such abnormality can be found to:ice

and cure diseases and illnesses through natural means. Science must always serve

...beneath is for lack of night control of the bladder.

Correctly, bedwetting is often labeled a “bad habit” to be broken by habit-control methods.

Patients of chiropractic and cooperative children must, surely, feel this “bad habit” unaccustomed to accept. Yet, they may also be no worse...unless they consult a Doctor of Chiropractic.

Modern chiropractic science has found that involuntary bedwetting is most often caused by abnormality in the spinal nervous system’s control of bladder during sleep.

The normally-functioning nervous system across the bed’s bed of motion during the sleep and causes it to breathe very deeply to close it. When this occurs, malfunction of the spiny muscular tissue very shallow breathing, causing conciliatory edema—leading to slow or a subjective effect.

Parents often hear the child has a ‘habit of late nights’ and that it is a habit of bad habits.

Enuresis is a very serious medical problem. Proper diet and waking customs may be used in some cases. And the major treatment is in all typical cases reunion on restoring to proper function the nervous system controlling deep breathing during sleep. Naturally, the beginning of bed-wetting treatments for the young is best undertaken as soon as possible after the first upper tooth of human age for strain night bladder control.

Maintaining the belief that the child will outgrow the problem or that the “bad habit” can be broken can cause unnecessary emotional strain for both child and parents.

Your Doctor of Chiropractic can offer, in most cases, alleviation of this disorder through natural and cooperative methods, using the specific natural principles of modern chiropractic science.
YOUR PATIENTS WILL BE INFORMED PATIENTS AS YOU INCREASE THEIR UNDERSTANDING AND RESPECT FOR YOUR PROFESSION WITH THESE EXCITING “PATIENT GUIDES.”

“The Patient’s Guide To SPORTS INJURIES”
(6 PANEL 8½” x 11” BROCHURE COVER IN FULL COLOR)
 Tells how modern Chiropractic Science, by aiding mechanical and structural functioning through totally natural means, offers effective treatment and prevention of Sports Injuries.

(Continued on back)

The Doctor of Chiropractic is, however, well equipped to deal with traumatic injury. Structural evaluation and treatment are critical. Depending upon the nature of the injury, the presence or absence of inflammation and/or swelling, the Doctor of Chiropractic may also treat sports injuries by manipulation, active or passive movement, heat (with or without moisture), ultrasound therapy, traction or other natural aids to healing.

In general, when injury occurs you should keep the injured joint or muscle inactive and see your Doctor of Chiropractic immediately. Further immobilization may or may not be necessary. It is a good precaution until the advice of your Chiropractor is accorded.

ORDER TODAY AND TAKE ADVANTAGE OF OUR FREE OFFER

“The Patient’s Guide To ALLERGY AND DIET”
(6 PANEL 8½” x 11” BROCHURE COVER IN FULL COLOR)
 Describes how allergy symptoms are generally considered by Chiropractic science to be the result of excessive tissue breakdown in the presence of an irritant.

(Continued on back)

must be corrected. And beyond this, Dec- lars of Chiropractic may utilize a Corrective Diet to isolate and eliminate food allergens. Careful monitoring of reactions to various diet phases will result in symp- toms-free living.

A complete listing of allowed and unper- mitted foods in various food categories will be provided by your Chiropractor. His understanding and support of the body’s natural healing processes can give you the relief you seek from the irritation and suffering of allergies—wherever its manifestation.
The Patient's Guide to SLIPPED DISC

The Patient's Guide to LOW BACK and ASSOCIATED LEG PAIN

"The Patient's Guide To SLIPPED DISC"

(8 PANEL 8½"x11" BROCHURE COVER IN FULL COLOR)

Gives detailed and vital information concerning mechanical defects, mobility, and alignment of segments of the lower spine. Points out Chiropractor's role in correction.

ORDER TODAY AND TAKE ADVANTAGE OF OUR FREE OFFER

"The Patient's Guide To LOWER BACK AND ASSOCIATED LEG PAIN"

(6 PANEL 6½"x11" BROCHURE COVER IN FULL COLOR)

Speaks of role of spinal disc, its weight bearing characteristics. Talks of leg pain, related discomforts. Stresses Chiropractor's role.

