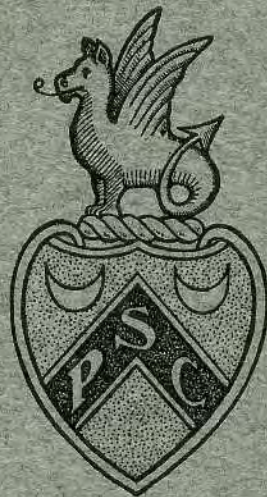


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PALMER SCHOOL OF CHIROPRACTIC

CHIROPRACTIC FOUNTAIN HEAD
DAVENPORT, IOWA, U. S. A.

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General Catalog of MIROPRACTOR'S SUPPLIES

No. 2
DECEMBER, 1922

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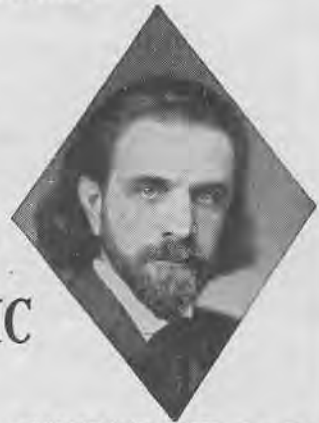
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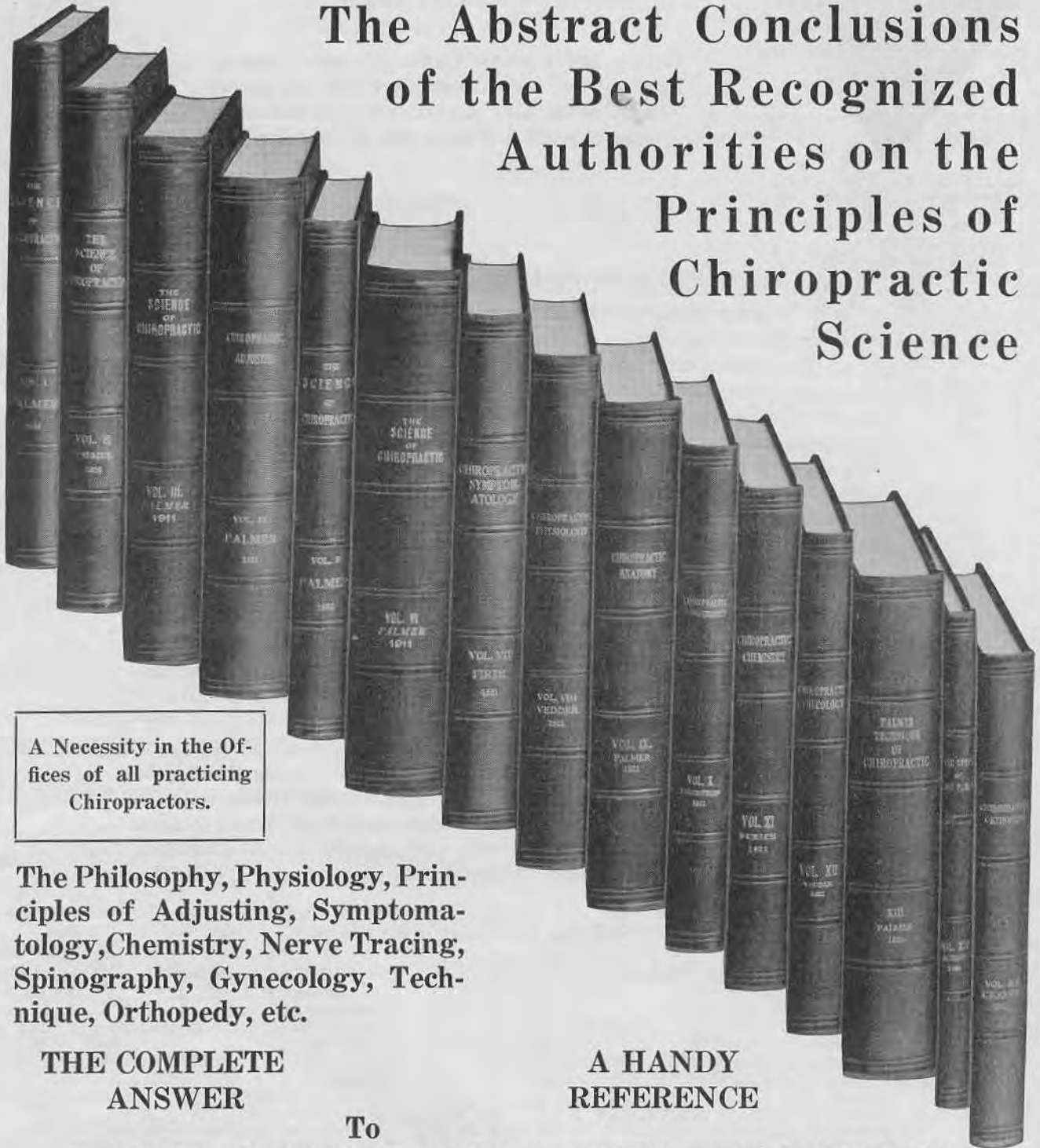
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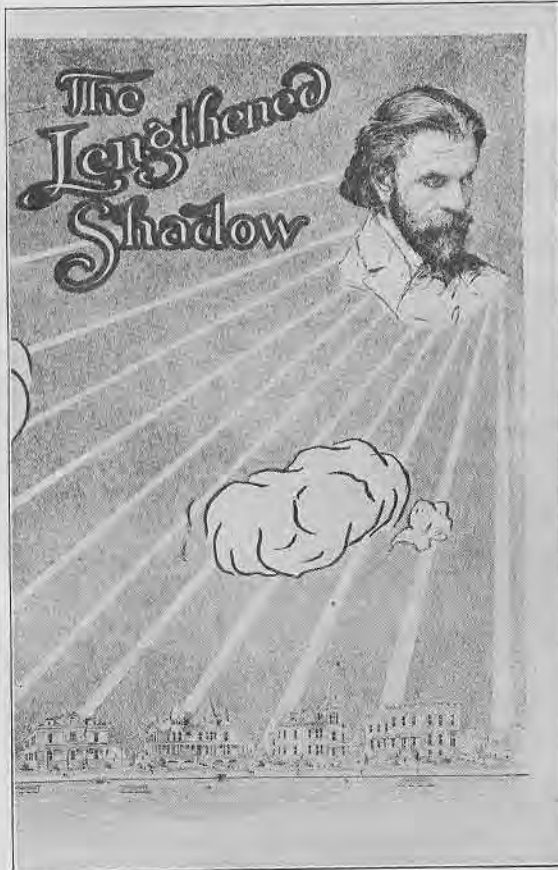
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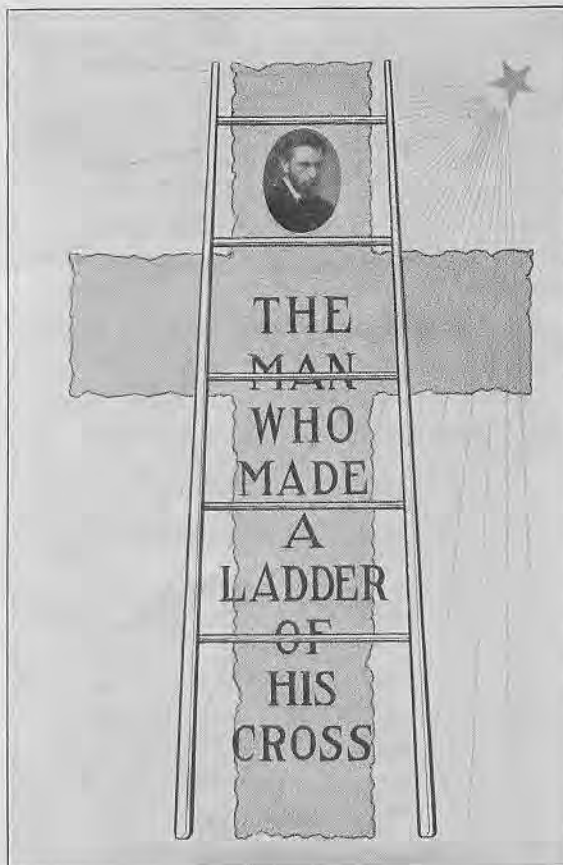
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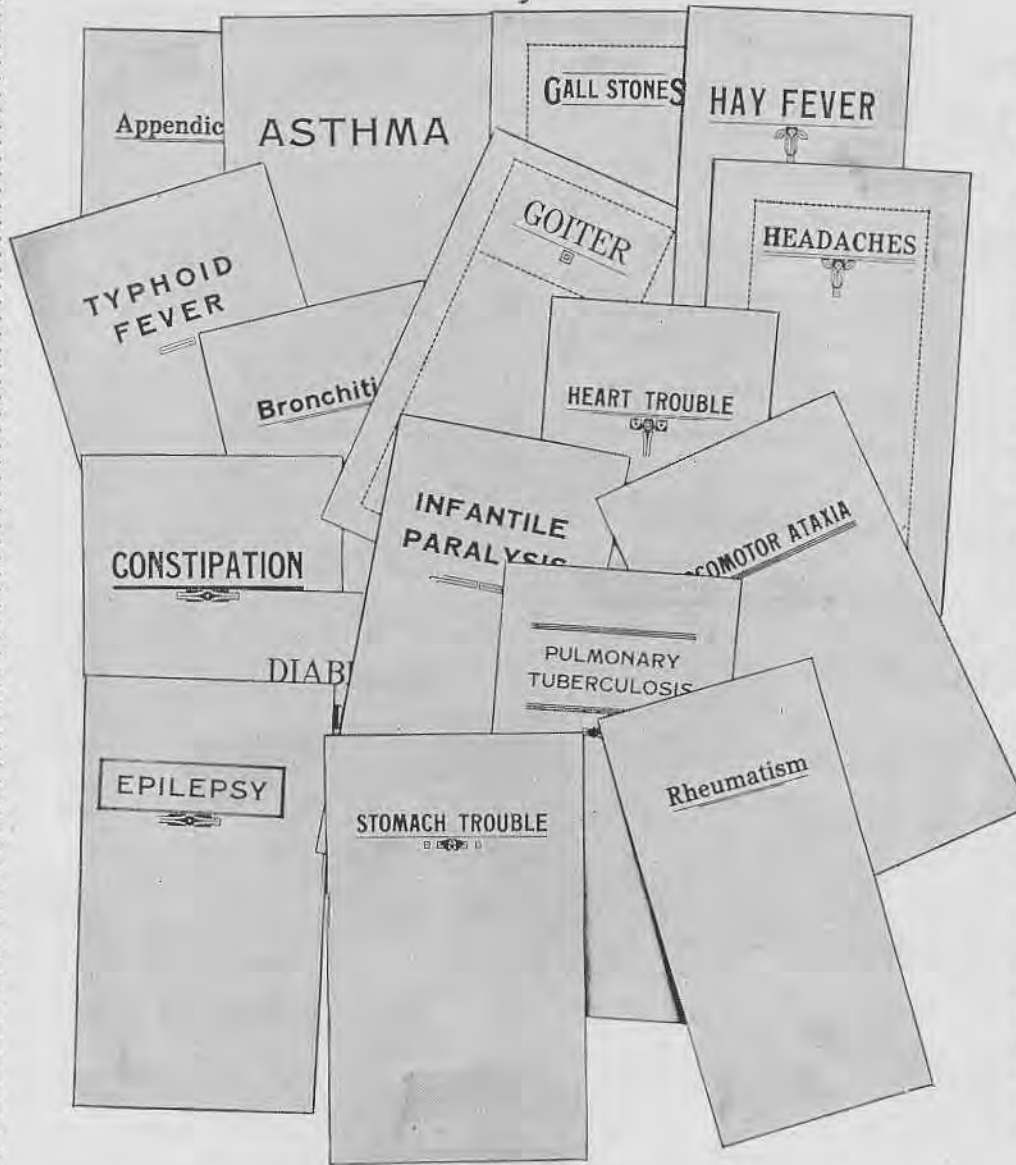
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NATURE is no respecter of PERSONS, and when you begin to think that nature has made a special dispensation in your favor, or when your health becomes a secondary matter to YOU, your case is of no interest to me.
WHEN you and I assume the relationship of patient and Chiropractor there are but two things involved, viz: Your HEALTH and my REPUTATION, and neither of us can afford to let anything interfere with either of these.
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And yet you ask: "Can Chiropractic cure appendicitis or the 'flu'?"

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JAMES G. GREGGERSON, D. C.

"The Acquittal"

(Copy of Certified copy.)

Filed Dec. 20, 1920
 PRESTON VAUGHN, Clerk

Dr. P. E. Norman
 and
 Dr. A. E. DeLoach
 vs.
 Maull Hastings
 Elmer Philleaume
 W. H. Rafferty
 Edwin S. Pierce
 Janette Pierce

In the Supreme Court of Tennessee
 No. 21, Shelby Equity.

MEMORANDUM OF JUDGE LANSDEN'S OPINION

"The Court thinks that Chiropractors cannot be classed along with Charlatans and fakirs. This science of healing is well-developed and recognized in many jurisdictions and many believe in its efficacy.

"It is not suggested on the record that the practice of the science is in any way deleterious to the human body.

"Our Statutes, undertake to provide that no one shall practice any healing art until he has been examined by our various Boards and duly licensed. As a condition to obtaining license the applicant must pursue a course of study covering many subjects. Chiropractors have no occasion to apply much of this learning. The Court is of the opinion that since their treatments are not shown to be injurious to anybody... they do not give medicine; operate on subject the body to injurious manipulations... the requirement that they study and be examined on subjects in no way pertaining to their occupation is an arbitrary and unreasonable attempt to restrict their liberties and the liberty of the people who wish to patronize them. Such regulation has no reasonable tendency to promote the public safety and welfare.

"The Court recognizes fully the power of the legislature to regulate the practice of Chiropractic by appropriate legislation. A Board may be created to do this, or the present Board empowered to regulate this profession under suitable regulations; an innocent business, however, cannot be prohibited under the guise of regulation.

"Our Statutes, therefore, if they may be said to prohibit the practice of Chiropractic are invalid to this extent."



Set No. MX-486 Office Placards

Printed in two colors on medium weight paper, suitable for mounting on cardboard or pasted on walls, doorways or window glass. They are sold in unbroken sets of four for 25c, postage paid in the U. S. A.

"To the Patient"
 "We Chiropractors"
 "The Acquittal"
 "The Tyrant"

Price 25 Cents Per Set, Postage Paid

WALL MOTTOES


Set of Seven on this
page for 35 Cents
Postage Paid
in the U.S.A.

EARLY to bed, early to rise,
Work like hell and advertise,
Makes a man healthy, wealthy
and wise. B. J.

No. M-451, in two colors (size 4"x9") Price 5c each

I
AM
BETTER,
Thank
You!

No. M-456
In two colors
(size 6 3/4" x 9 3/4")
Price 5c each



The first considera-
tion in THIS office is
to have things done
EXACTLY RIGHT


No. M-454 (size 5 1/4" x 9 1/4") Price 5c each

**COME IN
WITHOUT
KNOCKING**

**GO OUT
THE SAME
WAY**

Done in the P.S.C. Printery "Chiropractic Fountain Head" - Davenport, Iowa, U.S.A.

No. M-455, in two colors (size 8"x11")
Price 5c each

Let him  who wins it
bear the palm

Copyright 1927 by P.S.C. Printery

No. M-453 (size 5 1/2" x 9 1/4") Price 10c each

GET THE IDEA
-All Else Follows

CHIROPRACTICALLY 

No. M-458, in two colors (size 5 1/4" x 9 1/2") Price 5c each

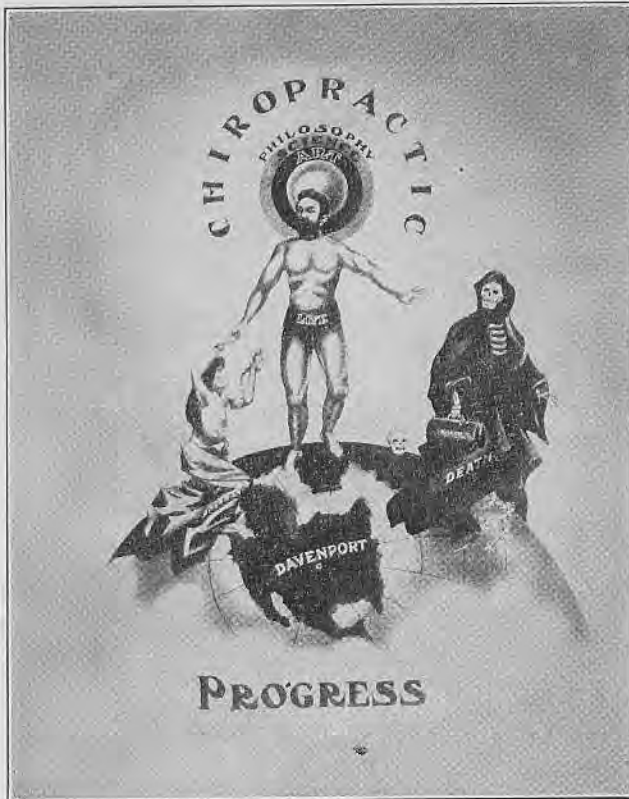
OFFICE RULES

ONE SYSTEM
ONE SERVICE TO ALL
ONE PRICE

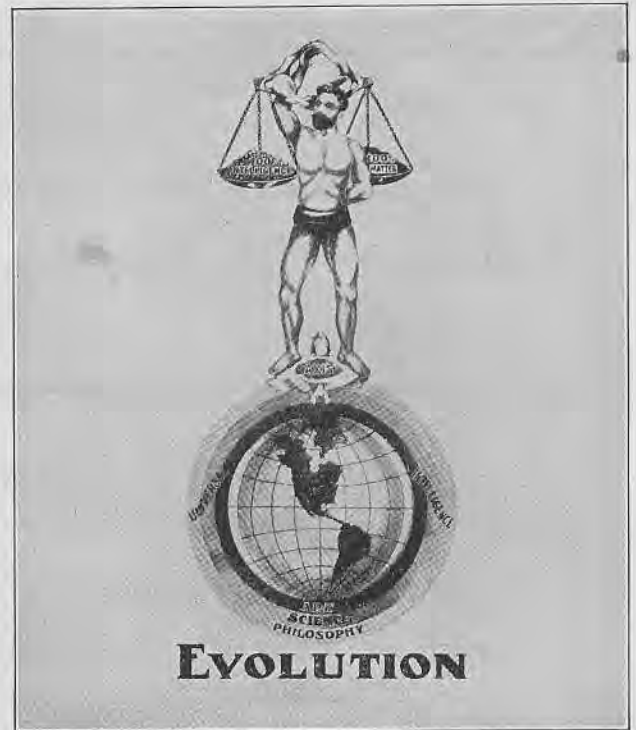
TERMS CASH

No. M-457, in two colors (size 7"x9 1/4")
Price 5c each

PICTURE MOTTOES



No. M-462, size 16½" x 22"
Price 15c each



No. M-461, size 16½" x 22"
Price 15c each

Prices of all items on this page include postage in U.S.A.

NEW ANNOUNCEMENT

Our new Announcement Book will be mailed to you free on request or (at your suggestion) to any prospective student.

STUNTS

No. M-459. "STUNTS," in two colors (size 10½" x 15"), shows illustration of circus clown performing acrobatic stunt. Text makes it plain that stunts are left to others, while the chiropractor concerns himself exclusively with getting the sick well. Price 5c each.

HOURS 8 TO 10

No. M-463. "HOURS 8 TO 10". This wall chart, 10¾" x 14", is a reprint from an article appearing in The Fra, written by Felix Shay. It is one grand slam on political physicians. Two colors. Price 5c each.

D. D. PALMER

No. M-469. Print of D. D. Palmer Photograph, 12¼" x 14¾". Price 15c each.

DON'T OVERLOOK DISEASE TRACTS

There is no better way for the Chiropractic practitioner to "boost" himself while he is educating his prospects, than to keep his reading table constantly supplied with an interesting assortment of Disease Tracts. They help mightily in the "first steps" to conviction.

See Page Eleven

OUR SUPPLICATION

OH, UNIVERSAL POWERS THAT BE! PERMIT COMPLETE CYCLES BETWEEN UNIVERSALITY AND INDIVIDUALITY SO THAT MY PERSONALITY SHALL BE ALL SUFFICIENT FOR MY TODAY'S OCCASIONS. OIL, INHALE INTELLIGENCE! APPEAR! SEGMENT OF THE WHOLE THAT IS, TEACH ME TO KNOW THEE BETTER. GIVE ME MORE ABILITY TO OBSERVE THY PERFECTIONS—TO MIND THY BUSINESS RATHER THAN OUTSIDERS' AND TO LOSE NO OCCASIONS TO SPEAK IN THINE SERIALS AND EMBRACE EVERY OPPORTUNITY TO PERSONIFY YOUR WISDOM'S DESIRES. LET ME AND THROUOR LIFE WITH A PROPER PRIDE, AND USE A DUE SENSE OF HUMOR, FRANKNESS AND COURTESY TO PREVENT ME FROM GROWING INCONSISTENT WITH YOUR EXACTING OF ME. YOU OBEY.

HELP ME NOT TO CRY FOR YOUR WORK OR DESIRE YOUR WORK, BUT GIVE ME POWER WITH WHICH TO OBSERVE AND CONSIDER INTELLIGENTLY THE UNCOMPLICATED EXPRESSION OF LAWS WHICH PREVENT THE COEXISTENCE OF UNWISDOMS. I SHALL TRY TRULY RELATIONS WITH THINE MORE PERFECTLY, AND BE A MAN OF SIMPLICITY WHICH WITHSTANDS EVERY CONCUSION OF YOURS. GIVE ME PROMPTLY, GRANTING THE LIGHT OF JUST MANAGEMENT OF EXTERNAL AFFAIRS, AND NEVER HAVING SPIRITUAL DISCOMFORT TO DRAMATIZE. GRANT ME THE MENTAL AND PHYSICAL INTERRELATIONS BETWEEN OUR APPREHENSION OF YOUR LABOR THROUGH ME, AND CHEER PRAISE ME AS I BELIEVE CLOSELY TO THE WORK AND DESERVE THE OTHER. ALL OF THIS AND MORE OF YOURS, SHALL RECEIVE IF YOU AND I UNDERSTAND EACH OTHER.

PERMIT ME TO BELIEVE IN DAY DREAMS, WHERE MY IDEALITY IS RECEPTIVE TO YOUR WORDS OF INFINITE WISDOMS, WHICH I DETEST BE FROM ATROPHY OR HYPERTROPHY OF CONCENTRATION OF THY BUSINESS. YOUR JUDGMENT IS ALL SUFFICIENT TO STRIKE THE HAPPY MEDIUM, WHEN INTERFERED BY MY OWN GOOD JUDGMENT, AND AS INEVITABLE AND DO INEVITABLY OCCUR, GRANT ME A SENSE OF CONFIDENCE OF THYSELF WITHIN ME, TO OBSERVE AND HEED. GRANT ME SUFFICIENT ENERGIANCE TO DIRECT MYSELF WITH WHICH TO MOVE AHEAD, AND I WILL HAVE NO CAUSE FOR REMORSE OR DISTRUST IN MYSELF AT THE FEET WITH PHYSICAL ANGUISH OR MENTAL PAIN, FOR SUCH I MUST BELIEVE YOUR CONTEMPT. MY AMBITIONS ARE YOURS, MY GREATEST LABOR IS TO SEE AND KNOW THEE, FOR CREATED THOUGHTS.

PERMIT ME TO OBSERVE THE HUMILITY OF APPRAISE, PERCEIVE THE BEAUTY OF YOUR HANDIWORK EVERYWHERE, AND GRANT ME THE SPEED AND BREADTH OF INTELLIGENT OBSERVATION TO ANALYZE, REDUCE AND VERIFY THY LAWS WHICH GOVERN OUR CREATION, TRANSMISSION AND EXPRESSION.

DON'T LET ME NOT DWELL IN THE OUTER SUPERFICIALITY OF YOUR WINDING OF LOGAS OF THINGS AND EVENTS. GIVE ME INTELLIGENCE TO THE FUNDAMENTAL PRINCIPLES OF YOUR WORKSHOP WHERE YOU MAY LEAD ME THROUGH THE APPARENT DEPTHS OF CONJUGLORATION AND COMPLEXITY, UNTIL REHOLD I SEE YOUR IDEALITY AS IT IS WITH ALL ITS SIMPLICITY AND GRANDER; GUIDE ME THRU THE APPARENT MORASSES OF VESPAIR OF THE PRESENT WORLD INTO YOUR MOST CENTRAL, CALM AND RADIANT, UNLIMITED MESSURY OF THINGS MORAL AND IMMORTAL OF ALL TIMES. GIVE ME THE WHEREWITHAL TO BE ALWAYS A GOOD COMPANIE TO PRODUCTS OF YOUR MAKING; AND A CONSTANT, INSEPARABLE, UNVALUABLE, THOROUGH CHUM TO YOURSELF AND TO VIEW THE PASSING SHOW WITH ALL SENSES KNOW, AND CONSTANTLY GROWING, KEMPER, THAT MY CLARITY WILL BROADEN AND DEEPEN DAY BY DAY, TO THE END THAT I PERFORM MY DUTY AS A BETTER CHIROPRACTOR.


HELP ME TO WIN, IF WIN I MAY—BUT, OH, INTELLIGENT POWERS, THIS ESPECIALLY, IF I MAY NOT WIN ALWAYS MAKE ME AT LEAST A GOOD LOSER WITH A WILL TO RE-ATTEMPT; MEANWHILE GIVE ME KNOWLEDGE OF WHY I FAILED. VOICHAUSE ME NOT TO ESTRANGE MYSELF WITH YOU WHO IS AT MY ELBOW AT ALL TIMES; SUFFER NOT MY PRIMAL LIGHT—YOURSELF—TO WANE, AND GRANT THAT I MAY CARRY MY CUP BRIMMING, YET UNSPILLED UNTIL SUCH TIME AS YOU HAVE PUT A PERIOD TO MY USEFULNESS IN THIS FORM.—AMEN

No. M-460 in three colors (size 13¾" x 19")
A Creed of Life written by B. J. Palmer
Price 5c each

PICTURE MOTTOES—Continued



No. M-448. Reprint from photograph of Geo. E. Periolat is 10½" x 14". Price 5c each.



SPELL IT--

CHIROPRACTIC

PRONOUNCE IT--

KI-RO-PRAK-TIK

No. M-452, in two colors (size 4¾"x7") Price 5c each

Mistakes in Diagnosis



Richard Cabot of Boston is a man who has enjoyed high repute by the entire medical profession throughout the country as a generalist who has excelled in his field of medicine and surgery. He holds a chair of medicine in Harvard University. In the author of a standard textbook on internal medicine, the reader expects a large and successful practice in a town of exceptionally large population. Cabot's own observations, and in addition, one of those ready-made generalists in practice whose reputation and work have extended beyond the limits of his own calling, and have led effectively to the direction of an individuality and special training.

At the last convention of the American Medical Association held in St. Louis, this gentleman, with a courtesy and intellectual freedom which marks him as a man of high repute, presented a paper and showed a large and thoughtful audience a paper presented last fall at the annual meeting of the American Medical Association. It would be difficult to give the general history of the historical error, diagnosed by Cabot, in the Massachusetts General Hospital, which afterward came to be highly regarded as the history of the most serious mistake made in the history of medicine. This paper has recently been published in the journal of the American Medical Association and makes most interesting reading to the medical man.

