$1,000,000 Endowment Promised for Detroit Osteopathic Hospital!

At the First Birthday Dinner of the Detroit Osteopathic Hospital on the evening of January 25th—at which the osteopathic profession of the city and the state paid the laurel wreath of fifty sat­

dots to these hardworking and successful men—Mr. Philip H. Gray, founder and donor of the hospital, made the interesting announcement that he expected eventually to put $1,000,000 into the hospital and its annual endowment.

This revelation of the plans of the mind of the osteopathic benefactor did not throw any gloom over the meeting, nor detract from the dinner, as the least of the feast and the spirit of fellowship at its best.

Well, from the start Mr. Gray has made with our institution, one might have guessed as much. His gifts to the Detroit Osteopathic Hospital up to the end of the first fiscal year of the institution, the magnificent sum of $200,000 in cash, have already reached the magnificent sum of $200,000 in cash, which is an advanced, now under construction, and over $100,000. The entire amount allocated to the building was reserved for an osteopathic woman, Dr. Jane B. W. Hall, of Caribou, Maine, to act as physician to herself in the delivery of her own baby. Mr. Philip H. Gray, whose munificence gave the Detroit Osteopathic Hospital to the profession.

During the year 611 patients were admitted to the Out-Patient Department; a Free Clinic was conducted during several months. A gratifying record in every respect, surely.

An important factor in the present state of efficiency in the hospital is the remarkable personal interest manifested by Mr. Gray himself in every phase of the institution's activity. He seldom misses making his daily visit to the executive offices, counsailing with those in active charge of the institution.

A Woman Osteopath Delivers Her Own Baby Without Assistance

It was reserved for an osteopathic woman, Dr. Jane B. W. Hall, of Caribou, Maine, to act as physician to herself in the delivery of her own baby. On January 7th, 1921, Master Winslow Wilson Hall, interrupted the general practice of Dr. Hall by the arrival of the Stork Special, what ahead of train schedules. Dr. Daisy B. Hayden, the assistant of Dr. Hall, was at a neighboring town treating patients; over 2,000 patients were treated in the Out-Patient Department; a Free Clinic was conducted during several months. A gratifying record in every respect, surely.

Much credit is due the members of the staff, both doctors and nurses, for the success of the past year; also to the heads of all department and their helpers. Each individual has endeavored to maintain the high standard set by the officials. With a continuance of this spirit, and the active cooperation of the practicing osteopathic physicians and plenty of money to pay its way the growth of the hospital is assured.

May the Detroit Osteopathic Hospital soon have a duplicate in every city of our land! Multiplying such institutions in one practical way to meet and vanquish the perils that beset our profession.

The Bunting Publicity Service for Osteopaths is building a home. Much credit is due the members of the staff, both doctors and nurses, for the success of the past year; also to the heads of all department and their helpers. Each individual has endeavored to maintain the high standard set by the officials. With a continuance of this spirit, and the active cooperation of the practicing osteopathic physicians and plenty of money to pay its way the growth of the hospital is assured.

May the Detroit Osteopathic Hospital soon have a duplicate in every city of our land! Multiplying such institutions in one practical way to meet and vanquish the perils that beset our profession.

"Publicity or Perish" We made a mistake in getting on a four­

A Woman Osteopath Delivers Her Own Baby Without Assistance year basis. I believe, if we went back to the three-years' course of nine months each, it would not hurt us with the public to speak of, but it might before the State Boards. To sum up, the only alternative is more publicity on our part. Let us push the publicity end a little harder. It has been too sporadic. You might use the slogan in the words of Dr. Cave, "Publicity or Perish"—George W. Goode, D.O., Boston, Mass.
Traction to Cervicals of Aged

I have been experimenting the past six months with traction applied to the cervical region in old people with chronic lesions. I have found results very gratifying. Relaxation is obtained easily and quickly. Apply as much traction as the patient can comfortably stand. Stretch out and tone up the smaller muscles and ligaments that maintain the joints. I am also applying the same treatment to an ex-soldier who had fourth cervical transverse fracture some years ago. His scar tissue and adhesions interfering with brachial plexus. Traction breaks up adhesions and is causing de-nervation of all tissues. Am getting results. Will be glad to expand on the subject when more of cervical traction if anyone is interested—D. E. Pearl, D.O., Kirksville, Missouri.

To Lower High Blood Pressure

High blood pressure can be lowered from 100 to 60 points by correction of the 11th Dorsal (prominent right transverse process). Condition found, i.e. Posterior rigid and irregular, 10th, 11th, 12th Dorsal. If pressure is not lowered immediately the 11th has not been moved. Rotation appears very slight at times—A. P. McWilliams, D.O., Boston, Mass.

Normal Circulation

A normal, harmonious circulation of the vital forces (nerves, blood and lymph) and fluids is a definition for, and assurance of, health in any normal organism where health is possible. This condition can be procured by the scientific application of osteopathic principles and manipulations, if at all.—J. H. Friend, D.O., Grinnell, Iowa.

Where Mints Have It On Us

We advertise to make money. The mints make money also, but they are the only means of making money without advertising.—H. E. Juvenal, D.O., Marysville, Mo.

The Three "L's"

(1) Los Angeles' leading hostelry—the Ambassador Hotel, a $5,000,000 palace. (2) A Los Angeles doctor's "limo"—looks like a "Packard". (3) Our hi-browed, loyal leader and president of the American Osteopathic Association, Dr. W. E. Waldo, on his eight weeks' tour of the Western Osteopathic Association "Circuit".

"What will Waldo do as president of the American Osteopathic Association?" was a question commonly heard by members of the American Osteopathic Association who attended the last annual convention. All knew what he could do as an executive. Nearly ten years of efficient service demonstrated this to members of the Board of Trustees of the American Osteopathic Association and to the House of Delegates and the entire membership, but the 850 members of the profession in the eight States in the Western Osteopathic Association territory, bubbling over with enthusiasm, lack words to fittingly express their joy of being "born again" osteopathically. The lyceum and the "tried" alike experienced, as never before, the true light of the meaning of osteopathic efficiency in osteopathy, and osteopathic organization. Hundreds of letters and telegrams from all along the line bespeak the awakening of a new era not only for the West but for the world—an era of realization. If those who heard Dr. Waldo in his two hours heart-to-heart talk to the profession have not a completed plan as to how they may "arrive", then it is hopeless for the rest of us to preach.

Dr. Waldo spoke to 850 members of the Western profession. He lectured before 5,600 adults in public assemblies. He addressed more than 5,000 high school and college students. He spoke before about 2,200 business men as a member or guest of several clubs, including Rotary, Lions, Kiwanis, City and others. His fourteen-page, single-spaced public lecture, properly paragraphed with headlines for the press, was handed to 2,257 newspapers, 330 of which were dailies, by the twenty-three publicity chairmen through the members of the osteopathic profession assigned to them, known as the "Osteopathic Associated Press" and under the guidance of the eight State publicity chairmen, coordinated by the chairman, Dr. William E. Waldo, President, A.O.A., your humble servant. This with the many "before" and "after" stories of local color succeeded in securing 1,600 inches of reading matter illustrated with 38 photo "cuts", which would cost if paid for, $6,929. A good many of the papers published the entire lecture, which occupied nearly a half-page in the average sized newspaper. These messages of interest to the local practitioners, to the profession as a whole, to the colleges, to the general health of the public, were heralded to a population of 8,080,409 people. What shall the harvest be, and how and when will we ever repay our president for the sacrifice he has made on behalf of osteopathy through public education? And he refused positively to take a cent for his services, but thank Heavens for an appreciative profession.

The "Osteopathic Associated Press" has indeed proved itself. While it has been at work for nearly three years, not until this time has it really "arrived" in the West.

The clerical force in the publicity department of the A.O.A. has about completed the entire United States by counties and in the very near future every State publicity chairman will hold in his hands the manual of his State by counties, duplicates of which he will place in the hands of the various publicity chairmen of the local societies. These lists give the newspapers, the city, the politics, the day going to press, the osteopath to whom the paper is assigned and the osteopath's address and so soon as the new directory of the A.O.A. is issued and the records complete, the full chart of organization and the personnel will appear.

We want to show a burst of speed at the finish—Every single $100 bond bought helps! Are you with us?
The U. S. Weather Bureau generously accommodated us with May weather in February, just so we could break all building records for this latitude and complete this monumental stride for osteopathic publicity.

**But—**

We're perfectly honest with you about it—the roof is merely built—not actually paid for! We're expecting to get the stewardship of at least $100 of your savings at once in order to pay the contractors what we owe them for their splendid services. You can help us pay these bills by buying a Bunting Building Bond. Take five or ten if you can.

If the weather hadn't been so good—if the contractors hadn't worked so fast—and if our new plant hadn't received its roof, even before the date we originally expected to be laying the foundations, it would all have been different—and far worse! We wouldn't have owed the contractors. The building wouldn't have been up. The profession wouldn't have had a Publicity Arsenal of its own already under Bomb-proof Roof!

But it's just like we say:

The house is up, the roof is on. The inside work is ready to follow—plumbers, steamfitters, glaziers, carpenters and painters are awaiting your orders to go inside and finish. Your cash will speed things up.

And $10,700 of our Bunting Building Corporation Bonds remain to be sold—that peachy 7 per cent real estate first mortgage gold bond in denominations of $100—and about $6,000 of other cash or installment payments on bonds already subscribed for yet remain to be paid fn. Result: Work stops till we get more money!

**Wanted**—107 osteopaths to take $100 or more in bonds each, and push this flotation to a quick finish.

**Wanted**—About 25 other osteopaths who together, still have upwards of $6,000 delayed payments to make, to get busy. (Those not already delinquent on the time schedules named for their installment payments are not included in this mandate.)

**Wanted**—One individual investor strong enough to take the whole remaining portion of our bond issue. We would like if possible to close it out to some one individual now. Gosh, how we'd love him—or her!

**Wanted**—To complete this whole flotation by our goal date, March 31st. There's $10,700 yet to sell.

**Can You Help?**

**Will You Help?**

**How Much?**

**Today!**

**Last Call**—This is it!—unless we limp back next month because we got bumped off our schedule.

J. Ogden Armour told us "If the thing is right; if the vision is real; if the service is genuine, then the thing can be sold." We believe it! The thing is right. The vision is real. The service is genuine. You believe it. You have the money. You will buy our remaining $10,700 of bonds now needed to write the word "Success" after our 20-year dream of a fine modern publishing plant to back up osteopathy's publicity!

Shall our bond issue be oversubscribed by March 31st?

Fatefully,

**THE BUNTING PUBLICITY SERVICE FOR OSTEOPATHS**

**THE BUNTING BUILDING CORPORATION**

**THE BUNTING PUBLICATIONS, INC.**

and

**BUNTING & ARNOLD, Personally,**

9 So. Clinton St., Chicago, Illinois.

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Where your treasure is there will your heart be also.

We bespeak your heart and wallet both back of our Building enterprise.
How to Manage a Practice Exceeding $40,000 a Year, Conducted by Assistants

By Henry Tete, D.O., New Orleans, La.

In answer to the many inquiries on how to handle a five figure office practice and what arrangements are made with the assistants, I desire to give you the following information: I meet every patient coming into the office personally. I examine and diagnose the case and then call an assistant, with whom I go over the case in detail, pointing out the points referring to the history and relating the history briefly. I indicate the treatment and then turn the patient over to the assistant. From this moment on the assistant has the entire charge of the patient as long as the patient does well. If the patient does not do well the assistant reports same to me and I go over the case again making further suggestions.

Picking an Assistant

Assistants are very difficult to choose. It requires a certain temperament to make a good assistant. The first thing to avoid in engaging an assistant is the “rolling stone” disposition. Another thing is this—if a man or woman has been in practice for ten years or more and has not made good for himself or herself he or she will not make good for anyone else. The best assistants are to be gathered from the studious, serious minded, even tempered disposition. A man or woman two or three years out of school is the best. Owing to the chances of women assistants that is any good at all one can make is from $10.00 to $3,000 a year. In the office altogether and the other one 60% in the office and the other 40% outside. This one thing OH and OP ever do—advertise osteopathy! Do you think that’s a thing to be encouraged? Buy a Bond!

Desertions for Private Practice Not Much of a Menace

Assistants are encouraged to go into practice for themselves if they desire to do so, but with a good income, no responsibility and no apprehension as to where the next patient is going to come from, they usually do not care to do so.

How we Handle our Patients

Now in regards to handling the patients. A routine procedure is used in handling all patients. The name, address, telephone number and then turn the patient over to the assistant. The patient does well. Owing to the chances of women assistants that is any good at all one can make is from $10.00 to $3,000 a year. In the office altogether and the other one 60% in the office and the other 40% outside. This one thing OH and OP ever do—advertise osteopathy! Do you think that’s a thing to be encouraged? Buy a Bond!

