The effects of spinal misalignment
The average patient has over 20 different symptoms by the time he or she sees a doctor. As a rule most people relate such symptoms as pain in the neck or back to the spine. Yet few realize that pinched nerves in the spine can be a contributing or primary cause of almost any ailment.

The spinal cord is actually an extension of the brain, sending nerve energy to control and coordinate the function of every organ, system and cell in the body. When interference from brain cells to tissue cells develops, the beginning stages of disease start. This interference can only develop in the spine where 24 freely movable bones protect the 300,000 nerves that emit between the vertebrae through small holes. Any small misalignment can irritate the nerve energy just as a rheostat will cut down the energy to a light bulb. Symptoms gradually start to develop and the patient doesn’t know why he has them.

For instance, misalignment in the neck region can disturb nerve function, resulting in headache, nervousness, insomnia, high blood pressure, chronic tiredness, dizziness, sinus trouble, eye trouble, ear trouble, neuritis, chronic cough, sore throat, stiff neck, pain in the upper arms, or bursitis. Many patients take all kinds of medication for these symptoms, not realizing the cause of the problems is in the neck.

Misalignments in the mid-back can disturb nerve function, resulting in asthma and difficult breathing, functional heart conditions, gallbladder conditions, liver conditions, poor circulation, arthritis, stomach trouble, indigestion, heartburn and dyspepsia and gastritis, kidney trouble, chronic tiredness, skin conditions, and gas pain.

Misalignments in the lower back can cause constipation, colitis, diarrhea, cramps, bladder trouble, menstrual trouble such as painful or irregular periods, change of life symptoms, bed wetting, many knee pains, sciatica, backaches, difficult, painful or too frequent urination, poor circulation in the legs, swollen ankles, weakness in the legs, and leg cramps, or sacro-iliac conditions and pain at the end of the spine on sitting.

**Why live with your condition, treating the symptom while the cause of your problem is left untreated?** The longer the cause is untreated, the symptoms soon lead to full blown disease of the organs and tissue involved, leading to stronger and stronger medication and surgery.

Your health is too important to neglect. The power that made the body heals the body. Everyday we treat patients that regain their health within a few months and even weeks. They discover they have sometimes suffered five to ten years or more all for nothing because they never tried chiropractic.

**Why not call today and start feeling better!**
Health remains first and foremost on the list of factors which can make the later years a pleasure or a curse. Chiropractic is playing a more and more important role in treating special ailments people of advancing years are heir to.

It is in the 40's that injuries and deformities, if not treated chiropractically, can develop into chronic arthritis and degeneration of the joints involved. This can be crippling in later years, not to mention the years of pain and discomfort. Some of the ailments characteristic of gradual aging of the body are chronic backaches, headaches, arthritis, bursitis, digestive disorders, circulatory disturbances, high blood pressure, hardening of the arteries, heart disease, insomnia, genito-urinary disorders and fatigue.

It is precisely for these conditions that traditional medical methods of treatment have been found to be lacking. In the age group over 45, chiropractic has been effective for a number of reasons:

Our health from this age on depends on how we have lived up to that point. We can't turn back the clock but we can perform some repairs on the mainspring. It is amazing how many people blame every symptom on old age or the weather and shrug it off until it is difficult to treat.

When we are young, our bodies can take almost any kind of punishment. Our bodies and its major organs and systems are resilient. In later years we can't get away with just anything. Someone said, "God can forgive your sins but your nervous system doesn't." We pay for every way we abuse our bodies, especially in later years. The discs gradually grow less elastic, and the vertebrae tend to push closer together and get out of place more frequently.

When this happens, the vertebrae may cause pressure on vital spinal nerves which lead to all parts of the body and control their proper functioning.

As a result, we gradually develop numbness, stiffness of the joints, fatigue, shortness of breath, constipation, poor circulation, etc.

Chiropractic adjustments help the spine maintain its normal alignment and can make the process of growing old one that is pain free and pleasant. It maintains lubrication and mobility of the joints, easier flow of blood circulation, and your entire body functioning better. Millions have found chiropractic a safe and effective alternative to taking strong medication that their body is sensitive to, especially in later years.

Chiropractic adds more years to your life and more life to your years. Try it today!
IS
MEDICINE
SCIENTIFIC
Is Medicine Scientific

There are many definitions of "science" of course, but it is suitable to use the standards set down by the U.S. Congress in the Kefauver-Harris Act, officially known as the Drug Amendments Act of 1962. These enactments were passed in response to the public uproar over thalidomide, compelling Congress to resist the vigorous effort of medical practitioners, academic medicine and the pharmaceutical industry to prevent enactment. "Scientific evidence" is defined in this passage:

"If the Secretary of HEW finds...that...on the basis of the information submitted to him as part of the new drug application and any other information before him with respect to such drug, there is a lack of substantial evidence that the drug will have the effect it purports or is represented to have...he shall issue an order refusing to approve the application."

As used in this (law) the term "substantial evidence" means evidence consisting of adequate and well-controlled investigations, including clinical investigations, by experts qualified by scientific training and experience to evaluate the effectiveness of the drug involved, on the basis by which it could be fairly and responsibly concluded by such experts that the drug will have the effect it purports or is represented to have under the conditions of use prescribed, recommended, or suggested in the labeling or proposed labeling thereof.

Thus, we have the efficacy test, requiring controlled experimental studies supporting the claims of the drug manufacturers. The law directed the Commissioner of Food and Drugs to evaluate all prescription drugs according to the stated scientific criteria. The scientific method was finally imposed upon the medical complex, and the anguish howls from all groups within the medical complex were a matter of record. It was the academic community in medicine and pharmacology who were among the loudest in protest; the best and the brightest of medicine, who were among the loudest in protest, the best and the brightest of medicine, who were presumably using scientific methodologies all along. Nevertheless, science finally came to medicine, or so it seemed.

Approximately 4,000 drug formulations representing some 300 chemical entities were submitted for analysis. Because of the sheer volume of the task, the Commissioner sought and acquired the services of the distinguished National Academy of Sciences/National Research Council, whose members met the legal qualification "experts qualified by scientific training and experience to evaluate the effectiveness of the drug involved."

Guidelines for the study were established with input from the pharmaceutical industry, medical practice and academic medicine. Each drug was to be evaluated individually and given one of four categorical ratings: Effective, substantial evidence of effectiveness; probably effective, additional evidence required to rate the drug effective; possibly effective, little evidence of effectiveness, inappropriate claim; ineffective, lack of substantial evidence of efficacy.

The results of the analysis are contained in a document published by the National Academy of Sciences and the Government Printing Office, entitled Drug Efficacy Study, a Report to the Commissioner of Food and Drugs. Though this document is presumed major importance to the health of every American, it is now suspiciously "out of print." The following is one of several incredible conclusions in the study:

"The lack of substantial evidence based on well-controlled investigations by experienced investigators was conspicuous. Moreover, searches of the medical literature indicated that there existed little convincing scientific evidence to support many of the cited indications for the use of drugs that are currently in good standing in medical practice."

The study was distributed in 1969, seven years after the enactment of Kefauver-Harris. Despite the seven years, despite the complete cooperation and assistance from the FDA, the medicopharmaceutical complex could not conjure up enough data to support the claims of the vast majority of its products.
Individual investigators were invited to offer personal, unsigned commentaries on the results of the study. Here are some of the representative samples:

"Enormous amounts of time, work and money were expended on quasi-scientific experiments on humans, which in the end proved little or nothing. The fact that they were approved by the drug companies and accepted by the FDA is disturbing."