The article as may be supposed, is a review of the history of medicine, which every day of disease, in various stages and manifestations, and presents a simple and systematic description of every case, both before and after death. The first result shows that the diagnosis was correct in the majority of the cases, although of course in the cases of the few per cent the diagnosis was incorrect. That he was incorrect in his diagnosis, either by some mistake or otherwise, is not to be supposed. (The article is well written and presents an excellent review of the history of medicine, and it may be found in the journal of the American Medical Association, Vol. 12, No. 1, 1914, p. 10.)

Now, if a man of Dr. Cabot's high repute is in the field of diagnosis, with the recognized standing to face the real facts of a case, and he is only able to make correct diagnosis in about the thirty per cent of all cases, it is not to be supposed that he is a man who really practices the art of diagnosis. It is not to be supposed that he is a man who really practices the art of diagnosis, and that he is a man who really practices the art of diagnosis, and that he is a man who really practices the art of diagnosis.

Now, if a man of Dr. Cabot's high repute is in the field of diagnosis, with the recognized standing to face the real facts of a case, and he is only able to make correct diagnosis in about the thirty per cent of all cases, it is not to be supposed that he is a man who really practices the art of diagnosis. It is not to be supposed that he is a man who really practices the art of diagnosis, and that he is a man who really practices the art of diagnosis.

MEDICAL BRIEF, August 1914, Vol. 1, No. 1, p. 10.

Dr. R. J. G. Cabot, M. D., (Chairman of State and County Medical Boards), Department of the Boston City Hospital, Boston, Mass.

"The making of a correct diagnosis is absolutely necessary for the proper treatment of any and every patient, and it is certainly necessary for every man who practices medicine to be able to make a correct diagnosis."

"The most danger in a doctor's career is to make a mistake in his diagnosis, and to make a mistake in his diagnosis is to make a mistake in his diagnosis."

Dr. Cabot, Chairman of the Boston City Hospital, Boston, Mass., 1914.

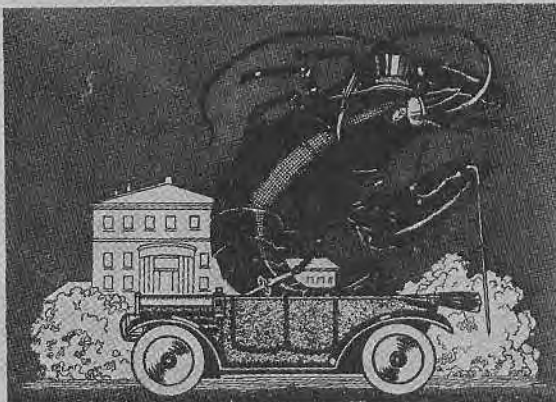
"In diagnosis, it is not to be supposed that a man who really practices the art of diagnosis, and that he is a man who really practices the art of diagnosis."

It takes more than book learning to be a doctor. He needs a lot of common sense, and in all his studies about higher education and a new curriculum, which is one way of increasing our competition in the medical college field—I have not seen mentioned any Professor of Common Sense.

THE PALMER SCHOOL OF CHIROPRACTIC
DAVENPORT, IOWA, U. S. A.

No. M-468. This wall poster, 11" x 16½", is a reprint from an article in the Medical Brief, written by Dr. Richard Cabot of Boston, and shows the large proportion of mistakes made in diagnosis of disease. Price 5c each.

Prices of all items on this page include postage in the U.S.A.



THE LOBSTER

He is the only animal who travels backward to go forward.

HE Belongs to the OLD School!

No. M-447. This is a three-color wall poster, 11½" x 12½". Price 5c each.

Bordered Mottoes

FOR FRAMING



Price 10c each or \$1.00 per set of 13.

If the full set is wanted specify No. MX-680. Price \$1.00.

All prices on this page include postage in the U. S. A.

PUBLICITY

HE That Bloweth Not His Own Horn—for Him Shall No Horn be Blown.

THE CHIROPRACTOR who spends his money to get your business is pretty apt to treasure it after it has been acquired. He asks your patronage because he wants it—not once but continuously. To hold it, he realizes he must please you in service and get you well in value, and provide his offices with that dominant idea in mind. He watches your interest, he watches his business, he is enterprising and ambitious to grow. To grow, he knows he must deal in good will and the factors that develop good will. He publicly declares that policy and that endeavor when he advertises.

Why DON'T you advertise? asked the editor of the name paper. "Don't you believe in advertising?" "I'm afraid not," replied an easy-going Chiropractor. "It takes a little longer than I advertised once in the name paper about two years ago, and I never even got time to go outside."

THE MAN WHO ADVERTISES COMMITS HIMSELF TO GOOD SERVICE, good quality and good value. He deserves your patronage because he has prepared himself to deserve it. B. J.

No. M-470. Wall poster in two colors (size 17" x 20"). Price 5c each.

No. M-681. "Give us this day our Daily Inteladaforunity."

No. M-682. "Get out of the Gutter—the water wants to run."

No. M-683. "A stalled nerve equals pied mental impulses. That auto au—to but can't."

No. M-684. "Adjust the subluxation. Mental impulse emotion must equal mental impulse motion."

No. M-685. "Advance the Sparker."

No. M-686. "Turn over, you're on your back."

No. M-687. "Coordinate ur carburettor."

No. M-688. "Oozitis, Sputteritis or Dribbilitis. Is Tickeloge the treatment? XQQ me."

No. M-689. "Don't subluxate on another's current."

No. M-690. "Don't be a short-circuit."

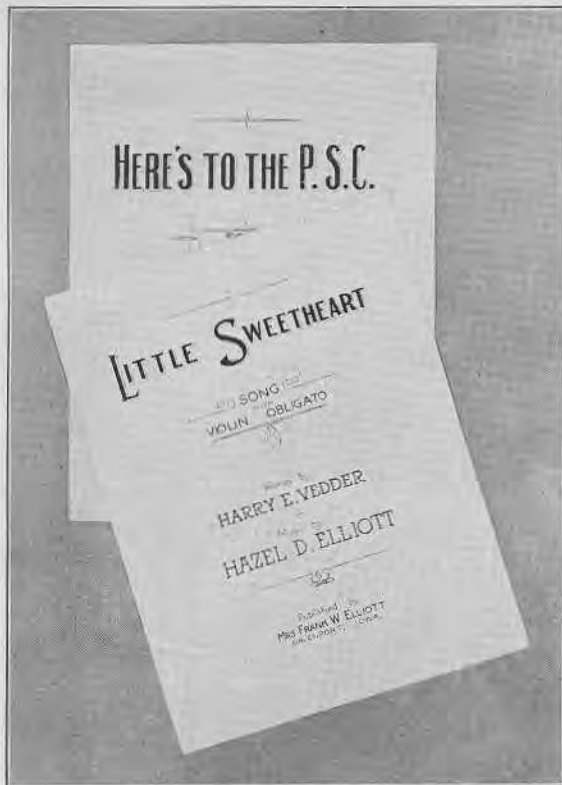
No. M-691. "Will drawing plaster pull the water?"

No. M-692. "Your Trolley's off! What 2 do? I want to know! Adjust it!"

No. M-693. "Take ur fut off the hoz."

PICTURE MOTTOES—Continued

P. S. C. SONGS



No. V - 354.
 "Here's to The
 P. S. C." (song)
 composed by
 Melvin N. Burich
 and Harry E.
 Vedder. Distinct-
 ly a P.S.C. pro-
 duction. Price,
 per copy 25c.

No. V - 356.
 Song, "Little
 Sweetheart," sen-
 timental ballad.
 Words by Harry
 E. Vedder, music
 by Hazel D. El-
 liott. Price, per
 copy 25c.



No. V-355. "Keep Smiling" (song),
 words and music by A. W. Schweitert,
 D. C. This song is distinctly a Chiro-
 practic song written by a chiropractor.
 Price, per copy 25c.

All Prices
 on this Page
 Include
 Postage in
 the U.S.A.

CRYSTOGLASS SIGN FOR P. S. C. GRADUATES

No. S-801. Crystoglass P.S.C. Graduate Sign (size 8" x 14"), price \$2.00 each.

The beauty of this sign cannot be reproduced. The lustrous blue field emblazoned with rich gold lettering, together with The P.S.C. seal done in gold and brilliant red, renders the sign a thing of beauty. The clear, sparkling mica surface gives the sign the exact appearance of a plate glass sign lettered in gold leaf. It is the finest

possible reproduction of just such an expensive sign. The sign is to be found on the office wall of every progressive P.S.C. chiropractor. Besides proclaiming that you are a graduate of the Fountain Head of Chiropractic, the sign adds an artistic bit of color to your office.



HANDY CARD MOTTOES

By "B.J." of Davenport. In two colors. Size 3 x 5½ inches; very appropriate epigrams on white paper, printed in two contrasting colors. Plenty of space on the back for chiropractor's business card if desired. Furnished individually or in sets.



If you have been wise and prudent, I congratulate you; unless you are unable to forget how wise and good you are, then I pity you.

B. J. of Davenport

Limited space in this catalog will not permit quoting full text of epigrams; hence only first line is given.

In ordering a General Assortment, specify No. CX-700

Quantity	100	250	500	1000
With business Card	\$2.75	\$3.75	\$6.00	\$8.00
Without Business Card	1.50	2.50	3.50	5.00

C-701. Want to Go Thru Life admit-
C-702. Keep your feet warm and your
C-703. Four-Sided, square-toed man is
C-704. The man who whispers to the
C-705. Be a live wire and you won't
C-706. You be the Judge. In my deal-
C-707. There are many men who would
C-708. Think! Speak! Act, Positive!—
C-709. The love you give away is the
C-710. We are coming to think of God
C-711. Where on earth were you yes-
C-712. If you are a mouthy Mexican
C-713. Printers' ink uses the pen, press
C-714. We need not so much to real-
C-715. All progress comes from the
C-716. A Man's a man for a' that, but
C-717. Appreciation is an art. A fine
C-718. Man is still in the process. He
C-719. Everything comes to him who
C-720. The only people who enjoy
C-721. God gave the ordinary chiro-
C-722. Good News. If eavestalkers say
C-723. All things worth while cannot
C-724. Most of us suffer from illusions
C-725. If you have been wise and pru-
C-726. It is while we are green that
C-727. You need me and I need you.—
C-728. If you won't give yourself a
C-729. Any idea, person or institution
C-730. About the time you think you
C-731. The Lord Loveth a Cheerful
C-732. I have been in business some
C-733. Some people are so afraid they

C-734. If the "germ theory of disease"
C-735. The fatal defect in all reform
C-736. I know there is something do-
C-737. The world bestows its big
C-738. Only the mints can make money
C-739. Education is a national asset.—
C-740. Boost and the world boosts with
C-741. "Mary had a little lamb."—
C-742. Man is a great big soul carry-
C-743. Why pray cream on Sunday and
C-744. That which is natural, even
C-745. If the employer of labor thot
C-746. When anybody about here
C-747. Many people suffer with a con-
C-748. Beauty is only skin deep and
C-749. Cast your bread upon the work-
C-750. Remarkable things happen in
C-751. "Early to bed, early to rise,"—
C-752. Get the idea—All else follows.—
C-753. No Matter how lonely you feel,
C-754. Not—how little, for how much,
C-755. Many a man has the eyesight
C-756. "Salts Move The Bowels"—
C-757. The rolling stone gathers no
C-758. An Irishman fights before he
C-759. Eat, drink and be merry for
C-760. Art Is the Expression of a
C-761. We choose our helpers by the
C-762. An Egotist knows everything;
C-763. I would rather be a has-been
C-764. There's a woman on every dol-
C-765. That Man is Best Educated Who
C-766. Physicians' Association Mem-

C-767. There are only a few who are
C-768. Build a better mousetrap than
C-769. We believe that the man worth
C-770. Christ went about healing the
C-771. What is owning all the world
C-772. First the sneer, then the cheer;
C-773. So's a Poland China Hawg got
C-774. Only the hen can earn money
C-775. Nothing that can be poured out
C-776. What is Mind? Never Matter!—
C-777. Man is still in the process—
C-778. Is life worth living? That de-
C-779. Of course the lions didn't eat—
C-780. The lobster is the only animal
C-781. A Man Is Clean outside and in;
C-782. Following the Paths of least
C-783. Don't go among doers, if you
C-784. A Paradox. A full brain and a
C-785. Rule No. 9: Don't take yourself
C-786. A Hen is the only living critter
C-787. Unfortunate is he who is born
C-788. The human mind should be an
C-789. The man who exchanges char-
C-790. Many are the Chiropractic Ho-
C-791. He that bloweth not his own
C-792. Where there is no vision the
C-793. When the bored say the wrong
C-794. Onions make you strong physi-
C-795. If you are in the right, you can
C-796. The back is that portion of
C-797. Anything that you do that the

"REAL" PHOTOGRAPHIC POST CARDS OF THE P. S. C.

For distribution among your patients and friends. Each postcard titled. Order by number.

Q-381. B. J. Palmer, Developer of Chiropractic and President of The P.S.C., Davenport, Iowa.

Q-382. 'Twildo, a court of recreation for P.S.C. students, Davenport, Iowa.

Q-383. Up-E-Nuf roof garden at P.S.C. A wonderful spot for evening entertainments, Davenport, Iowa.

Q-384. Monument to the memory of the founder of The P.S.C., Davenport, Iowa.

Q-385. Over 3,000 cases are adjusted daily in The P.S.C. Free Clinic, Davenport, Iowa.

Q-386. P.S.C. Cafeteria, where over 1,000 meals are served daily at cost, Davenport, Iowa.

Q-387. P.S.C. Office and Administration Building, Davenport, Iowa.

Q-388. Inspiration Point, with telescope at P.S.C., overlooking the "City of Trees," Davenport, Iowa.

Q-389. The P.S.C. specializes on X-Ray work on the spine. Davenport, Ia.

Q-390. P.S.C. Printing Plant, which is educating the world to Chiropractic. Davenport, Iowa.

Q-391. View from Inspiration Point at P.S.C., overlooking the "Father of Waters," Davenport, Iowa.

Q-392. The Palmer School Analysis Clinics draw unusual cases from all over the world, Davenport, Iowa.

Q-393. Pure "well" water from sixty feet below the surface at The P.S.C., Davenport, Iowa.

Q-394. B. J. Palmer, Developer of Chiropractic and lover of all life, Davenport, Iowa.

Q-395. Unveiling the D. D. Palmer Memorial, P.S.C. Lyceum, Davenport, Iowa, Sunday, August 21, 1921.

Q-396. P.S.C. Chiropractic in the making, Davenport, Iowa.

Price 5c Each, or Six for 25c

No. QX-397, 100 Assorted, Price \$4.00

All prices quoted on this page include postage in the U. S. A.

ADVERTISING ELECTROTYPES

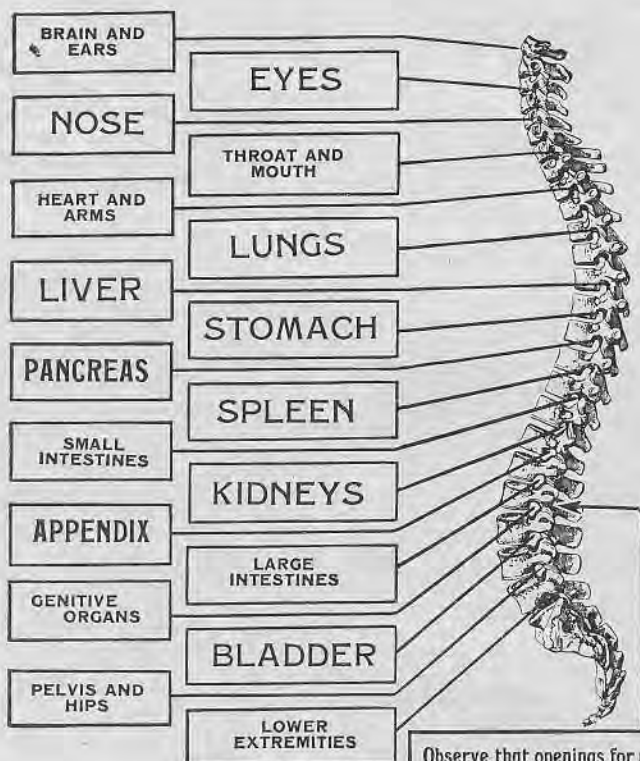
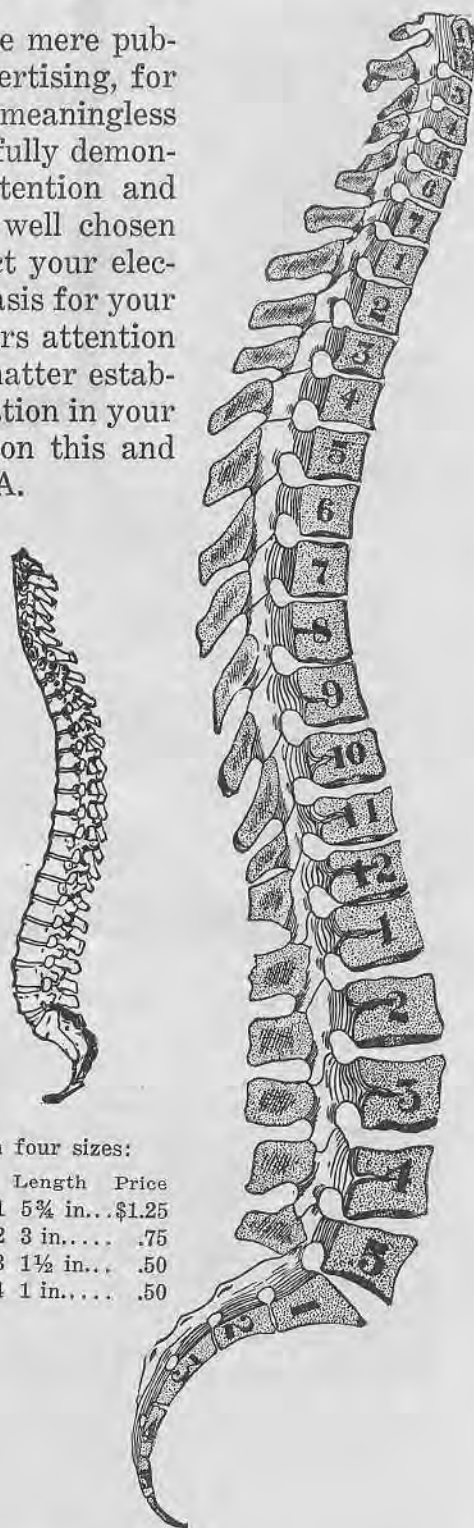
The chiropractor should guard against the mere publication of his name and address as his advertising, for the true story of what he represents is still meaningless to a great many people. It has been successfully demonstrated that illustrations center public attention and make for heightened interest in brief but well chosen reading matter. Therefore you should select your electros from this and succeeding pages as the basis for your publicity with this in mind: Your cut centers attention and arouses curiosity; make your reading matter establish the public's interest and keep the illustration in your subject or explanation. Prices of all cuts on this and following pages include postage in the U.S.A.



Electro
No. E-45

Price \$1.00

After a prospect has accepted your "principles" then the next thing he wants to know is how you can "stop" a "headache," "high blood pressure," etc. Vertebrae publicity is always good when carefully explained.



Observe that openings for nerves are between two movable vertebrae. Any vertebra, if displaced, will cause pressure upon a nerve.

Electro No. E-294

Diagram Showing Dependence of All Organs Upon Spine and Spinal Nerves
Price \$1.75

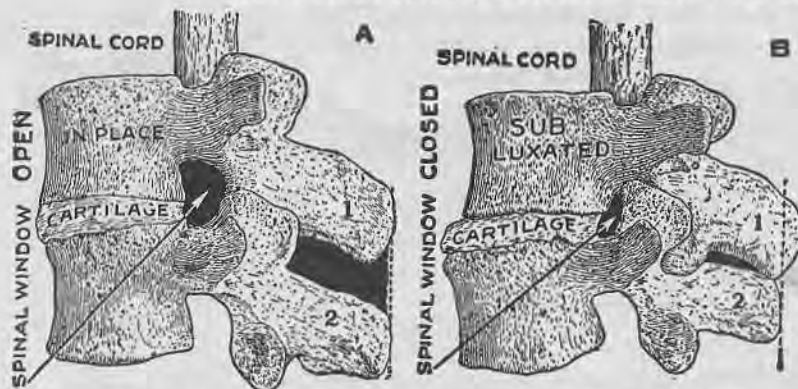
In four sizes:

No.	Length	Price
E-401	5 3/4 in.	\$1.25
E-402	3 in.	.75
E-403	1 1/2 in.	.50
E-404	1 in.	.50

Available in three sizes:

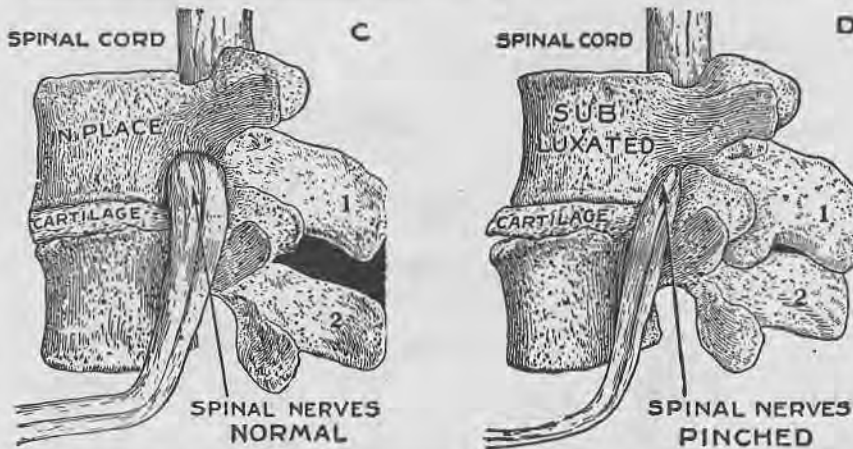
No. E-47 (8 in.) Price \$1.75
No. E-48 (12 in.) Price \$3.00
No. E-49 (16 in.) Price \$4.50

ADVERTISING ELECTROTYPES—Continued



Here are shown illustrations for vital comparisons. They should always be used in pairs, A-B and C-D. Keep them close together in your advertising. These electros can be had in two sizes, of which those shown are the smallest. You can buy them separately, in pairs or in sets of four.

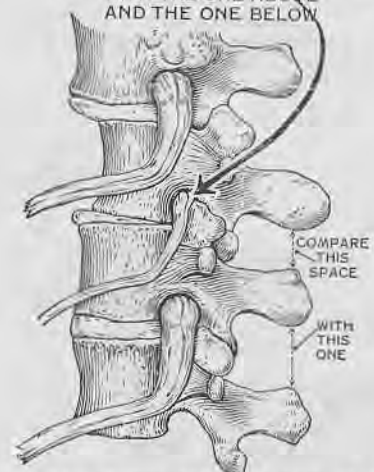
SIZE	A	B	C	D	Per set of 4
Single Column	E-76 \$1.50	E-77 \$1.50	E-78 \$1.50	E-79 \$1.50	EX-186 \$5.00
Double Column	E-105 \$1.75	E-106 \$1.75	E-107 \$1.75	E-108 \$1.75	EX-187 \$6.00



Highly magnified cross section of nerve.

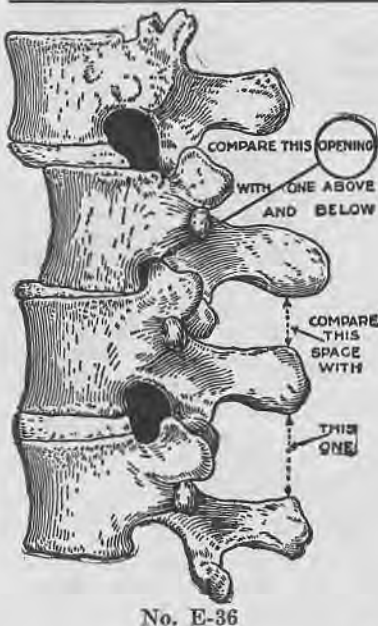
No. E-34, Price \$.90

COMPARE THIS NERVE
WITH THE ONE ABOVE
AND THE ONE BELOW



This electro tells its own story and requires very little explanation. Use it constantly.

No. E-128, Price \$1.50



No. E-36

Twin illustrations that should be used together for rapid comparison. You have, with these electros, the basis for many changes in copy and brief stories argued from several different angles. Use 3-column 3-inch space with copy between the illustrations. Confine your copy each time to one brief point, have set with sizable heading and insist on large type throughout. Write your copy just like you would talk to one person. Arrange it so that the word "you" can be used several times.

No. E-36, Price \$2.00

No. E-37, Price 2.00

No. E-70—Same as E-36 except width 3½ inches, price \$2.25.

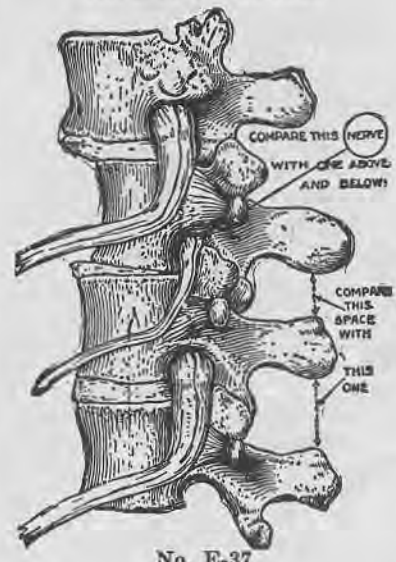
No. E-71—Same as E-37 except width 3½ inches, price \$2.25.

No. E-72—Same as E-36 except width 5 inches, price \$2.70.

No. E-73—Same as E-37 except width 5 inches, price \$2.70.

No. E-74—Same as E-36 except width 6 inches, price \$4.00.

No. E-75—Same as E-37 except width 6 inches, price \$4.00.

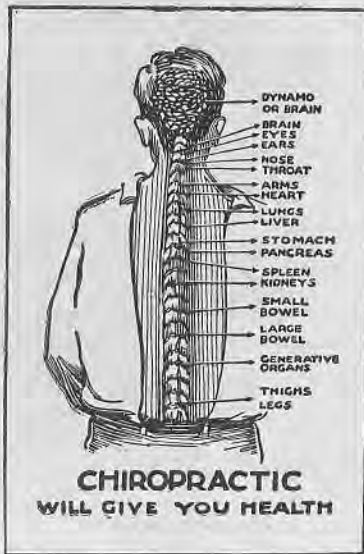


No. E-37

All prices on this page include postage in the U. S. A.

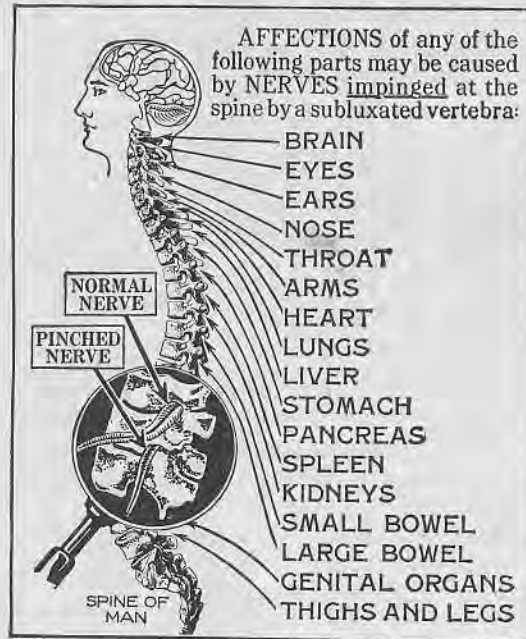
ADVERTISING ELECTROTYPES—Continued

All prices quoted on this page include postage in the U. S. A.



Electro No. E-43

Admirable for program, score card and classified posters. Price \$1.35.



Electro No. E-44

Splendid for newspaper work. Can be easily explained in your own text to accompany. Price \$1.50.

