

# **The Osteopathic Physician**

**June 1902**

**Vol. 2, No. 1**

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# The Osteopathic Physician

A MONTHLY NEWSPAPER FOR THE OSTEOPATHIC PROFESSION.

VOLUME 2. JUNE, 1902. No. 1.

## A NEWSPAPER FOR THE PROFESSION.

The profession is ripe for an Osteopathic newspaper, a newspaper in the accepted sense of the term. Osteopathy has grown so enormously in influence that some such device for an interchange of ideas is imperative. That it has grown so much in popular favor, has advanced so greatly in the prosecution of scientific research along lines strictly new in the profession of what, for the want of a better term, may be called medicine, is due to the necessity which has driven individuals to work out their own salvation, in the solution of problems which arise almost daily in practice. The ultimate success of the profession of Osteopathy is assured, but occasions arise momentarily where the need of a liberal interchange of thought among its followers would be of incalculable value, not only to the individuals directly interested, but in the resultant general good to the practice of Osteopathy itself. It would improve the character of the practice, would strengthen the confidence of its followers everywhere in the unfailing resources of Osteopathy for the treatment of all disease, and in thousands of ways unthought of by the writer be of untold benefit for the advancement of the science.

For each Osteopath to hear of the success of others in different cases, to know what measures are taken in different communities in legislative matters, to confer on the subject of how to deal with vexatious questions such as fake Osteopaths and the evils of that growing menace, the correspondence school system; these are all things of moment to the science of Osteopathy, and therefore to its legitimate followers everywhere.

The time is ripe for a unification of Osteopathic interests. There are questions of moment before the Osteopaths all over this great country of ours and a medium that will permit of the freest interchange of ideas for the betterment of the cause of Osteopathy will do more to aid the establishment of Osteopathy upon its proper footing professionally before the public than any other one thing at this time.

Heretofore such questions as have arisen have necessarily been threshed out in the journals that for the most part had a circulation outside of the

profession itself, and therefore much that should have been written about has of necessity been held from the columns of these papers, as it was not of public interest.

The Osteopathic Physician therefore seeks to pave the way through its columns for a wider discussion of the problems of the Osteopathic profession and opens its column to any and all graduates of legitimate schools for the discussion of mooted questions of a professional character that would in any manner be of interest or benefit to the profession. The news from each section will be reproduced herein so far as it is news of a general and not personal character. Discussion in its columns of questions that arise in practice are always welcome and will be of value to many of the newer practitioners in the field. There are a variety of things the discussion of which would work greatly to the advantage of Osteopaths generally that demand the most careful consideration of every member of the profession. For example: The passage of Osteopathic laws that will require an examination excluding the so-called graduates of correspondence schools or other immature and harmful institutions. The question of the advisability of a longer course for the study of Osteopathy. Already some of the schools have broached the matter, and we believe some have adopted a more extended curriculum. The necessity for a more general and generous support of the National body, the A. O. A. &c., &c.

These are a few, only a few, of the things that are worthy of discussion. There are others that will come up at the convention of the A. O. A. at Milwaukee this fall, and it is well at this time to open up the discussion of various things that are of interest—matters that merit the consideration of that body.

Every Osteopath who can arrange it should attend the annual convention this year. The future of Osteopathy is fraught with graver responsibilities now than at any time in the history of its career. The larger the attendance at that convention the greater and stronger the cohesion of the various interests of the profession of Osteopathy and the more forceful it will become in the eyes of that public now watching its growth in the great realm of the healing art.

## ATTEND THE ANNUAL CONVENTION OF A. O. A. AT MILWAUKEE AUG.

6, 7 AND 8.

All members of the A. O. A. and all Osteopaths who are eligible to membership should plan to attend the annual meeting at Milwaukee on August 6, 7 and 8.

Milwaukee is one of the most beautiful cities in the United States, and is well known as a convention city and for the excellent facilities it has for the entertainment of its guests.

Arrangements have been made which guarantee every comfort to the visitors. The hall secured for the meeting is on the seventh floor of the Hotel Pfister, and will be not only the finest but also the coolest place in which we have ever held an annual meeting. The view from the hall is beautiful, overlooking Lake Michigan, which is only four blocks away.

Hotel Pfister is acknowledged the finest hotel in Wisconsin, and one of the finest in the West, and Mr. Severance, the manager, has made such liberal rates that all can afford to stop there. This will add greatly to the enjoyment of the convention, as the delegates will have many more social opportunities than are afforded by dividing the patronage. One part of the large dining hall will be set apart for the use of our members.

The committee has planned for a two or three hours' ride on either the Naomi or Nyack, the elegant passenger steamers of the Crosby Transportation Company. This trip on the lake will undoubtedly prove a very enjoyable affair, especially to those living in inland cities. The committee has also planned for a tally-ho ride, that the visitors may see the beautiful drives, parks and residences of Milwaukee. During this ride we will stop and inspect one of the large breweries.

