DID YOU KNOW? 

CHILDREN CAN BE HELPPED 
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Some of the cases 
that can be helped 
are:
- Colic
- Constipation
- Bed Wetting
- Many other abnor- 
mal conditions

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Symptoms and Their Meaning with...

Dr. Burpee

Dr. Burpee is a member of Professional Chiropractic Society of America, and International Chiropractic Association.

Sneeze. . .sniffle. . .cough
What a way to go through life

If you're an allergy sufferer, it probably won't console you much to know you have lots of company—starting with the first recorded history. The Bible mentions hives, and public records show allergies and allergic reactions causing death. Julius Caesar suffered with allergies.

Why can six people sleep on the same pillow, play with the same dog, eat the same food and breathe the same air that a seventh can't? Why do some have allergies and other don't?

It can't be the object itself that causes the reaction. The answer is in the body of the sufferer. He has low resistance to irritants and isn't able to throw them off as a normal body does.

The powerful allies of the body that defend it against foreign substances, in a normal person, are in good working order. The defense mechanisms—white blood cells, the lymph system, and waste-eliminating systems—are all kept in order by the nervous system.

The nervous system starts in the brain and the nerve trunks are threaded through the vertebrae in the spine. The surrounding bones protect them unless there is even a slight dislocation of the vertebrae. The misaligned bones pinch the nerves, cutting down on the messages and nerve energy sent. When this happens the part of the body controlled by the distorted nerve impulses cannot function properly. Like a drunken driver, the nerves can get into all kinds of trouble.

The real cause of allergies, then, is not the allergen itself, but due to distorted nerve impulses caused by spinal vertebrae being out of its proper place. Interference of the nerve impulses causes the body to weaken.

The only real way to solve the allergy problem is to get rid of the weakness. Strengthen the body's natural defenses by restoring its ability to send nerve impulses.

AND THAT'S A JOB FOR A CHIROPRACTIC!

insurance pays for Chiropractic Care. This includes workman's compensation for on the job injuries, automated pay for whiplash related injuries, union health and accident plans. Individual health and accident policies and Medicare. Look for our listings in the yellow pages.

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STOP Suffering the Agonies of Painful and Bothersome Conditions That May Be Due to Nerve Pressure

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Neuralgia, Stomach Disorders, Dizziness, Sinus Trouble, Nervous Tension, Menstrual Troubles, Arm & Shoulder Pain, Leg Pains
High Blood Pressure, Sleeplessness, Bursitis, Rheumatism, Colitis, Nervous, Break Down, Constipation

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Is Your Condition Listed Here?

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DON'T accept your condition and learn to live with it. DON'T say you have tried everything if you haven't tried CHIROPRACTIC.

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Krupar Chiropractic Life Center
PAIN? TENSION? NERVES?

DON'T "Learn To Live With It"

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DR. LUDGER F. POCORUS  
407 Main St.,  
Stroudsburg, Pa.  
SLIPPED  
INTERVERTEBRAL  
DISC  

The general public is hearing more and more about the slipped or herniated disc. The results obtained on  
this type of case under Chiropractic care are very encourag-  
ging. Slipped disc cases revealed that 4.6 per cent of the  
cases became well, 39.1 per cent were much bet-  
tered, 5 per cent showed no change and 4 per cent  
became worse. Consideration of the last three groups  
develops that 96.7 per cent of all cases became well or showed some improvement under  
Chiropractic care.  

There is much evidence that diagnoses of "herniated disc" is a catch-all for many low  
back disabilities. Most so-called "herniated disc syndrome" mean nothing more than vertebral  
subluxations. Statistics show rapid recovery under Chiropractic care in the majority of cases,  
and such recovery would not be possible if conservative methods or severe trauma had been  
present. Such a diagnosis can be confirmed only by surgery and diagnosed cases are later  
confirmed upon surgical intervention. It would seem that the more important that a person  
realized of having herniated disc condition consult a Chiropractor first.  

