"Why Won't You Go To The Chiropractor?"

"I have lots of reasons. First I'm _afraid_, too old, too stiff and . . ."
"My Doctor says it's arthritis and I have to live with it. Maybe it's a pulled muscle and it'll go away by itself. I think it's just nerves and tension. My X-rays are normal. They can't help disc problems, I'll probably need surgery. Besides, I don't believe in Chiropractors."

"Wow! Seems to me you should at least try!"

He's right! . . .

Daily, Chiropractors hear their patients talk about a friend who has a spinal problem, but too often will have an "Excuse" for not asking the Chiropractor for an opinion . . . More and More Medical Doctors are realizing the value of Chiropractic. Why not ask yours?

It is not true to say: "I've tried everything" unless a Chiropractor has been consulted.

If you have a Chiropractic problem, nothing else helps like modern Chiropractic care.

Over 700 insurance companies and government agencies provide for Chiropractic care. Consult your insurance agent for actual coverage details.

Chiropractic
The largest and fastest growing drugless health profession.

© 1982 Dr. R. O. Patten, Spokane, WA All Rights Reserved.
for your family's health...

THE GOOD SENSE ALTERNATIVE
THE GOOD SENSE ALTERNATIVE

Chiropractic treats the problem not the pain — pain is only the tip of the iceberg. Chiropractic concerns itself with the body's nervous system. Regardless of a person's age it is the nervous system that helps maintain health and integrity of body organs, muscles, bone structure and related tissue. All too often pain, fatigue, or sickness in any area of the body can be traced to the impaired nervous system that governs that body area. And, strangely enough, impaired nerve function can cause many seemingly unrelated health conditions...conditions that mimic other physical problems. Chiropractic care is a good sense alternative to drugs and their side effects, continued pain, surgery or — living with discomfort.

CHIROPRACTIC CAN HELP
Chiropractors have a very special education and training in treating nerve-related health problems caused by spinal misalignment. Chiropractors find the areas along the spinal column where nerves may be “pinched” by a spinal vertebra. After finding the problem, the chiropractor manipulates the misaligned vertebra back toward normal. This restores normal nerve supply and function. The result is that the body heals itself with no drugs, surgery or continued discomfort.

THESE ARE CHIROPRACTIC PATIENTS
Some nine million Americans; the old, middle aged, young, both men and women, see their chiropractors every year. Some go because of the healing benefits and/or on the recommendation of friends. Others make appointments as a last resort before surgery, and some go because they've been told, “nothing can be done.”

FOR YOUR FAMILY'S HEALTH
Chiropractic is the good sense alternative. Too many family members of all ages suffer from chronic pain problems. Chiropractic is a common treatment for low-back, headache, neck and other pain. Stress related conditions can often be alleviated through Chiropractic treatment. Strains and sprains can be helped. Job related accidents, sports injuries or auto accidents can cause both short and long term problems, again — chiropractic can often help.

THE GOOD SENSE ALTERNATIVE
If you or a member of your family suffers from any of these problems and relief has not been found, try the good sense alternative — Chiropractic, the natural health care system.
Following are a few of the conditions which often respond favorably to chiropractic treatment. If you are wondering about a health problem which does not appear on this list, ask your chiropractor if he or she has had any experience with that condition.

- Arthritis
- Back Problems
- Bursitis
- Dizziness
- Headaches
- Herniated Discs
- Insomnia
- Lumbago
- Migraine Headaches
- Neuralgia
- Neuritis
- Paralysis
- Sacro-Iliac Disorders
- Sciatica
- Slipped Discs
- Spinal Curvature
- Stiff Neck
- Tension
- Whiplash
Ligamental injury between head and neck creates a misalignment at the upper cervical, which creates cord pressure at the base of the brain at the upper neck, involving more than one of the motor tracts or pathways passing thru the spinal cord, which slowly and gradually increases giving rise to this insidious disease of the nervous system, - Multiple Sclerosis.

The Most Mysterious Disease

MUTIPLE SCLEROSIS

UNDER CHIROPRACTIC
WHEN THE MECHANICAL INTEGRITY OF THE BODY IS RESTORED,
THERE IS NOTHING TO INTERFERE WITH THE ACTIVITY OF THE NERVOUS SYSTEM. A radiant health IS THE NATURAL RESULT.

CORRECT THE CAUSE ... and REGAIN HEALTH

CHIROPRACTIC ADJUSTS THE CAUSE OF DISEASE

OTHERS GET WELL, ONE FRIEND TELLS ANOTHER, SO CAN YOU

COPYRIGHT 1935

HERAND ROBINSON, PH.G.
1805 EAST MAIN STREET
COLUMBUS 5, OHIO
**MULTIPLE SCLEROSIS**

Multiple sclerosis (multiple - many, sclero - hardening, osis - condition of) is a chronic disease of the nervous system characterized anatomically by localized areas of myelin sheath degeneration with more or less replacement of neuroglia (connective tissue of the central nervous system), which involves pathways within the spinal cord of volitional control, causing impairment of voluntary functions and paralysis, degeneration extending through spinal tracts to their specific brain centers and down through the cord to the affected parts.

Multiple sclerosis is a medically incurable disease, which has stumped some of the greatest medical minds since the disease was first recognized in 1875 by the famous French physician, Jean Martin Charcot, when he performed an autopsy on his servant who died of the malady.

No medical diagnostic measure exists which can definitely establish whether a patient is suffering from multiple sclerosis, no single blood, urine, or spinal fluid test, and no x-ray or other machines have yet been devised to enable the medical man to distinguish multiple sclerosis from other diseases with similarity of symptoms. No medical authority can explain why, in more than half the cases, the course of M.S., is interrupted by remission - a sudden disappearance or diminution of symptoms which may last for months and even years; and, these are but a few of the baffling problems which have challenged the medical investigators, to whom the mystery becomes more complex when they study the dips, rises, and curves of the case history graphs.

Multiple sclerosis is not a rare disease. According to conservative estimates, about 250,000 Americans suffer from this ailment. It hits without a warning, like a phantom sniper, attacks people of all classes and occupations with its victims chiefly men and women between the ages of 20 and 40, rarely affecting people below or above this age bracket. Fifty per cent of the victims remain invalids for life. Occasionally an acute case will move rapidly to death, but usually the symptoms are slowly and agonizingly progressive. It is six times more prevalent in northern climate than in warmer regions, but the course of progression is not altered whether in warm or in cold climate, it is more common in females than in males.

In its slow but progressive course, multiple sclerosis knocks out nerves and muscles, one by one. Frequently legs and arms become immobile. If the victim is lucky, the impulses pass through the affected nerves enfeebled, so that only partial paralysis results. Naturally, nerves so damaged perform their function in a disturbed fashion and the victim experiences any or several of the inevitable reactions, tremors, staggering walk, bladder trouble, vertigo, double vision, speech difficulties, weakness of the limbs, etc.

Chiropractic has the only logical and reasonable method of restoring normality. Chiropractic alone is able to remove the cause of this insidious disease of the nervous system. Chiropractic alone has the logical answers to the many baffling problems which have challenged the medical investigators.

All authorities, medical and drugless, agree that slow and gradual increasing pressure upon the spinal cord or the brain does result in degenerative changes; but, chiropractic alone is able to remove such pressure.

The spinal cord, which is a continuation of the brain, situated within the vertebral column, contains bundles or tracts of nerve fibres running to or from the brain each from a specific area within the brain to a specific functioning area within the body. In multiple sclerosis, more than one of these tracts that have to do with voluntary function is involved. These tracts, bundles or pathways of nerve fibres run up and down along the outer border of the spinal cord, naturally, any severe distortion in the upper neck due to ligamental injury will cause misalignment of the first or second cervical vertebra, causing cord pressure between head and neck, gradually giving rise to the degenerative processes of these medullated nerves, the insulation of which (myelin sheath covering) begins to break down; thus affecting the working of these voluntary nerves, pathways involved in talking, in walking, in writing, or in doing the thousand and one things that are under direct volitional control. Correction of these bony misalignments (subluxations) can be made only through chiropractic procedure. Recovery, therefore, depends on the ability in removing the cord pressure through adjustments in given time.

In the normal healthy individual, the nerve fibres going up and down these pathways or tracts in the spinal cord having to do with voluntary motion and conscious sensation are covered with a fatty tissue called myelin. This myelin sheath acts like the insulation on an electric wire. In the multiple sclerotic, a mysterious change known as demyelination, occurs which destroys this protective myelin in various areas of the nervous system, and is gradually replaced by a fibrous patch of scar tissue, the so-called sclerotic lesion, which characterizes the disease. As a result, in areas where these scars occur, the nerves are so affected that impulses are roadblocked, causing paralysis of the organs or muscles supplied by them. The degenerated myelin is replaced by neuroglia, a connective tissue of the nervous system.
Spontaneous remissions which represent the most mysterious facet of multiple sclerosis to the medical man, are very easy to explain under chiropractic. In as much as muscular and ligamentous tension is readily affected by rest, relaxation or warmer climate, it is easy to see amount of cord pressure could vary. Even a spontaneous adjustment may take place to reduce the pressure, and therefore, the symptoms. A patient may wake up one morning and discover that his symptoms have miraculously disappeared, the blinds see again, the paralyzed walk again; then, months or sometimes years after, he may suffer a relapse with symptoms recurring and even more drastically, if the pressure on the spinal cord ever returns affecting same pathways.

The brain is your power house. From it is supplied any and all vital energy that is necessary to produce or perform normal function in every part of the body. The nerves are the cables which convey this energy, and any pressure upon them decreases their capacity and results in disease of the areas and organs supplied. Chiropractic adjustments release the power within. By the manual correction of the misalignment at the upper neck, above referred to, the pressure is removed from the spinal cord and therefore, from the pathways and tracts involved. This elimination of pressure from spinal cord pathways normalizes the flow of life force or nerve energy from the brain to the affected parts. As flow of normal energy from the brain to the periphery is made possible through chiropractic adjustments, normal function is gradually restored. NORMAL HEALTH FOLLOWS.

If you are sick of being sick, if you have given up hope, if you are resigned to what you think is inevitable, if you want to be well but are discouraged because health is denied you, if you have tried everything else... then, we offer you the only message of hope—chiropractic. Do not shut the door to your ultimate relief and happiness, for nearly every kind of disease is being permanently corrected through this modern, scientific and specific method of chiropractic procedure, the best in health service.

Probe everywhere, health and life depend on nerve impulse. Multiple sclerosis therefore cannot be considered hopeless, even when medically incurable. The principle and practice of chiropractic offer a genuine basis for recovery, because chiropractic has discovered the cause of disease, and, the sooner such cases are placed under chiropractic care, the better are the chances of complete recovery. DO NOT DELAY. ACT NOW.

The measure of one's health only equals the supply of nerve impulse. The chiropractor is able to prevent disease changes within the body, and, when once begun, to restore the normal mental impulse flow which will allow healing of the diseased tissues with return of normal health.

See Your Chiropractor TODAY.
DRUGS OFFER ONLY TEMPORARY RELIEF.
It is impossible to ask, "Do chiropractors believe in drugs?" and come up with a simple yes or no answer. Generally, and only generally speaking the basic answer is NO. The reason for this answer is really quite simple. Due to the training that chiropractors receive, they have come to understand that the basic function of drugs is to either kill pain or stimulate or inhibit the functions of the body. Think about this last statement very carefully for unless you truly understand it, then any further discussion will be clouded.

Let's take the first part of this statement. Drugs kill pain. In this category fall the common ones in use today such as: Aspirin, Bufferin, Pheno-barbital, Emperin, Codine as well as many others in common use today. In varying degrees, these drugs have a profound reaction on the nervous system to alleviate suffering and pain. It would be foolish for anyone to say that these drugs have no place in our society and that people should have to learn to suffer with their ailments. The deplorable part of the story is that too many people depend on the effects of these drugs without realizing that they were originally intended only as temporary measures, not as a cure. We hear more and more about the so called "side effects" that come as a result of the continued use of these drugs. This means that the continued use may many times have the effect of creating a condition within the body that can actually be more severe than the original symptoms being treated.

For this reason then, if the patient will understand the nature of their medication and just what is trying to be accomplished, the problem of trying to "cure" symptoms with pain killers would no longer be a problem. The most learned and scientific minds in this country will be quick to admit this basic fact! Keep this basic premise in mind and now let us continue to the last part of the statement that drugs stimulate or inhibit function.

Let us take for example the drug, Nitro-Glycerin. All too many heart patients realize the value of this drug and owe their lives to its effects. This drug is designed to do one thing, that is to cause the heart to beat faster. On the other hand, we have a drug called Equinil. This is a tranquilizer type of medication that slows the function of the nervous system to the point that seemingly, all is well insofar as the emotional stability of the body is concerned. Now, we go back to the original statement, that is; generally speaking, chiropractors do not believe in drugs. In all of the conditions that would seemingly call for the use of drugs to alleviate the condition of disease within the body, if the patient understands the one basis for the use of drugs, that is, temporary relief only, then you can change the statement to; yes, chiropractically, we do believe in the discriminate use of drugs.