Attend the Convention, because it is a duty you owe the profession, because of the good it will do you to associate with enthusiastic Osteopaths for three days, and because of the royal good time you will have. We promise you a warm reception from our people and a cool reception from the weather man.

**Warren B. Davis,**  
Chairman Committee



THE OSTEOPATHIC PHYSICIAN

American Osteopathic Association.

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LIST OF STATE ORGANIZATIONS.

Under this head we print the names of State Organizations, the corresponding secretary and the president.

Will secretaries of the various associations send us this information? We will carry it at the head of this column.

ARKANSAS:

B. F. Morris, Little Rock, President.  
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Dain L. Tasker, San Francisco, President.

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C. M. Proctor, Ames, President.  
 E. R. Gilmour, Sheldon, Secretary.

SIoux VALLEY (IOWA) ASSOCIATION:

G. H. Gilmour, President.  
 M. A. Hoard, Secretary.

Iowa State Association Will Meet at Des Moines, June 26-27.

The Iowa Osteopathic Association will hold its next annual meeting at Des Moines at the S. C. O., June 26 and 27. The following papers are thus far arranged

Physical Exercises as an Auxiliary to Osteopathic Treatment by Thomas P. Bond, M. D., D. O.

Nerve Waste, Dr. O. E. McFadon.  
 Clinic, Dr. Harry Forbes.

Chorea, Dr. S. H. Runyon.

Osteopathic Obstetrics, Dr. R. W. Bowden.

Legal Battle of Our Profession in Iowa, Dr. C. L. Parsons.

Microscopic Diagnosis, Dr. Blanche Thiburn.

Acute Diseases, Dr. D. P. Putnam.  
 Paper, —, Dr. Lillie Held.

Annual Meeting of the California Osteopaths

The annual meeting of the State Board of Osteopathic Examiners was held in San Francisco April 19. All members of the Board were present. The annual reports of the secretary and treasurer were read and approved. The secretary's report shows that 90 certificates have been issued. Four applications have been refused.

Three certificates have been granted after examination.

Five short-term graduates from irregular colleges are now taking the full Osteopathic course in recognized colleges as a result of the enactment of the Osteopathic law in this State.

The officers of the Board remain as they were last year.

The Board passed resolutions in favor of a three-year course of study nine months in each year.

Yours fraternally,  
 DAIN L. TASKER, D. O.,  
 President.

THE FIRST PRIZE.

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Tissier.
- Vol. XI.  
Scrotherapy,  
Organotherapy,  
Blood-Letting, Etc.  
Digest, Indexes.

HANDSOME PRIZES FOR GOOD ARTICLES.

OSTEOPATHIC HEALTH offers prizes worth striving for to the osteopaths who will write the three best articles of the year. These articles must not contain more than 1,200 words and may be as short as 600 words. They must be in thoroughly popular vein, suitable to publish in OSTEOPATHIC HEALTH—which is to say, must be well adapted to interest and instruct the people in Osteopathic theory or practice.

Select your own subjects and choose your own method of handling it.

Be original.

Everybody in the profession has a chance of one of these prizes. You as a practitioner, talking with patients every day, knowing what questions they ask and what explanations and arguments best appeal to them, have a better chance at these prizes than the college professors. The contest is open to every graduate of the recognized colleges of osteopathy.

These prize articles will be run in the current number of OSTEOPATHIC HEALTH, together with all others receiving favorable mention. The committee of award will comprise Dr. J. Martin Littlejohn, Dr. Carl P. McConnell and Dr. Henry Stanhope Bunting.

RULES OF CONTEST.

1. Sign your article with any assumed name you like, but not your own name.
2. Write this assumed name on a sheet of paper along with your real name and seal the envelope.
3. Send the article and this envelope to OSTEOPATHIC HEALTH before September 1.
4. Typewrite the contribution wherever possible. Write on one side of the paper only. Write in simple style, so everybody can understand. "Fine" writing and technical discussions are not wanted.

FIRST PRIZE.

The Library of Natural Therapeutics, 12 volumes, \$25, retail. P. Blakeston Son & Co.

SECOND PRIZE.

Osler's Practice of Medicine.

THIRD PRIZE.

Hazzard's Practice of Osteopathy.  
 The Osteopathic Physician.

Address articles to

The Osteopathic Physician Publishing Co.,  
 343 Marquette Building, CHICAGO, ILL.



## The News from Everywhere.

Under this head we will print news of any character likely to be of interest.  
Personal mention and notices of change location, etc., etc., solicited.

Drs. McElhaney and Davis announce the opening of their branch office at 417 Cookman avenue, Asbury Park, N. J., for the practice of Osteopathy.