DR. LUDGER F. POCORUS  
407 MAIN ST.  
STROUDSBURG, PA. 18360  
MISALIGNMENTS OF  
SPINAL VERTEBRAE  
OCUR FREQUENTLY  

The stress and strain of everyday living takes its toll  
Awkward movements in our  
work, quick 'twists' of the  
neck or back; loss of sleep  
or poor sleeping posture;  
slumping posture while sitting; abnormal fatigue; and  
emotional upsets, are only a few of the many causes of  
strain on our spine and nervous system.  

Physical and emotional stress and strain may result in  
frequent occurrence of misalignments of spinal vertebrae.  
Sometimes a displaced vertebrae causes an immediate  
pain, but more often the effects may develop slowly in  
the form of stiffness or ache in the neck or back; head-  
aches; increased nervousness; indigestion; upper respira-  
tory infections; or other physical disorders.  

Through many years of study, the chiropractic profession  
has found that the best way to eliminate the eventual  
disease-causing effects of misaligned vertebrae is  
through regular chiropractic check-ups. By checking your  
health and neuro-spinal systems on a periodic basis,  
your doctor of chiropractic is giving you the best health  
assurance available today.

Phone  
424-5993 . . . Office  
992-6022 . . . Home  

Office Hours  
By Appointment
January, 1972

Dear Friends and Patients:

The most valuable asset a person or family can have is good health. Chiropractic therapy is the treatment chosen by millions of people throughout the world for restoring health and maintaining vitality. More and more open minded and intelligent people everywhere are realizing that good health is gained and maintained only when normal nerve energy flows from the brain, down the spinal cord, and out between important spinal vertebrae to vital body organs and tissues.

Many patients have come to our office and have been restored to health and then have not followed through in order to maintain the alignment and balance of the spine which we were able to achieve. To these people I sincerely and cordially urge a program of maintenance chiropractic care NOW. If we once correct the spine, it is relatively easy to maintain the correction. However, if you, through the same bad habits, allow the original weakness and distortion to re-accumulate, we will have to start correction all over again.

So, please, if you have never embarked on a program of maintenance, or if you have, but then got careless, NOW is the time to start again. Your most important asset is your health and feeling of well-being. Without this, life is hardly worth living.

LOW BACK AND LEG PAIN

An estimated half million people will be disabled this year by spinal defects which cause low back and leg pain. However, chiropractic research indicates that most low back and leg pains are caused by vertebral misalignments in the lower spine.

A fall, accident, back strain or chronic posture decay may cause a spinal segment to become misplaced. Nerves passing through openings between adjacent segments become pinched and pain occurs.

Remember, individuals with low back and leg pain respond extremely well to chiropractic care. Make sure that you visit your chiropractor regularly.
A QUESTION OF ETHICS

I often hear people make the statement, I just can't see why a Chiropractor advertises; why it's not even ethical... The fact is that it would be unethical if the Chiropractor did not advertise. I'll explain why. Chiropractic is a new and different approach to health, in that it gets sick people well and helps them to stay healthy without the use of unnecessary drugs and surgery. Most people cannot understand how one can stay healthy without medication. This is exactly one of the main reasons a Chiropractor does advertise, so that you can understand.

The principle of Chiropractic is this, the master system of the body is the nervous system. It governs, controls, co-ordinates and organizes all bodily functions. It is the communications network of the body. It tells the different parts of the body what to do, how to do it, when to do it and when not to do it. This is done through the nervous system via nerve impulses from the brain to the spinal cord across the nerve fibers to the various tissues and organs. Since the nervous system is so important, nature encased the brain in the skull and the spinal cord inside of the vertebral column. From the spinal column exit nerves which supply these various tissues and organs of the body.

