THE object of this catalog is to supply the practicing chiropractor what he needs to systematize his business, lessen his burdensome office details, and otherwise help to provide for his comfort and satisfaction. It is our purpose to furnish merchandise in small or large quantities at wholesale prices, so that we can accomplish a saving with each purchase from our large stock of supplies.

As we go to press, we have listed our prices at the latest market quotations. Our customers will receive full benefit of all downward fluctuations in the market, and, in the same manner, we reserve the right to make a justifiable increase in our quotations to meet a corresponding advance in manufacturing costs that may transpire in the future.

We have sought to list the items that will be highly useful and economical, with the broad view of contributing helpfully to the chiropractor "on the firing line" in such a manner that in each case our customer will know we are mindful of his needs and ever-increasing popularity and progress.

The prices in this catalog supersede all previous quotations.

WE GUARANTEE

that each and every article in this catalog is exactly as illustrated and described. Also that any article purchased from us represents full value for the price you pay.

The Palmer School of Chiropractic

Chiropractic Fountain Head

Davenport, Iowa, U.S.A.

"Where the West Begins"
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

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
MOST CHIROPRACTORS have had the pleasure of hearing B. J. Palmer speak on subjects that are vital to "the cause" and they do not have to be informed about his sincerity or the originality of his earnest conclusions.

But to those chiropractors who have not been so fortunate as to hear the fullest advanced man in the Chiropractic world expound in person on the science which has engaged his activities exclusively for twenty-seven years, we wish to say that there is a big treat in store for them.

Here is a man who is saturated in his subject to his fingers' tips. Chiropractic science is "his child," and nothing that he can do to further its advancement has been left undone. His ambitions and standards are high and the dynamic force of the man enables him to overcome all obstacles in his path to universal fame and achievement.

The following lectures have been arranged and printed in convenient booklet form which are available at the moderate prices indicated. Every chiropractor will benefit by closely following the text of all these lectures and they are handy reference works for the reception room libraries of progressive practitioners.

You will readily understand by these lectures why B. J. Palmer is an unqualified success at the task he has chosen for the crowning point of his career; it will be made evident to you that he is intensely human in all his contentions; and after studying these lectures you will be forced to agree that his sole purpose has been to develop the practical side of Chiropractic science for the ultimate relief of the world’s diseased and afflicted human inhabitants.

These Prices Include the Postage in the U.S.A.

| No. V-330 | "Education, Knowledge, Wisdom" | $0.50 | No. V-336 | "An Invisible Government" | $1.00 |
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In Fourteen Volumes
The Abstract Conclusions of the Best Recognized Authorities on the Principles of Chiropractic Science

A Necessity in the Offices of all practicing Chiropractors.

The Philosophy, Physiology, Principles of Adjusting, Symptomatology, Chemistry, Nerve Tracing, Spinography, Gynecology, Technique, Orthopedy, etc.

THE COMPLETE ANSWER

A HANDY REFERENCE

To EVERY CHIROPRACTIC QUESTION

This Set does not include Vol. III, which is out of print. However, this work is fully covered in Vol. XIII.

Price of the Set Complete
No. VX-165, $80.50

Transportation Charges Paid in U.S.A.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
THE CHIROPRACTIC LIBRARY
SPECIAL DISCOUNT TO SCHOOLS AND LIBRARIES FOR QUANTITY ORDERS
Prices Quoted Include Postage in the U. S. A.


Volume XV, The Chiropractic Library, "CHIROPRACTIC ORTHOPEDY," by J. H. Craven, D. C., Ph. C. This is a book of three hundred and ninety-nine pages; thoroughly illustrated, with one hundred and twenty-one original drawings. Price $5.00 each.

These books constitute the standard authority for Chiropractic Science all over the world. They were written by some of the older members of the faculty of The Palmer School, who are the farthest advanced in the study and research of Chiropractic principles.

These works embody the most advanced thought in the scientific application of the science, and they are the standard by which the world is being taught the greatest health system of this day and age—

CHIROPRACTIC!

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No. A-522—THE LENGTHENED SHADOW
This booklet was written by H. E. Welsh, D. C., Ph. C. The story is built around B. J. Palmer and shows a thousand tribulations through which he has had to pass, bringing forcibly home the fact that the institution is merely a lengthened shadow of the efforts and work of a single individual. The size is 6" x 3 3/4". There are twenty pages.

No. A-524—THE MAN WHO MADE A LADDER OF HIS CROSS
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No. A-523—THE GLORY OF GOING ON
"The Glory of Going On" was written by James W. Elliott. To those who knew "Jimmie" Elliott, nothing more need be said. He has produced a masterpiece which deals with the progress of B. J. Palmer and his institution over the obstacles of criticism and condemnation to the success which it is today. This booklet is printed on a fine grade of paper with a four-color cover design, which in itself tells a complete story. Size 5 1/2" x 8 1/4". Twelve pages.

These prices apply to each title on this page, or all three assorted. No extra charge for printing your business card thereon.

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All the following titles are highly prized by experienced chiropractors for their clear explanations of the subjects. They make very interesting reading matter and the full set should be in every progressive chiropractor’s office.

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B-472 “The Public Estimate of the Physician”
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B-474 “A Look Ahead, A Look Backward”
B-475 “Germs”
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B-481 “Retracing”
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B-484 “Chiropractic Questions and Answers”
B-485 “The Chiropractic Idea”

In ordering a General Assortment, specify No. BX-488.

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No. B-335 A SHADOW AND HEALTH, An interesting eight-page folder on the subject of the Spine, fully illustrated. Price $.00 for 100, or $5.00 per 1000.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
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No. R-310 "The Middle Path." Size 6" x 9". Twenty-four pages.

10 Rafferty Stories, Assortment No. RX-300
JUST A WORD ABOUT THE AUTHOR

W. H. Rafferty, D. C., the author of these stories, is a chiropractor who firmly believes in the power of publicity. For many years he enjoyed a fine practice in Dakota, North Dakota, and his novel newspaper advertisements in the Lakota American not only brought him much business, but attracted wide attention all over the country. Dr. Rafferty has always been a loyal P.S.C. "bossman" and his talk at the Lyceum held in August, 1919, will long be remembered by those who were privileged to hear it. He is now practicing in Memphis, Tennessee, and is already recognized as one of the big Chiropractic leaders in the South, being president of the Tennessee Chiropractors' Association. The "Rafferty stories" have been the means of bringing many into the "Chiropractic fold," and it is hoped that Dr. Rafferty's pen may wield its influence for many years to come in the interests of the science of which he is such an able exponent.

The complete set of ten stories written by W. H. Rafferty, D. C., are now ready. Every chiropractor should have a quantity of each to give to his patients and friends.

The series of Rafferty stories is published for the purpose of telling to the public, by means of fiction, the message of Chiropractic. No chiropractor can afford to be without enough of these booklets to keep his patients supplied at all times. No effort or expense has been spared to make this series of booklets a real deluxe edition. The cover is in two colors.

If you wish to order a certain quantity in an assortment specify "No. RX-300 Rafferty Stories." It ordered by selection use catalog numbers as shown above.

The price for these deluxe stories with or without business card printed on the cover page is as follows:

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These prices include printing of your Business Card on cover page. Furnished in assorted lots of not less than 25 of each title. Prices are F.O.B. Davenport. See Parcel Post Rates on page 8 and include sufficient funds with your order to cover postage.
Always Keep Your Stock On Hand Well Replenished

If there is one phase of advertising that contributes the most toward "putting over" the principles of Chiropractic, then our series of Disease Tracts are "it." No chiropractor's reception room is ever complete without these inexpensive "convincers." They have been written in plain language by the best authorities, and their text is a carefully studied human interest appeal; they help to create the impression you want to prevail on each caller at your office, because in each booklet special care is taken to show the efficiency of Chiropractic adjustments in some particular disease.

You will do well to provide your reading table with a liberal assortment and hold plenty in reserve.

(Printed in Spanish)
Furnished Only When Specially Ordered

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<tr>
<td>D-240</td>
<td>Ajustes Quiropracticos</td>
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(Prices quoted on application)
TO THE PATIENT

There are but two rules necessary in this office for the best results and they are:

1. MEDICINE AND REGULAR ADJUSTMENTS.
2. WHEN either of these rules are broken the patient may consider his or her case hopeless.

Nature is no respecter of persons, and when you begin to think that nature has made a special dispensation in your favor, or when your health becomes a secondary matter to YOU, your case is of no interest to me.

Then you and I assume the relationship of patient and Chiropractor there are but two things involved, viz: Your HEALTH and my REPUTATION, and neither of us can afford to let anything interfere with either of these.

Let us COOPERATE to save both.

"The Acquittal"

[Image of a poster with text]

The Tyrant

[Image of a poster with text]

Set No. MX-486 Office Placards

Printed in two colors on medium weight paper, suitable for mounting on cardboard or pasted on walls, doorways or window glass. They are sold in unbroken sets of four for 25c, postage paid in the U.S.A.

Price 25 Cents Per Set, Postage Paid
WALL MOTTOES

EARLY to bed, early to rise,
Work like hell and advertise,
Makes a man healthy, wealthy
and wise.

B. J.

No. M-451, in two colors (size 4"x9") Price 5¢ each

The first consideration in THIS office is
to have things done
EXACTLY RIGHT

No. M-454 (size 5½" x 9½") Price 5¢ each

Let him
who wins it
bear the palm

No. M-453 (size 5½" x 9½") Price 10¢ each

COME IN
WITHOUT
KNOCKING
GO OUT
THE SAME
WAY

No. M-455, in two colors (size 8"x11")
Price 5¢ each

OFFICE RULES
ONE SYSTEM
ONE SERVICE TO ALL
ONE PRICE
TERMS CASH

No. M-457, in two colors (size 7"x9½")
Price 5¢ each

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THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
NEW ANNOUNCEMENT
Our new Announcement Book will be mailed to you free on request or (at your suggestion) to any prospective student.

STUNTS
No. M-459, "STUNTS," in two colors (size 10½" x 15"), shows illustration of circus clown performing acrobatic stunt. Text makes it plain that stunts are left to others, while the chiropractor concerns himself exclusively with getting the sick well. Price 5¢ each.

HOURS 8 TO 10
No. M-463, "HOURS 8 TO 10", This wall chart, 10¼" x 14", is a reprint from an article appearing in The Fra, written by Felix Shay. It is one grand slam on political physicians. Two colors. Price 5¢ each.

D. D. PALMER
No. M-469, Print of D. D. Palmer Photograph, 12½" x 14½". Price 15¢ each.

DON'T OVERLOOK DISEASE TRACTS
There is no better way for the Chiropractic practitioner to "boost" himself while he is educating his prospects, than to keep his reading table constantly supplied with an interesting assortment of Disease Tracts. They help mightily in the "first steps" to conviction.

See Page Eleven

No. M-460 in three colors (size 13½" x 19")
A Creed of Life written by B. J. Palmer
Price 5¢ each

Prices of all items on this page include postage in U.S.A.
PICTURE MOTTOES—Continued

No. M-445. Reprint from photograph of Geo. E. Periolat is 10½" x 14". Price 5c each.

No. M-468. This wall poster, 11" x 16½", is a reprint from an article in the Medical Brief, written by Dr. Richard Cabot of Boston, and shows the large proportion of mistakes made in diagnosis of disease. Price 5c each.