Dr. A. L. Miller has opened new Osteopathic Parlors at Cleveland, O., in the Central Trust Building.

Dr. D. L. Conner of Phoenix, Ariz., opened an office June 1, at Prescott, Ariz., where he will practice during the summer months.

Dr. and Mrs. J. O. Trueblood, recently of Colorado Springs, Col., are now located at Traverse City, Mich.

J. E. P. Holland will assist Dr. Warren P. Davis, of Milwaukee, during the summer months.

Mrs. G. P. Meens, D. O., has changed her location from Columbus, Neb., to New Castle, Pa.

Dr. J. L. Hively has changed his location from Idaho Springs, Col., to Denver, Col., with offices at 335 Fourteenth street.

Dr. W. L. Mercer, of Hailey, Idaho, has opened a branch office at Bellevue in the same state.

A ten pound boy was born to Dr. and Mrs. L. A. Kissinger of Clay Center, Kansas, May 10.

Drs. W. H. and Nellie Phay Kilts, recently of Jackson, Mich., are now associated in practice with Dr. Haskins at Mt. Clement, Mich.

Dr. Clara E. Sullivan has resigned her position as instructor in the Southern School of Osteopathy and has associated herself with the Tri-State Osteopathic Institute of Wheeling, W. Va.

Dr. C. W. Proctor will practice osteopathy in the office of Dr. J. T. Watson, 210 Central Block, Pueblo, Col., during the months of July and August. Dr. Watson will take a much needed vacation during part of the summer.

The Osteopaths of Georgia met on the 29th of May at Atlanta, Ga., and organized a state association. Dr. M. C. Hardin, of Atlanta, was elected president; C. W. Mayhugh, of Savannah, vice president; P. W. M. Harper, of Gainesville, treasurer, and L. N. Turner, secretary.

The Iowa Osteopathic Association promises a royally good time to those who attend the meeting June 26th and 27th at Des Moines. The program printed on another page is an exceptionally interesting one.

Secretary Harwood writes us requesting the announcement of the fact that a one and one-third rate has been

secured to the Milwaukee convention. Everyone should attend and make the meeting memorable.

The Osteopathic Physician Publishing Company have moved their office from 601 Marquette Building, to 343 in the same building. The increase of business demanded larger quarters. Osteopaths in Chicago will always be welcomed at the business office.

Osteopathic Health for August will resume the publication of "The Osteopathic Catechism." It made a great hit among its readers. It will, along with the article "Do Drugs Cure Disease," be reprinted in booklet form within a short time. Such a combination will be invaluable to rid people of false notions as to what Osteopathy is, and to convince them of the existence among prominent M. D.s of a strong sentiment against drugs and in favor of some more rational method.

Attend the annual meeting of the A. O. A. at Milwaukee, August 6, 7 and 8. It will be a profitable meeting to every osteopath.

### The Bone-Doctor Again!

Sedalia has a new enterprise in the shape of an Osteopath infirmary, and bones will receive especial attention in the Queen City henceforth.—Brookfield (Mo.) "Budget."

### ANNUAL MEETING A. O. A. AT MILWAUKEE AUG. 6, 7 AND 8.

The Board of Trustees of the A. O. A. has chosen August 6, 7 and 8 as the time for our next meeting at Milwaukee, Wis.

The Committee on Publication promises us a good programme and everything indicates a good meeting. Much of the important work begun at the last meeting remains unfinished. Every Osteopath should be interested in this work and show his interest by lending a helping hand. I hope that every school will make an effort to secure a large representation of its graduates at Milwaukee in order that all may be adequately represented. Let each come prepared to contribute something from his stock of experience to the common stock of all.

Recent experiences in several State Legislatures prove that the drug doctors are completely organized and united in their opposition to Osteopathy. A like effort on our part is necessary to cope with so formidable an organization. Success cannot be expected unless we show the same interest and self-sacrificing determination in our work as the drug representatives have shown in theirs.

Most respectfully,

E. R. Booth,  
President A. O. A.

## ADVERTISEMENTS, WANTS, ETC.

### TELL YOUR WANTS.

EVERY osteopath who needs an assistant, or a partner, or who wants to dispose of his practice, or buy or sell books, instruments, scholarships or anything of value to osteopathic practitioners, should use the WANT AD columns of *The Osteopathic Physician*. It will be read by every practitioner in the profession and all the students who hope to join the profession.

### FOR SALE.

A GOOD practice, well established, in the capital city of Oklahoma, for sale at a bargain to a competent wide-awake osteopath. Call on or address M. T. McBurney, D.O., 323 E. Cleveland Ave., Guthrie, Okla.

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### WANTED—POSITION AS ASSISTANT.

A GRADUATE of N. I. O., with three years of practical experience, wants a position as assistant, or to care for the practice of an Osteopathic Physician during summer months. Best of references for character and capacity. Eastern location preferred. Address O. N. I., care The Osteopathic Physician.