If a vertebrae (spinal bone) moves out of place it impinges (pinches) on the nerve fiber and interferes with the normal transmission and expression of these nervous impulses. The organs, muscles and ligaments, etc, at the end of this nerve fiber can hardly be expected to function correctly. The Chiropractor with his hands replaces the spinal bone to its normal position thereby removing the nerve interference so that the organs, muscles, or ligaments at the other end of the nerve fiber may function one-hundred per cent. Many disorders and illnesses are the result of nerve interference.

There isn't a pill, potion or a shot that can replace the spinal bone back to its normal position. The Chiropractor does and does so with precise accuracy. Please understand that the point we are making is not that medicine and surgery is bad, in fact, quite the opposite; I, myself, would be frightened to be alive knowing that the medical profession was not here to service the people especially in emergency first-aid care—such as car accidents, broken bones or lacerations, etc. However, too many people are being treated for different conditions by using medication and surgery when the very cause of their illness is nerve interference. This is because they do not understand the principle of Chiropractic; in that nerve interference can and does cause illness and therefore continue to treat their symptoms to no avail.

The Chiropractor has a message of health to the public and it is only the Chiropractic profession itself that will give the message to the public. Chiropractic is not a cure all but it is a necessary health service not offered by any other healing arts profession. You have the right to know and understand Chiropractic. Regardless of what your opinion may be, the right to know about Chiropractic is yours. If this is unethical to share this message with the people; then I am glad that I am unethical.

This will be the first in a series of weekly articles sponsored by:

Bob Quarry, Jr.
Chiropractor
Fountain Hill
SPINAL NERVE PRESSURE CAN CAUSE MANY AILMENTS

The ailments mentioned below are some which may be caused by vertebrae in the spinal column slipping out of alignment and causing pressure and irritation on nerves. Study the chiropractic chart below and you will understand why over 30 million people have benefited from chiropractic care.

1. Slight pressure on nerves at this point may cause headaches, muscular pain, or both pains, vertigo, dizziness, trouble in sleeping, and irritability.
2. A slight slipping of a vertebra, causing pressure on nerves in this part of the spine, may be the cause of vertigo, dizziness, trouble in sleeping, or irritability.
3. This arrowhead locates the part of the spine wherein pressure on nerves could cause pain between the shoulder blades, muscular ache in the arm and shoulder, or fever all over.
4. Nerve pressure at this point may cause chest pains, asthma, and difficult breathing.
5. Stomach and lung troubles, enlargement of the spleen, may be caused by vertebrae slipping and causing nerve pressure in this part of the spine.
6. Many gall bladder problems, and stiffness, may be caused by pressure at this point.
7. Skin diseases are sometimes the result of nerve pressure at the spinal openings here.
8. Such trouble as lumbago, low back ache, sciatic pain, slipped disc, are relieved by chiropractic adjustment at this point.
9. Constipation, rectal trouble, sciatica may be relieved by chiropractic adjustments of this part of the spine.
10. A slight slipping of one or both posterior spines can produce sciatica, cramp in tests, and backache.

Regardless of what your ailment is called...no matter how long you have suffered...chiropractic care may be the answer to your health problem. Find out NOW if yours is a case for chiropractic...Call for appointment.

DR. J. A. HEILMAN, D.C.
1115 Walnut Street, Allentown — 433-8787

WELCOME RELIEF FOR

ARThRITIS, ASTHMA, HAYFEVER, MULTIPLE SCLEROSIS, HEADACHE, COLITIS, CEREBRAL PALSY, STROKE, TENSION, BLOOD PRESSURE, SINUS-BRONCHITIS, WHIPLASH, SCIATICA, STOMACH-COLON, NECK, BACK AND DISC TROUBLE, ETC.

And discouraged — Chiropractic may be the answer to your problem.

Millions of people with acute and chronic ailments are benefited each year through Chiropractic. Write today for free literature to Dept. AA-41.