"A study such as that just completed does bring home the fact that many drugs are being widely used with no or very little scientific justification."

"My strongest reaction was with regard to the paucity of information concerning the effectiveness of drugs."

"The group with whom I worked, I felt, were exceedingly conscientious and spent a great deal of time in denying rather stupid claims..."

"I can speak with just one strong impression — which by the process of repetition, as our panel considered one drug after another, became almost ineradicable — that with rare exception the desired evidence for the efficacy of familiar compounds in common use over a period of many years was either totally lacking or of such poor quality that it could not have withstood competent, unbiased review had such been available at the time of the original release of the drug in question."

"It is our belief that all drugs carry with them an element of risk...Those of us who practice in circumstances where we frequently see, in consultation, patients who have drug reactions have an impression that many people who take almost any drug get into some kind of trouble."

Page after page of personal commentaries by the members of the Academy of Sciences indicated shock and alarm at the lack of scientific justification for the chemicals being prescribed for millions of human beings each day. Not one commentary indicated approval of the available data base. Their dismay is understandable in light of the final tabulation of the study.

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A full seventy percent of the drugs dispensed to Americans were declared ineffective as per scientific analysis. Only one out of every ten passed the test of scientific efficacy conducted by the National Academy of Sciences! Suppose you wanted to construct a bridge for heavy automobile traffic. Would you seek the services of an engineering firm who promised: "Seven out of every ten of our bridges definitely collapse, two out of ten possible will hold the traffic, and one out of ten will definitely hold the traffic."

If plumbers, teachers, lawyers, law enforcement officials, and other professionals had that kind of a record, we would be in trouble indeed.

The results of the National Academy of Sciences/National Research Council's study have not been widely published, for obvious reasons. It would be a bit much for opinion manipulators who enthuse over the weekly miracles and wonders coming from the medical cartel to admit they have been victimized by a hoax. But the fraud is compounded by tragedy. The AMA's council on drugs, now defunct because of its findings, discovered that the ineffective drugs were more popular with medical doctors than the effective ones. In one study the Council on Drugs wrote that their findings "indicate an overall negative relationship between the popular usage of drugs and the evaluation of their efficiency and safety..."

Whatever one might say about medical practice in America, one cannot hold with intelligence that it is scientific. The evidence, mandated by Congress, is clearly to the contrary. Francis Bacon would refer to today's medical practice of prescribing drugs as an "Idol of the Theatre, a world of its own creation after an unreal and scientific fashion, which by tradition, credulity and negligence has come to be accepted."

The Father of the Scientific Method would weep.
Chiropractic: for medical failure cases
Uncounted millions suffering many common acute and chronic disorders which generally respond to chiropractic care have failed to investigate and benefit from this modern system of health restoration.

When most people begin to suffer severe symptoms of any disease or painful disorder, including injury, they habitually and almost invariably first consult a medical physician. A percentage of these fail to respond normally in some manner or degree to treatment with wonder drugs, medicine, shots, surgery and hospitalization. From this unhappy group come the problem and failure cases of materia medica and their number is in the millions.

Some have been told that everything that modern medical science can do has been done and that they will have to learn to live the rest of their lives with some chronic ailment, recurring disorder or painful disability. When their vague aches or throbbing migraines failed to respond to the usual narcotic drugs after years of treatment, many have been referred to psychiatrists who frequently have diagnosed their symptoms as psychosomatic or "imaginary."

When weeks, months and years of orthodox medical treatments have proven to be inadequate, ineffective or even disastrous, due to unanticipated side effects of drugs, only then do such sufferers finally seek the only medical alternative which offers a measure of hope of restored health — chiropractic.

Although the vast majority of patients who feel compelled to consult chiropractors as a last resort are from the ranks of the failure cases of the physicians, a recent survey has shown that most found complete relief and improved health. They found freedom from pain or definite improvement in many common and chronic functional disorders after normal nerve and blood supplies to the affected organs, muscles, or joints had been restored by skillful chiropractic care.

Chiropractic today treats 40 million patients, is accepted by over 850 insurance companies, and is licensed in all 50 states and 27 foreign countries. It is the second largest healing profession in the world. This enviable position was achieved not on the easy cases which comprise the majority of most physicians, but upon their failure cases.

How much would the public health be improved, and the percentage of drug-induced illness be prevented if only our nation’s sick would consult chiropractors first instead of last?

Why not try it today?
Maybe you need a second opinion by a Chiropractor
Many people accept their doctor's advice as the gospel. But when your doctor's advice and treatment does not give you the results you want, it may be wise to get a second opinion by a chiropractor. If your case is the result of misalignment in the spine causing pressure on nerves, no amount of medicine, drugs or surgery will help you. Yours is exclusively a case for the chiropractor. And only the chiropractor can determine whether chiropractic can help you!

When you decide to get an opinion from a chiropractor, you can expect to get an expert evaluation and examination of your spine and nervous system. Chiropractors are trained in nerve tracing techniques to determine the cause of your problem. Any area of derangement within the spine and pelvis or abnormal mobility or stiffness in the spine can be a cause for major concern in determining the causative factors of your problem.

Too many patients try chiropractic as a last resort after running the gamut of medical tests and x-rays, only to have the doctor tell them, "We can't find anything wrong with you." Medical doctors are not trained in manipulation of the intricate biomechanics of the spine; what may seem insignificant to an M.D. may be cause for major concern to your chiropractor. Millions every year are turning to chiropractic and recovering from ailments that they many times have suffered with for years. Once your condition gets chronic it will continue to get worse until you treat the cause of the problem and not merely the symptoms.

Don't be disillusioned into believing you are regaining your health every time you receive temporary relief from medication. The condition causing the symptoms is progressively getting worse. Remember — malfunction precedes disease. The nervous system controls the function of every organ, system and tissue cell in the body. Why not get an opinion by today's specialist of the nervous system — the chiropractor.
Chiropractic: the safest healing profession known to man
Many patients have asked me if chiropractic can be dangerous. In this article I would like to clarify how safe chiropractic really is.

First I must reiterate that no healing art is an exact science. And even if it were, there would still be human error. Neither medicine nor chiropractic is totally scientific, error-free and without iatrogenesis. Chiropractors receive an average of seven years of expert training. The gentle manipulative therapy chiropractors provide has resulted in severe side effects only in the rarest circumstances. Most of these were the result of unskilled practitioners. With over 20 million adjustments given a month, the risk factors are roughly one in several hundred million. No health profession can claim that safety factor. For the AMA to scare the public into believing that chiropractic is dangerous, and a trail of drugs and surgery is safe, is ludicrous. Chiropractic malpractice insurance ranges from five to 20 times cheaper than medical doctors’.

We grieve over the tragic and painful attacks upon our profession by the unthinking and prejudiced, and even worse, the intellectually dishonest and selfishly motivated.

Saturday Review cited one congressional study which estimated nearly 2.5 million unnecessary operations are performed every year in the U.S. at a cost of 3.5 billion.

In the January 9, 1978, issue of U.S. News and World Report, it stated 48 million Americans were vaccinated for swine flue based on a fear of a single case. Over 500 people developed this disease because of medical science and over 2,500 claims asking $2 billion in damages were the result of this "mass experiment" upon the American public.

