DOES NEWSPAPER ADVERTISING PAY?

ABSOLUTELY!

The P.S.C. Newspaper Advertising Service

The P.S.C. Advertising Service was started in January, 1918, and from the very start proved to be popular with the men and women in the field who believed in newspaper advertising. Several hundred chiropractors are now members and all are very enthusiastic regarding the benefits which they receive. The fee is a nominal one, i.e., $10.00 per year; and for this the member, on the first of each month, receives all the copy he needs for his newspaper advertisements during the ensuing month, REGARDLESS OF SIZE OR QUANTITY, providing his request is not excessive considering his local newspaper facilities. There is nothing “cut and dried” about the copy. Each member is given real, PERSONAL service and is furnished with copy which is especially adapted to the needs of his own particular locality. Your newspaper man does the rest, as it is to his best interests to “display” the copy in as attractive a looking advertisement as possible.

Write for a Questionnaire, fill it out, being careful to state exactly how many advertisements you intend to use each month, and what size and return to us with the $10.00. Your service will begin immediately.

GET THE COPY FOR YOUR NEWSPAPER ADVERTISEMENTS FROM THE FOUNTAIN HEAD OF CHIROPRACTIC

Ask for Questionnaire

SPECIFY No. Y-369, The P.S.C. Newspaper Advertising Service, $10 per Year

The P.S.C. Monthly Circular Letter Service, $5 per Year

In connection with the above Newspaper Service, we also supply a Monthly Circular Letter Service for an additional fee of $5.00 per year. This letter service is limited and exclusive to subscribers of the Newspaper Service.

NOTE: This service is exclusive to Newspaper Advertising Subscribers. Specify Y-368, P.S.C. Circular Letter Service. $5.00 Per Year

Get the most for your money in one complete service

XY-370 [ P.S.C. Newspaper Service
P.S.C. Circular Letter Service ] Price $15.00 Per Year

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

THE PILOT TO HEALTH

The chiropractor is your pilot to health if you are suffering from Nerve Pressure which prevents the all-important Vital Force from flowing to the various organs. He releases the pressure and the Vital Force again flows normally. See your chiropractor.

Consultation and Spinal Analysis Free

JOHN JONES
Chiropractor
Palmer Graduate
Office Hours: 9 to 12 a.m.
1:30 to 5 and 7 to 8 p.m.
Rooms 15-16 Jones Building
Phone 99
DAVENPORT, IOWA
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 electro 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.

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.

In four sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-47</td>
<td>(8 in.)</td>
<td>$1.75</td>
</tr>
<tr>
<td>E-48</td>
<td>(12 in.)</td>
<td>$3.00</td>
</tr>
</tbody>
</table>

Available in three sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-49</td>
<td>(16 in.)</td>
</tr>
</tbody>
</table>

Electro No. E-294
Diagram Showing Dependence of All Organs Upon Spine and Spinal Nerves
Price $1.75

[Diagram with anatomical structures and labels]

BRAIN AND EARS
NOSE
THROAT AND MOUTH
LUNG
STOMACH
PANCREAS
Spleen
KIDNEYS
APPENDIX
SMALL INTESTINES
GENITIVE ORGANS
PELVIS AND HIPS
LOWER EXTREMITIES

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

<table>
<thead>
<tr>
<th>SIZE</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Per set of 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Column</td>
<td>E-76</td>
<td>E-77</td>
<td>E-78</td>
<td>E-79</td>
<td>EX-185</td>
</tr>
<tr>
<td></td>
<td>$1.50</td>
<td>$1.50</td>
<td>$1.50</td>
<td>$1.50</td>
<td>$5.00</td>
</tr>
<tr>
<td>Double Column</td>
<td>E-106</td>
<td>E-106</td>
<td>E-107</td>
<td>E-108</td>
<td>EX-187</td>
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<tr>
<td></td>
<td>$1.75</td>
<td>$1.75</td>
<td>$1.75</td>
<td>$1.75</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

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. Conform your copy each time to one brief point, have set with sizeable 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-26, Price $2.00
No. E-37, Price 2.00
No. E-70—Same as E-36 except width 3¾ inches, price $2.25.
No. E-71—Same as E-37 except width 3¾ 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 8 inches, price $4.00.
No. E-75—Same as E-37 except width 8 inches, price $4.00.

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.