SPEARS CHIROPRACTIC HOSPITAL
927 Jersey Street
Denver, Colorado 80220 Ph. 333-1581
If you are one of the 7 out of 10 people who suffer with back pain, your problem is probably caused by pinched nerves in the spine. Nerve pain is the most common reason for back disability. When a spinal segment is not in its normal position, it partly closes nerve openings between the vertebrae, which in turn causes the nerve to be pinched.

Even more important than the back pain is the overlooked fact that the nerves controlling every organ of the body also originate in the spine... therefore, the misalignment that is causing the pinched nerves in the back can result in a reduction of the flow of nerve energy to some part of the body, which in turn can lead to another disease or painful condition.

That is why the Chiropractic profession has always stated that to maintain good health and freedom from disease, all spinal misalignments should be promptly checked and corrected.

Some of the conditions which respond well to Chiropractic:

- Nervous Tension
- Headaches
- Asthma
- Bronchitis
- Leg Pains
- Shoulder and Arm Pains
- Poor Circulation
- Fatigue
- Sinusitis
- Sciatica
- Digestive Disorders
- Dizziness
- Allergies

**EASTON CHIROPRACTIC CLINIC**

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**High School And College Graduate Students**

**MEET**

**DR. JOHN I. CAVALLO**

Dr. Cavallo Recommends A Chiropractic Career For High School And College Graduates

Dr. John I. Cavallo of the Cavallo Clinic Of Chiropractic advises this year's High School and College Graduates to study Chiropractic. Both young men and young women are urgently needed in this area and in surrounding states, to become Doctors of Chiropractic. Chiropractic is the world's largest natural healing art because of its unlimited, humanitarian service to mankind.

For detailed information on how YOU can study at the Palmer College of Chiropractic in Davenport, Iowa, contact Dr. John Cavallo at the Cavallo Clinic of Chiropractic, 1000 Northampton Street, Easton. The phone number is 253-0611.
WHAT PARENTS SHOULD KNOW ABOUT THE SPINE!

Many illnesses are caused by spinal problems.

The illnesses and malfunctions caused by spinal defects are numerous and varied. Their effect may be indicated by a wide range of symptoms in any part of the body.

Here are some childhood conditions which may indicate a spinal problem:

- Pain, unusual eating habits, underweight, overweight, unusual sleeping habits, retarded growth, lack of energy, general poor health, poor posture, structural irregularities, lack of coordination, accident proneness, complaints, lack of confidence, dulled mental alertness, dependence on pills and medications.

EVERYONE NEEDS A PERIODIC CHIROPRACTIC SPINAL EXAMINATION... ESPECIALLY CHILDREN!

DR. ROD HANDLY, JR.
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101 CAN ALLERGIES BE CORRECTED WITHOUT SHOTS
102 TENSION HEADACHES AND CHIROPRACTIC
103 HIGH BLOOD PRESSURE
104 MENOPAUSE DOESN'T HAVE TO BE DIFFICULT
105 MENSTRUAL CRAMPS AND CHIROPRACTIC
106 OH MY ACHING BACK!
107 SCIATICA & CHIROPRACTIC
108 SLIPPED DISC
109 CONSTIPATION
110 AVOIDING HEART ATTACKS
111 MIGRAINE HEADACHES & CHIROPRACTIC
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The Times - Reading

10/2

10/16

Dennenberg's Dilemma

Regrettably Dr. Denenberg charges against the Chiropractic Profession allow me to present the following observations.

Dr. George L. Sabo
Chiropractor
616 Chestnut St., Reading, Pa.
Hours: Mon., Wed. and Fri.
10 A.M. to 1 P.M.
FOR APPOINTMENT
PHONE 372-0989

10/23

10/30

Life Health

NECK PAINS

"Whip-lash" neck injuries are among the fastest growing health problems in America today. The ever-growing numbers of automobile accidents using our already congested streets and highways, the nation-wide migration to the suburbs with the resulting increase in automobile speeds and the increased speed that comes with the development of our throughway systems all contribute to the great increase in "whip-lash" injuries. Unfortunately, because of the赳 unfair point of view "whip-lash" injuries remain a little understood problem.