In the book “Diseases of Medical Progress”, by R. H. Moser, M.D., with a foreword by R. D. Adams, M.D., Board of Consultation, Massachusetts General Hospital, Adams writes:

“It is no secret that certain drugs, surgical procedures, and other forms of therapy can, even when properly applied, create unfavorable, often harassing, and sometimes fatal side effects.” Within the book, subtitled “A Survey of Diseases and Syndromes Unintentionally Induced as the Result of Properly Indicated, Widely Accepted Therapeutic Procedures,” it takes the author 130 pages to list all the medically caused disorders and diseases such as antibiotic induced diseases, hormone induced diseases, surgically induced diseases, radiation induced diseases, neurologic disorders, etc.

No profession offers a panacea to public health needs. We need more interprofessional dialogue and cooperation, not interprofessional criticism based upon illogical conclusions. Our nation’s “sick” need the best of both professions. In an attempt to eliminate us as a health
care provider, the welfare of the patient is lost in the perverted gamesmanship of protecting the status and privileges of one profession.

It's time medicine and chiropractic join hands in a spirit of cooperation, with the welfare of the patient our first priority. For millions chiropractic has proven to be a safe, sane and sensible approach to total health and well-being.
DR. UNRUH PRESENTS:
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"HOMEOSTASIS"

We all live, move and function by a process called homeostasis. Homeostasis is the ability of the body to maintain normal balance and body function in spite of all abuses we give it every day. Every once in a while someone will say, "It's amazing how many people have heart disease, high blood pressure, and cancer, and diabetes, cardiovascular disease, and indigestion, etc. But truly, what really amazes me is how the body can manage to stay alive, as long as the various conditions don't become permanent.

Right now homeostasis may be trying to neutralize the acid from that coffee you just drank. It’s trying to keep your blood sugar level between 80-110 despite the sweet roll you ate and coke you washed down with. Homeostasis keeps your body temperature at nearly 98.6 whether you go to the Sahara Desert 120 degrees above zero or the North Pole, 40 degrees below zero. You see, the body has the miraculous ability to adapt to stress and abuse. Especially while we were young, it seemed that we could eat nails and maintain our health, get hit by a car, and be justified and scathed off people who were healthy and tried to take good care of themselves. But even to your body God has a natural way to keep the body healthy.

Homeostasis is controlled by the brain and nervous system. If a chiropractor specializes in holistic health care, he will probably incorporate teaching you principles of a healthy lifestyle to help homeostasis work for you. Why not take a look at some of the columns written for the chiropractic profession. You’d be glad you did.

"PAIN – AN ANGEL IN DISGUISE"

Americans spend billions of dollars every year to become condition: PAIN. In our consultations with patients we have a question: “How long has it been since you really felt good?” It is amazing how many patients answer that question: “I don’t know”, and many say 5 years or 10 years. Every one of these millions Americans woke up and the first thing they perceive is PAIN. Have you ever stopped to think what pain is? Why did God create it anyway? We could enjoy life so much more without it. Actually pain is not a condition at all. It does not strike you from no where. Pain is the effects of the body’s built in alarm system. It’s simply a warning telling you something is wrong with the body, it’s like the red light in your car. When it goes on, it is a warning that something is wrong with the motor. Now you can take a hammer and smash out the red light and say, “Well, we solved that problem,” but that doesn’t correct the cause. That’s why people do when they live on pain pills. They stop nature’s warning sign temporarily pretending they are healthy again while the condition causing the pain continues and progresses.

I had a patient in the other day. She said, “I have 3 boyfriends. Arthur lives, Ben Gray, and Charlie Horse” as she had treated the symptoms for years. Every ache or pain, and every sign or symptom of physical disorder, it may be tingling, indigestion, constipation, etc., can be early warning signs of impending trouble. If you didn’t have pain to tell you a burp was turning into an ulcer, it would kill you without you even knowing you had a problem.

If you’ve been buying the large economy size of aspirin or over the counter medicines, you’re asking for trouble as all you’re doing is masking symptoms. Your body is asking for help, don’t simply turn off its warning signs. In chiropractic we use no drugs, but seek to discover the underlying causes of pain and discomfort. Pain can be an angel in disguise if you learn from it easily. Why not try chiropractic today. You may not only get rid of that pain, you may regain your health.

"He who has a thing to sell and goes and whispers in a well, is not so apt to get the dollars as he who climbs a tree and holers"
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### WHO IS DR. ALLEN UNRUH?

Dr. Unruh graduated from the National College of Chiropractic in 1970. Dr. Unruh is married and has a family of five children. He is included in Who’s Who in Chiropractic. He is a member of the National Speakers Association and has given up to 100 lectures a year throughout the United States in addition to running a full-time practice. He has spoken to numerous chiropractic conventions, sales conventions, success rallies and has been on the same speaking platform with such renowned speakers as Art Linkletter, Bob Richards and Dr. Ken McFarland. He has hosted dozens of radio and TV talk shows and is fast becoming one of the most sought-after speakers in the chiropractic profession. His patient lectures have attracted crowds of up to 350.

Dr. Unruh believes the right words can be worth a thousand pictures and he rules his audience with rare insight, simplicity and profoundness. His humor and bursts of lightning rhetoric electrify his audience. To hear him speak is an unforgettable experience.
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The Sugar Generation discusses the side effects of sugar. Sugar constitutes twenty-five percent of adult calories and for kids it's closer to fifty percent. Sugar is classified with alcohol, coffee, tea, chocolate, cola drinks and tobacco as habit-forming. Learn its accumulative effects on your body. A must for every family to know.

Ice Cream—America’s favorite dessert is laced with chemicals to substitute for natural flavors, colors and emulsifiers. Some of these chemicals are potent poisons that can cause liver, kidney and heart damage. The average American consumes 24 quarts/year.

Hippocrates said: “Throw all your drugs in the chemists pot if you can heal the patient with food.” This brochure discusses the medicinal value in foods and the withdrawal symptoms from changing a poor nutritional lifestyle. A must for patient compliance to a more natural food diet.

Some people always get colds and some never get them. This brochure discusses ways to keep your immune system at optimum levels. It also illustrates nutritional advice and home care. A must to treat our most common ailment.

The Side Effects of Chocolate. We consume 2 billion lbs. of chocolate annually in the U.S. or 11 lbs./person. But scientific literature has pointed to chocolate for its role in many body maladies. If you are an addict of chocolate, it’s time you read up on its effects.

This year 200,000 Americans will drown in their own body fluids. Fifteen to thirty percent of adults have hypertension decreasing their life span by 15-20 years. This brochure tells of all the effects of too much sodium. It also illustrates sodium content of favorite foods and drugs. It discusses ways to use salt externally for many ailments.

Zinc deficiency is one of the most common deficiencies in the U.S. Zinc is involved in more than 100 enzyme reactions in the body. It is necessary for all cells to reproduce, to grow, heal our wounds, to think and fight infections. Learn how important this mineral is.

Junk food has become a $105 billion dollar business. It has become a way of life for millions. Almost all of it is high in sodium, fat and sugar. This brochure discusses how to shop in a grocery store if you want to stay healthy.

Do you eat a balanced diet? Poor nutrition contributes to every chronic degenerative disease like arthritis, cancer, high blood pressure, diabetes, etc. This brochure discusses what food supplements are and why you may need them.

Exercise Brochures

Most obstetricians advise moderate exercise during pregnancy. It firms major muscles to prepare the body for the extra weight to come. These exercises can be done without special equipment. They are a must for anyone during and after pregnancy.