Chiropractically, we do not believe that any "curative" power is within the realm of drugs as such. We believe that the condition that exists that calls for the use of the drug should be considered as a malfunction of the system that would call for corrective measures rather than prolonged treatment with medicants that only offer temporary relief. "But", you say, "by your own statement, you said that many people owe their lives to such things as Nitro-Glycerin tablets that keep their hearts going. How about that?"

Considering the fact that there is a disease condition within the body and this condition requires the use of medication, by the same
token, there must also be a cause. If this cause were removed, then obviously, there would be no need for the medication. In the light of this statement, perhaps now you can begin to understand why chiropractors do not believe in drugs. One final qualification for this statement will rest in the ability of the nervous system of the patient to once again respond in a normal manner. In some cases, the patient waits too long to do something about their condition and the nerve is no longer able to carry the nerve impulses to the diseased organ and in this event, then drugs are an absolute necessity.

More important than all of the previous considerations that we have discussed concerning the use of drugs is the effect of various drugs upon the system. All too often, the drugs in common use today are of such a nature as to produce symptoms within the body that can be more serious than the disease condition that is being treated. Not too long ago in New York, there were many deaths from Encephalitis, a disease of the brain, directly due to Small Pox vaccinations. There have also been many cases of Polio and death as a direct result from Polio vaccinations.

You can be scared into believing that the only way that you can preserve your health is to take every thing from pep pills to sleeping pills to pain killers. Too much medication can only disturb the normal functions of our bodies. When this happens, we are forced to use some other drug to counteract the effects of the original medication. Not only is this expensive, but it can be very dangerous.

Drugs offer only temporary relief. If this is what you want, then continue their use. If you want permanent correction — SEE YOUR CHIROPRACTOR — TODAY!!

©1972 JoCa Publications
CHILDREN ARE SUBJECTED TO TREMENDOUS SHOCKS.
Too often chiropractic patients tend to think that chiropractic is limited to adults. Yet these same patients realize that the factor that most commonly causes a spinal disorder stems from a fall or an injury of some type. Every day, a child's spine is subjected to tremendous shocks. These blows and strains are far in excess of what the average adult experiences.

This is considered normal in the "growing up" process. Fortunately, because of the excellent muscle tone that exists, the freedom from tensions that allow proper rest at night and the constant conditioning that occurs daily, most of these blows, strains and shocks are withstood with no after-effects whatsoever.

Unfortunately, there is the child that seemingly out of nowhere becomes sick and starts manifesting symptoms of various sorts. The bewildered parent then starts the usual routine. First the aspirin and an attempt to keep the child quiet. If the symptoms persist, there is a phone call to a medical doctor with the usual visit to his office and junior's posterior the recipient of the latest that medical science has to offer in the way of an antibiotic. These procedures work fine and in most cases, that is the end of the problem. The antibiotic works very nicely to rid the body of the offending bacterial invasions and with these creatures out of the way, junior is able to get a good night's rest and the body corrects itself with the help of the antibiotic.

Then we have the child that starts too-often along the path that is really baffling! He recovers very nicely from one disorder but suddenly develops a completely new set of symptoms. Instead of the simple runny nose and the head cold that just wouldn't quit, now he sneezes at the slightest thing. Once again, off the child goes to the medical office and the diagnosis is "allergy". He starts the series of treatment and the medication for this problem. Next, he complains of "leg aches", headaches, and constipation becomes an added worry. Then, mother suddenly notices that junior doesn't walk just right. One foot turns out and tends to drag a little. Now this is really alarming. As long as there are symptoms of normal childhood diseases, there is a sense of security because we have learned to use common sense, provide proper care and junior recovers quite nicely. We'll watch junior for a while and see if we are just imagining things. Is this just a temporary thing, will it correct by itself? A once normal, healthy child has suddenly become a sickly child and seems prone to contract every disease and symptom imaginable.

Only in desperation, do many parents take their children to a chiropractor. When they do, it is with much reservation because unfortunately, they fail to understand the connection between the nervous system and the child's disorders. We could give statistical information concerning the response to chiropractic of innumerable childhood disorders and without exception, we find that these disorders respond more than just favorably to chiropractic. WHY? Because the basic cause of disease within the human body stems from the inability of the body to function normally. This is often referred to as "resistance".

Just what is resistance? Chiropractic offers a better explanation of resistance than we have come to accept in the past. Resistance is based upon the capability of the body to
respond in a satisfactory manner to the nerve impulses that regulate and control the functions of the body. A practical example of this is experienced whenever you cross your legs and your foot “goes to sleep”. In the process of crossing the legs, you have interfered with the nerve supply to the lower leg, causing a temporary paralysis. The same thing occurs in the body when a vertebrae is out of place. An organ or muscle that this nerve connects is subject to the same lack of function as would the leg.

You can then apply this “lack of function” to most any area of the body and suddenly, it should become very clear just what happens when a child complains of “leg aches”, constipation, allergies, headaches, or any other disorder of this type. When the leg twists because of a disturbance in the normal positioning of the pelvis, it is only natural to expect to see the foot also turning along with the entire hip and leg structure. No amount of braces or orthopedic appliances will ever correct this condition. A simple adjustment of the hip will correct it! This is simply a matter of going to the cause of the disorder rather than trying to treat the effects.

The actual adjusting of children is simple, correct and effectual because it is the natural way of restoring health and there is the relief that comes from knowing that there will be no dangerous “side effects” from the administration of medications that relieve one set of symptoms only to create another. You owe it to yourself and to your children to have them checked regularly to be sure that no disorder exists that will leave permanent damage because of nerve pressure. Children have this care — why not YOURS?
Hay Fever
Hay fever, rose fever, goldenrod fever, ragweed fever are all sometimes covered under the general expression, "Hay fever." The symptoms are practically the same. The difference is merely the pollen which triggers the attacks.

When flowers and various grasses are in bloom, there is a large amount of pollen in the atmosphere.

But is the pollen from the various grasses, the ragweed, roses, goldenrod, etc., the real cause of "Hay fever"? Because "Hay fever" comes at a time of year when pollen is in the air in great numbers, there is a tendency to place too much blame for the discomforts of "Hay fever" on the pollen.

It is NATURAL for pollen to be in the atmosphere. If pollen were the primary cause of "Hay fever", why doesn't everyone who comes in contact with pollen fall victim? If you answer, "Everyone isn't sensitive to pollen," then we must observe that ABNORMAL SENSITIVITY, not the pollen, is the primary cause of "Hay fever." It is NOT NATURAL (or at least not normal) for the products of natural processes in natural concentrations to cause disease by themselves.

All of us inhale pollen when in an environment where it is present. Only a small percentage get "Hay fever". If pollen were the basic cause, all people who contact the pollen would get "Hay fever". And since all people do not, we must lay the blame somewhere else than on the pollen.

The juices of the stomach digest food, whether that food is raw or cooked. But the cells lining the stomach are not digested by those digestive juices. There is evidence that normal cells of the body have the power to protect themselves against substances that are natural to the environment in which they find themselves.

In like manner, since pollen is natural to the air that we breathe in summer, the cells of the nose should protect themselves against pollen without discomfort. When those cells fail to offset the presence of pollen in a normal manner, other reactions set in. Those other reactions constitute the symptoms of "Hay fever".

The itching and burning sensations are the result of "un-neutralized" pollen becoming irritants. The nose becomes inflamed and this inflammation sometimes spreads to the eyes. The great "watering" of the nose and eyes can be said to be an attempt to wash away the irritant.

If we could find the reason why cells of some people's noses fail to react normally to pollen, we would find the answer to the problem of "Hay fever". That answer has been found for many people.

Normal health of cells depends upon many factors. Among them are (1) normal supply of nutritive material, including oxygen and moisture, to the cells; (2) normal ability of cells to take on nutrition; (3) normal removal of damage causing waste material from the cells; (4) normal temperature of cells.
Give thought to these requirements for a moment. The supply of nutritive material, the removal of waste material and the removal of the heat of metabolism are all dependent upon good circulation.

Normal circulation is, in turn, dependent upon the action of nerves, called vaso-motor nerves. The ability of cells on nutrition is dependent upon other nerve fibers, called trophic nerves.

We cannot overlook the influence of nerves when we think of "Hay fever". And, when we think of nerves in relation to sickness, we have to think that vertebral displacements interfere with nerve action and cause disease. Chiropractic care has been very helpful to "Hay fever" sufferers—complete recovery in some, partial recovery in others. But victims should be reminded that normal resistance to pollen cannot be restored in a short time. Chiropractic care should be started six to eight weeks before the "Hay fever" season starts.
The FARMER'S BEST FRIEND
The modern day farmer is exposed to more causes of serious illnesses than ever before. Through every part of the farmer's day he is constantly exposed to causes for aches, pains, stresses, strains, headaches, and many other symptoms. Most of these serious, disabling ailments can be corrected by your family chiropractor. An unhealthy farmer is a poor farmer, since illness and disease prevent him from his everyday productivity. Have you ever stopped to think of the hundreds of ways each day that a farmer subjects himself to the possibility of serious disorders. How many times each day does he scoop feed, stoop to milk cows, fall or slip from machinery, carry heavy sacks, stoop to pick up heavy equipment, stretch to reach tools in the barn, twist his neck while driving the tractor, strain his back from heavy lifting, or by being pushed and jolted by livestock and bumping up and down on tractor seats all day long?

High speed and long working hours, taut nerves and incidents like those described above, result in tiring muscles to such an extent that the whole skeletal framework sags, causing nerve pressures and the usual train of symptoms — headaches, insomnia, stiffness of the neck, numbness and pain in the arms and hands, pain between the shoulders, pain in the lower back, swollen joints, and numbness and pain in the legs. Heavy lifting often produces slipped discs and other disorders. The farmer is also prone to arthritis and rheumatism, due to working in all types of weather.
Consult your family Chiropractor...

Your family chiropractor is the man to have faith and confidence in for results. Chiropractic adjustments through expert spinal analysis can mean the difference between good health and disease. Your family chiropractor should be consulted now! Gentle spinal adjustments can correct these conditions quickly and effectively.

When Your Spine’s In Line--
YOU FEEL FINE!

Regardless of the health problem you or any member of your family may have, it is entirely possible that your family chiropractor can replace despair and sorrow with glowing health and happiness. Spinal pressure and tension on sensitive, delicate nerves may cause many diseases. Chiropractors are especially trained to analyze and correct spinal distortions, thereby preventing further disability, suffering, and expense.

PROTECT YOUR HEALTH —
CALL YOUR CHIROPRACTOR TODAY

DR. J. V. SCHEMM
1350 WALNUT STREET
ALLENTOWN, PENNSYLVANIA

Copyright 1962 by Dr. B. C. Hagen
Digestion

The waiter hovers expectantly as the menu is scanned and the meal selected. Today, it is shrimp cocktail; a tossed salad, light on the dressing; the small steak, medium rare, and because it looks so good, strawberry shortcake with whipped cream topping. The diner anticipates and their mouth begins to water.

The stage is set for a monumental sequence of events changing the food into nourishment for the body. Regardless how the chef disguises, there are only three kinds of nutrients: proteins, fats and carbohydrates. A scattering of vitamins and minerals completes the fare.

Most foods are a combination of the nutrients, only a few are purist. Egg
white is pure protein, salad oil is pure fat, and sugar is pure carbohydrate.

The food arrives and before the waiter has time to turn his back, the first morsel is savored in the hungry diner's mouth.

STARTING THE PROCESS

Saliva moistens the food, introducing an enzyme making sugar out of the starch of the cracker which came along with the shrimp cocktail. Once the food is chewed thoroughly, the tongue quickly lifts it against the back of the throat. As the morsel is swallowed, contractions of the esophagus speed it into the stomach. The stomach churns as a blender. Contractions of the stomach wall do the work. The food is kneaded into a semi-mass called chyme. The gastric juice lubricates the food further. It brings with it, pepsin, another enzyme which functions to digest protein. Pepsin can work only if there's a proper level of acidity in the stomach. A good supply of hydrochloric acid pours in, keeping the balance.

When the stomach's activity is done, contractions force the chyme into the duodenum, portal to the small intestine where the real work of absorption begins. The bulk of the food is broken down. Pancreatic enzymes, already flowing in the duodenum, are also in the twenty feet of the small intestine. They break down the proteins into twenty-some amino acids. Bile spills in from the gall bladder. Daily quantity ranges from a quart to a quart and a half. Bile breaks down the fat of the meal, the last to be processed for the body's purpose.

Preparing the food to be absorbed takes about thirty minutes. Three square meals a day with snacks in between necessitates about two gallons of digestive fluids, a quantity greater than the blood circulating throughout the body. Even a single salivary gland can issue its weight in saliva in about five minutes.

When the small intestine's work is completed the food so lovingly enjoyed has been reduced to its smallest components. It's absorbed through the walls of the small intestine to do its work wherever it is needed. By now, the elements of the steak are so fine, a high-powered microscope is needed to trace the route of nutrients it represents.