Prices of all items on this page include postage in the U.S.A.

No. M-452. In two colors (size 4½" x 7½") Price 5c each

No. M-447. This is a three-color wall poster, 11½" x 12½". Price 5c each.

THE LOBSTER
He is the only animal who travels backward to go forward.
HE Belongs to the OLD School!
PICTURE MOTTOES—Continued

IS CHIROPRACTIC OSTEOPATHY?

“The Legal Aspects of Chiropractic”

No. M-460. This is a wall poster 14" x 16", showing the reprints of letters received from Osteopathic schools denying that Chiropractic is a part of Osteopathy. Enlarged and revised down to date. Price 50c each.

No. M-461. This is a small poster 9" x 12" and is a reprint of letters received from various Osteopathic schools and colleges stating that Chiropractic is not Osteopathy. Price 50c each.

No. M-462. Reprint of photograph of Yateska Surratt with testimonial. 8½" x 10½". Price 50c each.

Prices quoted include the postage.

No. M-463. In two colors. (Size 9½" square) Price 50c each.


No. M-465. In four colors. (Size 19" x 25") Price 25c each.

No. M-466. Beasie Love. Reprint of photograph of Beasie Love, with testimonial on Chiropractic; 7½" x 12¼". Price 5c each.

THE MEDICAL SLOGAN
The Chiropractic Slogan

By the Cross I Guarantee My Creed and Craft To Be 100 PER CENT CHIROPRACTIC

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
Bordered Mottoes
FOR FRAMING

Price 10c each or $1.00 per set of 13.
If the full set is wanted specify No. MX-630. Price $1.00.
All prices on this page include postage in the U. S. A.

No. M-470. Wall poster in two colors (size 17" x 20"). Price 5c each.

No. M-681. "Give us this day our Daily In-
termediate." No. M-682. "Get out of the Gutter—the water
wants to run." No. M-683. "A stalled nerve equals dead
mental impulses. That auto isn't but can't.
No. M-684. "Adjust the subluxation. Mental
impulse emotion must equal mental im-
"Advance the Sparker."
No. M-685. "Take care of the horse."
P. S. C. SONGS


All Prices on this Page Include Postage in the U.S.A.

No. V-355. "Keep Smiling" (song), words and music by A.W. Schweitert, D.C. This song is distinctly a Chiropractic song written by a chiropractor. Price, per copy 25c.

CRYSTOGLASS SIGN FOR P. S. C. GRADUATES

No. S-801. Crystoglass P. S. C. Graduate Sign (size 8" x 14"), price $2.00 each.

The beauty of this sign cannot be reproduced. The lustrous blue field emblazoned with rich gold lettering, together with The P.S.C. seal done in gold and brilliant red, renders the sign a thing of beauty. The clear, sparkling mica surface gives the sign the exact appearance of a plate glass sign lettered in gold leaf. It is the threat possible reproduction of just such an expensive sign. The sign is to be found on the office wall of every progressive P.S.C. chiropractor. Besides proclaiming that you are a graduate of the Fountain Head of Chiropractic, the sign adds an artistic bit of color to your office.

Graduate of The Palmer School of Chiropractic

"CHIROPRACTIC FOUNTAIN HEAD"

Davenport, Iowa, U.S.A.
Limited space in this catalog will not permit quoting full text of epigrams; hence only first line is given.

C-761. Want to go thru life admitting
C-762. Keep your feet warm and your
C-763. The man who whispers to the
C-764. Be a live wire and you won't
C-765. You be the Judge. In my deal-
C-766. There are many men who would
C-767. Think Heavens! Act. Positive—
C-768. The love you give away is the
C-769. We are coming to think of God
C-770. Where on earth were you yest-
C-771. If you are a monthly Mexico-
C-772. Printers' ink uses the pen, press
C-773. We need not so much to real-
C-774. A Man's a man for a' that, but
C-775. Appreciation is an art. A fine
C-776. Man is still in the process. He
C-777. Everything comes to him who
C-778. The only people who enjoy a
C-779. God gave the ordinary chiro-
C-780. Good News. If evaetalkers say
C-781. All things worth while cannot
C-782. Most of us suffer from illusions
C-783. If you have been wise and pru-
C-784. It is white we are green that
C-785. You need me and I need you.—
C-786. Any idea, person or institution
C-787. About the time you think you
C-788. The Lord Loveth a Cheerful
C-789. I have been in business some
C-790. Some people are so afraid they
C-791. If the "germ theory of disease"
C-792. The fatal defect in all reform
C-793. The world bestows its big
C-794. Only the mints can make money
C-795. Education is a national assis-
C-796. Boost and the world boasts with
C-797. "Mary had a little lamb."
C-798. Man is a great big soul carry-
C-799. Why pray cream on Sunday and
C-800. That which is natural, even
C-801. If the employer of labor that
C-802. When anybody about here
C-803. Many people suffer with a con-
C-804. Beauty is only skin deep and
C-805. Cast your bread upon the work-
C-806. Remarkable things happen in
C-807. "Early to bed, early to rise,"
C-808. Get the idea—All else follows—
C-809. No matter how lonely you feel,
C-810. Not—how little, for how much,
C-811. Many a man has the eyesight
C-812. "Salts Move The Bowels"—
C-813. The rolling stone gathers no
C-814. An Irishman fights before he
C-815. Eat, drink, and be merry for
C-816. Art is the Expression of a
C-817. We choose our helpers by the
C-818. An Egotist knows everything;
C-819. I would rather be a has-been
C-820. There's a woman on every dol-
C-821. That Man is Best Educated Who
C-822. Physicians Association Mem-
C-823. There are only a few who are
C-824. Build a better mousetrap than
C-825. We believe that the man worth
C-826. Christ went about healing the
C-827. What is owning all the world
C-828. First the sneer, then the cheer;
C-829. Joe's a Polyn and China Hawg got
C-830. Only the hen can earn money
C-831. Nothing that can be poured out
C-832. What is Mind? Never Matter!
C-833. Man is still in the process—
C-834. Is life worth living? That de-
C-835. Of course the lions didn't eat—
C-836. The lobster is the only animal
C-837. A Man is Clean outside and in;
C-838. Following the Paths of least
C-839. Don't go among doers, if you
C-840. A Paradox. A full brain and a
C-841. Rule No. 9: Don't take yourself
C-842. A Hen is the only living critter
C-843. Unfortunately he who is born
C-844. The human mind should be an
C-845. The man who exchanges char-
C-846. Many are the Chiropractic Ho-
C-847. He that bowseth not his own
C-848. Where there is no vision the
C-849. When the bored say the wrong
C-850. Onions make you strong physi-
C-851. If you are in the right, you can
C-852. The book is that portion of the
C-853. Anything that you do that the

<table>
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<th>100</th>
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<td>1.50</td>
<td>2.50</td>
<td>3.50</td>
<td>5.00</td>
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</table>

"REAL" PHOTOGRAPHIC POST CARDS OF THE P.S.C.

For distribution among your patients and friends. Each postcard, 4c. Order by number.

G-381. B. J. Palmer, Developer of Chiropractic and President of The P.S.C., Davenport, Iowa.
G-382. Twiddo, a court of recreation for P.S.C. students, Davenport, Iowa.
G-384. Monument to the memory of the founder of The P.S.C., Davenport, Iowa.
G-385. Over 3,000 cases are adjusted daily in The P.S.C. Free Clinic, Davenport, Iowa.

Q-388. P.S.C. Cafeteria, where over 1,000 meals are served daily at cost, Davenport, Iowa.
Q-390. P.S.C. Printing Plant, which in educating the world to Chiropractic, Davenport, Iowa.
Q-391. View from Inspiration Point at P.S.C. overlooking the "Father of Waters," Davenport, Iowa.
Q-392. The Palmer School Analytical Clinics draw unusual cases from all over the world, Davenport, Iowa.
Q-393. Pure "well" water from sixty feet below the surface at The P.S.C., Davenport, Iowa.
Q-394. B. J. Palmer, Developer of Chiropractic and leader of all life, Davenport, Iowa.

Price 5c Each, or Six for 25c

No. QX-397, 100 Assorted, Price $4.00

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

Electro No. E-45
Price $1.00

In four sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>E-401</td>
<td>6 3/8 in.</td>
<td>$1.25</td>
</tr>
<tr>
<td>E-402</td>
<td>8 in.</td>
<td>.75</td>
</tr>
<tr>
<td>E-403</td>
<td>11 1/2 in.</td>
<td>.50</td>
</tr>
<tr>
<td>E-404</td>
<td>11 3/4 in.</td>
<td>.50</td>
</tr>
</tbody>
</table>

Available in three sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-47</td>
<td>8 in.</td>
</tr>
<tr>
<td>E-48</td>
<td>10 1/2 in.</td>
</tr>
<tr>
<td>E-49</td>
<td>11 3/4 in.</td>
</tr>
</tbody>
</table>

Price:
- E-47: $1.75
- E-48: $3.00
- E-49: $4.50

---

Diagram Showing Dependence of All Organs Upon Spine and Spinal Nerves
Price $1.75
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>
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<td>Single Column</td>
<td>E-76</td>
<td>$1.50</td>
<td>E-77</td>
<td>$1.50</td>
<td>EX-186</td>
</tr>
<tr>
<td></td>
<td>$1.50</td>
<td>$1.50</td>
<td>E-79</td>
<td>$5.00</td>
<td>EX-186</td>
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<tr>
<td>Double Column</td>
<td>E-105</td>
<td>$1.75</td>
<td>E-106</td>
<td>$1.75</td>
<td>EX-187</td>
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<td>$1.75</td>
<td>$1.75</td>
<td>E-108</td>
<td>$6.00</td>
<td>EX-187</td>
</tr>
</tbody>
</table>

Highly magnified cross section of nerve.

No. E-34, Price $.90

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

This electro tells its own story and requires very little explanation. Use it constantly.

No. E-128, Price $1.50

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 6-inch space with copy between the illustrations. Conclude your copy each time to one brief point, have set with sizable 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-36, Price $2.00

No. E-37, Price $2.00

No. E-70—Same as E-36 except width 3½ inches, price $2.25.
No. E-71—Same as E-37 except width 3½ 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 6 inches, price $4.00.
No. E-75—Same as E-37 except width 6 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.

Electro No. E-43
Admirable for program, score card and classified posters. Price $1.35.

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 (1½” x 1¼”) No. E-185, price $1.00.

Electro No. E-297
Excellent for your business card, stationery or telephone book and directory. Keep two of them handy for emergences.
Price, $1.00.

Electro No. E-298
An appropriate ornament to your “ad” or general principle.
Available in three sizes:
No. E-277 (3 inches), price 75c.
No. E-278 (2 inches), price 60c.
No. E-279 (1 inch), price 50c.

Electro No. E-299
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-397 (5½ inches), price $1.50.
No. E-398 (3 inches), price 75c.
No. E-399 (2 inches), price 60c.

The Palmer School of Chiropractic, Davenport, Iowa, U. S. A.
ADVISING ELECTROTYPE—Continued

PUT YOUR FINGER ON THE SPOT

These seven electrotypes (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 your 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 Electroes No. EX-191, price $8.75.

Every chiropractor should have the full set of Textbooks used at The Palmer School. See Page 7.