Arrangements for such a case will be either four, five or ten dollars per treatment. Right here the arrangement is made with the assistant. Whether it will be cash, every week, 1st and 15th, or a monthly bill.

Fees for Examination

The cost for the above examination and first treatment and laboratory test is from $10.00 to $25.00.

About Six Patients per Doctor per Hour

I use an appointment chart of my own which consists of seven columns, with eight blocks to each column, each block representing an hour beginning at 9 o’clock. Each block is divided into three parts and from one to three patients are put in each chart—usually two patients to the part, or six to the hour. This chart hangs on a board in front of the secretary’s desk and she makes up the chart.

In口袋 Missed Appointments Next Day

Every morning the assistants give the secretary a list of those who did not report for treatment the day before. These patients are either phoned or written to immediately.

Dressing Gown Problem Solved

In handling a very large practice it is not very convenient or sanitary to keep dressing gowns. All the patients are requested to bring their own gowns. Sometimes we such clothes underneath their street clothes as are suitable. A large percentage of the female patients at present wear bloomers and a short waist which can be lifted up the back.

How Accounts are Billed

When the patient has a monthly account, on the first of each month they receive a bill for any treatment taken prior to that date. On the 15th of the month they receive a bill rendered. On the first of the next month a bill with the notation “Past due—all accounts payable immediately,” and on the 15th of the same month if the account is not paid it is given to collector.

Adjudgments or Home Remedies—Which?

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

Over two decades ago there came up the question, “Is Osteopathy a Complete Science or Therapeutic Agency?”

Standing in the corridor of the ASO one day I happened to see a long face, earnestly discussing this vital question. Others had argued and thought along the same lines undoubtedly, but opinion was new, and men were moving out into new fields as missionaries of the new science. The trend of the conversation led to favoring the use of any drugless method that would enable the physician to get results in the quickest possible time.

Later, at conventions the subject of adjuncts came up, and from the lively tills and references to ten-fingered osteopaths, the debate started that has never ended—and may never end! The day after receiving my copy of the last OP letters came in referring to my article on “Hanging Together or Hanging Separately.” One wrote:

“I read your “Hang Separately” article in The OP which is the best I ever read. Every word is true. I like you, in my six years I have never used an adjunct; but I have been some­what of an “engine wiper”, though I had heard thorough, detailed and exhaustive osteopathic and general physical examination. The blood pressure is taken, also specimen of blood, urine, sputum or other secretions.

Financial Arrangements Made at the Start

A preliminary arrangement is then generally given the patient and he is told that a treat­ment for such a case will be either four, five or ten dollars per treatment. Right here the arrangement is made with the assistant. Whether it will be cash, every week, 1st and 15th, or a monthly bill.

Thists one thing OH and OP ever do—advertise osteopathy! Do you think that’s a thing to be encouraged? Buy a Bond!
Why Buy Bonds As An Investment!

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

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

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

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

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

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

First Mortgage Bonds are therefore the safest form of investment.

Why Buy Bunting Building Bonds?

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

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

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

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

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

Every hundred dollars you invest in B-B Bonds is that much added to the stability of osteopathic propaganda.
befogged in our efforts to accomplish every thing and trying to over-reach in order to make an impression, we have left the one sheep behind and chased the ninety and nine. The last sheep is the one that caused the event to be recorded.

We have emphasized the adjunct theory to such an extent that we have made oseous adjustments take second place. In other words, some talk as if osteopathy would be nothing, in any case. If it is to be had that home remedies are common knowledge of every mother and grandmother that has brought up a family of child ren and grandchildren? Are you trying to say that common ordinary household remedies, used by all physicians of every school and acquired in most every instance from practical mothers and grandmothers, are the vital essentials of osteopathy? Will your home-remedy adjuncts, so beneficial in many instances, cure your cases of goitre, rheumatism, poisons, hemorrhoids, digestive disorders, mental cases, etc.? We emphasize adjuncts—which I decidedly prefer to call home-remedies? Should we not concern ourselves about lesions, nerve centers, vasomotor tone and spinal curvature cases and quiet as to whether home remedies have been used and always will be used, I trust? Who would take a belt away from a man if he wished to wear it until his lesions can be corrected and nerve tone restored? Who would keep a patient from putting on a mustard plaster in case they are given an emma for clogged colons? Many a life has been saved by these motherly remedies—why try to emphasize them to such a degree that the lesion theory becomes secondary? My idea of an adjunct is the giving, on the sly—as some D.O.'s do—a little tonic, an occasional hypos, serum or vaccine, and the using of the vibrat or and the various electrical currents from galvanic to sinusoidal.

Away with the rubbish referred to as adjuncts, and put upon pure A. T. Still osteopathy which includes common sense. Home-remedies are common sense, but adjuncts are not. It is a great mistake to have as big a practice as a genuine A. T. Still D.O. It can't be done! A true-blue Still man will win out every time. People are getting away from drugs, electricity, serums, etc., and the closer you stick to your lesion theory and practice, the better off you are.

One D.O. says, "I mean that many people must give up work and absolutely fast out of nature induces it. Shall we be less wise than brutes? You are not making a donation to charity when you buy a Bunting Building Bond but a shrewd and sagacious investment which works two ways for you.
Our Ideal—The true osteopath is the true physician. He must be fitted to do the best thing possible under every conceivable circumstance of human suffering.

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

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

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

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

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

For full information address

The College of Osteopathic Physicians and Surgeons
300 San Fernando Building, Los Angeles, California
DOCTORS!
There is only one science that is absolutely dependable providing you keep abreast with its progress. The following books will do that for you.

H. V. Halladay, Applied Anatomy of the Spine, $3.50
McConnell & Teall's, worth $25.00, $7.50—$8.00
W. R. Laughlin, The Only Descriptive Osteopathic Anatomy on the market, $6.50
Goetz Manual to date, $2.00
Lane, the Founder of Osteopathy, $3.00
And for the new and better Featherweight Folding Table that leads, and Common Tables and Stools, Blood Pressure Machines and Instruments

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

When you buy insurance, buy the best that can be had.
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Now, doctor, you cannot afford to be without this protection. Our company pays promptly and without red tape. Drop us a line and we will be pleased to give you further details about Central’s policy.

CENTRAL BUSINESS MEN’S ASSOCIATION
Westminster Building, Chicago, Ill.
H. G. ROYER, President
C. O. PAULEY, Secretary and Treasurer

The foundations are of Adamant—the walls are up to the eaves—and the roof goes on when we sell those bonds. Lend a $100.

THE OSTEOPATHIC PHYSICIAN
work himself to death to get the reward he is entitled to in his practice.

Of course, it is one thing to say this and it may be another to “put it over” with the people. But that is a matter of education—usually, most of all, of educating the osteopath, himself, to believe it and have the courage to demand it. You must form your judgment and then should stick to it if you want to get what you rightfully expect—economic status. It is easy to wreck one’s fortunes in business by a wrong understanding. Business is ruthless and eliminates the unfit, and those who don’t understand correct pricing of commodities and services are economically unfit.

The osteopath who does not agree to this proposition has to explain why he was not a profiteer through the many years prior to 1914 that he got $2.00 per treatment on the old currency basis.

For the reasons just explained we do not agree with you that fee raising, at least to the slight extent we have recommended—is going to put osteopathy on the “side line” as a specialty, any more than the relatively bigger fees charged prior to 1914 had a tendency in the same direction. It does not follow either in logic or in the experience of those who have done it. We heartily agree with you that osteopathy ought to be put within the reach of all people of all walks of life, but on the other hand, the men and women who practice osteopathy must “live” and pay their bills and maintain their status in society and, as you will see by what we have said just previously, the new minimum basis of fees we recommend does not, any more than the osteopath practitioner back on the same old scale as to earning power that he was on prior to 1914—while we insist you never any too good.

Mind you, we are willing to admit that for some commodities the dollar lately has (temporarily at least) regained much—by no means all of its old purchasing power; but if all the leading economists of the country are right—and we believe they are—prices generally will take an upward trend, after a while; supply and demand will regulate that as of yore; and it will be found that after general conditions have become somewhat stabilized, the dollar for a period of at least five or ten years, and probably permanently—economists think permanently—will not have the purchasing power that it did back in 1912 or 1913. The thing for you to consider now is the way to get yourself right on our new currency basis for the present and for those years to come.

A good, liberal, steady, educational publicity campaign will help you to find people enough in your territory who are willing to appreciate osteopathy at its true value to give you all you can do. It will help you create enough new ones who are able to pay fees that you find necessary to charge for your profession, and to take the places of any who may be scared away.

And, as for the poor who are always with us well, you can well afford to treat some of the poor on a real charity basis—especially so when those who can afford to pay what your services are worth are made to do so.

Sincerely yours,
The Bunting Publicity Service
Ralph Arnold, Manager.

Help the Chiro to a 3-Year Basis
Legislation should be asked for in every state possible by us, compelling the chiropractors to raise their standard to a three year’s course of regular college work, with four years high school basis for matriculation and an examination for all practicing in all states. I do not see that we would gain anything by amalgamating with other drugless healers—George W. Goode, D.O., Boston, Mass.

Practice, Good Will and Equipment for Sale

Big Chance for Man with Necessary Money

Retiring from practice, possession Sept. 1, 1921. One of the best equipped offices in the U. S., and a well established practice of better than $6,000 yearly. Town of 16,000 in the center of the best sugar, rice and cotton districts in the South, 19 small towns within a radius of 20 miles to draw from, only D.O. Equipment includes two McManis DeLuxe Tables, one DeLuxe stool, eye, nose and throat room finished in white enamel with complete specialist’s outfit, including a Sorenson compressed air cabinet, instruments of all kinds, microscope, McIntosh battery, violet ray outfit, everything needed. Library of 130 volumes, 5 Oriental rugs, 12 water color gems, office furniture upholstered ivory wicker. Office includes whole upper story especially arranged. Living rooms if desired. Everything complete. Long lease, reasonable rent. Price $5,000, part cash, balance approved paper.

Further information cheerfully furnished to prospective buyers. When writing give facts about financial resources and state bank references. Address:
S. L. L., The O P, 9 So. Clinton St. Chicago

A Part of Osteopathy

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

“Osteopathic Surgery as I see it is the application of the Osteopathic Principle to the repair of all 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 Osteopathic Surgery
Inc.
Utica Building Des Moines, Iowa

Don’t be selfish—we’ll pay 7 per cent for the use of your money. We’ll invest your money to boost Osteopathy. Can you beat it? No!
The professional problem of accounts and collections

A Symposium Showing How Leading Osteopaths of New York State Reduce Losses from Bad Accounts

Read at the Last Meeting of the New York Osteopathic Society.

By Louis J. Bingham, D.O., Ithaca, New York

Our practices have two main phases, the professional side and the business side. The problems of credits and collections are all important in economics of practice. Conditions in various communities will vary according to the prevailing customs found in the different business centers. In some cities, extensive credit is given by business houses generally and in such cities, patients who come to us naturally expect credit. This is a bad condition for any community to get into. In other localities, the tendency will be more toward a cash basis. So, as physicians, the tendency is to handle our business of credits and collections much along the lines prevailing in the city where we live. As it is with cities, so it is with individuals; each case must be handled on its own merits. The essential thing is for every physician to adopt some good business method and then live up to it.

It goes without saying, that the first essential is a good system of keeping accounts, so that you can find at a glance the complete account of each patient, covering both the amounts paid for services rendered and also the amounts due. After studying this problem for some time, I am led to believe that the best method of collecting accounts so as to prevent losses in practice is to use the Osteopathic Appointment Book published by Dr. E. H. Cosner, of Dayton, Ohio, as a day book, and each day's account is transferred to Moore's Loose Leaf Binder, where each patient's complete account can be found at a glance. Some card systems are good, but whatever system is selected, it should be simple. The main point of discussion today is the best method of collecting accounts so as to prevent losses in practice. On the next statement. Then if no response, we write the word, "Please" in red ink on the next statement. Then if no response comes, I have my office assistant send out the following letter, signed by herself:

Dear Sir:

Your account is (so many) months past due and the records show you have bad (so many) statements. Where no response is made to statements, it is Dr. Bunting's custom to place accounts so long past due in the hands of his attorney for collection, but he wishes me to state that he does not like to do so in your case. Will you kindly explain the reason for this neglect and make arrangements to settle the account without further delay?

Very truly yours, Secretary.

