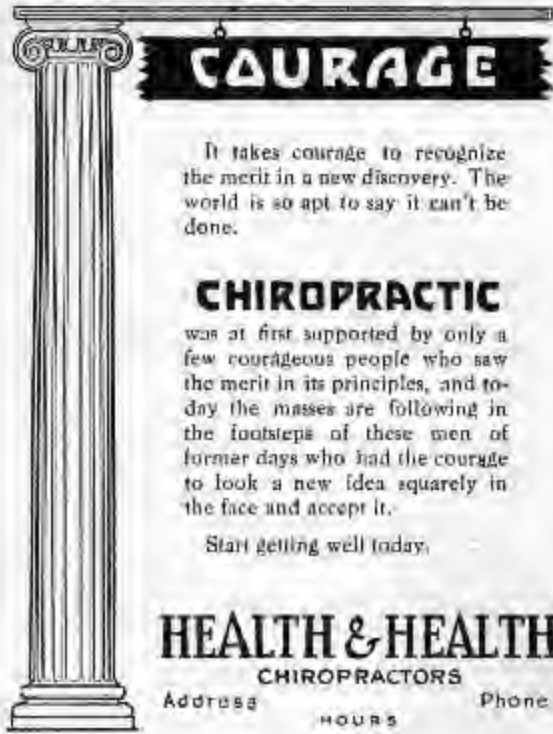


CHIROPRACTIC ADVERTISING

BY
HARRY E. VEDDER, D. C., Ph. C.

FIRST EDITION
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DAVENPORT, IOWA, U. S. A.

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CAURAGE

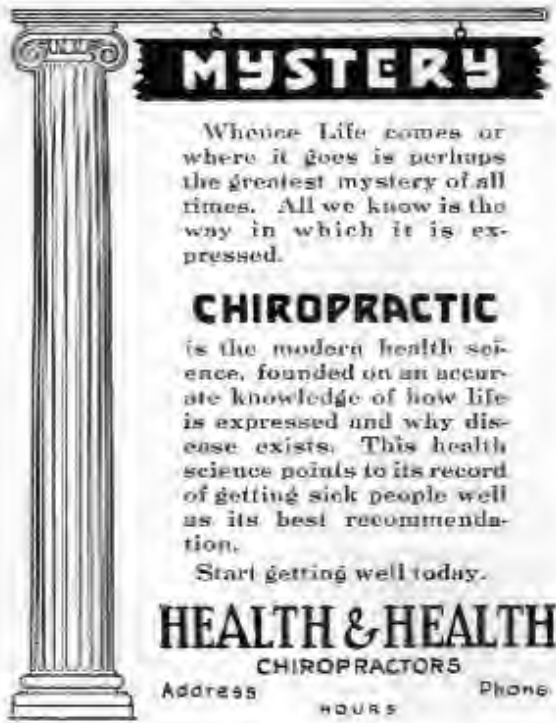
It takes courage to recognize the merit in a new discovery. The world is so apt to say it can't be done.

CHIROPRACTIC
was at first supported by only a few courageous people who saw the merit in its principles, and today the masses are following in the footsteps of these men of former days who had the courage to look a new idea squarely in the face and accept it.

Start getting well today.

HEALTH & HEALTH
CHIROPRACTORS
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MYSTERY

Whence Life comes or where it goes is perhaps the greatest mystery of all times. All we know is the way in which it is expressed.