No. E-121, Price $1.75

No. E-122, Price $1.75

No. E-123, Price $1.75

No. E-124, Price $1.75

No. E-125, Price $1.75

No. E-129, Price $2.00

No. E-126, Price $1.75

No. E-127, Price $1.75

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 (2½ inches)</td>
<td>$1.50</td>
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<tr>
<td>No. E-26 (3 inches)</td>
<td>$2.00</td>
</tr>
<tr>
<td>No. E-27 (3½ inches)</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

All prices quoted on this page include postage in the U.S.A.
ADVERTISING ELECTROTYPES—Continued

No. E-29, Price $1.00
Electro of vascular system. Strikingly effective in any advertising matter.

No. E-33 (4½ in.), price... $1.50
No. E-96 (7 in.), price... $1.99
No. E-95 (10½ in.), price... $3.15

This electro is particularly valuable as a word-picture and comparisons. It serves well to educate the public as to the results of subluxations by the use of common, everyday subjects with which it is familiar. Available in four sizes:

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.

The Chiropractor adjusts the subluxation and health reappears.

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.

Our new School Announcement is now ready for distribution. It will be sent to you at your request or to the address of prospective students at your suggestion.

No. E-28. Price $1.10
Electro showing nerve branching from brain. Creates active interest in a reader. Its black background draws quick attention.

Electro representing X-ray view of head and torso. Also normal position of spine.
No. E-120, price $1.50.
No. E-27, price $1.10.

Showing 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 paralysis, loco-motor 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, goitre, nervous prostration, la grippe, diarrea, bleeding from nose, disorder of gums, catarrh, etc.

3. The arrow head marked No. 3 locates the part of the spine wherein subluxations will cause so-called bronchitis, fevers, pain between the shoulder blades, rheumatism of the arms and shoulders, hay fever, writers' 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, hiccoughs, worms, etc.

7. Bright's disease, diabetes, floating kidney, skin diseases, 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)

No. E-30
Price $1.35

No. E-31
Price $1.25

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 factors. 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 ELECTROTYPE—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 electros that answer this purpose and they have direct bearing on your subject. You will do well to make the most of such publicity.

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-87

MOVE ON

Can be had in three sizes:
No. E-90 (Width 4 inches) ........ Price 1.25
No. E-89 (Width 8 inches) ........ Price 1.80
No. E-88 (Width 16 inches) ....... Price 5.25

Always keep a full supply of E.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

No. E-90

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 18 inches) ....... Price $14.50

KEEP SMILING

Also mortised here for your Business Card

Electros can be had in five sizes:
No. E-54 (1½ x 1½ inches) ......... Price $1.00
No. E-55 (1½ x 1½ inches) ......... Price 1.10
No. E-56 (2½ x 3½ inches) ......... Price 1.20
No. E-57 (3½ x 5½ inches) ......... Price 2.25
No. E-58 (3½ x 5 inches) ......... Price 3.00
No. E-59 (6½ x 9½ inches) ......... Price 4.50
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-313 (Single column) Price $1.00
No. E-314 (Double column) Price 1.50

No. E-319

Modestly electrosh 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-318 (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-100
No. E-99 (1 inch) Price $1.00
No. E-100 (2 inch) Price 1.50

No. E-159
No. E-158 (1 inch) Price $1.00
No. E-159 (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 bona fide prospective students.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
ADVERTISING ELECTROTYPES—Continued

Chiropractic
Meaning—"Done by Hand"

Our Only Tools

No. E-131

OUR ONLY TOOLS

This cut is produced in four sizes:
No. E-131—(Single column) price $1.00.
No. E-132—(Two column) price $1.50.
No. E-133—(Three column) price $2.50.
No. E-134—(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 shows 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 1½ inches, price $1.00.
No. E-242—Width 2 inches, price $1.50.

FOUR PAIRS OF PANEL CUTS

E-157 E-158 E-159 E-160 E-161 E-162 E-163 E-164

PRICE SEVENTY-FIVE CENTS PER CUT

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

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
Reproduction of the latest view of The Palmer School of Chiropractic. Now available in electro types of two sizes.

No. E-145 (4 in.), Price $1.00
No. E-146 (8 in.), Price $2.00

Two interesting studies of B. J. Palmer, President. Reproduced from pen drawings on electro types. No. E-149 comes in two sizes, as illustrated. While No. E-58 can be had in five different sizes.

No. E-50 (Height 2 in.), Price $1.00
No. E-55 (Height 3 in.), Price $1.50
No. E-56 (Height 4½ in.), Price $2.25
No. E-51 (Height 6 in.), Price $2.75
No. E-52 (Height 9 in.), Price $4.00
No. E-149 (As shown), Price $1.00
No. E-234 (Height 6 in.), Price $3.00

Every Palmer School graduate is accorded the privilege of using any and all electro types on this page. All prices are postage paid in the U.S.A.

No. E-138
Price $0.45

No. E-139
Price $1.00

The P.S.C.
Crest in the center of the
P.S.C. Seal.

No. E-42
Price $0.50


No. E-63 (Height 1½ inches), Price $1.00
No. E-64 (Height 2½ inches), Price $1.50
No. E-65 (Height 4½ inches), Price $2.25
No. E-66 (Height 6½ inches), Price $3.00
No. E-67 (Height 9 inches), Price $4.00

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

THE ADVERTISEMENTS appearing in the National Magazines are available in the form of electrotypes for the subscribers to National Publicity.

They are worded exactly as they appear in the national magazines and signed by the Universal Chiropractors' Association.

They cannot be secured or used by those who are not paid up on their pledges to National Publicity.

All rights to these ads are reserved and not a word can be changed without the consent of the U.C.A.

Space for the insertion of the name or names of those who run the ads will be left at the bottom of the electrotype.

This means that the finest advertising service in the world is now available to those who have subscribed to National Publicity and this service is for the exclusive use of those who are paying the cost of the National Campaign.

There are now twenty-one (21) ads ready and numbered, and the cost is $1.25 per electrotype. The entire twenty-one will cost you $26.25 F.O.B. Davenport.

These ads combine the genius of "Jim" Greggerson and Ed Frommader, two of the best men in their respective line in the profession. Greggerson wrote the copy and Frommader made the layout.

The electrotype insures you against all the worry of proof reading, the incompetence of the small-town printer, and the limitations of small-town printing shops.

It gives the small-town chiropractor the finest service in the world, at the smallest cost of any service that is being offered to the profession.

It places the U.C.A. stamp of approval on the practice of those who use the service.

It advertises the lecture and ties you up with the National Campaign directly.

It gives the U.C.A. an opportunity to refer inquiries from your town directly to you.

This is just another way we have devised of making your contribution to National Publicity pay you dividends.


Other National Publicity literature for subscribers only. Address orders to SALES PUBLICITY DEPT.

NO. A-534 "THE LAST WORD," A Booklet by James G. Greggerson

<table>
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<tr>
<th>QUANTITY</th>
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<tr>
<td>With Business Card</td>
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<tr>
<td>Without Business Card</td>
</tr>
</tbody>
</table>

These booklets are available to subscribers only.
A Diploma from The Palmer School is recognized the world over as being the highest educational attainment in the field of Chiropractic.

This institution sprang from a discovery made by its founder, D. D. Palmer, twenty-seven years ago, and today it holds the record for having produced over 9,000 successful graduates. Therefore, The Palmer School of Chiropractic is the "Chiropractic Fountain Head" and the authority for all things Chiropractic, being the largest non-therapeutical institution in the world.

Each yearly enrollment has shown a most gratifying increase, until today we have more than 2,500 students enrolled (many foreign countries being represented). The entire school covers a street frontage of 1,146 feet. Our large and spacious classroom buildings have 42,000 square feet of classroom floor space, which will accommodate over 6,000 students. Here also is found the largest non-therapeutical free clinic on the face of this earth.

Considering the short time this wonderful science has been known, Chiropractic has an enviable status. Twenty-two states now have legally authorized Chiropractic Examining Boards; ten states, two foreign nations, one province and two territories give Chiropractic legal recognition. Also more than one hundred of the principal insurance companies give it full recognition.

At the present time our teaching staff consists of thirty-seven full-time instructors. Some of the older faculty members have written the textbooks now being used at The Palmer School. These men are internationally recognized as having the greatest knowledge of their subjects, and their books constitute the most profound and authoritative teachings of Chiropractic principles in every corner of the world where the science is known.

We have, in our Osteological Studio, the largest collection of abnormal spines in the world. Our exhibit of X-ray negatives of the spine has no equal elsewhere, and nowhere in the world does another department exist that can compare favorably with our thorough and most efficient Spinograph Department.

The Palmer School of Chiropractic is incorporated with assets of more than $1,000,000, and B. J. Palmer, the son of its founder, is the president. It is the oldest Chiropractic school in existence, and today is directly responsible for most of the progress and success of Chiropractic science in its relief of diseased and afflicted human beings.

The PALMER SCHOOL
CHIROPRACTIC FOUNDATION
DAVENPORT, IOWA
"Where the West Began"
The Palmer School

being indicative of the high-
the Science of Chiropractic

Housed in most modern buildings which are complete-
ly equipped for teaching purposes, The Palmer School,
as it stands today, shows no battle scars nor evidence
of the terrific struggle it has had for recognition. Its
developer threw himself directly across the path of old
fogyism and the so-called ethics, as followed by therapeu-
tical practitioners. He violated all the bugaboo tra-
ditions of medical teachings that are almost as old as
humanity itself, and he won, to the glorious extent that
can only be measured by the fact that there are now
thousands of chiropractors in the field who are patron-
ized by many millions of an enlightened public.

While The Palmer School will always endure and ad-
pance by its own healthy momentum, it cannot hope to
supply the overwhelming demand for more and more
chiropractors on the part of the general public, and
it is in that we must have your cooperation.

We look to you chiropractors in the field to supply
us with plenty of the best material you can find in stu-
dents that show promise, which we will train and
equip. Then we will send practitioners back to you in the
field that are the greatest credit to
our profession. They
in turn will help to
carry on the big
movement in perfect
coordination with
yourselves.

Make it possible for the good educational work to go
on in general publicity by helping us put more high-
class men in the field with you. Send us, today, the
names and addresses of all the prospective students
whom you are proud to recommend.

At your suggestion we will supply them with our
new, handsomely illustrated Announcement Book and
other interesting literature, and then you should do your
part toward inducing them to enroll.

Every time a chiropractor is the means of inducing
a new student to enroll at The Palmer School he scores
three times for Chiropractic;—once for the school and
twice for himself.
BOOK SUPPORTS
"B. J." AND "MABEL"

They are perfect reproductions of "B. J." and "Mabel," eight inches high and made of plaster of Paris. They can be obtained either in the plain white, the old ivory or an antique bronze finish and are available separately or in pairs. They can be used as any bust for display, or they can be utilized as book supports. Three are beautiful pieces of work and every chiropractor should have the pair in his office.

No. B-16. Price, per pair $5.00

OIL PAINTING OF "B. J." PALMER

How would you like to have a real oil painting of B. J. Palmer put on canvas and mounted ready for framing? This is one of the latest products offered to the field, and it is a real bargain at the price. By a new process a reproduction of the original oil painting is made possible and the actual oils are on the canvas. Would you like to have this remarkable piece of work in your office? Size 13" x 17".

No. B-166. Price $5.00

OIL PAINTING OF "MABEL" PALMER

Oil painting of Mabel H. Palmer (wife of B. J. Palmer); splendid likeness reproduced in oil by new process. Size 13" x 17", mounted ready for framing.

