Come to think of it, John never did send us a review copy. It was Dr. George A. Still who sent it on as soon as he heard us complaining that we had never seen the new edition.

The book is a great credit to its authors, Dr. Carl P. McConnell and Professor Charles C. Teall. They have prepared chapters on various specialties. This is a very valuable part of the book and alone makes such a textbook as this new one a permanent place in the history of osteopathy, one that will be invaluable to an osteopath without glasses.

It is the first time any such textbook has brought the book out. He should be rewarded financially in the sale of the book. Janisch had more for the book than for Janisch to have your money. Mind that! The authors' chapters are all invaluable, covering such subjects as osteopathic etiology and pathology, diagnosis and prognosis, techniques, osteopathic centers, etc. There are 21 other good chapters in Part I covering such subjects as spinal curvature, sprains, flat foot, postural defects, prolapsed organs, hiccoughs, hemorrhages, varicose veins, etc.

The departments contributed by collaborators are all especially fine. Dr. George M. Still's chapter on Post Operative Treatment brings a new object of value into our textbook literature which presents lists of ailments for which glasses are not a factor for the availability of our therapeutics for every hospital of the world, instead of the organized hospital boycott which the AMA is trying to put into effect in this country, and will gratify other osteopathic physicians on earth could profitably be kept busy in hospitals doing excellent post-operative work, thus sparing mankind the pains and dangers of the vomiting, backache and headache, neuritis, phlebitis, nephritis, pleurisy and pneumonia ordinarily liable in surgical work, but practically abolished where surgical cases receive adequate osteopathic preparation and after care. It seems to us that to Dr. George Still we owe thanks.

The new book is a valuable addition to the library of the osteopathic profession but work out, prove and report this important chapter of osteopathic efficiency in pre and post-operative cases, he would have done more for the profession.

Dr. George M. McCole has a beautiful chapter on influenza which is a recast of his noteworthy and comprehensive paper on that subject which appeared in The Osteopath during the pandemic. We do not like to play favorites by pointing out the merits of just one of these superb chapters and not all, for all of them are as good as good. But our space is limited. Besides, all "live ones" will see the book anyhow. In this list also, we have Dr. W. D. McConnell's effort in Infectious Diseases; Dr. J. Deason on Ear,
The AMERICAN SCHOOL of OSTEOPATHY

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THE OSTEOPATHIC PHYSICIAN

Nose and Throat; Dr. L. Van H. Gerding and Dr. G. Hildreth on Mental Diseases; Dr. H. S. Hain on Deformities; Dr. Earl R. Hobkins on Diseases of the Blood; Dr. Chas. J. Mustard on Diseases of the Stomach; and Dr. Charles C. Teel on Ophthalmology in orthopedic work.

Dr. H. S. Hain of the ASO faculty furnishes a truly beautiful department on Orthopedic Surgery. It is worth the price of the whole book. He points out that it is only a short step from orthopedic surgery whose technique consists of passive manipulations, designed to render the organism normal, will enable it to overcome or adapt itself to the disturbed structure, to using the orthopedists’ paraphernalia of instruments, mechanical appliances and plaster casts, to help on our work. He points out that orthopedists with their peculiar point of view are better prepared and more adapted to deal with the mechanical problems of orthopedic surgery than any other known therapists. Also, that in many conditions originally treated by orthopedic methods subsequent osteopathic manipulations obtain better and more lasting results. There are possible errors in diagnosis and treatment of tuberculous conditions of the spine, bones, joints, primary spinal curvature, etc., the D.O. ought to be fully conversant with. This chapter will help our practitioners a lot.

A thing of much value in this fortunate reappearance of McConnell & Teall’s text book on the Practice of Osteopathy is that it is now available again as a school textbook, and that college in our ranks which does not use it in future will have a hard job explaining why. We must not allow osteopathic classes to go out of print. Major Janisch is a hero for helping the profession keep its valuable texts coming out in revised editions.

Now, John, give The OP a bigger ad. You deserve all we say don’t you, but we deserve a big ad also. Or—what would be more acceptable to us for a capitalist like you, buy a $1,000 Hunting Building Corporation Bond.

FIELD COMMENT ON LIVE TOPICS

The Invaluable Service Osteopathy Can Render Big Business

By Dan C. McCowan, D. O., M. D., Chicago

In an article some months back I mentioned the fact that I had been connected with industrial work practically ever since I graduated from the A.S.O., being the first osteopath to receive an appointment on the medical staff of a large railroad system, namely, the Chicago, Rock Island & Pacific. I was appointed as a specialist to do osteopathic or manipulative work and a large number of cases were referred to me. I was then a young man and the surgeons along the line, especially the local surgeons at Blue Island (Chicago), which is the terminal and yards for the road, at which place I lived. In fact, practically all their old, bad fracture cases—lame back, sprained knee and ankle, sciatica, lumbar, railway-spine cases, etc.—were referred to me.

In discussing my experiences in this work I refer to cases, just as they appear on my records.

Case 1. Referred by Chief Surgeon, to be treated for lame knee of 8 years standing. I found nothing wrong with the knee, but the trouble was in the ligaments of the hip joint which were shortened and thickened. I stretched and loosened the ligaments of hip. Knee trouble cleared up. By the way, this man was Mr. B., the chief road master.

Case 2. Referred to me by a local surgeon. History of being thrown across the caboose from sudden stopping of train, striking his back against a desk. I found no bony lesion, simply hard, board-like contracted lumbar muscles. Relaxing treatment to loosen up muscles cured this man in three days.

I always treat these cases daily. In my opinion, this was a case of simple lumbago, and in industrial work we have a great many cases come to us with a history of stepping down an unexpected distance, or lifting some object from which they can not bend over or, once over, cannot straighten up. These cases usually clear up in two or three days under a simple relaxing treatment, but under the old medical treatment they are laid up for weeks and they have been the cause of a great deal of friction in the claims department, not to say also loss through litigation and damages.

Case 3. Had been disabled fourteen months. Referred to me by the Chief Surgeon to treat for sciatica. He was bent over to one side; came up the stairs, one foot at a time. He could not lift his foot on the affected side two inches off the ground. Examination showed an innominate posterior—yet the company had negative x-rays to indicate that nothing was wrong! I corrected the lesion in three treatments and the man was well and back on the job in a week. Who’s right—skigram or osteopath?

While I am talking about sciatica let me add that in a hundred or more cases I found and demonstrated to my own satisfaction, by actual measurements a lesion at the sacro-iliac joint in at least 90 per cent.

Case 4. Referred by Chief Surgeon, case of a lame knee. History of jumping over a fence and lighting on cement sidewalk (which unexpectedly was found to be a foot lower on the other side) and tearing his knee. Found external lateral ligaments very sore and some discoloration. Probably had torn some of the fibers loose and badly sprain­ed the ligaments. These are very difficult cases and are the bane of the industrial surgeons. As quickly as they find it is a knee case of any length of disability they shake their heads and yet the Claims Department wants reports every week and is wanting to know when is the man going back to work.

While Nature provides two external lateral ligaments and only one internal ligament, it is usually the externals that suffer; but if you will drop a plumb line down from the center of the hip, you will see why that is. But the difficult side of it is from the industrial...
The Osteopathic Physician

Advantages of the "Mailing List" Plan for Osteopathic Physicians

Some Chiro Advice to Osteopathy

The Osteopathic Physician (August, 1929) has some interesting sidelights.

I'll give you some of them.

List: F. 9 South Clinton St., Chicago.

Relieving yourself of looking after addressing, etc., means more time for productive practice work. Conserving practice time is highly important. It is the time in which you make your income.

Regular monthly mailings to a selected list of persons produce best educational results and largest winning of new patients.

Special facilities and large volume enables us to do addressing, inserting and stamp-affixing at rock-bottom cost. We do it at much less expense than you can do it and we give you the benefit.

We recommend the "Mail List" plan. It is economical and efficient. The addressing is done neatly and accurately. Our "cross check" system automatically pre-arranges the mailing.

We will mail a complete set of our 23 new "Harvest Leaflets" to you for 30 cents. This includes 6 folders of 1-page size: 6 of 4-page size; 7 of 6-page size; and 4 of 8-page size—23 osteopathic messages in all.

Get a Sample Set of "Harvest Leaflets"

We will mail a complete set of our 23 new "Harvest Leaflets" to you for 30 cents. This includes 6 folders of 1-page size: 6 of 4-page size; 7 of 6-page size; and 4 of 8-page size—23 osteopathic messages in all.

Get this set, see what wonderful attention-getters, osteopathic educators, and practice-getters these are, and then let us supply you with a "Harvest Campaign".

The Bunting Publications, Inc., 9 So. Clinton Street, Chicago.

Some Chiro Advice to Osteopathy

[From Fountain Head News, 9 South Clinton St., Chicago.]

"Now—What Do You Think of That?"

The Osteopathic Physician (August, 1929) has some interesting sidelights.

I'll give you some of them.

List: F. 9 South Clinton St., Chicago.

I'll give you some of them.