This cut can also be had in smaller size (1½" x 1¼") No. E-185, price \$1.00.

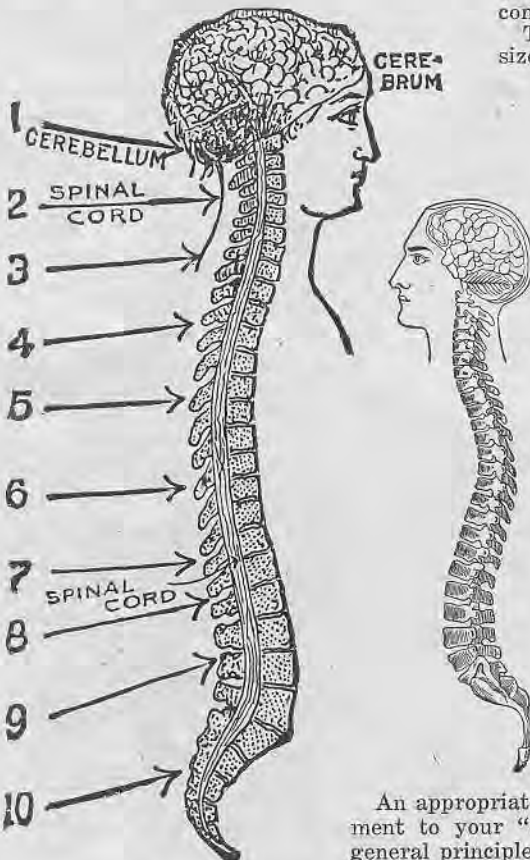


This electro permits wide range of explanation. Use it frequently.

No. E-357 (5½ inches), price \$1.50.

No. E-358 (3 inches), price 75c.

No. E-359 (2 inches), price 60c.



Electro No. E-287

To help you drive your subject "home." You can use it in long or short story form to emphasize your high points. Price \$1.50.

An appropriate ornament to your "ad" on general principles.

Available in three sizes:

No. E-277 (3 inches), price 75c.

No. E-278 (2 inches), price 60c.

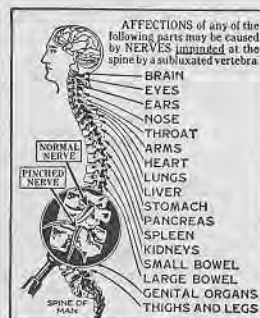
No. E-279 (1 inch), price 50c.



Electro No. E-297

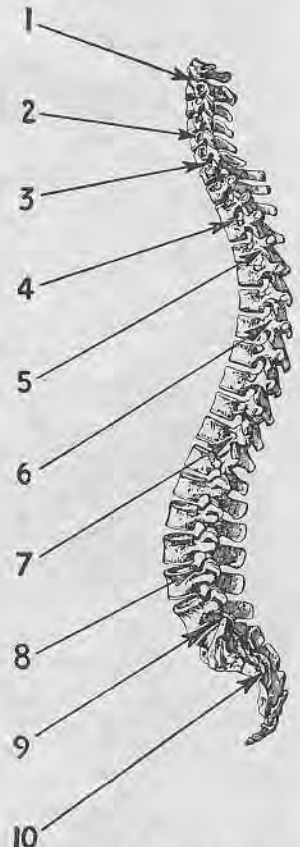
Excellent for your business card, stationery or telephone book and directory. Keep two of them handy for emergencies.

Price, \$1.00.



Electro No. E-299

Good for back or front of your business card. Be sure to use a brief explanation of points 1, 2 and 3. Price \$1.00.



A new electro to be used for special subject matter where points can be referred to by numerals.

No. E-197, price \$1.00.

ADVERTISING ELECTROTYPES—Continued

PUT YOUR FINGER ON THE SPOT

These seven electrotypes (suitable for news print or any paper stock) tell at a glance the story it takes a whole paragraph to convey.

They are striking illustrations of the Chiropractic Idea. They catch the eye and stay the attention of the reader. They create interest in your Science and your Service.

Why not use them progressively in your community? They are exceptionally good electrotypes. Get the set.

In ordering the full set (7), specify Set of Electros No. EX-191, price \$8.75.



No. E-121, Price \$1.75



No. E-122, Price \$1.75



No. E-123, Price \$1.75

Every chiropractor should have the full set of Textbooks used at The Palmer School. See Page 7.



No. E-125, Price \$1.75



No. E-124, Price \$1.75



No. E-129, Price \$2.00

Just another illustration to use in showing how little of the body has to be exposed. Showing the patient she need not fear violation of her modesty. Available in four sizes:

	Height	Price
No. E-25	(2 $\frac{3}{8}$ inches)\$1.50
No. E-129	(5 $\frac{1}{8}$ inches) 2.00
No. E-136	(8 inches) 2.50
No. E-137	(10 $\frac{3}{8}$ inches) 3.50



No. E-126, Price \$1.75

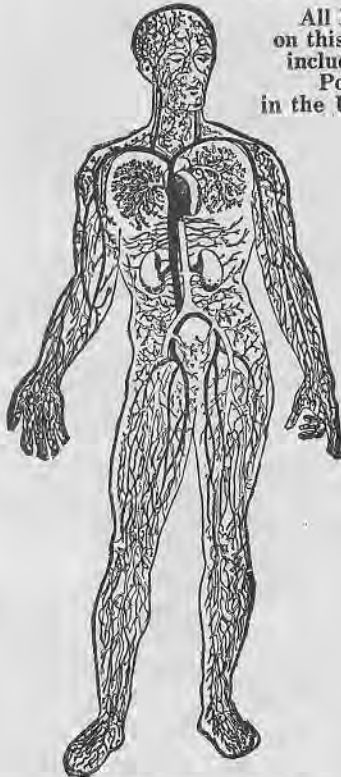


No. E-127, Price \$1.75

All prices quoted on this page include postage in the U. S. A.

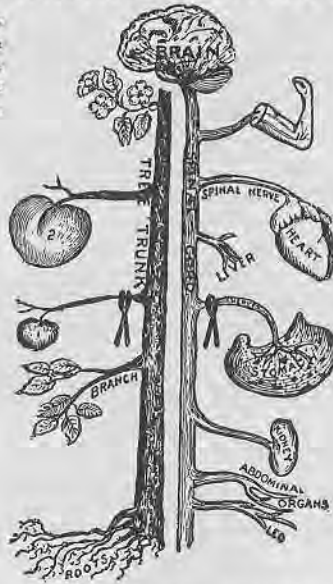
ADVERTISING ELECTROTYPES—Continued

All Prices on this page include the Postage in the U.S.A.



No. E-29, Price \$1.00

Electro of vascular system. Strikingly effective in any advertising matter.

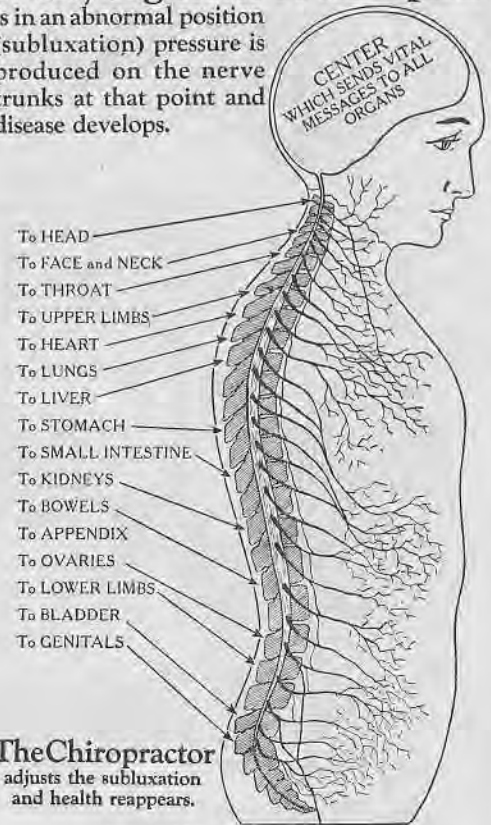


This electro is particularly valuable as a word-picture and comparisons. It serves well to educate the public as to the results of subluxations by the use of common, everyday subjects with which it is familiar. Available in four sizes:

- No. E-194 (3 in.), price... \$1.00
- No. E-33 (4½ in.), price... 1.35
- No. E-96 (7 in.), price... 1.80
- No. E-95 (10½ in.), price. 3.15

If any segment of the Spine

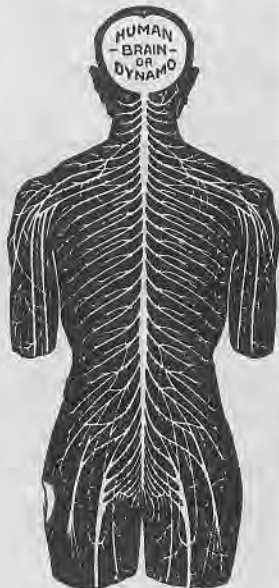
is in an abnormal position (subluxation) pressure is produced on the nerve trunks at that point and disease develops.



The Chiropractor adjusts the subluxation and health reappears.

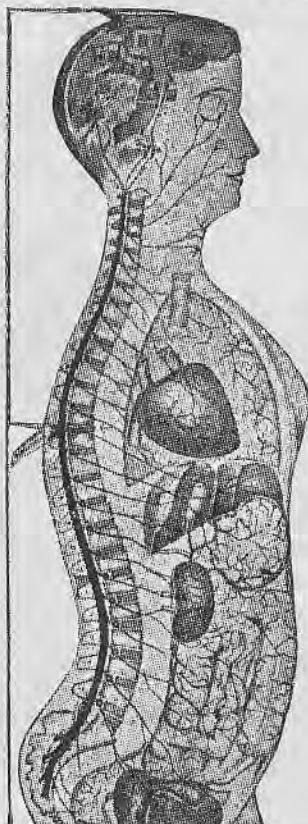
No. E-189, Price \$1.75

Good outline for newspaper display. Goes well with most any subject matter. No. E-199 (1 column) price \$1.50.



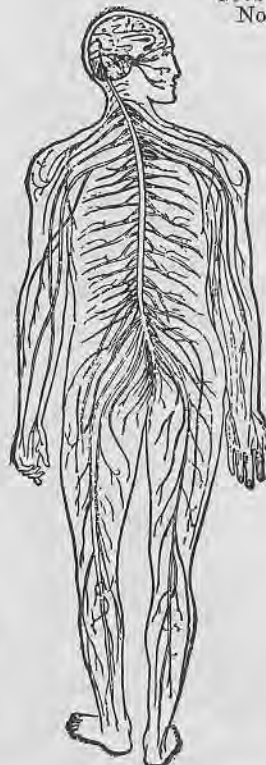
Electro showing nerve branching from brain. Creates active interest in a reader. Its black background draws quick attention.

No. E-28. Price \$1.10



Electro representing X-ray view of head and torso. Also normal position of spine.

No. E-130, price \$1.50.



This electro is used to show the nervous system.

No. E-27, price \$1.10.

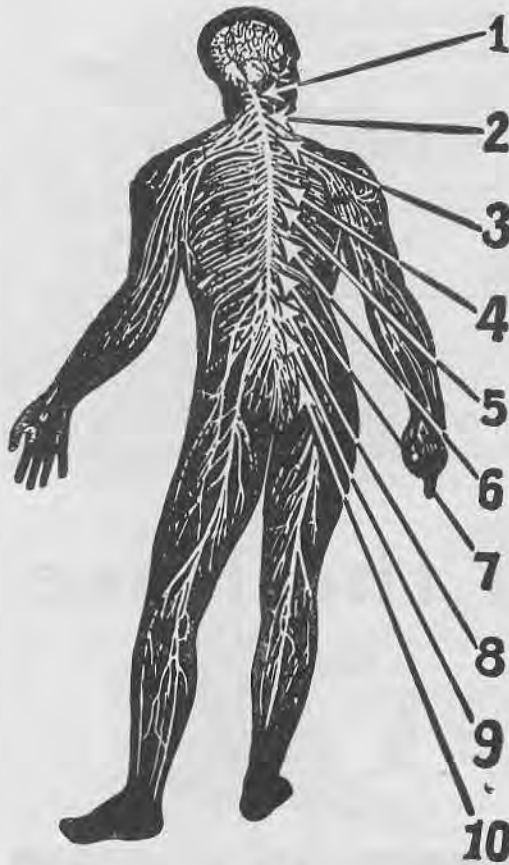
Our new School Announcement is now ready for distribution. It will be sent you at your request or to the address of prospective students at your suggestion.



Showing patient prepared for analysis.

No. E-35, price \$1.00.

ADVERTISING ELECTROTYPES—Continued



No. E-30
Price \$1.35

1. Slight subluxations at this point will cause so-called headaches, eye diseases, deafness, epilepsy, vertigo, insomnia, wry neck, facial paralysis, locomotor ataxia, etc.

2. A slight subluxation of a vertebra in this part of the spine is the cause of so-called throat trouble, neuralgia, pain in the shoulders and arms, goitre, nervous prostration, la grippe, dizziness, bleeding from nose, disorder of gums, catarrh, etc.

3. The arrow head marked No. 3 locates the part of the spine wherein subluxations will cause so-called bronchitis, felons, pain between the shoulder blades, rheumatism of the arms and shoulders, hay fever, writers' cramp, etc.

4. A vertebral subluxation at this point causes so-called nervousness, heart disease, asthma, pneumonia, tuberculosis, difficult breathing, other lung troubles, etc.

5. Stomach and liver troubles, enlargement of the spleen, pleurisy and a score of other troubles, so-called, are caused by subluxations in this part of the spine, sometimes so light as to remain unnoticed by others except the trained Chiropractor.

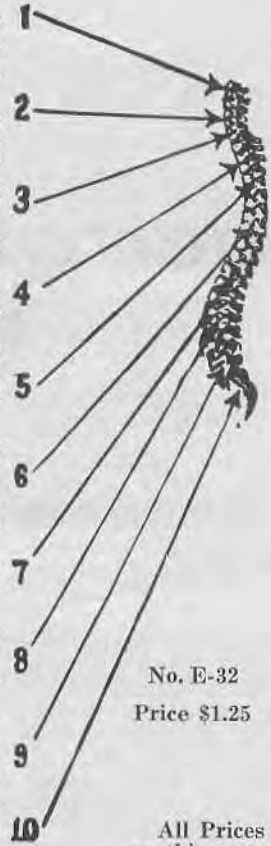
6. Here we find the cause of so-called gall stones, dyspepsia of upper bowels, fevers, shingles, hiccoughs, worms, etc.

7. Bright's disease, diabetes, floating kidney, skin disease, boils, eruptions and other diseases, so-called, are caused by nerves being pinched in the spinal openings at this point.

8. Regulations of such troubles as so-called appendicitis, peritonitis, lumbago, etc., follow Chiropractic adjustments at this point.

9. Why have so-called constipation, rectal troubles, sciatica, etc., when Chiropractic adjustments at this part of the spine will remove the cause?

10. A slight slippage of one or both innominate bones will likewise produce so-called sciatica, together with many "diseases" of pelvis and lower extremities. (No. E-31, \$1.50)



No. E-32
Price \$1.25

All Prices on this page include the Postage in the U.S.A.

The above Numbers E-30, E-31, E-32 are three separate cuts. If all three are wanted, make up your order to read No. EX-178, Combination Cut Set, Price \$4.00.

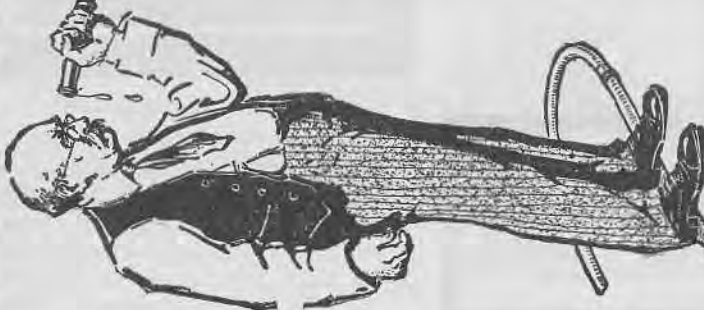
Get off the hose

The P.S.C. Lecture Bureau and the National Publicity campaign are doing more to acquaint the public with the merits of Chiropractic than any other factors. Write for particulars.

P.S.C. LECTURE BUREAU
Care The Palmer School of Chiropractic
800-1100 Brady Street
DAVENPORT, IOWA, U.S.A.
"Where the West Begins"

This cut is mortised and produced in two different sizes. The next size larger than this is four columns wide (Cut No. E-88).

No. E-84 (2-column), price.....\$2.60
No. E-83 (4-column), price..... 5.55



ADVERTISING ELECTROTYPES—Continued

The general public has been well educated in humorous cartoons by daily newspapers and therefore it is "good business" to cater to them by occasional deviation from the more serious aspects of Chiropractic. Here are some electros that answer this purpose and they have direct bearing on your subject. You will do well to make the most of such publicity.

Get off the hose



No. E-87

MOVE ON

Can be had in three sizes:

- No. E-90 (Width 4 inches).....Price \$1.25
- No. E-89 (Width 8 inches).....Price 1.80
- No. E-88 (Width 16 inches).....Price 5.25

Always keep a full supply of P.S.C. Disease Tracts in your reception room. Let it be understood that your patients and prospects are expected to "Take One."

All prices on this page include postage in the U. S. A.

A SWIFT KICK

Can be had in three sizes:

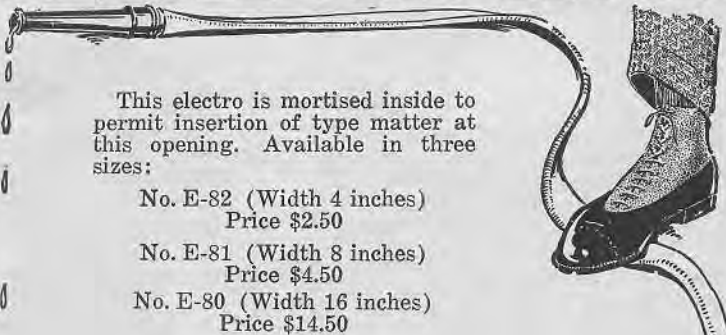
- No. E-87 (Width 4 inches).....Price \$1.25
- No. E-86 (Width 8 inches).....Price 1.80
- No. E-85 (Width 16 inches).....Price 5.25

Get off the hose



No. E-90

Get off the hose



This electro is mortised inside to permit insertion of type matter at this opening. Available in three sizes:

- No. E-82 (Width 4 inches)
Price \$2.50
- No. E-81 (Width 8 inches)
Price \$4.50
- No. E-80 (Width 16 inches)
Price \$14.50

Also mortised here for your Business Card

KEEP
SMILING

No. E-55

KEEP SMILING

Electros can be had in five sizes:

- No. E-54 (1½ x 1¾ inches) ..Price \$1.00
- No. E-56 (1¾ x 1¾ inches) ..Price 1.10
- No. E-55 (2¾ x 3¾ inches) ..Price 1.20
- No. E-57 (3½ x 5¾ inches) ..Price 2.25
- No. E-59 (3¾ x 5 inches)Price 3.00
- No. E-58 (6½ x 9¾ inches) ..Price 4.50

ADVERTISING ELECTROTYPES—Continued



No. E-155, \$1.50

Chiropractic
Adds
Life to Years
And
Years to Life

No. E-283, Price \$1.50
 No. E-281 (Double column) ..\$2.50



No. E-177, \$1.00



No. E-175, \$1.00

YOU
 CAN ENJOY
HEALTH

No. E-288 Price \$1.00
 No. E-289 (Double column) ..\$2.00

The
CHIROPRACTIC
WAY

No. E-148 Price 75c
 No. E-150 (Double column) ..\$1.50



No. E-184, 75c

No. E-193 (Single column) ...\$1.00

All prices on this page include postage in U.S.A.



No. E-192, \$1.00

KEEP SMILING
GET YOUR HEALTH
 WHERE OTHERS RECEIVED THEIRS

No. E-151 Price \$1.00
 No. E-153 (Double column) ..\$2.00

Chiropractic
ADJUSTMENTS

No. E-195 Price 75c
 No. E-196 (Double column) ..\$1.50

KEEP SMILING
CHIROPRACTIC
KEEPS YOU
FIT

No. E-147 Price \$1.00
 No. E-149 (Double column) ..\$2.00

CHIROPRACTIC
 ADDS
 LIFE TO YEARS
 AND
 YEARS TO LIFE

No. E-144 Price 75c
 No. E-154 Double size\$1.50

CHIROPRACTIC
ADJUSTMENTS

No. E-182 Price 75c
 No. E-181 (Double column) ...\$1.50



No. E-243 Price 75c
 No. E-244 Larger\$1.00



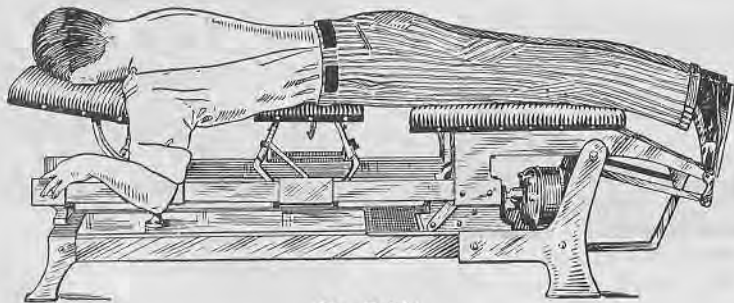
No.	Width	Price
E-120	5-16 inch	\$1.00
E-119	¾ inch	1.05
E-118	1 inch	1.10
E-117	1½ inches	1.25
E-116	2¼ inches	1.50
E-115	3½ inches	2.00
E-114	6 inches	3.00

CHIROPRACTIC
The **NATURAL**
METHOD TO
REGAIN
HEALTH

No. E-173, \$2.00

ADVERTISING ELECTROTYPES—Continued

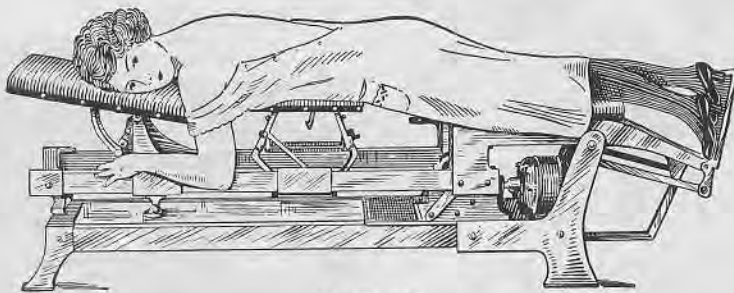
All prices on this page include postage in the U. S. A.



No. E-314

Showing male patient on adjusting table ready for an adjustment. Making the most of the ease and comfort in the position of body. Available in two sizes:

No. E-313 (Single column) Price \$1.00
 No. E-314 (Double column) Price 1.50



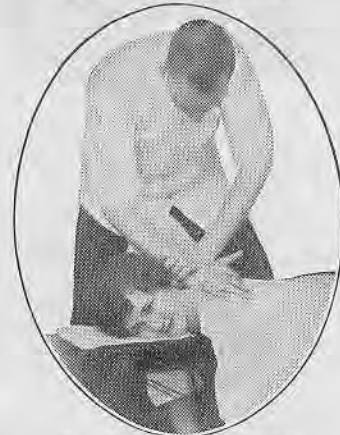
No. E-319

Modesty electros showing woman patient on table prepared for an adjustment. A good cut to use in impressing the public that it is unnecessary to expose the entire body for Chiropractic adjustments. Available in two sizes:

No. E-318 (Single column) Price \$1.00
 No. E-319 (Double column) Price 1.50



No. E-141, Price \$1.50



No. E-143, Price \$1.50

CHIROPRACTIC

**ADJUSTS
THE CAUSE OF
DIS-EASE**

No. E-100

No. E-99 (1 inch) Price \$1.00
 No. E-100 (2 inch) Price 1.50

CHIROPRACTIC

**The Foremost
Drugless System
of Health**

No. E-169

No. E-168 (1 inch) Price \$1.00
 No. E-169 (2 inch) Price 1.50

CHIROPRACTIC

The Natural
Method to
Regain
Your
Health

No. E-52, Price \$1.50

CHIROPRACTIC

The Science that
makes People
Well and
Happy

No. E-26, Price \$1.50

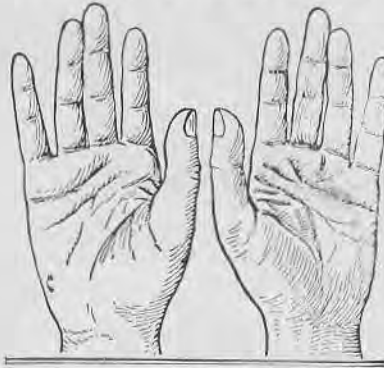
We will be glad to send you a copy of our New Announcement; and at your request we will send copies free to any addresses you submit as being bonafide prospective students.

ADVERTISING ELECTROTYPES—Continued



E-179, \$1.25

*Chiropractic
Meaning - "Done by Hand"*



Our Only Tools



E-180, \$1.25

All printed supplies quoted in this catalog are products of The P.S.C. Printery, "The Prettiest Printing Plant in America."

No. E-131

OUR ONLY TOOLS

This cut is produced in four sizes:

- No. E-131—(Single column) price \$1.00.
- No. E-132—(Two column) price \$1.50.
- No. E-133—(Three column) price \$2.50.
- No. E-134—(Four column) price \$4.00.

Sometimes it will be necessary to use this illustration to satisfy a local condition where the public has imaginary fears about the application of Chiropractic. These electros show simplicity of adjustments.

- No. E-170—Width 1½ inches, price \$1.00.
- No. E-171—Width 2½ inches, price \$1.50.
- No. E-172—Width 4 inches, price \$3.00.

Can be furnished in two sizes:

- No. E-241—Width 1¼ inches, price \$1.00.
- No. E-242—Width 2 inches, price \$1.50.



Nos. E-170, E-171 and E-172



Nos. E-241 and E-242

FOUR PAIRS OF PANEL CUTS



E-157



E-158



E-159



E-160



E-161



E-162



E-163

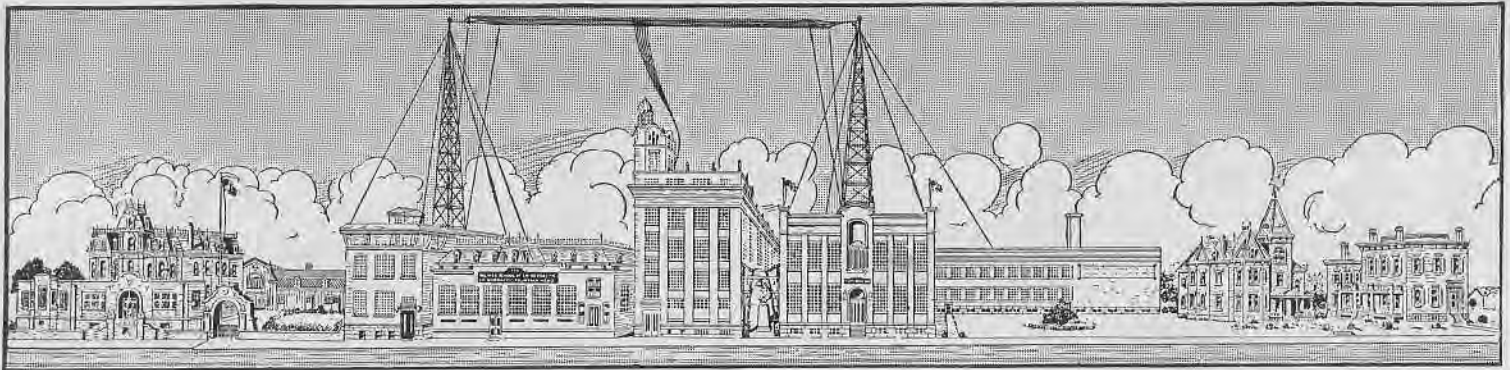


E-164

PRICE SEVENTY-FIVE CENTS PER CUT

All prices on this page include postage in the U. S. A.