Following this letter, if there is no response, I use the system of the National Exchange of Credit Adjustments of the United States, Inc., No. 10 Wall St., New York City, If that does not bring results, it is a question of starting suit at once through an attorney or charging it to the loss account. In the past 10 years, my losses have amounted to nine-tenths of one percent.

I will now read a number of letters that will give you the experience of others in their respective fields.

From Dr. C. M. Bancroft, Canandaigua, N. Y.

My delinquent accounts have amounted to less than $100 in sixteen years and I do not believe there will be many bad accounts unless bad business on the part of the physician precedes them.

When I first see patients I tell them what the charge will be and ask how they wish to pay
Did Bunting ever fail you when you called for help? Just hear him call for help—"Take one bond!"

THE OSTEOPATHIC PHYSICIAN

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WITH THE McMANIS:
Treatments are given easier.
Results obtained quicker.
Patients better satisfied.

The McManis table modernizes your office and makes more pleasant your duties as an osteopath.

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

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By Dr. Ralph H. Williams, Rochester, N.Y.

In the matter of collections I would say that I am trying as far as possible to encourage the payment of accounts as they go. Where the accounts run over, statements are rendered quarterly. They are simply for services rendered, giving the amount but no record of the number of treatments.

Statements of unpaid accounts are rendered each quarter. On the third statement I attach a sticker reminding them that the account has been standing some time and requesting payment. On the fourth statement a more urgent sticker is attached and one month later if no check has been received a letter is written them advising them that all accounts remaining unpaid for a year are placed in the hands of a collector. I do not wish to put them to the annoyance of the calls of a collector, but the accounts will go out of my hands the first of the following month. Then on non-payment the accounts are given to a professional collector who charges fifty per cent for collecting accounts. My collector happens to be a sticker and collects practically all of the accounts; sometimes suit is necessary; have had three or four suits for bills since I started. Most people want their bills paid and are glad to have any such bills promptly.

The amount of bills which go to the collector hardly average one hundred dollars per year and at least eighty per cent of those are finally collected.

By Dr. George W. Riley, New York City

I have no elaborate system for caring for our accounts. A very large percentage of our business is cash. The remainder, except in a few instances, is cared for on a monthly basis. The one thing we try to do with those accounts, is to get the statements out the first day of the month. With very few exceptions, checks for these accounts are received within two or three days. We of course have a few cases where their accounts run over, but the percentage is very small. In fact last year I think our receipts exceeded the yearly amount a few dollars. I find that the promptness in paying a bill depends largely upon the way the account is started. Most people want their bills paid and do so if the matter is handled on a business basis and they get their statements promptly. If they receive their statements promptly at the beginning of the month, the chances are your bill will be one of the first to receive attention.

I have only on one or two occasions used the services of a collector or resorted to legal procedure. In fact we have never had a case where legal action was taken. I have on the books, perhaps a half dozen or so cases accumulated during our practice that probably should have been handled in that way. In a few cases given to a special collector he secured the payments thereon. In my judgment, the chief thing is to have a clear understanding at the beginning of an account. Let the patient know that you expect him to do his part, and then be prompt in sending out your statements.

I am not sure whether this will give you any information or not, but it succeeds pretty well.

A year later investors will look in vain for such good 7 per cent bonds. Be wise and get yours now.
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THE OSTEOPATHIC PHYSICIAN

Doctors are the least of my troubles; of which I have none.
In my office I have a loose-leaf ledger. On the last night of each and every month, my bills are all made out and in the mail box before I retire. Uncle Sam places them in the proper hands the first mail in the morning of the 1st day of the month.

You will see by this that my bills are among the first received, consequently among the first paid, and by the end of the month, from 75% to 90% of all bills are paid.

I do not do any collecting in advance. I always place honor and confidence in my patients. Sometimes I am asked, "How do you want your pay?" To which I reply, "The first of the month you will get a bill for services rendered." Then they will say, "But you do not know me." "No, I do not, but I believe you to be honest and it is up to you to prove otherwise. Simply put a person on his honor and trust him and he will not depart therefrom.

I am just starting my 18th year in the practice of osteopathy in New York City and I feel sure in saying that $700 a week would cover all bad and uncollected accounts in that time.

Methods are very simple, as you will see, but I believe business-like, and find that is just what the people like.

Dr. Ralph M. Crane, New York City

I have no system of collections. Every man who is not a dead-beat is honest.

If an apparent "dead-beat" gets you—get him—not by collecting the bill, but by not letting him know you hate he lost. Use him. Make work for you—he does it gladly—he likes it.

It always costs more to collect a bill than it is worth, if a patient does not come to you because he owes you money, it is your fault—for you have in some way offended a natural instinct of pride; hence you not only have to wait for your money, but you have lost a patient and may be a friend of osteopathy.

You can make your debtors your best assets. If you one time I was going to get two accounts to my attorney to collect. I was unable to reach him that day. That evening I attended a dinner and reception, at which these two patients were present. Instead of following what is supposed to be the usual impulse of cutting your debtors, I adopted the manner of a best friend—it developed into a mutual admiration society, and the result of their conversation to others that night developed into a two hundred dollar obituary case, followed by several others. The attorney lost his commission—I eventually got my money, and osteopathy several new boosters.

When a man begins to avoid you when he owes you money, don't get sore—make it your business to meet him and give him some good word of encouragement. He wants to pay his bill, and will if you will let him.

Yes, you can sometimes make a man pay a bill, but is it worth it? Make him want to pay it—that is the best system. Besides it will not take long to gain the name of money grabber if you are always in the courts to collect bills. On the other hand, you don't find it as hard to charge a liberal fee if it is generally known you do a lot for charity's sake.

During the last "flu" epidemic, the bank gave me the devil for not charging for my services in a certain district. He spent a good deal of time telling others I was doing charity work when I could have been attending people who would pay. He was advertising me as well as osteopathy, unconsciously, and he did a good job of it, so when I send in a bill of three hundred dollars a day to those who can pay, they have nothing to say.

Yes! The psychology of collections is truly a psychology.

By Dr. Cecil R. Rogers, New York City

Although not a positive advocate of the continuance of the use of tickets in our practice, was a great admirer of the use of tickets in the early days, they were of a great advantage; not only from the standpoint of the patient paying in advance, but also as a means by which to show a patient the principal idea is to make them take sufficient treatment to gain results, and we should give this emphasis always.

The twenty years of practice I always made it a point to refund money when requested to do so, but many patients for one reason or another although having paid for their ticket in advance did not take all treatments. Under such circumstances I have felt justified in

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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.

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THE OSTEOPATHIC PHYSICIAN

charging same to profit and loss, which practic- als balance together; next, after which much I have lost in bad accounts. I went over my books and found that in that time I was cut only 5% of my total amount of business. I send out statements each month. About half my business is cash, and one-fourth thirty days, and the rest slow.

If an account runs too long I generally find that there is a good reason for it and leave the individual alone until I hear he is in better shape. Then I write him a letter and I generally get the money. Most people want to pay but occasionally I find some one who does not. Then I turn the account over for collection. That’s about all there is to it, as far as I am concerned.

I wonder if anyone has a better record than the above?

By, Dr. A. C. French, Syracuse, N. Y.

In reply to your letter I wish to state that I have no system of collections as my terms are strictly cash.

Dr. Grant E. Phillips, Schenectady, N. Y.

In summing up, Dr. Phillips has grouped accounts under six heads. He writes:

After eighteen years of practice I can say I have lost few accounts and seldom send one to the collector.

We can divide our patrons into about six classes I think, when we are considering the question of collections.

1st. Those who will stay away if they cannot pay cash.

2nd. Those who pay once a month or once in three months or whenever a bill is sent.

We do not worry our heads much about these two classes. Next class comes:

3rd. The ones otherwise slow payer to whom a bill must be sent frequently and perhaps be called by phone and told that one must be forewarned. One's grandmother's funeral and needs the money very badly. This will usually bring a check from this class.

4th. The type of person that offers little and means their means in order to "keep up with the Joneses". This class you must keep right after and, when sending several bills does not bring the coin, stamp a bill "Account to be collected on Dec. 1st." This will make them mad and they may say some bad things but they will "come around" and want more of your service; but forever after keep them in the "cash-and-carry" class.

5th. The class of indolent "dead beats" who try to "do" every one from the pop-corn man to the automobile dealer, and strange to say they get away with a lot of samples; but after studying his business and trying for a few years give up as a bad name, this sort of person. Dr. Peter, I really have tried to do a little good in the way of helping the needy. Can you give me standing room in this column? Always pay something in time, they may pay much; and when I find one of this "honest-to-goodness" type I don’t worry my head about the bills. After all the position to pay something, come around" and they must always come—for more treatment.

Dr. H. D. Sweet of Glens Falls.

Dr. Henderson of Olean notifies his delinquent accounts under six heads. He has places on the charity list and sends them a receipted bill. He says many come back and pay up.

Dr. Fred O. Lincoln of Buffalo often sends his secretary to the parties direct to make collection and when she fails, it is a question of a nagging collector or a law suit.

Dr. George Versailles Webster of Carthage has a series of letters that he uses, following the statement of his "right after and, when they are not paid, to the Arrow Collection Service, and, finally, the local attorney.

Dr. R. R. Larter of Niagara Falls suggest that during his first years of practice he collected within approximately 2% of his earnings, because at that time he needed the money badly, and he just had to collect, and he did. When he got his first settlement, he told his patient what the patient was worthy or not, and acted accord- ingly.

Dr. A. B. Clark of New York City asks for references for credit, when statements are sent monthly.

Los Angeles Rotary Club Has Osteopathic Health Day

HE WHO SEES BEST SERVES BEST

Being a five minute survey of the function and purpose of the eye in relation to health and happiness on the occasion of National Health Day, by the Los Angeles Rotary Club, Dec. 10th, 1920.

T. J. Ruddy, M.D., D.O.

About one-third of total output under normal conditions is used by this one organ. Statistics show that nearly 60% of all people are born with defective vision—the eye-ball too small, or too large, or the eye-ball is too near or too far from the brain, or the position of the eyeball is not right after and when they are not paid, to the Arrow Collection Service, and, finally, the local attorney.

Dr. R. R. Larter of Niagara Falls suggests that during his first years of practice he collected within approximately 2% of his earnings, because at that time he needed the money badly, and he just had to collect, and he did. When he got his first settlement, he told his patient what the patient was worthy or not, and acted accordingly.

Dr. A. B. Clark of New York City asks for references for credit, when statements are sent monthly.

Don’t Pauperize Your Patients

The suggestion here of discounting the bill that is long over-due, except in the case of poverty, I believe to be the best business procedure. Delinquents frequently ask you how much you will throw off if they will pay the rest in cash. I think it bad business to encourage delin- quency by discounting their bills, especially in cases where they have property and could pay just as well as not. Such people should rather be penalized by an interest attachment, in addition to their bill.

Dr. Henderson of Olean notifies his delinquent accounts under six heads. He has places on the charity list and sends them a receipted bill. He says many come back and pay up.

Dr. Fred O. Lincoln of Buffalo often sends his secretary to the parties direct to make collection and when she fails, it is a question of a nagging collector or a law suit.

The eye is the smallest organ in the entire body, measuring about one inch in diameter and weighing less than 8 ounces or 1,600 parts of the average adult body. The eye-ball is 3/4ths of an inch thick—what may explain why the major portion of our men see in aqua pura the beverage naturals of the future. The eye is the first organ of the body, the word organ is hallowed in the human race, and the first organ of the body is the eye. We can divide our patrons into about six classes, I think, when we are considering the question of collections.

1st. Those who will stay away if they cannot pay cash.

2nd. Those who pay once a month or once in three months or whenever a bill is sent.

We do not worry our heads much about these two classes. Next class comes:

3rd. The one otherwise slow payer to whom a bill must be sent frequently and perhaps be called by phone and told that one must be forewarned. One’s grandmother’s funeral and needs the money very badly. This will usually bring a check from this class.

4th. The type of person that offers little and means their means in order to "keep up with the Joneses". This class you must keep right after and, when sending several bills does not bring the coin, stamp a bill "Account to be collected on Dec. 1st." This will make them mad and they may say some bad things but they will "come around" and want more of your service; but forever after keep them in the "cash-and-carry" class.

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Entered as second-class matter April 17th, 1921, at the Postoffice at Chicago, Illinois, under the Act of March 3rd, 1879.

EDITORIAL

Fairness, Freedom, Fearlessness

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

Vol. XXXIX March, 1921 No. 3

FAREaising still the PROBLEM WITH MANY OSTEOPATHS

We have had some interesting and illuminating experiences with fees in recent issues referring to this subject of fee raising by osteopaths. Correspondents naturally divide into two groups, those who recognized that raising fees was imperative and defended the propositions, and those who are unconvincé of its necessity or wisdom and whose fees remain on the time-honored basis of $1.69.