List: F. 9 South Clinton St., Chicago.

I'll give you some of them.

List: F. 9 South Clinton St., Chicago.
And, if I again might be so liberal, I would like to suggest to the osteopathic schools that they get something the public wants; 2nd, quit advertising Chiropractic and chiropractors; 3rd, build their schools-LARGER rather than cutting down the number (as suggested); 4th, that they quit hammering us as the medics used to hammer them; 5th, that they reduce the educational killing requirements now imposed upon themselves at their own request by osteopathic legislation; 6th, that they become more liberal in building up osteopathy and that they leave chiropractic alone—if any one of these simple things were followed we believe that osteopathy could become more than it is in a quicker time than it is.

**THE FRUITS of STATE MEDICINE**

Doctor-Dentist-Nurse-Drug House Union to Strangle Mechanical Healing

(From the Jersey Journal, Dec. 30)

In co-operation with a State-wide movement for the banding together of physicians, dentists, druggists and nurses in a campaign against quacks and health regulations, members of these four professions in Hudson County organized a professional guild to further these ends at a meeting held in the Jersey City Elks’ club-house last night, at which were present representatives of the Hudson County Medical Society, Hudson County Dental Association, Hudson County Pharmaceutical Society and the Nurses’ Club. The guild will aim to curb chiropractors and others by legislation.

Dr. Frederick J. Quigley of Union Hill, president of the Hudson County Medical Society, was chosen president; Dr. Thomas C. Armstrong of the Hudson County Dental Association, vice-president; Miss Ada M. Shute of the Hudson County Tuberculosis Hospital, secretary and Harry E. Bischoff of the Hudson County Pharmaceutical Society, treasurer.

Dr. Thomas C. Armstrong, Miss E. Louise Knowles, Frank O. Cole and Dr. Henry Spence were named a committee to draft a constitution and by-laws. The committee will hold a meeting Thursday night to inaugurate this work.

Much enthusiasm was displayed at the organization meeting of the guild, and talks on the work were made by Dr. Quigley, Dr. Olpp (Congressman-elect from the Eleventh Congressional District), Dr. D. C. English of New Brunswick, Harry W. Crooks, president of the New Jersey Pharmaceutical Society and Joseph H. Guggenhielm, executive secretary and State organizer of the welfare committee of the Medical Society of New Jersey.

A campaign of education is planned by the guild, that legislation may be obtained which will keep up the educational standard for all who would practice the art of healing. It is also intended to safeguard present health laws of the State and to take a more active interest in the administration of health laws and in the administration of State institutions in which health matters figure.

Prior to the meeting a conference was held by the committee from the Medical Society with the Hudson County Assembly delegation in the forthcoming Legislature. Matters of health legislation were discussed and the medical men outlined their ideas on health legislation.

Newark, Dec. 28.—Charges that the organization of physicians by county units is a device with which to override the legislation, were made today by Dr. Ruland W. Lee, president of the Amalgamated Chiropractors’ Association, in warning against attempts to break down the chiropractic regulation law now on the statute books.

This method of organization was not contemplated, he said, “until after Senate Bill No. 2 of the 1920 session was passed by the two houses of the Legislature and signed by the Governor. The county guild system, to

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

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

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

For full information address

The College of Osteopathic Physicians and Surgeons

300 San Fernando Building, Los Angeles, California
Woes of a “Regular” Who Recognized an Osteopath

[From the Raleigh (N. C.) News-Observer.]

Because of his continued practice with Dr. Harold Glascock, who according to the construction put on his treatment by the Wake County Medical Society, is still practicing osteopathy, Dr. Ivan M. Procter was asked by the board of censors to discontinue his practice of osteopathy. An affidavit was introduced from the society in a letter from the secretary notifying the latter had severed his connection with the Osteopathic Physicians at that time he announced that he had severed all professional relations with osteopathic physicians, that he had erased all words and letters pertaining to osteopathy from the windows of his office and from all professional papers, that he had resigned his membership in osteopathic societies, both state and national, that he is practicing under the degree of M.D., that it is his purpose to be governed by the code of ethics of the American Medical Association. The society took no action toward taking him in as a member, however.

Later in the month Dr. Ivan Procter, who had been associated with Dr. Glascock before the latter’s conviction by the Osteopathic Society, was called to account by the society in a letter from the secretary notifying him that the society had been informed that he was practicing and working with parties who were practicing sectarian medicine and that the board of censors was requested to investigate the report and recommend action to the society.

To this communication Dr. Procter, who had been practicing sectarian medicine himself pleaded guilty to having and working with parties who were. He offered his apologies to the society and stated that on January 7th, he had severed all connection with the men who were practicing sectarian medicine.

In March, following a report from the board of censors sustaining the charges against Dr. Procter, he was suspended from the society for a period of two years. The board of censors reported that the members had received information that one of the physicians with whom Dr. Procter is practicing has not discontinued sectarian medicine. The board stated that it did not know if this is true or not true, but for that reason asked a suspension for this period of time.

The reinstatement of Dr. Procter was considered in October, but was continued for lack of evidence and in November the young physician submitted a statement that he is practicing ethical medicine in every sense of the word and that his associate, Dr. Harold Glascock, has discontinued the practice of sectarian medicine and is keeping strictly to the promises which would allow of his re-instatement.

In refusing to reinstate Dr. Procter the society based its action on its conception of osteopathy which it is claimed Dr. Glascock is still practicing, because in his treatment of cases he continues to use methods which he used in osteopathy. An affidavit was introduced from a person who has recently been a patient of Dr. Glascock to the effect that he had received treatment in September, 1920, which he thought to be osteopathic.

Dr. Ivan Procter is the son of Mr. and Mrs. W. F. Procter of Raleigh. He is a graduate of the University of Pennsylvania Medical School of the class of 1915. After serving two years with the navy during the war, Dr. Procter came to Raleigh in October, 1919, and since then, his practice of medicine, limited himself to diseases of women and obstetrics. He is asso­ciated with Dr. Harold Glascock in the new Mary Elizabeth Hospital on North Person Street.

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and other fevers and diseases prevalent at this season

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

Samples prepaid upon request

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

For Business People—By Business People

Western Osteopath

You will all want to live in the West some time. Get acquainted by reading the official journal of California and the Western States Association.

New Department of Professional Education. Dr. Harry Forbes, beginning the first of the year.

Series of Articles on Palpation Dr. H. V. Halladay
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Besides these departments, contributions from Drs. Ruddy, Atzen, Brigham, Chandler, Waldo, etc. Also What Our Women D.O.'s Are Doing and A Column of Every Day Technique.

If this interests you for 1921, send $2.00 at once.

THE WESTERN OSTEOPATH
809 First National Bank Bldg., OAKLAND, CALIF.
C. J. Gaddis, D. O., Editor

Chicago Girl Born Deaf Cured Like Spanish Prince

[From the Chicago Herald and Examiner]

Some time ago the Herald and Examiner printed a story of the Queen of Spain's son, Prince Jaime, who was born deaf and dumb. Through osteopathic treatment he learned to hear and talk.

Last June a pretty brown-eyed girl came to work at the Typewriter Emporium, which employs many girls. She used to watch them as they gathered in knots at the noon hour. From the movement of their lips she knew they were talking of beaux and parties and clothes. She was as sweet as any of them, but she did not belong to their world. She was one of the silent people who are born without the sense of hearing and speech.

Gets Fairy Godfather
James P. Ward, her employer, and vice-president of the company, had read of the Spanish prince's miraculous cure. There was no royal mother to command the services of a specialist, as he played fairy godfather to "Little Annie" Manderson.

Mr. Ward arranged with Dr. Earl J. Drinkall to give Anna treatments every week. That was in July. Today Anna hears as well as any of the girls at the Typewriter Emporium. She has a beaux and at noon hour she joins in the gabfest of beaux and parties and clothes.

Plan Free Osteopathic Deaf and Dumb Clinic
Mr. Ward and Mr. Drinkall are trying to arrange for a free clinic at the Ephpheta School for the deaf, 3100 N. Crawford ave., where Anna Manderson was raised.

More than 125 children are cared for at the school each year, many of them charity cases. They are given an elementary education and a business course. The girls are taught domestic science and sewing in addition, and the boys fancy wood carving and mechanics.—Jan. 7th.
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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. A full sized package for yourself, and samples for your patients, cheerfully sent prepaid, upon request. We want YOU to know Delisco.


To get the Full Value out of
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The monthly magazine service

1—Use it regularly each month on annual contract. Use a sufficient quantity. (You get them at a lower price and win bigger results by operating on annual contract.)

2—Have every copy go out bearing your professional card. (We make no charge for imprinting your card on annual contract.)

3—Let us mail it out from this office to your list of names thus insuring regularity. (Each envelope addressed individually on the typewriter, and typewritten copy of your list furnished for revision when requested. We do the complete job for you cheaper and better than you can do it yourself. Save yourself time and bother.)

4—If you want quick and big results, follow up this magazine at periods of one week with additional mailings of our new “Harvest Leaflets” which you can use in quantities cheaply.