CHIROPRACTIC

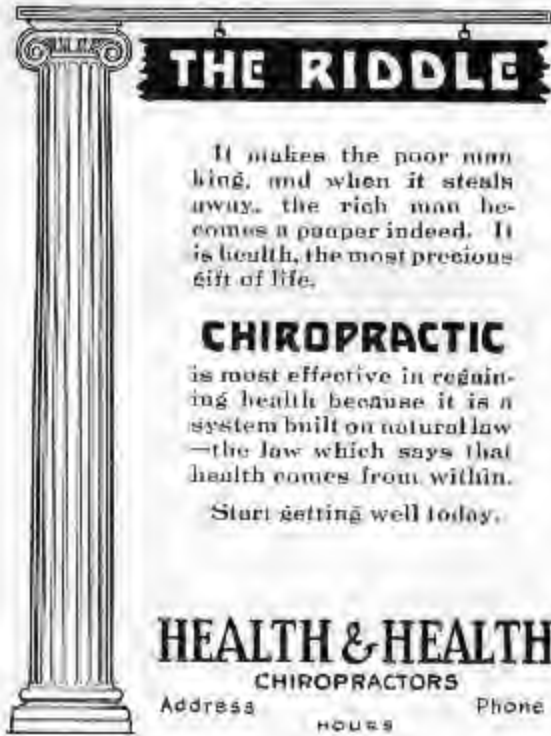
is the modern health science, founded on an accurate knowledge of how life is expressed and why disease exists. This health science points to its record of getting sick people well as its best recommendation.

Start getting well today.

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THE RIDDLE

It makes the poor nim-
bling, and when it steals
away, the rich man be-
comes a pauper indeed. It
is health, the most precious
gift of life.

CHIROPRACTIC
is most effective in regain-
ing health because it is a
system built on natural law
—the law which says that
health comes from within.

Start getting well today.

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LOGIC

If you are informed, you know the vital importance of the nervous system in producing function in every vital organ.

CHIROPRACTIC

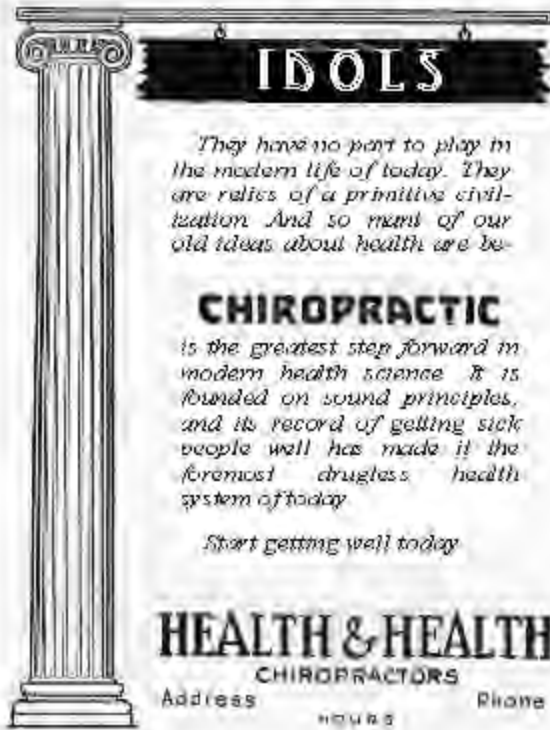
is the most logical of all health science because it is founded on the knowledge of the nervous system. You are entitled to a logical explanation of our work. Let us give you that explanation.

Start getting well today.

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IDOLS

They have no part to play in the modern life of today. They are relics of a primitive civilization. And so many of our old ideas about health are be-

CHIROPRACTIC

is the greatest step forward in modern health science. It is founded on sound principles, and its record of getting sick people well has made it the foremost drugless health system of today.

Start getting well today.

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IDOLS

They have no part to play in the modern life of today. They are relics of a primitive civilization. And so many of our old ideas about health are being outgrown.

CHIROPRACTIC


is the greatest forward step in modern health science. It is founded on sound principles, and its record of getting sick people well has made it the foremost drugless health system of today.