No. B-167. Price $5.00

Keep Smiling Buttons

Official Button for State and Other Conventions

The Keep Smiling button is familiar to every chiropractor as bearing the slogan for which Chiropractic is known throughout the world. For certain occasions the Keep Smiling button is the best kind of advertising and this is evident by the fact that they are ordered by the thousands for free distribution. Utilize the children, give to them something which has a direct appeal. Make every kidle in your town a walking advertisement for you and do this by giving freely of the Keep Smiling buttons.

PRICE Per 1000
No. B-515 (Small size) $18.00
No. B-519 (Large size) 21.00

All prices on this page include postage in the U. S. A.
THE CARL HILL CHIROPRACTIC CHART

In Three Colors

The primary object of this Chart is to carry out one step farther, the Chiropractic idea, that the human body is a machine propelled by an intellectual force and not a walking drug receptacle to be replenished at intervals by the local drug vendor.

The size of this Chart is 25x38 inches, printed on antique finish paper in three-color work, appropriate text matter at the head of the Chart, also accompanying the small cuts at lower left of Chart, with the publisher's name and address at the bottom.

No. F-613, Price $3.50,

Postage paid in the U. S. A.

LOOSE LEAF CHART

No. F-585. Set of two photographic views (Size 3x2 x 0.74), showing comparison of four segments with and without nerves; round curvers and punched to fit pocket loose leaf analysis book, on page 69.

Price per set, 35 cents. Postage paid in U.S.A.

Electro of Rev. S. H. Weed
The man who named Chiropractic
No. F-125 Price $1.50
Postage paid in the U. S. A.

The Rev. Samuel H. Weed, A. B., 1861, and A. M. 1867, of Indiana University; and B. D. 1867, of the U. P. Theological Seminary of the Northwest; also a member of Co. B., 133rd Regt., Ind. Vol. Inf.; resides at Monmouth, Ill.

Mrs. Weed and daughter took Chiropractic adjustments in 1896 and were much benefited, after which Mr. Weed also received adjustments for scoliosis and was relieved. About this time he was asked to suggest a name for the science and art. He simply translated the description of it, “Done by hand,” into Greek, and thus originated the name Chiropractic.
WALL CHARTS

These charts, single or in groups, but not in a case or on a roller. Any of these charts may be purchased singly when the wall case or roller is not desired. Numbers F-614 (Heart) and F-615 (Uterine Life) may be purchased as single charts, each one printed on one side. This is the most popular among students, but for the practitioner in the field it is well not to have the charts exposed when they are not in use. Any-thing that may suggest to the patient a dead subject is not good advertising to display, except when it is being used in explanation.

<table>
<thead>
<tr>
<th>Chart Type</th>
<th>Paper</th>
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<tr>
<td>No. F-604 Spinal Nerve Chart, each</td>
<td>$3.00</td>
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<tr>
<td>No. F-605 Osteology Chart, each</td>
<td>$3.50</td>
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<tr>
<td>No. F-606 Muscular Chart, each</td>
<td>$3.00</td>
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<tr>
<td>No. F-607 Arterial and Venous Chart, each</td>
<td>$3.50</td>
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<td>No. F-614 Heart Chart, each</td>
<td>$3.00</td>
<td>$4.00</td>
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<tr>
<td>No. F-615 Intra-Uterine Life Chart, each</td>
<td>$3.50</td>
<td>$4.00</td>
</tr>
<tr>
<td>No. FX-609 Complete set of above six subjects, per set</td>
<td>$18.00</td>
<td></td>
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<tr>
<td>No. FX-610 Same as No. FX-609 (cloth back), per set</td>
<td>$21.00</td>
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<tr>
<td>No. F-608 Double Face Chart, Heart and Intra-Uterine Life, each</td>
<td>$4.00</td>
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<tr>
<td>No. F-612 Vaso-Motor, colored, each</td>
<td>$3.50</td>
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</table>

Above prices include postage in the U. S. A.

Roll Top Case and Set of Six Charts

No. F-601. Complete set of six charts, roll-top wall case. This complete set of six charts includes one on the spinal nerves and with two views of the spinal column. On this chart is also found a drawing of the skull, the female and the male pelvis, the distribution of the facial nerve and the sympathetic system.

A chart disclosing the osseous structure of the body with special enlargement of the spine, pelvis, knee-joint, elbow-joint and the peculiar vertebrae.

A chart showing the arterial and venous system and their distribution throughout the body, together with the relative locations of the thoracic and abdominal viscera. On this chart are also found drawings of the heart, the eyeball, the brain, spinal cord and immediate branches.

A chart disclosing the muscular system in both the anterior and posterior views, with smaller drawings of the neck muscles, the foot and the hand muscles and the orbital muscles.

A chart dealing with the intra-uterine life, showing the foetus in the various stages of development and with many printed statements of facts which are of value.

A chart showing the heart in all of its views, disclosing the various cavities and the structures which have to do with determining its function.

Complete set of six charts, roll-top case, No. F-601, Price $45.00. Transportation paid in the U. S. A.
No. F-602. SINGLE CHART IN WALL CASE. In this outfit any chart described on opposite page may be selected. It is a convenient form when the chiropractor only cares to use one of the entire set of charts. No. F-602. Price $8.50 each. Transportation paid in the U.S.A.

No. F-603. SINGLE CHART MOUNTED ON WALL PLATE. This outfit is practically the same as the single chart in wall case, No. F-602, except that it does not have the case built around the chart for protection. Any chart described on opposite page may be selected. The chart is placed on a roller and can readily be raised or lowered like a window shade. No. F-603. Price $6.60 each. Transportation paid in the U.S.A.
LANTERN SLIDES

Many times your local Moving Picture Theaters will be running feature pictures that attract large audiences, and then the chiropractor gets his chance to announce himself most effectively. The rental for "projecting space" is reasonable, considering that you will get four or five "flashes" each day during the progress of the program. It is well to provide yourself with several pairs of slides selected from this and the following pages. Then you can introduce and vary them at will among two or more Picture Theaters.

The first slide of each pair will have printed upon it the chiropractor’s name, office address and telephone number.

The slides or "stills," illustrated in this catalog, are grouped and sold only in pairs (except for the "singles" at the bottom of page 42). The range of subject matter is wide enough to afford excellent selection to meet your purpose. There is no need to plunge on a long contract with your "movie" house. Provide yourself with a good assortment of these slides and then watch your opportunity to exhibit them to a full house. It is the kind of educational publicity that "gets over" quickest where a good spot in the program is used. Order in pairs by number.

**Pair**
No. L-551
Price $3.00

**Pair**
No. L-552
Price $3.00

**Pair**
No. L-553
Price $3.00

Price $3.00 Per Pair, or $5.00 Per Set Containing Any Two Pairs. Postage paid in the U. S. A.
LANTERN SLIDES—Continued

Pair
No. L-554
Price $3.00

Pair
No. L-555
Price $3.00

Pair
No. L-556
Price $3.00

Pair
No. L-557
Price $3.00

Price $3.00 Per Pair, or $5.00 Per Set Containing Any Two Pairs. Postage paid in the U.S.A.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
LANTERN SLIDES—Continued

Pair
No. L-558
Price $3.00

Pair
No. L-559
Price $3.00

Pair
No. L-560
Price $3.00

Pair
No. L-561
Price $3.00

Price $3.00 Per Pair, or $5.00 Per Set Containing Any Two Pairs. Postage paid in the U.S.A.
LANTERN SLIDES—Continued

Pair
No. L-562
Price $3.00

Chiropractic
is not
Osteopathy
Let your Chiropractor explain
this wonderful service to you.
Consultation and Special Analysis Free.

Pair
No. L-563
Price $3.00

No drugs
No surgery
No Osteopathy
No therapeutic
CHIROPRACTIC alone
Makes Wrong Right.

Pair
No. L-564
Price $3.00

NO EXPOSURE
EXCEPT THAT OF THE SPINE
NECESSARY WHEN YOU TAKE
CHIROPRACTIC ADJUSTMENTS.
THE FOLLOWING SLIDE SHOWS PATIENT ON ADJUSTING TABLE READY FOR AN ADJUSTMENT.

Pair
No. L-565
Price $3.00

Price $3.00 Per Pair, or $5.00 Per Set Containing Any Two Pairs. Postage paid in the U.S.A.
LANTERN SLIDES

-Continued

Pair
No. L-566
Price $3.00

Pair
No. L-567
Price $3.00

Pair
No. L-568
Price $3.00

COMBINATION SET, NO. LX-570 — Consists of three slides only. Bessie Love, Valeska Surratt, George Periolat. This combination is made up of three slides only (no pairs). Price per set, $1.00. Specify Combination Set No. LX-570.

BESSIE LOVE
Catalog No. I-571 Price $1.50 Each

VALESKA SURRATT
Catalog No. I-572 Price $1.50 Each

GEORGE PERIOLAT
Catalog No. I-573 Price $1.50 Each

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

The Keep Smiling Cards have come to be the distinctive emblem of the Chiropractic profession. There is scarcely a chiropractor who does not use these cards in some form. This for the very good reason that they are put up in such a way that the public is anxious to get them. They are published in three sizes. The business card size is 2 3/4" x 3 3/4"; the post card size is 5 1/2" x 3 3/4", while the wall size is 7" x 10". These cards are printed in the Chiropractic colors of purple and white and have a very striking appearance. On the business card there is a very appropriate reference to Chiropractic, together with a three-line space for your business card. The same is true of the post card size, while the back of the wall size will have no printing on it unless specially ordered.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Quantity</th>
<th>50</th>
<th>100</th>
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<th>500</th>
<th>1000</th>
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<tr>
<td>K-441</td>
<td>Business card size (2 3/4&quot; x 3 3/4&quot;) with appropriate printing and your three-line business card on back.</td>
<td></td>
<td>$1.70</td>
<td>$2.10</td>
<td>$2.35</td>
<td>$3.75</td>
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<td>K-442</td>
<td>Post card size (5 1/2&quot; x 3 3/4&quot;) with appropriate printing and your three-line business card on back.</td>
<td></td>
<td>$1.85</td>
<td>$2.20</td>
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<td>$4.10</td>
<td>$7.20</td>
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<tr>
<td>K-443</td>
<td>Wall card size (7&quot; x 10&quot;) without printing on back.</td>
<td></td>
<td>$1.95</td>
<td>$2.35</td>
<td>$3.25</td>
<td>$5.00</td>
<td>$8.75</td>
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<td>K-444</td>
<td>Same as No. K-443, with your business card printed on back.</td>
<td></td>
<td>$2.95</td>
<td>$3.35</td>
<td>$4.95</td>
<td>$6.00</td>
<td>$9.75</td>
</tr>
<tr>
<td>K-440</td>
<td>&quot;Keep Smiling&quot; stamps (gummed letter seals); size 1&quot; x 1 1/2&quot;.</td>
<td></td>
<td>......</td>
<td>......</td>
<td>......</td>
<td>$1.50</td>
<td>$2.50</td>
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</tbody>
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BOOKMARKS
Handsome little strips of white cardboard printed in purple and white on one side; the reverse side being reserved for your business card, accompanied by appropriate seasonal advertising in a calendar, etc.