This plan used with intelligence, discretion and vigor can not fail to win a harvest for osteopathy and the osteopath who makes the campaign in any locality where it is applied.

Remember that we, as an Agency, offer you a complete Advertising and Practice-Promotion Service—we furnish you Original Plans, Peerless Media and even Effect Distribution for you. For the kind of service rendered our charge is lower than that of any expert advertising agency on earth. Twenty years of success at it!

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THE OSTEOPATHIC PHYSICIAN

The Organ of News and Opinion for the Profession

Published on the 15th of Every Month By THE BUNTING PUBLICATIONS, 9 S. Clinton St., Chicago, Illinois, U.S.A. Summer Annual Subscription Price $5.00. A.R. M. D., D.O., Editor and Manager; Ralph Arnold Business Manager. Subscription price in the United States $3.00 per annum. In Canada $5.25. In other countries, remit in common way $3.00. Advertising Rates on Application. Copyright, 1920 by The Bunting Publications.

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EDITORIAL

Fairness, Freedom, Fearlessness

"How to the line, lot chips fall where they will." Vol. XXXIX January, 1921 No. 1

DR. HANSEN'S PIONEER INDUSTRIAL WORK

Dr. Edward N. Hansen of Pittsburgh, Pa., who we believe was the pioneer osteopath to engage in industrial work, who wrote a very interesting article before the American Physical Therapy Association this summer, and who is the efficient engineer for a big Pittsburgh steel concern, has promised to write again of his work in this field in an early OP. It is but fair to Dr. Hansen to explain that the article we printed from his trusty Remington was pounded out three years ago but had never been printed before, and the value of the story had not deteriorated any in that time, so we were glad to print it. We hope soon to be able to bring his industrial experiences up to date, as he is still on the job. Come again, Dr. Hansen.

ADVERTISING IS THE FUNCTION OF "LIVE ONES"

Nothing that is worth advertising has found present printing and publishing costs a deterrent to active campaigning. In fact, at present top-prices of paper, printing and all that goes into publicity, more than double the amount of advertising is going on in America than was ever attempted before, and the value of the story had not deteriorated any in that time, so we were glad to print it. We hope soon to be able to bring his industrial experiences up to date, as he is still on the job. Come again, Dr. Hansen.

If the doctor's answer in his own mind and heart to each of these questions is "no", he surely ought to quit advertising. It would be useless, for its purposes. Advertising is not for "dead ones." The same money could be spent for a nice lot and monument in some quiet cemetery where the high costs of living and the structure would never have to be faced. If osteopathy is not to be left to fight a slow retreat it must be carried forward. Publicity is the most necessary thing in fighting for this advancement. Every osteopath knows this. Good osteopathic magazine campaigning is not only the best of publicity for the practitioner but it has the merit of paying its own way and leaving a profit besides when scientifically

directed. Of course if stingy in the use of such advertising, an osteopath cannot expect any conspicuous victory. Most things are proportionational to their causes in this world. So is advertising success. The only person who ever wants to advertise his practice completely is the one who has not used enough of it in the right way to get a generous harvest. He is in the plight of the man who has committed suicide by treatments on his own prescription. The osteopath who uses enough field literature to create genuine osteopathic revivals in the localities never bother about costs, for such advertising provides its own costs, along with definite profits in addition.

Advertising is the most necessary thing in fighting for this advancement. Every osteopath knows this. Good osteopathic magazine campaigning is not only the best of publicity for the practitioner but it has the merit of paying its own way and leaving a profit besides when scientifically

much out of the way. We have bought our challenge for a while when prices had receded before another round began upward under the impetus of the new stiffening demand sure to come with the returning bluebirds and Spring operations.

There is just one problem about it all and that is, it makes our material and labor bills fall eternally. We have anticipated. Many of our bonds have been sold on the four month (or even longer term) payment plans. $19,900 of bonds yet remain to be sold. So we really need to realize our money from bond sales just as fast as we can do it. All customers who are making installment payments are urged to pay up at once, as they can do it, so.

We have by now 38 per cent of our bond issue yet to sell! We will greatly appreciate it if all who have the money to invest will buy one or more bonds. Every single $100 helps. One hundred and ninety-nine osteopaths, taking one bond apiece, could close out this flotation for us with ease in the present month. $200 apiece is even better. If you already have made a purchase and can take another bond we bid you welcome. Every additional bond bought helps. The quicker you can write us "Bais" to this transaction the lower the percentage cost is to us for raising this money.

Floating bond issue we now regard as a first class success, and the finish should be easy to achieve and it will be, with your help. But all have as long a hold off who want a hand in this meritorious enterprise. Other bonds should act this present month. May we be gladdened by receiving your subscription for at least one $100 bond? Or will you make it $200?

HELP US PUT IT OVER BY MARCH 31

We have sold more than 60 per cent of our Bunting Corporation 7 per cent first mortgage real estate gold bonds. Less than 40 per cent of the bond issue remains to be placed. This means that the big part of the job is already done and the rest should come more easily and quickly.

We want to complete bond sales by March 31st, 1921. We must do so.

Will you help us do it?

Will you be one of 199 osteopaths to take $100 bonds each? Will you be one of 99 osteopaths to take $200 bonds each? Will you be one of 49 osteopaths to take $500 bonds each? Will you be one of 20 osteopaths to take $1,000 bonds each? Would you finish with the flotation by March 31st.

Help us put it over in entirety and with distinct success by the first of April next! We must do it!

Giving us such co-operation gives you entire safety in your investment and pays you 7 per cent. It redeems your investment ultimately at 102.

Help us achieve our goal for that is helping the Bunting Publicity Service to advertise osteopathy to all the world.

Dr. George W. Goode Attacks Bills Prepared for Congress

A "conspiracy" on the part of allopathic doctors to dominate the practice of medicine in the United States, to the exclusion of all other schools of medicine. Less than 40 per cent of the bond issue remains to be placed. This means that the big part of the job is already done and the rest should come more easily and quickly.

Dr. Goode attacked the bills now being prepared for passage in Congress for the establishment of a federal department of health. The
THE OSTEOPATHIC PHYSICIAN

Some Doctor's Offices

I

The Girl at the Desk

John Barr, D.O.

There are many things from which one may read a man's character, but if that man happens to be a physician, one of his truest earmarks is his office. It has been my privilege in the course of several years of professional existence, to visit my conference through the United States and many a time the doctor's office has given him away before he appeared on the scene.

There is a certain thrill, experienced by all too few of us, to be had upon entering a strange office with the expectation of meeting one of whose writings we have a deep regard. And if you enter the place where he does his work, you get at once the first impression which is so valuable and so lasting.

Now the girl at the desk enters very promptly into the first impression, more prominently than anything else. For she is, as far as I am concerned, a living, thinking, speaking human being. It is true, she is not apt to chew gum, except in fiction, but she does do so many other things that are just as interesting. She often is the man on the other side of the private door who thinks he is making.

Personally, I like the girl that likes me—or lets on that she does. We don't find "Welcome" written on the office door mat any more but we do like to see it written in the smile of the girl at the desk.

There are some very clever girls, I am told, who are veritable jewels because of their ability to read the usher into the inner chamber. In fact, I know there are some such because I have given them the "sizing up" process. To me it is a tripe painful to discover that I am the subject of an internal debate, the result of which will tentatively place me in the three or four dollar a treatment class.

Perhaps I am actually conscious of such mental grading and ticketing processes and yet I think the average patient is as well able to read the girl at the desk as that girl is to read the average patient. Cleverness is all right as long as it is unobtrusive but some of the office girls I have met have chewed their cleverness in my face rather than their gum.

Then there is the girl who is almost if not as cool and distant as her master. Now I gladly take off my hat to any professional brother who has made a marked success in his particular field. Such is an achievement worthy of more than passing notice. And it is true I take off my hat on entering any man's office, whether the girl happens to be at the desk or not. But I humbly protest against any mental or spiritual exercise. I know as some offering to the guardian of the great. Let me save it for its proper place within the inner sanctum.

And yet if it is a little difficult to get past some of these cooedly marvellous defenders of the inner chamber, still how vaguely stressful is the office of any professional friend. And before you grasp his hand, as you enter the place where he does his work, you get at once the first impression which is so valuable and so lasting.

Little Stories of the Clinic

By C. W. Young, D.O., Grand Junction, Colorado.

Story No. 19

Dr. L., an osteopathic physician, had been troubled with constipation ever since childhood. She had taken osteopathic adjustment very extensively, trying fifteen different osteopaths, but never received anything but palliative relief. She was annoyed every day of her life with a nagging pain in the sigmoid flexure. With great reluctance she put herself under my treatment with the Hubbell dilators. I inserted the dilators past the splenic flexure eight or ten times. The insertion was unpleasant but there was no pain after removal of the instrument. There was considerable resistance in the sigmoid flexure, and there were two strictures in the descending colon, and a stricture of the splenic flexure.

Three years after the treatment, the patient reported that she was relieved in a large measure of her constipation, and entirely relieved of the pain in the sigmoid flexure. An x-ray of the bowel taken at this time disclosed nothing abnormal.