The small intestine's work at end, the undigestible is pushed into the colon or large intestine. About five percent of the lunch fits into the
category of the impossible to digest. The glass of water consumed following the rich dessert and minerals are not absorbed until now. Strong contractions wave the soggy mass through the colon and fluids are absorbed into the body. That which is residue is now readied for elimination. Presence of the unused in the rectum prompts the final act of elimination.

THE MIRACLE OF DIGESTION

The miracle of digestion is for the most part worked out automatically by the body. Only a little of the process requires our conscious effort. However, the brain is not so fortunate. It controls all aspects of changing the smallest morsel into useful energy. Every small detail is controlled by the brain through the nervous system.

Your doctor of chiropractic knows the importance of the nervous system. He is a specialist in the neuro-musculo-skeletal system all of which must benefit from nutrition to function properly. The doctor of chiropractic recognizes the vulnerability of the nervous system, especially, as it proceeds through the spinal column.

Good health to a large extent depends on normal nerve transmission. Your doctor of chiropractic, expert in the restoration of sound health through a program of spinal adjustments, is well-qualified to be of service to you.
The thyroid gland lies behind the “Adam’s apple.” It’s a relatively small gland with mighty intentions. Shaped somewhat as a pair of water wings, it’s snuggled in front and to both sides of the trachea which is part of the “duct work” bringing air into the lungs.

The thyroid is brownish-red, and is part of the hormonal or endocrine system of the body. This system controls the chemical processes of the body, keeping it in balance with its needs and environment. The thyroid is rich with blood vessels transporting the hormones being manufactured around the clock. It stabilizes the body whether its owner is sleeping or climbing a mountain.
All of the functions of the thyroid are not clearly understood. A thyroid which is an underachiever may cause the body in which it is housed to become fattish. The person so handicapped may nod into a nap at the slightest moment of quiet or inactivity. The over active thyroid may cause its victim to toss and turn in sleepless nights. This same individual may note with despair pronounced swelling in the front of their neck. This is called a goiter.

The thyroid has much to do with young persons who find themselves growing out of their clothes during the years when they change from children into adults. The thyroid is especially busy at this time. How tall the aspiring basketball star, or how slim and willowy the future model will be depends not on the desire of the person, but the quality of performance delivered by the thyroid and the other members of the endocrine team.

WHY WE ARE DIFFERENT

Here may be the answer to the age old question, “Why is it that we’re all essentially the same, but so different?” The endocrine system, which includes the thyroid, makes us the individuals we are; similar but with variations from the rest of the world.

MANY DIFFERENT FUNCTIONS

The endocrine team works in many ways. Some functions occur within seconds of demand or need. Others may take years to fulfill. Regardless of the amount of time it takes, the purpose is to control the rate of chemical reaction in the cells or to transport substances so important to our good health.

Centuries of study by learned people have not resulted in all the answers of the work of the endocrine system. But, it is known how important it is to have the system in good order. The brain, far removed from the action, is the command post. It transmits the orders by the spinal cord housed in the flexible spinal column. Trunk routes lead from the spinal column stretching out to all parts of the body.

KEY TO GOOD HEALTH

The brain’s commands are tiny little charges and must be received as they were transmitted. If the order is distorted, ill health may be the result. A point of vulnerability lies in the spinal column.

It is the spinal column which allows us to stand on tiptoe to water that hanging flower basket. That same
flexible collection of vertebrae linked together by muscle and tissues allows us to bend low at the bowling alley and roll a strike. We do what we do through the courtesy of the moveable spine we take for granted.

Occasionally, even the most limber spine may have a problem. A vertebrae may become misaligned in its relationship with those next to it. As this occurs, nerves may become impinged. The brain's good intentions may be lost, because the transmission is altered or possibly even not received. The part of the body not receiving its quota of instructions suffers as a result. Illness may be the consequence.

YOUR DOCTOR OF CHIROPRACTIC

is a representative of the world's largest drugless healing profession, and a healing science most modern in concept.

Rather than administering drugs, your chiropractor determines if neurological complications are at the root of the problem; then he works to eliminate this basic cause, thus restoring and maintaining health.

Keeping your health is better than waiting for sickness to strike. It is your great advantage to visit your doctor of chiropractic on a regular basis.
The chamber of a new life is the uterus. It's a flattened pear-shaped organ about three inches long, hollow and very muscular. The uterus lies protected in the lesser pelvic area of a female. It is when conception occurs that the uterus begins to fulfill its purpose, doing so without any conscious concern of its owner.

Fallopian tubes lead to one end of the uterus. The tubes carry the egg or ovum which is manufactured in the ovaries. If the released egg, the largest cell that nature produces for the human species, meets with the smallest cell, the spermatazoon, a zygote is formed marking the conception of a new person. The uterus is up to the task of providing
a home for the cells which in three-quarters of a year will usher into the world a new baby.

PLAYING HOST
During pregnancy, the uterus is the host for the new life which initially clings to the wall of the protective organ. The fetus is nourished and guarded until it is ready to be born. As the fetus grows, so does the uterus. Its muscle cells grow seventeen to forty times their original size. Many more cells are added, so the uterus can fulfill its function.

With the fetus comes the placenta which grows to match the development of what will be either a boy or girl. The umbilical cord which transports nourishment from the mother to the fetus becomes longer. The accommodating uterus accepts the nourishment graciously. It even tolerates the sometimes not so gentle kick of the growing baby as it tests its newly formed muscles.

After nine months of pregnancy, the mother-to-be is tired of her exciting burden. The uterus, too, is ready for the concluding scenes of its involvement. It begins to contract, slowly and tentatively. Later the strong muscles begin to contract with more assurance and with a rhythmic rapidity.

DELIVERY
The mother knows it is time. The uterus keeps contracting and relaxing at an increasing rate, until, ready or not, the baby is expelled into the world through the lower opening of the uterus and the vaginal channel.

The work of the uterus is not quite done. About a half hour or so following the birth of the infant, it again begins to contract, expelling the placenta and membranes. With this monumental effort done, the uterus returns to its original size. In some instances it is just a bit larger, a small price to pay for its generosity of playing host for nine months to the baby.

DIRECTING THE UTERUS
From conception to birth, it is a wondrous process which turns a woman into a mother. The uterus is an important part of the event, but certainly it couldn't do so without the involvement of many other organs and systems. It's a total commitment on the stage of life with the brain serving as the director of every major and minor detail.

Pregnancy brings along with it subtle changes which affect the neuro-
musculo-skeletal system, the very areas in which your doctor of chiropractic is an expert based on years of concentrated study.

While it's always important to have nerve impulses flow from the brain through the spinal column to all parts of the body in uninterrupted fashion, this is especially true during pregnancy. The spinal column serves as a major trunk route for these messages.

In pregnancy, because the baby lies forward in the woman, the spine alters itself to accommodate “what’s up front.” These stresses and strains can be assisted through proper chiropractic care. It is the doctor of chiropractic’s role to maintain the integrity of the spine so that the messages from the control center of the brain flow freely to their appointed tasks.

YOUR DOCTOR OF CHIROPRACTIC

is a representative of the world’s largest drugless healing profession, and a healing science most modern in concept.

Rather than administering drugs, your chiropractor determines if neurological complications are at the root of the problem; then he works to eliminate this basic cause, thus restoring and maintaining health.

Keeping your health is better than waiting for sickness to strike. It is your great advantage to visit your doctor of chiropractic on a regular basis.
How long will it take me to get well?
THAT IS THE QUESTION uppermost in the mind of every patient who visits a doctor, regardless of whether he be a medical or drugless practitioner. And it is the one question that no doctor can answer with complete accuracy. He may, for sound psychological reasons, seek to soothe and encourage the patient. But he cannot definitely say, "You will be well two weeks from next Tuesday." At best he can but make a shrewd guess, and no honest practitioner will claim to do more than that.

Why can't the doctor tell how long it will take you to recover from a certain condition? Well, there are a number of valid reasons. Let us briefly examine a few of them:

1. The doctor must take into consideration the type of disease. Some sicknesses require more time than others. For example, a contagious disease will almost certainly take longer than a common cold; a kidney disorder will probably require more time than a stomach condition, and so on.

2. We must consider the length of time the sickness has been existing. Generally speaking, the longer the duration of the disease, the longer it will take to get well. A condition that has been in existence for fifteen or twenty years is not commonly cleared up with a few adjustments. True, the Chiropractor, because he strikes at the cause of the trouble, may in many cases be able to give the patient amazingly prompt relief, but complete recovery is up to Nature, and Nature often requires time to work her wonders.

3. We come now to what is perhaps the most important consideration of all — the simple fact that no two persons respond alike. This is a situation which often places the Chiropractor in a difficult position. Mrs. Smith may say to her neighbor, "Mrs. Jones, why don't you go to my Chiropractor? He relieved me in five adjustments, and my condition was even worse than yours." So Mrs. Jones came in to see the Chiropractor. Instead of five adjustments, she takes fifteen. There is increasing improvement, but she is dissatisfied. She isn't getting well rapidly enough. And naturally enough, she blames the doctor. But the answer is readily found. Mrs. Smith simply had more vitality or nervous energy than her neighbor, Mrs. Jones. She responded more rapidly to adjustments. It is a condition entirely beyond the control of the practitioner, and one of the principal reasons why he cannot prophesy as to the time it will take a patient to recover.

4. In some instances we must consider occupational handicaps. Let us suppose the Chiropractor is caring for a patient with sciatica or rheumatism in the knee joints. The patient is a postman, and his daily routine calls for a great deal of walking. The patient cannot afford to give up his job, and the Chiropractor will not ask him to do so. But both parties must frankly face the fact that the condition is being aggravated by this occupational handicap. He will require longer than some other persons to recover.

5. Rather often the patient has previously undergone an operation. Perhaps some major nerves were severed — nerves leading to the vital organ that is causing trouble. Cut nerves do not grow together again with nervous tissue; they are connected with what is called connective tissue — tissue without life. In such cases, it will take the Chiropractor longer to produce re-
sults, as he must work through the smaller nerves to reach the point of disease.

And, finally, there may be more than one condition to correct. The patient may think that he has only one disorder, but a subsequent investigation may disclose other factors that are subtly working to undermine the health. These, too, must be corrected. And that means more time — additional adjustments. But remember, always, that the Chiropractor's reputation rests upon getting you well just as rapidly as possible.
The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.

Attributed to Thomas Edison
Facts About Spinal Health

- Spinal conditions are extremely common.
- Spinal conditions causing disease can be symptom-free for weeks, months or years before pain develops.
- Spinal conditions cause nerve irritation which can adversely affect any part of the body.
- Spinal conditions detected in the early stages, before symptoms develop, are much easier to correct.

Optimal Spinal Health

Optimal Spinal Health is essential for normal physical and mental well-being. Spinal problems evolve over a period of weeks, months or years until the spine is no longer capable of performing functions for which it was designed. Pain or other symptoms are the end result of progressive declining spinal health. Very rarely can an everyday activity produce sufficient stress to cause instant pain in an otherwise healthy spine. This process can be accelerated by a superimposed injury.

The Spinal Health and Wellness Chart

- Phase I: Declining Spinal Health.
- Phase II: Onset of Pain or Symptoms.
- Phase III: Restoration of Spinal Health.
- Phase IV: Maintenance of Spinal Health.

Our Clinic

Our clinic is concerned with the prevention of spinal conditions by diagnosing them in the declining phase. It is during this period that spinal conditions are most successfully treated and cost-effective.

It is essential that everyone have a regular chiropractic check-up to ensure Optimal Spinal Health. Along with self-care, we urge you to encourage your family members and friends to have regular chiropractic care too.
How to Overcome Discouragement On the Way Back to Health

"Nature knows only one path to health, it is the same path over which she traveled to disease."
A man had a cabin in the middle of a forest. He started out to make a trip to a certain trading post which he had never before visited. He knew the general direction, that was all. As a consequence, he was not able to pick out any easy path to travel. He had to keep going in the same general direction, surmounting whatever obstacles there happened to be. Finally he reached his destination. When he got ready to return to his cabin, he knew only one path—the one he had traveled. He had to go back the same way he had traveled. He had to go back the same way he had come. His only advantage was that, having once made the trip, he could travel a little faster.

Suppose we symbolize a bit and say that the man’s cabin was Health, and that the trading post to which he journeyed was disease. He went from health to disease—and he had to come back the same way, although his return journey was more rapid. It is the same way in nature. Nature knows only one path to health. It is the same path over which she traveled to disease.

HOW NATURE “COMES BACK”

In getting back to a condition of bodily health, nature comes back the way she went. There are certain unpleasant features about this. The coming back is not always exactly pleasant or painless.

When your Chiropractor is supervising your case, he is in reality “fixing your machinery.” An inanimate machine can be repaired without discomfort; it does not have the capacity for feeling. The human machine feels. Any mechanical adjustment of the human body involves the human sense of feeling.