Following prices include cost of printing your business card:

<table>
<thead>
<tr>
<th>No.</th>
<th>Size</th>
<th>Quantity</th>
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<td>4&quot; x 1 1/2&quot;</td>
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<td>K-446</td>
<td>5 1/2&quot; x 1 1/2&quot;</td>
<td></td>
<td>$1.70</td>
<td>$2.10</td>
<td>$2.35</td>
<td>$3.75</td>
<td>$5.65</td>
</tr>
</tbody>
</table>

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

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
The Chiropractor and Clinical Journal

This publication is not only the official organ of the Universal Chiropractors' Association, but is also the standard Chiropractic publication throughout the world. In this magazine, issued monthly, appear articles written by the best minds of Chiropractic. These articles cover every phase that may be of interest to chiropractors, including scientific subjects, methods of advertising, legislation, etc.

The advertisements of all those supply houses who manufacture Chiropractic paraphernalia are carried in this magazine and this feature in itself serves to keep the chiropractor abreast of the times. This is the one publication that opens its pages to everything which is Chiropractic and it should be in the office of every chiropractor. Size 9" x 11 3/4".

No. Y-290, Subscription price, per year $2.00

ADVERTISING RATES
(Subject to change without notice)

1. GENERAL ADVERTISING

   Full Page (420 agate lines), 1 time ........................................ $150.00
   Full Page (440 agate lines), 1 time ........................................ 156.00
   One-half Page (210 agate lines), 1 time ................................. 76.00
   One-fourth Page (105 agate lines), 1 time ............................... 36.00
   One-eighth Page (52 1/2 agate lines), 1 time ......................... 18.00
   All rates subject to change.

2. CLASSIFIED ADVERTISING

   Per word, 20 cents. Minimum of 25 words.

3. PROFESSIONAL DIRECTORY

   One-tenth Page, per annum $25.00. (Open to chiropractors only.)

Fountain Head News

The Fountain Head News is issued once per week and is B. J. Palmer's personal letter to the profession in general. This publication takes up the various legal problems and the interesting correspondence dealing with unusual situations in various parts of the field. Whenever there is anything new pertaining to Chiropractic full information is given in the columns of this publication. No C.S.C. man would be willing to sacrifice this publication and there are thousands of others not from the Fountain Head School who are keenly interested in the field which it covers. Size 8 1/2" x 11 3/4".

No. Y-650, Subscription price per year, 25c

DISPLAY ADVERTISING RATES FOR "THE FOUNTAIN HEAD NEWS"

ABSOLUTELY NO TIME CONTRACTS

One-fourth Page .................................................. $3.00
One-half Page .................................................... 3.90
Three fourths Page .............................................. $10.00

ONE-FOURTH Page is MINIMUM Space Sold Outside of Professional Directory

Classified Advertisements, 25c per word; minimum of 25 words

The Fountain Head News has a larger circulation among chiropractors than any other publication in the world, and this publication is the official house organ of The Palmer School of Chiropractic

F.H.N. CHIROPRACTORS' DIRECTORY

Revised and published monthly. Rate, including subscription: Per year $5.00 per line; Bold Face, $20.00 per year per line.

Every chiropractor should encourage the editors of his local newspapers to ask The Palmer School for regular weekly free copies of the Radio Program in order that it can be published for the convenience of owners of Radio receiving sets. This program will be furnished any paper upon request of its editor only. No other copies will be released.

In addition to the high-class entertainment features that are broadcast daily, there are market and weather reports, national sports and occasionally lectures on the Philosophy of Chiropractic.

Every chiropractor can use this publicity to advantage by enlarging his circle of acquaintances and it should contribute much toward excellent general publicity and favorable comment.

The chiropractor will be missing a splendid chance to boost himself in his locality if he fails to make the most of this opportunity, for the step from Radio to Chiropractic will soon be a short and easy one in the minds of the public.

---

Radiophone Studio

The PALMER SCHOOL of CHIROPRACTIC
Chiropractic Fountain Head
DAVENPORT, IOWA, U. S. A.
"Where the West Begins"
Pick Your Patients Through the Chiropractic Educator

There are few chiropractors who are not familiar with this publication, which is issued every month. It is just what the name implies, an educational sheet of four pages which contains testimonials sworn to from all over the country and is especially designed to establish a confidence in the science of Chiropractic. There are very few chiropractors today who do not use this publication as a part of their consistent scheme of advertising.

IMPORTANT—Be careful to state in your order for Chiropractic Educators that you want them furnished in regular fold, regular mailing fold, double letter fold, or special mailing hand fold; and with or without permit number. Write your business card plainly so as to prevent mistakes in address or spelling.

If you want card set to left for addressing please specify.

FOLDING
Indicate on your order one of the illustrations above as to what fold you desire. (If you order them folded and do not indicate how you want them folded, we will use our own judgment in folding.)

MAILING
Be sure and send Post Office Permit Number if you intend to use the permit privilege.

SPECIAL MAILING HAND FOLD

PRICES F.O.B. DAVENPORT—Ask for Sample and Order Blank

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<th>Quantity</th>
<th>Price per hundred</th>
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<tr>
<td>1,000</td>
<td>$.75</td>
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</table>

LARGER QUANTITIES

$18.00 will be charged for the first 5,000, and $2.50 for each additional thousand.

EXTRA CHARGE FOR FOLDING

Regular fold and regular mailing fold, 1,000 at 75c, 500 at 50c; special mailing hand fold, 1,000 at 75c, 2,000 at 50c; double letter fold, $1.50 per 1,000.

SHIPMENT—If you want your Chiropractic Educators sent Parcel Post, specify same on your order; otherwise we will use our own judgment. Shipping weight about 23 pounds to the 1,000.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
NEW PALMER HYLO No. T-10
BUILT ON AN ENTIRELY NEW PRINCIPLE
A MARVEL IN TENSION SPRING ADJUSTMENT AND
A UNIQUE CONVENIENCE IN A
SWIVEL-SOCKET
HEAD-PIECE

The head-piece on the Palmer Hylo No. T-10 is
mounted on a swivel socket that permits instantaneous
setting at any angle, in any direction, with a
controlling set-screw that holds it rigid in its posi-
tion. This swivel socket head-piece completely an-
swers the popular demand; it may be had in a split
head-piece if preferred for an extra charge of $10.00.

By changing the position of the
head-piece on swivel socket, this table
is especially adapted for New Posture
Adjustments.

Enlarged
view,
showing
head-piece
with
swivel
socket.

For Sale
Exclusively
by
The P.S.C.

Combines new features in spring balancing that are superior
to all other spring lift tables in the same class. The tension of
the spring can be adjusted to weight of patient up to and includ-
ing 300 pounds. This table is built of non-corrosive metal and
its tested strength makes it capable of great and long endurance
under ordinary conditions.

There is no better table on the market at the low price quoted
for the Palmer Hylo No. T-10. It will outlast many of the more
expensive ones by reason of its simplicity of construction and
frictionless operative powers.

Being built upon two channel steel bars (½” x 2” channel
steel), with a gear rack for adjusting the cushions, there
is no question of frame strength sufficient to hold it
own with any weight patient.

The spring lift is constructed of four extension springs
which govern the full movement of the table, and two
compression springs that have a power of 200 lbs. each.
The compression springs do not come into play until the
table is lowered beyond a 45-degree angle and they may
be quickly adjusted to meet extremes in weight of suc-
cessive patients.

There are no cumbersome thumbscrews to manipulate
in shifting cushions, for they hold firmly on the frame in
any position desired.

The standard Palmer Hylo No. T-10 is upholstered in
very attractive Spanish brown imitation leather. If re-
quired, upholstering may be had in any color to suit taste
of customer. All cushions are comfortably padded with
curled hair and will hold up in the hardest kind of service.

The lower cushion has a dimension of 18 x 22 inches
and may be tilted at any angle.

The head-piece measures 12 x 20 inches. It is set upon
a swivel socket joint and may be tilted at any angle de-
sired. Unless specifically ordered a solid head-piece will
be furnished, although a split head-piece may be had with
this table at an extra cost of $10.00.

The abdominal support cushion is 10 x 14 inches and
can be quickly adjusted on the gear rack for any tension
desired or locked in any position.

The footboard drops away automatically when table is in
a reclining position.

The Palmer Hylo No. T-10 has a standard height of 20
inches above the floor, but it can be furnished on specifica-
tion at any height varying from 18 to 24 inches.

It is constructed of highly nickel-steel, aluminum and
polished bronze, and, aside from its great usefulness, it
constitutes a very attractive table in any Chiropractor’s
office.

Net weight 160 pounds.

Weight packed for shipment approximately 225 lb.

Prices Quoted on Application.
THE SCHREINER

SELF-BALANCING HYLO TABLE
No. T-623

By changing the position of the head-piece on swivel joint, this table is especially adapted for New Posture Adjustments.

The abdominal support has a positive movement that cannot "stick." Head-rest cushion is mounted on ball and socket joint and is easily adjusted to any position desired.

This table has a balancing feature that makes friends. The patient on the platform automatically adjusts the spring tension to actual weight up to 350 pounds. This adjustment is so accurate that should the table be accidentally released there is no danger of patient being thrown backward or injured.

The lifting power (see enlarged insert) is supplied by two heavy compression springs contained in a three-inch wrought steel cylinder. All springs undergo a rigid test before leaving the factory. Lift is practically noiseless.

Table is metal throughout. The base of cast iron is nicely enameled in battleship gray. All other parts nicked on a copper flashing, giving a permanent finish. All parts estimated 200 per cent overstrength.

The lock is positive, cannot slip until released by foot-pedal.

Upholstering is guaranteed to be curled hair covered with best grade of moleskin. Color, either blue or brown. Net weight, 280 pounds. Shipping weight about 350 pounds.

The Schreiner HYLO Table
No. T-623
Price and Terms will be quoted on application

The Schreiner is the only automatic self-balancing table sold by The Palmer School of Chiropractic.

Pat'd August, 1921

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
THE PALMER-EVINS AUTOMATIC HYLO ADJUSTING TABLE
AN ALL-METAL NON-CORROSIVE PERFECTION

This table is made entirely of white metal and aluminum alloy, which has more strength than common iron castings. Its general finish is nickel plate on highly polished aluminum.

HANDSOMELY UPHOLSTERED IN MULSKIN
The polished aluminum alloy, together with the nickel plated steel and highly polished bronze parts, produce a harmonious color effect that cannot be approached in appearance, and may be kept like new for years by the occasional use of a little metal polish.

For general utility and endurance under all conditions the Palmer-Evins has no equal. It is designed to meet the wide range of uses of a chiropractor in any locality, and its sturdiness of construction will withstand the ordinary wear and tear required in a practice.

Sold either with or without motor attachment.

You can buy this table in a Spring Lift and add motor attachment at any time in the future. This may be very easily installed by your local electrician.

The best results are obtained on the Palmer-Evins.

AUTOMATIC MOTOR LIFT
A—Common electric plug that can be attached to any house light circuit.
B—Arms may be released and table used as spring lift in three minutes.
C—Positive screw locks working against bronze dogs.
D—Foot-board drops away in horizontal position.
E—Upholstered on highly polished metal plates.
F—Handles for patient.
G—Abdominal support may be placed at any distance from rear cushion. Locks either rigid or down, out of the way.
H—One-half revolution of driving arms carefully lowers table to horizontal position; the other half revolution restores table to upright position. The use of reversing mechanism is not required in its operations. The motor automatically "cuts out" with each half revolution.