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STRENGTH

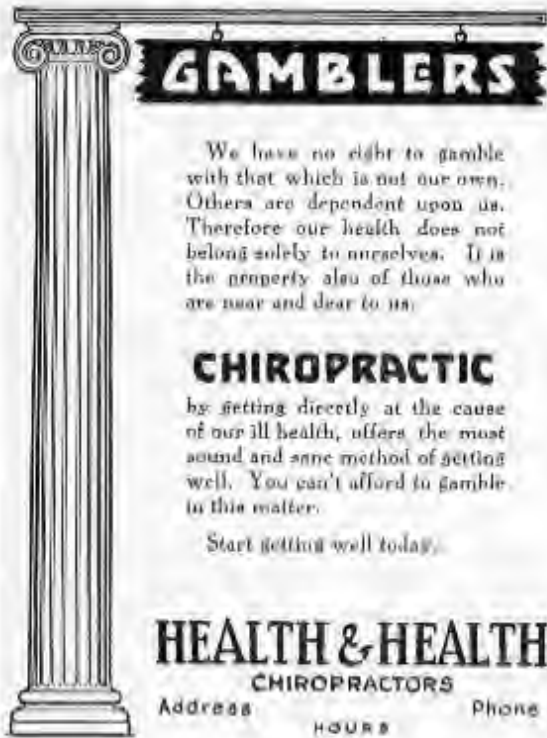
Who is there who does not recognize the value of physical strength in the strenuous life and keen competition of today?

CHIROPRACTIC
makes sick people strong, and thus fits them to attain the ambitions which are a natural part of every one of us.

Start getting well today.

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GAMBLERS

We have no right to gamble with that which is not our own. Others are dependent upon us. Therefore our health does not belong solely to ourselves. It is the property also of those who are near and dear to us.

CHIROPRACTIC
by getting directly at the cause of our ill health, offers the most sound and sane method of getting well. You can't afford to gamble in this matter.

Start getting well today.

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PAGE FIVE

Chiropractic vs. 800,000 Deaths


QUESTION—Can you quote figures showing approximately how many people died last year, and what diseases claimed the most victims?

ANSWER—During 1920 and 1921, approximately 800,000 people died last year. Of this number more than 10,000 died of Bronchitis, 24,000 succumbed to Pneumonia, 75,000 died of Kidney Disease, 20,000 died of Respiratory Diseases. 105,000 deaths were attributed to Tuberculosis, approximately 20,000 died of Influenza, and more than 10,000 died of various Intestinal Diseases. From the Chiropractic viewpoint, only a small percentage of these deaths should have occurred. In other words, the big majority could have been prevented, had the real CAUSE of the different diseases been given sensitive methods. These figures stand as an object lesson to every man, woman and child who is not enjoying perfect health. When people learn that disease is easily unjazzed under Chiropractic Adjustments FOR THE CORRECTION OF THE CAUSE, the death rate in our country will be reduced to a minimum. Do not ignore Nature's danger signals when you FIRST get sick.—

Have Your Spine Analyzed

DR. J. H. FLOID, Chiropractor
OFFICE PHONE, 475 X-RAY LABORATORY
LITTLE FALLS, MINNESOTA.

ANALYSIS OF DISPLAY ADVERTISING



DR. FRED D. IRISH
PALMER GRADUATE

Chiropractor

NO ADJUNCTS ARE EMPLOYED IN THIS OFFICE!

The use of medicine or drugs is }
The use of electricity is } **NOT Chiropractic**
The use of stretching machines is }
The use of x-ray is }
The use of vibrators is }
The use of balls, of any kind is }

Chiropractic is the science of palpating and adjusting the articulations of the human spinal column by hand only.

Those who scoff at or speak lightly about new ideas which they have not investigated regard themselves as bigoted, while those who have an opinion on a subject which is demanding general attention must prove its importance. Isn't he a liar?

Things move along so rapidly now that people who say "It can't be done" are constantly being interested by somebody saying "It can be done!"

Consultation and directions relative to chiropractic gladly furnished for the medical. No obligation.

1916: 428 Sprague Bldg. - Lady Attendant - Phone 4673
Licensed by Chiropractic State Board. Equipped with Special X-Ray Laboratory.