THE FIRST EFFECTS

The chiropractic adjustment itself gives no pain, usually. The first adjustment or two seems, further, to rejuvenate the patient wonderfully; because the effect has been the release of a certain amount of nerve energy which has been

\[ J \] back in the brain. This energy, coursing through the body again, has exhilarating effect.

Just because you feel better after one or two Chiropractic adjustments, however, is no sign your particular ailment has been wholly eliminated. After the first rush of nerve energy through the body nature sets to work systematically to build our body up to normal again and to repair any damage which has been done. Right here is where you may run up against a snag. You may begin to feel worse than you did before. And you may say, “Chiropractic is no good; instead of getting better, I’m getting worse.” If you really understood the truth you would be glad you were “getting worse.” It shows that nature is taking your body back to health again—and she is coming back the same way she went, over the same road.

Your body did not get in a diseased condition all at once. It was a gradual, progressive process. Your body progressed along the road to disease. All the time, nature was doing the best she could to keep your bodily processes normal. Finally, the stress became so great in some part of your body that nature was overpowered. She could not successfully combat the wrong bodily condition. At that point you realize you were ill.

ACHIEVING BODILY ADJUSTMENT

The process of your body from health to disease was unpleasant or painful. We are wholly free from pain when our body is wholly normal. Since it is seldom wholly normal, it has been claimed that living itself is a painful process; that growth, developments, are painful. The nearest we can ever hope in the ordinary course of living, to set to a truly painless existence, is to see to it that our body is kept in as perfect order as possible. This can best be achieved through chiropractic adjustments.

The progress of your body from disease to health—real health—chiropractic health—is very apt to be unpleasant or even painful. It will be unpleasant or painful in a much less degree than the original progress from health to disease.

This, because nature always tends to maintain the equilibrium of health and she assists in constructive building-up measures the same as she rebels against destructive measures. Nevertheless, your body must retrace its steps, figuratively speaking, and that means coming back over the same route it traveled on its way to disease.

Referring again to the man who left his cabin in the forest to journey, he was compelled to break through the underbrush indiscriminately, he stumbled over fallen trees, tree branches switched in his face. On the way back he knew something of the route. He was able to skirt certain patches of undergrowth, he could walk around some of the fallen trees, he could, to some extent, select the more open spaces through which to travel. But he could not miss all the obstacles. He could travel faster, but he had to come back over approximately the same ground over which he had originally traveled.

HOME AGAIN—HEALTH AGAIN

Suppose it took ten years for your body to get in a certain diseased state. Through chiropractic adjustment your body may be able to journey back to health in six months, but on the way back some of the same symptoms and ailments you had during the ten years would show themselves. Some ailments which you thought had been entirely eliminated, might come back temporarily. This would be a sign that your body, in the process of repairing itself, had arrived at the stage it was in when that particular ailment first appeared. You might have progressed just that far toward perfect health. In a few days the old ailment would disappear and you would know that you were just that much nearer the health desired. Your body would have overcome that particular obstacle.

We want you to clearly understand that this retracing process in the human organism is inevitable. You must not
get discouraged if you do not immediately get well through chiropractic adjustments. It takes time for nature to effect her cure.

THE DIFFERENCE—AND WHY

Your chiropractor removes the cause of disease and your body returns to normal by itself. In removing the direct cause of disease, your body must go through the retracing process—it must come back to health over the same road it traveled to disease.

It is well that you understand this when you start taking adjustments. The retracing process is a law of nature. Your chiropractor works in conformity with nature's laws.

The day will come when doctors will no longer give medicine, but look to the correction of the body framework, and diet to cure disease."—Thos. Edison.

The Chiropractic Profession is Justifiably Proud That—

WITHIN ITS FIRST 50 YEARS it has become one of the foremost healing professions in the world.

CHIROPRACTORS ARE LICENSED in the District of Columbia by act of the United States Congress and in 43 States, Hawaii, Alaska and most of the provinces of Canada by acts of Legislatures.

A STANDARD FOUR-YEAR COURSE of study is required in chiropractic colleges approved by the National Chiropractic Association. Up to two years of preliminary college education is prescribed by the various states.

THE UNITED STATES VETERANS Administration authorizes and finances chiropractic education for veterans of World War I and II.

OVER 500 INSURANCE COMPANIES recognize claims for services rendered by chiropractors.

STUDENTS FROM FOREIGN COUNTRIES are admitted outside of quota by U. S. immigration authorities for the purpose of studying chiropractic.

AN INCREASING NUMBER of business and industrial corporations are providing chiropractic services for their employees.
“Subluxation (spinal pressure) alone is a rational reason for chiropractic care throughout a lifetime from birth.”

Lee Hadly, M.D.

“Look well to the spine for the cause of disease.”

Hippocrates

“...All age groups exhibited multiple pinched nerves. Organs supplied by pinched nerves revealed pathological changes. The more serious the pinched nerves, the more serious the organ damage.”

Henry Winsor, M.D.
Pathologist

“Interference to the nervous system results in permanent damage within a short period of time and therefore, chiropractic care should begin at birth on a preventative basis.”

Dr. Arpad DeNagy
Rockefeller Institute

“If subluxations (spinal pressures) are not corrected early, ‘when they are caused shortly after birth,’ the subluxation (spinal pressure) will be difficult or impossible to correct later. Subluxation (spinal pressure) can reduce nerve impulses by 60%.”

Chung Ha Sun, Ph.D.
University of Chicago

“Subluxations (spinal pressures) decrease the genetic potential of the human species.”

Ronald Pero, Ph.D.
Congratulations on taking the first step toward improving your quality of life! We’re pleased and thankful for your interest in Chiropractic because we know how it can improve your quality of life.

**Good health. It’s what we all want.**
To feel better all the time, to heal faster when we are sick and live longer without drugs or surgery are natural desires. Chiropractic attracts millions of people from all walks of life every year who are simply seeking good health. Often, they see a Chiropractor as a last resort after they’ve seen other doctors, yet clinical studies show that all age groups from infants to the elderly can benefit from periodic Chiropractic care. Thus, Chiropractic is becoming the good health habit for entire families just like yours.

**But what is it that Chiropractors do?**
You may have heard that Chiropractors treat back problems, and while that’s true, there’s more to the story. If you are suffering from lower back pain, sore joints or numbness in your hands or legs, a visit to the Chiropractor can greatly help these ailments without drugs or surgery. There are also documented studies of people recovering from a wide variety of diseases and conditions through Chiropractic care, including migraines, heart trouble, hyperactivity, fatigue, stress— even allergies. Chiropractic can really help you, but how does it work?

**There’s really no mystery.**
All of these illnesses are directly related to the health of the central nervous system and the spine. Simply stated, if your spinal column is misaligned, the central nervous system it protects is stressed and does not function properly. Spinal stress can cause nerve pressure that spreads to all parts of the nervous system, in turn affecting nerve impulses and your body’s blood supply. This can prevent you from feeling your best, healing rapidly and living a full healthy life. By balancing your spine, Chiropractic works because your body is its own best doctor.

**All natural. Safe, effective, and proven.**
In a sense, Chiropractors don’t treat specific problems, they correct spinal nerve pressure to promote natural healing, vitality and good health. You might say, “my back feels fine”. But in today’s high-stress, sit-behind-your-desk or watch TV world, it’s hard to be your best without the best health. Periodic chiropractic care can improve the quality of your life by promoting overall wellness. In fact, Chiropractic is the perfect alternative health care to use with other healthy habits that make up a holistic approach to life.

**An affordable and preventative approach to overall health.**
Chiropractic is a therapeutic total health system that allows the natural strength and healing power of your body to combat and prevent disease, so you can perform at your physical and mental best. When you visit our clinic, we’ll show you how easy and affordable better health can be.

**Chiropractic: The habit of good health for everybody.**
Now that you know a little about Chiropractic, take the next step to a higher quality of life. We have reserved time for you to visit us and get the entire story about Chiropractic and we look forward to seeing you soon. Look into Chiropractic care and develop the habit of good health. Your body will thank you, every day.
What's
Your
Health
Problem

- PAIN • NEURITIS • BURSITIS
- STOMACH TROUBLE • ASTHMA • BACKACHE
- DIZZINESS • HEADACHE • ARTHRITIS • JOINT
- NEUROSIS • NEURALGIA • MIGRAINE
NERVES BEEN TESTED?

A simple, painless and inexpensive spine and nerve test can quickly reveal if you are a chiropractic case. You owe it to yourself and your family to have your nerve system tested and find out for sure. Your health problem has a cause and that cause must be found and corrected before you can get well.

Pick up your telephone now and call to make an appointment for your spine and nerve test. Delay is the friend of disease. Do it now.

STUDY NERVE CHART CAREFULLY

Look carefully at the nerve chart below, see where the nerves go, see what the nerves do. Perhaps you are suffering needlessly. Perhaps a pinched nerve is causing your health problem. Perhaps by freeing the blocked nerve, your chiropractor can release nature’s wonderful healing power.

YOUR LIFELINE CHART

1. A slight “pinching” of nerves at this point can cause headaches, some eye diseases, ear problems, insomnia, abnormal blood pressure, colds, hay fever, sinus trouble, nervousness, wry or stiff neck, some types of arthritis, colic in babies, glandular trouble, etc.

2. A nerve difficulty in this part of the spine can be the cause of so-called throat trouble, neuralgia, pain in the shoulder and arms, goiter, nervous prostration, etc.

3. In this part of the spine, a “pinched” nerve can cause so-called bronchitis, pain between the shoulder blades, rheumatism and neuritis of the arms, shoulder, or hands, bursitis, etc.

4. A blocked nerve at this point can cause so-called nervous heart or fast heart, asthma, difficult breathing, bronchial congestion, etc.

5. Stomach and liver trouble, pleurisy and a score of other troubles, can be caused by pressure in this part of the spine.

6. Nerve pressure at this point can cause gall bladder problems, dyspepsia or gas of upper bowels, shingles, hiccups, etc.

7. Certain kidney problems or diseases, eruptions and other skin diseases can be caused by nerves being pinched in the spinal openings at this point.

8. Chiropractic adjustments here often help such troubles as so-called lumbago, constipation, colitis, etc.

9. Nerve pressure at this point can cause bladder frequency, prostate problem, lower bowel and abdominal pains.

10. A slight slippage of one or both of the hip bones or the sacrum may cause so-called sciatica, leg or knee pains, and many other leg problems.
CHIROPRACTIC

DO'S and DON'TS

A PATIENT GUIDE TO MORE HEALTHFUL DAILY LIVING
Inside...

**DO**
- BEND AT THE WAIST AND KNEES WHEN SCRUBBING FLOORS. AVOID LEANING OVER IN AN UPRIGHT POSITION.
- USE A PILLOW UNDER YOUR CHEST IF YOU SLEEP ON YOUR STOMACH.
- SLIDE TO THE FRONT OF YOUR CHAIR AND USE YOUR ARMS TO PUSH YOURSELF UP.
- SLUT UP STRAIGHT. DON'T SLOUCH.

**DON'T**
- FOR LOW BACK CONDITIONS.
- SOAK IN A HOT TUB.
- PROP UP PILLOWS TO READ OR WATCH TV IN BED. AVOID SLEEPING ON A PILLOW THAT IS TOO HIGH.
- CROSS YOUR LEGS WHEN SITTING; CROSS YOUR FEET AT THE ANKLE INSTEAD.

Outside...

**DON'T**
- REACH AND LIFT ABOVE YOUR HEAD. AVOID STRETCHING BEYOND NORMAL LIMITS.
- PLACE YOUR ENTIRE FOOT, NOT JUST THE ARCH, ON STEPS OR CURB.
- LIFT WITH YOUR BACK. RELY ON YOUR LEG MUSCLES FOR LIFTING.
- SHOVEL WITH A STRAIGHT BACK. FLEX KNEES AND BEND AT THE WAIST.

**DO**
- PLACE A PILLOW UNDER YOUR CHEST IF YOU SLEEP ON YOUR STOMACH.
- IF YOU ARE SUBJECT TO MIGRAINE HEADACHES, RISE ON WEEKEND MORNINGS AT YOUR USUAL WEEKDAY TIME. EAT BREAKFAST, THEN GO BACK TO BED FOR AN HOUR OR TWO.
- SLEEP ON A HEATING PAD YOU MAY LIE ON YOUR STOMACH WITH THE PAD ON YOUR BACK FOR 2 HOUR INTERVALS, BUT REMEMBER TO PLACE A WARM TOWEL BETWEEN THE PAD AND YOUR BACK.

ALSO REMEMBER...
- DON'T USE YOUR HEAD AS A PIVOT WHEN TURNING IN BED, RAISE YOUR HEAD SLIGHTLY AND TURN ON YOUR SHOULDERS. TO GET OUT OF BED OR TO RISE FROM ANY RECLINING POSITION, TURN ON YOUR SIDE, PUSH YOUR BODY UP WITH FREE HAND, AND REST ON ELBOW. THEN SWIVEL TO SITTING POSITION WITH FEET ON THE FLOOR.
Via...