(Continued on back)
“The Patient’s Guide To BURSITIS AND SHOULDER PAIN”  
(6 PANEL 8½”x11” BROCHURE COVER IN FULL COLOR)
Explains the “Bursa” and its function. States usual causes of Bursitis, and specialized care offered by the Chiropractor. Talks of inflammation and irritation of the “Bursa”, and the Chiropractor’s capabilities.

“The Patient’s Guide To RECURRENT HEADACHES”  
(6 PANEL 8½”x11” BROCHURE COVER IN FULL COLOR)
Talks about neck and upper portion of the spine, normal range of movement, experience concerning recurrent headaches, and accompanying pain. Stresses importance of the Chiropractor in treatment.

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RECEIVE ABSOLUTELY FREE
GIANT 17" x 22" WALL VISUAL OF THE
Autonomic Nervous System
A $5.00 VALUE!

FREE IF YOU ORDER NOW
(offer good for 30 days only)
A diagram of the Autonomic Nervous System consisting of sympathetic fibers (shown in the right half of the illustration) and parasympathetic fibers (in the left half). As they innervate muscles of certain organs and glands, sympathetic and parasympathetic nerves act in opposition. For example, a sympathetic nerve causes dilation of the pupil of the eye, a parasympathetic nerve triggers its contraction.

The Autonomic Nervous System

The autonomic nervous system is that system, separate and distinct from the nervous system concerned with the conscious movement and sensations of the body. It controls the many activities of the body without conscious awareness. The autonomic nervous system is an integral part of the central nervous system, with its nerve fibers reaching the organs of action and sending its messages through chemical secretions from the nerve endings. The autonomic nervous system originates in the primitive parts of the brain and in the spinal cord.

The autonomic nervous system is divided into two vital and distinct parts, SYMPATHETIC DIVISION and PARASYMPATHETIC DIVISION. The sympathetic nerves originate from two points. Most come from the medulla, pine, and medulla oblongata. The others originate in the sacrum, lower part of the spinal cord. The sympathetic nervous system originates in the primitive parts of the brain and in the spinal cord. The nerve fibers of these two nervous system divisions do not go directly from the brain or spinal cord to the organs they control. The fibers of origin instead connect with a second fiber or group of fibers at the ganglion, a nerve junction. The sympathetic nerves are called preganglionic fibers, the parasympathetic nerves are called the postganglionic fibers.

In general, the sympathetic division is usually concerned with expending energy, the parasympathetic system in conserving energy. In excitement, the sympathetic nerves as a complex unit raise blood pressure, increase the heart rate, and in general prepare the body for action. Many of the parasympathetic nerves will instead slow the heart, lower the blood pressure and stimulate the movements and secretions that aid and begin proper digestion.

While it is true that the autonomic nervous system is separate, it is not entirely independent of the rest of the nervous system. A high degree of correlation takes place in the higher-brain centers. A prime example of this cross-over cooperation is the "butterflies" we experience in the pit of our stomach when first confronted with stage fright. This is a conscious activity creating a response from the autonomic nervous system. The effects of the autonomic nervous system on the body are so great that the system is involved in many disorders of the body.

G I A N T SIZE 1 7 ” x 2 2 ” V I S U A L A I D W I L L A S S I S T Y O U E V E R Y D A Y

The Autonomic Nervous System

The Autonomic Nervous System is that system, separate and distinct from the nervous system concerned with the conscious movement and sensations of the body. It controls many activities of the body without conscious awareness.
natural laws, promoting and aiding the body's own healing powers. Therefore, chiropractic includes all practices harmonious with natural laws, including drugless health procedures in tune with accepted physiological, mechanical, psychological, chemical and biological laws.

By including, rather than excluding, practices of proven therapeutic value and through regular and periodic care in maintaining good structural and neurological functioning, the Doctor of Chiropractic treats the whole patient in ways both natural and well-suited to that patient's diagnosis and circumstances.
THE HEALING ART OF CHIROPRACTIC

Chiropractic healing is focused on the discovery of methods for establishing and maintaining optimum structural and neurological functioning. The location of faulty mechanical relationships and correcting them through a variety of techniques is the foundation of treatment procedures.

Any structural abnormality or irritation of the nervous system can produce dysfunction and disease. Accidental injury, continued misuse of joints or muscles, genetic defects, the aging process or psychological stress can alter normal structural dynamics and irritate nerves supplying all parts of the body.