ADVERTISING ELECTROTYPES—Continued

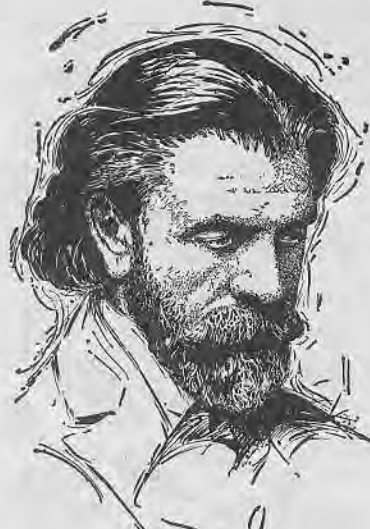


Reproduction of the latest view of The Palmer School of Chiropractic. Now available in electros of two sizes.

No. E-145 (4 in.), Price.....\$1.00
 No. E-146 (8 in.), Price..... 2.00

Two interesting studies of B. J. Palmer, President. Reproduced from pen drawings on electros. No. E-140 comes in two sizes, as illustrated. While No. E-53 can be had in five different sizes.

No. E-50 (Height 2 in.), Price.....\$1.00
 No. E-53 (Height 3 in.), Price..... 1.50
 No. E-60 (Height 4½ in.), Price..... 2.25
 No. E-61 (Height 6¼ in.), Price..... 2.75
 No. E-62 (Height 9¼ in.), Price..... 4.00
 No. E-140 (As shown), Price..... 1.50
 No. E-284 (Height 6 in.), Price..... 3.00



No. E-53



Nos. E-140 and E-284

Every Palmer School graduate is accorded the privilege of using any and all electrotypes on this page. All prices are postage paid in the U.S.A.



No. E-156

Coarse screen halftone of "B. J." No. E-156 Price \$1.50.



No. E-138
 Price \$.45



No. E-139, Price \$1.00



The P.S.C. Crest in the center of The P.S.C. Seal.
 No. E-42
 Price \$.50



No. E-198 (½ in.) Price.. \$.35
 No. E-183 (¾ in.) Price.. .45
 No. E-176 (1½ in.) Price.. 1.00



From pen drawing of D. D. Palmer, founder of Chiropractic. Available in five sizes.

No. E-63 (Height 1½ inches), Price \$1.00
 No. E-64 (Height 2½ inches), Price \$1.50
 No. E-65 (Height 4½ inches), Price \$2.25
 No. E-66 (Height 6½ inches), Price \$2.75
 No. E-67 (Height 9 inches), Price \$4.00



No. E-69

No. E-69 Price.....\$1.00
 No. E-68 Price..... .80



No. E-68



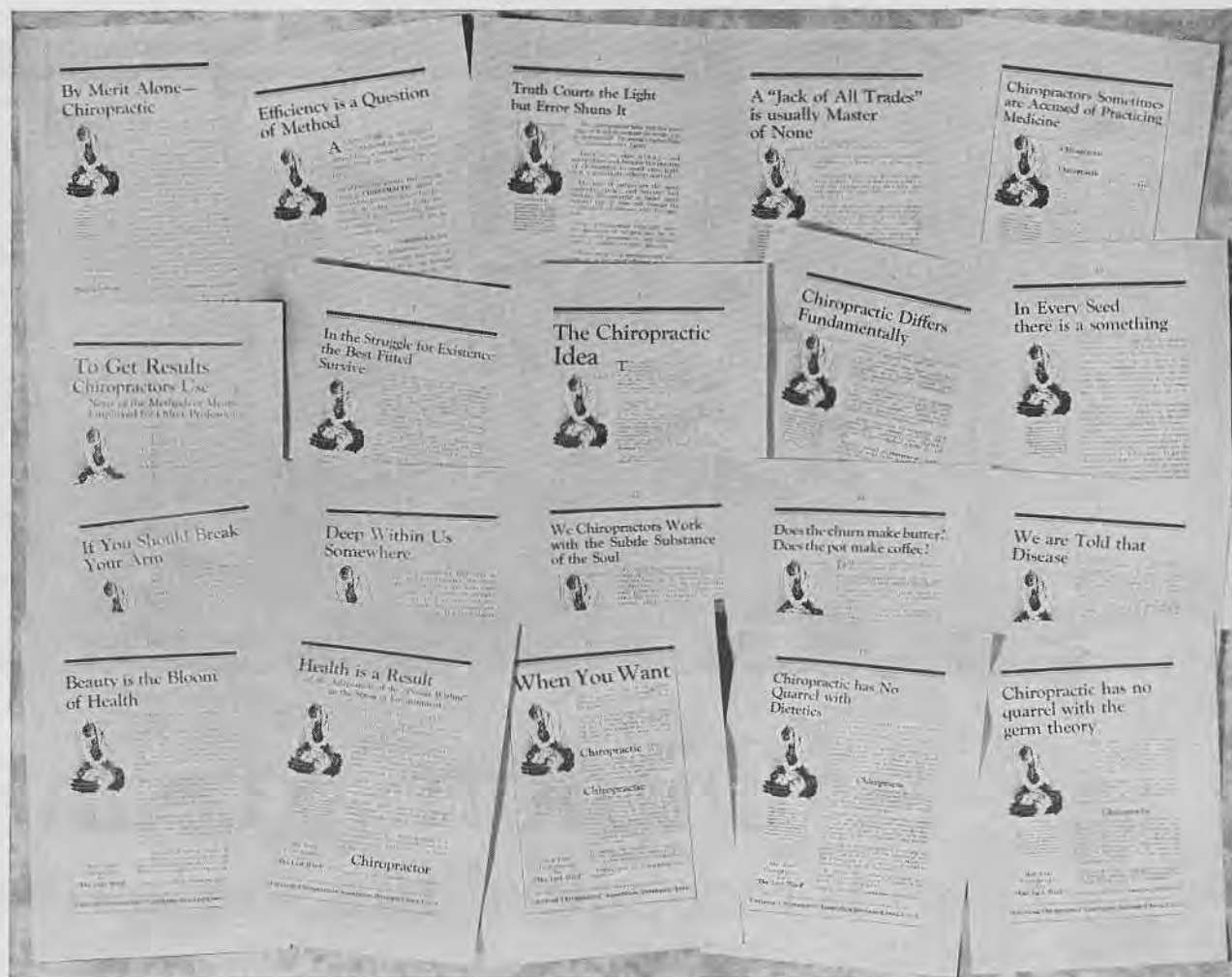
No. E-39
 Price \$.40



No. E-41
 Price \$.50



No. E-40
 Price \$.45



NATIONAL PUBLICITY

THE ADVERTISEMENTS appearing in the National Magazines are available in the form of electrotypes for the subscribers to National Publicity.

They are worded exactly as they appear in the national magazines and signed by the Universal Chiropractors' Association.

They cannot be secured or used by those who are not paid up on their pledges to National Publicity.

All rights to these ads are reserved and not a word can be changed without the consent of the U. C. A.

Space for the insertion of the name or names of those who run the ads will be left at the bottom of the electrotype.

This means that the finest advertising service in the world is now available to those who have subscribed to National Publicity and this service is for the exclusive use of those who are paying the cost of the National Campaign.

There are now twenty-one (21) ads ready and numbered, and the cost is \$1.25 per electrotype. The entire twenty-one will cost you \$26.25 F.O.B. Davenport.

These ads combine the genius of "Jim" Greggerson

and Ed Frommader, two of the best men in their respective line in the profession. Greggerson wrote the copy and Frommader made the layout.

The electrotype insures you against all the worry of proof reading, the incompetence of the small-town printer, and the limitations of small-town printing shops.

It gives the small-town chiropractor the finest service in the world, at the smallest cost of any service that is being offered to the profession.

It places the U. C. A. stamp of approval on the practice of those who use the service.

It advertises the lecture and ties you up with the National Campaign directly.

It gives the U. C. A. an opportunity to refer inquiries from your town directly to you.

This is just another way we have devised of making your contribution to National Publicity pay you dividends.

Send in your order NOW for immediate delivery. In ordering, specify No. V-501. Price \$26.25 F.O.B. Davenport.

Other National Publicity literature for subscribers only. Address orders to SALES PUBLICITY DEPT.

NO. A-534 "THE LAST WORD," A Booklet by James G. Greggerson

QUANTITY	25	50	100	250	500	1000
With Business Card	\$2.60	\$3.75	\$5.00	\$8.15	\$14.20	\$24.00
Without Business Card	1.35	2.50	3.75	6.40	11.70	20.00

These booklets are available to subscribers only.



A Diploma from The is recognized the world over as being est educational attainment in the

THIS institution sprang from a discovery made by its founder, D. D. Palmer, twenty-seven years ago, and today it holds the record for having produced over 9,000 successful graduates. Therefore The Palmer School of Chiropractic is the "Chiropractic Fountain Head" and the authority for all things Chiropractic, being the largest non-therapeutical institution in the world.

Each new yearly enrollment has shown a most gratifying increase, until today we have more than 2,500 students enrolled (many foreign countries being represented). The entire school covers a street frontage of 1,146 feet. Our large and spacious classroom buildings have 42,000 square feet of classroom floor space, which will accommodate over 6,000 students. Here also is found the largest non-therapeutical free clinic on the face of this earth.

Considering the short time this wonderful science has been known, Chiropractic has an enviable status. Twenty-two states now have legally authorized Chiropractic Examining Boards; ten states, two foreign nations, one province and two territories give Chiropractic legal recognition. Also more than one hundred of the principal insurance companies give it full recognition.

At the present time our teaching staff consists of thirty-seven full-time instructors. Some of the older

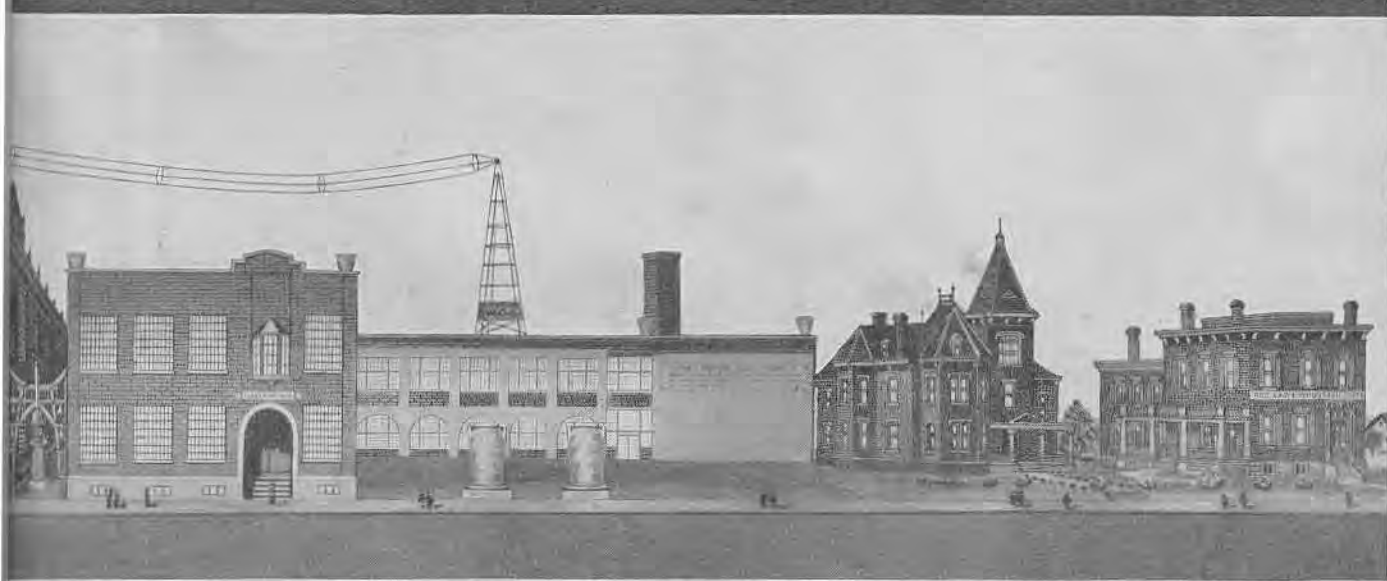
faculty members have written the textbooks now being used at The Palmer School. These men are internationally recognized as having the greatest knowledge of their subjects, and their books constitute the most profound and authoritative teachings of Chiropractic principles in every corner of the world where the science is known.

We have, in our Osteological Studio, the largest collection of abnormal spines in the world. Our exhibit of X-ray negatives of the spine has no equal elsewhere, and nowhere in the world does another department exist that can compare favorably with our thorough and most efficient Spinograph Department.

The Palmer School of Chiropractic is incorporated with assets of more than \$1,000,000, and B. J. Palmer, the son of its founder, is the president. It is the oldest Chiropractic school in existence, and today is directly responsible for most of the progress and success of Chiropractic science in its relief of diseased and afflicted human beings.

The PALMER SCHOOL
CHIROPRACTIC FOUNTAIN HEAD
DAVENPORT, IOWA

"Where the West Begins"



The Palmer School

Being indicative of the high- Science of Chiropractic

Housed in most modern buildings which are completely equipped for teaching purposes, The Palmer School, as it stands today, shows no battle scars nor evidence of the terrific struggle it has had for recognition. Its developer threw himself directly across the path of old fogyism and the so-called ethics, as followed by therapeutical practitioners. He violated all the bugaboo traditions of medical teachings that are almost as old as humanity itself, and he won, to the glorious extent that can only be measured by the fact that there are now thousands of chiropractors in the field who are patronized by many millions of an enlightened public.

While The Palmer School will always endure and advance by its own healthy momentum, it cannot hope to supply the overwhelming demand for more and more chiropractors on the part of the general public, and it is in that we must have your cooperation.

We look to you chiropractors in the field to supply us with plenty of the best material you can find in students that show promise, which we will train and

equip. Then we will send practitioners back to you in the field that are the greatest credit to our profession. They in turn will help to carry on the big movement in perfect coordination with yourselves.

Make it possible for the good educational work to go on in general publicity by helping us put more high-class men in the field with you. Send us, today, the names and addresses of all the prospective students whom you are proud to recommend.

At your suggestion we will supply them with our new, handsomely illustrated Announcement Book and other interesting literature, and then you should do your part toward inducing them to enroll.

Every time a chiropractor is the means of inducing a new student to enroll at The Palmer School he scores three times for Chiropractic;—once for the school and twice for himself.



B. J. PALMER, D. C., Ph. C.
Developer of Chiropractic
Pres. Palmer School of Chiropractic

L of CHIROPRACTIC
MOUNTAIN HEAD
IOWA, U. S. A.
Best Begins"

**BOOK SUPPORTS
"B. J." AND "MABEL"**

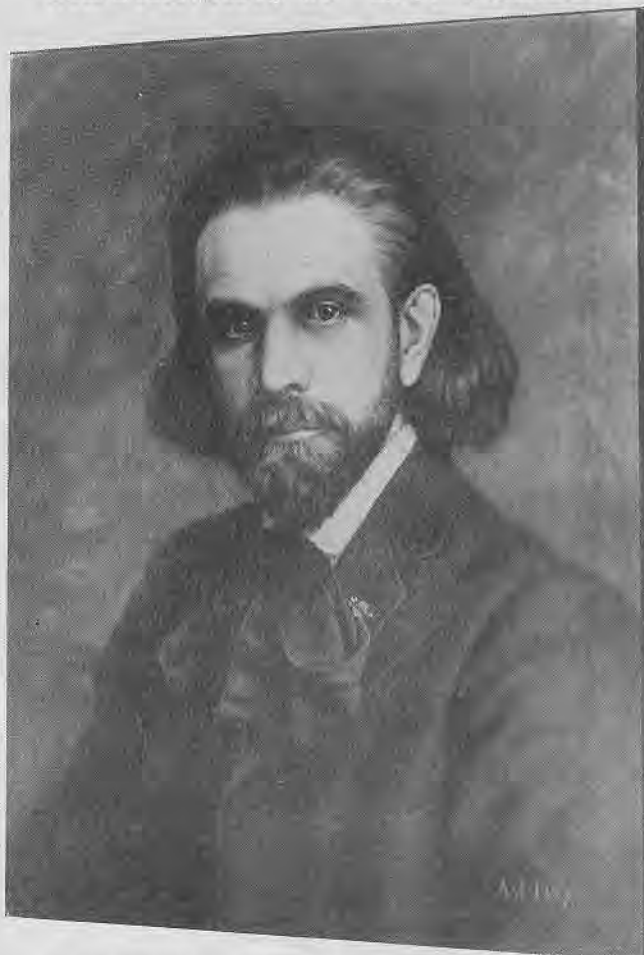


They are perfect reproductions of "B. J." and "Mabel," eight inches high and made of plaster of paris. They can be obtained either in the plain white, the old ivory or an antique bronze finish and are available separately or in pairs. They can be used as any bust for display, or they can be utilized as book supports. These are beautiful pieces of work and every chiropractor should have the pair in his office.

No. B-46. Price, per pair \$5.00



OIL PAINTING OF "B. J." PALMER



How would you like to have a real oil painting of B. J. Palmer put on canvas and mounted ready for framing? This is one of the latest products offered to the field, and it is a real bargain at the price. By a new process a reproduction of the original oil painting is made possible and the actual oils are on the canvas. Would you like to have this remarkable piece of work in your office? Size 13" x 17".

No. B-166. Price \$5.00

**OIL PAINTING OF
"MABEL" PALMER**

Oil painting of Mabel H. Palmer (wife of B. J. Palmer); splendid likeness reproduced in oil by new process. Size 13" x 17", mounted ready for framing.



No. B-167. Price \$5.00

Keep Smiling Buttons

Official Button for State and Other Conventions

The Keep Smiling button is familiar to every chiropractor as bearing the slogan for which Chiropractic is known throughout the world. For certain occasions the Keep Smiling button is the best kind of advertising and this is evident by the fact that they are ordered by the thousands for free distribution. Utilize the children, give to them something which has a direct appeal. Make every kiddie in your town a walking advertisement for you and do this by giving freely of the Keep Smiling buttons.



	PRICE	Per 1000
No. B-515 (Small size)	\$18.00
No. B-519 (Large size)	21.00

All prices on this page include postage in the U. S. A.

THE CARL HILL CHIROPRACTIC CHART

In Three Colors

The primary object of this Chart is to carry out one step farther, the Chiropractic idea, that the human body is a machine propelled by an intellectual force and not a walking drug receptacle to be replenished at intervals by the local drug vendor.

The size of this Chart is 25x38 inches, printed on antique finish paper in three-color work, appropriate text matter at the head of the Chart, also accompanying the small cuts at lower left of Chart, with the publisher's name and address at the bottom.

No. F-613, Price \$3.50,

Postage paid in the U. S. A.

LOOSE LEAF CHART

No. F-585. Set of two photographic views (Size 3 3/4 x 6 3/4), showing comparison of four segments with and without nerves; round cornered and punched to fit pocket loose leaf analysis book, on page 59.

Price per set, 35 cents. Postage paid in U.S.A.



Electro of Rev. S. H. Weed
The man who named Chiropractic

No. E-135 Price \$1.50
Postage paid in the U. S. A.

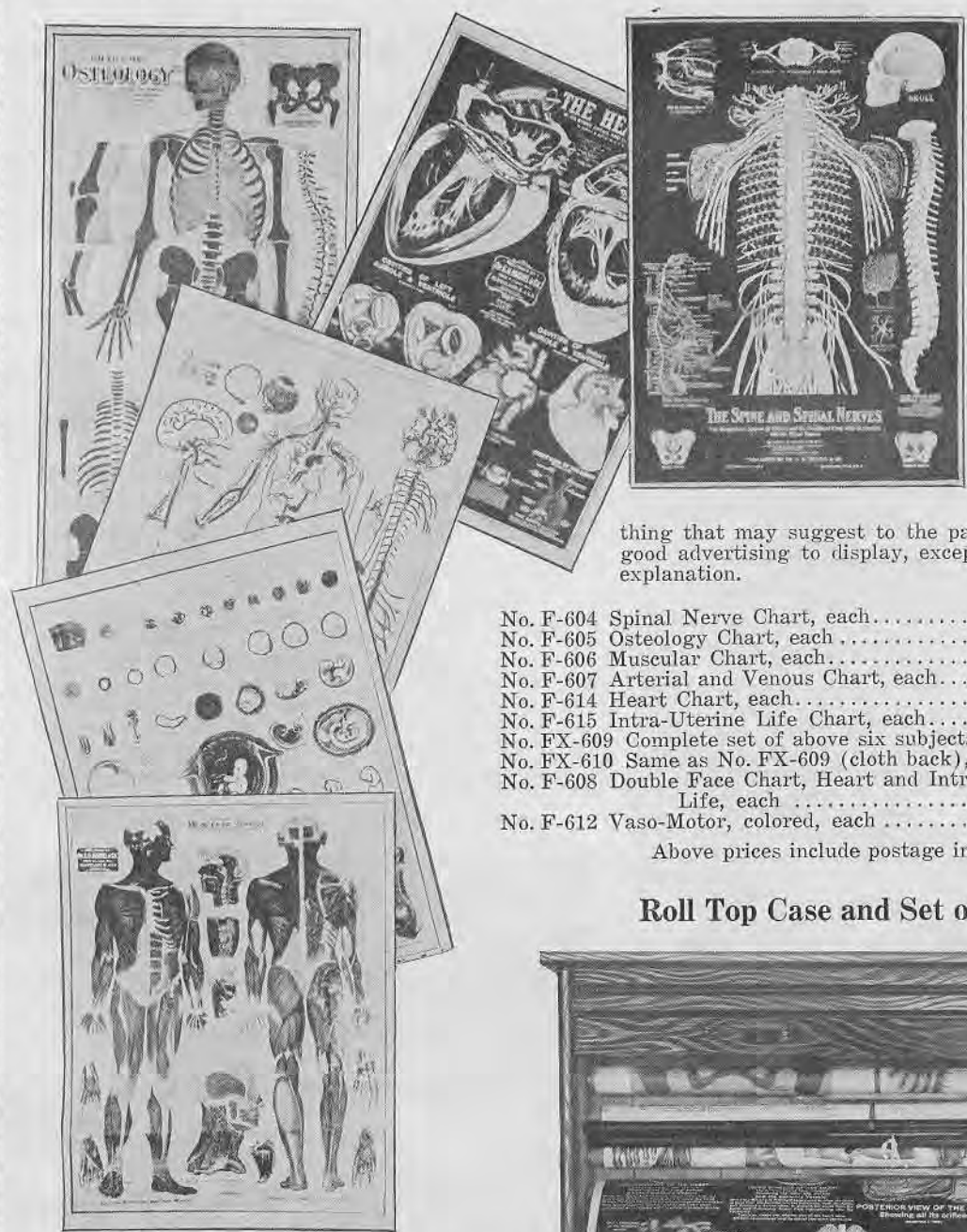
The Rev. Samuel H. Weed, A. B., 1861, and A. M. 1867, of Indiana University, and B. D. 1867, of the U. P. Theological Seminary of the Northwest; also a member of Co. K, 133rd Regt., Ind. Vol. Inf.; resides at Monmouth, Ill.

Mrs. Weed and daughter took Chiropractic adjustments in 1896 and were much benefited, after which Mr. Weed also received adjustments for sciatica and was relieved. About this time he was asked to suggest a name for the science and art. He simply translated the description of it, "Done by hand," into Greek, and thus originated the name Chiropractic.

- 1st C. Insanity, Hysteria, Delirium, Vertigo, Insomnia, Facial Paralysis, Menstralgia, Hysterocatalepsy, Centralastasia, Epilepsy.
 - 2nd C. Acne of Face, Convulsions, Facial Spasm, Facial Paralysis, Spitting of Blood, Wry Neck, Headache.
 - 3rd C. Anasarca, Anemia, Dropsy, Bleedings, Conjunctivitis, Mucous Spasm.
 - 4th C. Faintness, Nasal Catarrh, Nasal Stenosis, Adenoids, Antritis, Pyorrhea, Coryza, Diseases of the Teeth, Lockjaw, Herpes.
 - 5th C. Alteration of Speech, Bells on Neck, Retropharyngeal Abscess, Pharyngitis, Tonsillitis, Loss of Taste.
 - 6th C. Asthma, Throat Affections, Hay Fever, Dyspnea, Laryngitis, Bronchial Affections, Croup.
 - 7th C. Affections of Shoulders and Axilla, Choking Attacks, Strabismus.
 - 1st D. Affections of the Hands and Arms, Muscles of the Chest, Writer's Cramp, Broncho-pulmonary Hemorrhages, Diseases of the Trachea.
 - 2nd D. Myocarditis, Endocarditis, Pericarditis, Anomalous of the Heart, Valvular Heart Trouble, Dilatation of the Heart, Infarction, Syncope or Dislike, Drying of Milk in Breasts.
 - 3rd D. Pulmonary Tuberculosis, Croupal Rals, Lobar Pneumonia, Pulmonary Stenosis, Lock or Spasm of Lactation, Smothering Spits, Herpes Zoster.
 - 4th D. Biliousness, Abscess of Liver, Gall Stones, Jaundice, Cholecystitis of Liver, Sclerosis of Liver.
 - 5th D. Chills, General Fever, General Rash. In fact, any general condition.
 - 6th and 7th D. Causes of the Stomach, Indigestion, Dilatation of Stomach, Gastritis, Stomachic, Hypertrophy of Spleen, Splenomegaly of Spleen, Causes of Ulceration of Small Intestine.
 - 8th and 9th D. Hiccoughs, Catarrh of Pancreas, Intestinal Indigestion, Dyspepticic Herpes, Hypertrophy of Spleen, Splenomegaly of Spleen, Causes of Ulceration of Small Intestine.
 - 10th, 11th and 12th D. Acute or Chronic Bright's Disease, Addison's Disease, Acne in Any Region of the Body, Bore's Ache, Bleeding from Urinary Organs, Renal Catarrh, All Eruptive Fevers, Chlorosis, Renal Colic, Diabetic Insulin, Diabetic Ichnuria, Dropsy, Dry Tetan, Erysipelas, Granulated Eye Lids, Head Cat, Dry Skin, Nephritis, Obesity, Kidney Stone, Night Sweats.
 - 1st and 2nd L. Carcinoma of Intestines or Peritonaeum, Constipation, Diarrhoea, Appendicitis, Colitis, Mucous Cat, Tuberculosis of Intestines, Ulceration of Intestines, Dysentery, Cholera Morosa, Cholera Infantum, Typhoid Fever, Abdominal Tumor.
 - 3rd L. Ovarian Cyst, Prolapse, Amenorrhoea, Dysmenorrhoea, Leucorrhoea, Metrorrhoea or Retention of Uterus, Carcinoma of Uterus, Sexual Embolism, Diseases of the Fallopian Tubes, Hydrocele, Varicocele, Inflammation of the Uterus or Ovary, Induration of Uterus, Sterility, Venereal Diseases, Polyps of the Uterus.
 - 4th L. Hemorrhoids, Herpes Inguinal or Scrotal, Cystitis, Bladder Stone, Prostatitis and Scant Urination, Bed-wetting, Anal Fissure, Lumbar.
 - 5th L. Sciatic Rheumatism, Arthritis Deformans of Lower Limbs, Paraplegia, Monoplegia, Diseases of the Bones of the Foot and Leg, Varicose Veins of Legs, Cook, Rheumatism, Strabismus of Shin Bone, Cold Feet, Anemia.
- Coccyx, Coccygitis. Note:—The Coccyx may become subluxated in any direction, and by so doing may cause any condition, therefore it cannot receive too much attention from the Chiropractor.*



WALL CHARTS



These charts, single or in groups, but not in a case or on a roller. Any of these charts may be purchased singly when the wall case or roller is not desired. Numbers F-614 (Heart) and F-615 (Uterine Life) may be purchased as single charts, each one printed on one side. This is the most popular among students, but for the practitioner in the field it is well not to have the charts exposed when they are not in use. Anything that may suggest to the patient a dead subject is not good advertising to display, except when it is being used in explanation.