On the one hand we are thanked by a group for bringing this issue to their attention so forcibly and enabling them to get right with their economic status. This is a large group. Many whose letters are in harmony with this group had raised their fees—some of them a year or more before The OP proclaimed the issue to have reached the stage of life or death importance to the profession. The minority group, who are unconvincé that there is any necessity for raises of rates, often enter into very elaborate argument with us to prove that our advice to the profession is bad. Of course premises and that our conclusions are apt to prove costly to osteopathy.

One who can look in a practical way at this pressing indeed, the same as our problem of maintaining one's economic status—not, to add, the rightful desire constantly to improve it and advance the possibilities of the under-earning and financially dependent—without becoming convinced that a radical change in the value, or purchasing power, of money, the measure of all other values, necessitates a radical readjustment of price in all other commodities and services, by mental processes that we cannot follow.

It looks to us like a simple problem in fractions. If forty apples are cut into halves each piece has only half the food value and half the money's worth that it had before. Dollars are just like any other merchandise. They are subject to being cut in half or into any smaller fractions. Now this is just what happened. The world-wide economic cataclysm attendant upon the war cut the good 100-cent steak down into less than half. This is not merely somebody's opinion. It is a world-wide fact which everybody recognizes, and government statistics supplied from month to month tell just what the size of that fractional dollar now is at particular moments. That value in January 1921 as gleaned by the S. Government from prices current in wholesale markets was just 56.5 cents.

This should be an effectual answer to the osteopaths who are touting prices in many of the grossly profiteered commodities of war times which he now observes in the retail market, contends that the dollar has come back to its normal value, and that the osteopath has need of fee readjustment if he gets the same fees as he did in 1914.

Unequivocally, record as saying that the osteopathic physician who got $2.00 per treat- ment in 1914 and previously and who now charges the same fee in our present devalued currency will receive actually $1.13 for his treatment, as measured in wholesale priced commodities in America.

In his last October letter, we called carefully this market editorial from the Chicago Tribune of Feb. 26, 1921—note the late date—he will get exact, exhaustive and reliable information on this price problem which came from the hands of the federal government less than 30 days ago. This once again proves all that we have had to say for our profession, just as we previously proved our statement by other authoritative quotations.

[From the Chicago Tribune]

PRICE LISTS OF WHOLESALERS AT LEVEL OF 1913—BUT STILL 7% OVER THE MARKS OF 1914.

By Arthur M. Evans

On their way down the ski jump, commodity prices at wholesale are receding along the general price level prevailing about the time America entered the war. The government's new index number, for all commodities, wholesale, for January, is only 3 per cent higher than that of April, 1917.

It has tumbled about 35 per cent from the "peak" of last May. But it is still 77 per cent higher than when the war broke out in 1914.

How Prices Have Fallen

From the tables one can extract an idea of how the downward tendency progressed during the last four months. The index number for last October indicated the wholesale price level had dropped to the pre-war level. In November, 1919. In November the price level was back to that of the armistice period, November, 1918. In December it receded to the general price level of last May. January it receded back to that of the armistice period, November, 1917, the month in which we entered the war.

Great discrepancies and variations are seen in the adjustment of prices by groups. The government classifies the commodities into 9 categories, and for each of them calculates an index number. Some groups are away down; others are still away up. Farm products have slumped tremendously, but building materials, for instance, are 25 per cent higher than at that period. Building materials and food are 25 per cent higher than when the armistice was signed, general wholesale prices are 25 per cent higher than at that period. Fuel and lighting prices have crawled back out of the chilled zone.

The general peak of wholesale commodity prices was in May last, when the weighted index number stood at 272, the highest point it reached, meaning the general wholesale price level was about 172 per cent higher than that of 1913, the year before the war broke out.

Here is a table showing how the different groups have receded from general peak months:

<table>
<thead>
<tr>
<th>Category</th>
<th>Index Nos.</th>
<th>Price increase (1913—1914)</th>
<th>1921</th>
<th>1914</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>193</td>
<td>58 per cent</td>
<td>$1.62</td>
<td>$1.13</td>
</tr>
<tr>
<td>Clothing and clothing</td>
<td>232</td>
<td>57 per cent</td>
<td>$1.30</td>
<td>$0.80</td>
</tr>
<tr>
<td>Fuel and lighting</td>
<td>235</td>
<td>35 per cent</td>
<td>$0.35</td>
<td>$0.23</td>
</tr>
<tr>
<td>Building materials</td>
<td>341</td>
<td>39 per cent</td>
<td>$1.25</td>
<td>$0.75</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>246</td>
<td>38 per cent</td>
<td>$0.70</td>
<td>$0.45</td>
</tr>
<tr>
<td>House furnishings</td>
<td>393</td>
<td>55 per cent</td>
<td>$1.90</td>
<td>$1.20</td>
</tr>
<tr>
<td>Farm products</td>
<td>369</td>
<td>30 per cent</td>
<td>$2.29</td>
<td>$1.69</td>
</tr>
<tr>
<td>Chemicals</td>
<td>213</td>
<td>25 per cent</td>
<td>$0.25</td>
<td>$0.24</td>
</tr>
<tr>
<td>MetaI and products</td>
<td>313</td>
<td>40 per cent</td>
<td>$0.90</td>
<td>$0.60</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>357</td>
<td>27 per cent</td>
<td>$0.35</td>
<td>$0.25</td>
</tr>
</tbody>
</table>

[Here ends The Tribune's exposition.]

Now the fact is established. Our dollar today is still worth only 56.5 cents. What are you going to do about it—let the public pay you an exchange value in money equal to $1.13 of purchasing power for what you regard as a homestead-$2.00 service? How about it?

If you make your fee $2 which was once $2.00—you friends who hesitate to take the leap—what profit do you make now? You must have an exchange value in purchasing power as measured in all you buy in satisfaction of the wants of life. Is that too much? You are still not as well off as you were in 1913. "How can you charge less than $2 per treatment and live?"

You say your people can't pay it? Maybe it is still worth only 56.5 cents. What do you do?

B. J. Palmer will not buy any of Bunting's Building Bonds. Why not, there is very little argument to support it. Probably, in the latter case, the belief or fear in your mind that they cannot and will not be strong enough against the economic stress which your picture them existing under?

In closing let us repeat this question to those who accuse osteopathic fee raisers of today with profiteering: If $2 compensates you for treatment today, with a dollar worth only 56.5 cents, what excuse can you offer for having charged $2 prior to 1914 when the purchasing power of a dollar was actually 87 cents more than it is today? Did you profiteer then?"

"This economic problem of fees is one calling for your belief that they can't pay more to you. If not, there is very little argument to support it. Probably, in the latter case, the belief or fear in your mind that they cannot and will not be strong enough against the economic stress which you picture them existing under."

While making out your Income Tax Schedule ask yourself what you will now put into Bunting Building Bonds.

B. J. Palmer will not buy any of Bunting's Building Bonds. What is now on Bunting's mind is this—Will you?

INDEX NO. PERCT. DECREASE

<table>
<thead>
<tr>
<th>Category</th>
<th>Index Nos.</th>
<th>Price increase (1913—1914)</th>
<th>1921</th>
<th>1914</th>
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<td>Food</td>
<td>193</td>
<td>58 per cent</td>
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<td>$1.13</td>
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<tr>
<td>Clothing and clothing</td>
<td>232</td>
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<td>Fuel and lighting</td>
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<td>MetaI and products</td>
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<td>357</td>
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</table>
The osteopathic profession earns to exceed $25,000,000 per annum. It should not be very difficult to sell 138 more 7 per cent $100 B-B-Bonds—should it? It won’t if you take yours!

What We’re Aiming At

Cooperation and unselfishness should be the motto of every practitioner. Then and until the day of the last case, we have been striving for all these years—government recognition and general adoption as the family physician—H. R. Juecan, D.O., Maysville, Mo.

Orificial Chair in Our Colleges

Were it possible to install chairs of genuine orificial surgery in the osteopathic schools it would mark a very great stride forward in our professional progress. It is one leap farther into the open field of investigation, research and practice, in which there is less than one hundred and thirty practitioners. Are we going to let our “regular” opponents beat us to that goal? It is time our schools are waking up.—M. C. Burrell, D.O., New Franklin, Pa.

A Buckshot Lesion

A man had a piece of buckshot enter his arm just above the elbow forty years ago. It was not removed and had been forgotten when brachial neuritis developed 30 years later. My first impression was that I had entered a small calibre. There was a musty unventilated odor present and a certain pervading quetcude that seemed to breach nowhere at home. A glance at the door leading to the inner chamber confirmed the suspicion.

The man who invented these clock-face affairs that tell so accurately and untruthfully just when the doctor is to return, is no friend of mine. There on that inner door was one of his productions put up to the hour of one as that of the doctor’s return. As it was then about three o’clock, I was just about to make up my mind that once again had I verified the usual mendacity of this invention, but closer inspection revealed a scribbled note to the effect that the osteopathic druggist ‘washes in all Day’.

It happened to be pretty hot out on the street that day, so I sat down to rest a while. The pictures on the walls caught my eyes at once. All depicted various specimens of domestic animals. There was a magnificent racing horse, a prize Hereford bull and several groups of hogs, each noticeable for its cleanliness and its size. I counted these pictures and there were fourteen all told. Two or three farm and barnyard scenes, I have to confess took me back to the old school-days when Charlie Still’s herd of cows were commencing to make themselves famous.

Finally, I tired of cows and pigs, so turned to the reading table for something to read. The only up-to-date journal there was a Stock-breeders’ Magazine and in fifteen minutes I learned more about pedigrees than I had ever known before. The thought strayed into my head of how fine it would be if some of us humans could trace in our ancestry as many decet, well-bred forebears as could some of these ribbon animals. However, all this got me no closer to the doctor I was looking for, so I left the office, first rereading the lettering on the door to make certain I had entered the right place. I asked one of these perennial street loafers if he happened to know where Dr. Anderson might be.

“Sure,” he said, “Doc’s out to his stock-farm looking after some new hogs. Jim Tracy, across the street there, is going out there right away if you want to go out. Haven’t got a match, have you?” I paid the toll of a match and crossed the street to negotiate passage to the farm. They told me a good deal on the way out about Doc’s stock place being one of the finest in the state, and “Doc” in person told me and showed me a great deal more before the end of an extremely interesting afternoon came.

As we drove back to town, I managed to get a word in edgeways concerning Osteopathy. Well, it seemed that Anderson had left Kirksville two or three years after I had, and so he told me all the latest news—about Dr. Charlie’s cows.

After several desperate but futile attempts to interest the man I stepped upon my favorite collic’s neck and dislocated it. I grabbed the dog’s head, had Jim, one of the stable boys, hold down the other end and in the time I yanked that thing into place. In a couple of days the dog was dancing around as spry as ever. Passage to the farm was

Some Doctors’ Offices

III

Pigs Is Pigs.

John Barr, D.O.
We are sure that he who is not already with us wants to be—
Here's hoping your prosperity will let you buy a B-B-Bond.

The American School of Osteopathy

After nearly thirty years of successful operation, is enabled to offer to prospective students the advantages of

The Largest College and Hospital Buildings
The Best Equipped Laboratories
A Faculty of Specialists

Students of the American School of Osteopathy are in charge of experienced physicians and teachers, who devote their entire time to the school work.

Next Class Will Open Monday, September 12, 1921

For Catalog and Literature, address

The American School of Osteopathy
Kirkville, Missouri

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

EFFICIENCY in PRACTICE MANAGEMENT

The Efficient Osteopath

By Dr. C. C. Reid, Denver, Colo.

II

Fears

We often hear people speak about the bad effects of anger and uncontrolled temper. It is said that a species of monkey, the mandrill, will sometimes sink his teeth into a fellow monkey's face until it is red and swollen, and then let go and allow the blood to run out. When the monkey gets a little better, the process is repeated, and this goes on until the monkey dies.

We hear of men who have given up their jobs because of anger and uncontrolled temper. Nine-tenths of the people are inhibited in life from understanding or relating to their own emotions, and many are unable to control them. This is the reason why we sometimes have to deal with the problem of anger and uncontrolled temper.

A fear of the loss of business is continually keeping up inharmonious relations, suspicion, and lack of fraternity in many of our localities among ourselves. There are many old people who are afraid that they will lose their business because of their fear of the loss of business. Fear is a disease that spreads like a cancer, and it is impossible to cure it because it is always present.

A fear of the loss of business is the result of a lack of self-confidence and a lack of ability to think clearly. People who are afraid of losing their business are afraid of losing their intelligence. They are afraid of losing their ability to think clearly and to do the things that they need to do.