CHIROPRACTIC ADVERTISING



CHIROPRACTIC ADVERTISING

Chiropractic Dr. Flodquist & Brown
Volume October 1919

Your Question
AND ITS ANSWER

QUESTION—My wife has had indigestion, with gas and heartburn, and chronic constipation for years. Will your methods cure her permanently, please?

ANSWER—Chiropractic offers a logical, safe and sufficient method for the correction of the cause of your wife's illness. An irritation of the spine will cause pressure on the middle dorsal nerves, cutting off the full transmission of vital energy over the nerves supplying the stomach. The stomach cannot do its work properly without this energy. Hence your wife that suffers under proper spinal adjustments will be relieved. Her symptoms of indigestion, bloating, heartburn and constipation can be permanently eradicated. However, she will first submit to a thorough spinal examination to locate the exact cause of her trouble. Then take adjustments regularly. You will both be gratified with improvement noted.

The purpose of this department is to spread the knowledge of Chiropractic Adjustment for the correction of the cause of disease. Anterior, 1919, series 10.

Dr. Flodquist & Brown
West Phone, Lakeside 1017B.
The Eastern Chiropractors
Free X-Ray Examination
614 Fifth Ave. Phone Oak 4205

ANALYSIS OF DISPLAY ADVERTISING

HAVE A REAL GOOD
CHIROPRACTOR
G. H. BAKER, D. C., Ph. C.
"TRUST YOUR NECK AND SHOULDERS"
"WISHING THE SICK GET WELL!"
MAJOR AD IN 6 AND 7 in Manhattan, City by Appointment
MAIN 7346 332-3 KITTREGE BLDG.
DILATION AND EXTRACTANTS
Wm. Greenlee (Lawrence) - Phone Chicago 7944

DR. BERTRAM ALLAN MINTZ
PHYSICIAN
3709
SUITE 2000
GARRETTWALK BLDG.
C. W. 107 200 200 W. 107th St. (at 200th St.)

DR. W. A. O'CONNELL
CHIROPRACTOR
YORKS VALE FINGER EXTRACTOR
X-RAY LABORATORY
SUITE 2000 GARRETTWALK BLDG.
MAIN 7211 15th & BROADWAY

DR. H. L. GORDON
PHYSICIAN
PHONE ALLEN 2424
210 WEST 104th STREET

DR. KEEN & KEEN
CHIROPRACTORS
300 West 42nd Street, Albany
Phone Chicago 244

MARGETTS
MARGARET MATHIAS
M. A. J. MATHIAS, D. C.
110 W. 10th St. (at 10th St.)
Phone New York 4444

DR. J. H. O'CONNELL
CHIROPRACTOR
110 W. 10th St. (at 10th St.)
Phone New York 4444

CLAUDE G. HUGH
CHIROPRACTOR
110 W. 10th St. (at 10th St.)
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CHIROPRACTOR
110 W. 10th St. (at 10th St.)
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ALL INFORMATION
110 W. 10th St. (at 10th St.)
Phone New York 4444

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DR. R. W. CHALMERS'
CHIROPRACTIC
HEALTH SERVICE

IT IS NOT JUST AGE. IT IS AGE & WEAR
WILL SOLVE YOUR HEALTH PROBLEMS

Whether it be a pain in the neck, or aching joints, or
dizziness, or any other chronic condition of the spine, or
constipation, or nervousness, or insomnia, etc.




Don't Give Up Hope!

EXPERT X-RAY ANALYSIS

Will show you where your backbone is out of line, causing
irregularities in the spine, and how the removal of the
bone (dysplasia) or the removal of the spine, will give
you relief from these ailments. Study the case below.

DECIDE "To-day I Start Toward Health"

CALL
South 6920
For an Appointment



OFFICE HOURS
10:00 AM to 12:30 PM—1:00 PM to 6:00 PM
Daily, Monday, Wednesday and
Friday, 7:00 AM to 9:00 AM
And by Appointment

FREE Spinal Analysis
CALLS MADE PROMPTLY

8

—do you enjoy your pain?
 —are you married to your disease?
 —will you be lonesome without your suffering?