	Paper	Cloth
No. F-604 Spinal Nerve Chart, each.....	\$ 3.50	\$ 4.00
No. F-605 Osteology Chart, each.....	4.50
No. F-606 Muscular Chart, each.....	3.50	4.00
No. F-607 Arterial and Venous Chart, each.....	3.50	4.00
No. F-614 Heart Chart, each.....	3.50	4.00
No. F-615 Intra-Uterine Life Chart, each.....	3.50	4.00
No. FX-609 Complete set of above six subjects, per set....	18.00
No. FX-610 Same as No. FX-609 (cloth back), per set.....	21.00
No. F-608 Double Face Chart, Heart and Intra-Uterine Life, each.....	4.00
No. F-612 Vaso-Motor, colored, each.....	3.50

Above prices include postage in the U. S. A.

Roll Top Case and Set of Six Charts



No. F-601. Complete set of six charts, roll-top wall case. This complete set of six charts includes one on the spinal nerves and with two views of the spinal column. On this chart is also found a drawing of the skull, the female and the male pelvis, the distribution of the trifacial nerve and the sympathetic system.

A chart disclosing the osseous structure of the body with special enlargement of the spine, pelvis, knee-joint, elbow-joint and the peculiar vertebrae.

A chart showing the arterial and venous system and their distribution throughout the body, together with the relative locations of the thoracic and abdominal viscera. On this chart are also found drawings of the heart, the eyeball, the brain, spinal cord and immediate branches.

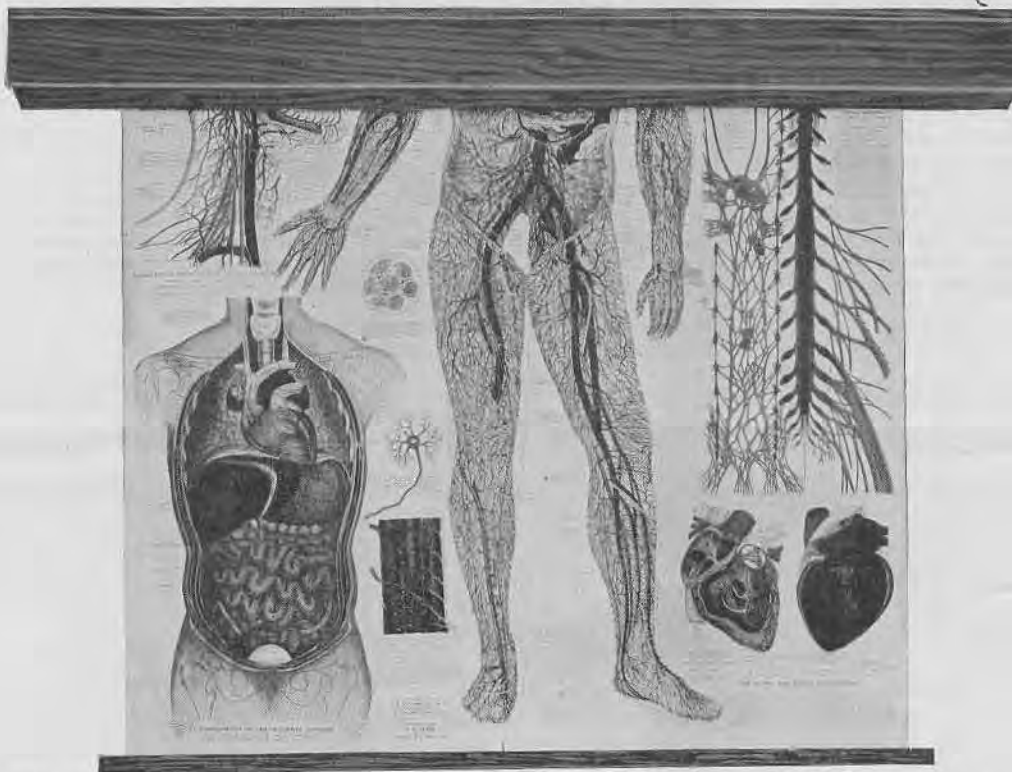
A chart disclosing the muscular system in both the anterior and posterior views, with smaller drawings of the neck muscles, the foot and the hand muscles and the orbital muscles.

A chart dealing with the intra-uterine life, showing the foetus in the various stages of development and with many printed statements of facts which are of value.

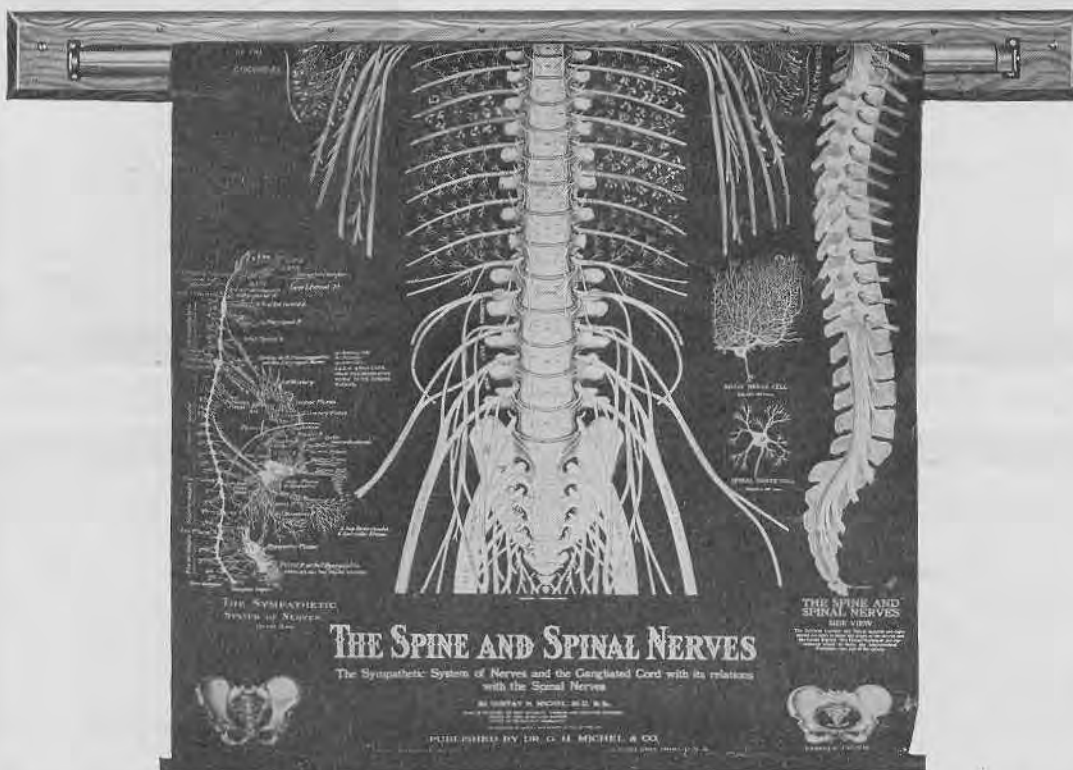
A chart showing the heart in all of its views, disclosing the various cavities and the structures which have to do with determining its function.

Complete set of six charts, roll-top case, No. F-601, Price \$45.00. Transportation paid in the U. S. A.

WALL CHARTS—Continued



No. F-602. SINGLE CHART IN WALL CASE. In this outfit any chart described on opposite page may be selected. It is a convenient form when the chiropractor only cares to use one of the entire set of charts. No. F-602. Price \$8.50 each. Transportation paid in the U.S.A.



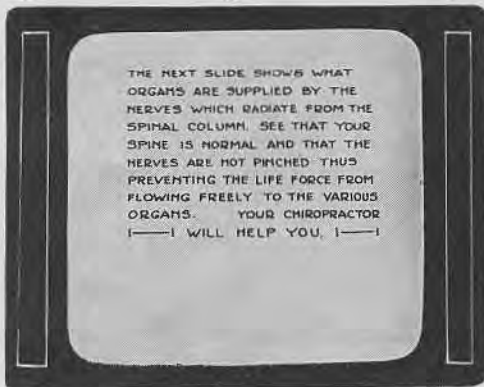
No. F-603. SINGLE CHART MOUNTED ON WALL PLATE. This outfit is practically the same as the single chart in wall case, No. F-602, except that it does not have the case built around the chart for protection. Any chart described on opposite page may be selected. The chart is placed on a roller and can readily be raised or lowered like a window shade. No. F-603. Price \$6.00 each. Transportation paid in the U. S. A.

LANTERN SLIDES

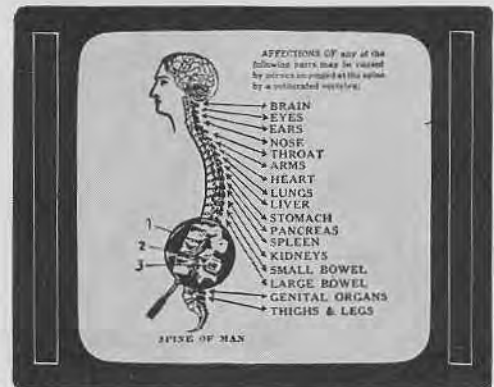
Many times your local Moving Picture Theaters will be running feature pictures that attract large audiences, and then the chiropractor gets his chance to announce himself most effectively. The rental for "projecting space" is reasonable, considering that you will get four or five "flashes" each day during the progress of the program. It is well to provide yourself with several pairs of slides selected from this and the following pages. Then you can introduce and vary them at will among two or more Picture Theaters.

The slides or "stills," illustrated in this catalog, are grouped and sold only in pairs (except for the "singles" at the bottom of page 42). The range of subject matter is wide enough to afford excellent selection to meet your purpose. There is no need to plunge on a long contract with your "movie" house. Provide yourself with a good assortment of these slides and then watch your opportunity to exhibit them to a full house. It is the kind of educational publicity that "gets over" quickest where a good spot in the program is used. Order in pairs by number.

The first slide of each pair will have printed upon it the chiropractor's name, office address and telephone number.



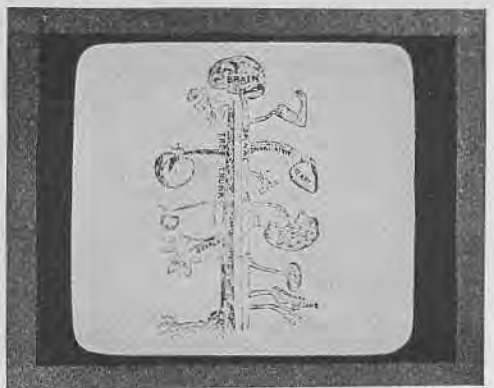
Pair
No. L-551
Price \$3.00



Pair
No. L-552
Price \$3.00



Pair
No. L-553
Price \$3.00



Price \$3.00 Per Pair, or \$5.00 Per Set Containing Any Two Pairs. Postage paid in the U. S. A.

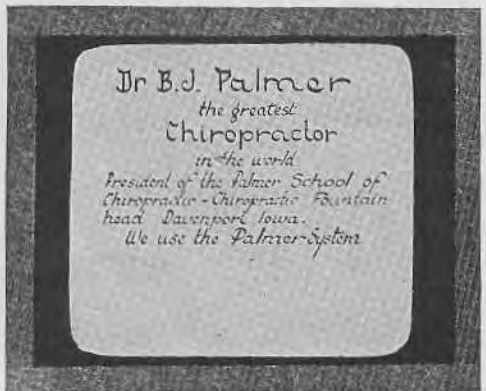
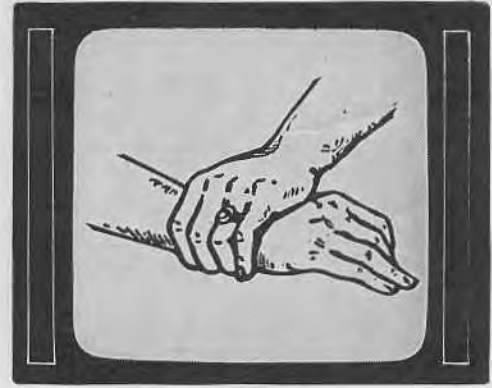
LANTERN SLIDES—Continued



Pair
No. L-554
Price \$3.00



Pair
No. L-555
Price \$3.00



Pair
No. L-556
Price \$3.00



Pair
No. L-557
Price \$3.00



Price \$3.00 Per Pair, or \$5.00 Per Set Containing Any Two Pairs. Postage paid in the U. S. A.

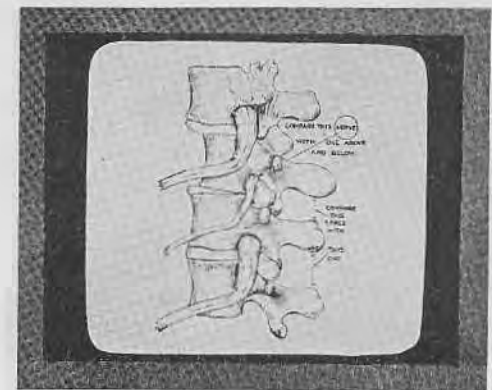
LANTERN SLIDES—Continued



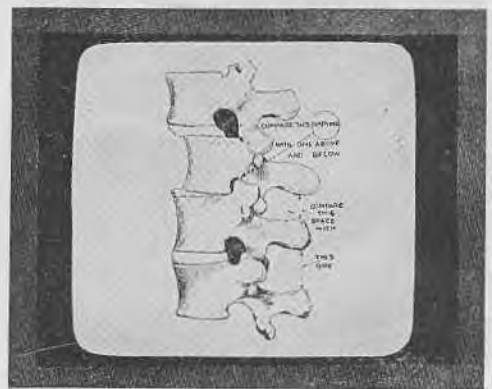
Pair
No. L-558
Price \$3.00



Pair
No. L-559
Price \$3.00



Pair
No. L-560
Price \$3.00

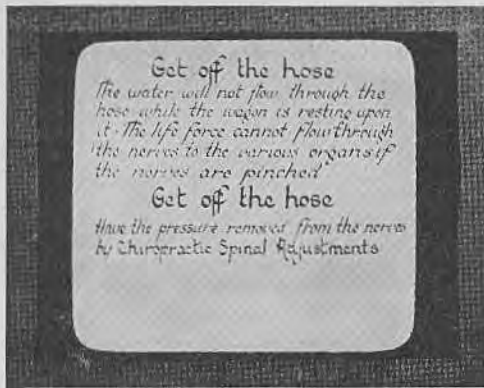


Pair
No. L-561
Price \$3.00



Price \$3.00 Per Pair, or \$5.00 Per Set Containing Any Two Pairs. Postage paid in the U. S. A.

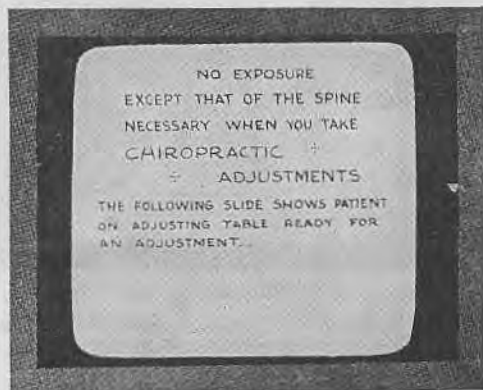
LANTERN SLIDES—Continued



Pair
No. L-562
Price \$3.00



Pair
No. L-563
Price \$3.00



Pair
No. L-564
Price \$3.00



Pair
No. L-565
Price \$3.00



Price \$3.00 Per Pair, or \$5.00 Per Set Containing Any Two Pairs. Postage paid in the U. S. A.

**LANTERN
SLIDES
—Continued**

LILLIAN WALKER--THE NOTED
MOVIE ACTRESS WAS THREATENED
WITH TUBERCULOSIS AND FOUND
RELIEF IN CHIROPRACTIC.
CHIROPRACTIC WILL HELP YOU.

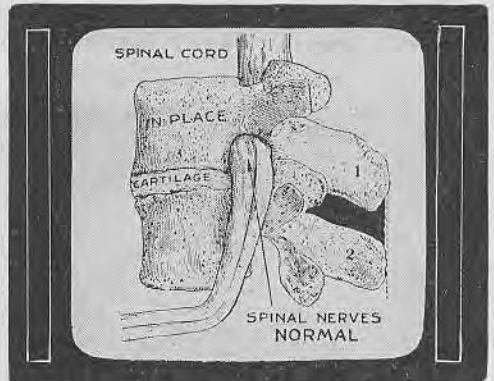
Pair
No. L-566
Price \$3.00



MOST DISEASES ARE CAUSED BY A
PINCHING OF THE NERVE WHERE IT LEAVES
THE SPINAL COLUMN. THE NEXT SLIDE
SHOWS A SEGMENT OF THE SPINE IN
NORMAL CONDITION. SEE THAT YOUR
SPINE IS KEPT NORMAL.

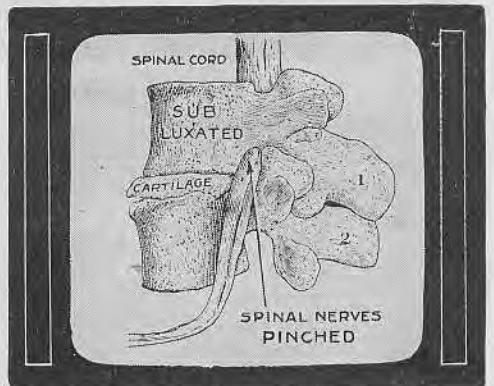
↑ THE CHIROPRACTOR ↓
WILL HELP YOU.

Pair
No. L-567
Price \$3.00



IN THE NEXT SLIDE IT WILL BE
NOTICED THAT THE TOP VERTEBRA
(SMALL BONE OF THE SPINE) IS OUT OF
PLACE. SEE WHERE THE BONE
PINCHES THE NERVE CAUSING
DISEASE IN THE ORGAN WHICH IT
SUPPLIES. THE CHIROPRACTOR
PUTS THE BONE BACK IN PLACE
RELIEVES THE PINCHING AND
HEALTH IS THE RESULT.

Pair
No. L-568
Price \$3.00

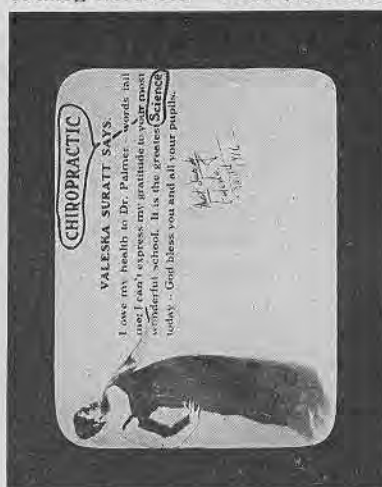
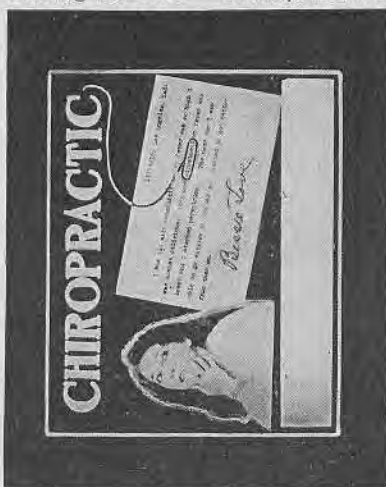


COMBINATION SET, NO. LX-570 — Consists of three slides only, Bessie Love, Valeska Surratt, George Periolat. This combination is made up of three slides only (no pairs). Price per set, \$4.00. Specify Combination Set No. LX-570.

BESSIE LOVE
Catalog No. L-571 Price \$1.50 Each

VALESKA SURRETT
Catalog No. L-572 Price \$1.50 Each

GEORGE PERIOLAT
Catalog No. L-573 Price \$1.50 Each



KEEP SMILING



KEEP SMILING CARDS

The Keep Smiling Cards have come to be the distinctive emblem of the Chiropractic profession. There is scarcely a chiropractor who does not use these cards in some form. This for the very good reason that they are put up in such a way that the public is anxious to get them. They are published in three sizes. The business card size is $2\frac{3}{4}'' \times 3\frac{7}{8}''$; the post card size is $5\frac{1}{2}'' \times 3\frac{1}{4}''$, while the wall size is $7'' \times 10''$. These cards are printed in the Chiropractic colors of purple and white and have a very striking appearance. On the business card there is a very appropriate reference to Chiropractic, together with a three-line space for your business card. The same is true of the post card size, while the back of the wall size will have no printing on it unless specially ordered.

	Quantity	50	100	250	500	1000
No. K-441 Business card size ($2\frac{3}{4}'' \times 3\frac{7}{8}''$) with appropriate printing and your three-line business card on back. Price		\$1.70	\$2.10	\$2.85	\$3.75	\$5.65
No. K-442 Post card size ($5\frac{1}{2}'' \times 3\frac{1}{4}''$) with appropriate printing and your three-line business card on back. Price		\$1.85	\$2.20	\$3.00	\$4.10	\$7.20
No. K-443 Wall card size ($7'' \times 10''$) without printing on back. Price		\$1.95	\$2.35	\$3.95	\$5.00	\$8.75
No. K-444 Same as No. K-443, with your business card printed on back. Price		\$2.95	\$3.35	\$4.95	\$6.00	\$9.75
No. K-440 "Keep Smiling" stamps (gummed letter seals), size $1'' \times 1\frac{1}{2}''$. Price		\$1.50	\$2.50

BOOKMARKS

Handsome little strips of white cardboard printed in purple and white on one side; the reverse side being reserved for your business card, accompanied by appropriate seasonal advertising in a calendar, etc.

Following prices include cost of printing your business card:

No. K-445 (Size $4'' \times 1\frac{1}{2}''$)					
Quantity	50	100	250	500	1000
Price	\$1.50	\$1.95	\$2.35	\$3.00	\$4.65

No. K-446 (Size $5\frac{5}{8}'' \times 1\frac{3}{4}''$)					
Quantity	50	100	250	500	1000
Price	\$1.70	\$2.10	\$2.85	\$3.75	\$5.65



No. K-445 (Exact Size)

All prices on this page include postage in the U. S. A.

The Chiropractor and Clinical Journal

This publication is not only the official organ of the Universal Chiropractors' Association, but is also the standard Chiropractic publication throughout the world. In this magazine, issued monthly, appear articles written by the best minds of Chiropractic. These articles cover every phase that may be of interest to chiropractors, including scientific subjects, methods of advertising, legislation, etc.

The advertisements of all those supply houses who manufacture Chiropractic paraphernalia are carried in this magazine and this feature in itself serves to keep the chiropractor abreast of the times. This is the one publication that opens its pages to everything which is Chiropractic and it should be in the office of every chiropractor. Size 9" x 11½".

No. Y-290, Subscription price, per year \$2.00

ADVERTISING RATES (Subject to change without notice)

1. GENERAL ADVERTISING

Full Page (420 agate lines), 1 time.....	\$100.00
Full Page (420 agate lines), yearly contract, per month.....	50.00
One-half Page (210 agate lines), 1 time.....	80.00
One-half Page (210 agate lines), yearly contract, per month.....	33.30
One-fourth Page (105 agate lines), 1 time.....	50.00
One-fourth Page (105 agate lines), yearly contract, per month.....	25.00

All rates subject to change.

Preferred Positions

Back Cover, 1 time.....	\$170.00
Back Cover, yearly contract, per month.....	125.00
Inside Covers, 1 time.....	125.00
Inside Covers, yearly contract, per month.....	83.30
Double Page Spread (center), 1 time.....	170.00
Double Page Spread (center), yearly contract, per month.....	125.00
Double Page Spread (elsewhere).....	Regular Rate

Other preferred position rates on request.

2. CLASSIFIED ADVERTISING

Per word, 20 cents. Minimum of 25 words.

3. PROFESSIONAL DIRECTORY

One-tenth Page, per annum \$25.00. (Open to chiropractors only.)



Seventy-two pages and cover
each issue



Fountain Head News

The Fountain Head News is issued once per week and is B. J. Palmer's personal letter to the profession in general. This publication takes up the various legal problems and the interesting correspondence dealing with unusual situations in various parts of the field. Whenever there is anything new pertaining to Chiropractic full information is given in the columns of this publication. No P.S.C. man would be willing to sacrifice this publication and there are thousands of others not from the Fountain Head School who are as keenly interested in the field which it covers. Size 8½" x 11½".

No. Y-650, Subscription price per year, 25c

DISPLAY ADVERTISING RATES FOR "THE FOUNTAIN HEAD NEWS" ABSOLUTELY NO TIME CONTRACTS

One-fourth Page	\$ 50.00	Three-fourths Page	\$150.00
One-half Page	100.00	One Page	200.00

ONE-FOURTH Page is MINIMUM Space Sold Outside of Professional Directory
Classified Advertisements, 20c per word; minimum of 25 words

The Fountain Head News has a larger circulation among chiropractors than any other publication in the world, and this publication is the official house organ of The Palmer School of Chiropractic

F.H.N. CHIROPRACTORS' DIRECTORY

Revised and published monthly. Rate, including subscription: Per year \$5.00 per line; Bold Face, \$20.00 per year per line.

Every chiropractor should encourage the editors of his local newspapers to ask The Palmer School for regular weekly free copies of the Radio Program in order that it can be published for the convenience of owners of Radio receiving sets. This program will be furnished any paper upon request of its editor only. No other copies will be released.

In addition to the high-class entertainment features that are broadcast daily, there are market and weather reports, national sports and occasionally lectures on the Philosophy of Chiropractic.

Every chiropractor can use this publicity to advantage by enlarging his circle of acquaintances and it should contribute much toward excellent general publicity and favorable comment.

The chiropractor will be missing a splendid chance to boost himself in his locality if he fails to make the most of this opportunity, for the step from Radio to Chiropractic will soon be a short and easy one in the minds of the public.

Radiophone Studio



The PALMER SCHOOL of CHIROPRACTIC

Chiropractic Fountain Head

DAVENPORT, IOWA, U. S. A.

"Where the West Begins"

Pick Your Patients Through the Chiropractic Educator

THE CHIROPRACTIC EDUCATOR

Size 8 x 11 inches
(Four Pages)



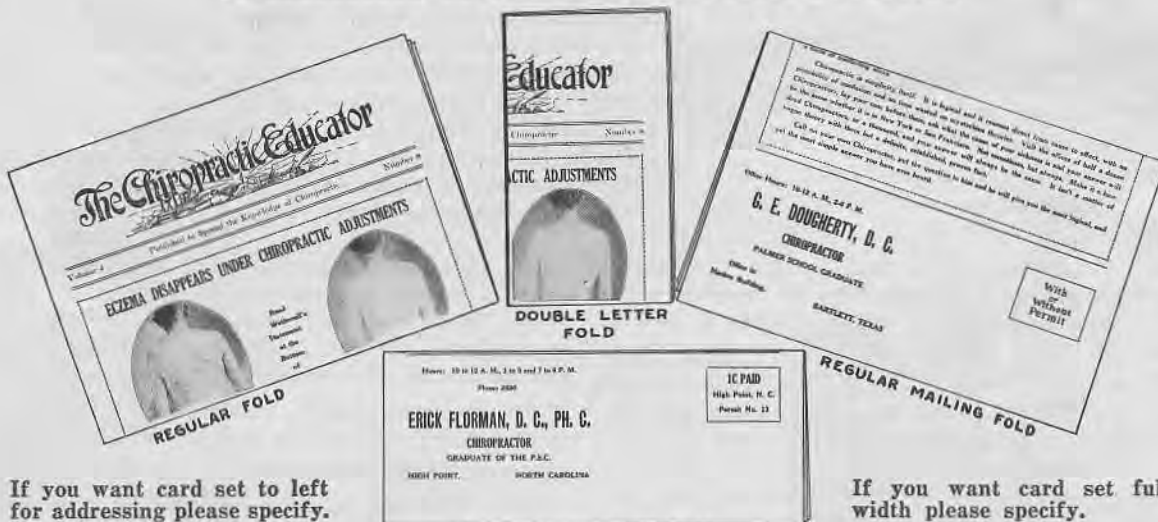
There is no better "Business Puller" for the chiropractor in the field than the "Educator." The monthly circulation is now well over the million mark, which proves it a direct business "go-getter." You should have a standing order with us to furnish you a certain quantity each month. It's the kind of direct-mail advertising that pays well if followed consistently.