The fear of the loss of business is a disease that spreads like a cancer, and it is impossible to cure it because it is always present. People who are afraid of losing their business are afraid of losing their intelligence. They are afraid of losing their ability to think clearly and to do the things that they need to do.

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Xiphoid Klan Is the New Inter-State Organization East


A new osteopathic society has appeared on the eastern horizon—an association of all licensed osteopaths of New York, New Jersey, Pennsylvania, and Maryland. Let it be called the Xiphoid Klan for the present—until somebody wins the five-year, free-for-nothing membership card offered for suggesting a better name-plate. The name has been first revealed in a dream to one of the profession's stellar visionaries. He was sober but inspired. He saw the need and opportunity of inter-state fellowship for osteopaths raised to the highest power and quick as a wink passed it along to the presidents of the four contiguous state associations, who appointed delegates, who organized, and lo! Xiphoid Klan is "it" in that locality—like a lamp set in the window to guide wandering feet to ostetomally Christianity.

The Klan was formed in the offices of Mason Beeeman and Charley Green, 51 East 42nd Street, New York City, January 21, A.D. 1921. Mark the date. It will loom large in therapeutic history.

The official accoucheurs by appointment as aforesaid were:

The new organization is to be honest-to-truth and rock-riddled, viz: Non-political, Non-sectional, Non- sectarian, Non-incorporated, Not-organized-for-profit. It promotes pure, socially, pure educationally. Does this appeal to you?

If not, what do you want for a dollar, anyway?

The osteopathic society of Greater New York through its genial president, Dr. Cecil Rogers, has kindly invited the practitioners of the four states and all other osteopaths to such care to come, to hold a grand holiday in its city Friday and Saturday of the third week in April clearly, they aren't going to get any better occasion for pulling off the little Miriam Rubin of Waukegan, Ill., on whom they pinned a so-called "miraculous cure," as such a case might easily do—or not so do, the chiro trade of the country jumped into a great advertising capital out of the sickness of the case, and that is just what such a case would be expected to do while recuperating.

Do we deserve to have our bond issue over-subscribed by March 31st?

That's like asking if osteopathic propaganda ought to be encouraged.

Do we deserve to have our bond issue over-subscribed by March 31st?

We have set March 31st as our "Goal Day" because we've got to finish it then—but, say, wouldn't we be proud to announce our bond issue over-subscribed.

"CHIRO" STANDS FOR FALSE PRETENCES AND FRAUDULENT

True Story of Miriam Rubin's "Miracle Cure" and Chiropractics Part In It

Chiropractors the past month have made great advertising capital out of the sickness of little Miriam Rubin of Waukegan, Ill., on whom they pinned a so-called "miraculous cure" (which facts positively do not support), but whatever be the merits of the case, there can be no dispute that the chiro trade was out of danger by Dr. Nesbitt, the physician and rock-ribbed, viz: Non-political, Non-secu- tional, Non- sectarian, Non-incorporated, Not-organized-for-profit. Its purpose is purely social, purely educational. Does this appeal to you?

If not, what do you want for a dollar, anyway?

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Do we deserve to have our bond issue over-subscribed by March 31st?

That's like asking if osteopathic propaganda ought to be encouraged.
How I Treated My Own Child

(Name to doctors on request)

Fergus Falls, Minn., Nov. 5th, 1920

My 4-year-old boy, Frederick, pulled the cord of our electric heater and tipped a pan of boiling hot water on his arm and hand. My wife used the best dressings she had but the poor boy found no relief. She could no longer endure to see him suffer so frantically with the pain, and phoned for me. I applied Dionol and in about ten minutes the pain stopped, and there has not been any pain since.

This burn was very deep, and of course we thought it would leave a big scar, but do you know there will not be a sign of one? It is all healed up and one would never know that he had been burned at all. We obtained all these results in less than three weeks. I never saw such results in all my practice. Me for Dionol every time. I am surely grateful that such a remedy is on the market.

Dr. 

Another Case

Philadelphia, Pa., Feb. 8th, 1921.

Within the past week I have had an opportunity to test Dionol in an aggravated x-ray burn case which was referred to me by a brother physician who had stopped his treatments owing to skin sensibility. I wish to compliment you on your splendid preparation. I have the burns under control and am now continuing treatment without fear of further inconvenience to the patient.

Dr. 

DOCTOR: Don’t forget that Dionol gives equally positive results in local infections, wounds, leg ulcers and ulceration generally, and wherever local pyrexia is present. Try Dionol also for tampon treatments, piles, etc. It is exceptionally effective.

THE DIONOL COMPANY, (Dept. 12) Garfield Bldg., Detroit, Michigan
BERGER got the parents to sign this affidavit along with himself claiming that the child was then well:

"From the time she became ill [the child] was talking constantly and continuously for eight days. That during that time Miriam Rubin did not sleep, but merely continued to talk. Dr. R. H. T. Nesbitt of Waukegan, Ill., the family physician, was called shortly after she became ill, Dr. Brown, county physician, of Waukegan, was called for consultation, and in addition there were called into the case the following physicians, specialists, from Chicago: Dr. Robert L. Brede, 30 N. Michigan Ave.; Dr. Alonso G. Tenney, 26 W. Washington St., and Dr. Isaac A. Abt, 104 S. Michigan Ave., all of whom immediately made all necessary blood tests and examinations, and whose prognoses did not disclose the nature of the malady, and they were unable from their examinations and diagnosis of the case to offer any solution or remedy for the patient, and during all of this time the patient continued to talk constantly as before without any sleep whatsoever."

"That on the ninth day of her illness Dr. Paul O. Berger, a practicing chiropractor in Waukegan, was called to treat the patient and found upon examination of the spinal column that the patient had two misplaced vertebrae in the neck, one of which pinched the nerve affecting the speech center of the brain. And that on the ninth day he administered two chiropractic adjustments to the said patient, and that after a lapse of about twelve hours, and during the tenth day of the illness of the patient, she showed marked and noticeable improvement and for the first time during her illness slept for brief periods, her temperature became lower than it had been at any time during the nine days of her illness; that the said Dr. Paul O. Berger continued to administer the chiropractic adjustments daily for about three days, and that at the end of three days the patient had ceased talking and the symptoms of the malady entirely disappeared, the patient was resting and sleeping soundly and that her present condition is normal."

"ABRAHAM M. RUBIN.

"PHILIP RUBIN, J. B. BERGER,

"DR. PAUL O. BERGER.

"Subscribed and sworn to before me this 17th day of February, A.D., 1921.

"ALBERT M'DERMOTT, Notary Public"

M. D. in Charge Protests Chiro Fakery

Dr. Nesbitt printed this communication in the Waukegan Daily Sun, February 28th:

"EDITOR Daily Sun: I am compelled to ask a little space in your paper, I am deluged with letters and messages from discerning, thinking people who desire to see the facts concerning the infamous and fabulous accounts published. The family have been assailed by the continued new fiction in exploiting the case. Just five minutes ago Mr. Rubin, the father, remarked that there was not five per cent of the "write-ups" true."

"First: The medical men were not baffled; nor at the end of their resources.

"Second: Medical measures and remedies have been constantly administered and there was gradual improvement; and the morning before the chiropractor gave the treatment the child had normal temperature, and the child had several intervals of sleep. The functions of the body had to be kept acting by medication and other means. Otherwise the child had fatal results.

"Third: There was no mal-alignment of the spine; any dislocation on the vertebrae. As four capable medical men had carefully examined the spinal column and the whole body. Subluxation of vertebrae is a talking position of a certain clique of spinal manipulists. Authorities state there is little or nothing to it. Present on nerve producing impaired function or paralysis, no excitement.

"Fourth: It is not true that there was a sudden cessation to all symptoms. No medical man, surgeon, psychologist, psychiatrist, any analytical mind would for a moment think that a cessation of symptoms would occur in a child like this. The brain could be quieted by any snap of the rod or thumping of the spine. The blood test demonstrated the initial agents circulating through the exciting vital centers concerned in the faculty of speech. As they did other centers causing the restlessness. The child is not true of one of the symptoms.

"It is not true that the child was delirious and irrational. She was not only rational but very bright and with amazing memory. She quickly and accurately answered questions.

"She was perfectly drowsy, taking her medicine and submitting to any handling necessary without complaint always with a thank you.

"Fifth: It is not true that the temperature fell suddenly. The betterment is what could be expected for the time the affections had lasted and the treatment she received. The temperature kept consistently up during the treatment. She ordered a spinal so-called adjustment stopped, for previous to it she had complained of the pains in the back where. She became so sore and tender that she dreaded the operation and refused anyone to touch her. Miriam Rubin is still alive."

"The hope is that we may have a long continued absolute rest and internal medicine and surgical adjustments to the nervous system be restored to perfect health.

R. H. T. NESBITT,

February 28, 1921.

The American Medical Association Journal naturally jumped in on these fake claims and on March 1st denounced the fully apparent fraud of the chiro. But the editors could resist being a bit unfair about it as well, as they in turn did not scruple to make representations about the case which in turn were denied by the M.D. on the job.

Journal Attacks Chiropractor

The battle between chiropractors and medical over the sensational claims reached a climax when the Journal of the American Medical Association printed a special article accompanied by several editorials denouncing chiropractors in general, state laws which permit them to practice, newspapers which exploit them, and Paul O. Berger, the chiropractor who claimed to have cured Miriam. The article wound up with this statement:

"I saw the patient March 1st. She lies in bed listless, eyes closed, the right side of her face turned upward and agitated. Her breathing is stertorous and somewhat labored. She is not smilling or show interest in what is going on in objects to any attempt at touching her back."

Not So, Father Says

Mr. Rubin was asked if this account was correct.

"No, she's resting naturally and appears to be enjoying herself."

Dr. R. H. T. Nesbitt, the family physician who had the case from the first, said he furnished the rape and the facts for most of the articles, but he did not agree with the report of the conditions on March 1st of the case as correct. Miriam is on the rapid road to complete recovery he said. "The listlessness is nothing more or less than..."
"Osteopathic Health" calls to its innumerable friends of the past 20 years to help put that reinforced steel-concrete roof over its new office and printing plant.

THE OSTEOPATHIC PHYSICIAN

The Bunting Publicity Service for Osteopaths

Founded 1900

Specializing in General Publicity and Specialty Advertising Campaigns for either Individuals or Collectivities of the Osteopathic Profession

9 South Clinton Street
Chicago, Illinois

Dr. Riley D. Moore,
1410 H Street, Northwest,
Washington, D. C.

My dear Dr. Moore: In reply to your inquiry of yesterday we are glad to be able to inform you that if you and your professional associates in Washington wish newspaper advertising service, or any other kind of advertising service, we are prepared to give it to you here at the old stand better than any other advertising agency in the United States. We can buy anything you need in the way of space in your home newspapers at the same price that any other advertising agents could buy it for you. We can render you any other service they could render you at the same standard price. We can write a far better line of copy for you than any other advertising agency in the United States, and I guess you know it.

By patronizing the Bunting Publicity Service for Osteopaths rather than one of the commercial agencies you will be patronizing an osteopathic institution that has been at the publicity game for twenty years, that specializes in osteopathic publicity and knows how to render proper service in general publicity as well as specialty advertising.

There is no kind of advertising that any person or group in the profession may wish to do that we are not well prepared to undertake and execute in the usual high-grade manner of our service.

If you will let us know how many Washington D.O.'s are figuring on co-operating, tell us just what sum of money you plan to spend in the Washington newspapers, within what space of time and what purposes you wish to serve by it, we shall be glad to lay out a campaign for you and give you our opinion as to just how to use your money and opportunity both to best advantage. We will give you this counsel by return post.

Quarter-pages in The Washington Post will cost you $140.50 daily and $152.50 Sunday; circulation 59,000 daily and 78,000 Sunday; single columns or equivalent (305 lines or 21 11/14th inches) cost $70.15 daily and $76.25 Sunday.

Quarter-pages in the Washington Star come cheaper with circulation greater. Quarter-pages $122.00; one column $61.00; circulation $8,900 daily and 8,600 Sunday; same rate daily and Sunday.

The Washington papers have combined to discourage so-called "readers" as the policy of the U. S. P. O. Department is against them and they have to be marked "Adv." or "Advertisement"; anyhow, so to kill off readers, they charge a line rate of $1.50 straight or $2.00 per inch. Prohibitive! You can run readers in the midst of display if you know how to prepare copy.

Let us hear just what you wish to do.

If you know of other osteopaths about to spend money for general publicity, who are not yet under contract with agencies, kindly do us both a favor by advising them that we, here, are an advertising agency, and are prepared to attend to any kind of agency work that is going. We claim to know the game.