Eighty percent of all Americans will develop low back pain. This pamphlet discusses prevention of back pain and rules for exercise. Exercises are in order of easiest to hardest. Twenty-nine exercises are illustrated and explained.

The knee is the most vulnerable joint in the body to develop pain. Ligamentous strains and minor tears heal well and exercise must begin early. This brochure discusses isometric, kinetic and resistive exercises and the rules for each. A must for anyone who deals with knee injury.

Pain between the shoulder blades is not uncommon. It can develop from poor posture, occupational stress, old chronic injuries from football or wrestling, scoliosis, or twisting. These 15 exercises are designed to improve strength and posture.

Untoned abdominal muscles contribute to poor digestion, uncomfortable bowel movements, lack of flexibility, increased risk of injury, poor posture, and chronic low back pain. These abdominal exercises are in order of easiest to hardest. Rules are given to avoid injury. This 22-exercise brochure is one of our most popular.

Hip replacements are not uncommon. Sprain/Strain injuries to the muscles and ligaments surrounding the hip must be treated properly. Imbalance leads to poor muscle tone and support. These exercises strengthen the muscles of the hip and thigh.
Treatment of scoliosis includes rules of good posture, breathing exercises, and stretching exercises. If you have a spinal curvature these exercises help maintain better structural balance and muscle tone.

Ninety percent of all people have chronic foot deformities after age 40. If your feet hurt, you hurt all over. Feet are the foundation of the body. Proper footwear and exercises maintain structural integrity. Foot gear, active and passive exercises are discussed.

The shoulder is the most freely moveable joint in the body. These exercises are designed to limber, stretch, and strengthen the muscles and ligaments surrounding the shoulder. Do's and don'ts for the shoulder are discussed. Also a series of graduated exercises to improve range of motion are illustrated.

Learning to breathe correctly is essential for optimum health and energy. Abdominal breathing forces blood into the lower pelvis. Intercostal breathing sends blood into the liver, intestines, heart and lungs. Clavicular breathing brings blood to the head, neck and arms. Proper breathing can prevent colds, breathing problems and many asthmatic attacks.

Millions of Senior Citizens & others suffer with urinary incontinence. Muscles surrounding the bladder can often be strengthened improving bladder control. Try these simple exercises every day and recommend them to anyone with bladder problems.

The neck is a highly vulnerable part of the spine for injury. Over 65 muscles and 60 different ligaments support your 8-10 lb. head. These stretching neck exercises can relieve tension, headaches, stiffness, poor circulation, dizziness, numbness and tingling down the arms. Rules to safely perform them are discussed.

Educational Brochures

You'll Have to Learn to Live With It
Doctor, My Neck Is Stiff
Should M.D.'s and Chiropractors Work Together?
Are You Pregnant and Hurting?
Chiropractic: The Safest Healing Profession
Known to Man
Vertigo
Doctor, I Have Numbness and Tingling Down My Arms
Maybe You Need a Second Opinion By a Chiropractor
The Effects of Spinal Misalignment
What Can I Do for My Bad Back?
Chiropractic—for Medical Failure Cases
Everything I Eat Turns to Gas
Pain—An Angel in Disguise
Iatrogenic Disease
What To Do For Muscle Spasms
Geriatrics and Chiropractic
Are Headaches Making You A Futilist?
Don't Let Your Accident Penalize You For Life
Chronic Trauma
Pain Between the Shoulder Blades
Emotions Can Affect Your Chemical Balance

Dr. Unruh believes educational pamphlets should be brief, and concise. They must be understandable to the lay persons reading them and motivate them to action. Dr. Unruh has written pamphlets concerning key topics never written before in our profession. These pamphlets have stood the test in the marketplace—each attracting hundreds of patients who have NEVER TRIED CHIROPRACTIC BEFORE.

Illustration: A patient comes to you bent over in severe acute pain. He can't understand how it could happen as he has no history of injury. Why does it take so long to get well? Give him our "CHRONIC TRAUMA" pamphlet.
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Education Brochures
- Caffeinism (The Side Effects of Caffeine)
- Magnesium Deficiency: Its Signs and Symptoms
- Cold & Heat Therapy

Quantity

Exercise/Education Brochures:

(Minimum Order 25 per brochure) (Minimum total 100) . .

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- The Sugar Generation (The Side Effects of Sugar)
- Some Important Facts About Salt
- How A Natural Food Diet Will Affect You
- Why You Need Food Supplements
- What's Wrong With A Hamburger, French Fries and a Chocolate Malt

Quantity

100 Brochures $25.00
1000 Brochures $18.00

Chiropractic Education Brochures (Minimum Quantity 25 per brochure)

- You'll Have to Learn to Live With It
- Doctor, My Neck Is Siff
- Should M.D.'s and Chiropractors Work Together?
- Are You Pregnant and Hurtig?
- Chiropractic: The Safest Healing Profession Known to Man
- Vertigo
- Doctor, I Have Numbness and Tingling Down My Arms
- Maybe You Need a Second Opinion By a Chiropractor
- The Effects of Spinal Misalignment
- What Can I Do for My Bad Back?
- Chiropractic - For Medical Failure Cases
- Everything I Eat Turns to Gas
- Pain - An Angel in Disguise
- Iatrogenic Disease
- What To Do For Muscle Spasms
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LOW BACK Exercises

NUTRITION
CAFFEINISM
The Side Effects of Caffeine

EDUCATION
How To Avoid Being a Victim of FAILED BACK SURGERY

CHC
COMPLETE HEALTH COMMUNICATIONS
EDUCATIONAL BROCHURES
WRITTEN FOR THE LAYMAN

FAILED BACK SURGERY
A must in every Chiropractor's office! This brochure will increase patient compliance 100%. Nobody wants back surgery. This brochure graphically explains why. This is the first brochure that discusses a technical subject in lay terminology.

CARPAL TUNNEL
An estimated one in ten Americans will develop Carpal Tunnel. This brochure could attract hundreds of patients every year.

STIFF NECK
Why is the neck pain and stiffness so prevalent? Because people don't treat the cause. This brochure will motivate them to seek the right answers through Chiropractic.

EVERYTHING I EAT TURNS TO GAS
Sixty percent of people after age 40 have gastrointestinal symptoms. This is a frequent problem your patients want to learn about.

DRUG INDUCED ILLNESS, Iatrogenic Disease
This is an epidemic most patients don't even consider until they read this brochure.

MUSCLE SPASMS
This brochure explains why muscles go into spasm and their effect. Why most people treat muscle spasm wrong.

CHIROPRACTIC-SAFE FOR SENIOR CITIZENS
Treatment of Senior Citizens is the opportunity of the 90's. You must educate them on the benefits of Chiropractic.

HEADACHES
In 50% of all Doctor visits, patients are in the grip of a headache. There are over 200 causes of headaches. Let Chiropractic offer a solution to most of them.

VERTIGO
Head positions often cause dizziness due to spinal misalignment. Vertigo is difficult to live with. An important message for patient with vertigo.

WHIPLASH
Most people think a muscle strain will heal on its own. But they must understand what impact force does to the spine in order to avoid disability and decrease their chance of permanent impairment.

THE CHRONIC TENSION AFFECT
This brochure explains how repetitive motion and accumulative stress can lead to major spinal abnormality.

PAIN BETWEEN THE SHOULDER BLADES
This brochure describes the multiple causes of upper back pain and why Chiropractic is the most effective treatment.