Story No. 20

Mrs. C., for years had suffered greatly with mucous colitis. Usually in the fall of the year great plagues of mucus would form in the colon and this would confine her to her bed for weeks at a time, and the mucous was removed with extreme difficulty. I used the Hubbell dilators four or five times. They caused much pain to the tender bowel, but they broke up and made possible much freer bowel movement.

This treatment was followed with frequent use of Noble's enema consisting of one gallon of hot water; one tablespoonful of turpentine; one tablespoonful of lemon; and eight ounces glycerine. She also ate two tablespoonfuls of raw flaxseed every morning. In course of time the mucous colitis disappeared.

Nora: Colon dilatation, Noble's enemas and flaxseed are invaluable for mucous colitis, one of the physician's bugbears.

Harvest Leaflets Appreciated

Herewith first quarterly order for "Harvest Leaflets", 2,000 assorted. They are fine. I hope you will sell a million a month even now. They should help us greatly in putting osteopathy on the map.---R. B. Buehler, D.O., New York City, November 25th.

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

Bunting Building Corporation Gold Bonds pay 7 per cent and are in denominations of $100. Give yourself one for Christmas.
The Osteopathic Physician

Came Up One Third

Yes, I raised my fees in 1919 by 33\frac{1}{3}\% and I haven't lost a patient by it that I have learned.—Stella C. Thurman, D.O., Americas, Georgia.

Fees Up?

Since writing you last I have again advanced my fees so that now my minimum office fee is $2.50 and minimum house fee is $4.50. There is an additional charge for evening appointments.—Dr. W. L. Laslett, West Roxbury, Mass.

No Set Scale of Charges

As to fees: I don't say much, but long ago I ceased to have a set of permanent fees regardless of work done. My minimum fee was $2.00 long ago but it was mostly $5.00. Sometimes I charge by the hour. I have received as high as $1,000 for a single case that required four months' treatment. Many patients come to me from surrounding towns and cities. I am learning to charge a fee commensurate with services rendered and the circumstances of the patients. I am not surprised at the increased cost in producing "Osteopathic Health" and of your advanced rates. I expected it long ago. Continue supplying my 800 magazines a month at the new rate, just the same.—Reid Kellogg, D.O., Woonsocket, R. I., December 17th.

Harry Finds $2 Per Profitable

I have been much interested in your replies published concerning raising rates. As a supporter of the doctrine that seeing is believing, so he has had the doctrine that seeing is believing, so he has had a set of permanent rates. My fees are $3.00 or $5.00 and for the most part a little in advance of every other commodity; we merely posted a list of our prices in our offices and had our statements of account printed accordingly, we all did this simultaneously of course. We may have no effort to cooperate with medics as to prices but always aim to keep ours as high as theirs and for the most part a little in advance of theirs. As for the chiro's we regard them altogether; they charge most any old thing from $1.00 to $2.00.—W. S. Childs, D.O., Salina, Kansas.

Fees in Country and City

Is it not better to charge $2.00 per and make a living than to charge $5.00 and starve? Is it not wise to introduce a commodity in a new town?—Raising prices has not decreased the volume of practice for either of us is enjoying a better practice every year than for the preceding one. In making the change to a higher price we encountered almost no difficulty as people seemd just as proficient if not quite so articulate to say as to prices and I haven't lost a patient by it that I can't live on $2.00 per treatment rates. Last night after supper I gave three office treatments, four bedside treatments at $2.50 each, then a confinement case at $25.00 and was abed before 11 p.m. $41.00 after supper is more than the average wage earner makes in a week. Good rates should be demanded. It is too bad that effective treatments in shorter time, with less effort expended, and endeavor to reach as many sufferers as possible, that they may know my position well enough on this subject that I need not dwell longer.—Harry W. Gamble, D.O., Missouri Valley, Iowa.

Dr. W. S. Childs, Salina, Kansas

In this town of 15,000 where there are four osteopaths and three chriosophers, we raised our fees about a year ago as follows: Regular office treatment, $2.50 (no increase). City calls from $2.50 to $3.00 and $2.50. Country calls from 50 cents per mile (one way) to $1.00; special work according to the case but represenng an increase of about 50 per cent.

Gosh! Germs Big as Crocodiles!

One of the features of the convention of the American Association for the Advancement of Science at Chicago in December was the exhibit of the Society for Visual Education, Professor F. R. Moulton of the University of Chicago, Spring of 1919, do I dare to call it oiling? No, it is not Eden, but is "Out Where the Joys of the Country Doctor

Dr. Harry J. Roehly, D.O., Bendix, Mass.

Could Not Make a "Go" at $2.00

When I located here just a year ago, I set my fees: Office, $2.50; residence, $3.00; late night calls $5.00; $1.00 per mile in the country. No business was ever done by me although many people formerly treated in nearly neighboring towns, since most D.O.'s charge $2.00. I have a good practice but wouldn't be able to make any large profits if the fee was $2.50 and $2.50. I do not want to lower my fees any with the general lowering of commodity prices now in progress in the country.—C. W. Starr, D.O., Hardin, Montana.

The Osteopathic Physician

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Could Not Make a "Go" at $2.00

When I located here just a year ago, I set my fees: Office, $2.50; residence, $3.00; late night calls $5.00; $1.00 per mile in the country. No business was ever done by me although many people formerly treated in nearly neighboring towns, since most D.O.'s charge $2.00. I have a good practice but wouldn't be able to make any large profits if the fee was $2.50 and $2.50. I do not want to lower my fees any with the general lowering of commodity prices now in progress in the country.—C. W. Starr, D.O., Hardin, Montana.
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.
Are Chiroprs Against Bathing?

I just had a conversation with a lady who has taken chiro treatments in another state and who I recommended a daily bath to her. She said, "Why, the chiro said some people bathe themselves to death; and that is the reason people take cold—too frequent bathing; once a month is often enough except the odoriferous glands." I showed her where he was off and why. She is dark complexioned with a general stagnation in her system.

Our attitude toward these fakers has been the same as America with foreign immigration. It should have been strangled in infancy. So should they. Your paper is such an inspiration to me.—Emma Hoge Leigh, D.O., University Place, Nebr.

An Unusual Case of Blindness

A blind woman was brought to me for examination. History: "Four years ago I became blind following a severe attack of the grippe from which I almost died." I found the trouble to be an opaque condition of the humors within the eyeball obscuring vision completely. I believed it to be due to disturbance of the vasomotor center controlling circulation to the eye, muscular contraction in upper dorsal area being responsible. On her way home following the third treatment administered she was overcome with joy on discovering that she could read the letters on a billboard beside the road. She was dismissed after taking seventeen treatments. This woman came to me 14 years ago. Recently I made inquiry regarding her. She is now dead. Before her death she again lost her vision—probably due to the same cause. Eastern specialists pronounced her blindness paralysis of optic nerve and irreparable. Dr. Ella McNicoll, D. O., Frankfort, Ind.

Why Kiss the Hand that Holds a Dirk?

Dr. Robert H. Veitch, before the 19th annual meeting of the Massachusetts Osteopathic Society at the Lenox hotel, Boston, declared that 50 per cent of all people have hyper-acidity, an excess of acid in their systems, and that cancer of the intestines is caused by this trouble. He brought out that the "ailment" is not so often the result of other pathological conditions, as much as the cause of those conditions. Dr. Veitch said that such diseases as cancer, anaemia and other serious ailments might be due to too much acid in the system. The chief cause is over-eating. "We all eat too much," Dr. Veitch declared, "We do not properly chew our food. A greater amount is eaten than can be properly cared for." Another cause of super-acidity, he said, is stimulants, such as tea, coffee and tobacco. A third cause is the state of mind. Thinking evil thoughts helps to cause acidity, he declared, which may result in cancer and other serious diseases. This condition is always preceded by gastric catarrh or chronic cancers. The treatment is a milk diet. "Not puddings with milk in them, but just milk, from two to ten weeks, a glass every hour or hour and a half a day, taken warm or hot, but not boiling or cold with osteopathic treatment."

Acidosis Universalis

Dr. Robert H. Veitch, before the 19th annual meeting of the Massachusetts Osteopathic Society at the Lenox hotel, Boston, declared that 50 per cent of all people have hyper-acidity, an excess of acid in their systems, and that cancer of the intestines is caused by this trouble. He brought out that the "ailment" is not so often the result of other pathological conditions, as much as the cause of those conditions. Dr. Veitch said that such diseases as cancer, anaemia and other serious ailments might be due to too much acid in the system. The chief cause is over-eating. "We all eat too much," Dr. Veitch declared, "We do not properly chew our food. A greater amount is eaten than can be properly cared for." Another cause of super-acidity, he said, is stimulants, such as tea, coffee and tobacco. A third cause is the state of mind. Thinking evil thoughts helps to cause acidity, he declared, which may result in cancer and other serious diseases. This condition is always preceded by gastric catarrh or chronic cancers. The treatment is a milk diet. "Not puddings with milk in them, but just milk, from two to ten weeks, a glass every hour or hour and a half a day, taken warm or hot, but not boiling or cold with osteopathic treatment."
$450.00 De Luxe   or   $420.00 Nonpareil

Many users of McManis tables have expressed themselves that they would not take a Thousand dollars for their table if they could not get another.