We have planned for a long time to broaden and amplify our publicity and promotional service for the profession in various ways, coincidently with moving into our new Waukegan plant. With all good wishes,

Cordially yours,

THE BUNTING PUBLICITY SERVICE for OSTEOPATHS

H. S. Bunting, Director.

It's a joy to support those who support us—isn't it? That's why osteopaths find joy helping to erect the new fire-proof home of O H and OP.
THE OSTEOPATHIC PHYSICIAN

They've Helped Build the Walls—Will You Help Put on the Roof?

Dr. Sten Hanson Again Our Biggest Supporter

Dr. Sten Hanson of Fargo, N. D., again holds the unique honor of leading all the profession in the amount of Bunting Building Bonds he has subscribed to aid our new building enterprise. This letter received February 27th tells its own beautiful story:

"I herewith send you enclosed another draft for the sum of $300 for three more building bonds. This, at the present time, totals for me $1,400 of the bonds. Kindly inform me in time, before the bonds are all sold, as I may wish to come again for a final clean-up of the bonds. Also please find check for $6.00 enclosed for "Harvest Leaves" as per the enclosed list.—Fraternally yours, Sten Hanson, D.O., Fargo, North Dakota.

You can see by this, friends, that Sten of the poker-face didn't take the bluff. Dr. John H. Buehler of New York City who led the profession last month with a $1,300 subscription, mentioned something casual about wanting to take $500 more; but while he was negotiating with the dealer for a new stack Sten answers by shoving $300 more across the board.

This is sure getting interesting. Now the question arises, is John H. going to let Hanson walk away with it? Who do you bet closes with the biggest subscription? We'll bet you 10-to-1 our bond issue will be over-subscribed by March 31st.

Every Hundred Dollars Helps

Enclosed find check for $100 for one of your Bunting Building Bonds. Wishing you success, Sincerely,—Mable C. Toye, D.O., Denver, Colorado.

Dr. Groenewoud Makes It $800

My Dear Bunting: I am enclosing my check for $340.64 for three more of your good bonds. This makes a total of $800 worth for me, and I hope it will do us both good.—Fraternally, John C. Groenewoud, D.O., Chicago, Ill.

Dr. E. Gertrude Ferguson Attains $900

Unexpected expenses this month prevent my completing payment on the $600 worth of bonds, but I enclose herewith draft for $120 to apply, making a total of $550 towards this $600 purchase. I will remit the balance on this purchase next month, together with an initial payment on the additional $300 subscription. This makes my holding $900 in B.B.B.'s. Kindly credit my account as stated.—E. Gertrude Ferguson, D.O., Neosho, Mo.

Dr. S. S. and Ella W. Accounted For

I am surprised to note that this is the last of February and I have not bought my Bunting Building Bond yet. Enclosed find check for $180 for a trunk full of bonds, and I want you to consider that I send you herewith my check for $1,000 for an equivalent amount of your $75 Bunting Building Bonds. Please let me extend your organization a welcome to our city.—H. J. McKean, D.D.S., Waukegan, Illinois.

But for Getting Stung in the Oil Game

Enclosed find check for some bonds. If it wasn't for a rotten deal suggested by a friendly Oklahoma oil game, I would gladly subscribe for a trunk full of these excellent bonds. This makes a total of $550 towards this $600 purchase. I herewith send you enclosed another draft for $250 to complete installment payments for them in four months.—James D. Edwards, D.O., St. Louis, Mo.

Blessed Be Every $100 Buyer!


A Good Staff to Lean On

I am enclosing a check herewith for a first mortgage bond. Better late than never—that is, if not too late! Perhaps this may have a chance to help paint that roof, should it all be done on when this reaches you. Would have come to the front early in the game, had I not been forced to invest in real estate during the boom here about a year ago. A good many residents were forced to move several times until they bought property. If you need further help to reach your goal I shall be glad to come forward again, should I be in a position to do so.—Yours truly, L. E. Staff, D.O., Jacksonvile, III.

Every Cash Bond a Benediction

Enclosed find check for $100 for one of the Bunting Building Bonds. Success to you. Fraternally—Emily Groenewoud, D.O., Farmington, Maine.

$800 for Dr. R. E. Tuttle

Send me two more of the hundred dollar bonds and make them out the same as the other. This brings my purchase in aid of our new building enterprise to $800.—R. E. Tuttle, D.O., Hicksville, Ohio.

Dr. Jane Burnett's Sister Takes $300


I've Just Got to Have Another

I gotta have another bond. Enclosed find $100.—George W. Goode, D.O., Boston, Mass.

Each Installment Bond Helps

Reserve for me one $100 Bunting Building Corporation 7% First Mortgage Real Estate Gold Bond and find enclosed check for $50. I will send the balance before April 1st.—Mary C. Parker, D.O., Gloucester, Mass.

Good Works by a Kansas Girl D.O.

Enclosed find draft for $100 to purchase one of your 7% Bonds of your building enterprise. I wanted to send this much last May when you first sent me literature in regard to the matter and I would be glad to show you that what you have done and are doing for osteopathy is appreciated by the general profession. I am glad to take this chance to help you, and so the matter has gone. If the bonds are all sold you may return the draft. Wishing you all possible success in your business, I am, Leon C. Corbitt, D.O., Norton, Kansas.

Another Chicago Man Takes $1,000

Dear Arnold: If I am still in time please reserve for me a thousand dollars of Bunting Building Bonds and I’ll make installment payments for them in four months. Enclosed find my check for $250. I shall be glad to own your bonds. It is a great pleasure to recognize the good work of your organization for osteopathy by giving you any co-operation in my power.—W. F. Eford, D.O., Chicago, Ill.

Good Luck for Both

Enclosed please find check for $164.50 to pay as follows: $100 for bond, $65.40 for "Osteopathic Health Good Luck," E. K. Stretch, D.O., West Hoboken, New Jersey.

LAST CHANCE TO GET IN!

Our friends who intend to take one or more bonds to identify themselves with our building enterprise and help us make a success of it are notified that this is the last chance to get their share of the honors.

If you mean to get in at all, do it today! We expect to close out the last bond by March 31st.

We believe there are at least a hundred others who have not been heard from who want to buy at least one "souvenir" Bunting Building Bond. If so, order it today or forever be your peace.

If you intended to help us from the start, it is now, April, we hope, will be too late to join any part in this glorious enterprise.

If the thing is right; if the vision is real; if service is genuine, then the thing can be sold.—J. G. Armour.
Human Interest Stories of Regaining Health as Told by an Osteopath

Have you ever thought you would like to take time to call upon a physician of the school of mechanical adjustment known as osteopathy, some time when he is at leisure, and ask him questions that puzzle you about the theory and practice of his science of healing to your heart's content? Aren't there at least twenty different questions you would like to put up to him about his methods and treatment? And, as soon as those questions were answered, wouldn't as many more new points come up that you would like to satisfy yourself about? I, at least, have been in that frame of mind toward osteopathy for a long time, and I have often heard others express themselves through with such an attitude.

Well, it just happens that an editor was in that frame of mind, too, and he went through with such an interview. If you would be interested in listening to the discussion he had with a representative practitioner of this school you may sit in the game with them, so to speak, by reading the editor's report of his visit and the things discussed, as he published it in the April issue of the magazine, "Osteopathic Health" issued at Chicago.

A Health Interview with an Osteopath is the title. The doctor interviewed was made to tell just how he came to be an osteopath. He was cured by an osteopath of chronic indigestion and liver trouble. He decided that he would like to devote his life to doing as much good to other people as the osteopath had done for him. After 15 years experience in practice the osteopath now says he has not been disappointed in this expectation, that he has had the gratification of curing or helping many hundreds of cases, and that he has never regretted the day that he dedicated his life to such a grand profession.

One experience the osteopath related was that of explaining to inquirers who misunderstood osteopathy what it is that the osteopath is to get. A poor woman so suffering with a maladjusted spine and pelvis said to him during treatment: "I don't, see, doctor, how you are going to make me walk by rubbing!"

"I don't, either," said the osteopath. "There's something wrong with your backbone!"

"And how are you going to fix it if I can, and if I succeed, you..."

Fertilize your field of practice by cultivating good will. Every Bunting Building Bond bought helps advertise Osteopathy.
Soothing
action and effect is demanded in the treatment of unoperable
Hemorrhoids, Fissure, Fistula, Pruritus

MICAJAH'S
SUPPOSITORIES
are easily and quickly applied, dissolve slowly and completely,
check and control bleeding, control inflammation, prevent sepsis
and thus keep the patient comfortable. Contain no narcotic or toxic drug. Can be used
ad libitum. Originated by a physician.

Increasing in use by physicians
MUCMAJAH CO., Warren, Penn.

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 Price
Cloth Only
100 $50.00
50 30.00
25 15.25
10 7.00
5 .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 $10.00 each or less if the balance is less
than $10.00.

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

THE OSTEOPATHIC PHYSICIAN
will walk. And it happened just as I said. She got well entirely.
In this interesting way the osteopath tells
modestly a lot of interesting experiences he
had had in treating the lame, the blind, the
deaf, rheumatism, lumps, back, stiff joints, sciatica, kidney troubles, acute infections ill,
women's diseases, etc. His story is replete with actual cases and full of human interest. With
well pointed deductions from these cases he
makes the lay reader understand a lot about
osteopathic theory and practice too.

If you would like to read the osteopath's story see if you want to in touch with
us to interview and to find out these things first
handed, you may obtain a sample copy of the little magazine, "Osteopathic Health", free upon
application to the publishers, The Bunting Publica-
tions, Inc., 9 South Clinton Street, Chicago,
will be pleased to send it without obligation to
you, or you may get it upon application to
Dr......... at No. ........ in this city.

[Ready to Insert In Your Home Town Newspaper.]

“A Health Interview with an
Osteopath”

Is the interesting title of the April issue of
"Osteopathic Health", the little magazine de-
oted to health-seeking science, simply told,
which is published at Chicago. If you want to
read this interview you may have a copy free
for the asking.

An editor who had a lot of things in his mind
that he wanted to ask an osteopath about his
system of diagnosis and treatment for the
purpose of passing it along to health seekers
had a real interview with one and got most of
his doubts cleared up on the subject. You
would find his report of the interview highly
interesting and instructive.
The range of cases discussed and explained
included stomach and liver troubles, an injured
weak spine, blindness, deafness, paralysis, kidney
disorders, rheumatism, stiff joints, sciatica,
backache, large quantities of r,aw vegetables and a
women's diseases.

This recital tells about results that were
secured in many actual difficult cases, and also
explains the basic theory of osteopathic therapy
so you can grasp it.
If you want to read this instructive explana-
tion post card request to the publishers will bring
it without obligation. Address the Bun-
ting Publications, Inc., 9 South Clinton St.,
Chicago, or you may get it by applying to
Dr. ........ at No. ........ in this city.

NOTE
If you want to arrange to run such notices as
these in your home newspapers at their adver-
sing rates you can either arrange to do so
directly or get it done for you by The Bunting
Publicity Service for Osteopaths which will
serve you without other cost to you than the
newspapers' regular rates. A live bunch of
osteopaths reprint these notices of "Osteopathic Health" contents every month in their home
newspapers and thus get favorable publicity
for osteopathy by it, as well as make new
friends and prospects patients through the
inquiries it develops. Try it out.—The Bunting
Publicity Service for Osteopaths, 9 So. Clinton
St., Chicago, Ill.

Help in Shingles
In your last issue I noticed a request for some
help with shingles. In addition to the indicated
osteopathic treatment I put the patient on a
strictly orange diet for two days and then add
three apples, one for each meal, and allow but-
termilk as desired. I vary the diet with syrups,
oranges, apples and any fresh fruits for ten
days; then begin the return to normal diet with
whole-wheat bread and sweet milk and the use
of large quantities of raw vegetables and a
limited intake of the protozoa. This regime
works well in any form of neuritis.—W. B. Farris,
D.O., Forth Smith, Arkansas.

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

Get a Sample Set
of
"Harvest Leaflets"

We will mail a complete set of our 27 new "Harvest Leaflets" to you for
30 cents. This includes 8 folders of 1-page size; 6 of 4-page size; 8
of 6-page size; and 5 of 8-page size.

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

The Bunting Publications
(Incorporated)
9 South Clinton St., - Chicago

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 whole grain preparations. It is in the only logical form—that of a condensed tablet, sanitary and convenient. They will not irritate.