The chiropractor with his greater knowledge of the importance of the spine and its alignment, and of the significance of even minute changes in this alignment realizes that the victims of "whip-lash" injuries are truly in need of help.

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Life Health

REFUTES DENENBERG

On October 18, 1972, I issued a statement concerning Insurance Commissioner Denenberg's unfair prejudicial remarks about my profession during the Blue Shield hearings recently held in Philadelphia. That statement was "lifted" from a written report by Dr. Monroe Sheeler of Midleton, Pa. I have used my words with my own feelings that I could con abruptly upon them.

Commissioner Denenberg took offense at this and issued a statement entitled "Rebuts Sabo," appearing in the Times on Oct. 23, 1972. This rebuttal contains several points that should be clarified.

Dr. Denenberg states that every scientific study on this subject concludes Chiropractic is not based on scientific theory and therefore is not a question for the chiropractor. However, in a form letter that he recently sent to Chiropractic supporters, he admits there never has been a "truly objective study of the spine". He has also been quoted as saying that "it is true that chiropractic was never a question for the insurance commissioner and was not appointed to be the chief inquirer to pass on the validity of a licensed profession of the Healing Arts."

Dr. Denenberg has many good ideas and programs to benefit the consumer. If he had confined himself to the matter of needs and benefits, if any, of the inclusion of chiropractic into the Blue Shield plan, he would have remained an honorable man and worthy of respect. By muddling this dispute with medical propaganda, and he has no qualms about doing so, he has not respected the fair minded people throughout the Commonwealth and indeed throughout the Nation.

As Insurance Commissioner, he failed to demonstrate total impartiality. Under these circumstances Dr. Denenberg should make retraction and apologize to the 13 hundred licensed Doctors of Chiropractic in the Commonwealth and to the million or so consumers who avail themselves of chiropractic services.

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**HEALTH UPDATE**

Modern health information for you and your family.

**INSURANCE COVERAGE AND CHIROPRACTIC**

When you have a health problem you may also have a money problem. Health insurance becomes very important.

Q: Will my insurance cover the chiropractic care I receive at your office?

A: Most major health and accident insurance companies, including Workers' Compensation, will pay for chiropractic treatment.

After many years of treating the sick and injured, chiropractors have been recognized as effective and successful healthcare providers. We know that patients don't feel up to dealing with a lot of insurance forms. For your convenience, we do everything possible to make applying for insurance easy for you.

Our staff understands that you want relief as quickly as possible.

We will make an appointment for you at once.

Most major health insurance companies pay for chiropractic care.

Call for a Free Spinal Exam.

**CHIROPRACTIC PROFESSIONAL CENTER**

Dr. Scott M. Gedye

2615 Main St.
Schnecksville, PA 18078

Telephone: (215) 799-0700

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**LIFE HEALTH**

**PINGCHED NERVES**

Pain is the most common ailment that arises from a pinched nerve—pain at the point where the nerve is pinched and pain in the part of the body that is served by the pinched nerve. Quite often, a nerve, pinched by a spinal displacement in the neck, can cause pain in the shoulders, arms, chest and back.

A pinched nerve in the lower spine can, and often does, cause pain in the stomach, intestines, back and legs. Not only pain, but disease conditions can easily develop in the kidneys, bladder, liver, lungs, heart and other vital organs when the spinal cord or one of the spinal nerves is pinched.

The modern way to find relief from pain, disease conditions and other health problems is to first check with your chiropractor. He is an expert in his work. His profession has, from its very beginning, advocated spinal adjustments for the restoration of powerful nerve energy. His method is one of the most advanced of all the healing arts known to man.

If you are ever in question as to your health, seek the proper health service first—Chiropractic.