The Doctor of Chiropractic treats subluxations - slight loss of the normal positional relationship between adjacent vertebrae with the ensuing pressure on nerves which pass between them, by:

Spinal adjustment: the replacing to normal position of subluxated vertebrae to achieve normal structural alignment and relieve pressure on nerves.

Manipulation: the specific and careful movement of parts of the body, as passive as massage or as active as directed exercise.

In addition to treating injury and dysfunction, the Doctor of Chiropractic encourages good health habits—sound nutrition, the practice of good mental health habits, adequate rest and exercise and periodic preventive examinations.

Chiropractic science asserts that the body has been endowed by nature with inherent curative powers. Science must always serve (Continued on back)
must be corrected. And beyond that, Doctors of Chiropractic may utilize a Corrective Diet to isolate and eliminate food allergies. Careful monitoring of reactions in various diet phases will result in symptom-free living.

A complete listing of allowed and omitted foods in various food categories will be provided by your Chiropractor. His understanding and support of the body’s natural healing processes can give you the relief you seek from the irritation and suffering of allergy—whatever its manifestation.

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ALLERGY and DIET

Many people suffer various manifestations of allergic reaction: sinus headache, hayfever, hives, eczema, diarrhea, rectal itch and other irritations. While allergy is a broad category, these symptoms are generally considered by chiropractic science to be the result of excessive tissue breakdown in the presence of an irritant. The body forms antibodies as a response to the tissue breakdown, an immune reaction that is, in effect, an allergic response to one's own body.

Allergens are substances, usually protein in nature, that cause reactions. They may be inhaled as pollen, fungi, dust, cosmetics; ingested in food or drugs; absorbed through or in contact with the skin; acquired by insect sting or a response to exertion, exposure to sun, heat and cold.

Nasal passages are the most common site of allergic reaction followed by skin disorders, chest ailments and gastro-intestinal upset. Allergy patients may also show, under testing, pectoral muscle weakness, cranial bulge, lack of hydrochloric acid, pupil dilation under specific conditions, swelling of the extremities, and/or symptoms of adrenal deficiency.

Natural treatment as practiced by Doctors of Chiropractic can be most effective. Discovery and elimination of offending allergens may be possible through a process of educated elimination. Many people discovered symptoms disappear when they no longer use a feather pillow or when removed from pets.

The importance of proper diet cannot be overemphasized. Discovered deficiencies

(Continued on back)
be sufficient to displace the vertebrae. The forcing of the vertebrae into out-of-range positions alters the nerve openings, pinching the nerve supplying the adjacent parts of the body. This can result in discomforts and other serious symptoms affecting all parts of the body.

For an example, the spinal nerves supplying energy to the legs pass through tiny openings between vertebrae in the lower spine. When one or several vertebrae are displaced, the nerves may be compressed, causing a nerve pain which extends down the leg. The alignment of the lower back is a vital and necessary part of the well-being of the human body. Care and treatment of existing conditions can prevent serious conditions and results.

Your Doctor of Chiropractic has learned through much study and experience that chronic low back pain responds extremely well to the specialized care of a trained Chiropractor.

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This year, nation-wide, hundreds of thousands of people will suffer the disabling effects of spinal injury. Many of these symptoms of defects first appear as pain in the lower back and leg. The Doctor of Chiropractic has learned from long experience that most lower back and related leg pains are caused by physical defects in the alignment of one or several segments of the lower spine. Whenever lower back pain occurs, and persists, see your Doctor of Chiropractic. His experience and training will help you onto the road to recovery.

Experiences teach that for the spine to function properly as a flexible and dependable posture support, and at the same time provide protection for the spinal cord and nerves, each of its segments (vertebrae) must be in precise alignment with connecting segments. In addition, a critical range of movement must be maintained by supporting muscles and ligaments.

A sudden fall, accident or strain from lifting can destroy this delicate balance and precision movement. Another contributing factor can be poor posture. The results of this structurally altered spine is chronic or recurring back pain. It must be remembered that normal strain on a structurally weak back, or severe strain on a normal back may

(Continued on back)
neck. Sometimes the pain is so persistent and intense it causes nausea, and is improperly diagnosed as a tension headache or the feared migraine headache. Because many people believe all headaches are caused from nervous tension and stress, and other psychological conflict, years of suffering is endured when a visit to the Doctor of Chiropractic would alleviate the symptoms.