**Chiropractic Will Give You Health**
Electro No. E-43
Admirable for program, score card and classified posters. Price $1.50.

**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 (1 1/2” x 1 1/2”) No. E-189, price $1.00.

**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-287**
An appropriate arrangement to your "ad" on general principles.
Available in three sizes:
No. E-277 (2 inches), price 75c.
No. E-278 (2 inches), price 60c.
No. E-279 (1 inch), price 50c.

**Electro No. E-288**
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.

**This electro permits wide range of explanation. Use it frequently.**
No. E-287 (2 1/2 inches), price $1.50.
No. E-288 (2 inches), price 75c.
No. E-289 (2 inches), price 60c.
ADVERTISING ELECTROTYPES—Continued

PUT YOUR FINGER ON THE SPOT

These seven electrotype plates (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 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 Electrotes No. EX-191, price $8.75.

Every chiropractor should have the full set of Textbooks used at The Palmer School. See Page 8.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-121</td>
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<td>E-122</td>
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<td>E-123</td>
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<td>$1.75</td>
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<td>E-124</td>
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<td>E-125</td>
<td></td>
<td>$1.75</td>
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<tr>
<td>E-126</td>
<td></td>
<td>$1.75</td>
</tr>
<tr>
<td>E-127</td>
<td></td>
<td>$1.75</td>
</tr>
</tbody>
</table>

No. E-128, 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:

<table>
<thead>
<tr>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. E-25 (2 3/4 inches)</td>
<td>$1.50</td>
</tr>
<tr>
<td>No. E-139 (3 1/4 inches)</td>
<td>$2.00</td>
</tr>
<tr>
<td>No. E-138 (3 1/2 inches)</td>
<td>$2.50</td>
</tr>
<tr>
<td>No. E-137 (4 inches)</td>
<td>$3.00</td>
</tr>
</tbody>
</table>

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

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

**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-120, price $1.50.

This electro is used to show the nervous system.
No. E-27, price $1.10.

Shows patient prepared for analysis.
No. E-35, price $1.00.
ADVERTISING ELECTROTYPES—Continued

1. Slight subluxations at this point will cause so-called headaches, eye diseases, deafness, epilepsy, vertigo, insomnia, wry neck, facial palsy, 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, goiter, nervous prostration, in gupe, disgress, bleeding from nose, diseases of gums, catarrh, etc.
3. The arrow head marked No. 3 indicates the part of the spine wherein subluxations will cause so-called bronchitis, felon, pain between the shoulder blades, rheumatism of the arms and shoulders, hay fever, writer's 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 slight 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, blisters, 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)

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.

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 factor. 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"
ADVERTISING ELECTROTY res—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 electors 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-86 (Width 4 inches) . . . . . . Price $1.25
No. E-89 (Width 8 inches) . . . . . . Price 1.80
No. E-88 (Width 16 inches) . . . . . . Price 5.25

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

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."

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 13 inches)
Price $14.50

Keep smiling

Electros can be had in five sizes:
No. E-64 (1½ x 1½ inches) . . . . Price $1.00
No. E-65 (1½ x 1½ inches) . . . . Price 1.10
No. E-66 (2½ x 3½ inches) . . . . Price 1.20
No. E-67 (5½ x 8½ inches) . . . . Price 2.25
No. E-69 (3½ x 6 inches) . . . . . Price 3.00
No. E-68 (6½ x 9½ inches) . . . . Price 4.50

Also mortised here for your Business Card
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-212 (Single column) Price $1.00
No. E-314 (Double column) Price 1.50

No. E-319

Modesty electro 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-218 (Single column) Price $1.00
No. E-319 (Double column) Price 1.50

CHIROPRACTIC
The Natural Method to Regain Your Health

No. E-32, Price $1.50

CHIROPRACTIC
ADJUSTS THE CAUSE OF DIS-EASE

No. E-160
No. E-99 (1 inch) Price $1.00
No. E-100 (2 inch) Price 1.50

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

Chiropractic
Meaning—"Done by Hand"

Our Only Tools

No. E-151
OUR ONLY TOOLS
This cut is produced in four sizes:
No. E-151—(Single column) price $1.00.
No. E-152—(Two column) price $1.50.
No. E-153—(Three column) price $2.00.
No. E-154—(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 electro 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.

Four Pairs of Panel Cuts

PRICE SEVENTY-FIVE CENTS PER CUT
All prices on this page include postage in the U.S.A.