AUTOMATIC SPRING LIFT

An important feature with this table is that you can buy a Spring Lift and have power unit installed at any time later.

CATALOG NUMBERS
No. T-621—Palmer-Evins Automatic Spring Lift Table.
No. T-622—Palmer-Evins Automatic Motor Lift Table.
No. T-624—Motor Unit (only).

Shipping Weight:
With Motor Lift, about 350 lb.
With Spring Lift, about 250 lb.
Prices will be quoted on application.
THE PALMER CLINIC ADJUSTING BENCHES
No. T-671

The adjusting benches are substantial in design and construction, finished with the legs and side pieces in oak and finely upholstered with the best quality of leatherette. For an office table with a price easily within the reach of all, The Palmer Clinic Adjusting Benches have no peer.

No. T-671 Price, per pair.................$35.00

Net weight, about 33 pounds
Shipping weight, about 56 pounds

THE IDEAL COT BUILT FOR CHIROPRACTORS


Net weight, 25 lbs. Shipping weight about 40 lbs.
No. T-675 Price.........................$35.00

REGULATION PALPATION STOOLS OF SOLID OAK

Shipping weight about 20 lbs. each Height about 16 inches
Sturdy construction, natural stained oak finish, special built with reinforced bracing. Will withstand rough usage without serious damage. Made especially for Chiropractic practitioners.

All prices on this page are F.O.B. Davenport, Iowa, U.S.A.
No. T-632, Price $5.00 Each

PLAIN
No. T-635, Price $4.00 Each

UPHOLSTERED

THE WATTS SUITCASE TABLE

The Modern Steel Leg Suitcase Table

This table is built of five-ply birch, upholstered with curled hair and covered with an excellent grade of imitation leather.

The legs are of tubular steel and held firmly in position by steel braces. The braces are constructed so that all that is necessary is to push them into position. They will hold until the hinged joint is released, when you close the table.

All metal parts nicked and polished. The Watts is an excellent piece of workmanship and a most satisfactory suitcase table.

No. T-634 (Two-piece), Price..................$20.00
No. T-636 Waterproof Cover (extra)........2.00
No. T-637 (Three-piece), Price..............25.00

Shipping weight, approximately 15 lbs.

This illustration shows ease and strength of hinged joint brace on legs.
THE PALMER “NEVER TILT” SUITCASE TABLE

The wide spread of the legs of this table is its special feature. Leg spread is a guarantee against tipping.

Box and frame made from 3-ply veneer stock, legs of solid oak.

Braces are cold rolled steel and fasten with a dependable lock. All metal parts finely nickeled.

Front cushion is heavily padded with curled hair, making it very comfortable. Upholstered in either black or brown imitation leather.

Net weight approximately 14 lbs.
Shipping weight approximately 18 lbs.
No. T-631, Price .............$18.50
No. T-640, Slip Cover (extra) ... 2.00

THE PALMER “SET RITE” SUITCASE TABLE

This two-piece suitcase adjusting table is of excellent design and mechanically correct. It is equipped with oak legs, and has all the metal parts nickel plated. The padding on the front table is especially heavy and it is upholstered in either black or brown leatherette. For convenience in setting up, this table is of great advantage.

Net weight 13½ lbs.
Shipping weight about 16 lbs.
No. T-641, Price .............$18.50
No. T-642, Waterproof Cover (extra) . 2.00

THE PALMER “PERFECTION” SUITCASE TABLE

The Perfection Suitcase Table fills the demand for a high-class, good, strong two-piece table which combines the more essential features of the office table—an abdominal support and a nasal slit—with portability.

It is possible to adjust your very heavyweights on this table, for it is unusually solid and will not tilt easily. The legs have a very good spread, and have special hinge braces. The nasal slit allows the patient to rest comfortably; the abdominal support also insures more comfort and makes the adjustment easier. Strong bracing in the legs and rigid strength are important features.

The table is upholstered in fine wearing imitation leather and can be furnished in the following shades: Black, gray, blue, maroon, brown and green; also can be had in imitation baby alligator. Both parts are well padded.

Net weight, about 17 lbs. Shipping weight, about 22 lbs.

No. T-625, Aluminum Leg Perfection Table ......$25.00
No. T-647, Aluminum Leg Perfection Table, with Nasal Silt ..................................... 27.00
No. T-626, Aluminum Leg Perfection Table, with Abdominal Support ..................... 28.50
No. T-627, Aluminum Leg Perfection Table, with Nasal Silt and Abdominal Support ... 30.50
No. T-628, Solid Oak Leg Perfection Table ......21.00
No. T-645, Solid Oak Leg Perfection Table, with Nasal Silt ........................................ 22.00
No. T-629, Solid Oak Leg Perfection Table, with Abdominal Support ....................... 24.00
No. T-630, Solid Oak Leg Perfection Table, with Nasal Silt and Abdominal Support ... 26.00

Solid Cast Aluminum Legs, Highly Polished; also can be had with Wooden Legs in Oak

All prices on this page are F.O.B. Davenport, Iowa, U.S.A.
THE PALMER "SET RITE" STATIONARY
OFFICE TABLE
A GOOD TABLE AT A REASONABLE PRICE

This table is designed for office use. It embodies all features necessary in office practice. Table is adjustable as to length as well as to angle of either pad. The front end may be raised to the desired angle.
A comfortable abdominal support which can easily be made rigid is another feature of this table, making it possible to use it for a table and rest cot, if desired.
Tables built of oak throughout, upholstering the best.
Size of Back Cushion, 17 x 26 inches
Shipping weight, about 120 lbs.
No. T-633, Price $35.00

THE "PALMER SPECIAL" STATIONARY
OFFICE TABLE

A very good model in a medium-priced table. Takes the place of a rest cot. Used for individual rooms. Built for service, quality and comfort.
Size of back cushion, 17 x 26 inches. Also cut out for pubic arch. Head piece adjusted to length by turning crank at head of table. Easy to operate (note illustration). Head cushion adjusted three different heights. Cope springs adjusted for abdominal support. Abdominal support can be made solid. Adjusted for coccygeal work. When giving an adjustment bracket can be pushed out of the way.
Cushions upholstered in black or brown imitation leather, padded with curled hair. Made of best grade kiln dried fir lumber and finished in golden oak.
This table is especially adaptable to the New Posture Adjustment.

THE PALMER IMPROVED "E-Z REST"
STATIONARY OFFICE TABLE
Beautiful in Design and Workmanship—Fully Guaranteed for One Year

Very good abdominal support. Can be locked securely when used as rest cot.
By giving thumb screw one turn cushions can be released to slide back and forth. Cushions can be tilted to any angle (or coccygeal) by simply stepping on pedals, on either side of table. Back cushion cut out for pubic arch.
Size of cushions: Back cushion, 17 x 26 inches; front cushion, 11 x 15 x 23 inches; abdominal cushion, 13 x 11 x 9½ inches.
Legs can be cut off to any desired height.
All outstanding parts nicely nickelled.
Upholstered in either black, brown, or blue, imitation Spanish leather. Padded with curled hair.
This table has the easiest and simplest adjusting features of any stationary office table on the market.
Also, this table is especially adaptable to the New Posture Adjustment.

Shipping weight, about 120 lbs.
No. T-644, Price $50.00

All prices on this page are F.O.B. Davenport, Iowa, U.S.A.
EFFECTIVE ADVERTISING
IN POPULAR FEATURES

THE SCHOOLBOY
Keep Smiling Card Cutouts
No. C-379

A card cutout about 8 x 4 inches, showing typical barefoot schoolboy holding Keep Smiling sign. Printed in purple ink on white cardboard. On the back is printed a brief explanation of subluxation with illustration, and space is reserved for chiropractor's card. Just the RIGHT kind of advertising for school children to carry into homes. It should have wide circulation among your local school children.

Prices, including the printing of your three-line Business Card on back:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>$2.50</td>
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<tr>
<td>250</td>
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</tr>
<tr>
<td>500</td>
<td>$5.00</td>
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<tr>
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<td>$16.50</td>
</tr>
<tr>
<td>5000</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

Postage paid in the U. S. A.

“Get Off the Hose”
Likewise the Nerves demand freedom from pressure to insure health.

FOLDING CARD
No. C-436

Die-cut cards, printed both sides on brown cover paper. Has strong advertising appeal. When closed it reads “Get Off the Hose”; when open, “Get Off the Nerve.” Length closed, 4½ inches; open 7 inches.

Prices

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>$2.00</td>
</tr>
<tr>
<td>250</td>
<td>$3.00</td>
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<tr>
<td>500</td>
<td>$4.50</td>
</tr>
<tr>
<td>1000</td>
<td>$7.50</td>
</tr>
</tbody>
</table>

These prices include your three-line Business Card.

Postage paid in the U. S. A.

A Powerful Disseminator for the Propagation of Truth in the Interests of Progressive Chiropractic Practitioners.

THE P.S.C. PRINTERY  "The Prettiest Printing Plant in America"

ALL PRINTERY PRODUCTS

shown in this catalog are the result of very careful planning and the work is executed by the most modern machinery and automatic mechanical devices that can be had. We have machinery that was built to order for our specific use, and we give our standard printing presses such long endurance tests that they are pointed to with pride by their manufacturers.

We keep a score of hand-picked typographers, pressmen, etc., constantly employed and a staff of artists, advertising and layout men busily engaged to feed the mammoth jaws of this herculean monster which eats up paper by the carload.

We have reason to be proud of our capacity print shop, and the new innovations and installations, each time with more productive qualities, will without doubt necessitate devoting the entire floor space of a large and modern building all to itself.
CHIROPRACTORS' PRINTED STATIONERY

STYLE A
W. ALTON SCHUBERT
DOCTOR OF CHIROPRACTIC

STYLE B
EDWYN C. CARMICAL, D.C.
PALMER METHOD

STYLE C
Dr. Win. H. Haslem, B. S. C.
Chiropractor

Henry B. Johnson
CHIROPRACTOR
222 West Broadway
CENTRALIA, ILLINOIS.

STYLE D

VERY APPROPRIATE STYLES

Here are shown four different styles in letterheads (regulation size, 3½ x 11 inches), with envelopes (size 6½ inches) to match. In every case there will be no extra charge for printing a small cut in black, provided you furnish the cut.

The prices quoted cover medium weight paper, in bond or linen finish, and include the cost of printing (not to exceed five lines of type matter in black ink; except in the case of Nos. P-422, P-425, P-426, which are in two colors, black and gray (see Style "D") on bond paper. These prices include equal quantities of letterheads and envelopes combined unless quoted separately.

See Prices of Chiropractors' Business Cards on
Page 60

For Larger Quantities
Special Prices
Will Be Quoted
On Application

No. P-421—Letterheads and Envelopes Printed Black Ink only
No. P-422—Letterheads and Envelopes, Style "D" (Two colors, black and gray)
No. P-423—Printed Letterheads without Envelopes (Black ink only)
No. P-424—Printed Envelopes without Letterheads (Black ink only)
No. P-425—Printed Letterheads without Envelopes, Style "D" (Two colors, black and gray ink)
No. P-426—Printed Envelopes without Letterheads, to match Style "D" (Two colors, black and gray ink)

250 500 1000

of each  of each  of each
$2.50  $5.00  $10.00
$3.00  $6.00  $12.00
$3.00  $6.00  $12.00
$3.00  $6.00  $12.00
$4.00  $8.00  $16.00

Prices on this page include postage in the U. S. A.
EDUCATIONAL MAILING CARDS

Arguments that ask and answer common natural questions about Chiropractic; playing hard up to the human side of the reader by holding to HIM and HIS HEALTH as subject matter.