It doesn’t take a thousand dollars: the above figures will get a table.

Complete features and attachments with either table.

A five year guarantee.

An eight per cent discount for cash.

McMANIS TABLE COMPANY
Kirksville, Mo., U. S. A.

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

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

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

In purity and oxygen-liberating power, Dioxogen exceeds U. S. Ph. standards for H₂O₂ by 25%.

Dioxogen is odorless, almost tasteless, and entirely free from acids and acetonilid.

It is also colorless and does not stain the skin.

Absolutely non-poisonous and non-irritating, Dioxogen is not only the most potent, but the safest and most harmless of antiseptics.

Applied to wounds, Dioxogen promptly destroys all bacteria, and stimulates the reparative processes of the tissues.

Dioxogen is the one powerful germicide at the physician’s command that can be freely used anywhere and anytime without the slightest danger.

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

The Oakland Chemical Co.  ∙  59 Fourth Avenue ∙  New York City
Swears of Mellin’s
When dubious over a babe’s diet, place him on Mellin’s Food, and you will usually win out.,—Harold A. Fenner, D.O., North Platte, Neb.

Never Criticize a D.O.
This thought comes to me—in fact, it’s a hobby of mine—Never criticise an osteopath. Your patient, most likely got things confused. We should appreciate a plenty in the medical profession. Let us be tolerant. Be more than criticise your osteopathic brother or sister. Let’s have team work.—W. T. Thomas, D.O., Tacoma, Wash.

Dr. Dowler to Bat!
Here’s my platform for a newer and greater osteopathy: “Pap” Still Osteopathy, independent therapy (the bony stuff), universal reciprocity, a key in what your ortho-text books, adopt uniform technique. Organize osteopathic protective association (as war measure against. A.M.A.) urge abolition of all examining boards, make college diploma only credential. Let’s go forward to osteopathy.—Yours for Medical Freedom.—A. S. Dowler, D.O., Perry, Iowa.

Vacation On Snow Shoes
We are up here at Algonquin Park, Ontario, for a week’s holiday. It is way North of Toronto—the provincial Park. It is great. We go out on snow-shoes and skies. I am enclosing a card to show you how it works. The Inn is nice, and the hospitality and crowds of lawyers, judges, business men and doctors. It is wonderful how osteopathy is becoming known. I left my office on Tuesday night after treating 62 that day and 51 the day before and the first day here they found out that I was around and I was pressed into service. One big man jumped with snow shoes on and sprained his knee. It swelled up to a great size and I had to reduce that. He was a Colonel. Next day another Colonel called for me to relieve his headache, a third man had lumbergo, etc. It is hard to get away from work.—Sincerely, F. P. Millard, D.O., Toronto.

Keep Off Tender Corns
I think we gain in strength in showing the advantage of osteopathy rather than slaming other doctrines. People of intelligence would draw their own conclusions and accept osteopathy more gracefully by so doing. I treat some families where there are M.D. friends or relatives and some presentations of osteopathic subjects, otherwise unobjectionable, would be absolutely discouraging and do us more harm than good. I have given my opinion freely and take it for granted that you are interested in the truth and sort of thing I think. Velma Isora Coye, D.O., Holley, New York.

Joy When the Lost Sheep Returns
I have decided to use the Bunting booklets. My patients have already selected. They to the fundamental principles of our Founder to be stolen without saying a word?—C. M. Buckley, D. O., Taos, New Mexico.

THE OSTEOPATHIC PHYSICIAN

A Prophecy
If we as an organized profession wish to exist more than twenty-five years there are two courses of action open to us:
1. Combine with other drugless healers, accept a limited practice, with limited education, carry onward our principles but sacrifice the osteopathy. Continue in opposition to medical autocracy.
2. Become a medical specialty, cultivate the friendship of the medical fraternity, continue our direct appeal to victims, and accept those referred to us by general practitioners. Thus carry on a development of our principles within the medical fold.—Neos.

New Jersey Strong for Model Bill
Simply every osteopath in this State favors the “Model Bill.” Every organization worker feels that it supplies in a most complete and comprehensive idea of the work in our new organization form. We have crossed our fingers in expectation thus making state societies sectional divisional parts of the A.O.A. Let us carry this one step further and mutually profit thru the exchange of ideas.

New Jersey expects to introduce the “Model Bill” this year. Our State has been divided into districts, with chairmen, captains and privates. In the December number of the A.O.A. Journal a description of our new organization form appears. Any who will read this will get a more comprehensive idea of the work in our State. If you note the five pieces of literature we expect to use, you will see they cover (1) Health, (2) Patients, (3) Adjustment; (4) Development; (5) Value. This does not detract from the value of “O.H.” in use. That is needed for follow-up since after planting the seed it needs cultivation. I prove my belief in this by using “OH.” If the whole country would concentrate upon the circulation of these the effect would be overwhelming and the understanding of Osteopathy as nearly perfect as we can expect.—Sincerely, A. P. Firth, D.O., State Legislative Chairman, Newark, N. J.

In Libraries and Congress
Another best thought: In view of present conditions and possible legislation, I have endeavored to make Osteopathy in every State Library and at Washington. Also to send catalogues and booklets showing our institutions and Woodall’s explanation to every member of Congress with a demand for a square deal.—Dr. Mary S. Crosswell, Farmington, Me.

Apropos of the General Magazine Advertising Plans
Allow me to stick my car in by saying one of the many successful ways to advertise osteopathy.

Have three of the men most constant in contact with you each copy of the Association’s:—

Fraternally, Robert J. Miller, Reading, Penn.

Shingles Data Wanted
Some good doctor give us an article on shingles.—W. I. Shaffer, D.O., Platte, Nebr.

An Osteopathic Summer Camp for Girls!
Do you know of any summer camp for girls which is essentially and exclusively osteopathic? Do you know any organized camp from the ages of twelve to fifteen years, have, besides the benefits of outdoor life, the constant attention of an osteopathic physician?

From my own experience I judge that among your patients there must be people to whom you would like to recommend “Camp Abenaki”, the Osteopathic Camp for Girls. It has been in place where healthful sport and open-air life are made available for the girl who is not as strong as the boy, who has the capacity to take care of herself; where co-operation with the home physician is the purpose, where case records are kept from an osteopathic point of view and a duplicate copy sent to the home physician at the end of the summer.

Briefly stated, our policy is to offer young girls a healthy, happy summer which will in­volve a sane use of their youthful energy, but which will not allow a nervous strain of the sort apt to be caused by competitive athletics.

With the exception of certain fundamental requirements for hygiene our regime will be flexible and adapted to build each girl up and fit her for the demands to be made upon her in the winter.

Camp Abenaki is in Reading, Maine, on Long Pond. The [April 22] facilities of osteopathy for a square of twelve to fifteen years, have, besides the

To quit or lessen osteopathic publicity is to beat a slow retreat.—Bunting.
“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. 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. 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. 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 600 surgical cases were handled, just as they came, with a mortality of but three in that number. Receipts for the year were over $105,000 — practically all of it Dr. Geo. M. Laughlin’s work.

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


For further information address Dr. George M. Laughlin, Kirksville, Mo.
THE PARADOX OF "MORE INCOME, LESS PHYSICAL LABOR"

It is possible for an osteopath who is being worked to death and yet can't pay his bills to reorganize his practice wisely while giving fewer treatments, yet do more good to his patients and increase his own income so that he will have money in the bank and be able to invest. This is not a fairy story. It is the application of personal efficiency and practice economics to your work, and you may become master of your own destiny instead of being its slave if you but will. The way has already been blocked out for you; the media of attaining such success are ready-made for you; others before you have tested the entire feasibility of what we offer you, and attest its sound, practical, successful workability. If this sort of ambitious achievement appeals to you, we invite you to write us for details.

AN ADVERTISING SURVEY FREE OF COST

We make a Practical Survey of your field and professional opportunity for you and create an individual plan to solve your own identical publicity and promotional needs. This plan enters upon the use of the Bunting Publicity Service you obtain—not printed merchandise merely, but actual planning of a complete course of advertising. You obtain as high-class, experienced and skillful professional service as is furnished today by any foremost commercial advertising agency. If you have the vision to command the bigger things in professional life and will write us and say so, we will make an Advertising Survey of your opportunities without cost to you that will show you just what steps are necessary to increase your prosperity. Of course you would have the leading role to play in this program; but if you can do your professional part as well as we manage and supply your publicity and promotional program, your achievement will assuredly become first-class.