**Auto**

**DON'T**

Use both arms to lift items out of car trunk. Always brace one arm against side of trunk and pull with the other.

**DO**

Sit on car seat first and then swing legs together when getting into the car. Reverse the motion to get out. When you are riding in the car, move the car seat close to the wheel and use cushion to support your low back.

**Bicycle**

**DON'T**

Hold spine rigid and upright while riding a bike. Be flexible, bending forward at the waist.

Exercises...

**DO**

Walking is the most beneficial exercise you can do. It tones the body and helps to dissipate fluids after your adjustment. Take long natural strides.

**DON'T**

Do toe-touchers.

**DON'T**

Do sit-ups.

**DON'T**

Do leg-raisers.

**DO**

Note here any special exercises your chiropractor may recommend:

**CLINIC OF HOPE**

MICHAEL JUDE TOQUASTO, D.C., LTD.

Chiropractor, Director

127 MAUCH CHUNK STREET

Phone: 759-0131

©January, 1973
good health
is a
family affair
Chiropractic has been the method of choice for restoring health and vitality to millions of families throughout the world. More and more intelligent people everywhere are realizing that good health is gained and maintained only when a normal flow of nerve energy flows from the brain, down the spinal cord, and out between important spinal vertebrae to our vital body organs and tissues.

The most valuable asset of a family is that everyone is enjoying good health.

Dad's low back trouble may be caused by a wrenching of the lower spinal vertebrae and pelvic bones. Conditions of this type often respond readily to chiropractic care.

Baby Sally's colic may be caused by spinal pressure on the nerves that lead to the millions of glands that carry out the digestive processes. Gentle spinal adjustments are administered to normalize your baby's spine.

Mother's migraine headaches are usually caused by a severe spinal twist at the base of the brain. That's why the headache usually occurs on one side of the head. When mother becomes tense and excited the neck muscles tense up, pulling the vertebrae tighter against the spinal cord. Once the cause of her headaches is corrected, she will once again be the happy, healthy, and loving mother she should be.

Pain, stiffness, and swollen joints indicate the presence of inflamed joints. Because chiropractors are especially trained to normalize spines and restore a normal nerve energy flow to all of the joints, the kidneys and adrenal glands, they have been highly successful in caring for arthritis and other disorders that affect the joints.

Junior may suffer with bed wetting, frequent colds, irritability, constipation, loss of appetite and many other conditions. Tension on the nerves in the neck may also affect his school work. Many parents report an increase in the scholastic ability as soon as their children's spines are normalized.

Mother's migraine headaches are usually caused by a severe spinal twist at the base of the brain. That's why the headache usually occurs on one side of the head. When mother becomes tense and excited the neck muscles tense up, pulling the vertebrae tighter against the spinal cord. Once the cause of her headaches is corrected, she will once again be the happy, healthy, and loving mother she should be.

High blood pressure over a long period of time causes a great strain on the circulatory pump, the human heart. It is often the predisposing factor in heart attacks or paralytic strokes. High blood pressure many times is caused by spinal pressure on nerves that lead to the major blood vessels.
Falls, stresses, strains, sprains, slipping, scooping, stooping, shaking, jolts, jars, tension, poor posture, tugging, stretching, twisting, turning, pushing, jumping, sudden impacts, lifting, bouncing, blows, athletic injuries, exertion, stumbling, and bouncing up and down on tractor seats all day long can produce spinal pressure and tension on sensitive, delicate nerves. These nervous system short circuits slow down normal nerve energy flow, and rob your vital organs of their proper controlling force.

Regardless of the health problem you or any member of your family may have, it is entirely possible that your family chiropractor can replace despair and sorrow with glowing health and happiness.

Spinal pressure and tension on sensitive, delicate nerves may cause many diseases. Chiropractors are especially trained to analyze and correct spinal distortions, thereby preventing further disability, suffering, and expense.

PROTECT YOUR HEALTH — CALL YOUR CHIROPRACTOR TODAY
About This Brochure...
(A clinic brochure is not an ordinary brochure)

Some Of The Most Successful Practitioners In The History Of Chiropractic Agree...

Clinic Brochures Bring New Patients!
"Don't Leave Home Without Them"

Dr. William J. Lange
"As the developer of the S.A.M. I know how effective P.R. can help solve our profession's number one problem... 'Too Few New' (patients). A proper clinic brochure can enhance the growth of your practice immeasurably because statistics all over the world show that you will acquire about one new patient for every 10 brochures you give out. This would have to be the most cost effective way known for prospective patient communication. Make sure you & your staff carry them at all times because clinic brochures work as well in or out of the office. I know, I've been using a clinic/practice brochure for 26 years."

Dr. James Sigafoose - Lecturer & Philosopher
Dr. Sigafoose is the originator of the world famous "The Gathering" and Seminars where he transforms chiropractors into highly successful practitioners.
"If there was only one piece of advice I could give to a new chiropractor, or one building a practice, it would be to formulate and utilize a clinic brochure. The one you're holding right now is one of the best I've ever seen. Easy to use, very affordable and it answers virtually all patient questions. It invites the prospective patient into your office to see first hand if Chiropractic is something that can help them."
Chiropractic is...

STATE-OF-THE-ART-CARE

"Most people think that pain is the problem. Actually it's only a 'wake up call.' Millions of people live with the reality of constant pain for which they believe there is no remedy. For them, the possibility for real relief has been overshadowed by the search for symptom relief. But there is hope.

Now...by addressing the common causes of ill health, there is more to be offered, through chiropractic care."

The hope is real!

We Commonly Care For:
• Accidents • Lifting Injuries • Scoliosis (spinal curvature)
• Headaches • Backaches & Neck Injuries • Arthritis
• Senior Citizens • Children • Insurance Cases
• Disc, Muscle & Nerve Injuries • Sports Injuries

YOUR HEALTH CARE: “When it comes to gentle care, we’re real softies. Chiropractic care is not painful but a pinched nerve is! People everywhere are realizing that chiropractic is a better, safer way. The length of time you will be under care will be discussed. This is generally not a day longer or shorter than it takes for your body to accept the correction.”

What to expect on...

Your first visit:

CONSULTATION: The first important step is recording and evaluating your health history. Consultation indicates for both doctor and patient what options are to be explored.

EXAMINATION: Your examination will be thorough and may include various tests to help us completely understand your condition. To relieve pain quickly and hasten your return to health are our primary objectives.

X-RAYS: An x-ray is like a life-size blueprint. When views are necessary, state-of-the-art equipment and low dosage techniques are used. We look at more than just disease, and after this possibility is eliminated, the structure and alignment (subluxations) are assessed. You are welcome to bring previous films with you for comparison.

YOUR TOTAL HEALTH REPORT: Enough time is allowed to completely explain your specific findings. Recommendations for care are, of course, always mutually agreed upon.

“We are committed to providing you with the highest quality health care”

You're In Good Hands!

Gov’t Guidelines Endorse Chiropractic

The U.S. Agency for Health Care Policy and Research (AHCPR) announced new federal guidelines for low back pain which endorses our methods of treatment. Manipulation (chiropractic adjustment) can be helpful for patients with acute low back problems.

Journal of Family Practice. A recent study revealed that patients suffering from back pain were more satisfied with care from their family chiropractor than those receiving care from their medical doctor.

ACCIDENTS: Even minor ones, can place damaging force on your body's structure. Whiplash is the most common injury and happens because quick opposite movements of your head and neck may damage muscles and ligaments which can change the natural alignment of your spine (subluxation). An early examination and care can prevent long term health problems.

The Six Most Common Words Heard In Our Office Are...

“I thought it would go away!”

Remember...As The Twix Is Bent So Grows The Tree!
THE WHIP-LASH INJURY

WHAT CHIROPRACTIC CAN DO FOR YOU
THE WHIP-LASH INJURY

Definition

The term whip-lash injury is used to designate a sprain of the ligaments and muscles of the neck. Most authorities believed that such an injury occurred as a result of a head-on collision of automobiles. This causes a sudden forward bending of the neck followed by a spontaneous backward bending of the neck. However, recent study has shown that the greatest number of whip-lash injuries occur to innocent and unsuspecting passengers in automobiles (usually stopped at traffic signals) which are rammed in the rear by other vehicles. In this instance a sudden backward bending of the neck occurs followed by a spontaneous forward bending recoil. The lashing force may come from the side as well.

Safety

The safety belt is of no value in preventing the lashing effect upon the neck. Headrests may be of some value in preventing the backward bending phase of the whip-lash, but they have no protective value against the forward bending and lateral bending of the neck. Such devices may give a sense of false security to the passenger(s).
The weight of the head, which is from six to eight pounds on an average, increases the lashing effect, especially when the muscular control is caught off guard as usually happens in neck-lashing injuries. The patients describe the injury frequently as a popping or snapping of the neck.

**Symptoms**

Symptoms of nerve root compression may occur immediately or they may be delayed for hours, days or months. Often times the immediate symptoms may be so mild that they are ignored but the following day the patient may have difficulty getting out of bed without assistance. Stiffness of the neck and pain may occur due to hemorrhage and swelling of the sprained structures and to irritation of the nerve roots.

All sprain injuries of the cervical spine (neck) result in some decrease in the functional capacity of this part of the spine. The younger the person the greater his reparative possibilities, but even the youngster’s neck will develop a decrease in its tolerance for the normal movements of the neck in daily activities.

In most instances the symptoms are on one side which can be explained, in part at least, by the fact that the head and neck are normally held slightly tilted or rotated to one side so that the opposite side may receive the greater amount of injury or sprain. However, symptoms may be on both sides, or they may occur first on one side, then on the other.

**Chiropractic Correction of the Whip-Lash Injury**

As has already been explained the whip-lash accident injures the tissue of the neck and also misaligns the bones of the neck. These misaligned segments cause a pressure on the surrounding nerve tissue, a situation referred to as a subluxation, that eventually interferes with the normal function of the nerves of the neck. When a person has abnormal function of the nerves of the neck, the body functions at a decreased or increased rate.

**Cervical Syndrome**

The symptoms of a whip-lash injury are called the cervical syndrome. This pain experienced from the injury is of great concern to the patient, but the real concern to the patient should be what can happen to his health due to this abnormal nerve supply. Chiropractic care will relieve the pain very quickly and most important will enable the nerves of the neck to function normally.
by relieving the pressure caused by the subluxated segments.

Chiropractic is a science based on the premise that adequate nerve supply is of prime importance in regulating the function of all tissues of the body. The brain serves as the headquarters of the Central Nervous System of the body. Communication from the brain cells to the tissue cells is by means of the spinal cord and the subsidiary routes, the spinal nerves, the roots of which branch from the spinal cord. Since the body must have normal nerve supply to function, it has been constructed to protect the vital nerve tissues. The skull bones serve to protect the brain and the back bone (spinal column) serves to protect the spinal cord and spinal nerve roots.

The spinal column is composed of twenty-four freely movable segments that when misaligned can interfere with normal nerve transmission. With abnormally stimulated or decreased nerve supply the body functions improperly resulting in disease. This abnormal nerve supply results from the whip-lash injury and consequently can be best corrected by the Chiropractor.

The transmission of an electrical change along a nerve membrane is called a nerve impulse. As this electrical potential changes it causes a wave of energy to travel along the entire extent of the nerve fiber. The nerve impulse moves along the nerve membrane to give the initial stimulus to start body reactions that control normal body function. If the nerve impulse is abnormally stimulated or inhibited in any manner the portion supplied by the fiber functions improperly. For example: (1) If a nerve is cut stopping the transmission of the impulse. (2) Administration of drugs that abnormally stimulate or inhibit the impulse. (3) Misalignment of a segment of the spinal column that interferes with transmission of the impulse. This shows that there are many factors that can interfere with the transmission of the nerve impulse to body tissues and cause disease. The majority of these disease states are related to the spinal column so you should
consult your chiropractor. Your chiropractor is most qualified, through an examination and spinal analysis, to locate and correct any abnormal function of the nervous system which, in the case of a whip-lash injury of the neck, is most often the causative factor.

Chiropractic educational material ... distributed in the interest of public health
YOUR FIRST
CHIROPRACTIC ADJUSTMENT

ALLENTOWN CHIROPRACTIC CENTER
DR. STEPHEN L. KURLAN
1850 E. EMMAUS AVENUE
ALLENTOWN, PA. 18103
PHONE 791-1020
SURPRISED???

No doubt until this time you have had a fear of Chiropractors because of the stories you have heard in the past. "They break your bones, it really hurts, or he threw my one leg over the opposite shoulder, etc."

Now after taking your first adjustment you find there was no great pain involved. Even less than taking a common shot. I'm sure you are pleased.

Like all other healing sciences, Chiropractic has advanced to a point where your Chiropractor can locate exactly the area of Nerve pressure. The amount of schooling (College) required is equivalent to that of the Medical Doctor, including such subjects as Diagnosis, Pathology, Clinical Diagnosis, and especially, a very thorough study of X-ray, the spine and the nervous system. Then a State Board or Basic Science examination must be taken to license him to practice in this state. Naturally, this is for your protection.