Bran-O-LAX is a light food diet for the sick and convalescents, as well as a gentle laxative. Bran-O-LAX combines being delicious, perfectly pure, Bran-O-LAX prepared perfectly nutritious wheat bran. In eating four or five tables, you will have taken into the stomach much more wheat bran than if you had eaten one half loaf Graham or

Every boost for Osteopathy is a boost for you. Buy a Bunting
Building Bond and get a double-barreled return on your money.
Savings put in Bunting Building Bonds are safe and fruitful—7% per annum assured. Boosts Osteopathy besides.

THE OSTEOPATHIC PHYSICIAN

Little Stories of the Clinic
by C. W. Young, D.O., Grand Junction, Colo.
STORIES NOS. 24 AND 25

Story No. 24
Mr. B. recently returned as a service man in the U. S. Army. He had been in camp over six months, and during that time and after his return had suffered greatly and almost constantly with frontal headaches. I selected an applicator of hard wood out of a box purchased at a drug store. The applicator was a little larger than a match and twice as long. I whittled one end into the shape of a wedge, and poked one side of the other end so as to see the same way. I then firmly wrapped a thin covering of cotton about five inches long over the wedge end, and inserted it with extreme caution. Observing how to insert the applicator in the nose from the whittled part of the wrapped end, I inserted the wedge into the nose with a face against the septum with the forward edge as far forward near the bridge of the nose as possible. I then thrust the applicator straight up the nose (keeping the forward edge as far forward as possible) until the sharp end of the wedge came as near the frontal sinuses as possible. I then withdrew the applicator, and Mr. B. shed dark blood copiously. I then made a like insertion on the other side, with similar bleeding. The patient's headache was much relieved. A few days later I opened the treatment and he was completely relieved. A few months later and the headache had not returned.

Story No. 25
Miss P. came to me with a severe acute head cold. Normal breathing through the nose had been impossible for many years. Often she would awaken at night and find herself seized with a most awful smothering sensation, and she would gasp for breath. I treated her as described in Story No. 24, four times, and in addition would place my wedge a little further back on the septum and pry turbinates close forward as far forward as possible. I then thrust the applicator, and Mr. B. shed dark blood copiously. I then made a like insertion on the other side, with similar bleeding. The patient's headache was much relieved. A few days later I opened the treatment and he was completely relieved of his headache. I heard from him months later and the headache had not returned.

Comment No. 1
I was taught probing to the frontal sinuses by Dr. G. V. Webster, of Carthage, N. Y. Every general practitioner ought to know all about it.

Dr. Chas. J. Muttart
Specializing in Diseases of Gastro-Intestinal Tract
Consultation and Referred Cases given special attention
HOSPITAL FACILITIES
1813 Pine St.
PHILADELPHIA, PA.

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

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

We employ the Porter Milk Diet Method exclusively.

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

For particulars regarding milk diet and other cases, address—

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

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

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Doz. Lots</td>
<td>$ 7.00</td>
</tr>
<tr>
<td>2 Doz. Lots</td>
<td>$13.50</td>
</tr>
<tr>
<td>5 Doz. Lots</td>
<td>$30.00</td>
</tr>
<tr>
<td>100 Lots</td>
<td>$46.00</td>
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</tbody>
</table>

The M. C. Kimono Cabinet, including base, is 21 inches high, 19 inches wide, 18 1/2 inches deep. It holds 12 kimono boxes. Cabinets are carried in stock in Golden Oak finish only. Prices on other finishes furnished upon request.

Price of M. C. Kimono Cabinet, golden oak finish:

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

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

Michigan City Paper Box Company
Michigan City, Indiana

It is amazing what this simple thing will do in many cases of migraine, sinusitis, and other serious diseases.

Comment No. 2
For a long time I failed to understand how to accomplish turbinate elevation. In my own practice I am getting very gratifying results by prying the turbinates outward away from the septum with very little attention to upward movement.

For osteopathy it's publicity or perish.—Francis A. Cave, D.O.

Twenty-five Dollars will reserve a $100 Bunting Bond for you. Don't miss such an easy, safe and profitable investment!
stunt, with no factors in the case changed? It would have killed osteopathy! A real science and a real profession can not live and thrive on misrepresentation and fraud. Unhappily a “business” sometimes can—for a time. But we have a character at stake. Such dishonest advertising would undermine it and in the end pull down our proud edifice.

The chiro was conceived in imitation, false pretenses and fraud—he has no scientific basis and no professional character at stake—he can “take a chance” and work a confidence game, and may win out by it in the end. We think he located the stake he is after in this instance.

Moral

The moral we wish to point in this case—and we have often preached it before—is that when osteopathy does come to do its general publicity it must be scrupulously careful about the kind of “copy” it uses, about the statement it makes of its case, and be very careful of the facts underlying the claims it puts forward. Any failure to do this would react against us and do our cause more harm than good.

We would a thousand times rather see the osteopathy profession do its general dignified advertising at all than make the mistake of imitating this chiro advertising technique by running this sort of blatant and untruthful copy. We emphasized this six or eight months ago in an editorial discussing proposed general publicity for the profession through newspapers and magazines. If you did not understand what we were driving at then, let this chiropractic stunt stand revealed now as one fine example of the sort of thing we were warning against then. It is just one kind of mistake that can be made. Many different sorts of such mistakes are possible, and we warn the profession against all of them. We stand for truth in advertising and we know that nothing else will pay osteopathy.

Yes, friends, we would very much like to see as many pages of good newspaper space bought and used to carry the message of osteopathy to the people. And our scientific foundation is so impregnable and our history full of so many honest and glorious cures that a study and investigation that we would not have any excuse to go off half-cocked in our copy, or resort to blatant and unapproved claims such as chiropractic usually utilizes when it goes out for public attention.

Now, friends, can’t we harness up general publicity for our profession, as well as continue to use special advertising (as we have done it so successfully for twenty years) but at the same time do our advertising in such an honest and skillful way as will give only benefit to osteopathy without inflicting penalties? It looks so easy to us as an accomplishment, were the profession be willing and ready to pay the price it costs.

Second Moral

Were we osteopathic practitioners in a city or town where chiropractors had run the usual fraudulent claims about this Rubin case we would seriously consider buying equivalent space in such newspapers to reprint as much of this OP story as would make the real truth of the whole affair. One way to kill an advertising lie and make it unprofitable to advertising liars is to print the truth equally conspicuously in the same publications.

[Continued from Page 22]


28

THE OSTEOPATHIC PHYSICIAN

"Founding A Five-Figure Practice" (Ready Soon)

Eighteen salient points distinguish osteopathy from competing schools. How many of them can you name?

The M.D.’s outnumber us 25 to 1.

What is our strongest talking point when we try to explain our system to prospective patients?

What is the one all-important link in practice building?

“Founding a Five-Figure Practice” answers these questions and many others equally important.

It offers you the actual experience of twenty-one years of successful advertising. The booklet will be ready very soon, a complimentary copy will be sent to you if you remit $1.50 for thirteen DeLuxe booklets (a full set), and ten Less Expensive booklets (a full set). We will send you a useful fund of information concerning the best ways and means of educating your patients and friends at minimum cost.

Remit $1.50 for the 23 booklets, “Founding a Five-Figure Practice” will be enclosed, free of charge.

The OSTEOPATH, Kansas City, Mo.
Address: Williams Publishing Co., Publishers
R. H. WILLIAMS, Editor

No Race Suicide Here; Dr. Ball Finds Stork Busy

[From Blackwell (Oklahoma) Daily News]
Those who have been kept awake nights by the nightmare of race suicide may take themselves to their rest tonight with such fears dismissed at least so far as they applied to the vicinity of Blackwell.

Doctor Chas. D. Ball is one of the fortunate ones who has seen one of the ambitions he dismissed at least so far as they applied to the vicinity of Blackwell.

Dr. Ball reports 13 births during the month of December, 1920.—Issue of January 4th.

[Hence followed a list of thirteen babies born in December with names of their happy parents.]

This shows what a man can do in any field if he has the vision and goes after its realization. Dr. Ball has been in Blackwell only three years. The town has less than 4,000 population and there are thirteen M.D.’s located there. Yet Dr. Ball delivered 105 babies in 1920, being over one-half of the babies born in that precinct during the year.

Dr. S. J. Fryette Died

Dr. S. J. Fryette of Madison, Wisconsin, father of Dr. H. H. Fryette, of Chicago, died of pernicious anemia of more than a year's standing at his home Feb. 21. He is survived by the widow, son and three daughters. Dr. Fryette was graduated at ASO twenty years ago and has practiced at Madison ever since. He has always been upstanding for pure osteopathy and all professional interests and will be keenly missed.

Money saved today makes for future prosperity. A Bunting Building Bond pays 7% with assured protection of principle.
Investments in B-B-Bonds pay you two ways—Money Interest and Practice Prestige. Take the “buys” which yield you Double Gain!
The OSTEOPATHIC PHYSICIAN

Buy Bunting Building Bonds

To Build Greater Osteopathic Publicity.

Dr. Frank Hunter Smith Returns to Indianapolis
Dr. Frank Hunter Smith, who has been practicing tuberculosis among the Indians, for the past 15 years, has returned to his home in Indianapolis. The health, rest, and health recuperation of Dr. Smith has been outstanding in the profession. He says that the ties of old friendship pulled stronger than the climatic advantages of the Pacific Coast. We are sure that Dr. Smith's many friends in and out the profession in the Central States will be pleased to learn of his return among them.

Central States Osteopathic Association Annual Meeting
The Central States Osteopathic Association will hold its next annual convention at the Panama Hotel, Mo., May 15, 16, 17, 1921. — Dr. J. S. Warren, Secretary.

Connecticut Osteopathic Society
The Connecticut Osteopathic Society held their state convention in New Haven on the evening of February 9th and elected the following officers for the coming year: President, Dr. H. W. Collier of Waterbury; Treasurer, Dr. Robert E. Rugg of New London; Secretary-Treasurer, Dr. Philip C. Speck. A complete exposure of the attempt of the A.M.A. to control the health inspection of the children in the public schools of America was made before the Society by Dr. Speck, and the meeting adjourned, which he followed by a line of the Smith-Towner Bill, Pess-Capper and Trance Bills are designed so that this control is permitted by these bills. The following convention was unanimously Repealed. "That the Connecticut Osteopathic Society oppose the repeal of the Smith-Towner Bill and all other Federal laws which would establish a system of state, national, county and city health and physical education departments as well as the undertaking in this line of medicine unless these bills are modified so as to have representation from each school of practice in the national, state, county and city health and physical education departments created by these bills.

Dr. Emma Wing Thompson Locates in Seattle
Related announcement reaches us that Dr. Emma Wing Thompson—having sold her practice in Schenectady to Dr. Helen Beatty, of Hoosiel Falls last September—is now practicing at the 527 Merchants Bank Building, Seattle. Dr. Thompson conducted a highly successful practice in Schenectady for fifteen years and recently made the most expedient proposition that she decided to sell out and locate on the Pacific Coast. Her reasons for doing so are her mother and her sister live on the Puget Sound and her son, Harold A. Thompson, after returning from service in France, entered the Chicago College of Osteopathy with the intention of locating on the Pacific Coast after his graduation. Dr. Thompson took a special review course in the National Post-Graduate School, Chicago, and passed the examination, which she successfully passed in February of this year. Dr. Thompson was always busy in practice but she found time also to be active in social and civic affairs and church work. An example of this was her service on the AOA National Committee; was State Chairman for New York in 1915; was a delegate to the Woman's Bureau of Public Health; she was a delegate to the International Suffrage Congress at Budapest, Hungary, and American woman members of the committee were eight of forty forming the first Park Commission of Schenectady. During the World War, Dr. Thompson was a wizard and president of the board. Dr. Thompson was very busy as a singer in the Washington times. She was a director also of the Schenectady Woman's Club. Various complimentary banquet together with presentations of flowers were tendered to Dr. Thompson when it became known that she intended to leave Schenectady.

Boston Osteopathic Society Meeting

Northern Indiana Osteopathic Association Elects Officers
Dr. L. A. Rauch was elected president of the Northern Indiana Osteopathic association at a meeting held Thursday, February 24th, 1921, in the offices of Dr. A. C. Bebee Union Trust Bank. Other officers named were Dr. F. H. Boland, vice-president; Dr. R. E. Rugg, secretary-treasurer, and Dr. J. H. Egison and Dr. R. B. Lee, publicists committee.

Dr. Tete Offers 15 Minute Talk on Practice Building
Dr. Henry Tete, of New Orleans, expects to be in Hattiesburg, Mississippi, March 31st and April 1st attending the convention of the Southern Osteopathic. Dr. Tete tells us that if two or three osteopaths wish to get together at Hattiesburg and arrange an appointment with him, he will be pleased to give a fifteen minute talk on practice building and office economy methods. Dr. Tete has demonstrated that he knows how to handle a big practice and any osteopath who could get to hear him while he is in Hattiesburg would doubtless get much inspiration and value out of his remarks.