NEWNESS IS THE LIFE OF ADVERTISING

Every month there is something new for the practitioner and the public. "Always something new" is a good way to stimulate reading attention. There is immensely better advertising power and pull in such a fresh type instead of reprinting from a classic, the real masterpiece, that will stand the test of time. The cost is much more costly to produce new literature every month and print fresh type instead of reprinting from electroplates; but the things that cost are usually the things which have value and pay the best on the outlay. However, this added cost of fresh creation and original production is distributed over the whole list of contract users of such a journalistic educational medium, so that the added cost is shared by many single users, like yourself, of your practice. This fact, along with that of course, is one of the superior advertising value of a fresh magazine over a patented book, is a good reason for considering. It is not what literature costs but what it produces for you that should engage your earnest consideration. "Harvest Leaflets" used in such a campaign as may be devised for your own individual needs by the Bunting Publicity Service represents the most scientific and practical osteopathic propaganda that has been created.

SPECIALISM IN ADVERTISING AS WELL AS MEDICINE

Every doctor knows the value of skilled professional service in the health field. Specialism is the key to all expert service. Osteopathy makes it doubly true, for no other school of healing, drug or non-drug, can offer you the advertising expert who gets enrolled in the law ever fails to provide other counsel to defend him. This principle involved also applies to advertising. All persons who have advertising to do have foolish clients if they run their own campaigns. The osteopath who "experts" his own advertising campaign is as foolish as the field-significant car acts as his own physician. When it comes down to professional service we all know the best advice is given to good doctors. Do you "go it blind" in your publicity efforts or use proven successful expert advertising service?

THE BEST SKILL OBTAINABLE IS NONE TOO GOOD

"The lawyer who pleads his own case at court has a fool for a client," is an old English maxim. It is true that no attorney who gets enrolled in the law ever fails to provide other counsel to defend him. This principle involved also applies to advertising. All persons who have advertising to do have foolish clients if they run their own campaigns. The osteopath who "experts" his own advertising campaign is as foolish as the field-significant car acts as his own physician. When it comes down to professional service we all know the best advice is given to good doctors. Do you "go it blind" in your publicity efforts or use proven successful expert advertising service?

"How much should I spend for publicity?"

That depends. Dr. Osteopath, upon just what you want to do. If you want to stand still, one dollar a month might answer. Really that kind of standing still, though, means slipping behind. For other schools of healing, drug and non-drug, are going ahead so fast these times that the D.O. who tries to stand still stands still only until with reference to that portion of the earth's crust which he occupies. With reference to the march of other therapies into recognition and public confidence, dollar-a-month investments in osteopathic publicity mean inglorious eclipse—of course, for the one who wants to maintain a prosperous practice.

A CAMPAIGN DEVISED TO FIT ANY PURSE

The Bunting Publicity Service can devise an educational campaign to fit any sized appropriation from one dollar a month up. Many of the biggest users of our Advertising Service today were very timid and frugal spenders at the start. But they got the confidence to plunge when they found our service for practice-building is a money-back proposition. It is an outlay to spend money for "general publicity" which brings little or no individual return and quite another thing to spend money on a care fully devised plan of "specialty advertising" which brings back the investment and along with it a rich professional and money increase to the individual.
Another New Catechism in the February "OH"

We find pleasure in presenting a new draught of an osteopathic catechism as the February installment of our Osteopathic Health educational service. It is the work of Dr. Leon E. Pratt and Dr. Still. This catechism will prove a welcome application of the Osteopathic Principle to the questions that your own callers and patients are everlastingly asking you. It answers these practical questions in a sensible way, in such a way as you would like to answer every person who puts such questions up to you, if you only had the time and mood to sit down and give your practice hours to lecturing.

Here are the questions which this magazine answers:

QUESTIONS OFTEN ASKED ABOUT OSTEOPATHY AND THEIR ANSWERS

What is Osteopathy?

How is an Osteopathic Treatment Given?

Do Osteopaths Accept the Germ Theory of Disease?

Can Children and Very Sick People Stand the Treatment?

How Does Treatment Affect the Spine?

Do Osteopaths Ever Use Drugs or Surgery?

What Aid Does Osteopathy Give Surgical Cases?

Why is "Mixing" Not Advantageous?

Some Historic Facts About Osteopathy.

Can Children and Very Sick People Stand the Treatment?

You can not begin the new year in a more auspicious way for your own professional advancement than by contracting to use the Bunting Publicity Service, a complete advertising and promotional service in every sense of the word, with 20 years of success behind it. Write us for particulars. This catechism will make a fine start for a year's publicity in your field.

Doubters Made Believers by Reading "SOMETHING WRONG"

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

"SOMETHING WRONG"

Price List:

Copies Cloth Only

100 $50.00

50 30.00

25 16.25

10 7.00

1 .75

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 Ten Dollars each or less if the balance is less than $10.00.

G. V. WEBSTER, D. O.

Carthage, N. Y.

A Part of Osteopathy

Dr. Charles J. Muttart, Philadelphia, an alumnus of the School of Orificial Surgery writing to a friend regarding our Course said:

"Orificial Surgery as I see it is the application of the Osteopathic Principle to the soft tissues and it is a great pity that Dr. Pratt and Dr. Still could not have combined their early efforts so that all Osteopathic Physicians could have the rounded out knowledge which this Course supplies."

"I recognize you as a man who is out for all the good things in diagnosis and therapeutics and I can assure you that you will never regret the time and money spent on this Course. The lessons are extremely practical and the papers are marked strictly and correctly. The object of the Course is to make you a better physician."

Ask us for opinions of other alumni

School of Orificial Surgery

Inc.

Utica Building Des Moines, Iowa

The Delaware Springs Sanitarium

Emphasizes Diagnosis, believing that a condition accurately diagnosed is half cured.

All modern facilities for diagnosis, as well as treatment, are found in our equipment.

Our institution has been inspected and endorsed by many of the best men in our profession.

THE DELAWARE SPRINGS SANITARIUM

Delaware, Ohio
We wish to announce to the profession that our Eye, Ear, Nose and Throat Department is now in charge of Dr. H. M. Ireland, formerly of the faculty of the Des Moines College. Dr. Ireland has just completed post-graduate work in Los Angeles.

Also our X-ray Department is now in charge of Dr. C. G. Tillman who served in the X-ray Department of the U.S. Army.

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

Accredited Training School for Nurses—Pupils Wanted.

SOUTHWESTERN OSTEOPATHIC SANITARIUM — Blackwell, Oklahoma

ASHEVILLE OSTEOPATHIC SANATORIUM

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

ELIZABETH E. SMITH, D. O. — Asheville, North Carolina

On the other hand printing labor wages indicate no decline to date. This is uneconomic, however, and publishers are as anxious as their customers to relief from present excessive labor costs in our field. We believe when present contracts are expired the tendency to improve has appeared, and we are quick to announce the good news and hope for more as coming.

If printing costs come down again materially of course all the osteopathic publishers, ourselves included, will give our field the benefit of a corresponding readjustment in prices.

For us, this means, of course, when we come to replenish our present stocks of paper. We have bought stocks under contract that will last us six months at the fat peak prices. Even if there were now to ensue a sudden cut in paper costs we could not enjoy the advantage of it for that period. But, just as we protected our customers against a tidal wave rising paper market for two years without shooting up our prices to them, when we were lucky enough to be able to draw on a long supply of paper which we had bought cheaply and stored, thus giving them the advantage of prices way below the market, so, now that we are using up paper, this is hopeful; but you are not to over-estimate its present meaning. When paper prices are up over 400 per cent above normal a drop of ten per cent still does not mean very much except as a rainbow of hope for the future. It means that the paper famine which was the basis of high prices must be easing up a bit. It gives hope of still more relief coming.
"My Gawd, How the Money Rolls In!"
—Old Song

Blessed is he who performs more than he promises. Dr. John B. Bluehler, of New York, is a man of that type. He promised to take $200 of our bonds at the last AOA convention. John made good. Then in November he made better by taking $200 more. In December he made best by sending in $400 more. January 7th he added a hyper—to his best by buying one bond more—nine bonds in all to the date of the 7th inst., and by the way that Dr. Bluehler is rolling in prosperity we wouldn't like to wager any odds that he won't make it an even $1,000 before he locks his Equitable vault box for the month.

"By their fruits ye shall know them." John, you challenge our admiration. If they want to know how you do it, just tell them the way you use "Osteopathic Health" and "Harvest Leaflets" as advance agents of your prosperity. What they do for you they will do for others.

Single Bond Buyers—May their Tribe Increase!

Enclosed find check for $100 in payment for one Bunting Building Corporation Bond. Best of success to you.—Very truly, Anita E. Johnson, D.O., Cleveland, Ohio.

We Pray More Prosperity for Kankakee

"Dear Bunting: I enclose my check for $500 for five of your good $100 first mortgage real estate gold bonds paying 7 per cent. I wish I had ten of them, and even twenty would not be too many to fill up the available space still in my safety deposit vault. I will be glad to do more in the way of purchases if the cash is forthcoming. Fraternally yours. J. F. Peck, D.O., Kankakee, Illinois."

One Good Bond Deserves Another

After wishing you and the staff all of the best for the season I would like one more bond for the $100 check enclosed.—Fraternally, A. H. McWilliams, D.O., Boston, Mass.