This has qualified him to care for you, your loved ones and your friends. When talking to your friends please do not speak about "cracking" or "popping of bones" as you may frighten them. Please refer to your visit as an adjustment. Chiropractic may be the science that would save their life.
The spine is a remarkable organ. It is strong enough to support many hundreds of pounds. At the same time, it is elastic and flexible to enable movement in any direction. There are 24 movable segments or vertebrae in the spine. Between each segment is a soft cushion called a disc, which serves as a ball bearing and shock absorber.
What Kinds of Conditions Do Chiropractors Treat?
WHEN CHIROPRACTIC was introduced to the world in 1895, it constituted a new and different approach to the problems of health. Unfortunately, up to that time health problems were thought of in terms of specific diseases and specific cures. The healing arts community had indoctrinated the public to find a name for their condition, then the cure. For example, conditions such as gastritis, ulcers, colitis, asthma, etc., had to be named before being treated.

This thinking has continued to a great degree even in today's society. So, logically enough doctors of chiropractic are asked, "Can you treat ulcers, asthma or colitis?"

The allopathic (medical) treatment consists primarily of a chemical approach. Chemicals put into the body in the form of drugs are supposed to alter its chemistry from a state of disease to a state of health.

The new science of chiropractic said the body receives all the chemicals needed for the maintenance of health through the food we eat, the oxygen we breath, and the water we drink. The profession emphasized that when disease occurs, it is because the body fails to digest, absorb, circulate, or metabolize food chemicals properly, or to properly eliminate wastes. Normal function, is indeed, altered to cause an abnormal or disease state.

Chiropractic stresses that the cause of disease was often due to a bodily malfunction. It sought to look for the cure, not in some magic potion or pill, but within the body itself.

OTHER DISORDERS such as those which involve organs and internal glands of the body also often respond to chiropractic adjustments. Chiropractic is based on the premise that every gland, organ and cell of the body needs a nerve supply to function properly. Therefore, it would seem logical that malfunctions in these areas would also respond to chiropractic adjustments.

It is with this basic thought in mind that the answer to, "What can you treat, doctor?" could be as varied and vast as the nervous system itself.

The science of chiropractic is seeking to change the general public's orientation from symptom to health-maintenance with a natural approach to understanding your fantastic body.
Chiropractic Is:

A branch of the healing arts which is concerned with human health and disease. This drugless profession places special emphasis upon the spine and its inter-relationships with the nervous system.

The practice of Chiropractic is distinctive due to the emphasis on the reduction (re-alignment) of spinal or pelvic derangements or disrelationships (subluxations). This is achieved by specific spinal manipulations (adjustments) whose purpose is to normalize the relationship of the vertebrae within its “normal” functioning framework. This procedure is administered with much skill and dexterity after a careful examination is made and the area of involvement determined.

Other considerations of health such as exercise, rest, diet, nutrition, food supplements, etc. will be discussed by your Doctor of Chiropractic (D.C.) on an individual case basis.

Distributed in the interest of public information.

Written By,
Louis Sportelli, D.C.
CHIROPRACTIC PRACTICE IN OREGON

PRESENTED IN THE PUBLIC INTEREST
OREGON ASSOCIATION OF CHIROPRACTIC PHYSICIANS
**What is Chiropractic?**

"Chiropractic is defined as that system of adjusting with the hands the articulations of the bony framework of the human body, and the employment and practice of physiotherapy, electrotherapy, hydrotherapy and minor surgery."

...Oregon Law 8618; # 54-301

---

**Education and other Requirements**

Requirements to practice chiropractic in Oregon include at least 2 years liberal arts and science study, in a college or university accredited by the Northwest Association of Secondary and Higher Schools, or a like regional association, or in a college or university approved for granting degrees by the Oregon State Board of Education; graduation from an approved chiropractic college requiring attendance equivalent to not less than 9 months per year for 4 years; possession of a Basic Science Certificate, indicative of proficiency in the fundamental sciences from the State Board of Higher Education; presentation of a certificate showing good moral character; qualification by the State Board of Chiropractic Examiners by passing the difficult examination prepared by that Board.

---

**Chiropractic College Curriculum**

The required educational curriculum for applicants to Oregon Chiropractic license is as follows:

Anatomy - Histology - Embryology - Physiology - Chemistry - Pathology - Obstetrics - Gynecology - Clinics - Toxicology - Dietetics - Diagnosis - Proctology - Physiotherapy - Electrotherapy - Hydrotherapy - Minor Surgery - Jurisprudence - Public Health and Hygiene - Theory and Practice of Chiropractic - Eye-Ear-Nose-Throat, and such other subjects as the Board may require; except internal medicine and major surgery; provided that the minimum number of hours shall not be less than 4000.

The theory, technical and interpretive aspects of diagnostic radiology (x-ray) is a part of the education of the Oregon Doctor of Chiropractic, as well as training in conventional laboratory procedures and interpretation of findings.

---

This tract is printed for the purpose of providing insurance personnel, educators, and attorneys, as well as the general public, with information relative to chiropractic practice in the State of Oregon. It is believed that this will help induce a broader recognition of chiropractic importance in the health field and a more understanding relationship between members of the chiropractic profession and the public.

Much of the material contained hereon is comprised of excerpts from, or on basis of the Chiropractic Act in force (1964) in Oregon.
General Facts About Chiropractic

- Chiropractic is licensed in 48 States of the United States of America.
- Chiropractic is the world’s largest drugless healing science.
- More than thirty-five million people annually receive health care from Doctors of Chiropractic.
- "All told, more than 500 health insurance companies now recognize chiropractic, up from 200 only seven years ago. The number continues to mount steadily," reported the Wall Street Journal.

Aspects of Practice Granted by Law for Doctors of Chiropractic

- Adjustments of the articulations of the bony framework of the human body.
- Physiotherapy.
- Electrotherapy.
- Hydrotherapy.
- Minor Surgery.
- Signing of birth, death and health certificates.
- Reporting of contagious and infectious diseases to the State Board of Health.
- State Medical Laboratory services.
- Treatment of injured workmen under the State Industrial Accident Commission.
- Treatment of patients under the State Welfare Administration.
- Treatment of those qualifying for medical assistance for the aged.
- Automobile accident and personal injury cases.
- Obstetrics.

Further information can be obtained from your Doctor of Chiropractic.
WHAT IS
CHIROPRACTIC
WHAT IS CHIROPRACTIC?

May we, without offense, make two requests of the reader? The first is that you get a pencil and paper (use the edges of this folder if you wish) and write the answer to the question, "What is chiropractic?" or, "What does a chiropractor do?"

The second request is that you refrain from reading further until after you have written the answer requested above. Then, after reading this folder, you will probably make a decision as to whether your understanding of chiropractic is sufficient to fully protect or restore your health.

Having written your answer, was it merely a statement that, "A chiropractor works on the spine," or, "A chiropractor puts vertebrae back into place," or, "A chiropractor works on joints"? If such is your answer, then we must ask (by way of comparison) "What is medicine?" or, "What does a medical doctor do?"

Medical doctors prescribe medicines which are taken into the stomach. Does that fact make it fair to merely say, "A medical doctor works through the stomach"? Such an answer wouldn't be adequate. A medical doctor has a purpose other than getting medicine into the stomach. He is thinking beyond the stomach when he prescribes. He should be given credit for his purpose. The stomach is merely his avenue of approach.

Medical doctors also administer hypodermic injections. Because of this fact should one, in defining what a medical doctor does, merely say, "A medical doctor works through the skin," or, "A medical doctor gives shots," or, "A medical doctor works with a needle?" Again, such an answer would be neither fair nor adequate. What a medical doctor does should be defined in terms of purpose rather than avenue of approach. And, the same holds true when the question, "What does a chiropractor do?" is asked.

The purpose which a chiropractor has in mind can best be explained when one considers—

THE NATURE OF DISEASE

One of the subjects studied in chiropractic school is known as pathology. One definition of pathology is "the conditions and processes of a disease." In other words a study of the pathology of a disease is a study of the abnormal conditions and activities of an organ that is diseased.

Organs in disease may have changes in function, in structure or in both function and structure. It is generally agreed among pathologists that (except in cases of direct physical damage to organs as by burns, blows, etc.) changes in function are the first steps in disease and that changes in structure follow later. Therefore, generally speaking, it can be said that disease is primarily an abnormal function, or activity, in some organ or tissue of the body.

Your next step in arriving at a decision as to whether your understanding of chiropractic is sufficient to protect or restore your health is to consider—

WHAT CONTROLS ACTIVITY

For convenience in studying anatomy and physiology, the human body is divided into systems or apparatus. The expressions, 'system' and 'apparatus' may be used interchangeably.

There is the digestive apparatus by which complexed food substances are converted into simpler chemical compounds which may be utilized by the body. This apparatus consists of mouth, throat, gullet, stomach, small and large intestines, liver, gall bladder and pancreas.

There is the respiratory apparatus through which oxygen necessary for body metabolism is taken into the body and the carbon dioxide which is formed in metabolism is taken from the body. It consists of nose, pharynx, larynx, trachea, bronchial tubes and lungs. The pleura, diaphragm, ribs and muscles which move the ribs also belong.

Then there are the circulatory apparatus, eliminative apparatus, glandular system, muscle system, etc.

If we were to study closely the activities, or functions, of the systems and apparatus of the body (and, since disease is primarily an altered function, we should study those functions) we would find that there is a great master system which, directly or indirectly, influences activity of all else. That great master system is the nerve system. For protection or restoration of health that should be understood.

Cut the nerves or interfere with the normal action of the nerves which influence digestion, and a digestive problem will present itself. Interfere with the action of nerves which influence the respiratory organs and a respiratory problem will present itself. Interfere with the action of nerves which influence heart action or the circulation of blood through the coronary vessels and the seed for heart trouble will have been sowed. The same can be said in relation to all organs and tissues.

With these thoughts established it is now appropriate to consider—

THE PURPOSE OF CHIROPRACTIC

We have seen that (1) disease is primarily an abnormal function in some organ or tissue of the body, and (2) activity in organs and tissues is influenced, directly or indirectly, by the nerve system. Therefore, normal, unimpeded action of the nerve system is a basic necessity for health. Interference with normal action of the nerve system constitutes a basic cause of disease.

If, in a definition of what a chiropractor does, a person says, "A chiropractor works on the spine," or, "A chiropractor puts vertebrae back into place," that is correct. But, it merely considers the avenue of approach
just as to say that a medical doctor uses a hypodermic needle in treating patients would be mentioning an avenue of approach. It does not mention purpose which is an important matter.

The purpose of chiropractic care is to free the nerve system of interferences with its normal action, thus removing a basic cause of disease.

Conditions develop in the lives of most people when chiropractic care would effect a quicker and more complete restoration of health. The history of chiropractic is replete with instances when people recovered health through chiropractic after other methods had failed.

It is possible that thousands of people in every county who are seeking health, seemingly in vain, could have health through chiropractic care. They fail to seek that care because, while they know the avenue of approach of chiropractic (the spinal column), they do not have a full understanding of its purpose—to restore normal action to nerves which influence function in all organs and tissues of the body.

A full understanding of the purpose of chiropractic is an asset toward the protection and restoration of health. As an aid to that full understanding it is well to consider—

**THE SCOPE OF CHIROPRACTIC**

Among the attitudes which prevent many sick people from seeking chiropractic aid is the one which says, "Chiropractic may be good for some things but not for my condition," or, "My trouble is not in my back. How could a chiropractor help me by working on the spine?"

To answer these objections, one should keep in mind the purpose of chiropractic as well as its avenue of approach.

If one wonders whether chiropractic care applies to digestive disorders, be asked, "Are the nerves connecting the spinal cord to the digestive organs?" The answer is, "There are such nerves." Therefore, chiropractic care applies.

If one should say, "I have liver trouble. How could a chiropractor help?" The answer is, "There are nerves to the liver to influence circulation through the liver." Therefore, chiropractic care applies to liver disorders.

If there is heart trouble we should consider the fact that nerves connect the spinal cord with the heart. These nerves influence the rate and force of the heart beat as well as circulation through the coronary arteries. Therefore, it is logical to consult a chiropractor for heart disorders.

There is always the possibility that, when a pathological condition in some organ has been present for some time, structural changes may have developed to such an extent that recovery is impossible by any human means. To that extent chiropractic has limitations.

However, chiropractic is not limited by anatomical location of an organ. Nerves connect the spinal cord with every organ of the body to control its function, its circulation or both. Therefore, the organ involved in the disease, no matter how distant from the spinal cord, does not limit the coverage of chiropractic care.

This understanding is necessary if one wishes to take advantage of chiropractic's fullest possibilities for the protection and restoration of health.

What is chiropractic? What does a chiropractor do? Would you like to write your answers again?
CHIROPRACTIC AND THE WORKING MAN
Modern day equipment allows for increased productivity and bulk movement of extremely large pieces and quantities of material. However, this increase passes on to the construction worker and farmer alike, a constant demand for greater work output.