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### IS IT WISE?

A paper avowedly issued for the advancement of Osteopathy advocates the study of medicine, or rather the familiarizing of the Osteopath with the action and value of drugs. The question at once arises, is it wise? What good will it accomplish if adopted? It is of course argued that the Osteopath who is familiar with the action of drugs is the better fitted to combat the arguments in favor of drugs and against Osteopathy: to explain to the patients the harmfulness of drugs. Is this true? Are the people any more likely to believe in the harmfulness of drugs as explained by the Osteopath who has a degree of M. D., or even a license as registered pharmacist, than in the well known and oft-repeated assertions of noted members of the medical profession who have deplored the drug-giving habit and who can be quoted against their own practice? Decidedly not!

Are the M. D.s who have taken up the study of Osteopathy any more successful as a rule in acquiring practice or any more successful in accomplishing cures than the Osteopath pure and simple? I think anyone will agree that the notable examples of professional success in Osteopathy have come from men who preached, practiced and believed that Osteopathy was a comprehensive system of cure for all bodily ills.

The paper in which this suggestion was broached is euphaneously titled Osteopathic Success. Would such a move be considered an Osteopathic success or a medical success? Put the shoe on the other foot. If the medical profession as a body were to proclaim the idea that it was necessary to study Osteopathy as a means of convincing the public that Osteopathy was a failure, would an Osteopath consider it a triumph for Osteopathy or a menace to its progress? Would not the public be inclined to say the medical brethren were compelled to know something of the new science, and would it not incline them—the public—to look into the matter more carefully?

Is it not true that the medical profession has within recent years devoted a great deal of thought and laid much stress on the value of suggestive thera-

peutics? Have they not also abandoned almost wholly the use of drugs in fevers, in direct contradiction to previously held practice? In short, is not the tendency of the age against drug taking, and are not the M. D.'s of the better class clever enough to see its tendency? In our career as publishers we have been astonished at the number of M. D.'s who have subscribed to our paper and at the number that are receiving it gladly at the hands of some of their acquaintances. Every now and then from some source we receive categorical epistles from some fearsome member of the medical profession, but so untenable is their ground that none have yet dared sign their names. When a man knows he has the upper hand in an argument he does not usually write anonymously on the subject. It is true that a great many doctors have at various times rushed into print to combat Osteopathy. Can you instance a case where they have vanquished the Osteopath? Did they not in the recent fight in Ohio resort to all sorts of devices, even threatening Senator Foraker with political disaster to win their fight against Osteopathy, beaten as they were at every point, when the merits of Osteopathy were presented to the common sense of the legislators?

Had the Osteopaths been committed to the policy of the study of medicine even for defensive purposes, think you, could they have won their fight against being compelled to take the examination in *Materia Medica*? What arguments would they have had against it? Gentlemen of Osteopathic Success, your writings belie your name. Osteopathic success lies in the pursuit of Osteopathy, pure and undefiled.

So far as that phase of the subject which deals with the knowledge of the chemical action of drugs is concerned, if there are any Osteopaths in the profession who are not familiar with the subject of chemistry it is their misfortune. The leading schools in the profession maintain chairs on that subject, presided over by men eminent in the profession, and the graduates of these institutions have every opportunity to qualify themselves in that branch of study. In point of fact, it is reported that the chairman of the State Board of Health in Illinois made the comment that it was surprising how detailed was the knowledge of the Osteopaths who appeared before that Board to take the examination requisite to a license to practice.

We believe that there exists no real need for the Osteopath to study medicine, but in pursuance of our policy for a free discussion of all subjects of interest to Osteopathy, we solicit the expressions of the profession on this subject.

### A VIOLATION OF RIGHTS.

The Philadelphia "Journal of Osteopathy" reproduces in its May number part of the article from the February "Osteopathy Health," entitled "Jumping Off Cars Causes Disease," and credits it to the "North American" of that city.

The article was one which was reproduced from copy sent that paper by the publishers of "Osteopathic Health" along with similar copies to every Sunday newspaper in the country. It was widely copied by the newspapers, and giving, as it does, the primary theory of Osteopathy, must have attracted considerable attention and been of much benefit to the general cause.

In the "Southern Journal of Osteopathy" for May is reproduced an article entitled "Is Tuberculosis Curable?" giving credit to "Osteopathic Health."

We mention these things because we have for our own protection and for that of our users copyrighted each edition of "Osteopathic Health" as it came out and notified the publishers of other magazines of the fact. The extent to which we have been inconvenienced by this form of literary piracy has caused us to announce that hereafter we will protect ourselves under the copyright law by the prosecution of individuals or publishers who use our matter without permission. Common honesty should compel any man to observe this law and prevent him from subsisting on the product of another's brain by retailing as a salable commodity something to which he has no moral or legal right. In justice to those papers which have observed our rights in this direction, it is only fair to say that after notification the most of them stopped the republication of our matter, and such matter as had been used was used in possible ignorance of the fact of copyrights.