YOU'LL HAVE TO LEARN TO LIVE WITH IT
Every day thousands of people turn to Chiropractic as a last resort. This brochure explains the benefit of Chiropractic, and is a must to give to people who believe medicine is the only answer.

EMOTIONS
Sixty percent of all medications are not prescribed to treat disease. They are prescribed to treat our emotions. This brochure will give all your patients an "attitude adjustment."

SHOULD M.D.'S & CHIROPRACTORS WORK TOGETHER?
Medicine is not an exact science. This brochure overviews the AMA-Wilk lawsuit, and tells why a spirit of cooperation will benefit all patients rather than the political and economic self interest of one profession over another.

PREGNANCY
Pregnant patients cannot take medication. Therefore, there are only two choices if one develops back pain - live with the pain, or seek chiropractic care. This brochure explains how important and safe chiropractic is for a save delivery and pain-free pregnancy.

ILLNESS AS A TEACHER
This brochure helps your patient understand and deal with pain and suffering, and also gives them steps to take to take charge of their pain and their lives.
EXERCISES FOR PREGNANCY

Most obstetricians advise moderate exercise during pregnancy. It firms major muscles to prepare the body for the extra weight to come. These exercises can be done without special equipment. They are a must for anyone during and after pregnancy.

LOW BACK EXERCISES

Eighty percent of all Americans will develop low back pain. This pamphlet discusses prevention of back pain and rules for exercise. Exercises are in order of easiest to hardest. Twenty-nine exercises are illustrated and explained.

EXERCISES FOR THE PAINFUL KNEE OR LEG

The knee is the most vulnerable joint in the body to develop pain. Ligamentous strains and minor tears heal well and exercise must begin early. This brochure discusses isometric, kinetic and resistive exercises and the rules for each. A must for anyone who deals with knee injury.

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The neck is a highly vulnerable part of the spine for injury. Over 65 muscles and 60 different ligaments support your 8-10 lb head. These stretching neck exercises can relieve tension, headaches, stiffness, poor circulation, dizziness, numbness and tingling down the arms. Rules to safely perform them are discussed.

EXERCISES FOR HAND, WRIST & FOREARM

This dynamic brochure tells you how to prevent Carpal Tunnel Syndrome; It gives Ergonomic advice and treatment.

EXERCISES FOR SCOLIOSIS PATIENTS

Treatment of scoliosis includes rules of good posture, breathing exercises, and stretching exercises. If you have a spinal curvature these exercises help maintain better structural balance and muscle tone.

FOOT EXERCISES

Ninety percent of all people have chronic foot deformities after age 40. If your feet hurt, you hurt all over. Feet are the foundation of the body. Proper footwear and exercises maintain structural integrity. Foot gear, active and passive exercises are discussed.

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BREATHING EXERCISES FOR ASTHMA & EMPHYSEMA

Learning to breathe correctly is essential for optimum health and energy. Abdominal breathing forces blood into the liver, intestines, heart and lungs. Clavicular breathing brings blood to the head, neck and arms. Proper breathing can prevent colds, breathing problems and many asthmatic attacks.

EXERCISES FOR CONTROL OF BLADDER FUNCTION

Millions of Senior Citizens and others suffer with urinary incontinence. Muscles surrounding the bladder can often be strengthened improving bladder control. Try these simple exercises every day and recommend them to anyone with bladder problems.

HIP EXERCISES

Hip replacements are not uncommon. Sprain/Strain injuries to the muscles and ligaments surrounding the hip must be treated properly. Imbalance leads to poor muscle tone and support. These exercises strengthen the muscles of the hip and thigh.

EXERCISE WITH REHAB BANDS

Stretch with elastic Rehab bands is something every patient needs for home care. Order this brochure for your patients. It's fun to do and safe.
CAFFEINISM

This brochure discusses the side effects of caffeine. Thirty percent of Americans take 500-600 mg/day and ten percent use more than 1000 mg/day. It describes how caffeine affects: The Nervous System, The Heart & Circulatory System, Gastro-Intestinal System, Respiratory System, Kidneys, Bladder and Prostate, Birth Defects, causes Fibrocystic Breast Disease and much, much more.

THE SUGAR GENERATION

Discusses the side effects of sugar. Sugar constitutes twenty-five percent of adult calories and for kids it's closer to fifty percent. Sugar is classified with alcohol, coffee, tea, chocolate, cola drinks and tobacco as habit-forming. Learn its accumulative effects on your body. A must for every family to know.

THE HEALTH HAZARDS OF ICE CREAM

Ice Cream—America's favorite dessert is laced with chemicals to substitute for natural flavors, colors and emulsifiers. Some of these chemicals are potent poisons that can cause liver, kidney and heart damage. The average American consumes 24 quarts/year.

HOW A NATURAL FOOD DIET WILL AFFECT YOU

Hippocrates said: "Throw all your drugs in the chemists pot if you can heal the patient with food." This brochure discusses the medicinal value in foods and the withdrawal symptoms from changing a poor nutritional lifestyle. A must for patient compliance to a more natural food diet.

THE SIDE EFFECTS OF CHOCOLATE

We consume 2 billion lbs. of chocolate annually in the U.S. or 11 lbs./person. But scientific literature has pointed to chocolate for its role in many body maladies. If you are an addict of chocolate, it's time you read up on its effects.

WHAT'S WRONG WITH A HAMBURGER, FRENCH FRIES & A CHOCOLATE MALT?

America's number one meal, but most people never stop to read if it affects the body. Watch how many parents take this brochure home to their kids.

ARE YOU A SALT-AHOLIC?

This year 200,000 Americans will drown in their own body fluids. Fifteen to thirty percent of adults have hypertension decreasing their life span by 15-20 years. This brochure tells of all the effects of too much sodium. It also illustrates sodium content of favorite foods and drugs. It discusses ways to use salt externally for many ailments.

ZINC DEFICIENCY: IT'S SIGNS & SYMPTOMS

Zinc deficiency is one of the most common deficiencies in the U.S. Zinc is involved in more than 100 enzyme reactions in the body. It is necessary for all cells to reproduce, to grow, heal our wounds, to think and fight infections. Learn how important this mineral is.

ARE YOU A JUNK FOOD JUNKIE?

Junk food has become a $105 billion dollar business. It has become a way of life for millions. Almost all of it is high in sodium, fat and sugar. This brochure discusses how to shop in a grocery store if you want to stay healthy.

WHY YOU NEED FOOD SUPPLEMENTS

Do you eat a balanced diet? Poor nutrition contributes to every chronic degenerative disease like arthrities, cancer, high blood pressure, diabetes, etc. This brochure discusses what food supplements are and why you may need them.

WHAT TO DO FOR A COLD AND SINUSITIS

Some people always get colds and some never get them. This brochure discusses ways to keep your immune system at optimum levels. It also illustrates nutritional advice and home care. A must to treat our most common ailments.

MIGRAINE HEADACHES AND THE FOODS THAT CAUSE THEM

This brochure is a must in every Chiropractic office. Patients will appreciate and refer others with migraines.

MAGNESIUM DEFICIENCY--IT'S SIGNS AND SYMPTOMS

Magnesium deficiency is one of the body's main electrolytes with hundreds of functions. Your patients need to know this information most doctors don't have to give.
EDUCATIONAL BROCHURES
WRITTEN FOR THE LAYMAN

NUMBNESS AND TINGLING DOWN MY ARM
In lay terminology this brochure explains the causes and long term consequences of nerve pressure.