The highly skilled laborer needed to construct a bridge, build a skyscraper, or harvest acres of corn requires knowhow, years of experience, and tremendous endurance. Consider the constant exposure to mental and physical stress required of these men. A laborer or farmer may be lifting reinforcing rod, stooping all day to work concrete, carrying heavy sacks of grain, or working fifty stories above the city streets. To work efficiently day after day and ensure his safety, he must be in the peak of good health. Any distractions and irritations from headaches, strains, back pains, dizziness etc., can cause hazardous working conditions for him. These same distractions may also be forerunners to more serious conditions.

A fast pace, long working hours and mental pressures result in myo-spinal (muscle-spinal column) stress that irritates surrounding tissues. Such muscle spasms and nerve irritations can bring about: Headaches; insomnia; stiffness of the neck; numbness and/or pain of arms, hands, or legs; pain between the shoulders; pain in the lower back and swollen joints.
These physical conditions are compounded by a wide range of weather conditions and the worker becomes prone to arthritis and rheumatism. Heavy lifting can damage and lead to herniated and ruptured discs.

The chiropractic approach to health is directly concerned with stresses and distortions of the spinal column. Ask for a thorough examination and spinal adjustments. Your chiropractor can help you maintain, prevent or return your body to health.

In order to better understand and decide a course of action, discuss your problem with a chiropractor today.
eye trouble
CHIROPRACTIC FOR EYE TROUBLES

It is often said that the eyes are the windows of the soul. However this may be, it is certain that the eyes are one of the media through which we receive our knowledge. How pitiful in appearance is the little child who, through physical defect of the eyes, is handicapped throughout life. How utterly hopeless is the picture of the man or woman who has lost the use of the eyes and must grope through life.

EYES ARE LITTLE GLOBES

Eyes are little round balls, set in the eye-sockets, and each of them has a tiny opening in the front, through which light passes. This little opening in the front is called the "pupil" and is the little black spot we see in the center of the colored parts (iris).

The eye is a ball; that is, it is like a hollow ball, filled with a clear, jelly-like tissue which light passes through, just as it passes through glass or water. The rays of light from outside pass through this watery substance, and after passing through the pupil, go back until they strike the back part of the eye inside.

Here there is a very dense network of nerves which are set in action when light comes in contact with them, and as a result, the sensation is carried to the brain.

THE EYE IS LIKE A MAGNIFYING GLASS

Did you ever hold a magnifying glass in the sunlight? When you do this you find that many rays of light are concentrated on a small spot, and if you hold your hand under the glass, you discover that this spot is hot. Why? Because there are so many light and heat rays there. If the two sides of the glass are curved a great deal, you hold it very close to the hand to make the tiny spot, while if the sides are more nearly flat, you must hold it further away. In other words, the rays are brought together quickly if the glass is curved a great deal, while if it is curved less, the rays are brought together further away.

In the eye we have the same thing. The watery substance through which the light rays pass is so arranged that it bends the rays of light from the outside. Every ray of light that strikes the eye from the very end of a post is so bent that it strikes a certain point on the back wall. Also, every ray of light which strikes the eye from the other end of the post strikes the back part of the eye at another point. The light from these objects all strike the back part of the eye in such a way that a picture is formed. This picture is stamped on the back part of the eye, and little nerve fibres which lead to the brain carry the impression so that we are aware of what we see.

NERVE FORCE

Now, why is it that these little muscles of the eye do not act properly? It is because they cannot get the proper nerve force from the nerves which supply them with energy. We all know that if all the nerves which lead to the hand were cut, that the hand could not move. Why? Because the muscles of the hand depend upon the energy supplied by the nerves. If they don't get this energy, they cannot move.

The same is true in the eye. If all the nerves passing to the little muscles of the eye were cut, the eye would be unable to function.

NERVE INTERFERENCE

If the little nerve fibres supplying the small muscles of the eyes are weakened they cannot function properly.

Now, why are these nerve fibres impinged? In the first place, we must look for a place where it is possible to impinge
them, and we find that place in the spine. There they may be impinged, and this occurs when a vertebral subluxation exists. When such a condition exists, the eyes remain weak until the vertebral subluxation is corrected. Then the nerve interference is removed and the eyes become strong again.

**CHIROPRACTIC ADJUSTMENT RESTORES HEALTH**

The spinal column consists of the 24 bone segments, called vertebrae, together with the sacrum and coccyx. The spinal cord passes through these vertebrae and all the great nerve trunks emit from the openings between these vertebrae, which are known as the intervertebral foramina. The vital life force within man is carried by these nerve trunks from the brain to the various organs, muscles, and tissues of the body.

For every effect you must have a cause; that is a fundamental law of physics. If a person is ill, regardless of the name applied to it, there must be a cause.

The Chiropractic premise is that the cause is due to a vertebral subluxation, which produces an impingement upon nerves and thus interferes with the transmission of vital life force.

The Chiropractic objective is to determine the vertebral subluxation that interferes with the transmission of this vital life force, and, thru proper adjustment by hand, to correct the vertebral subluxation so that the interference is removed, thus permitting the return of health.
Hay fever

WHAT CHIROPRACTIC CAN DO FOR YOU
Hay fever: as a general rule, is an acute inflammation of the mucous membranes lining the nasal passages. In some cases the inflammation extends down as far as the bronchi.

It is characterized by a thin, watery discharge from the nose, and the mucous membranes lining the nasal passage are so swollen making respiration very difficult.

CHARACTERISTICS
Hay fever is also known as “rose cold,” “hay asthma” and “autumnal catarrh”. In its most pronounced form, hay fever generally makes its appearance in the late summer, the latter part of July or early August, and terminates about the first part of October.

It is commonly supposed to be “caused” by the irritation produced by the pollen of flowers or weeds or effluvia from some plants, weeds or flowers. This “cause” varies in sections from the so-called ragweed to the effluvia from the rose to the dust from freshly cut hay or weeds.

PRONOUNCED STAGE
The pronounced stage of this condition begins with sneezing, the same as with an ordinary cold. Eyes become easily irritated: tears flow easily and continuously; eyeballs become inflamed, and the tissues around the eyeballs and eyelids become congested and reddened.

There is an almost continuous watery discharge from the nose and sleep becomes very difficult. The patient is restless and irritable during the sleeping hours.

EFFECTS
Because of the congested condition of the mucous membranes of the nasal passages, the sense of smell is greatly impaired, often to such an extent that the patient is unable to detect the most pronounced odors.

The sense of sight also is impaired because of the irritation of the eyes and their surrounding tissues. Also, continued sneezing, inflammation into the trachea and bronchi, and a consequent inflammation of the mucous membrane lining the eustachian tubes, prevent acute hearing.

REAL CAUSE
Chiropractically, the cause of this incoordination is a vertebral subluxation. The nerves going to the affected portion of the upper air passages of the respiratory tract emit from the spine. When an impingement on these nerves occurs, it is necessary to release such interference by chiropractic care, allowing normal transmission of nerve force between the brain and the affected organs of the body.

The length of time required for the restoration of this abnormal condition to a condition
of coordination, or health, varies with different individuals. In cases where the patient has had this condition through several seasons running over a course of several years, the patient should begin chiropractic care some weeks or months before the usual time for the appearance of the marked symptoms.

The body will then be in a better state of resistance against the irritants bringing on the acute stage of the condition. Thus, the chiropractic premise is that the cause of illness, in this case, Hay Fever, is due to a vertebral misalignment, which causes an interference to nerves and the transmission of vital life force.

The chiropractic objective is to determine the vertebral misalignment that interferes with the transmission of this vital life force, and, thru proper adjustment by hand, to correct the vertebral misalignment so that the interference is eliminated, thus permitting the restoration of health.

YOUR DOCTOR OF CHIROPRACTIC is a representative of the world's largest drugless healing profession, and a healing science most modern in concept. Rather than administering drugs, your chiropractor determines if neurological complications are at the root of the problem; then he works to eliminate this basic cause, thus restoring and maintaining health.

Keeping your health is better than waiting for sickness to strike. It is to your great advantage to visit your doctor of chiropractic on a regular basis.
LIVER TROUBLE
There is perhaps no organ in the body which, when abnormal, produces as far-reaching effects as the liver. The largest gland in the body, it is concerned with the system of digestion which serves to break down waste materials accumulated.

Bile is formed by the liver for the process of digestion. The function of this secretion is to break down the fatty elements in food, and as an antiseptic for the intestinal wall. It counteracts the effects of destructive substances which would otherwise be absorbed in the body and lead to symptoms noticeable throughout the entire body.

When bile is improperly absorbed into the circulation of the body, jaundice occurs. The skin becomes yellow, the eyeballs take on a yellowish hue, and there is the extreme weakness, chills and fever.

Drugs
When drugs are used, the patient finds the relief is lost when he fails to take his pills regularly and soon the liver no longer responds to the stimulus which was apparently effective in the beginning. This is because drugs have failed to reach the cause of the disorder. Chiropractic is the only science which seeks to establish the basic condition producing the abnormality.

Function
The liver, like other organs of the body, consists of millions of cells which possess life. Science has proven that life, possessed by every cell, is the result of the vital energy emanating from the brain.

The vital energy is not necessarily stimulated by conscious thought. The liver, heart and all other organs function whether we are asleep or awake. Food is digested in the intestines, and nutritive materials are absorbed and distributed without conscious thought.

Mental Force
We must determine in what way this mental force is transmitted from the brain to the tissue cells of the body. Scientists know that a system of nerve tissue extends from the brain in the form of the spinal cord, and sends an intricate system of nerve trunks and fibers through the entire body.

With the millions of cells to be supplied, this system is more complicated than the most extensive telephone system which it resembles. The brain acts as the main central switchboard, with the wires (nerve fibers) running from the brain to millions of terminals. Before those terminals (cells) can function, they must receive mental force from the brain.

We now see the importance of the nervous system as a transmitter and how it is upon this nervous system that the function of the liver and other organs depends.

Interference with Mental Force
If there is any condition interfering with normal passage, such interference destroys or impairs the tissue cell and the organ can no longer function properly. Apparent relief
may be gained by stimulating the organ with medicines, but relief is temporary and becomes less and less apparent as the organ adjusts itself to the stimulant.

The only logical way to permanent recovery is to release the interference upon the nerve trunk involved. This the chiropractor does, having first determined where the spinal abnormality exists.

He adjusts the displaced vertebra to its normal position, and permits natural agencies in the body to function properly and health is restored.

**Time Element**
This cannot be done immediately! The time required to restore a vertebra to its normal position depends upon many factors. If the condition is a chronic one, it is because the vertebra has been in abnormal position for many years.

Under these conditions it has naturally shaped and adapted itself to the abnormal position, and time is required to restore its position. Never lose sight of this variable. The patient should consult his chiropractor for a more complete explanation.

**Liver Spots**
Another common fallacy concerns liver spots. These spots are of all sizes and appear upon all parts of the body. They are called liver spots because of their yellow or brown color, and the patient is very apt to assume that they are the result of liver disorders. They are merely the result of the presence of pigment granules in the skin and are indicative of disorder in either the liver, kidneys, intestines or other organs.
HOW LONG TO HEALTH
In order to determine how long it takes chiropractic to help, you must understand the correlation between time and disease. Subluxations in the spinal column can cause the nervous system to function abnormally. When a tissue of the body receives an abnormal nerve supply, its function at first may not be adversely affected. However, if this abnormal nerve supply continues over a period of time, the tissue will eventually be in a diseased state. Abnormal nerve supply does cause disease, but it requires time to put body tissue in this abnormal state.

**ACUTE CONDITIONS**

An acute condition is a condition that comes suddenly and usually remains a short period of time. If the segments in the spinal column have only been misaligned for a short period of time, the body has been functioning abnormally for a short interval. The muscles of the body are still strong and consequently resist these subluxations in the spine. The chiropractor can adjust these subluxations, and because of the good tone of the muscles and the short time element, he will attain fast results. This shows why it is important to see your chiropractor immediately after you suspect a problem with your health.

**CHRONIC CONDITIONS**

A chronic condition is one that comes on slowly and persists over long periods of time. If the segments in the spinal column have been misaligned over a long period of time, the body has been functioning abnormally for a prolonged interval. The muscles of the body slowly weaken and consequently can't resist the subluxations of the spine. The chiropractor can adjust these subluxations, however, because of the poor tone of the muscles and the long time element, the patient's progress in returning to health will take longer. The most logical approach in correcting a chronic disease is by decreasing the time element. If a person doesn't seek help immediately after noticing a problem with their health it allows the condition to continue to slowly progress. Many times the discomfort in a chronic disease is mild and a person tolerates the problem instead of seeking the services of the chiropractor. By ignoring the problem this allows it to exist for a longer period of time and makes it more difficult to correct.