Experience of the Doctor of Chiropractic has shown that many if not most headaches are caused by abnormal alignment and mobility of one or more of the vertebrae of the neck and upper back. Treatment has often proven effective in giving the patient relief from the pain and discomfort of the recurrent headache.

The Doctor of Chiropractic is trained to offer specialized care in the effective treatment or recurrent headaches.

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Almost every one of us suffers from a headache sooner or later. Many suffer regularly from this depressing symptom. The neck and upper portion of the spine can be considered one of the prime suspects in many cases of recurrent headaches. The Doctor of Chiropractic's experience has taught him that headaches that persist over long periods of time, occurring and disappearing only to occur again when least expected, are related to traceable causes. One such cause is abnormal positioning or an abnormal mobility of one or several vertebrae (spinal segments) in the upper neck.

Sometimes, unknown to the patient an accident, fall, or improper posture, even an incorrect position while sleeping will force the vertebrae of the upper neck into an abnormal position beyond its normal range of movement. Usually no symptoms appear immediately, but undue stress on muscles, ligaments and nerves will most often result in pain and tenderness at the base of the skull. This initial pain sometimes spreads from the base of the skull through the nerves of the scalp to the temples and behind the eyes, causing the common, but most unpleasant symptoms of the recurrent headache.

Headache pain is sometimes accompanied by muscle spasms through the neck and shoulders, especially in the back of the

(Continued on back)
openings between the spinal vertebrae in the neck. (See illustration). The relationship of the opening the nerve passes through is vital to the proper functioning of that nerve, and can cause malfunctioning.

Several things cause problems in this area. A fall or accident, the postural change (how we consciously position our body) due to the advent of age or occupational hazards, may force one of the spinal segments into an abnormal position, or limit its movement. This can alter the shape of the nerve opening, irritating the nerves which supply the shoulder muscles as they pass through the openings in the spine. A loss of coordination between affected shoulder muscles can result. The shoulder structures fail to function properly, increasing again the irritation to the Bursa, causing pain.

The Doctor of Chiropractic is trained to offer specialized care in the effective correction of the causes contributing to Bursitis.

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What causes Bursitis and shoulder pain? What are its symptoms? These questions will be answered plainly and in depth as we explore the ‘Bursa’, the small fluid-filled sac located between a muscle and bone, or more specifically between a ligament and bone. This ‘Bursa’ acts as a reducer of friction and protects the moving muscles and ligaments from irritation when functioning properly. Bursitis is the malfunctioning of this vital part of the amazing human body.

Bursitis is almost always caused by abnormal movement of the muscle or bone surrounding the Bursa, areas the Bursa is designed to protect. When alterations occur in the positioning of the surrounding structures, especially abnormal or accidental movements, a muscle or bone causes the Bursa to be squeezed or pinched with substantial pressure. This action irritates and inflames the Bursa, causing pain and discomfort.

The term Bursitis is usually applied to the shoulder girdle (see illustration) when pain is caused from the loss of smooth and proper movement of the affected area. The vital movement of the shoulder muscles depends upon the coordination of the shoulder muscles and the nerves that control them. These nerves exit the spine on their way to the muscles through the small

(Continued on back)
system controlling deep-breathing during sleep. Naturally, the beginning of chiropractic treatment for this purpose is best undertaken as soon as possible after age six (the upper limit of normal age for attaining night bladder control).

Maintaining the belief that the child will outgrow the problem or that his “bad habit” can be broken can cause unnecessary emotional stress for both child and parents.

Your Doctor of Chiropractic can offer, in most cases, alleviation of this disorder within a very short time using the effective, completely natural principles of modern chiropractic science.

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ENURESIS - BEDWETTING

Bedwetting in children over age six, adolescents and even adults can result from urinary tract abnormalities caused by disease or genetic defects. It can also be a sign of severe emotional disturbance.

In most children and adults, however, no such abnormality can be found to account for lack of night control of the bladder. Consequently, bedwetting is often labeled a “bad habit” to be broken by fairly extreme methods.

Parents of otherwise normal and cooperative children must, surely, find this “habit” explanation hard to accept. Yet, they are offered no other . . . unless they consult a Doctor of Chiropractic.

Modern chiropractic science has found that involuntary bedwetting is most often caused by abnormality in the spinal nervous system’s control of breathing during sleep.