There are few chiropractors who are not familiar with this publication, which is issued every month. It is just what the name implies, an educational sheet of four pages which contains testimonials sworn to from all over the country and is especially designed to establish a confidence in the science of Chiropractic. There are very few chiropractors today who do not use this publication as a part of their consistent scheme of advertising.

Every month samples of the "Educator" are sent to the chiropractors on our mailing list, and if you do not get your sample copy regularly, you should write to the publicity department, giving them your name and address, and it will be promptly taken care of.

Don't wait until some future date to start your educational campaign, but do the thing now which will bring you the most patients in proportion to the money spent.

IMPORTANT.—Be careful to state in your order for Chiropractic Educators that you want them furnished in regular fold, regular mailing fold, double letter fold, or special mailing hand fold; and with or without permit number. Write your business card plainly so as to prevent mistakes in address or spelling.



If you want card set to left for addressing please specify.

If you want card set full width please specify.

FOLDING

Indicate on your order one of the illustrations above as to what fold you desire. (If you order them folded and do not indicate how you want them folded, we will use our own judgment in folding.)

MAILING

Be sure and send Post Office Permit Number if you intend to use the permit privilege.

SPECIAL MAILING HAND FOLD

PRICES F.O.B. DAVENPORT—Ask for Sample and Order Blank

100 @\$2.00 per hundred	800 @58 per hundred
200 @ 1.50 per hundred	900 @53 per hundred
300 @ 1.25 per hundred	1,000 @50 per hundred
400 @ 1.00 per hundred	2,000 @45 per hundred
500 @85 per hundred	3,000 @43 per hundred
600 @73 per hundred	4,000 @40 per hundred
700 @64 per hundred	5,000 @36 per hundred

LARGER QUANTITIES

On orders for more than 5,000—\$18.00 will be charged for the first 5,000, and \$3.50 for each additional thousand.

EXTRA CHARGE FOR FOLDING

Regular fold and regular mailing fold, 1,000 at 75c, 500 at 50c; special mailing hand fold and double letter fold, \$1.50 per 1,000.

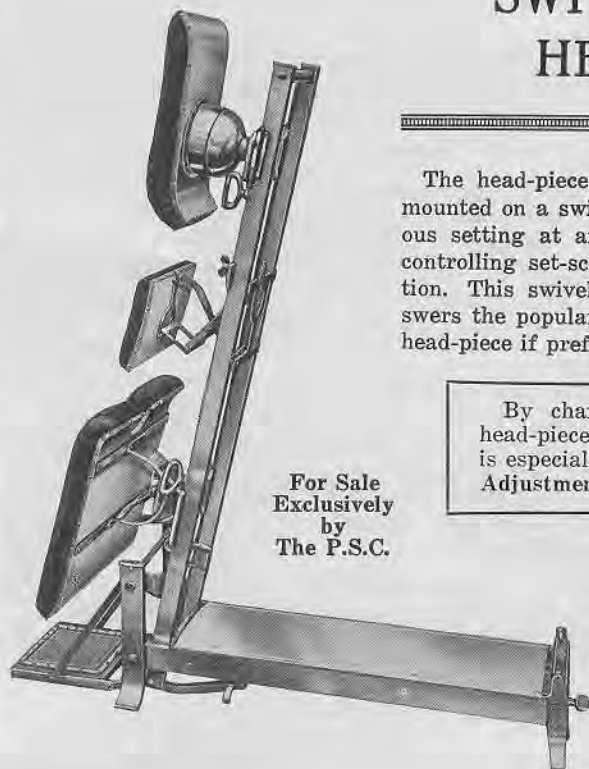
SHIPMENT—If you want your Chiropractic Educators sent Parcel Post, specify same on your order; otherwise we will use our own judgment. Shipping weight about 23 pounds to the 1,000.

NEW PALMER HYLO No. T-10

BUILT ON AN ENTIRELY NEW PRINCIPLE

A MARVEL IN TENSION SPRING ADJUSTMENT AND
A UNIQUE CONVENIENCE IN A

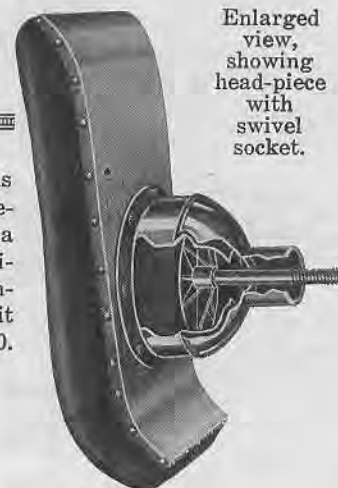
SWIVEL-SOCKET HEAD-PIECE



For Sale
Exclusively
by
The P.S.C.

The head-piece on the Palmer Hylo No. T-10 is mounted on a swivel socket that permits instantaneous setting at any angle, in any direction, with a controlling set-screw that holds it rigid in its position. This swivel socket head-piece completely answers the popular demand; it may be had in a split head-piece if preferred for an extra charge of \$10.00.

By changing the position of the head-piece on swivel socket, this table is especially adapted for New Posture Adjustments.



Enlarged
view,
showing
head-piece
with
swivel
socket.

Combines new features in spring balancing that are superior to all other spring lift tables in the same class. The tension of the spring can be adjusted to weight of patient up to and including 350 pounds. This table is built of non-corrosive metal and its tested strength makes it capable of great and long endurance under ordinary conditions.

There is no better table on the market at the low price quoted for the Palmer Hylo No. T-10. It will outlast many of the more expensive ones by reason of its simplicity of construction and frictionless operative powers.

Being built upon two channel steel bars ($\frac{5}{8}$ " x 2" channel steel), with a gear rack for adjusting the cushions, there can be no question of frame strength sufficient to hold its own with any weight patient.

The spring lift is constructed of four extension springs which govern the full movement of the table, and two compression springs that have a power of 200 lbs. each. The compression springs do not come into play until the table is lowered beyond a 45-degree angle and they may be quickly adjusted to meet extremes in weight of successive patients.

There are no cumbersome thumbscrews to manipulate in shifting cushions, for they hold firmly on the frame in any position desired.

The standard Palmer Hylo No. T-10 is upholstered in very attractive Spanish brown imitation leather. If required, upholstering may be had in any color to suit taste of customer. All cushions are comfortably padded with curled hair and will hold up in the hardest kind of service.

The lower cushion has a dimension of 18 x 22 inches and may be tilted at any angle.

The head-piece measures 12 x 20 inches. It is set upon a swivel socket joint and may be tilted at any angle desired. Unless specifically ordered a solid head-piece will be furnished, although a split head-piece may be had with this table at an extra cost of \$10.00.

The abdominal support cushion is 10 x 14 inches and can be quickly adjusted on the gear rack for any tension desired or locked in any position.

The footboard drops away automatically when table is in a reclining position.

The Palmer Hylo No. T-10 has a standard height of 20 inches above the floor, but it can be furnished on specification at any height varying from 18 to 24 inches.

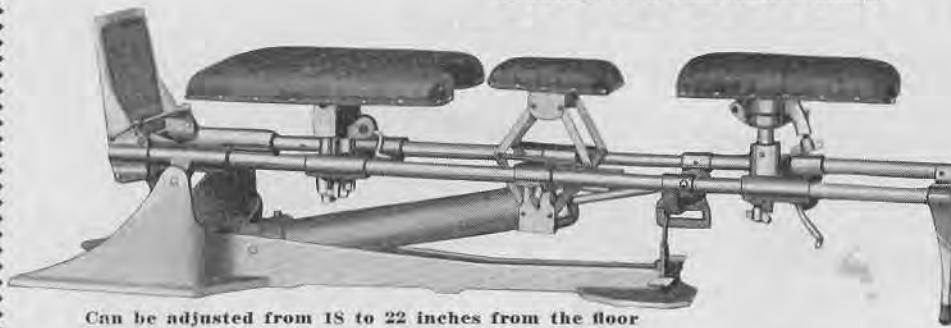
It is constructed of highly nicked steel, aluminum and polished bronze, and, aside from its great usefulness, it constitutes a very attractive table in any Chiropractor's office.

Net weight 160 pounds.

Weight packed for shipment approximately 225 lb.

Prices Quoted on Application.

THE SCHREINER



Can be adjusted from 18 to 22 inches from the floor

SELF-BALANCING
HYLO
TABLE
No. T-623

By changing the position of the head-piece on swivel joint, this table is especially adapted for New Posture Adjustments.

THIS TABLE HAS A RIGID CONSTRUCTION THAT WAS DESIGNED TO LAST A LIFETIME

The abdominal support has a positive movement that cannot "stick." Head-rest cushion is mounted on ball and socket joint and is easily adjusted to any position desired.

This table has a balancing feature that makes friends. The patient on the platform automatically adjusts the spring tension to actual weight up to 350 pounds. This adjustment is so accurate that should the table be accidentally released there is no danger of patient being thrown backward or injured.

The lifting power (see enlarged insert) is supplied by two heavy compression springs contained in a three-inch wrought steel cylinder. All springs undergo a rigid test before leaving the factory. Lift is practically noiseless.

Table is metal throughout. The base of cast iron is nicely enameled in battleship gray. All other parts nicked on a copper flashing, giving a permanent finish. All parts estimated 200 per cent overstrength.

The lock is positive, cannot slip until released by foot-pedal.

Upholstering is guaranteed to be curled hair covered with best grade of moleskin. Color, either blue or brown. Net weight, 280 pounds. Shipping weight about 350 pounds.

This table may be equipped with solid of split head-piece.

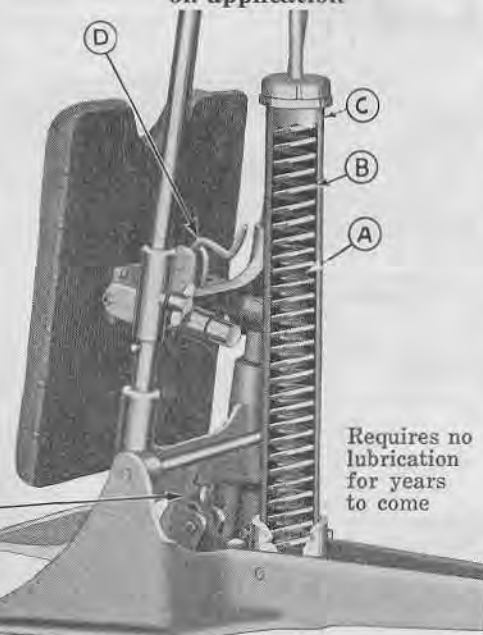
For sale exclusively by The P.S.C.

The Schreiner HYO Table
No. T-623

Price and Terms will be quoted on application

- A—Inside coil spring which does not go into action until table is tipped about 45 degrees. This is the compression spring that gives the table a start on releasing foot lever.
- B—Heavy oil-tempered coil spring which automatically takes up the weight adjustment. Practically unbreakable and will function even if broken. (Note that coil springs A and B are coiled opposite.)
- C—Housing cylinder of wrought steel. The springs and cylinder constitute the entire lifting device.
- D—Crank to tilt lower cushion to any angle required.
- E—Automatic weight adjustment that is perfect in its action.
- F—Footboard can be thrown out of reach of patient's feet.

The Schreiner is the only automatic self-balancing table sold by The Palmer School of Chiropractic.

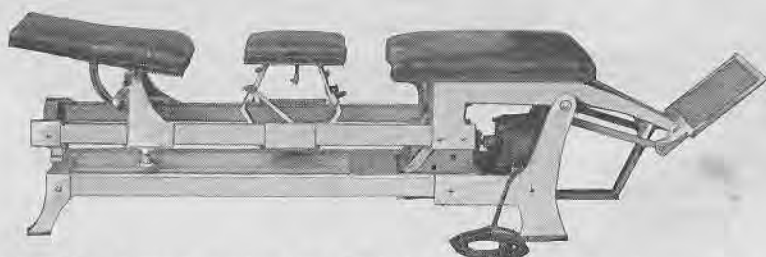


Requires no lubrication for years to come

Pat'd August, 1921

THE PALMER-EVINS AUTOMATIC HYLO ADJUSTING TABLE

AN ALL-METAL NON-CORROSIVE PERFECTION



This table is made entirely of white metal and aluminum alloy, which has more strength than common iron castings. Its general finish is nickel plate on highly polished aluminum.

HANDSOMELY UPHOLSTERED IN MULESKIN

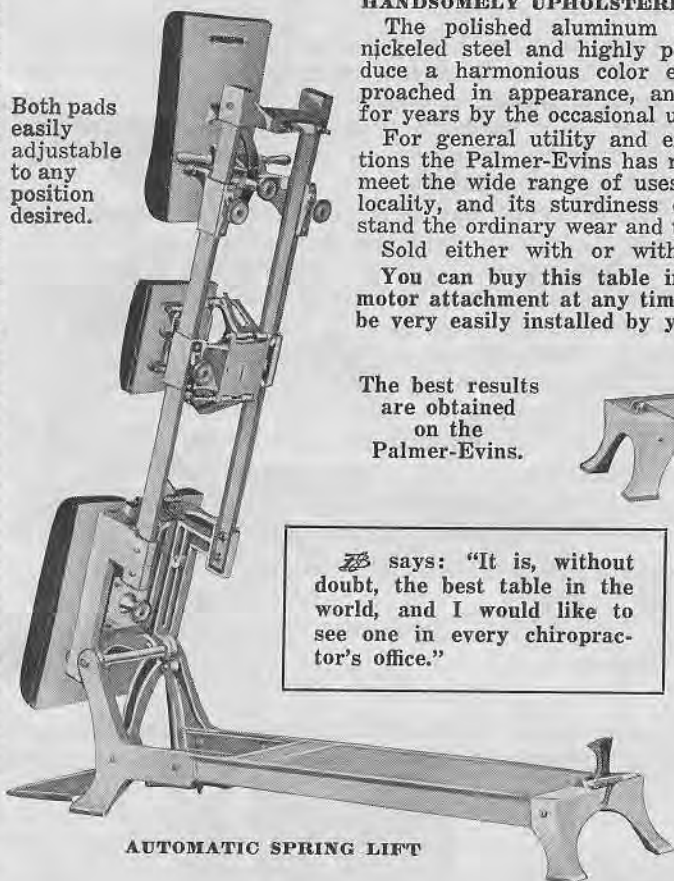
The polished aluminum alloy, together with the nickeled steel and highly polished bronze parts, produce a harmonious color effect that cannot be approached in appearance, and may be kept like new for years by the occasional use of a little metal polish.

For general utility and endurance under all conditions the Palmer-Evins has no equal. It is designed to meet the wide range of uses of a chiropractor in any locality, and its sturdiness of construction will withstand the ordinary wear and tear required in a practice.

Sold either with or without motor attachment.

You can buy this table in a Spring Lift and add motor attachment at any time in the future. This may be very easily installed by your local electrician.

Both pads easily adjustable to any position desired.



AUTOMATIC SPRING LIFT

The best results are obtained on the Palmer-Evins.

Dr. B. says: "It is, without doubt, the best table in the world, and I would like to see one in every chiropractor's office."

An important feature with this table is that you can buy a Spring Lift and have power unit installed at any time later.

CATALOG NUMBERS

No. T-621—Palmer-Evins Automatic Spring Lift Table.

No. T-622—Palmer-Evins Automatic Motor Lift Table.

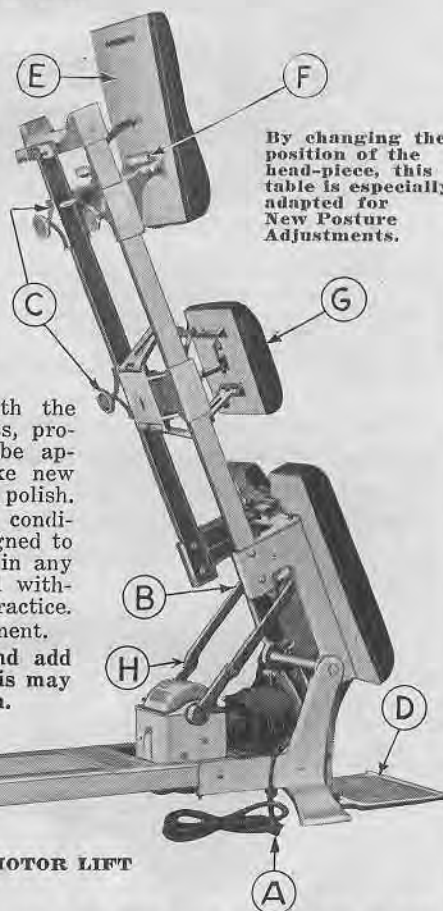
No. T-624—Motor Unit (only).

Shipping Weight:

With Motor Lift, about 320 lb.

With Spring Lift, about 225 lb.

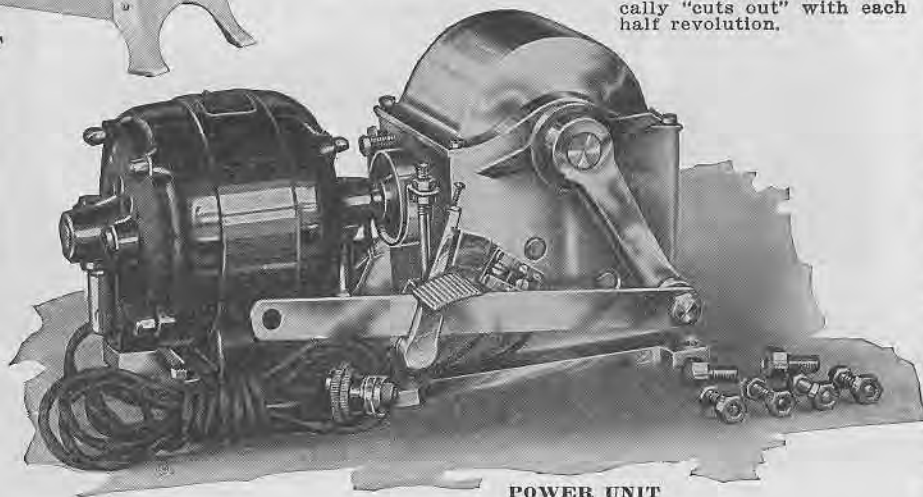
Prices will be quoted on application



By changing the position of the head-piece, this table is especially adapted for New Posture Adjustments.

AUTOMATIC MOTOR LIFT

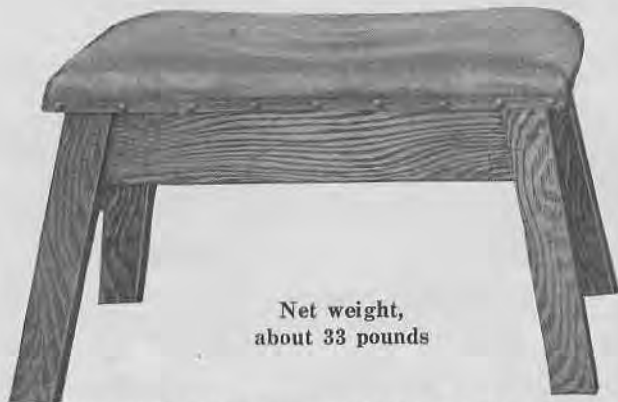
- A—Common electric plug that can be attached to any house light circuit.
- B—Arms may be released and table used as spring lift in three minutes.
- C—Positive screw locks working against bronze dogs.
- D—Foot-board drops away in horizontal position.
- E—Upholstered on highly polished metal plates.
- F—Handles for patient.
- G—Abdominal support may be placed at any distance from rear cushion. Locks either rigid or down, out of the way.
- H—One-half revolution of driving arms carefully lowers table to horizontal position; the other half revolution restores table to upright position. The use of reversing mechanism is not required in its operations. The motor automatically "cuts out" with each half revolution.



POWER UNIT

THE PALMER CLINIC ADJUSTING BENCHES

No. T-671



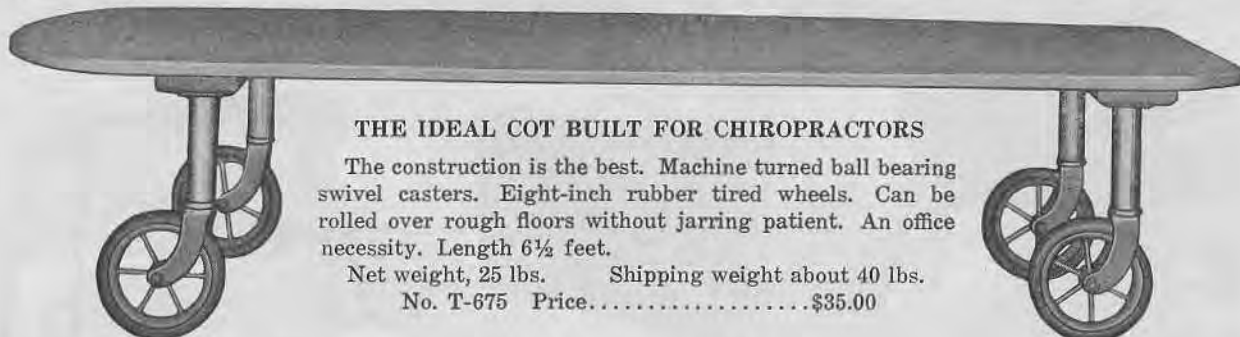
Net weight,
about 33 pounds



Shipping weight,
about 56 pounds

The adjusting benches are substantial in design and construction, finished with the legs and side pieces in oak and finely upholstered with the best quality of leatherette. For

an office table with a price easily within the reach of all, The Palmer Clinic Adjusting Benches have no peer. No. T-671 Price, per pair.....\$25.00



THE IDEAL COT BUILT FOR CHIROPRACTORS

The construction is the best. Machine turned ball bearing swivel casters. Eight-inch rubber tired wheels. Can be rolled over rough floors without jarring patient. An office necessity. Length 6½ feet.

Net weight, 25 lbs. Shipping weight about 40 lbs.

No. T-675 Price.....\$35.00



PLAIN

No. T-635, Price \$4.00 Each

REGULATION PALPATION STOOLS OF SOLID OAK

Shipping weight about 20 lbs. each

Height about 16 inches

Sturdy construction, natural stained oak finish, special built with reinforced bracing. Will withstand rough usage without serious damage. Made especially for Chiropractic practitioners.



UPHOLSTERED

All prices on this page are F.O.B. Davenport, Iowa, U.S.A. No. T-632, Price \$5.00 Each

THE WATTS SUITCASE TABLE

The Modern Steel Leg Suitcase Table

This table is built of five-ply birch, upholstered with curled hair and covered with an excellent grade of imitation leather.

The legs are of tubular steel and held firmly in position by steel braces. The braces are constructed so that all that is necessary is to push them into position. They will hold until the hinged joint is released, when you close the table.

All metal parts nickered and polished. The Watts is an excellent piece of workmanship and a most satisfactory suitcase table.

Net weight approximately 12 lbs.

Shipping weight, approximately 15 lbs.



No. T-634
(Two-piece), Price.....\$20.00

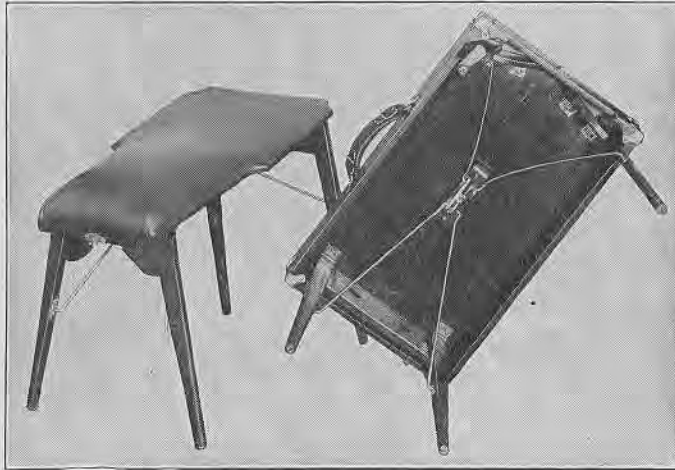
No. T-636
Waterproof Cover (extra)... 2.00

No. T-637
(Three-piece), Price 25.00



This illustration shows ease and sturdiness of hinged joint brace on legs.

THE PALMER "NEVER TILT" SUITCASE TABLE



The wide spread of the legs of this table is its special feature. Leg spread is a guarantee against tipping.

Box and frame made from 3-ply veneer stock, legs of solid oak.

Braces are cold rolled steel and fasten with a dependable lock. All metal parts finely nicked.

Front cushion is heavily padded with curled hair, making it very comfortable. Upholstered in either black or brown imitation leather.

Net weight approximately 14 lbs.

Shipping weight approximately 18 lbs.

No. T-631, Price\$18.50

No. T-640, Slip Cover (extra) .. 2.00

THE PALMER "SET RITE" SUITCASE TABLE



This two-piece suitcase adjusting table is of excellent design and mechanically correct. It is equipped with oak legs, and has all the metal parts nickel plated. The padding on the front table is especially heavy and it is upholstered in either black or brown leatherette. For convenience in setting up, this table is of great advantage.

Net weight 13½ lbs.

Shipping weight about 16 lbs.

No. T-641, Price\$18.50

No. T-642, Waterproof Cover (extra) . 2.00

THE PALMER "PERFECTION" SUITCASE TABLE

The Perfection Suitcase Table fills the demand for a high-class, good, strong two-piece table which combines the more essential features of the office table—an abdominal support and a nasal slit—with portability.

It is possible to adjust your very heavyweight patients on this table, for it is unusually solid and will not tilt easily. The legs have a very good spread, and have special hinge braces. The nasal slit allows the patient to rest comfortably; the abdominal support also insures more comfort and makes the adjustment easier. Strong bracing in the legs and rigid strength are important features.

The table is upholstered in fine wearing imitation leather and can be furnished in the following shades: Black, gray, blue, maroon, brown and green; also can be had in imitation baby alligator. Both parts are well padded.

Net weight, about 17 lbs. Shipping weight, about 22 lbs.



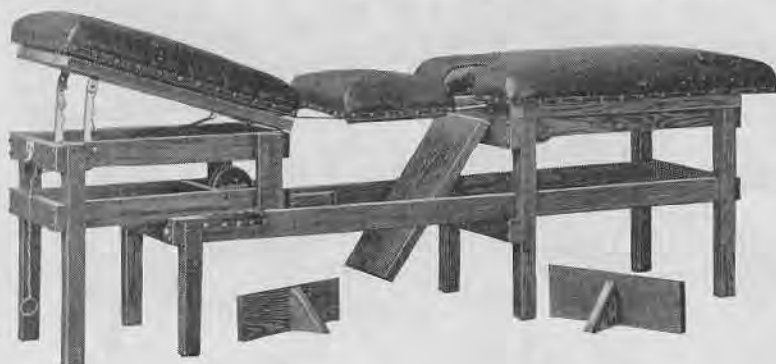
Solid Cast Aluminum Legs, Highly Polished; also can be had with Wooden Legs in Oak

- No. T-625, Aluminum Leg Perfection Table.....\$25.00
- No. T-647, Aluminum Leg Perfection Table, with Nasal Slit..... 27.00
- No. T-626, Aluminum Leg Perfection Table, with Abdominal Support 28.50
- No. T-627, Aluminum Leg Perfection Table, with Nasal Slit and Abdominal Support.. 30.50
- No. T-628, Solid Oak Leg Perfection Table..... 21.00
- No. T-648, Solid Oak Leg Perfection Table, with Nasal Slit..... 23.00
- No. T-629, Solid Oak Leg Perfection Table, with Abdominal Support 24.00
- No. T-630, Solid Oak Leg Perfection Table, with Nasal Slit and Abdominal Support.. 26.00

All prices on this page are F.O.B. Davenport, Iowa, U.S.A.