**HOW LONG TO HEALTH?**

Chiropractic is a science based on the premise that adequate nerve supply is of prime importance in regulating the functions of all tissues of the body. The brain serves as the headquarters of the Central Nervous System of the body. Communications from the brain cells to the tissue cells is by means of the spinal cord and the subsidiary routes, the spinal nerves, the roots of which branch from the spinal cord. Since the body must have normal nerve supply to function, it has been constructed to protect these vital nerve tissues. The skull bones serve to protect the brain, and the back bone (spinal column) serves to protect the spinal...
cord and spinal nerve roots. The spinal column is composed of twenty-four freely movable segments that when misaligned can interfere with normal nerve transmission. With abnormally stimulated or decreased nerve supply the body functions improperly resulting in disease.

The transmission of an electrical charge along a nerve membrane is called a nerve impulse. As this electrical potential changes it causes a wave of energy to travel along the entire extent of the nerve fiber. The nerve impulse moves along the nerve membrane to give the initial stimulus to start body reactions that control normal body function. If the nerve impulse is abnormally stimulated or inhibited the portion supplied by the fiber functions improperly. For example: (1) Cutting a nerve and stopping transmission of the impulse. (2) Administration of drugs that abnormally stimulate or inhibit the impulse. (3) Misalignment of a segment of the spinal column that interferes with transmission of the impulse which condition is referred to as a subluxation.

The role of the nervous system in controlling body function is a scientific principle. Chiropractors work in conjunction with this principle, and the correction of disease and the maintenance of good health are the direct result of the nerve impulse once again functioning normally.

DR. JAMES R. SCHEMM
1350 WALNUT ST.
ALLENTOWN, PENNA. 18102
You are a product of a Power that far surpasses human understanding. Deep within you dwells a part of the Universal Power known as Innate Intelligence. This fundamental fact was written in manuscripts of old and is re-discovered over and over again through history. This Innate Power within us is so powerful and so intelligent, that it can fashion a human being in just nine months. - A MASTER-PIECE THAT MAN HAS NEVER BEEN ABLE TO DUPLICATE.

Innate Intelligence is a skilled engineer, stringing a network of nerves—a system of communication that makes the telephone systems throughout the world seem simple in comparison. It adds muscles and ligaments, each attached in the proper place... each in exact size, not too long, nor too short. Planned skillfully to suspend, support and act as the guy-wires of a suspension bridge. Then, a framework-architecturally perfect, of calcium and other minerals for reinforcement. Molding and shaping each bone for the stress and strain its location will call for. Without any precision instruments, without trial-fitting or experimental tests the Innate Intelligence, within you, built each and every part of your body perfectly.

The systems for drainage and irrigation, built within you are wondrous. Dams, Basins with valves, canals and locks. A liquid transportation system more phenomenal than the Panama Canal or any Inland Water-way.

So many spectacualrs could never be accomplished by our greatest engineering minds. Architectural, Electrical, Mechanical, Hydraulic and Chemical Engineers—All Masters by degree of our greatest Universities, could all be called in to duplicate the human body. In ten thousand years the job would not be complete.

All the wonders of construction and yet more! The power that Created you, the Inborn Intelligence within you, does not desert you as soon as your body is built. It remains within you day after day and continues to perform its wondrous functions of life.

How much water must you drink to neutralize the salt in your body after a highly seasoned meat? How many times per minute must your heart beat while you rest—and how much faster when you engage in physical exercise? How much sugar must your body burn to maintain 98.6 degrees of temperature in all kinds of weather? Well, don't be disturbed if you do not know the answers. No chemist or scientist in the whole world knows all the answers to these questions. It's your own liver that handles the sugar, your heart knows how often to beat, your stomach asks for water and lets you know when it has enough. All these important functions are carried out for you even while you sleep. Not to detract from the importance of any vital organ, none act on their own; they act only on command by a Higher Intelligence, which resides in the brain.

Now, when the nerves are pinched or cut or in any way blocked, interference of the communication system results. The normal nerve impulse from the brain can not reach the rest of the body. This means that the organs which depend upon the particular nerve or nerves for "orders" from Innate Intelligence, which resides in the brain, receive no message and therefore can not function to full capacity. It's just as simple as trying to turn on a light when the electric power is cut off. No power, no lights! Cut off any part of the vital brain power—presto—no healthy action of organs and certainly no radiant good health. Nerve distribution and the body's mechanics are such that interference occurs most often within the complex structures of the spine. The condition that causes interference, irritation, or so-called "pinching" of nerves, is called a Subluxation.

When the pressure, irritation or block on a nerve is corrected—normal function is restored and good health results. THIS IS THE SIMPLE YET PROFOUNO PHILOSOPHY OF CHIROPRACTIC. Simple and easy to understand, it is the foundation of man's greatest asset—a real and logical system of healing.

Chiropractic is advancing every day. More than ever people are realizing that good health is rightfully theirs, that THE POWER TO HEAL IS WITH-IN THE BODY and it is their privilege and responsibility to accept the Chiropractic method that removes any interference to that Power.
Chiropractic is the philosophy, science and art which deals with correction of these vertebral subluxations. Let chiropractic adjustments take you and your loved ones out of the DOLDRUMS.

**WHY IS HE DOWN IN THE DOLDRUMS?**

physically emotionally spiritually socially

---

**THIS CERTIFICATE ENTITLES BEARER TO ONE COMPLIMENTARY COPY OF NETWORK CHIROPRACTIC CASSETTE TAPE: “CHIROPRACTIC, AN INFORMED CHOICE”**

Available: ____________________________

© Network Lifeline, Inc. 1983
BECAUSE HE BLAMES EVERYTHING OUTSIDE HIMSELF FOR MAKING EVERYTHING INSIDE GO WRONG.

The causes of your problems are inside you. . . . but so are the solutions. The intelligence which animates, motivates, heals, coordinates, inspires you is INSIDE.

Vertebral subluxations (spinal bone misalignments) interfere with the expression of this intelligence.
THE POWER OF YOUR IMMUNE SYSTEM
Have you ever wondered why some people never get sick? Much of their good fortune is directly related to the integrity of their immune system.

The primary function of the immune system is to fight infection. Just like the defensive line of a football or hockey team, your immune system uses several strategies to battle infection. Once you have had a particular infection, the immune system remembers its composition and protects you from future invasion of that virus. (An exception is with colds, where the makeup of the bacteria changes enabling it to trick the immune system - and you to catch a cold.)

A properly functioning immune system will keep you healthy and help you live longer. There are many things that can affect the integrity of your immune system. Smoking, excessive bouts of stress or depression, and alcohol can adversely affect its function. Proper diet, nutrients like beta-carotene, antioxidants, proper rest, and exercise can boost your immune system’s efficiency and health.

Research shows that chiropractic care can have a positive effect on a person’s immune system. One study looked at the relationship between the occurrence of childhood disease and intensity of chiropractic care. The results show that intensive chiropractic care increased the subject’s resistance to common childhood diseases. Another study was conducted to determine the cause of Chronic Fatigue Syndrome. It found that of the 70 patients participating in the study, all had upper cervical misalignments and all improved after a regime of chiropractic care and nutritional supplements. Other studies indicate that chiropractic care can influence many components of the immune system, assisting in its ability to fight infection.

It is time to take charge of both your health and your family’s by making sure that your immune system is functioning at peak levels. The benefits of a healthier life will be yours.

See the back of this pamphlet for suggestions to help strengthen your immune system.
Your Doctor Wants You To Know...

Scoliosis

A PUBLIC HEALTH BULLETIN
Abnormal spinal curvature is known as Scoliosis (crooked, curved, twisted). There are several classifications of this abnormality, the most severe occurring in young, developing girls. The pattern of this condition is progressively destructive, therefore early detection and treatment is essential. Imbalance resulting from pelvic (hip) rotation may cause a lateral spinal curve. One-sided muscle weakness may encourage the body to compensate with a lateral spinal curving.

Striving to reduce the incidence of Scoliosis and the number of untreated victims, many states require mandatory screening for posture and spinal curvature. Chiropractic plays an important role in this Public Health Service, with classroom screening and by sponsoring posture analysis booths at state fairs and community shopping malls.

Every child should be checked for Scoliosis. Treatment designed to prevent further damage should begin immediately. Referral will be made when indicated. Many adult spinal maladies commence with even minor curvature in the developing child.

The best prevention of childhood — or adult — Scoliosis is early detection of faults which lead to backache and further damage to bones and their supporting tissues.

Millions of chiropractic patients have discovered the benefits associated with spinal adjustments to correct and prevent spinal curvature (Scoliosis).

Uneven foundation produces body compensation

Proper posture, urged by all chiropractors, is easily obtained, once the patient understands their mechanical faults can be effectively corrected.

As the twig is bent, so grows the tree,” is more than a casual saying, it’s a motto to live by.
Every child needs screening

Every child should be screened for Scoliosis. Early detection of spinal deviations can help prevent more serious spinal damage, especially in cases of Idiopathic Scoliosis which affects mainly, young girls.

Primary developmental faults, poor postural attitudes and imbalanced muscular development may be corrected with early discovery of conditions affecting erect mechanical positioning.

Early detection may prevent severe damage

A postural analysis is recommended for every child, especially those from families prone to back disorders.

CHIROPRACTIC

 Millions of health conscious people from all fifty states, Canada and many foreign countries look to the chiropractic profession for relief and prevention of their personal health problems.

Six years training is required for the D.C. degree and eligibility to sit for the three-day State Board License examination. Yearly educational seminars are required by most states for license renewal.

Founded in 1895 by D.D. Palmer, modern chiropractic recognizes its position of public trust. Its aims are:

1) to relieve pain without drugs or surgery 2) To educate people about "Wellness through Prevention" 3) Be responsive to public acceptance with newer, improved techniques the rule, not the exception.

Presented as a Public Service by:

SIOW-KENT CHIROPRACTIC CLINIC
Michael A. Shimmel, D.C.
4411 Kent Road Plaza
Stow, Ohio 44224
Phone: 686-1333

Copyright ©1986 David C. Lindsey and Professional Supply. All reproduction rights reserved.
Your Doctor Wants You To Know...

BACKACHE

A PUBLIC HEALTH BULLETIN
A backache may be a perplexing puzzle. Don't expect your doctor to explain it in one simple term. Unlike your front, back problems seldom result from a single cause. More likely, several related tissues are involved—bone, muscle, ligament, blood vessel and, most importantly, nerves.

Backache is a complicated diagnosis, but the cause(s) may be summed up with the unsatisfying explanation of STRAIN/SPRAIN. The origin may be the result of prior violent injury, or just from the incorrect ways you physically use your body...poor "body mechanics."

Would it surprise you to learn most backache results from the strain induced by poor posture and improper body mechanics?

And, would you believe you can live free of back pain just by following a few basic—and simple—rules? You can. All it takes is willingness to enjoy life without backache.

Learn—and use—good posture.

HERE'S YOUR FORMULA

1. Improve your posture...don't allow your pelvis to sag forward. Pull your head backward and chin downward to pull shoulders back and allow your head to rest atop the spinal column. Keep eyes level, avoiding head tilt.

2. Lift loads close to the body. Bend your legs, don't stoop over to lift an object.

3. Sleep on your side, not your stomach. A new mattress can help, especially if your present one sags, is too soft, or uncomfortable.

4. Exercise three times weekly to clear the body of toxins and to tone body muscles. Walking is excellent.

5. Don't overload the digestive system, and avoid excessive fats, salt and sugar. Keep intake in balance with energy requirements.

6. Maintain a program of regular chiropractic adjustments which keep the spine in normal alignment. Remember, your body is a moving, changing structure.

7. Follow your doctor's recommendations and you'll enjoy living without a backache.
Exercise and posture — keys to back wellness

Exercise combined with good posture is a workable formula for healthy backs . . . but, there's more to it than that.

The key to wellness is living in a balanced body. How, then, do you recognize an imbalanced body? Symptoms of painful muscle cramping, restriction of movement, weakness, numbness, tingling and pain are all symptoms of imbalance.

Common sense tells you balance is impossible with vertebra of the spine out of line, a condition which disrupts the nerve control of muscle behavior. That's why the chiropractor's training in examination, adjusting techniques and rehabilitation is so important to millions of people suffering backache. His patients receive a personalized program designed to restore body balance through adjustments, exercise and posture which leads to a happy life and a healthy back.

CHIROPRACTIC

Millions of health conscious people from all fifty states, Canada and many foreign countries look to the chiropractic profession for relief and prevention of their personal health problems.

Six years training is required for the D.C. degree and eligibility to sit for the three-day State Board License examination. Yearly educational seminars are required by most states for license renewal.

Founded in 1895 by D.D. Palmer, modern chiropractic recognizes its position of public trust. Its aims are:

1) to relieve pain without drugs or surgery 2) To educate people about “Wellness through Prevention” 3) Be responsive to public acceptance with newer, improved techniques the rule, not the exception.

Presented as a Public Service by:

STOW-KENT CHIROPRACTIC CLINIC
Michael A. Shimmel, D.C.
4411 Kent Road 44236
Stow, Ohio 44222
Phone: 366-1333

REORDER FROM: P.C.S.,
P.O. Box 3618, 1550 N. Case St., Orange, CA 92667
Copyright ©1986 David C. Lindsey and Professional Supply. All reproduction rights reserved.