CHIROPRACTIC is the science which has brought the backbone to the front, so to speak. Incidentally, it has also done much to stiffen the vertebrae and give vim to the vimless, substituting health for disease.

Chiropractic is based on the assumption that all diseases have their cause in subluxation, that is, undue pressure on the spinal nerves. This impingement, or pinch, restricts the flow of mental impulses at some point in their passage through the nerves, from their origin in the brain to the tissues which they supply with mental energy. Their food-supply is cut off, and they give notice of their resentment in their own way—by causing us pain. For pain is but the cry of an injured nerve.

It is here that the Chiropractor, by means of his skilful "thrust," relieves the subluxation by returning the misaligned vertebrae to their normal position. Thus, the free flow of vital current is re-established and health is restored.

Chiropractic goes direct to the cause, instead of shilly-shallying and dilly-dallying with effects.

There is no dope nor drugs, no reaction, no weary periods of convalescence in Chiropractic. Its benefits are immediate and lasting. It places the individual en rapport with himself.

We live in the Age of Progression. Old theories, old ideas, old remedies, old textbooks are being discarded. "The old order changeth, giving place to new." Especially is this true in regard to matters pertaining to Health.

We have lost faith in drugs, and turn to Chiropractic with increasing confidence.

Skilful Chiropractors are in increasing demand, and many are choosing it as their life’s work.

Doctor B. J. Palmer is the greatest teacher of the Science of Chiropractic in America. He is a skilled anatomist, a sound philosopher, and his heart is in his work.

Under his tuition, efficient and helpful Chiropractors are developed and embarked on a career of usefulness and profitableness, both to themselves and to the community at large.