King County Osteopaths Banquet
Dr. W. E. Waite, president of the King County Osteopathic Association, hosted a banquet at the Elks club Tuesday night, Feb. 22, to honor Dr. W. E. Waite, president of the King County Osteopathic Association, who returned Sunday from a tour of Western states in the interest of the profession. Taps were made by Dr. Waite and Dr. F. B. Teter of Davenport, a member of the house of A.O.A. Dr. Emma Wing Thompson, who recently moved to Seattle from Schenectady, N. Y., was an honor guest. Forty-two were present. The out-oftown guests included Dr. F. B. Teter, of Davenport, Dr. W. S. Thomas of Tacoma, Dr. and Mrs. H. A. Stoburn of Tacoma, and Dr. and Mrs. Clarence Utterback of Tacoma.

“HARVEST LEAFLETS”
To Reach the Multitude and Arouse the Disinterested

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

| Price $10.00 per thousand, with or without your professional card. |
| Price $12.50 per thousand, with or without your professional card. |
| Price $18.00 per thousand, with or without your professional card. |
| Price $5.00 per thousand, with or without your professional card. |

No. | Item |
---|---|
1. | What Doctor Shall I Employ? |
2. | Disease Caused by Mechanical Pressure. |
3. | How Osteopathic Patients are Treated. |
4. | Getting Well All Over at the Same Time. |
5. | Building Up Weak Throats. |
6. | A Chiropractor at Work. |
7. | What is Osteopathy? |
8. | A Word to Former Patients. |
10. | Neuralgia and Slept-Off Risks. |
11. | What is Chiropractic. |
15. | Chiropractic Klopomana. |
17. | Osteopathic Aid in Pregnancy and Confinement. |
18. | Osteopathy in Obstetrics. |
20. | The Osteopath's Point of View. |
23. | Insomnia. |
24. | Neuralgia and Headaches. |
25. | Osteopathic Health, but supplement it. They are scaled for easy, economical, wide distribution in units of thousands instead of hundreds, and are adequate to supply your want of worthy cause would do it. We have only begun to fight for Osteopathy! |

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

These osteopathic “Harvest Leaflets” do not take the place of campaigning by Osteopathic Health, but supplement it. They are scaled for easy, economical, wide distribution in units of thousands instead of hundreds, and are adequate to supply your want of something effective that will stir up quickly numerous inquiries about osteopathy. You should use them as “attention-getters”. As each new inquirer is heard from you should automatically pith him on your osteopathic leaflets and as it was the first meeting night in the new year, the principal business of the evening was the election of officers for the year. The President, Dr. W. E. Waite of Independence, called the meeting to order, and after reading of the minutes of the last meeting, we proceed to the election. Dr. L. G. Fite was elected President for one year. Dr. Mary Bell was elected Secretary at Treasurer. The President-elect then appointed Dr. C. H. Wyant as chairman of the Finance Committee. Brown, Freeland, and Dubbs as Program Committees. The Association changed their meeting night from last Tuesday night of each month to the first Tuesday night. After the business meeting Dr. Mary Bell read very instructive paper on Pneumonia, and a general discussion followed.

Montgomery Co., Kansas Meeting
The Montgomery County Association held their meeting in the offices of Dr. L. G. Fite in Coffeyville, Jan. 15th and as it was the first meeting night in the new year, the principal business of the evening was the election of officers for the year. The President, Dr. W. E. Waite of Independence, called the meeting to order, and after reading of the minutes of the last meeting, we proceed to the election. Dr. L. G. Fite was elected President for one year. Dr. Mary Bell was elected Secretary at Treasurer. The President-elect then appointed Dr. C. H. Wyant as chairman of the Finance Committee. Brown, Freeland, and Dubbs as Program Committees. The Association changed their meeting night from last Tuesday night of each month to the first Tuesday night. After the business meeting Dr. Mary Bell read very instructive paper on Pneumonia, and a general discussion followed.

The BUNTING PUBLICATIONS, Inc., 9 S. Clinton St., Chicago

that he was scheduled to appear in several cities in the East where he is to give public lectures on Osteopathy. Dr. Conklin who was President of the A.O.A. last year, has appeared on our State Society Programs, and as a more interesting speaker could not be obtained, a full attendance must be the result. The following resolution was submitted for action at this meeting: Resolved, That the Osteopathic Society of the City of New York opposes the passage of the Smith-Towner Bill and all other Federal Bills which would establish a system of State Medicine under control of any one School of Medicine.

The Program Committee informed the members that at the February Meeting Dr. Royal S. Copeland, Commissioner of Health, will address them on the subject of "Health and Housing" and encouraged the hope this meeting would be a "Banner Meeting" and that the entire profession will be present to hear the Commissioner.

Student Enrollment at the Chicago College of Osteopathy Taxes Building Capacity

The matriculation of a Freshman Class of 70 members together with a Sophomore Class of 75, and Juniors and Seniors sufficient to equal the 300 mark has filled the present College building to overflowing. At least 100 students were refused admission, partly because of lack of preliminary education. A large number of these students are taking preparatory courses and planning on entering the College as soon as they are able to obtain a Qualifying Certificate from the Department of Education and Registration at Springfield. The building that was considered to be large enough to accommodate the College needs for at least five years has already been outgrown. The College is rapidly pushing the Hospital out of the building and some plans must be made immediately to utilize the entire building within the course of a year. The Hospital is maintained as a necessary part of College equipment and if either the College or the Hospital must be curtailed in its work. The greater the number of practicing osteopaths, the better osteopathy will become known, and the sooner the students who want to take osteopathy as their life's work as a profession will be able to obtain our just rights and privileges.

Osteopathic Specialists
Goddard Building, 27 E. Monroe St.
Chicago

Central 3715

Dr. Nettie M. Hard
Central 3715

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

Office Gynecology—Diseases of Sigmoid, Rectum and Anus

REFERRED CASES—CONSULTATION.

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The osteopaths are the finest people in the world and that’s why they have

**THE OSTEOPATHIC PHYSICIAN**

**Osteopathic Health for April**

An A Health Interview
With an Osteopath

In the course of this interview the story is told of experiences in curing cases of the same, the blind and the deaf; cases of rheumatism, sore backs, stiff joints, whooping, kidney trouble, acute infections, woman's diseases, etc., etc. Deductions from these experiences make the render grapple more earnestly with osteopathic theory and practice, both. Powerful in human interest. Do you want to put this magazine to work for you? If so, say the word and the want will be supplied.

**NEBRASKA**

New Osteopathic Association Organized in Nebraska

Dr. Charles Hartner of Madison was elected president of the Northeast Nebraska Osteopathic Association. T. T. Jones of Wayne was elected vice-president and Dr. Jessie Crane of Norfolk secretary-treasurer. The association is a branch of the Nebraska Osteopathic association and will begin work with about twenty members who are located in various parts of this territory. The original meeting, called for the purpose of organization, was held at Norfolk in the office of Dr. S. F. Taylor Thursday afternoon, February 5th. A banquet was enjoyed by the visitors in the Pacific hotel. Dr. R. O. Dunn was chairman at the business session and trouserUFACT at the banquet. It was announced at the meeting that the state association membership has grown so large that branches or sections will be carried on in sections. The northeastern Nebraska section will hold another meeting in Norfolk on March 5th when some of the foremost osteopaths in this state are expected to come here to read papers pertaining to the profession. Local members of the new organization started laying their plans early for the 1922 convention. The 1921 convention of the state association will be held in Omaha.

**PERSONAL**

Dr. John Martin Hiss has announced the opening of his office at 411 E. 8th street, Columbus, O.

Dr. John O. Baun, of East Liverpool, Ohio, announces the removal of his office and Subhur Vapor Bath Parlor from 117 E. Sixth St., to 149 W. Sixth St.

Dr. Almanza B. Bergstrom, graduate of the 1922 class from the Massachusetts College of Osteopathy, has removed to 73 S. Clinton St., Chicago.

Dr. John W. Keckler, formerly of Cumberland County, Kentucky, has removed to Clevelan, Ohio, where he is associated with Dr. Percy E. W. Brown in the general practice of osteopathy. Dr. Keckler will also specialize in ophthalmology.

Dr. T. T. Tandy has removed his location from Grant City, Missouri, to San Antonio, Texas. For some time past Dr. Tandy has been at the AJO Hospital, Kirksville, as assistant surgeon. He reports that the prospects for practice in San Antonio are very bright.

Notices are out of the marriage of Dr. Edward W. Clevend of Binghamton, New York, on February 7th to Miss Adaile Pringle Armstrong of Norfolk, Virginia. Dr. Clevend has been conducting a successful practice at Binghamton for some six years past. He is a graduate of the Philadelphia College of Osteopathic, class of 1916, and post-graduate of Chicago College of Osteopathic, class of 1916.

**FOR SALE**

ON SALE-DeLuxe Model McManis Table and Equipment.

A Jetter reached us from Dr. Edmund A. Roe, formerly of Chicago, Ill., stating that he expects to give up his practice and open up a business in Cleveland, Ohio. He has the goods and means of business. Address, Dr. Charles B. Roe, 3, 307 Dearborn St., Chicago.

To Dr. and Mrs. W. H. Curt, of Bluefield, West Va., on January 31st, a son, William Howie, Jr. Born to Mr. and Mrs. Joseph E. Hall, Jr., (Dr. Jane Wilson Hall) on January 7th, a son, Winston Wilson Hall, Jr.

To Dr. and Mrs. M. C. Gilmour, 9 S. Clinton St., Chicago.

To Doctor and Mrs. Nathaniel W. Boyd of Germantown, Pennsylvania, on January 15th, a son, Nathaniel Webber Boyd, Jr.

To Dr. and Mrs. John Martin Hiss, of Cleveland, Ohio, on January 31st, a son, Charles O. Hiss.

To Mr. and Mrs. Nathaniel W. Boyd of Germantown, Pennsylvania, on January 15th, a son, Nathaniel Webber Boyd, Jr.

To Dr. and Mrs. J. D. Cartrell, of Clay Centre.

To Dr. J. D. Meigs of Madison, Wis., on January 31st, a son, Nathaniel Welsher Boyd, Jr.

To Mrs. W. H. Phillips, of Madison, Wis., on January 31st, a daughter, Helen Phillips, January 31st. Dr. Roe sold his practice at Edmond last October to Dr. E. C. Deming and since that time he has been traveling and rendering service with a view to regaining his complete health which was impaired following an attack of flu on top of a great deal of hard work which he has been performing. Dr. Roe says that he enjoys himself immensely and having the first real rest that his taken in 19 years so he thinks that he needs it. Before getting back into active practice he expects to take up some special post-graduate work which will begin with about twenty members who are associated with him in the new organization started laying their plans early for the 1922 convention. The 1921 convention of the state association will be held in Omaha.

**SEALED BID**

WANTED—By graduate osteopathic physician in "low" city. Office would also consider hours in outlying South Side, phone Midway 1440, Dr. H. F. Rentz, Chicago.

WANTED—Will pay $5.00 for a 1916 Year Book of good condition, complete. Address, Dr. S. L. L. Th., 9 S. Clinton St., Chicago.

WANTED—To rent for 1st class practice or part time by a capable and experienced osteopathic physician who has the goods and means of business, with a good "doctor's fare", care The OP., 9 S. Clinton St., Chicago.

WANTED—A capable and experienced practicing osteopath to be a charge of a city practice in central Illinois. Address, Dr. R. G. R., 266, care The OP., 9 S. Clinton St., Chicago.

FOR SALE—DeLuxe Tables, one DeLuxe stool, eye, ear, nose and throat cabinet, almost new. Address No. 267 care The OP., 9 S. Clinton St., Chicago.

FOR SALE—DeLuxe Tables, one DeLuxe stool, eye, ear, nose and throat cabinet, almost new. Address No. 267 care The OP., 9 S. Clinton St., Chicago.

FOR SALE—Office furniture, including all hard-ware, fixtures, on January 31st. Dr. Roe sold his practice at Edmond last October to Dr. E. C. Deming and since that time he has been traveling and rendering service with a view to regaining his complete health which was impaired following an attack of flu on top of a great deal of hard work which he has been performing. Dr. Roe says that he enjoys himself immensely and having the first real rest that his taken in 19 years so he thinks that he needs it. Before getting back into active practice he expects to take up some special post-graduate work which will begin with about twenty members who are associated with him in the new organization started laying their plans early for the 1922 convention. The 1921 convention of the state association will be held in Omaha.

**inclined**

Take a Bond and Help Us Complete Our Flota
tion by March 31st.