THE PALMER "SET RITE" STATIONARY OFFICE TABLE

A GOOD TABLE AT A REASONABLE PRICE



This table is designed for office use. It embodies all features necessary in office practice.

Table is adjustable as to length as well as to angle of either pad. The front end may be raised to the desired angle.

A comfortable abdominal support which can easily be made rigid is another feature of this table, making it possible to use it for a table and rest cot, if desired.

Tables built of oak throughout, upholstering the best.

Size of Back Cushion, 17 x 26 inches
Shipping weight, about 120 lbs.
No. T-633, Price \$35.00

THE "PALMER SPECIAL" STATIONARY OFFICE TABLE

A very good model in a medium-priced table. Takes the place of a rest cot. Used for individual rooms. Built for service, quality and comfort.

Size of back cushion, 17 x 26 inches. Also cut out for pubic arch. Head piece adjusted to length by turning crank at head of table. Easy to operate (note illustration). Head cushion adjusted three different heights. Coil springs adjusted for abdominal support. Abdominal support can be made solid. Adjusted for coccygeal work. When giving an adjustment bracket can be pushed out of the way.

Cushions upholstered in black or brown imitation leather, padded with curled hair. Made of best grade kiln dried fir lumber and finished in golden oak.

This table is especially adaptable to the New Posture Adjustment.



Shipping weight, about 130 lbs.
No. T-643, Price, complete, \$45.00

THE PALMER IMPROVED "E-Z REST" STATIONARY OFFICE TABLE

Beautiful in Design and Workmanship—Fully Guaranteed for One Year



Shipping weight, about 120 lbs.
No. T-644, Price \$50.00

Very good abdominal support. Can be locked securely when used as rest cot.

By giving thumb screw one turn cushions can be released to slide back and forth. Cushions can be tilted to any angle (or coccygeal) by simply stepping on pedals, on either side of table. Back cushion cut out for pubic arch.

Size of cushions: Back cushion, 17 x 26 inches; front cushion, 11 x 15 x 23 inches; abdominal cushion, 13 x 11 x 9½ inches.

Legs can be cut off to any desired height.

All outstanding parts nicely nicked.

Upholstered in either black, brown or blue, imitation Spanish leather. Padded with curled hair.

This table has the easiest and simplest adjusting features of any stationary office table on the market.

Also, this table is especially adaptable to the New Posture Adjustment.

All prices on this page are F.O.B. Davenport, Iowa, U.S.A.

EFFECTIVE ADVERTISING IN POPULAR FEATURES

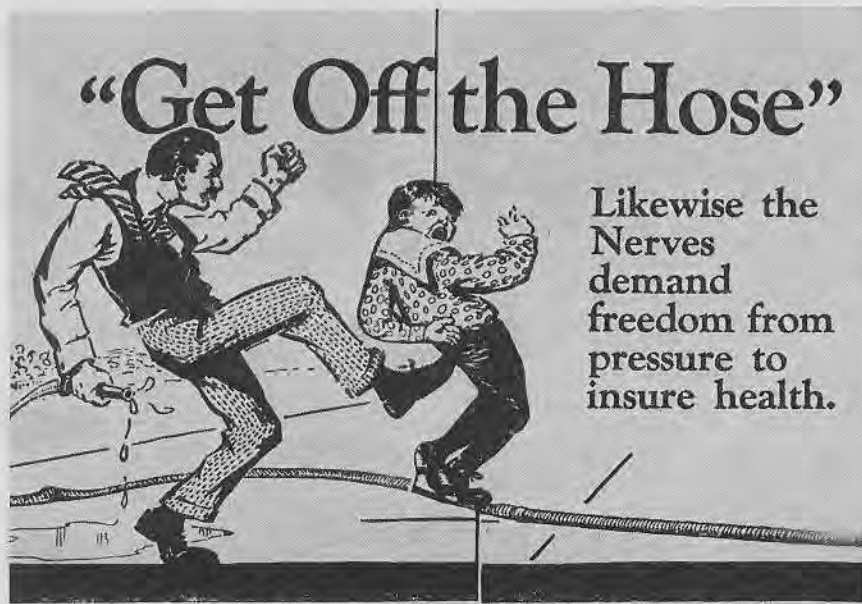
THE SCHOOLBOY
Keep Smiling Card Cutouts
No. C-379

A card cutout about 3 x 4 inches, showing typical barefoot schoolboy holding Keep Smiling sign. Printed in purple ink on white cardboard. On the back is printed a brief explanation of subluxation with illustration, and space is reserved for chiropractor's card. Just the RIGHT kind of advertising for school children to carry into homes. It should have wide circulation among your local school children.

Prices, including the printing of your three-line Business Card on back:

100	250	500	1000	2000	3000	5000
\$2.50	\$3.75	\$5.00	\$7.50	\$12.00	\$16.50	\$25.00

Postage paid in the U. S. A.



Likewise the
Nerves
demand
freedom from
pressure to
insure health.

FOLDING CARD

No. C-436

Die-cut cards, printed both sides on brown cover paper. Has strong advertising appeal. When closed it reads "Get Off the Hose"; when open, "Get Off the Nerve." Length closed, 4 1/2 inches; open 7 inches.

PRICES

100	250	500	1000
\$2.00	\$3.00	\$4.50	\$7.50

These prices include your three-line Business Card.

Postage paid in the U. S. A.

No. C-436

A Powerful Disseminator for
the Propagation of Truth in
the Interests of Progressive
Chiropractic Practitioners.



THE P.S.C. PRINTERY "The Prettiest Printing
Plant in America"

ALL PRINTERY PRODUCTS

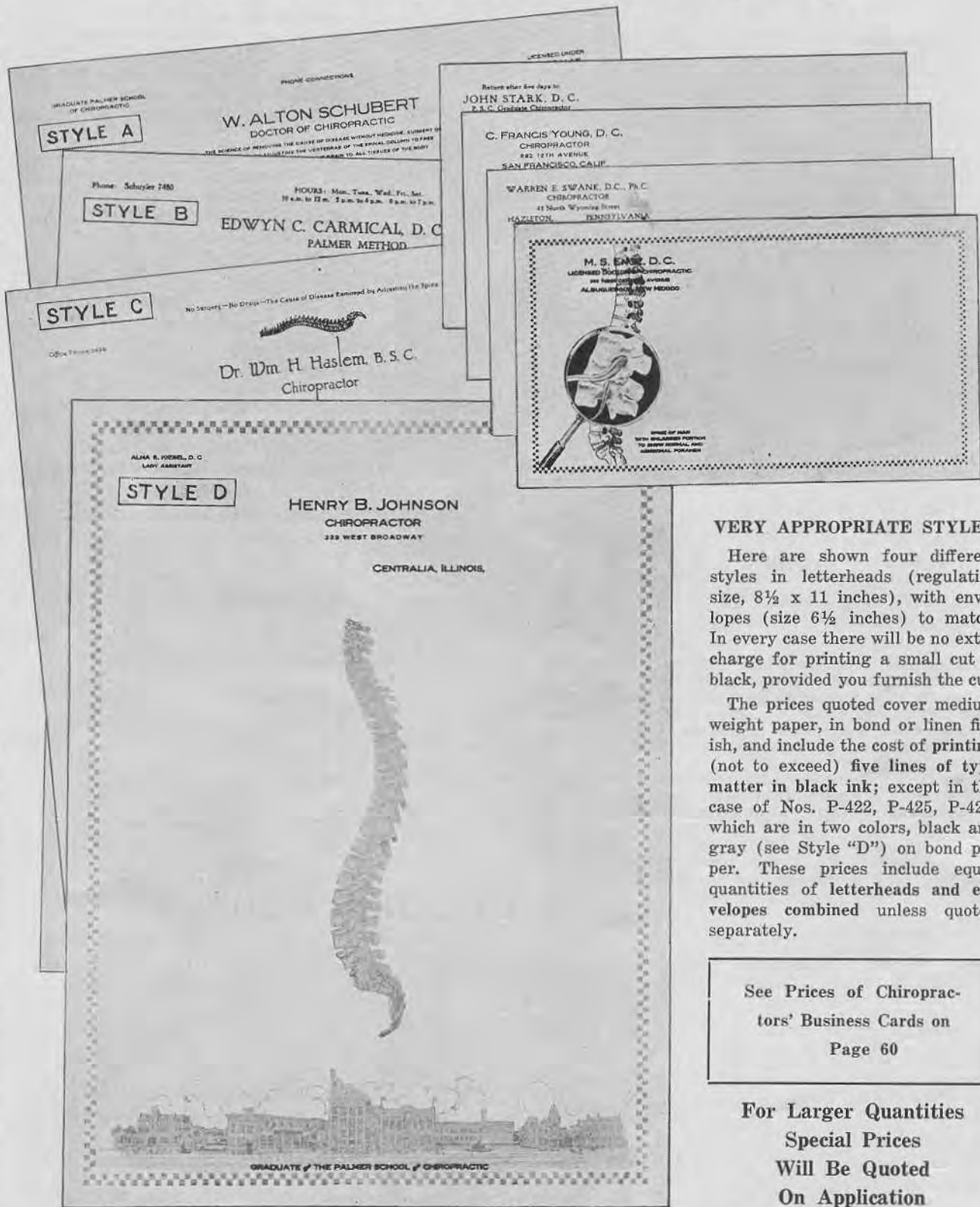
shown in this catalog are the result of very careful planning and the work is executed by the most modern machinery and automatic mechanical devices that can be had. We have machinery that was built to order for our specific use, and we give our standard printing presses such long endurance tests that they are pointed to with pride by their manufacturers.

We keep a score of hand-picked typographers, pressmen, etc., constantly employed and a staff of artists, advertising and layout men busily engaged to feed the mammoth jaws of this herculean monster which eats up paper by the carload.

We have reason to be proud of our capacity print shop, and the new innovations and installations, each time with more productive qualities, will without doubt necessitate devoting the entire floor space of a large and modern building all to itself.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U. S. A.

CHIROPRACTORS' PRINTED STATIONERY



VERY APPROPRIATE STYLES

Here are shown four different styles in letterheads (regulation size, 8½ x 11 inches), with envelopes (size 6½ inches) to match. In every case there will be no extra charge for printing a small cut in black, provided you furnish the cut.

The prices quoted cover medium weight paper, in bond or linen finish, and include the cost of printing (not to exceed) five lines of type matter in black ink; except in the case of Nos. P-422, P-425, P-426, which are in two colors, black and gray (see Style "D") on bond paper. These prices include equal quantities of letterheads and envelopes combined unless quoted separately.

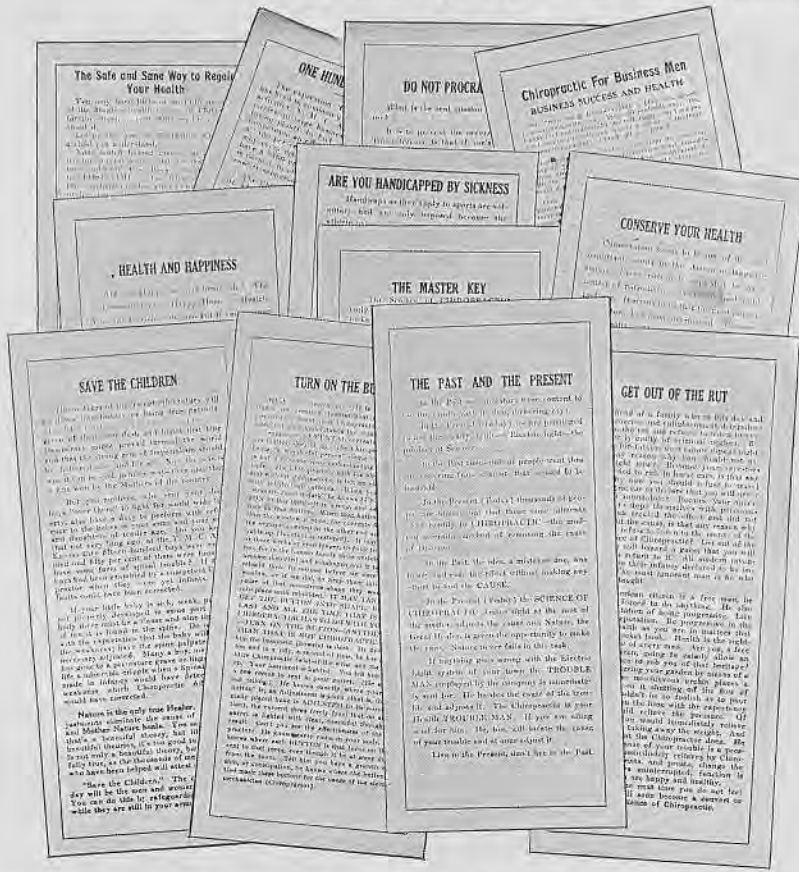
See Prices of Chiropractors' Business Cards on Page 60

For Larger Quantities
Special Prices
Will Be Quoted
On Application

No. P-421—Letterheads and Envelopes Printed Black ink only	250 of each	500 of each	1000 of each
No. P-422—Letterheads and Envelopes, Style "D" (Two colors, black and gray)	\$3.50	\$6.00	\$10.00
	5.00	8.00	15.00
QUOTED SEPARATELY			
No. P-423—Printed Letterheads without Envelopes (Black ink only)	250	500	1000
No. P-424—Printed Envelopes without Letterheads (Black ink only)	\$2.00	\$3.50	\$ 6.00
No. P-425—Printed Letterheads without Envelopes, Style "D" (Two colors, black & gray ink) ..	2.00	3.00	5.00
No. P-426—Printed Envelopes without Letterheads, to match Style "D" (Two colors, black and gray ink)	3.00	4.50	7.00

Prices on this page include postage in the U. S. A.

EDUCATIONAL MAILING CARDS



Arguments that ask and answer common, natural questions about Chiropractic; playing hard up to the human side of the reader by holding to HIM and HIS HEALTH as subject matter.

There is no better way to be convincing.

Printed on medium weight, light manila cardboard. Size 4 x 9, convenient for hand distribution or mailing. Reverse side is blank and can be used for chiropractor's business or corner card (without extra charge).

- N-251 One Hundred Per Cent
- N-252 The Master Key
- N-253 Are You Handicapped?
- N-254 Save the Children
- N-255 Get Out of the Rut
- N-256 Do Not Procrastinate
- N-257 Health and Happiness
- N-258 Turn On the Button
- N-259 The Past and the Present
- N-260 Conserve Your Health
- N-261 Business Success
- N-262 Safe and Sane Way to Health
- N-263 Make Good or Make Room
- N-264 The School of Experience
- N-265 Chiropractic for the Middle Aged
- N-266 The Fruit Tree and the Human Body
- N-267 Employers of Labor and Chiropractic
- N-268 A Fighting Chance
- N-269 The Survival of the Fittest
- N-270 Not How Little for How Much—
But How Much for How Little
- N-271 Youth and Health
- N-272 Chiropractic for the Working Man
- N-273 Culpable Negligence
- N-274 What Do You Know About Chiropractic?

This is a series of short talks printed on one side of cardboard, and can be addressed the same as any post-card to your prospective patients, or handed to your patients for Chiropractic, and as a set they answer many questions which naturally enter the minds of those who are interested in Chiropractic.

These cards may be ordered in assortment lots in whatever proportion you choose.

Your three-line business card, or return card, printed on one side.

In ordering a general assortment, specify No. NX-250.

(These prices apply on assortment lots of not less than 25 of each number)

Quantity—	500	1000	3000	5000
Price—	\$4.35	\$7.50	\$20.50	\$31.00

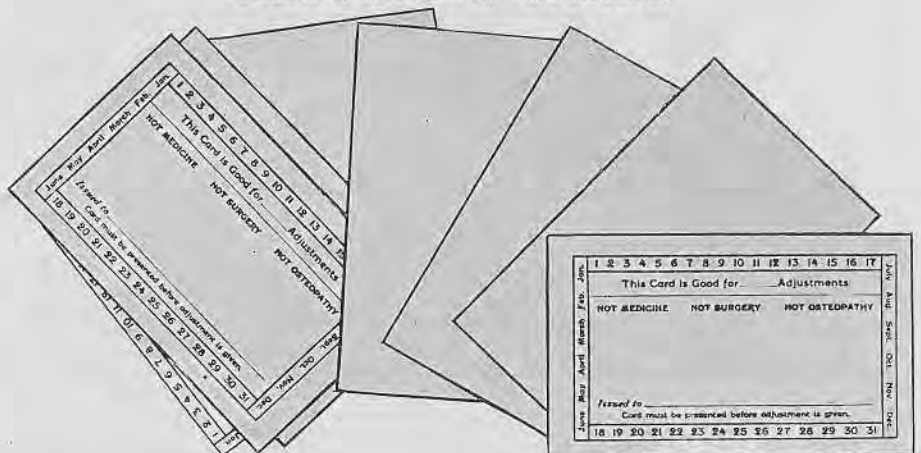
Postage paid in the U. S. A.

The adjusting cards are printed on stiff, white bristol board with the surface divided into a series of dates to be punched when the patient takes his adjustment. His name is written on the card in ink and it is a convenient way for both the chiropractor and the patient to keep track of their accounts. Regular business card size.

If wanted printed one side only, specify No. C-414.

If wanted printed on both sides, specify No. C-415.

If wanted with round corners, add 25 percent to the prices quoted.



Number of Cards	50	100	250	500	1000
Printed one side	\$1.70	\$2.10	\$2.85	\$3.75	\$5.65
Printed both sides	2.70	3.10	3.85	4.75	6.65

Postage paid in the U. S. A.

Do you use the Chiropractic Educator to boost your business? See Page 45.

FEATURE FOLDER

No. C-378

PRICE

with your business card
printed on back

250	500	1000	2000
\$4.00	\$5.50	\$8.00	\$15.00

Postage Paid in the U.S.A.

CHIROPRACTIC is a scientific method of adjusting the cause of disease without drugs or instruments, based on a correct knowledge of anatomy, and especially the nervous system. The Chiropactic idea is that the cause of disease is in the person afflicted, and the adjustment in correcting the wrong that is producing it. The function of every organ in the body is controlled by mental impulses from the brain, which it transmits through the nerves. Any impingement of these nerves interfering with the transmission of mental impulses results in an abnormal function called disease.



Our Only Tools

NATURE is the Chiropactor's only aid—adjustments remove the pinch on the nerves and enable Nature to do her part in making and keeping the body well. Ninety-five per cent of diseases are due to pressure upon nerves along the sides of the vertebral column. This pressure interferes with their functions; hence inflammation, manifested where these nerves are unnatural action, pain and distress. All diseases are prolonged until this pressure upon these nerves leading to the affected parts is adjusted. It is the business of the Chiropactor to release this pressure with the hands.

A 4-Page Folder

Printed in Two Colors

(Actual size, open, 3x10 inches.)

The folding is so designed as to attract attention either when open or closed. The fingers of the hand collapse into a triangular fold when closed; they are automatically extended in opening the folder.

Front cover has handsome title and design, and back cover has space reserved for chiropactor's three-line business card.

In ordering be sure to write your copy for business card carefully to avoid mistakes in spelling and address.

In ordering, specify Folder No. C-378.

I AM A P.S.C. GRADUATE CHIROPRACTOR (How My Creed Affects You)

A Six-Page Folder

Here is a subject that has been worked up in a strong, personal appeal. It consists of a six-page folder, size (open) 10½" x 5½". Space is provided on front page for chiropractor's picture and business card. This folder is illustrated and any P.S.C. graduate chiropractor will be proud of its language, subject and strong, potent appeal.

Chiropractors who have had the benefit of P.S.C. training should use it to advantage in advertising, for it enables them to take advantage of all national advertising published at the expense of The Palmer School.

A reproduction of your photograph can be furnished for an extra charge of \$3.00. Regular prices include business card imprint. Be sure to inclose your photo with order.

(A change in the wording and display can be made on the front page without additional cost.)

P.S.C. Folder No. C-360

PRICES

500	1000	2000	5000
\$4.75	\$7.25	\$12.00	\$27.50

Postage paid in the U. S. A.

KIMONO CABINET

A Great Office Convenience
for CHIROPRACTORS




Furnished with or without legs. Wooden cabinet, with golden oak finish. Size 21 in. high, 19 in. wide and 13½ in. deep.


- No. H-901—Cabinet complete, with boxes and legs \$25.00
- No. H-902—Cabinet complete, with boxes, without legs 21.50
- No. H-903—Cabinet only, without boxes or legs 14.00
- No. H-904—Extra boxes made of linen-covered chipboard. Price per dozen.... 8.00

Prices will be quoted on other designs or finishes upon request.

Weight packed for shipment, about 30 lb. Prices are F.O.B. Davenport, Iowa.




I am a



Palmer School Graduate Chiropractor

I. B. ADJUSTER, D. C.
WELLVILLE
TEXAS



CHIROPRACTORS' MONOGRAM STATIONERY

Printed in Two Colors
Size of Sheets (Social Fold)
5½" x 6½"
Size of Envelopes
3¾" x 5¾"

Made of Linen Finish Bond Paper

For chiropractors who are anxious to cultivate patronage among people of wealth, prominence and high social standing.



You can have any two or three initial combination in design as illustrated. (It is customary to use largest initial in the center to represent your surname. John J. Smith would have J. S. J.) We will use colors in printing to harmonize with any of the following colors of paper which you may select.

		SHEETS AND ENVELOPES				
Number	Color	100 of each	250 of each	500 of each	750 of each	1000 of each
P-S51	White	\$4.75	\$7.00	\$10.50	\$13.50	\$16.00
P-S52	Blue	5.00	7.25	10.75	13.75	16.50
P-S53	Gray	5.00	7.25	10.75	13.75	16.50
P-S54	Buff	5.00	7.25	10.75	13.75	16.50

(Postage Paid in the U. S. A.)

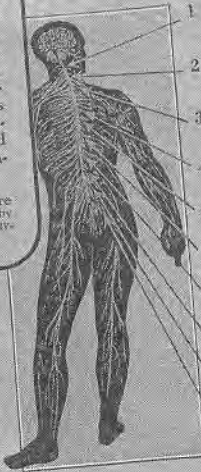
Chiropractic and Its Scope

GOING directly to the cause of the majority of so-called diseases is the reason of Chiropractic efficiency as a drugless health agent; that is why adjustments benefit you when all "treatment methods" have failed. Disease is a medical term. It is a misnomer and all so-called "disease" is but bodily in-coordination.

The "diseases" here named are called such to educate the reader by contrast to the proper terminology.

HISTORICAL

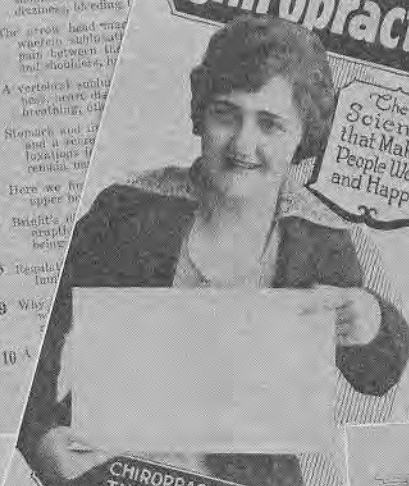
In 1813 D. D. Palmer discovered the basic principle of Chiropractic. The crude practice followed in 1822, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.



- 1 Slight subluxation at the eye induces paralysis, locomotion, etc.
- 2 A slight relaxation of the cause of disease, shoulders and neck, dizziness, bleeding, etc.
- 3 The nerve head, mar- warts, subluxa- tion between the vertebrae, etc.
- 4 A vertebral subluxa- tion causes dis- breathing, etc.
- 5 Stomach and in- and a verte- bration in- renal ma-
- 6 Here we see the upper part of the spine.
- 7 Bright's dis- ease, etc.
- 8 Dental in- fect.
- 9 Why?
- 10 A

Chiropractic

The Science that Makes People Well and Happy



CHIROPRACTIC ADJUSTS THE CAUSE OF DISEASE

Chiropractic Adjustments

A Natural Method for Natural People

FLAT CIRCULAR FOLDERS

Six Page

With space allowed for chiropractor's business card, which will be imprinted without additional charge.

The strong human appeal of the language in these folders make them excellent advertising mediums either by mail or hand distributed.

ORDER BY NUMBER

No. C-371 **Chiropractic and Its Scope.** (The Science that makes People Well and Happy.)

No. C-373 **You Can Enjoy Health.**

No. C-374 **Chiropractic for the Baby.**

No. C-376 **A Natural Method for Natural People.** (Chiropractic Adjustments)

No. C-377 **The Human Machine.**

The following prices apply to any of the titles on this page:

- 500 for \$ 4.75
- 1,000 for . . 7.25
- 2,000 for 12.00
- 5,000 for 27.50

Postage Paid in the U.S.A.

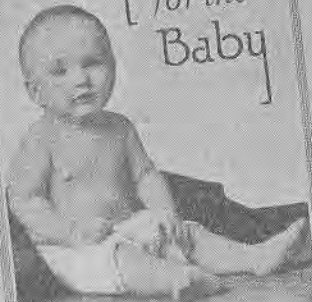
Sample furnished on request.

You Can Enjoy Health



The Chiropractic Way

Chiropractic for the Baby

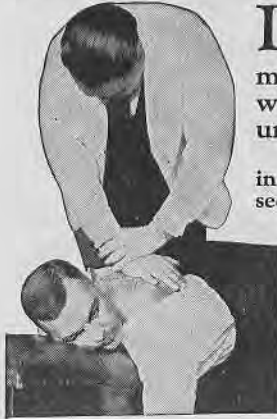


The Human Machine



CHIROPRACTOR'S ADVERTISING BLOTTER

CHIROPRACTIC FOR BUSINESS MEN



DO YOU handle your body as carefully as you would a business proposition; i. e., in a common sense way? You must be healthy, for in this turmoil of the modern business world you must suffer, you must endure, you must stand up under stress and hardship and disappointment.

You may be passably healthy, but you know you are not a 100% man in regard to health. You get tired easier than you did ten years ago and you seem to have lost your "pep" entirely. These things tend to lower your business efficiency, and you know it, although you have heretofore done nothing in the way of prevention.

Now for once use a little common sense, throw all prejudice to the winds and at the first opportunity call on your Chiropractor, get him to palpate your spine and find out just where you stand.



THIS SPACE FOR
CHIROPRACTOR'S THREE LINE
BUSINESS CARD



No. P-435

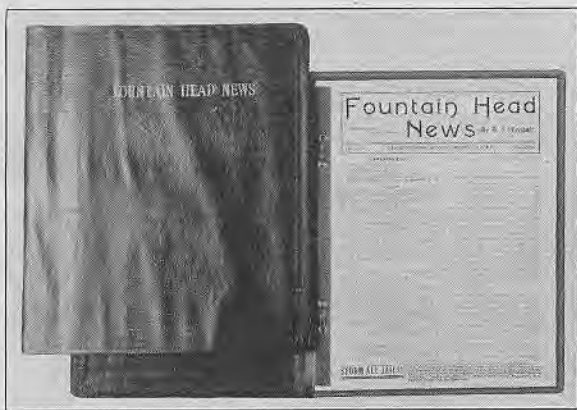
This is a handsome enamel blotter printed in two colors (orange and black) with space at bottom reserved for chiropractor's 3-line business card. Size of blotter, 6 x 3 1/4 inches. Price includes printing of 3-line business card in space provided.