There is, with possibly one exception, no paper in the profession that seriously attempts to originate matter of any pretentiousness. The others are mere complications of the ideas of other people, and even editorials (so called) are the revamped expressions of more original papers. This is a cheap way to compile matter for the publication of what is primarily a school advertisement, but it should not disguise itself under the name of journalism, nor should it attempt to sell the product of others' thoughts for gain.

In the two cases above mentioned we deem it our duty to say that doubtless the editor of the Philadelphia "Journal" was unaware of the fact that the matter reprinted was from "Osteopathic Health," otherwise he would have credited it to our journal. For the other case there is no excuse.

Inasmuch as the matter in "Osteop-



athic Health" is not essentially news and is as valuable for the purpose for which it is designed—namely, the education of the people to the merits of Osteopathy—months after its original publication. We reserve to ourselves the rights to use it exclusively, and it is unfair to take advantage of material for which we pay good money without some adequate return. We shall, as stated before, rigidly prosecute hereafter any violation of our copyrights.

#### DR. H. E. PATTERSON'S DEATH ANNOUNCED.

The death of Dr. H. E. Patterson, of Washington, D. C., removes one of the landmarks of Osteopathy and one of its bulwarks.

There has been in the past few years a few of the earlier Osteopaths whose business acumen and ready grasp of the conditions of the field were such that they have made really phenomenal successes of the practice. Foremost among them was Dr. Patterson, and his success was often the spur to an ambition among the newer graduates to attain a high position in Osteopathy. Many have done so and others have failed, not so much for want of the manual dexterity to effect cures, but more from the want of business ability to rightly gauge their opportunities in the field and to develop the business end of practice.

The prominent position held by Dr. Patterson, not alone in the eyes of Osteopaths, but of the world in which he moved (the foremost society in this country), was attained not so much because he was one of the first Osteopaths, nor because of his unusual ability, (however great), as a physician, but because he recognized the fact early in his career that the practice of a profession required a high degree of tact and the development of the same kind of ability which makes every business a success or the want of it a failure. He therefore devoted himself to this part of his profession as assiduously as to the merely technical part.

While personally unacquainted with him, we feel that we have known him because of his prominent position in the realm of Osteopathy, and admired him because as an Osteopath he was always capable of taking care of himself and his chosen profession in any tilt with the followers of the drug profession. The adroitness with which he turned the shafts of the enemy against themselves was amply illustrated at his recent appearance before the Virginia Legislature on behalf of the Osteopaths, who were fighting the passage of a law to drive them out of practice in that State.

His native wit was sufficient to cope with the difficulties of building up a practice in a city where are gathered

the greatest number of the brightest men of this country or any other, and the value of his influence indirectly on legislative action everywhere because of the friendships made there is incalculable. His death is a loss to the profession at large, and those who are bereaved have the sympathy of the entire Osteopathic profession.

#### A CHANGE IN THE MAGAZINE, "OSTEOPATHIC HEALTH."

The June issue of OSTEOPATHIC HEALTH will appear in improved style of press work, printed on a fine quality of hand-made paper in attractive single column style, and will be bound in stiff covers. The magazines will be mailed in envelopes from this office, or we will furnish envelopes free to our regular subscribers and you can mail them out yourself.

Our reasons for the change are manifold:

First:—We found by experiment that a greater proportion of people read the paper if received in neat wrapper, such as an envelope would be, than in the ordinary wrapper which rolls the paper and makes it unsightly when it reaches the person to whom addressed. On a list of 3,000 names we found that the number of persons who replied to a circular offering them a six months' subscription free with the compliments of the sender was four-fold greater when the magazines were sent out in envelopes than when in the ordinary wrapper.

Second:—It was impossible to send OSTEOPATHIC HEALTH printed on the old style of paper and cover in an envelope because an envelope of equal lightness with the wrapper formerly used would be no improvement. The magazine would crumple through the handling in the mails and its effectiveness for the purpose, lost. A heavier envelope might overcome this in a measure (though not wholly), but it would also increase the mailing cost to two cents, which is a disadvantage from the user's point of view, and was not necessary for the accomplishment of the purpose of such literature.

Third:—We found that there was too much matter in the magazine to hold the average reader's attention. We originally contemplated printing twenty pages, but gradually it grew to thirty and thirty-one. We have now made a concession to public opinion and to the frequently expressed opinions of users of Osteopathic literature by improving the letter press, printing a single column paper on laid linen, confining the articles to strictly Osteopathic matter, attractively gotten up and effectively written.