SECOND OPINION
This brochure explains why a Chiropractor's opinion needs to be given for patients with many chronic ailments.

THE EFFECTS OF SPINAL MISALIGNMENT
Spinal misalignment can cause thousands of symptoms. This brochure helps people realize how Chiropractic may help them.

WHAT TO DO FOR BAD BACKS
This brochure discusses the cost of back pain: the causes, the best treatment and 10 rules of lifting.

CHIROPRACTIC A LOW COST SOLUTION
Health costs are a major concern. Chiropractic restores functions and returns people back to work faster.

PAIN-AN ANGEL IN DISGUISE
Pain is not a condition. This brochure will motivate patients to treat the cause of most pain syndrome with Chiropractic.

COLD AND HEAT THERAPY
The most basic form of home care is usually never utilized, or used in the wrong way. All patients with pain need to learn proper use of this modality of self care.

SAFEST HEALING
Chiropractic is safe and effective. Chiropractors receive an average of seven years of expert training.

If you want brochures that are informative, reasonably priced and written for the layman, try Dr. Unruh's selection of brochures.

Dr. Allen Unruh has written pamphlets concerning key topics never written before in our profession. These pamphlets have stood the test in the marketplace, each attracting hundreds of patients who have never tried Chiropractic before.
Dr. Allen D. Unruh, a life-long resident of South Dakota graduated from the National College of Chiropractic in Chicago in 1970. He is a member of the South Dakota Chiropractic Association and the American Chiropractic Association.

Dr. Unruh belongs to the Council on Neurology, the Council on Diagnosis, the Council on X-ray, Sports Injuries and Mental Health and the Council on Nutrition of the American Chiropractic Association. He is a member of the Christian Chiropractors Association.

Dr. Unruh is certified in Rehabilitation from the University of Florida School of Exercise Science and Human Performance. He is also certified in Athletes In Industry, a safety program for business and industry designed to prevent on-the-job injuries.

Dr. Unruh’s concern for health education is reflected in the vast number of informative brochures that he has written and published over the past 10 years.

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"HOMEOSTASIS"

We all live, and move and function by a process called homeostasis. Homeostasis is the ability of the body to maintain internal balance and body function in spite of the abuse we give it every day. Every once in a while some one says, "It's amazing how many people have heart disease, and high blood pressure, and cancer, and diabetes, and asthma, and indigestion, etc. But truly, what really amazes me is how the body can manage to stay alive first thing they perceive is PAIN. Have you ever stopped to think what pain is? Why did the good Lord create it any way? We could enjoy life much more without it. Actually pain is not a condition at all, it does not strike you from nowhere. Pain is the effect of the body's built-in alarm system. It's simply a warning telling you something is wrong with the body. It's like the red light in your car. When it goes on, it is a warning that something is wrong with the motor. Now you take a hammer and smash out the red light and say, "Well, we solved the problem," but that doesn't correct the cause. That's what people do when they live on pain pills. They stop nature's warning sign temporarily pretending they are healthy again while the condition causing the pain continues and progresses.

I had a patient in the other day. She said, "I have 3 boyfriends," Arthur, Ben, Gary and Charlie Horse as she had treated the symptoms for years. Every ache or pain, and every sign or symptom of physical disorder, be it numbness, tingling, indigestion, constipation, etc., can be early warning signs of impending trouble. If you didn't have pain to tell you a wound was turning into an ulcer, it would kill you without you even knowing you had a problem. If you've been buying the large economy size of aspirin or over the counter medicines, you're asking for trouble as all you're doing is masking symptoms. For instance, one patient had a severe headache, and the doctor prescribed aspirin. She took a very large dose of aspirin, and immediately dropped the ache and discomfort. Pain can be an Angel in disguise if you learn from it early. Why not try chiropractic today. You may not even get rid of that pain, you may regain your health..."

"PAIN - AN ANGEL IN DISGUISE"

Americans spend billions of dollars every year to stay healthy. It's like the red light in your car. When it goes on, it is a warning that something is wrong with the motor. Now you take a hammer and smash out the red light and say, "Well, we solved the problem," but that doesn't correct the cause. That's what people do when they live on pain pills. They stop nature's warning sign temporarily pretending they are healthy again while the condition causing the pain continues and progresses.

Sciatica

Hip and Leg Pain

Sciatica is a frequently mis-understood and under-diagnosed disease condition. Actually sciatica is a painful inflammation of the sciatic nerve which supplies the tissues of the hip, lower leg and foot. It is most often caused by a pinching of one or more spinal nerve roots between spinal vertebrae of the lower back. The sciatic nerve is the large nerve in the body - about as big around as the thumb. Interference or irritation along its course can cause crippling pain. Sciatic pain may be tearing and sharp, or it may be a numbness, burning, tingling, prickling, or crawling sensation. Even strong pain killing drugsbring little or no relief. It is almost impossible to find a comfortable position.

Sciatica most often starts with a long period of iner minant mild low back pain. "I've had a weak back for years," is a common expression among sciatica victims. Rarely do misaligned vertebrae correct themselves spontaneously and permanently. The answer lies in the experience, training, and skill of a doctor of chiropractic. Only rarely is it necessary for a patient to undergo surgery. The chiropractor uses no pain killing drugs so when pain is relieved, the patient can be sure the correct diagnosis was first made on the underlying cause and not just the pain symptoms. If you have a weak back or sciatic nerve pain seek chiropractic care immediately. It may be the only treatment that will help.
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  2. How to evaluate their educational background.
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  5. How to evaluate their attitudes and ambitions.
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WHO IS DR. ALLEN UNRUH?

Dr. Unruh graduated from the National College of Chiropractic in 1970. Dr. Unruh is married and has a family of five children. He is included in Who's Who in Chiropractic. He is a member of the National Speakers Association and has given up to 100 lectures a year throughout the United States in addition to running a full-time practice. He has spoken to numerous chiropractic conventions, sales conventions, success rallies and has been on the same speaking platform with such renowned speakers as Art Linkletter, Bob Richards, and Dr. Ken McFarland. He has hosted dozens of radio and TV talk shows and is fast becoming one of the most sought-after speakers in the chiropractic profession. His patient lectures have attracted crowds of up to 350.

Dr. Unruh believes the right words can be worth a thousand pictures and he rules his audience with rare insight, simplicity and profoundness. His humor and bursts of lightning rhetoric electrify his audience. To hear him speak is an unforgettable experience.
Dear Doctor,

Would you like brochures that motivate and stimulate referrals? Now, at last, BROCHURES THAT COMMUNICATE are provided by CHC Inc.

Our goal is to motivate and educate your patients so that they will COMPLY with your recommendations and REFER others to your office for care.

CHC brochures cover a wide range of copies from Therapeutic Exercise for every part of the body, to Clinical Nutrition and Chiropractic Education. Many are on topics no other company provides.

Time is money! You do not have time to answer all your patients' questions or inform them about all the important life-style modifications they need to make. That's why having a variety of patient education materials is paramount to a successful practice.

People don't care how much you know until they know how much you care. CHC brochures let your patients know you care about them by providing them with brochures that are brief, to the point and easy to understand.

Please review the enclosed catalog and order a sample packet to review today. But better yet, order those you need today!

Yours for Better Patient Communication,

Allen D. Unruh, D.C.
President, CHC

P.S. Remember, all CHC brochures are guaranteed! You must be completely satisfied or you will receive a prompt refund.
Dear Doctor:

Today knowledge lasts about as long as dead fish and even under refrigeration that is not very long.