Dr. George L. Sabo

Chiropractor

516 Chestnut St., Reading, Pa.

Hours: Mon., Wed. and Fri.

10 A.M. to 10 P.M.

FOR APPOINTMENT

PHONE 372-0989

---

**THE PRINCIPLE OF CHIROPRACTIC**

The principle of life exists in the human body. It is the body that creates powerful life giving energy sending it down the spinal cord, housed by the spinal column, and out the spinal nerves to all parts of the body. These life giving nerve impulses supply the energy required by the body to carry on its normal functional activities.

The body can function properly and will be healthy if its nerve channels are free and unobstructed. Otherwise, if the flow of this powerful intelligent nerve force is altered, in either quantity or quality, by physical obstruction or negative mental-qualitative interference, disharmony, imperfection and disease are the inevitable results.

It is the mission of the chiropractic doctor to locate and correct pressure and impingements on nerves that create interference to the normal flow of vital nerve energy throughout the body.

Dr. George L. Sabo

Chiropractor

516 Chestnut St., Reading, Pa.

Hours: Mon., Wed. and Fri.

10 A.M. to 10 P.M.

FOR APPOINTMENT

PHONE 372-0989
Dear Friend:

Several months ago (June) this office offered to our patients a FREE SPINAL X-RAY examination. Many took advantage of this offer and hundreds of dollars worth of X-Ray services were given away in order to acquaint patients with the wonderful results obtained through chiropractic.

We had previously planned to wait one year before again offering the FREE X-RAY program. However, for two reasons we are once again extending this opportunity in the month of September only:

1. Our renewed dedication to sick people after attending the chiropractic seminar in Atlanta, Georgia, two weekends ago.

2. Because of the numerous requests by those who were unable to take advantage of our offer in June.

It is our sincere wish that you tell your loved ones and friends about this offer. There are still millions who want and need chiropractic but do not know that's what they need. Millions still are under the impression that chiropractic is limited to strains, backaches and "cricks" in the neck (See back of this page for list of conditions which respond readily to chiropractic care).

X-Rays will be taken on TUESDAYS, THURSDAYS, and SATURDAYS. Patients will then be scheduled to be adjusted by the doctor on Mondays, Wednesdays and Fridays. You may make an appointment for the X-Rays by calling 699-5550.

This X-Ray program is extended to the general public. Over 6500 letters have already been sent to this effect. We suggest you make your appointment early in the month because the last two weeks of September will be very busy.

Remember, this offer is for September only. We again have a limited amount of film. Act now!

Chiropractically yours,

[Signature]

Eugene J. Hamilton, D.C.

FREE X-RAY EXAMINATION
THE FOLLOWING IS A PARTIAL LIST, OF CONDITIONS WHICH THOUSANDS OF CHIROPRACTORS ARE TREATING SUCCESSFULLY IN MILLIONS OF PATIENTS THROUGHOUT THE WORLD.

* Polio  
* Constipation  
* Rheumatism  
* Arthritis  
* Heart Trouble (functional)  
* Skin Disease  
* Headaches  
* Gall Bladder Trouble  
* High Blood Pressure  
* Low Blood Pressure  
* Kidney Trouble  
* Stiff Shoulders  
* Liver Troubles  
* Sleeplessness  
* Nervousness  
* Sore Throat  
* Hay Fever  
* Meningitis  
* Lumbago  
* Pleurisy  
* Asthma  
* Anemia  
* Neuritis  
* Colds  
* Tuberculosis  
* Stomach Trouble  
* Diabetes  
* Deafness  
* Blindness  
* Tonsilitis  
* Foot Troubles  
* Children's Disease  
* Gland Disease  
* Neurosis  
* Multiple Sclerosis  
* Postural Defects  
* Piles  
* Sciatica  
* Palsy  
* Bronchitis  
* Sinus Trouble  
* Bowel Trouble  
* Epilepsy  
* Shingles  

FREE X-RAYS