The magazine, while really containing fewer sheets of paper, makes up in bulk what it lacks in quantity. The

improved quality of paper and cover makes it cost comparatively the same as before. It will be bound in a fine quality of stiff cover that will carry in a light envelope to destination in good order. In short, we give you less quantity but more quality, all of which conduces to a more favorable reception of OSTEOPATHIC HEALTH by the people to whom it is sent, and that of course is what our user and ourselves are aiming at.

Our interests of necessity are mutual and anything that improves the effectiveness of our publication for the Osteopath who uses it is of material advantage to us. We therefore solicit your co-operation at all times for the increased effectiveness of OSTEOPATHIC HEALTH.

A word about our little paper, THE OSTEOPATHIC PHYSICIAN. As you will observe, it is enlarged and has assumed a different character entirely. It is now our purpose to make of it a medium of Osteopathic news, a paper for the profession in which we shall chronicle the news of the profession, discuss topics of current interest and in every way compatible with its character as a non-partisan Osteopathic publication, foster and promote the cause of Osteopathy. To this end we solicit your contributions.

There is a wide field for discussion in Osteopathy as to methods, laws, practice, etc. The columns of the paper are open to any and all who have anything to write of interest to the general practitioner. Use your privileges! Send us reports of your meetings, themes of personal interest, matters for discussion, etc., etc. We shall give them the widest publicity in the profession and hope by this means to bring about a community of interest among Osteopaths throughout this broad land.

#### The Ohio Fight.

In Ohio the legislators in the face of such an opposition as is rarely brought into play passed a measure in favor of Osteopathy after every resource of the medical fraternity was exhausted. They (the M. D.'s) even covertly threatened to retaliate at the polls if the fight went against them. Yet in the face of the threat of a loss of votes one hundred-fold greater than Osteopathy could muster the arguments of the Osteopaths prevailed. If the average legislator, supposedly politic enough to consider the question of votes, could be convinced of the merits of Osteopathy by the arguments of its advocates, when the best talent of the M. D.'s was pitted against it, is it unreasonable to suppose that when a means is found of presenting its arguments with equal force to the public at large, Osteopathy will not win its case?



## A MENACE TO OSTEOPATHIC PROGRESS.

It is years since Dr. Still first named Osteopathy. From incipient beginnings in an obscure village it has grown to be recognized by eighteen different states as a legalized system of healing with an actual professional following of 2,000 practitioners.

Notwithstanding this tremendous growth in legal recognition its progress has been retarded and it is in a fair way to be slaughtered in the house of its friends by the stigma placed upon the practice through the constantly growing habit of newspaper advertising of a personal character indulged in by many of its graduates.

### A Menace to Osteopathy.

Several causes contribute to this condition. Primarily, want of practice among the later graduates has driven them to adopt this questionable means of attracting business. It is a short-sighted policy, inimical both to the interests of the Osteopath so doing and to the science which he has made a life calling. Nothing can hurt the latter without reacting against the former.

### One Source of Trouble.

Another reason why some have plunged into this pernicious practice is because it is a well known fact that the publicity given the science at the outset was a large factor in attracting business to the forerunners of Osteopathy. The marvelous cures of Osteopathy, when it was new, compelled newspaper attention. It was "news." There is a marked difference between "news" and newspaper advertising. The former is beneficial; the latter harmful. It is the difference between what your neighbor thinks of you and what you think of yourself.

### A Wrong Impression.

The publicity given by the newspapers at the outset, while beneficial to the few practitioners in the field at that time, has been of lasting harm rather than good after all. It printed the sensational cures and this produced the impression so common, that Osteopathy is the special system of correction for malformations of bony structures; a bone cure, if you please. That this impression is the prevailing one there can be no doubt. Even patients are sometimes ignorant that Osteopathy is a comprehensive system for all the ills of the body. Is it not possible also that the constant reiteration of the definition of the name *osteon*, a bone, and *pathos*, suffering, or bone-suffering as some of the literature puts it—has contributed in large measure to this misconception? Better take it for granted that people know what

Osteopathy is, as the other "paths" do. Let them read its theories and get an idea of its practice rather than a definition of the word which at best is displeasing to the laity.

This, in brief, is the grave menace that threatens the progress of Osteopathy and its most prominent cause. What then is the remedy? There is but one logical remedy, and that is the education of all the people by means of a form of literature at once popular and dignified and which does not outrage the conventionalities of society as does the personal newspaper advertising above alluded to.

### The Need of a Remedy.

The need for this is at once apparent. If Osteopathy has been able to convince the legislatures of eighteen or more states that it is entitled to legal recognition, and that in the face of an opposition openly expressed and bitterly prosecuted, will anyone dare to say that by the same appeal to the reason of the general public with an opposition only covertly expressed, it cannot gain equal recognition and the patronage which surely comes with an understanding of the rational ground on which it is based. I dare say not. It is the supremest folly to expect the rapid advancement of Osteopathy through the cures of its patients. Marvelous cures have been reported by the dipping of people in holy wells, yet the patients in such cases have not extended their influence to any marked extent, because of their limited influence and the want of appeal to reason of such cures. Osteopathy's stronghold lies in its appeal to reason. If it appealed to your reason as logical, will it not with equal certainty appeal to the reason of other reasonable people?

