

BARRY MERCHANT, D.C., P.C. - Chiropractor

221 North Cedar Crest Boulevard • Allentown, PA 18104 • (215) 770-0200

Good Morning:

Please allow me to introduce myself. My name is Dr. Barry Merchant and I am one of the newest members of your community. I am originally from Brooklyn, New York. I attended the City University of New York where I graduated with a B.A. degree. I received my professional schooling at the Pennsylvania College of Chiropractic. I have also received post graduate training in roentgenology and physiological therapeutics. After graduation, I worked with Dr. Joseph McClellan in Parkesburg, Pennsylvania. I also assisted at the Willow Grove Chiropractic Center of Dr. Richard W. McBride.

I am presently a member of the International Chiropractors Association, the Pennsylvania Chiropractic Federation, the Chiropractic Fellowship of Pennsylvania, the Foundation for the Advancement of Chiropractic Tenets and Science and the Allentown-Lehigh County Chamber of Commerce. I am also an avid tennis player and member of the Westend Racquet Club of Allentown.

I have had training in personal injury work with world known lecturer and author, Dr. Peter Fernandez of St. Petersburg, Florida and studied chiropractic physiatry with Dr. Richard Ackerman, a recognized authority in this new field.

As a licensed chiropractor in Pennsylvania, it was a difficult choice to decide, at last, upon the location where I intend to spend the rest of my life. I had studied long and hard to perfect the chiropractic services I have to offer, and I wanted to choose the community where these services would be needed and appreciated. When my spouse and I first came to Allentown we recognized the beauty of the area, the well-kept neighborhoods, the parks and the friendliness of the people. We then made a personal survey to determine the need for my services, and then there was no doubt - this is the place!

It is now time to get better acquainted with the people of this community who need our services. Therefore, we are offering a complimentary spinal examination this month, without any obligation, to introduce our new office and all the health services we are capable of rendering to the fine people in this community. This will give us the opportunity to get to know you, and will give you the opportunity of discovering if you have any problem or condition which would likely respond well to chiropractic care.

Please bring the enclosed card with you when you come in for your courtesy examination. Why not give us a call today and reserve your appointment? The telephone number is 770-0200.

We will look forward to meeting and serving you.

Most sincerely,

Barry Merchant, D.C.
Chiropractic Physician

BM/mpc
Encl.

COMPLIMENTARY SPINAL EXAMINATION

With This Coupon Only

DANGER SIGNALS OF PINCHED NERVES:

1. Neck Pain
Headaches
Shoulder Pain

2. Arm Pain
Muscle Spasms
Neuralgia

3. Stiff Neck
Neuritis
Slipped Disc

4. Low Back Pain
Hip Pain
Leg Pain

While we are accepting new patients, no one need feel any obligation.

HAVE YOU EVER WONDERED IF CHIROPRACTIC COULD HELP YOUR CONDITION?

Call for an appointment:

(215) 770-0200

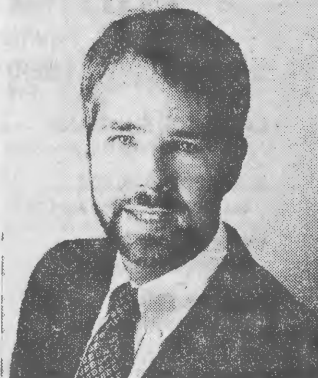
MOST INSURANCES ACCEPTED



**DR. BARRY MERCHANT
CHIROPRACTOR
221 N. Cedar Crest Blvd.
Allentown, PA 18104**

"What you don't know can't help you!"

**Hi, I'm
Dr. Barry
Merchant, D.C.**



PROFESSIONAL QUALIFICATIONS

Did you know that becoming certified as a chiropractor requires a minimum of six years of highly specialized college training?

Today's Doctor of Chiropractic must complete 4,485 hours of classroom instruction and pass a rigid chiropractic board examination before earning a license. In most states, continuing educational seminars must be completed for annual license renewal.