Takes Two Bonds for Herself

Dear Dr. Bunting: Instead of my sister, Miss Margaret and myself each taking a one-hundred dollar bond, I am taking them both and enclose my check for $100 in part payment. Please credit me with the same and send receipt and I hope to send the remainder to you by or before the end of January. With wishes for your success.—Fraternally, Helen M. Giddings, D.O., Cleveland, Ohio.

Take a Bond and Help Us Complete Our Flotation by March 31st.
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 brace 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 18 x 10 1/2 inches deep. Prices:

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

The M. C. Kimono Cabinet, including base, is 21 inches high, 18 inches wide, 13 1/2 inches deep. It holds 12 kimono boxes. Cabinets are carried in stock in mahogany finish only. Prices on other finishes furnished upon request.

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

- With base and one dozen kimono boxes: $24.00
- Cabinet and one dozen kimono boxes, without base: $28.50
- Cabinet without base or boxes: $14.00

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

Michigan City Paper Box Company
Michigan City, Indiana

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 of Graham or Whole wheat bread. 1 Box 25c Post Paid U. S. or Canada.

5 Boxes $1.00 Post Paid. Prices in quantities on request.

GILBERT BRAN-O-LAX COMPANY

Lynchburg, Va.

The Perfect Sight Restorer
Dr. Coxe's

For treatment of the eye. The eye cup fits over the closed eyelid, and by suction manipulates all structures of the eye; moulds the eyelid into its normal shape; establishes circulation of blood, and normal functioning of the nerves. Restores vision in far sight, near sight, Astigmatism, causes subnormal vision of Cataracts; relieves attacks of vertigo, sick headache, nervousness and other sensations 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

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

Dr. H. M. Grise Reports Two Smallpox Cases

I wish to report result of osteopathic treatment with two cases of smallpox in the recent epidemic in this city.

Case No. 1.—A girl, age 20 years, exposed to smallpox two to three weeks previous, vaccinated November 25th, 4:30 p.m. Just 24 hours later, patient had a temperature of 104°, all characteristic of variola. On second and third day of illness symptoms remained same, temperature 102°. Patient received osteopathic treatment each day. On fourth day of illness slight eruption appeared on neck and face and at hair lines. Temperature dropped to normal. Only a few of the skin lesions were as large as the typical variola lesion. The total number was 32. Above mentioned lesions passed through the four stages of development, macula papule, vesicle pustule and crust.

This patient contracted the disease from a brother whose case ran a typical variola course, well developed in every symptom. The father of both patients had M.D. attention same as the son. His was also a marked case. Flu premonitory symptoms were the same in all three cases.

Case No. 2.—Boy, age 15, had high temperature 103-4 for two days. Patient received two treatments per day. Temperature dropped third day. Eruptions appeared about 24, about half were typical lesions as to size and all passed through the usual stages.

As far as I have been able to ascertain the above two cases were the mildest of any considering the premonitory symptoms.

Surely no D.O. need fear variola. I believe in vaccination and did my share of it in the present epidemic.—H. W. Grise, Olney, Ill.

Intussusception Saved from Operation

Mrs. B., a married woman, mother of two daughters, had been treated for some little time with an M.D. The M. D. had refused to treat her any further unless she would submit to an operation for what he diagnosed as intestinal obstruction or intussusception. A night call came to me to go out and see the patient.

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Osteopathic Health
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If you are not using OFF in quantities monthly you should at least have one copy each month for your reception room your office table. Also you should read it each month. It will give you many good ideas for "talking" osteopathy to patients and office callers. Send $1.00 and let us enter your subscription.
case. I responded and found the woman in great distress from excess nausea and paroxysms of vomiting. Much colonic and distal ileum had been given. I made examination but could not assert that there was any complete obstruction to bowel action. The woman was very bilious and I determined that the constant vomiting was likely due to drug poisoning and regurgitation of bile into the stomach.

I gave treatment, directing attention to the splenic area, to the peritoneal, at the cervical region, and topical treatment to the jejunal tract, lifting the bowels upward and finally lifting the bowels upward and directing that water be given in sips at frequent intervals and a little lemon juice, although the stomach had been unable to bear even water without aggravating the vomiting.

Upon returning the following day I found the patient somewhat easier but still with considerable vomiting, distress and weakness. I gave similar treatment and directions. When entering the patient's room the next day she held out her hand to welcome me and looked and acted as if she were a different woman. The vomiting had ceased, normal action of the stomach and bowels were resuming. I gave a treatment the day following this patient went to work two days later in a tailor shop. This was the second time I saved this woman from an operation—the first time the menaces being that of a pelvic abscess—R. S. Shepard, D.O., Seattle, Washington.

In D.O. Land

Vermont Examination

The meeting of the Vermont State Board of Osteopathic Examination and Registration for the purpose of examination of applicants to practice Osteopathy in Vermont was held January 2nd and 3rd in Brattleboro.

L. D. Martin, D.O., Secretary.

Massachusetts Osteopathic Society Meeting

At the annual meeting of the Massachusetts Osteopathic Society in Boston January 4th, the following officers were elected: President, R. H. Williams, Smith; Vice-President, Dr. Myron A. Backer, Boston; Secretary, Dr. L. H. M. Meader, Lynn; Treasurer, Dr. Peter J. Knight, Hyde Park.

A Saponaceous Holiday


Second District Illinois Meeting

The Second District (Illinois) Osteopathic meeting was held on Thursday, January 6th, in Freeport at the Senate Hall, following a noon buzz hahnen. Program: "Fasting and Man's Correct Diet," as told in Gubernatorial Veto by R. B. Wright, Hyde Park.

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THE OSTEOPATHIC PHYSICIAN

practice of medicine and surgery, chiropractors cannot be licensed to practice in the state of Missouri.

**Boston Meeting**

The Boston Osteopathic Society held its December meeting, Saturday, December 18th at 8 p.m., in Boston Hall, corner of Boylston and Washington Streets, with Dr. H. W. Sutton, Simcoe, President, and Dr. R. B. Pearson, of Chicago, Secretary, in the chair.

Dr. E. W. Galbreath, D. O., of Norristown and Vicinity, read a paper in which he advocated the bill to be introduced into the Massachusetts Legislature which provides for the licensing of osteopaths and surgeons, either by registration or examination. The practice of medicine and surgery, chiropractors cannot be licensed to practice in the state of Missouri.

**Osteopath One of Notables**

Dr. Calvin E. Onum, osteopath of Norristown, Pennsylvania, was the subject of an article entitled “Notable of the Week” in a recent issue of The New York Times. Dr. Onum, and one of the leading practitioners of Pennsylvania, was one of the honored guests at a notable banquet held on Armistice Day. It was largely due to Dr. Onum’s unifying efforts that the Pennsylvania osteopathic bill, generally conceded to be the most satisfactory of any similar bill in any state in the Union, was passed, and that osteopathy is obtaining in that State the recognition and consideration that are undoubtedly due.

**Chiropractor Sent to Prison**

Dr. E. W. Galbreath, chiropractor at Vancouver, was arrested and sent to Olalla Prison Farm charged with threatening the life of a physician, Dr. J. E. Ramsey, of the Medical Act in the province of British Columbia. Chiropractors may claim to have been more to the public good than the public that supports the chiropractor for, if the public good is not to be over-estimated, then the chiropractor is a menace to the public welfare. All business and assembly meetings as well as the clinics will be held in the Hotel Wiscon. The clinic is to make plans now to attend this convention. Would you succeed in doing this? The writer does not put you on the honor of making your hotel reservations until the last minute.

**American Osteopathic Society of Ophthalmology and Otolaryngology**

The 6th Annual Convention of the American Osteopathic Society of Ophthalmology and Otolaryngology will be held in Cleveland, Ohio, during the week of July 18th just one week prior to the A.O.A. Convention. Hotel Wiscon is the headquarters of the Convention and the public is urged to make arrangements for attending the session of the society by which members of their profession and drugless healers in general will be enabled to practice without fear of arrest as is the case at the present time.

**Chiropractic and Acupuncture**

In the book entitled “Fasting and Man’s Nutrition” Mr. Robert B. Pearson, of Chicago, certified member of the American Osteopathic Association, published a book entitled “Fasting and Man’s Correct Diet” devoted to the development and application of the Pentecostal Acupuncture and the acupressure of the human race as alcohol is the only explanation I can give of our medical school or schools which they may desire to attend.