### An Illustration.

From time immemorial the eating of oatmeal was the habit of the Scotch people. Yet the habit did not become contagious until commercial enterprise spread the fashion all over the land, till today every hostelry in the nation considers oatmeal an integral part of its bill of fare. Now, just as everyone did not, on first reading the advertisement of Quaker Oats, rush off to purchase a quantity, so will not everyone who reads of Osteopathy rush at once to an Osteopath for treatment, **but it will come as surely and be as necessarily the result of the proper exploitation of the merits of your cherished science.**

### The Remedy.

The question, then, is, How is this much to be desired end to be brought about, and who is to pay for it?

To the first question the answer is plain. It can only come through the

recognition of the common prejudice against the newspaper exploitation of personal practice and by sending the public a form of literature which they will read. This must be neat, attractive and of a sort to interest. Devoid of technical expressions it must be, and unaffiliated with any private interest, such as the advertisement of a college, which, by reason of such interest, loses the force which a non-partisan paper published solely with a view of educating the public would carry.

Such a magazine would create no offence because the public recognizes the fact that an Osteopath cannot button-hole the people whom he meets whenever introduced in his community and explain to them what Osteopathy is. They want to know, and he is justifiable in explaining the tenets of his profession to them in a dignified way, and they on their part will welcome this recognition of a necessity.

Who is to stand the expense of this education? Of necessity it must be the person who is to reap the benefits. If the profession as a whole would unite for the purpose of enlightening the people that were the better way. It will come some day. In the meantime each individual must till his own field. This has its compensations. It gives him the advantage of personal advertisement, and as each field is peculiar he can adapt his advertisement to its particular needs.

Can there be any question that such an advertisement will warrant its expense. **Do not think it! The results may not come in a moment. In some cases they do, owing to the peculiar conditions, but it is not the rule. But that they will come with time and patience there is no doubt.** Do not be in a hurry to acquire practice. Practice so gotten is not lasting and not worth the effort. **Build carefully and make every move count.**

### A Handicap.

The Osteopath is handicapped as compared with the M. D. The degree of the latter is an introduction. The degree of the former raises a question. But it gives him what the M. D. dare **not do openly, a chance to advertise.** Such advertisement is the answer to the question. Note that the M. D. has nothing to do but develop acquaintance and acquire practice. The D. O. is unwise who handicaps himself with the personal effort of education. That puts him at a disadvantage. But if he hires the education he has an advantage. He can devote his energies to the same purpose as the M. D., and with his educational work he has a means of introduction which the other has not. **Few men are so versatile as to be able to do both things and do them well. None can afford it.**



### A Growth and a Neglect.

The literature of Osteopathy has not kept pace with the growth of the science. It was inevitable that this should be so. In the development of a science whose theories have overturned the accepted conclusions of a system which has existed since the dawn of the Christian era, and before, the grand founder of Osteopathy has had little time to descend to the consideration of the business details necessary to its successful launching on a world steeped in prejudice for the drug superstition. The school journals have been inadequate to the successful carrying out of this department of the scheme for the advancement of Osteopathy, and save for the fitful efforts here and there of solitary individuals there has been no satisfactory literature designed for public circulation.

### An Effort in the Right Direction.

It was just such an effort as the latter mentioned which gave rise to what is now called Osteopathic Health. It appeared as The Chicago Osteopathic Physician and was designed for private circulation. To reduce its expense to its original publisher, Dr. Bunting, an attempt was made to sell surplus copies. The result was so overwhelmingly favorable and the labor and expense of its continuance so great that Dr. Bunting was obliged to abandon his plan or neglect practice. The opportunity thus presented for a publication of this character gave birth to the Osteopathic Physician and the organization of a company for its development.

If any proof were needed of the call for such a magazine, its phenomenal circulation, equalling the combined circulation of all other Osteopathic publications, is sufficient. As to the merits of the idea on which it was founded and the value of the special features which it inaugurated, there is no better proof than the unanimity with which other publications have attempted to incorporate these same features in their equipment.

Osteopathic Health has undergone a constant succession of changes in its development, changes which have for the most part been for the betterment of its service. It issued first as a quarterly, then as a monthly. Then the name was changed from the Physician to Osteopathic Health, because the word Physician conveyed a wrong impression. People thought it a magazine for the profession only.