By Merit Alone
Chiropractic



YOU NEED Ben Bolt TO ADJUST YOUR SPINE

has grown from an idea in the mind of one man in 1895, to the grand largest health profession in the world.

Twenty-one state governments have recognized the science as distinct and different from anything else on earth.

In less than one hour many the greatest has been effected by means of its efficiency as a health method.

COMPARE THIS (NERVE) WITH THE ONE ABOVE AND THE ONE BELOW




It has increased its practice from twenty-three years ago, when other methods failed, and with clear features of other methods upon which it gave its efficiency, it has made the most phenomenal growth of any health method in the history of the world.

Try Chiropractic and Get Well

H. Ben Bolt, D.C.
 Palace Gardens, Chiropractic
 1 YORK PLACE, LONDON
 20 ROYAL TERRACE, GLASGOW

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YOUR BOY

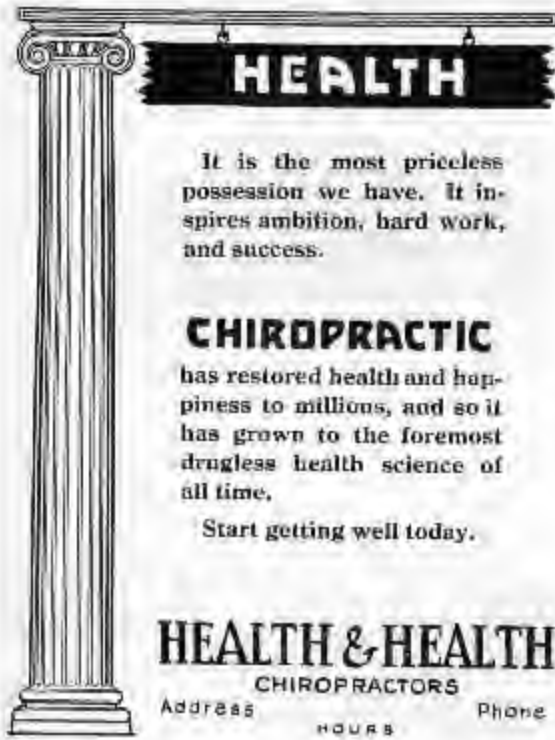
WHAT ARE YOU DOING TO
SEE THAT HE GROWS INTO A
STRONG, HEALTHY, VITAL
MAN? YOU WANT HIM TO BE
STRONG MENTALLY, MORALLY,
AND PHYSICALLY.

CHIROPRACTIC
WILL FIT YOUR BOY TO MEET
THE KEEN COMPETITION AND
STRUGGLES OF MANHOOD
WITH A SOUND AND HEALTHY
BODY.

START GETTING WELL TO-
DAY.

HEALTH & HEALTH
CHIROPRACTORS
Address Phone

CHIROPRACTIC—BUSINESS OR PROFESSION?



HEALTH

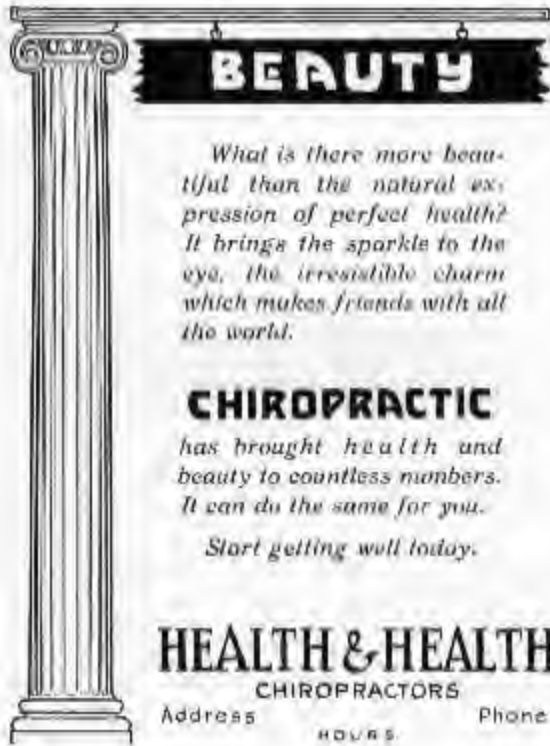
It is the most priceless possession we have. It inspires ambition, hard work, and success.

