



Chiropractic Communications of America, Inc.

P.O. BOX 220 - BALDWIN, MICHIGAN 49304

PHONE (616) 745-4722

Re: "The Chiropractic Way"

A Positive, Professional Publication Designed to Enhance Your Practice

Dear Doctor of Chiropractic:

We are pleased to present for your consideration our eight-page tabloid program entitled "The Chiropractic Way to Good Health Naturally". Our initial tabloids have been received with great enthusiasm...we are encouraged and highly gratified. It has been our single purpose to design and produce an attractive professional statement regarding chiropractic.

Look at these features

Review "The Chiropractic Way" with a critical eye. Notice the layout and design. Consider the attractive photographs and illustrations. We have taken great care to put the textual material in an appealing and easy-to-read setting.

The articles are all new and yet technically correct and in layman's language. The entire text material has been reviewed and selected by a committee of chiropractors (Michigan Chiropractic Council District 3).

We can help you

One of our initial objectives was to identify specific goals in terms of benefits to your professional group. As our nation rapidly moves into an era of service-related professions, there is more competition. This leads to a corresponding need for professional communication and public relations. Kindly consider the following stated objectives:

- *Remind patients of your availability

- *Make your patients aware of their specific health needs and services which you render

- *Educate patients

- *Develop new patients

- *Retain existing patients

- *Demonstrate permanence and stability of your practice

- *Combat negative perceptions people may have of the chiropractic profession

- *Improve community standing

Overall, we have dedicated ourselves to assist your profession in developing new and better methods of communicating with your patients. Our tabloid is designed to be included in your local newspaper and/or shopper's guide for mass mailing or delivery distribution.

Other publications ... Mini Series

It is our intention to assist the chiropractic community in designing and producing a number of minitabs and brochures dealing with chiropractic treatment. We have reviewed the pamphlets which are currently used for in-office patient distribution. We believe we can produce material of similar quality and content, and personalize them with your photo and clinic information on each one. Therefore, in addition to a monthly tabloid production, we are in the process of publishing what we call "minitabs" or single-subject brochures dealing with a number of health maladies and chiropractic intervention.

Patient Newsletter

Another project which we have on the drawing board is a patient newsletter. This will be printed on beautiful enamel stock and will be personalized. That is, it will carry your photograph and business logo. We hope to make this a "turnkey operation" In other words, we will do everything. All you will need is a patient list with current addresses.

The patient letter is being designed to develop chiropractic awareness but will also carry health tips and soft news. By "soft news" we mean short articles of common interest dealing with such matters as seasonal sporting activities, holiday events, vacation topics and the like. Needless to say, the letter must be attractive and have a high degree of reader appeal.

Here is how to order your eight-page tabloid

As you will note from the enclosed tabloid, it is designed to be personalized, will bear your own photograph, address, phone number and other pertinent logo information. In view of the fact that the journalism (writing) and layout expenses are shared among the several doctors who participate in the program, we are able to offer the material at rock bottom rates. Please refer to the order form enclosed for rates and copy deadlines.

In summary, we are aware of the fact that our success depends entirely upon the product which we offer and, most importantly, the results which you obtain by virtue of this program. If you have further questions, please don't hesitate to call.

Respectfully yours,



Robert Natzel
President

The best ... most effective ... Chiropractic Tabloid available in the USA !!

An 8 Page
Newspaper

Valid and Well Written

Attractive Photos
and Illustrations



All material in each
monthly issue is reviewed
and selected by a committee
of professional chiropractors.

Our (Your) Editorial Objectives:

- (1) Educate the public regarding chiropractic
- (2) Develop new patients
- (3) Retain existing patients
- (4) Demonstrate permanence and stability of your practice
- (5) Combat negative perceptions and improve community standing

Personalized With
Your Logo

Chiropractic Communications of America, Inc., presents its 1986 brochures.

Eye-Catching Patient Brochures for in office distribution or mailing



Rich Enamel Stock

Highly Professional and Economical!

Attractive Photography

Appealing Illustrations

Easy to Read and Informative

**SCOLIOSIS:
SOME
STRAIGHT TALK**



Good Health Care Offers Many Happy

*The Chiropractic Way
To Good Life Naturally*

CHIROPRACTIC IS A TOTALLY NATURAL HEALTH CARE SYSTEM...IT IS DESIGNED TO SUPPORT THE BODY'S OWN HEALING SYSTEM

ALLERGIES IN SEASON AND OUT OF SEASON
If you are affected by an allergy, you know no combination in the old adage that "money buys company" indeed you have the company of millions of fellow sufferers. Medical science offers you cure for allergy. A person may be able to avoid the symptoms. If a particular allergy by avoiding the substance which excites the reaction. Unfortunately it is often impractical if not impossible to avoid the allergen (the person) that produces the allergic reaction.