**Warning about Alleged Bogus Insurance Man**

Dr. Fred J. Sharp and Dr. L. Blanche Sharp, of Crookston, Minnesota, send us, for the benefit of the public, information about one Orval E. Mason, who seems to be obtaining money under the false pretenses. On November 24th a man by the name of Orval E. Mason came into our office representing the Mutual Benefit Health and Accident Association, of Omaha. His height I should judge is five feet seven inches, weight about 175, dark complexion, dark hair and moustache, very well-dressed, good talker, he, Dr. Blanche Sharp took out insurance and the company after a long delay writes that this is not their agent and that they sent the policy only to keep us from acting (which policy is nothing compared to the one promised). On November 24th a man by the name of Orval E. Mason, who seems to be obtaining money under the false pretenses. On November 24th a man by the name of Orval E. Mason came into our office representing the Mutual Benefit Health and Accident Association, of Omaha. His height I should judge is five feet seven inches, weight about 175, dark complexion, dark hair and moustache, very well-dressed, good talker, he, Dr. Blanche Sharp took out insurance and the company after a long delay writes that this is not their agent and that they sent the policy only to keep us from acting (which policy is nothing compared to the one promised). On November 24th a man by the name of Orval E. Mason, who seems to be obtaining money under the false pretenses. On November 24th a man by the name of Orval E. Mason came into our office representing the Mutual Benefit Health and Accident Association, of Omaha. His height I should judge is five feet seven inches, weight about 175, dark complexion, dark hair and moustache, very well-dressed, good talker, he, Dr. Blanche Sharp took out insurance and the company after a long delay writes that this is not their agent and that they sent the policy only to keep us from acting (which policy is nothing compared to the one promised). On November 24th a man by the name of Orval E. Mason, who seems to be obtaining money under the false pretenses. On November 24th a man by the name of Orval E. Mason came into our office representing the Mutual Benefit Health and Accident Association, of Omaha. His height I should judge is five feet seven inches, weight about 175, dark complexion, dark hair and moustache, very well-dressed, good talker, he, Dr. Blanche Sharp took out insurance and the company after a long delay writes that this is not their agent and that they sent the policy only to keep us from acting (which policy is nothing compared to the one promised).
THE OSTEOPATHIC PHYSICIAN

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James P. Lawrence to Corresponding Membership. In an effort to lighten the burden of your Board, Directors, your following program committee has been appointed, E. E. Board, W. O. Grow, St. Joseph, Mo., O. M. Blank. They will be of great assistance to this Committee by simplifying things that would like to appear on future programs; thereby incidentally fulfilling their own desires.

Liberty Hospital's Invitation to O.B.O.'s: Dear Doctor:—You are cordially invited to visit Liberty Hospital and attend operations and osteopathic clinics at any time that you find it convenient. Osteopaths from all over the Country are welcome to take part by osteopathic technique both normal and operative, every day from 9 a.m. to 12 noon. Dr. Consolid. Dr. Board has attracted the attention of osteopaths from all over the country and many have come here during the past few years to perfect their osteopathic technique. Liberty Hospital has a single Osteopathic Operating Room in which permitting to go in folks. It is one of the largest Osteopathic Clinics in the West, and in examining his Osteopathic Clinics and doing his surgery on an osteopathic basis. A few who have taken the work are: Drs. Arthur L. Hughes, Bloomfield, Dr. F. B. Butterfield, Milwaukee, Mr. W. M. Blakiston, N. J., W. G. Grose, St. Joseph, Mo., O. M. Blank, O. M. R. and Dr. Crenshaw. The nies and throat work of the Children’s Hospital, Office, and Dr. Crenshaw has been outlined to the osteopath and 1 consider well worth the trouble to outline used on the old Academy Records. The children and refuse henceforth to exclude children on the order of health department agents for non-vaccination or non-inspection. Adopted by unanimous vote.

Dr. Roebuck Compiles New Case Record Blank

Dear OP.—Pursuant to our telephone conversation a few days ago, I am enclosing with copy of new Revised Clinical Case Record blank and will point out the chief features which I hope hereafter to be utilized by your local papers.

Eliminating the heading used for the "Academic" record I was able to have more space for the first page. Space was saved for a series of records. Under "General Examination" I have itemized tissues of special interest, not that these items are particularly important, but that they do come within the scope of the usual general examination. No attempt has been made to arrange to notify the medical specialty of any specialty. This outline makes a record easy to check over and gives considerable space in which to write information acquired. Any item can easily be stricken out to leave ample room for an extensive examination of any particular organ.

Under "Structural Examination" a larger sketch of the trunk has been outlined to replace the anatomical outline used on the old Academy Records, showing the anterior aspect of the body. This larger sketch presents the posterior aspect from the atlas to four inches below the trunk, inclusive. This sketch, the same as the model, can be easily recorded on each and every item, etc. The change made in this one section is of great significance to the osteopath and I consider well worth the trouble and expense in attaining it.

Under "Laboratory Examination" considerably more space has been left for recording blood pressure reading and subsequent readings, etc. The outline used in the outline contains such as systolic, diastolic, pulse pressure, phase, time, pulse, temperature and femoral. This outline is arranged so that the date can be readily inserted and the record can be readily recorded on each and every item.

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Dr. Mary E. Noyes Wines High Appreciation

Dear OP: As an inspiration to the readers of your worthy periodical, I beg to send you a copy of a telegram of appreciation to the splendid work of one of our live wires, just ending her efficient and earnest work as a practitioner in the osteopathic field and with it of that of the Business and Professional Women’s Club in the city of Panama City, Florida, as which she has been acting for the past year. At the annual banquet of the club the following toast was given to the guest of honor, Dr. Mary E. Noyes:

“I propose a toast to the guest of honor—soon to be Madam President of the Past. We drink to you today—to you who have run the race; to you who have held aloft the torch that has lighted the pathway of this Club for the past twelve months; to you who have achieved conditions that made accomplishment difficult. And we feel that you uphold the standard that has been made during your term of office. It will be an inspiration to the next Madam President, and to the whole membership of this club, and while we go from us as Madam President of the Past, may we in a spirit of prophecy, say that in the years that lie before you, you will not only long bear the heritage of your executive talent, your altruism and love of humanity. So here’s to the health and long life of the wonderful, quick-receiving, and tasteful, all-pervading personality, of our Madam President of the Past, Madam President of the Future to be.”

Dr. Noyes also received a gift, which was presented with the following remarks:

“To me has been entrusted the presentation of a postoffice gift of this club, with all the love and affection of the donor.

As you will not be with us through the holidays this little card will become our parting message of Peace and Good Will to you. I cannot think of words to express all that we would say, so have borrowed from the Poet.

We wish for you delightful things
Each fair an eye that beholds it.
Its fragrance o’er the morning dew
That flower, not shadowed hopes may glow
The coming year your wanderings.
The honey of life without its stings
Your days shall be as flowers and sunshine.
Beneath a sky of cloudless blue
We wish for you.

That in your numbers fair wings
May waft you in a world of dreams.
That you may trip a glad your through
The brightest one you ever knew
In brief, all that the blue-bird sings
We wish for you.

Believing that the profession will be interested in the following toast, which was given to the guest of honor, and extended to all the members, I take pleasure in transmitting the above—

Nancy R. Bailey, D.O., Panama City, Florida, December 16th.

Osteopathic Health for JANUARY

Osteopathic in WINTER’S ILLS

WHY MORE SICKNESS IN WINTER

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Many of the numerous questions constantly asked about osteopathy are answered in new phraseology between the covers of this attention-attracting February Issue. You ought to have it for your practice through and impress conviction on the mind of the lay reader. Send your order.

Dr. Laura Kelly, at Lebanon, Mo.
Dr. L. E. Curry, who have been practicing in Fort Smith, Ark., December 31st, 1920.
Dr. H. W. Thomas, at 412 Stevens Blvd., Detroit, Mich.
Dr. E. R. Bumpus, at 510 W. 41st St., Denver, Colo.
Dr. J. L. Shively, from Marquette to Champion, Mich.
Dr. L. Ibe, from Benton Harbor, Mich., to Estherville, Iowa.
Mr. L. W. King, from Malcom, to Iowa Bldg., Des Moines, la.
Dr. L. Evelyn Scowen, at 47 Maple St., White River Junction, Vt.
Dr. Frank F. Wilcox, from Plainfield, N. J., to Las Cruces, N. M.
Dr. George N. Bishop, at 22 Blodden St., Boston 11, Massachusetts.
Dr. W. H. Bumpus, from Steubenville, Ohio, to removal from Travon-Schmidt Bldg., Denver, Colo.
Dr. E. R. Bumpus, from Detroit, to 410 E. Jefferson, Detroit, Mich.
Dr. B. Stewart, from Cascade, to Halbert Bldg., Denver, Colo.
Dr. B. McTigue, who recently completed a post-graduate course at the University of Colorado, is now located at 550 E. Colorado St., Puebla, Cal., and here to take a special course at A.S.O. Hospital.
Dr. R. A. Kibbey, at 18 Prentiss St., to 24 Borden St., Cambridge, Mass.
Dr. Mary E. Coughlin, from 23 Water St., to 16 State St., Augusta, Maine.
Dr. Frances H. Holman, from Boston, Massachusetts, to Lisbon, New Hampshire.
Dr. L. Evelyn Scowen, at 22 Blodden St., Boston 17, Mass.
Dr. Charles D. Finley is now located at 550 E. Colorado St., Puebla, Cal., where he is prepared to handle non-communicable sanitarium patients.
Dr. John J. O’Connor, Jr., has opened offices in the new Bras Building, corner of Adams and Yung Sta., Toronto, Ontario, Canada.
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