CHIROPRACTIC
has restored health and happiness to millions, and so it has grown to the foremost drugless health science of all time.

Start getting well today.

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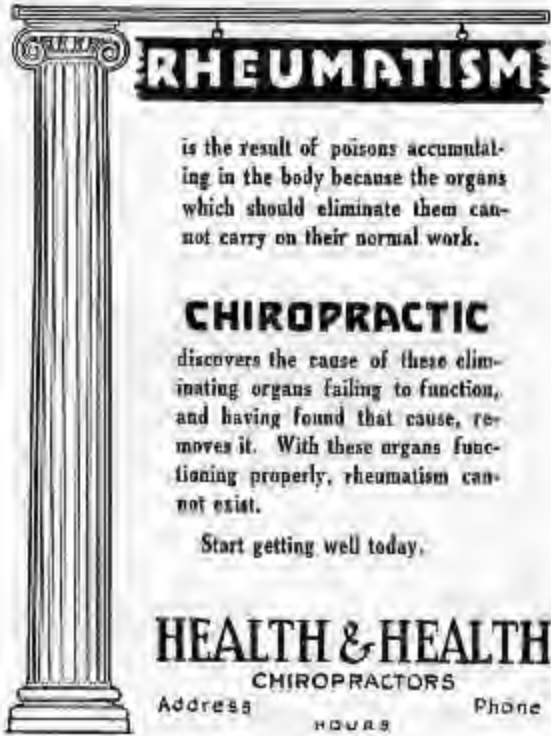
BEAUTY

What is there more beautiful than the natural expression of perfect health? It brings the sparkle to the eye, the irresistible charm which makes friends with all the world.

CHIROPRACTIC
has brought health and beauty to countless numbers. It can do the same for you.
Start getting well today.

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RHEUMATISM


is the result of poisons accumulating in the body because the organs which should eliminate them cannot carry on their normal work.

CHIROPRACTIC

discovers the cause of these eliminating organs failing to function, and having found that cause, removes it. With these organs functioning properly, rheumatism cannot exist.

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POISON

is constantly being formed in our bodies and must be thrown off in order for health to be maintained.


CHIROPRACTIC

concerns itself with seeing that the kidneys and other excretory organs are functioning perfectly that diseases may not result from these poisons staying in the body.

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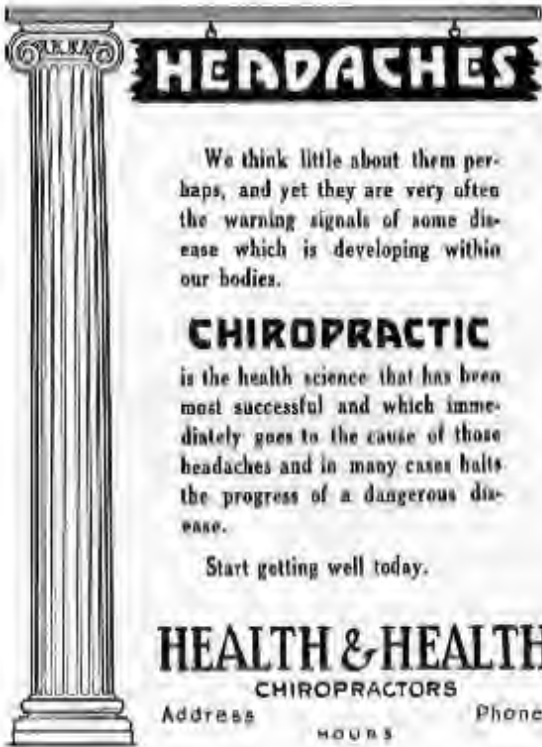
THE THIEF

Disease is but a thief of health. We leave the door wide open, and boldly he walks in and strips from us our health and leaves us poor indeed.