How much knowledge about healthful living are you providing for your patients? CHC brochures are designed to inform and motivate. Whether it's therapeutic exercise, nutrition, or how Chiropractic helps their problem, CHC brochures communicate!

Thousands of patients learn how to help themselves respond faster to your care. Let them know you care by providing them with brochures on topics that address their needs.

We have added on our own print shop with all new state-of-the-art equipment. Our new Macintosh, with desktop publishing, fonts and Laser printer allows us to add that professional touch.

Order your brochures today with our special flier:

For $100 order or more you get 50 FREE nutrition brochures or 25 FREE exercise brochures. This offer is limited until midnight January 31st. We guarantee 100% satisfaction or you will receive a prompt refund.

Yours for better patient communication,

Allen D. Unruh, D.C.
Pain—An Angel In Disguise
Americans spend billions of dollars every year to treat one condition: PAIN! In our consultations with patients we have a question: “How long has it been since you really felt good?”

It is amazing how many patients answer that question: “I don’t know,” and many say 5 years or 10 years. Every day millions of Americans wake up and the first thing they perceive is PAIN. Have you ever stopped to think what pain is? Why did the good Lord create it, anyway? We could enjoy life so much more without it. Actually pain is not a condition at all. It does not strike you from nowhere. Pain is the effects of the body’s built-in alarm system. It’s simply a warning telling you something is wrong with the body. It’s like the red light in your car. When it goes on, it is a warning that something is wrong with the motor. Now, you can take a hammer and smash out the red light and say, “Well, we solved that problem,” but that doesn’t correct the cause. That’s what people do when they live on pain pills. They stop nature’s warning sign temporarily pretending they are healthy again while the condition causing the pain continues and progresses.

I had a patient in the other day. She said, “I have four boyfriends: Arthur Itis, Ben Gay, Charlie Horse and Will Power,” as she had treated the symptoms for years.

Every ache or pain, and every sign or symptom of physical disorder, be it numbness, tingling, indigestion, constipation, etc., can be early warning signs of impending trouble. If you didn’t have pain to tell you a burp was turning into an ulcer, it would kill you without you even knowing you had a problem.

If you’ve been buying the large economy sizes of aspirin or over-the-counter medicines, you’re asking for trouble as all you’re doing is masking symptoms. Your body is asking for help; don’t simply turn off its warning signs. In chiropractic we use no drugs, but seek to discover the underlying causes of pain and discomfort. Pain can be an angel in disguise if you learn from it early. Why not try chiropractic today. You may not only get rid of that pain, you may regain your health . . .
What to do for Muscle Spasms
Everyone at sometime has developed muscle spasms. When you have a severe spasm develop or chronic recurrent muscle spasms, it is cause for alarm and needs specialized care.

Spasms of internal organs such as the colon can lead to constipation and toxifying intestinal stasis. A spasm in any muscle of the trunk can alter the normal dynamics of the spine. Spasms can fix the vertebrae in a position of extension, rotation or a side bending position. This many times is the result of strain or sprain irritating nerves as they emit from the spine causing reflex muscle spasms. This type of muscle spasm is actually nature's protective mechanism to immobilize the spine to avoid further nerve irritation. Artificially relaxing the muscle with a drug is working against the body's self-protection, leaving the underlying nerve irritation untreated.

Gentle adjustments to reduce nerve pressure is the fastest, safest and most effective method of removing muscle spasms.

A spastic muscle can be a serious problem in itself. During a spasm the pressure inside the muscle increases. The arteries, veins and lymphatics coursing through the muscle are compressed. This may impede the flow of nutrients and oxygen into the muscle and the flow of wastes out. When muscle cells receive too little oxygen, the muscle becomes painful. When too little calcium and magnesium reach the cells, the muscle contracts even harder, further compressing its vessels. Moreover, when a muscle is spastic, its metabolic rate is increased and more wastes are produced. But because veins and lymphatics are compressed, the muscle may retain too much of the wastes. The wastes may poison the muscle, inflame it and perpetuate the spasm.

This condition, if it persists, will cause scar tissue and adhesions, binding the muscle fibers together like glue. This scar tissue is not nearly as elastic or strong as normal muscle and ligamentous tissues. When this develops in a person in an occupation that requires long periods of standing on cement, or bending, or lifting, they develop chronic backache from these muscle spasms. These muscle spasms also restrict normal flexibility of the vertebrae in the spine, causing progressive degenerative changes.

The next time you have muscle spasms, don't take it lightly. And don't suffer any longer than is necessary. Get it checked. Chiropractors are the experts of choice for the most effective and long-lasting results as we do not use drugs but seek to treat the underlying cause of the spasm. If you get spasms at night, the circulation through the muscle is definitely impaired. Try chiropractic NOW.
Pain between the shoulder blades
Doctor, I've had this pain between my shoulder blades for two months now. It just gradually came on and I can't seem to get rid of it. I've put heat on it, tried to stretch it out, but nothing helps.

This is the typical story of many patients who come to us complaining of pain between the shoulder blades.

The bones in the Thoracic spine (mid-back) are not as vulnerable to injury as those of the neck or low back. This is because they are supported by the rib cage. However, pain between the shoulder blades is not an uncommon ailment and requires expert treatment to prevent chronic disorders from developing.

Pain that gradually develops without apparent cause is usually the result of chronic postural stress to the spine. It may be from long distance driving. After hours of sitting in one position we tend to slouch and the muscles fatigue. Or you may be sitting in a curved position. Sometimes a rib will even get subluxated. This usually causes a more intense pain and will be aggravated on taking a deep breath, coughing or sneezing. Secretaries typing all day, or bookkeepers slouched over a desk all day, are all prone to stress fatigue between the shoulder blades. Truck drivers are prone, as well as farmers sitting on tractors all day, causing asymmetrical muscle tension.

Sometimes pain is caused from old chronic injuries such as football injuries or wrestling. Twisting the torso beyond its normal range of motion, can tear some of the muscles that connect the vertebrae together, leaving a weakness in that area of the spine. Many people have congenital scoliosis (curvature of the spine) in varying degrees and when they are under stress the body loses its ability to compensate for the curvature.

Whatever the cause, pain between the shoulder blades can be one of the most annoying and aggravating of symptoms. It may even keep you up at night; you never seem to find a comfortable position. Everytime you move in the wrong position that pain causes muscle spasm and the muscle spasm causes more pain. It's a vicious cycle.

When the pain is caused by nerve pressure from the spine or rib cage it requires expert care to correct. Chiropractors are the only specialists trained in the precise manipulative procedures to remove the cause of the problem. Many patients receive instant relief immediately after the adjustment. If you have pain between the shoulder blades get your spine checked now.
ILLNESS AS A TEACHER
ILLNESS AS A TEACHER

As a practicing Chiropractor for 22 years I had not missed a day of work due to illness. I was surprised when at the age of 43 I developed a blood clot in my right arm and it swelled three times the size as my left arm. After playing racquetball, a congenital muscle defect had tore my subclavian vein. I ended up in intensive care for 4 days. This rare disorder called, “Paget Schroetter’s Syndrome” was treated by removing the congenital muscles in my neck, removing my first rib, and doing a resection of the scalene muscle. I could not work for four months. This has been one of the greatest turning points in my life and has prompted this brochure on how to react to pain, suffering and adversity in life.