The name of THE OSTEOPATHIC PHYSICIAN was retained for the publication of a newspaper for the profession, which will be of incalculable service in the discussion of mooted questions which constantly arise in practice and for the expression and discussion of

which there has been hitherto no adequate provision.

In conclusion, is it not clear to you that there is a demand in the development scheme of the science for such literature as that above outlined? Is it not equally clear that Osteopathic Health more nearly approaches the ideal than any other?

If so, and we think the conclusion inevitable, we solicit your patronage for your own good and for the advancement of the science, with the growth of which your fortunes are irrevocably linked. Further on we will tell you what are the special features offered, and we hope that they will appeal to you and induce you to try a plan which has been eminently successful in its brief career for the growth of practice and the promotion of your interests.

### The Golden Hour of Opportunity.

While it is indubitably true that Osteopathy promised greater returns years ago than it does to-day, yet it is equally true that to-day is the golden hour of opportunity for Osteopathy and the Osteopath. All signs point to it. The pendulum of public opinion is slowly but surely swinging away from drug-taking and toward natural methods. It rests with you and your brethren, and with you only, to furnish the necessary impetus to push that tendency toward Osteopathy. Once public interest is properly educated the supply of Osteopaths now in the field, and those that are to come for several years, will not equal the demand.

**Osteopathic Health will aid you to accomplish this.**

### New Methods Devised.

Osteopathic Health is no longer sent out in wrappers.

It is sent out in envelopes, and the latter furnished gratis. It reaches the public in better shape, which conduces to its acceptance and retention and consequent reading. It is no longer a 32-page paper. That contained too much matter and tired the reader. What it lacks in quantity is made up in the quality of its material and reading matter. The bulk is the same as before. It takes but one cent postage.

### A Change of Plan.

A difference of opinion exists as to the methods to be adopted to procure the best results. Some want no card printed, others want the card but send them out themselves, and still others want them sent out from this office with a card printed in them. We no longer attempt to regulate the size or style of card nor argue the advisability of any one system. Each field knows its own needs best. So we furnish the magazine to suit the ideas of all three

classes. The magazines we furnish at a low rate. The card at less than you could have it printed yourself. The mailing service we perform at merely a nominal rate. There is no profit in it, and we are not solicitous about it.

We have abandoned the practice of prepaying express charges, because of the impossibility of equalizing rates. Some would pay too much, some too little. We will arrange to prepay wherever desired.

### The Cost.

The prices quoted are the lowest that we can afford and do business at a profit. No other publication can compete in the quality of original matter. **The subscription price is now 50 cents per year.**

We have twice voluntarily reduced the price of the magazine, even to those with whom we had contracts that were binding. We shall continue to do so whenever its circulation increases sufficiently to warrant it.

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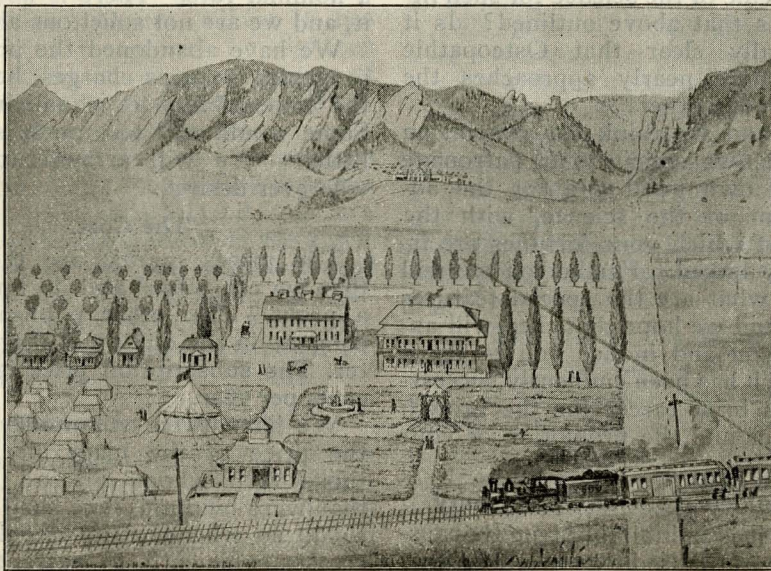
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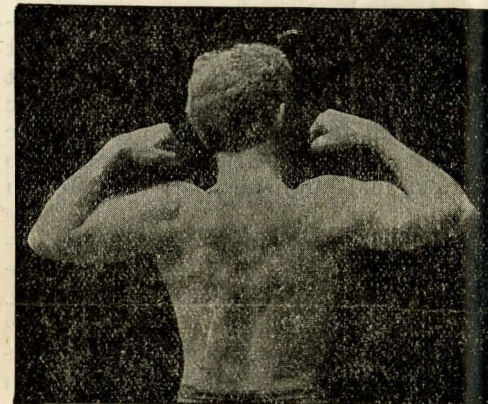
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