PERSONAL BACKGROUND

In addition, I have completed courses in nutrition and special techniques and hold a B.A. degree from the City University of New York. Postgraduate studies included roentgenology and physiological therapeutics. While in college I received a Clinical Proficiency Award and a Behavioral Sciences Honors Award. To further my continuing education, I have received special training since college in personal injury work with world known lecturer and author Dr. Peter Fernandez of St. Petersburg, Florida, and studied chiropractic physiatry with Dr. Richard Ackerman, a recognized authority in this new field. And, I have assisted in a number of other chiropractic clinics, becoming familiar with their methods and procedures including: Buck Run Chiropractic Clinic, Parkesburg, Pa., Chiropractic Clinic, Willow Grove, Pa., and the Chiropractic Life Center, Plainsboro, N.J.

Additionally, I devote three days every month attending a nationwide seminar in Atlanta, Georgia, to stay current on the latest chiropractic advances.

This is the kind of training and professionalism I offer you. If you have hesitated visiting a chiropractor, perhaps you didn't know that chiropractors go to such great lengths to continue their education and provide you with the latest techniques and the most qualified service. So, you see, what you don't know, can't help you. **Call me today and let me help you.**

Did you know that the symptoms most commonly treated by chiropractors are:

Back Pain	Headaches	Painful Joints
Neck Pain	Arthritis	Shoulder Pain
Stiffness	Bursitis	Arm/Leg Pain
Numbness	Hip Pain	Cold Hands/Feet

To introduce you to the healing world of chiropractic, please accept my special offer:

**FREE SPINAL EXAMINATION
FREE THIS MONTH ONLY FREE**

This examination normally costs \$35.00 or more. It will include an orthopedic test, a neurological test, a blood pressure test, a spinal alignment check, an examination for restricted or excess motion in the spine, a muscle strengthness test, and a private consultation to discuss the results.

(215) 770-0200

**Dr. Barry Merchant,
221 North Cedar Crest Blvd.
Allentown, PA 18104
Across from Trexler Park**

**Mon.-Fri. — 9 a.m.-12; 2 p.m.-6 p.m.
24 Hour Emergency Service**



PMA 1985

TAKE THIS CHIROPRACTIC SCREENING TEST

Are you experiencing:

- | | | | |
|------------------------------------|------------------------------------|--|--|
| <input type="checkbox"/> Back Pain | <input type="checkbox"/> Headaches | <input type="checkbox"/> Shoulder Pain | <input type="checkbox"/> Painful Joints |
| <input type="checkbox"/> Neck Pain | <input type="checkbox"/> Arthritis | <input type="checkbox"/> Arm/Leg Pain | <input type="checkbox"/> Stiffness |
| <input type="checkbox"/> Numbness | <input type="checkbox"/> Bursitis | <input type="checkbox"/> Hip Pain | <input type="checkbox"/> Cold Hands/Feet |

These are the 12 most common signals of a pinched nerve between your vertebrae. If you have marked even one box, you've failed the test and should have a spinal examination. I feel so strongly about this, I will give you your initial

**SPINAL EXAMINATION
ABSOLUTELY FREE (A \$35.00 VALUE)**

If you bring this test with you (expires April 30)



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**DR. BARRY
MERCHANT,
CHIROPRACTOR**
221 N. CEDAR
CREST BLVD.

Dr. Barry Merchant | (Across From Trexler Park)

Your treatment may be at little or no cost to you in accordance with the terms of your insurance policy.



**DON'T SUFFER NEEDLESSLY
CALL 770-0200 TODAY**



CHIROPRACTIC FOR BETTER HEALTH

DR. BARRY MERCHANT

CHIROPRACTOR

OH, MY ACHING BACK

If you're like a lot of people, you may have occasional or persistent back pain and wonder what caused it. You try to think of some incident in which you may have strained your back, and come up with nothing. But there must be some reason why you have back pains. The truth is that even the simplest of incidents may be the cause, such as reaching high on a shelf to get something. Or stooping suddenly to pick up something that has fallen. Or maybe you need some tips on good posture.

Whatever the cause, the problem may be that your spinal column is not func-

tioning properly. No pain-killing drug can cure the CAUSE. It can dull the pain for awhile and give you temporary relief. But if your back has a fixation, the pain will probably not go away unless you get the treatment you need. No symptom can be more depressing than persistent back pain. Don't delay treatment when help is readily available.

★★★★★

In the interest of better health from the office of:

Dr. Barry Merchant
—Chiropractor—
221 N. Cedar Crest Blvd.
Allentown
770-0200

WHY SUFFER with . . .