There is no better way to be convincing.

Printed on medium weight, light Manila cardboard. Size 4 x 9, convenient for hand distribution or mailing. Reverse side is blank and can be used for chiropractor’s business or corner card (without extra charge).

N-251 One Hundred Per Cent
N-252 The Master Key
N-253 Are You Handicapped?
N-254 Save the Children
N-255 Get Out of the Rut
N-256 Do Not Procrastinate
N-257 Health and Happiness
N-258 Turn on the Button
N-259 The Past and the Present
N-260 Conserve Your Health
N-261 Business Success
N-262 Safe and Sure Way to Health
N-263 Make Good or Make Room
N-264 The School of Experience
N-265 Chiropractic for the Middle Aged
N-266 The Fruit Tree and the Human Body
N-267 Employers of Labor and Chiropractic
N-268 A Fighting Chance
N-269 The Survival of the Fittest
N-270 Not How Little for How Much—But How Much for How Little
N-271 Youth and Health
N-272 Chiropractic for the Working Man
N-273 Culpable Negligence
N-274 What Do You Know About Chiropractic?

This is a series of short talks printed on one side of cardboard and can be addressed the same as any post-card to your prospective patients, or handed to your patients for Chiropractic, and as a set they answer many questions which naturally enter the minds of those who are interested in Chiropractic.

These cards may be ordered in assortment lots in whatever proportion you choose.

Your three-line business card, or return card, printed on one side. In ordering a general assortment, specify No. NX-250.

(These prices apply on assortment lots of not less than 25 of each number)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>500</th>
<th>1000</th>
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<td>Price</td>
<td>$4.35</td>
<td>$7.50</td>
<td>$20.50</td>
<td>$31.00</td>
</tr>
<tr>
<td>Postage paid in the U.S.A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The adjusting cards are printed on stiff, white bristol board with the surface divided into a series of dates to be punched when the patient takes his adjustment. His name is written on the card in ink and it is a convenient way for both the chiropractor and the patient to keep track of their accounts. Regular business card size.

If wanted printed on one side only, specify No. C-414.

If wanted printed on both sides, specify No. C-415.

If wanted with round corners, add 25 percent to the prices quoted.

<table>
<thead>
<tr>
<th>Number of Cards</th>
<th>50</th>
<th>100</th>
<th>250</th>
<th>500</th>
<th>1000</th>
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<tbody>
<tr>
<td>Printed one side</td>
<td>$1.70</td>
<td>$2.10</td>
<td>$2.80</td>
<td>$3.50</td>
<td>$5.65</td>
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<tr>
<td>Printed both sides</td>
<td>$2.70</td>
<td>$3.10</td>
<td>$3.80</td>
<td>$4.70</td>
<td>$6.65</td>
</tr>
</tbody>
</table>

Postage paid in the U.S.A.

ADJUSTING CARDS

Do you use the Chiropractic Educator to boost your business?
See Page 45.
FEATURE FOLDER
No. C-378

PRICE
with your business card
printed on back

250 500 1000 2000
$4.00 $5.50 $8.00 $15.00

Postage Paid in the U.S.A.

A 4-Page Folder

Printed in Two Colors
(Actual size, open, 3x10 inches.)

The folding is so designed as to attract attention either when open or closed. The fingers of the hand collapse into a triangular fold when closed; they are automatically extended in opening the folder.

Front cover has handsome title and design, and back cover has space reserved for chiropractor’s three-line business card.

In ordering be sure to write your copy for business card carefully to avoid mistakes in spelling and address.

In ordering, specify Folder No. C-378.
I AM A P.S.C. GRADUATE
CHIROPRACTOR
(How My Creed Affects You)
A Six-Page Folder

Here is a subject that has been worked up in a strong, personal appeal. It consists of a six-page folder, size (open) 10 1/4" x 5 1/2". Space is provided on first page for chiropractor's picture and business card. This folder is illustrated and any P.S.C. graduate chiropractor will be proud of its language, subject and strong, potent appeal.

Chiropractors who have had the benefit of P.S.C. training should use it to advantage in advertising, for it enables them to take advantage of all national advertising published at the expense of The Palmer School.

A reproduction of your photograph can be furnished for an extra charge of $3.00. Regular price includes business card imprint. Be sure to include your photo with order.

(A change in the wording and display can be made on the front page without additional cost.)

P.S.C. Folder No. G-360

PRICES

$4.75 7.25 12.00 27.50

Postage paid in the U.S.A.

KIMONO CABINET
A Great Office Convenience for CHIROPRACTORS

Furnished with or without legs. Wooden cabinet, with golden oak finish. Size 21 in. high, 19 in. wide and 13 1/2 in. deep.

No. H-901—Cabinet complete, with boxes and legs .................................. $25.00
No. H-903—Cabinet complete, with boxes, without legs .............................. 21.50
No. H-906—Cabinet only, without boxes or legs ................................... 14.00
No. H-904—Extra boxes made of linen-covered chipboard. Price per dozen... 8.00

Prices will be quoted on other designs or finishes upon request.

Weight packed for shipment, about 30 lb. Prices are F.O.B. Davenport, Iowa.

I am
Palmer School Graduate
Chiropractor

L. B. ADJUSTER, D. C.
WELLVILLE
TEXAS

CHIROPRACTORS’
MONOGRAM STATIONERY
Printed in Two Colors
Size of Sheets (Social Fold) 5 1/2" x 8 1/2"
Size of Envelopes 3 1/2" x 5 1/2"
Made of Linen Finish Bond Paper

For chiropractors who are anxious to cultivate patronage among people of wealth, prominence and high social standing.

You can have any two or three initial combination in design as illustrated. (It is customary to use largest initial in the center to represent your surname. John J. Smith would have J. J.). We will use colors in printing to harmonize with any of the following colors of paper which you may select.

<table>
<thead>
<tr>
<th>SHEETS AND ENVELOPES</th>
<th>100</th>
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<tbody>
<tr>
<td>P-851 White</td>
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<td>$13.80</td>
<td>$16.00</td>
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<td>P-852 Blue</td>
<td>5.00</td>
<td>7.25</td>
<td>10.75</td>
<td>13.75</td>
<td>16.50</td>
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<tr>
<td>P-853 Gray</td>
<td>5.00</td>
<td>7.25</td>
<td>10.75</td>
<td>13.75</td>
<td>16.50</td>
</tr>
<tr>
<td>P-854 Buff</td>
<td>5.00</td>
<td>7.25</td>
<td>10.75</td>
<td>13.75</td>
<td>16.50</td>
</tr>
</tbody>
</table>

(Postage Paid in the U.S.A.)

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

[551]
FLAT CIRCULAR FOLDERS

Six Page

With space allowed for chiropractor's business card, which will be imprinted without additional charge.

The strong human appeal of the language in these folders make them excellent advertising mediums either by mail or hand distributed.

ORDER BY NUMBER
No. C-371 Chiropractic and Its Scope. (The Science that makes People Well and Happy.)
No. C-373 You Can Enjoy Health.
No. C-374 Chiropractic for the Baby.
No. C-376 A Natural Method for Natural People.
(Chiropractic Adjustments)
No. C-377 The Human Machine.

The following prices apply to any of the titles on this page:
500 for $4.75
1,000 for $7.25
2,000 for $12.00
5,000 for $27.50

Postage Paid in the U.S.A.
Sample furnished on request.
DO YOU handle your body as carefully as you would a business proposition; i.e., in a common sense way? You must be healthy, for in this turmoil of the modern business world you must suffer, you must endure, you must stand up under stress and hardship and disappointment.

You may be passably healthy, but you know you are not a 100% man in regard to health. You get tired easier than you did ten years ago and you seem to have lost your "pep" entirely. These things tend to lower your business efficiency, and you know it, although you have heretofore done nothing in the way of prevention.

Now for once use a little common sense, throw all prejudice to the winds and at the first opportunity call on your Chiropractor, get him to palpate your spine and find out just where you stand.

This is a handsome enamel blotter printed in two colors (orange and black) with space at bottom reserved for chiropractor's 3-line business card. Size of blotter, 6 x 3 ¼ inches. Price includes printing of 3-line business card in space provided.

It will pay you to order this blotter in liberal quantities—enough for two generous circulations.

For 500......$6.00       For 750......$7.75     Per 1000......$9.25

These prices include the postage in the U. S. A.

THE GEM MAGAZINE BINDERS

No. W-417—For Fountain Head News
Price $2.50 each

The ideal binder for your Fountain Head News or The Chiropractor and Clinical Journal. Full fabrikoid (an excellent substitute for leather). Attractive in appearance, flexible, making it pleasant to handle, just as durable as regular leather. Can be cleaned with soap and water.

This binder can be used for a single copy for your library table; or additional copies up to a year's supply of The Chiropractor and Clinical Journal, or a corresponding quantity of the Fountain Head News, can be filed in the binder.

Title of publication printed on front cover with genuine 14-carat goldleaf. So easy to use that a child can operate it. Simply perforate the magazines with a punch or an awl and insert them. Malleable brass prongs or staples fasten them securely. Price $2.50 each, postage paid in the U.S.A.
POCKET LOOSE LEAF ANALYSIS BOOKS, BINDERS, INDEXES, SHEETS AND ACCESSORIES

These Pocket Note Books are all handsomely finished, compact and convenient. They are fitted with nickel metal rings which open with slight pressure of spring clips at top and bottom. Very useful in the office or while making calls.

The following quotations include Pocket Note Books Complete, with 100 Analysis Sheets, Index and Wishart's Meric System.

<table>
<thead>
<tr>
<th>Catalog No.</th>
<th>Binding</th>
<th>Open</th>
<th>Size</th>
<th>Rings</th>
<th>Sheets</th>
<th>Capacity</th>
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<td>J-586</td>
<td>Imitation Leather</td>
<td>Side</td>
<td>7 x 4½</td>
<td>¾ in.</td>
<td>6½ x 8½</td>
<td>100</td>
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<td>J-587</td>
<td>Imitation Leather</td>
<td>Side</td>
<td>7 x 4½</td>
<td>1 in.</td>
<td>6½ x 8½</td>
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</tr>
<tr>
<td>J-588</td>
<td>Flexible Leather</td>
<td>Side</td>
<td>7 x 4½</td>
<td>¾ in.</td>
<td>6½ x 8½</td>
<td>100</td>
<td>$4.00</td>
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<tr>
<td>J-589</td>
<td>Flexible Leather</td>
<td>Side</td>
<td>7 x 4½</td>
<td>1 in.</td>
<td>6½ x 8½</td>
<td>100</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

The following quotations include Vest Pocket Note Books complete with 50 Analysis Sheets and Index.