The normally-functioning nervous system senses the build-up of carbon dioxide in the lungs during sleep and causes us to breathe very deeply to clear it. When this system malfunctions and the sleeper continues very shallow breathing, carbon dioxide builds up in the blood stream causing muscles—including those controlling the bladder—to relax. It is not a diabolical wish to punish parents but a totally involuntary loss of muscle control that causes bedwetting.

Exercises to increase bladder capacity, proper diet and waking devices may be used in specific cases. But the major treatment in all typical cases focuses on returning to proper function the nervous

(Continued on back)
The Doctor of Chiropractic is, however, well equipped to deal with traumatic injury. Structural evaluation and treatment are critical. Depending upon the nature of the injury, the presence or absence of inflammation and/or swelling, the Doctor of Chiropractic may also treat sports injuries by manipulation, active or resistive movement, heat (with or without moisture), ultrasound therapy, traction or other natural aids to healing.

In general, when injury occurs you should keep the injured joint or muscle inactive and see your Doctor of Chiropractic immediately. Further immobilization may or may not be necessary. It is a good precaution until the advice of your Chiropractor is secured.

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SPORTS INJURIES

With the increased interest in jogging, running, tennis, racket- and handball, and other active sports, the incidence of sports injuries continues to climb.

Because these injuries often involve a direct traumatic injury to our physical "machinery", modern chiropractic science — with its emphasis on aiding mechanical and structural functioning through totally natural means — offers effective treatment and prevention.

One of the more frequent injuries we see is Tennis Elbow. Golfers, ball players, even needleworkers and writers can suffer this malfunction (which may also be called golfer's elbow or "writer's cramp."). The joint is painful at the point of the elbow and active motion aggravate the pain.

Another particularly susceptible joint is the knee. Knee sprains, "trick knee" and inflammation of the tendons around the knee are common.

In both tennis elbow and knee injury, the problem can usually be traced to a structural/postural abnormality (either genetic or due to accident or aging) or to trauma — either sudden or the result of continued misuse.

Prevention requires selection of proper equipment, especially footwear, and having postural examinations and evaluation of spinal functioning before undertaking active sports. Abnormal position of spinal segments may limit movement, causing strains on other structural elements, or it may change the shape of nerve openings, irritating nerves which supply arm and leg muscles.

(Continued on back)
align or 'slip' in relationship to proper alignment with the one directly above or below on the spinal column. Misalignment of the vertebrae is termed SUBLUXATION, a common cause of lower back pain. Sometimes the improper diagnosis is 'slipped disc', which term is frequently applied to this disorder. Actually it is the vertebrae that slips or misaligns, sometimes causing the disc to tear or stretch as the vertebrae moves into an abnormal position.

Where the problem of the 'slipped disc' (slipped vertebrae) is caused by a violent injury upon an already defective or weakened spine, the disc may be torn enough to cause the gelatine like center to spill into the spinal canal or nerve openings. Because of this serious possibility consult your Doctor of Chiropractic when suffering acute back pain.

Experience has proven the Doctor of Chiropractic has contributed substantially to the alleviation of the 'slipped disc syndrome'.

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The Patient's Guide to SLIPPED DISC

The comfort and state of well-being we enjoy is related to the shape and condition of the SPINAL or INTERVERTEBRAL DISCS that support the major weight of the body. (See Plate A) These SPINAL DISCS consist of a tough fiber pad cushioned with a gelatine-like center. The spinal discs are positioned between the vertebrae at the weight bearing points and act as a separator between the vertebrae making the spine versatile and very flexible. The SPINAL DISCS also serve as a shock absorber to sudden jars and jolts transmitted to the spine while working or running.

A SLIPPED DISC occurs when a vertebrae becomes subluxated, sometimes causing a reduction of the size of the nerve opening between the vertebrae. This smaller nerve opening may compress or 'pinch' the spinal nerve leaving the spine through the particular nerve opening, causing irritation. When this occurs in the lower back, the nerve injury may cause a radiating pain, sometimes with or without a tingling in the affected leg or foot. SCIATICA is the medical term for the leg pain in the back of the thigh and calf.

The spinal discs serve us well, but the fact they are so flexible also creates the problem of possible misalignments of the vertebrae. An unexpected fall or improper movement sometimes causes a vertebrae to misalign. (Continued on back)