CHIROPRACTIC
shows the cause of disease, and by removing that cause, it brings again the health which is the birthright of us all.

Start getting well today.

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HEADACHES


We think little about them perhaps, and yet they are very often the warning signals of some disease which is developing within our bodies.

CHIROPRACTIC
is the health science that has been most successful and which immediately goes to the cause of those headaches and in many cases halts the progress of a dangerous disease.

Start getting well today.

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THE CHEAT

WITH SUBTLE, STEALTHY TREAD
IT STEALS INTO OUR LIVES AND
TAKES AWAY THE HEALTH WHICH
GOD HAS GIVEN TO EACH ONE.
IT IS DISEASE WHICH CHEATS US
OF THE BEST THAT LIFE HOLDS
FORTH.

CHIROPRACTIC

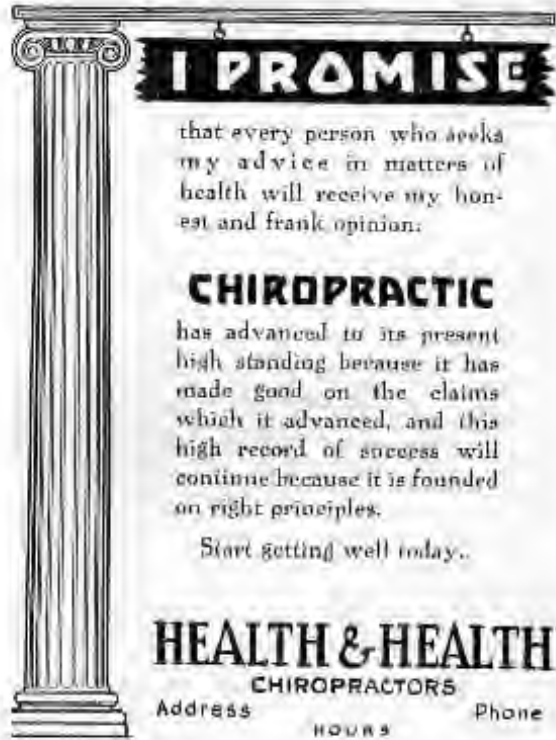
IS THE SCIENCE OF HEALTH
WHICH DISCOVERS THE CAUSE
OF THIS DISEASE, AND BY RE-
MOVING THAT, PERMITS US TO
ENJOY THE HEALTH WHICH IS
OUR RIGHT.

START GETTING WELL TODAY

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I PROMISE

that every person who seeks my advice in matters of health will receive my honest and frank opinion:


CHIROPRACTIC

has advanced to its present high standing because it has made good on the claims which it advanced, and this high record of success will continue because it is founded on right principles.

Start getting well today..

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WISDOM


It is not gained in schools.
It is the result of a fair and
impartial survey of human
experience. Wisdom dic-
tates that if we are to suc-
ceed we must preserve our
health.

CHIROPRACTIC
is the method employed by
the wise man who has
learned through observation
and experience that this
health science gets sick
people well quickly and na-
turally.

Start getting well today.

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REASON

THE DAY OF BLIND AND UNREASONING FAITH IN ANY SYSTEM WHICH CLAIMS TO RESTORE HEALTH IS GONE. THIS IS AN AGE OF REASON.

CHIROPRACTIC
CAN GIVE YOU A CLEAR, LOGICAL REASON FOR YOUR ILL HEALTH, AND IT CAN SHOW YOU EVERY REASON WHY CHIROPRACTIC ADJUSTMENTS WILL GET YOU WELL.

START GETTING WELL TODAY

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