<table>
<thead>
<tr>
<th>Catalog No.</th>
<th>Binding</th>
<th>Open</th>
<th>Size</th>
<th>Rings</th>
<th>Sheets</th>
<th>Capacity</th>
<th>Price</th>
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<tbody>
<tr>
<td>J-591</td>
<td>Imitation Leather</td>
<td>End</td>
<td>5 x 2½</td>
<td>¾ in.</td>
<td>4½ x 2½</td>
<td>50</td>
<td>$1.50</td>
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<tr>
<td>J-592</td>
<td>Genuine Leather</td>
<td>End</td>
<td>5 x 2½</td>
<td>¾ in.</td>
<td>4½ x 2½</td>
<td>50</td>
<td>$1.75</td>
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PRICES OF EXTRA SHEETS AND INDEXES
(All Sheets are Printed and Ruled Both Sides)

- No. J-552 General Analysis Sheets (C.P.I. 1), size 6½ x 3¾, .............................. Per 100 $0.50
- No. J-554 Detailed Analysis Sheets (C.P.I. 3), size 6½ x 3¾ .............................. Per 100 $0.80
- No. J-555 Small Analysis Sheets (C.V.P.A. 4), size 4½ x 2½ .............................. Per 100 $0.30
- No. J-556 Index and Wishart's Meric System, size 6½ x 3¾ .............................. Per Set $0.80
- No. J-557 Vedder's Analysis Guide, size 6½ x 3¾ ............................................ Each $0.75
- No. J-558 Gadd's Standing Position, size 6½ x 3¾ ........................................... Each $0.75
- No. J-559 Plain Blank Sheets, size 6½ x 3¾ ....................................................... Per 100 $0.30
- No. J-600 Index for Vest Pocket Note Book ..................................................... Each $0.25

All prices quoted above include postage in the U.S.A.
LOOSE LEAF OFFICE SUPPLIES

Heavy stiff covers, bound in best grade cross-grain black cowhide over double boards with rounded edges. Fitted with two interscrew non-protruding posts having an expansion capacity of about two inches.

CHIROPRACTOR'S CASH JOURNAL
Sheet Size 8½ x 10½ inches

We manufacture a complete line of Loose Leaf Forms, Binders and Card Systems especially designed for the chiropractors. Thousands of these systems are in daily use throughout the chiropractic world.

It is advisable to send sample sheet when ordering.

CHIROPRACTOR'S CASE HISTORY
Sheet Size 8½ x 10½ inches

CHIROPRACTOR'S CASE RECORD (Office Ledger)
Sheet Size 7½ x 10 inches
A complete record for charges, credits, analysis and case record. Capacity 200 sheets and leather tab index (A-Z).

EXTRA LOOSE LEAF SHEETS

No. J-578—$2.00 per 100

"B"—Chiropractor’s Case History,
No. J-579—$1.50 per 100

"C"—Chiropractor’s Case Record,
No. J-580—$1.50 per 100

"D"—Leather Tab Index (A to Z or Monthly).
No. J-581—(A to Z) $1.00 per set
No. J-582—(Monthly) $85 per set
No. J-588—Plain Sheets. Two-column Journal, ruled. Price $1.00 per 100. Postage paid in the U.S.A.

MEDICAL DICTIONARIES

No. S-599—Dorland’s Illustrated Medical Dictionary, revised and enlarged. A new and complete dictionary of the terms used in medicine, surgery, dentistry, pharmacy, chemistry, nursing, veterinary science, biology, medical biography, etc., with the pronunciation, derivation and definition. Price $1.50.

No. S-600—Gould’s Pronouncing Medical Dictionary, a pocket dictionary giving the pronunciation and definition of the principal words used in medicine and the collateral sciences. Price, $2.50, postpaid.

CHIROPRACTORS' CASH JOURNAL


BUSINESS CARDS

We print business cards of all kinds and are in a position to supply you with those kinds which have proven most effective through experience. These cards may be printed with The P.S.C. Crest in red in one corner of the card. If you desire, they may be printed with a definition of Chiropractic on the reverse side.

<table>
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<td>No. P-431, Printed one side and one color only</td>
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Prices include postage in the U.S.A.
GUIDES FOR CARD INDEX CABINETS

PLAIN PRESSBOARD GUIDES
No. to 3 x 5
Set No. Set
12 Months S-634 $ .25
31 Days (1 to 31) S-636 .55
25 Divided (A to Z) S-651 .40
4 x 6
12 Months S-636 $ .35
31 Days (1 to 31) S-637 .75
25 Divided (A to Z) S-652 .60

GUIDES WITH CELLULOID TIPS
Heavy Bristol Board Stock—Tabs covered with transparent celluloid; printing on guide does not become effaced through constant handling and tabs are greatly strengthened.
No. to 3 x 5 4 x 6
Set No. Set No. Set
12 Months S-633 $ .45 S-656 $0.60
31 Days (1 to 31) S-654 1.00 S-657 1.15
25 Divided (A to Z) S-655 .65 S-658 .76
(Above prices include postage in the U.S.A.)

CASE RECORD CARDS

The case card is standard size, 4" x 6", printed for the convenience of the chiropractor who utilizes a card system in his practice. It has spaces for all the necessary data, together with a record of months and days when adjustments were taken, covering a period of twelve months' time. Also spaces for the listing of the analysis, palpation, etc. (Prices include postage in the U.S.A.)

No. P-617—General Form  No. P-619—Detailed Form

PRINTED FRONT AND BACK
No. P-617 Quantity 100 250 500 1000
No. P-619 Price $1.00 $2.25 $4.00 $7.00

PLAIN RULED INDEX CARDS

No. S-659 and No. S-662

No. S-661 and No. S-664

MADE OF PLAIN WHITE CARDBOARD—MEDIUM WEIGHT

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Above prices include postage in the U.S.A.
SOLID CARD INDEX CABINETS

Prices include postage in U.S.A.

CARD INDEX TRAYS
with Hinged Covers

Made in quartered oak or birch mahogany; all 13 inches drawer space; capacity 2,000 cards.
No. S-1040 — Outside dimensions 13⅛" wide, 6½" high, 15¼" deep.
No. S-1041 — Outside dimensions 13½" wide, 6½" high, 15⅞" deep.
No. S-1042. 2 drawers, for 3x5 cards $7.20
S-1043. 2 drawers, for 4x6 cards 8.40

Substantially constructed with dovetailed corners and fitted with a double hinge. Corners are also equipped with stays to prevent cover from falling back when open. Furnished in quartered oak and birch mahogany.
For Quar. Oak Birch Mahogany Cards No. Each No. Each
3x5... S-1044... $1.40 S-1040... $1.80
4x6... S-1045... 1.75 S-1047... 2.00
Capacity—600. Length—8 inches.

Made in quartered oak or birch mahogany. All 13 inches drawer space. Capacity 8,000 cards.
No. S-1048 — Outside dimensions 13⅛" wide, 9¾" high, 15¼" deep.
No. S-1049 — Outside dimensions 13⅞" wide, 9¾" high, 15⅞" deep.
No. S-1048. 4 drawers, for 3x5 cards $13.
S-1049. 4 drawers, for 4x6 cards 16.

CARD INDEX TRAYS
Without Covers

Substantially built with dovetailed corners. Each tray fitted with steel follow block. Made in quartered oak and birch mahogany.
For Quar. Oak Birch Mahogany Cards No. Each No. Each
3x5... S-1055... $1.20 S-1057... $1.25
4x6... S-1057... 1.40 S-1059... 1.50
Capacity—750. Length—9 inches.

Substantially made, carefully finished. Dovetailed at corners and each tray equipped with felt discs on bottom corners to prevent scratching the desk. Letter size, 11¼ x 3⅛ x 3¾" inside.
No. S-1072. Quartered oak... $1.60
S-1073. Birch Mahogany... 1.80

Made in quartered oak or birch mahogany; all 13 in. drawer space; capacity 1,400 cards.
No. S-1040 — Outside dimensions 6⅝" wide, 4¾" high, 15¼" deep.
No. S-1041 — Outside dimensions 7¾" wide, 5¾" high, 16¼" deep.
S-1040. 1 drawer, for 3x5 cards $3.60
S-1041. 1 drawer, for 4x6 cards 4.80
S-1050. All steel, 1 drawer, for 4x6 cards .......... 6.75

Made in quartered oak or birch mahogany.
No. S-1050 — Outside dimensions 19¾" wide, 9¾" high, 15¼" deep.
No. S-1061 — Outside dimensions 22½" wide, 11¾" high, 15¾" deep.
S-1050. 6 drawers, for 3x5 c’d $19.00
S-1051. 6 drawers, for 4x6 c’d $23.00

With Removable Covers

Substantially constructed with dovetailed corners and equipped with steel follow block. Covers removable. Made in quartered oak and birch mahogany.
For Quar. Oak Birch Mahogany Cards No. Each No. Each
3x5... S-1062... $2.45 S-1054... $2.60
4x6... S-1063... 3.00 S-1055... 3.20
Capacity 1,000. Length 19 inches.

FIBRE BOARD CARD INDEX TRAYS
With Covers

Made of heavy fibre board with wood bottom, covered with green marble paper.
No. S-1060 — Outside dimensions 4½" high, 5½" wide and 11¾" deep.
No. S-1061 — Outside dimensions 5¾" high, 9½" wide and 11½" deep.
No. Size No. Cards Each
S-1060 3x5 1200 $.70
S-1061 4x6 1200 .90
DISEASE TRACT CONTAINER

FOR THE CHIROPRACTORS' OFFICE
Substantially built of light weight birchwood; first-class cabinet workmanship, natural finish. Size 27½" x 21" x 3". Contains 35 pockets (2" x 3½") and two pockets for periodicals. Weight, packed for shipment, about 10 pounds.
No. S-649, Price (container only) $6.00
(Postage paid in the U.S.A.)

METAL SIGNS FOR CHIROPRACTORS

Size 11¼" x 4"
Aluminum
No. S-812, Price $1.00

Size 11½" x 1½"
Aluminum
No. S-813, Price 50c.
All quotations on metal signs include parcel post charges in the U.S.A.

CHIROPRACTOR
No. S-811, Price $1.00 each
Etched brass plate, about 2½" x 10", with black letters.

OFFICE OR DESK SIGNS
Raised brass letters and borders, with black oxidized background. Average size, 2½ x 10 inches. In ordering, specify No. S-1411.
Price of any of the following, $1.25 each.

MINIATURE SPINE SECTIONS

ILLUSTRATIONS SHOW ACTUAL SIZE
Made of cast aluminum, with rubber tubing for spinal cord and branches.
Just the right kind of a model to show your patients or prospective clients.
No. S-803, having three segments, price 75 cents each.
No. S-805, having five segments, price $1.25 each.

P.S.C. KEYRING CARD PUNCH
For punching adjustment cards.
No. S-810, Price 25c
(Postage paid in the U.S.A.)

CHIROPRACTORS' HEAD-PIECE
Tissue Napkins
In unbroken packages only of 1000 sheets.
No. S-824. Price $1.30 per 1000
Size 12½" x 12½"
(Postage paid in the U.S.A.)

CARD PUNCH
(Postage paid in the U.S.A.)

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
Isn't It Funny?

MAN wakes up in the morning, after sleeping under an advertised blanket, on an advertised mattress; takes off advertised pajamas; takes a shower in an advertised tub; shaves with an advertised razor; washes with advertised soap; powders his face with an advertised powder; dons advertised underwear, hose, shirt, collar, shoes, suit, handkerchief; sits down to breakfast of an advertised cereal; drinks advertised coffee; puts on an advertised hat; lights an advertised cigar; rides to his office in an advertised car on advertised tires, where he refuses to advertise on the grounds that advertising does not pay.

(Extract from "Selling Yourself," $1.00 please—Catalog No. Y-517)
If your business isn't good enough to advertise, advertise it for sale.