It will pay you to order this blotter in liberal quantities—enough for two generous circulations.

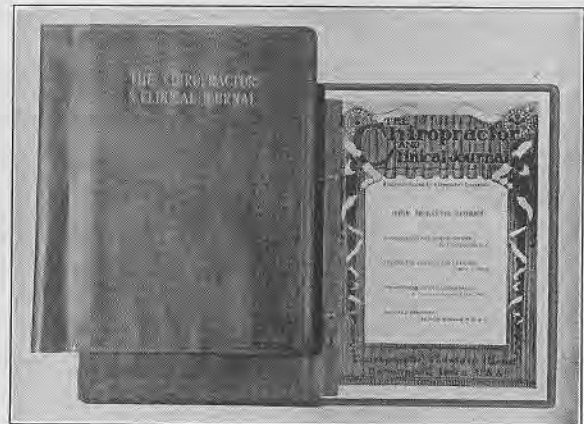
For 500.....\$6.00 For 750....\$7.75 Per 1000....\$9.25

These prices include the postage in the U. S. A.

THE GEM MAGAZINE BINDERS



No. W-417—For Fountain Head News
Price \$2.50 each



No. W-418—For Chiropractor and Clinical Journal
Price \$2.50 each

The ideal binder for your Fountain Head News or The Chiropractor and Clinical Journal. Full fabrikoid (an excellent substitute for leather). Attractive in appearance, flexible, making it pleasant to handle, just as durable as regular leather. Can be cleaned with soap and water.

This binder can be used for a single copy for your library table; or additional copies up to a year's supply of The Chiropractor and Clinical Journal, or a corresponding quantity of the Fountain Head News, can be filed in the binder.

Title of publication printed on front cover with genuine 14-carat goldleaf. So easy to use that a child can operate it. Simply perforate the magazines with a punch or an awl and insert them. Malleable brass prongs or staples fasten them securely. Price \$2.50 each, postage paid in the U.S.A.

POCKET LOOSE LEAF ANALYSIS BOOKS, BINDERS, INDEXES, SHEETS AND ACCESSORIES



These Pocket Note Books are all handsomely finished, compact and convenient. They are fitted with nickel metal rings which open with slight pressure of spring clips at top and bottom. Very useful in the office or while making calls.

The following quotations include **Pocket Note Books Complete**, with 100 Analysis Sheets, Index and Wishart's Meric System.

Catalog No.	Binding	Open	Size	Rings	Sheets	Capacity	Price
J-586	Imitation Leather	Side	7 x 4 $\frac{3}{4}$	$\frac{1}{2}$ in.	6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	100	\$3.00
J-587	Imitation Leather	Side	7 x 4 $\frac{3}{4}$	1 in.	6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	100	\$3.50
J-588	Flexible Leather	Side	7 x 4 $\frac{3}{4}$	$\frac{1}{2}$ in.	6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	100	\$4.00
J-589	Flexible Leather	Side	7 x 4 $\frac{3}{4}$	1 in.	6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	100	\$4.50

The following quotations include **Vest Pocket Note Books** complete with 50 Analysis Sheets and Index.

Catalog No.	Binding	Open	Size	Rings	Sheets	Capacity	Price
J-591	Imitation Leather	End	5 x 2 $\frac{3}{4}$	$\frac{1}{2}$ in.	4 $\frac{1}{2}$ x 2 $\frac{1}{2}$	50	\$1.50
J-592	Genuine Leather	End	5 x 2 $\frac{3}{4}$	$\frac{1}{2}$ in.	4 $\frac{1}{2}$ x 2 $\frac{1}{2}$	50	\$1.95

PRICES OF EXTRA SHEETS AND INDEXES (All Sheets are Printed and Ruled Both Sides)

No. J-593	General Analysis Sheets (C.P.L. 1), size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Per 100	\$0.50
No. J-594	Detailed Analysis Sheets (C.P.L. 3), size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Per 100	.50
No. J-595	Small Analysis Sheets (C.V.P.A. 4), size 4 $\frac{1}{2}$ x 2 $\frac{1}{2}$	Per 100	.35
No. J-596	Index and Wishart's Meric System, size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Per Set	.50
No. J-597	Vedder's Analysis Guide, size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Each	.75
No. J-598	Gaddis' Standing Position, size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Each	.75
No. J-599	Plain Blank Sheets, size 6 $\frac{3}{4}$ x 3 $\frac{3}{4}$	Per 100	.30
No. J-600	Index for Vest Pocket Note Book	Each	.25

All prices quoted above include postage in the U.S.A.

NO. J-591

LOOSE LEAF OFFICE SUPPLIES

Heavy stiff covers, bound in best grade cross-grain black cowhide over double boards with rounded edges. Fitted with two interscrew non-protruding posts having an expansion capacity of about two inches.



CHIROPRACTOR'S CASH JOURNAL

Sheet Size 8 5/8 x 10 3/4 inches

A complete record for receipts and expenditures, and daily financial statements.

Capacity 100 sheets and monthly leather tab index in twelve sections. Stamped with gilt lettering on front

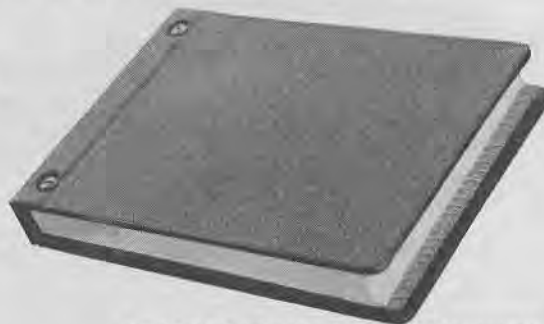
No. J-575 1/2—Binder only. Price \$3.00, postage paid.

No. J-575—Complete with 100 sheets and index. Price \$5.50, postage paid.

We manufacture a complete line of Loose Leaf forms. Binders and Card Systems especially designed for the chiropractor.

Thousands of these systems are in daily use throughout the Chiropractic world.

It is advisable to send sample sheet when ordering.



CHIROPRACTOR'S CASE HISTORY

Sheet Size 8 5/8 x 10 3/4 inches

For an individual history of each case. Capacity 200 sheets and leather tab index (A-Z). Stamped with gilt lettering on front cover.

No. J-576 1/2—Binder only. Price \$3.35, postage paid.

No. J-576—Complete with 200 sheets and index. Price \$7.00, postage paid.

CHIROPRACTOR'S CASE RECORD (Office Ledger)

Sheet Size 7 1/2 x 10 inches

A complete record for charges, credits, analysis and case record. Capacity 200 sheets and leather tab index (A-Z).

No. J-577 1/2—Binder only. Price \$3.25, postage paid.

No. J-577—Complete with 200 sheets and index. Price \$7.00, postage paid.

EXTRA LOOSE LEAF SHEETS

Printed and Ruled Both Sides

"A"—Chiropractor's Cash Journal and Daily Financial Statement.

No. J-578—\$2.00 per 100

"B"—Chiropractor's Case History.

No. J-579—\$1.50 per 100

"C"—Chiropractor's Case Record.

No. J-580—\$1.50 per 100

"D"—Leather Tab Index (A to Z or Monthly).

No. J-581—(A to Z)

\$1.00 per set

No. J-582—(Monthly)

85c per set

No. J-583—Plain Sheets.

Two-column journal, ruled.

Price \$1.00 per 100.

Postage paid in the U.S.A.



BUSINESS CARDS

We print business cards of all kinds and are in a position to supply you with those kinds which have proven most effective through experience. These cards may be printed with The P.S.C. Crest in red in one corner of the card. If you desire, they may be printed with a definition of Chiropractic on the reverse side.

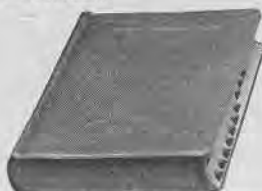
MEDICAL DICTIONARIES



No. S-806—Dorland's Illustrated Medical Dictionary, indexed. Eleventh edition, revised and enlarged. A new and complete dictionary of the terms used in medicine, surgery, dentistry, pharmacy, chemistry, nursing, veterinary science, biology, medical biography, etc., with the pronunciation, derivation and definition. Price \$8.00.

No. S-808—Gould's Pocket Pronouncing Medical Dictionary.

A pocket dictionary giving the pronunciation and definition of the principal words used in medicine and the collateral sciences. Price, \$2.50, post-paid.



No. S-807—Gould's Practitioners' Dictionary, Third edition, revised and enlarged by Scott.

Based on recent medical literature, with many tables. Price, \$4.50.

Prices include postage in the U.S.A.



Description—	50	100	250	500	1000
No. P-431. Printed one side and one color only	\$1.70	\$2.10	\$2.85	\$3.75	\$5.65
No. P-432. Printed one side and P.S.C. Crest in red	2.95	3.60	4.10	5.00	6.90
No. P-433. Printed Red crest on front and Definition of Chiropractic on back	3.25	4.10	5.00	5.65	7.50

Prices include postage in the U.S.A.

SOLID CARD INDEX CABINETS

Prices include postage
in U. S. A.



Made in quartered oak or birch mahogany; all 13 inches drawer space; capacity 2,800 cards.

No. S-1042 — Outside dimensions 13½" wide, 5½" high, 15½" deep.

No. S-1043 — Outside dimensions 15½" wide, 6½" high, 15½" deep.

No.
S-1042. 2 drawers, for 3x5 cards \$7.20
S-1043. 2 drawers, for 4x6 cards 8.40



Made in quartered oak or birch mahogany. All 13 inches drawer space. Capacity 5,600 cards.

No. S-1048 — Outside dimensions 13¾" wide, 9¾" high, 15¼" deep.

No. S-1049 — Outside dimensions 15¾" wide, 9¾" high, 15¼" deep.

No.
S-1048. 4 drawers, for 3x5 cards \$13.
S-1049. 4 drawers, for 4x6 cards 16.



CARD INDEX TRAYS Without Covers

Substantially built with dovetailed corners. Each tray fitted with steel follow block. Made in quartered oak and birch mahogany.

For Cards	Quar. Oak No.	Each	Birch Mahogany No.	Each
3x5	S-1056	\$1.10	S-1058	\$1.25
4x6	S-1057	1.40	S-1059	1.50

Capacity—750. Length—9 inches.

Substantially made, carefully finished. Dovetailed at corners and each tray equipped with felt discs on bottom corners to prevent scratching the desk. Letter size, 11¾ x 9¾ x 2½" inside.

No.	Each
S-1070. Quartered oak	\$1.60
S-1071. Birch Mahogany	1.80

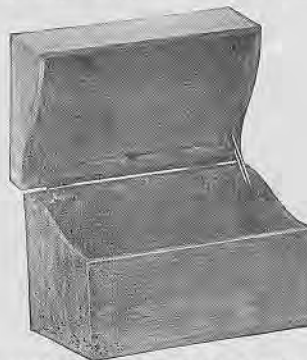
CARD INDEX TRAYS with Hinged Covers



Substantially constructed with dovetailed corners and fitted with a double hinge. Corners are also equipped with stays to prevent cover from falling back when open. Furnished in quartered oak and birch mahogany.

For Cards	Quar. Oak No.	Each	Birch Mahogany No.	Each
3x5	S-1044	\$1.40	S-1046	\$1.60
4x6	S-1045	1.75	S-1047	2.00

Capacity—600. Length—8 inches.

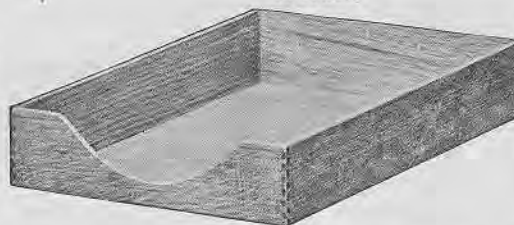


CARD INDEX TICKLERS With Hinged Covers

Substantially constructed with dovetailed corners and fitted with a double hinge. Covers are also equipped with stays to prevent cover from falling back when open. Furnished in quartered oak and birch mahogany.

For Cds. Cap.	Quar. Oak No.	Each	Birch Mahogany No.	Each
3x5 250	S-1062	\$.70	S-1064	\$.80
4x6 300	S-1063	.95	S-1065	1.05

LETTER DESK TRAYS Wooden



Made in quartered oak or birch mahogany; all 13 in. drawer space; capacity 1,400 cards.

No. S-1040 — Outside dimensions 6¾" wide, 4¾" high, 15¼" deep.

No. S-1041 — Outside dimensions 7¾" wide, 5¾" high, 15¼" deep.

S-1040. 1 drawer, for 3x5 cards \$3.60
S-1041. 1 drawer, for 4x6 cards 4.80
S-1039. All steel, 1 drawer, for 4x6 cards 6.75

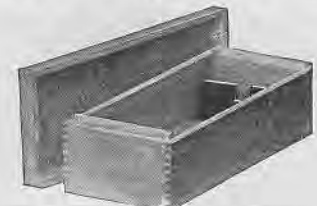


Made in quartered oak or birch mahogany.

No. S-1050 — Outside dimensions 19¾" wide, 9¾" high, 15¼" deep.

No. S-1051 — Outside dimensions 22¾" wide, 11¾" high, 15¼" deep.

S-1050. 6 drawers, for 3x5 c'ds \$19.00
S-1051. 6 drawers, for 4x6 c'ds 23.00



With Removable Covers

Substantially constructed with dovetailed corners and equipped with steel follow block. Covers removable. Made in quartered oak and birch mahogany.

For Cards	Quar. Oak No.	Each	Birch Mahogany No.	Each
3x5	S-1052	\$2.45	S-1054	\$2.60
4x6	S-1053	3.00	S-1055	3.20

Capacity 1,200. Length 13 inches.



FIBRE BOARD CARD INDEX TRAYS

With Covers

Made of heavy fibre board with wood bottom, covered with green marble paper.

No. S-1060 — Outside dimensions 4¼" high, 5¾" wide and 11¼" deep.

No. S-1061 — Outside dimensions 5¼" high, 6¾" wide and 11¼" deep.

No.	Size	No. Cards	Each
No. S-1060	3x5	1200	\$.70
No. S-1061	4x6	1200	.90

DISEASE TRACT CONTAINER



FOR THE CHIROPRACTOR'S OFFICE

Substantially built of light weight birchwood; first-class cabinet workmanship, natural finish. Size 27½" x 21" x 3". Contains 35 pockets (2" x 3½") and two pockets for periodicals. Weight, packed for shipment, about 10 pounds.

No. S-649, Price (container only) \$6.00

(Postage paid in the U. S. A.)



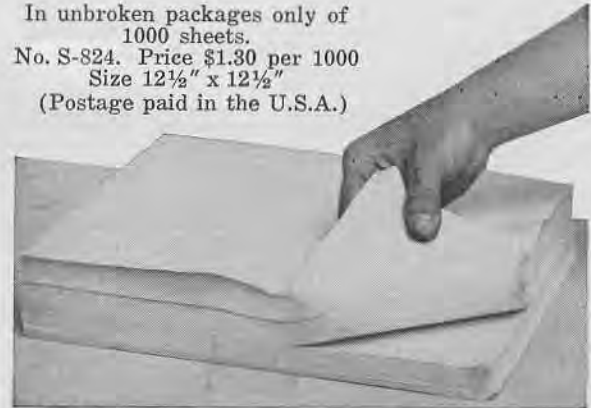
P.S.C. KEYRING CARD PUNCH

For punching adjustment cards.

No. S-810, Price 25c
(Postage paid in the U. S. A.)

CHIROPRACTORS' HEAD-PIECE TISSUE NAPKINS

In unbroken packages only of 1000 sheets.
No. S-824. Price \$1.30 per 1000
Size 12½" x 12½"
(Postage paid in the U.S.A.)



METAL SIGNS FOR CHIROPRACTORS



Size 11½" x 4"
Aluminum
No. S-812, Price \$1.00



Size 11½" x 1½"
Aluminum
No. S-813, Price 85c

All quotations on metal signs include parcel post charges in the U.S.A.



No. S-811, Price \$1.00 each
Etched brass plate, about 2½" x 10", with black letters.

OFFICE, DOOR OR DESK SIGNS

Raised brass letters and borders, with black oxidized background. Average size, 2½ x 10 inches. In ordering, specify No. S-1411.

Price of any of the following, \$1.25 each.

Attendant	Gentlemen's Toilet	Library	Rest Room
Back Soon	Gents	Manager	Secretary
Closet	Gent's Toilet	Men	Smoking Room
Coat Room	Information	Men's Room	Store Room
Consultation	Ladies' Toilet	Men's Toilet	Supplies
Danger	Ladies	Notary Public	Stenographer
Display Room	Ladies Coat Room	No Admittance	Telephone
Elevator	Ladies' Entrance	No Smoking	Toilet
Entrance	Ladies' Writing Room	Office	Upstairs
Exit	Room	Please Do Not	Wash Room
Fire Escape	Ladies' Room	Smoke	Walk In
Furnished Rooms	Ladies' Parlor	Private	Waiting Room
For Guests Only	Laboratory	Private Office	Writing Room
For Rent	Lavatory	Private Grounds	

MINIATURE SPINE SECTIONS

ILLUSTRATIONS SHOW ACTUAL SIZE

Made of cast aluminum, with rubber tubing for spinal cord and branches.

Just the right kind of a model to show your patients or prospects.

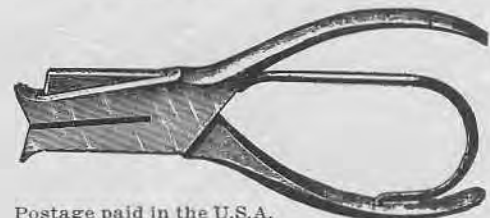
No. S-803, having three segments, price 75 cents each.

No. S-805, having five segments, price \$1.25 each.



CARD PUNCH

No. S-1010. For punching adjustment cards. Full nickel plated. Each \$1.65.



Postage paid in the U.S.A.

INDEX

A	Page	Page	L	Page	Page		
"Abnormalities"	5	Clinical Adjusting Benches	49	"Laboratorial Findings and Inductions vs. Clinical Findings and Deductions"	5		
"Acquittal, The"	12	"Clinical Experience with Vertebral Adjustments"	9	Lantern Slides	38 to 42		
"Adenoids"	11	"Colds"	11	"Law of the Ideal and Six Other Essays"	9		
Adjusting Benches	49	"Common Sense"	9	Lectures by B.J.	5		
Adjusting Cards	54	"Constipation"	11	"Legislation Pro and Con"	5		
Adjusting Tables	46 to 51	"Container, Disease Tract"	63	"Lengthened Shadow, The"	8		
Adjusting Card Punch	63	Cot, Rest	49	Letterheads	53		
Advertising Blotter	58	Crystoglass Sign	18	Letter Service	4		
Advertising, Direct Mail	45-52-54-55-56-57	Cut-Outs, Keep Smiling	52	Library, Chiropractic	6-7		
Advertising Electro-types	20 to 30	Cuts	20 to 30	"Liver Trouble"	11		
Advertising Feature Folder	55	D			"Lobster, The"	15	
Advertising Rates in the Fountain Head News	44	D. D. Palmer	14	"Look Ahead, A Look Backward"	9		
Advertising Rates in the Journal	44	"Death—Our Attitude Toward It"	5	"Locomotor Ataxia"	11		
Advertising Service	4	Development of The Palmer School	8	Loose Leaf Note Books	59		
"After Tomorrow—What?"	5	"Diabetes"	11	Loose Leaf Supplies	59-60		
Analysis Cards	61	"Diagnosis vs. Analysis"	5	"Lumbago"	11		
Analysis Sheets, etc.	59	Dictionaries, Medical	60	M			
"Appendicitis"	11	Direct Mail Advertising	45-52-54-55-56-57	Magazine Binders	58		
"As a Man Thinketh"	9	"Disease and Its Master"	9	Mailing Cards	54		
"Asthma"	11	Disease Tract Container	63	"Majors and Minors"	5		
Automatic Adjusting Table	48	Disease Tracts	11	Man Who Named Chiropractic	35		
B			E				
"Beast of Power"	10	"Education, Knowledge, Wisdom"	5	"Man Who Made a Ladder of His Cross" The	8		
"Bessie Love"	16	Educational Mailing Cards	54	Medical Dictionaries	60		
"Better Way, The"	10	Educator, The Chiropractic	45	Metal Signs	63		
Binders, Loose Leaf	59-60	"Efficiency Plus"	10	"Middle Path"	10		
Binders, Magazine	58	Envelopes	53	Miniature Spine Sections	63		
"B.J. of Davenport"	9	"Epilepsy"	11	Miscellaneous Booklets	9		
"B.J. and Mabel" Busts	34	"Everybody"	5	"Mistakes in Diagnosis"	15		
"B.J. Palmer, Lecturer"	5	"Every Loving Mother Knows"	57	"Modern Medical Science"	9		
B.J.'s Lectures	5	"Evolution"	14	"Momentum"	11		
B.J.'s Picture, Oil Painting	34	"Exposition of Old Moves"	5	Monogram Stationery	56		
Blotter, Advertising	58	"E-Z Rest" Stationary Office Table	51	"Mother's Story"	9		
Book Supports	34	F			Motor Lift Adjusting Table	48	
Booklets, Inspirational	8	"Facing Facts"	10	Mottoes	13 to 17		
Booklets, Miscellaneous	9	Feature Folder	55	Mottoes, Card	19		
Booklets, Special	9	Flat Circular Folders	56-57	Movie Slides	38 to 42		
Bookmarks, Keep Smiling	43	"Flu and You, The"	9	"My Message Analyzed"	45		
Books, Text	6-7	Folder, Feature	55	N			
Bordered Mottoes	17	Folders, Flat Circular	56-57	Napkins, Head-Piece	63		
"Bronchitis"	11	Fountain Head News	44	National Publicity	31		
Business Cards	60	G			"Natural Method for Natural People"	57	
Business Cards, Keep Smiling	43	"Gall Stones"	11	"Neuritis"	11		
Business Stationery	53	"Germs"	9	"Never Tilt" Suitcase Tables	50		
Buttons, Keep Smiling	34	"Get Off the Hose"	52	Newspaper Advertising	20 to 30		
C			H				
Cabinet, Kimono	56	"Glory of Going On, The"	8	"Our Only Tools" Folder	55		
Cabinets, Card Index	62	"Goitre"	11	"Our Supplication"	14		
"Can Chiropractic Cure Me?"	11	Greggerson's "Questions and Answers"	9	P			
Card Cut-Outs	52	Greggerson's "Seven Essays"	9	Palmer-Evins Adjusting Table	48		
Card Index Cabinets	62	Guides for Index Cards	61	Palmer Hylo Tables	46		
Card Mottoes	19	I			Palmer Improved "E-Z Rest" Stationary Office Table	51	
Card Punch	63	Handy Card Mottoes	19	Palmer "Never Tilt" Suitcase Tables	50		
Cards, Adjusting	54	"Hay Fever"	11	Palmer "Perfection" Suitcase Tables	50		
Cards, Business	60	"Headaches"	11	Palmer School Text-books	7		
Cards, Case Record	61	Head-Piece Tissue Napkins	63	Palmer "Set Rite" Stationary Office Table	51		
Cards, Educational Mailing	54	"Health and Love a la Chiropractic"	10	Palmer "Set Rite" Suitcase Tables	50		
Cards for Index Cabinets	61	"Heart Trouble"	11	Palmer "Special" Stationary Office Table	51		
Cards, Keep Smiling	43	"Hemorrhages"	5	Palmer Stationery	56		
Carl Hill Chart	35	"Here are the Facts"	9	Palmer "Stunt" Suitcase Tables	49-50		
Case History	60	"Hours 8 to 10"	14	Surratt, Valeska	16		
Case Record	60	"How My Creed Effects You"	56	"Survival Value of Medicine, Osteopathy and Chiropractic"	9		
Case Record Cabinets	62	"How to Die"	11	T			
Case Record Cards	61	"How to Live"	11	Table of Postage Rates	3		
Cash Journal	60	How to Order	2	Tables, Adjusting	46 to 51		
Chart Case	36-37	"How Long Will It Take To Get Well?"	11	Tables, Suitcase	49-50		
Charts	35 to 37	"Human Machine"	57	Textbooks	6-7		
Chart Sets	36	Hylo Tables	46 to 48	Tissue Napkins	63		
"Chiropractic Adjustments"	57	J			"Toggie Victorious"	10	
"Chiropractic and Its Scope"	57	"I am a Palmer School Graduate"	56	"Tonsillitis"	11		
Chiropractic Educator	45	Index Cards	61	"To the Patient"	12		
"Chiropractic Facts"	9	"Induction vs. Deduction"	5	"Tuberculosis"	5		
"Chiropractic for Children"	11	"Infantile Paralysis"	11	"Tuberculosis, Pulmonary"	11		
"Chiropractic for Chorea"	11	"Infantile Paralysis," Lecture	5	"Tumors"	5		
"Chiropractic for Eye Trouble"	11	"Inners and Outers"	5	"Typhoid Fever"	11		
"Chiropractic for Industry"	11	"Inside Facts of the Flu Plurries"	9	"Tyrant, The"	12		
"Chiropractic for Spinal Curvature"	11	Inspirational Booklets	9	U			
"Chiropractic for The Baby"	57	Instructions for Ordering	2	"Unwritten Law of Chiropractic"	5		
"Chiropractic Idea"	9	"Invisible Government"	5	V			
Chiropractic Library	6-7	"Is Chiropractic—?"	5	"Vaccination"	11		
"Chiropractic, 100 Per Cent"	16	"Is Chiropractic Osteopathy?"	16	"Value of Chiropractic"	5		
"Chiropractic Questions and Answers"	9	K			W		
Chiropractic Slogan	16	Keep Smiling Buttons	34	Wall Cards, Keep Smiling	43		
"Chiropractic," The Man Who Named It	35	Keep Smiling Card	34	Wall Charts	35 to 37		
"Chiropractic Way"	57	Cut-Outs	52	Wall Mottoes	13		
Chiropractor and Clinical Journal	44	Keep Smiling Cards	43	Watts Suitcase Tables	49		
Chiropractor's Charts	35 to 37	Keep Smiling Stamps	43	"We Chiropractors"	12		
Chiropractor's Crystoglass Sign	18	Key Ring Card Punch	63	Weed, Rev. S. H.—Cut	35		
Chiropractor's Head-Piece Tissue Napkins	63	"Kidney Diseases"	5	"Wet and Dry Man"	5		
Chiropractor's Loose Leaf Office Supplies	59-60	"Kidney Trouble"	11	Y			
Chiropractor's Monogram Stationery	56	Kimono Cabinet	56	"You Can Enjoy Health"	57		
Circular Letter Service	4	Ki-ro-prak-tik	15	Z			
				Zones, Postal	3		

Isn't It Funny?

MAN wakes up in the morning, after sleeping under an advertised blanket, on an advertised mattress; takes off advertised pajamas; takes a shower in an advertised tub; shaves with an advertised razor; washes with advertised soap; powders his face with an advertised powder; dons advertised underwear, hose, shirt, collar, shoes, suit, handkerchief; sits down to breakfast of an advertised cereal; drinks advertised coffee; puts on an advertised hat; lights an advertised cigar; rides to his office in an advertised car on advertised tires, where he refuses to advertise on the grounds that advertising does not pay.



(Extract from "Selling Yourself," \$1.00 please—Catalog No. V-517)
If your business isn't good enough to advertise, advertise it for sale.