Every time my undertaker asked how I was doing, I hated to say fine because he got that hurt look on his face. I told him I wasn’t going to invest in his new lay-a-way plan even though he was the kind of guy who would be the last to let you down. He signed his get well card “Eventually Yours.” I knew the hardest job of an undertaker was how to look sad at a $10,000 funeral.

If you are a patient who is suffering with acute or chronic pain or even emotional hurt I hope this brochure will give you something to think about and be a source of inspiration for you.

Dr. Allen Unruh
Sioux Falls, SD

ACTION ➔ REACTION

In certain instances, an illness, injury or handicap exists in a person’s life not as a result of negativity, but as a necessary vehicle that the soul requires in order to accomplish his or her life’s task.

Helen Keller is perhaps the most dramatic example of this type of situation. Her “handicap” proved to be her greatest gifts, ones from which all of humanity has benefited.

Beethoven became deaf. He responded by saying, “I shall take life by the throat.” After that he wrote his greatest symphonies.

Crisis is not always bad. It can become a turning point in your life for the better. A radio program with Dr. James Dobson entitled, “Where is God When It Hurts,” talked about people who develop Leprosy. Leprosy destroys the nerves so they don’t feel pain. They sprain an ankle and walk on it sideways and don’t even feel it. As a result they injure their joints to the point that they become completely disabled. They pray for pain. It serves a very useful function.

There is purpose in pain and suffering. You are enrolled in the University of Adversity. You must learn the lessons of patience, love, faith and courage. You can learn to turn your tragedy into triumph, your scars into stars, your stumbling blocks into stepping stones, and lemons into lemonade.

We must learn the important lesson in life that what happens to us is not near as important as how we CHOOSE to react. Henry Ford at the age of 92 was asked how he was. He said, “Well, this temple that Henry lives in is getting old and worn out, and it hurts everywhere, but other than that Henry is doing great!” He had the right attitude.

Many patients need a physical adjustment, and an attitude adjustment. You must learn to bloom where you are planted, and do what you can with what you’ve got. Use your mind constructively, rather than criticize, condemn, and complain.

Remember, when you complain about your problems, half the people could care less, and the other half are glad you’ve got what’s
coming to you. The only person you should ever complain to is your doctor. He needs to know your problem.

HAVE A CREATIVE CRISIS

People used to say, “Man is made in a crisis!” We know now that’s not true. You’re made from day to day. And what you have when a crisis strikes is in direct proportion to what you’ve invested in your knowledge, and character on a day to day basis to react constructively.

When Thomas Edison’s $2 million laboratory caught fire, he called the neighbors to see the fire. He said, “You’ll never see a big fire like this again.” The next month he set out to invent the phonograph. The fire could not destroy the laboratory in his mind.

Too many people expect life to be a bowl of cherries. It was never meant to be. Problems, sickness, and injuries are inevitable in all of our lives. It’s not a matter of “if”, it’s a matter of “when” it will happen.

What are your chances of getting into a crisis? You have a 100% chance of getting in a car accident in your life time. The question is, “What do you want to be driving when it happens?” Fifty percent of people will die of a heart attack which strikes every 20 seconds in this country. Cancer - you have one in three chances it will strike you. Twenty five percent of adolescents are physically or sexually abused by age 12. Over fifty percent of marriages end in divorce. Nineteen million brothers and sisters beat or murder each other every year. Thirty three percent of marriages have spousal abuse. Depending on the economy in some areas up to 25% of the people lose their job. There are 40 million Americans with disabilities (mental and physical impairments.) Over 7 million become permanently disabled with low back injuries each year. These are just a few of the tragedies that could happen in your life.

HOW TO PREPARE FOR TRAGEDY

Your greatest enemy in the nineties is your emotions. That’s why 60% of all medications are not prescribed to treat disease. They are prescribed to treat our emotions. Too many people suffer with constipation of the cerebrum. They have crybabyitis, and sit and sulk, they nudge their grudge, and rationalize why they feel the way they do because life has given them a RAW DEAL.

RATIONALIZATION IS THE ART OF GAINING SELF RESPECT THROUGH SELF DECEPTION.

Tragically, there are millions of wounded and emotionally scared people walking the streets and they’re not all homeless. Some drive fancy cars and live in beautiful homes.

If we could only develop an x-ray that could scan the hearts and minds and pin-point the emotional cancer that is rampant in our society. This is the age of anxiety. “I’m having a nervous breakdown” has become the fashionable thing to do.

An ice-packing plant in Chicago burned down years ago. The Caption in the paper the next day said, “Ice-Packing Plant Burns Down.” Twenty Seven tons of ice melts. This building had all the material inside capable of extinguishing the fire, but it was in unavailable form, it was FROZEN ASSETS. People are the same way. They have all the material inside capable of putting out the fires in their lives, but it is frozen by indifference, fear, doubt, anger, anxiety, and indecision.

Do you know what happens to water when it
gets frozen? The molecules expand. The water frozen in pipes has the power to burst steel pipes wide open. Frozen emotions take on a power out of proportion to their original nature.

Dr. Walter Alvarez in his book “Minds That Come Back” said, “Most emotionally induced illness does not come as the result of one large emotion.” It is the result of the monotonous drip, drip, drip of seemingly unimportant emotions. The everyday run of anxiety, and fear and disappointment and longing. There is no set point when one is suddenly in the land of mental illness. What is critical is the daily pattern of behavior. What do you think about most of the time? As a man thinketh in his heart so is he.

Today technology and advertisements promise to gratify virtually every need except one: THE NEED FOR MEANING TO LIFE. Technology has deprived us of the need for survival skills.

**ACTION STEPS TO TAKE**

It is easy to contemplate things, to talk about challenges, to dream of accomplishment; but the world salutes only the people who believe enough in something to act. Words come easy, talk is cheap, thoughts can be beautiful and soothing - but only action gets the job done. And it is what we do that really talks-not what we say.

One of our biggest problems is that we are long on discussions but short on deeds, long on promises but short on performance. We are long on feelings but short on doing. We have formed the deadly habit of talking instead of acting.

Life is a grindstone. It either wears you down or polishes you up depending on what you are made of. Our attitude determines our altitude. You need an attitude of gratitude.

**What action steps can you take?**

1. Treat the cause of your pain rather than the symptom. Too many people just cover them up with pills. Chiropractors are experts in pain syndromes related to the spine. It is safe, natural and effective.

2. Solitude - Patience is a virtue. Don't be like the guy who prayed, “Lord give me patience and I want it right now.” Take time to think. Read books that inspire you and encourage you.

3. Support system - Associate with friends who are uplifting and positive.

4. Give a smile to everyone you meet. If you say you are fine, be sure to notify your face. A neurotic who has learned to laugh at himself is on the way to recovery. Remember, it takes 9 laughs/day just to keep your sanity. Even a forced smile is better than a sincere grouch. I asked one patient, “Do you wake up grouchy?” She said, “No, I leave him sleep every morning.”

5. Don’t look back. Too many live life in the past. Yesterday is spent, tomorrow is a promissory note, today is ready cash - spend it wisely.

6. Plant a tree - It means you have faith in tomorrow.

7. Give something away - help other people. You can get anything in life you want if you first help enough other people get what they want. Happiness is not always in doing what you like to do, it’s in liking what you have to do. It’s in serving others.

8. Choose to react positively. Use your brain to think. Suffering is a mystery. We don’t understand it all, but search for the positive. There’s a silver lining behind every hard luck cloud.

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