BACK PAIN..... SHOULDER PAIN.....
 MUSCLE SPASMS..... ARM PAIN.....
 LEG PAIN..... NECK PAIN.....
 SLIPPED DISC..... HEADACHES.....



Dr. Barry Merchant
Chiropractor

OTHERS GET RELIEF, WHY NOT YOU?

CALL US NOW . . . WE CAN HELP!

We Accept Insurance in most cases.

770-0200

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(Across from Trexler Park)

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**DON'T SUFFER NEEDLESSLY
CALL 770-0200 TODAY**

ARE YOU IN PAIN?

IT COULD BE A PINCHED NERVE.



CALL 770-0200
(telephone answered 24 hours)

Relieving the pressure on your nerve (at the site of the pinching) causes the pain to go away. That's why a Doctor of Chiropractic adjusts your spine to relieve pain from your head to your feet. The chart on the left shows where the nerves are located which control the various parts of your body.

If you are taking pain killers, you are covering up the pain, and the pain will usually return. If you have been unable to find long-lasting relief from pain, I urge you to try chiropractic.

FREE CHIROPRACTIC CONSULTATION

(A \$20.00 Value) FOR A LIMITED TIME ONLY

WORKERS' COMPENSATION AND MOST INSURANCE COMPANIES
COVER CHIROPRACTIC CARE TO POLICY LIMITS.

DR. BARRY MERCHANT

221 N. Cedar Crest Blvd., Allentown, Pa. 18104 Across from Trexler Park

(215) 770-0200



CHIROPRACTIC FOR BETTER HEALTH

DR. BARRY MERCHANT

CHIROPRACTOR

IS YOUR CHILD ATHLETIC?

If your child is athletic, his enthusiasm for sports can sometimes lead to problems. Minor injuries are common enough when two bodies collide at full velocity. But body contact is not the only problem.

Starts and stops at high speed, twisting and turning into awkward positions may cause strains to muscles, limbs, and back. Untempered enthusiasm may cause a youngster to try harder and play longer than is good for him. If his body is fatigued, there is greater potential for accidents and injury.

And if he's too proud to complain of minor injuries, how do you find out if there's a problem that should be treated before it becomes worse?

The best answer is periodic chiropractic examinations. These are recommended before the season begins, so he can start in top form. They're also recommended whenever an injury occurs as well as at the end of the season. Any structural defects should get the correction and treatment needed to keep your child in good health.

★★★★★

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CHIROPRACTIC FOR BETTER HEALTH

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CHIROPRACTOR

WORKER'S COMP COVERS

For injuries which are job-related, Worker's Compensation will compensate the patient. This applies to chiropractic treatment as well as other types of health care. In fact, because of the savings in both time lost and costs, insurance companies are very favorably disposed to chiropractic treatment of injuries.

What kinds of savings? Well, for every day a worker is off the job because of a job-related injury, it costs Worker's Comp, the company, and the individual money. Anything which can reduce the amount of time lost is a money-saver; and, over the years, chiropractic treatment

has proven itself extremely effective in returning workers to full activity after certain types of injuries.

Of course savings in money may not be your primary interest, but it should be in your interest to be returned to full and vigorous health in the shortest possible time, and with the least chance of complications.

★★★★★

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"Meet Your Neighbors"

Dr. Barry Merchant would like to thank the people of Allentown area for an extremely successful first year.

Bringing a background of training and professionalism to his work, Dr. Merchant devotes three days a month to attending seminars to stay current on the latest chiropractic advances.

Dr. Merchant received his B.A. degree from the City University of New York and has done postgraduate work in roentgenology and physiological therapeutics. He also has had special training in personal injury work with world known lecturer Dr. Peter Fernandez and studied chiropractic physiatry with recognized authority Dr. Richard Ackerman.

Dr. Merchant is pleased to continue to serve patients in a progressive full-service office utilizing a rational, scientific approach to health care. As Dr. Merchant says, "We not only get people well, we keep them well."



Dr. Barry Merchant

221 North Cedar Crest Blvd., Allentown, PA 18104

Monday-Friday — 9 a.m.-12; 2 p.m.-6 p.m.

24-Hour Emergency Service **(215) 770-8200**