THE POPULAR THEORY REGARDING THE DEVELOPMENT OF ALLERGIES
The specific allergen (eggs, wheat, cat hair, pollen, etc.) stimulates the victim's body to produce certain protein antibodies. These in turn act together to cause the human system to produce a substance called histamine. The histamines are said to cause the physical reaction or symptoms of the disease. However, no one knows for sure just how the victim loses his or her natural resistance in the first place. All the experts agree that the allergen finds a particular weakness in the body's defense system.



CHIROPRACTIC SUCCEEDS WHERE OTHER METHODS FAIL
If you suffer from one or more allergic reactions, you are probably a person who is not receiving regular chiropractic adjustments. Those who participate in a program of chiropractic maintenance enjoy a level of health far above those who do not. Moreover, if you



OUR BODY HAS AN "INBORN SYSTEM" OF HEALTH MAINTENANCE
Chiropractic is founded upon the premise that good health depends upon a normal functioning nervous system. Body structures such as ribs and vertebrae function by impulses carried through the nerves. When these nerve impulses "travel" unimpeded, the body functions normally and health prevails. On the other hand, when there is an interference (too much or not enough nerve supply) the tissues and organs cannot function properly. The resulting malfunction predisposes the body to disease, including allergic reactions.



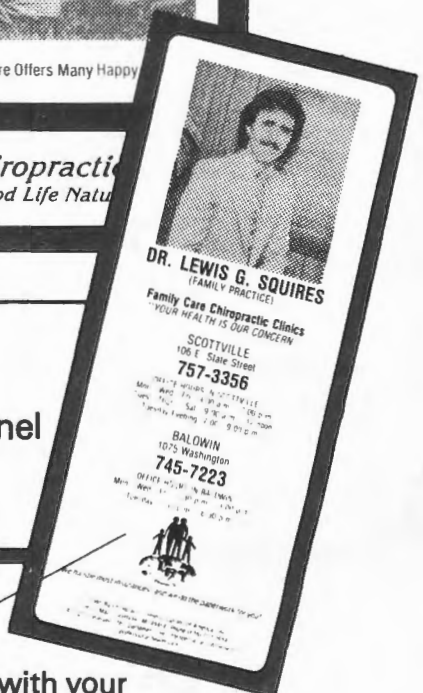
The Chiropractic Approach
Your allergy may be the result of a deviated positioning or malfunctioning of the spinal vertebrae. If present, these misalignments (subluxations) will alter the flow of essential nerve energy. When this occurs, toxins may develop in the tissues, and the body's natural defense mechanisms will be impaired. Common sense tells us that allergic reactions are abnormal and that the body has lost its ability to defend itself against a particular foreign substance. Restoration and maintenance of essential nerve energy will allow the tissues and organs to function defensively, to function as first intended.

Each tract is designed to inform your patient and to make an accurate, professional statement regarding chiropractic.

6 page, 3 panel fold out. You can design the back panel to personalize your brochure.

All topical material has been selected and edited by a committee of practicing chiropractors.

Each may be personalized with your photography and professional logo.



CHIROPRACTIC BROCHURE ORDER FORM

SCOLIOSIS: SOME STRAIGHT TALK <i>The Chiropractic Way To Good Life Naturally</i> 101	CHIROPRACTIC AND WHIPLASH <i>The Chiropractic Way To Good Life Naturally</i> 102	CHIROPRACTIC VS. MEDICAL PRACTICE <i>The Chiropractic Way To Good Life Naturally</i> 103	HEADACHES: CHIROPRACTIC CARE AND RELIEF <i>The Chiropractic Way To Good Life Naturally</i> 104	MENTAL STRESS AND TENSION HEADACHES <i>The Chiropractic Way To Good Life Naturally</i> 105	CHIROPRACTIC AND YOUR NERVES <i>The Chiropractic Way To Good Life Naturally</i> 106	WHAT YOU SHOULD KNOW ABOUT WORK-RELATED BACK INJURIES <i>The Chiropractic Way To Good Life Naturally</i> 107	DRUGS AND SURGERY SHOULD BE YOUR LAST RESORT <i>The Chiropractic Way To Good Life Naturally</i> 108	CHIROPRACTIC: WHAT IT IS AND WHY YOU NEED IT <i>The Chiropractic Way To Good Life Naturally</i> 109	RETIREMENT AND WORK RELATED INJURIES AND DISABILITIES <i>The Chiropractic Way To Good Life Naturally</i> 110
ARTHRITIS AND CHIROPRACTIC <i>The Chiropractic Way To Good Life Naturally</i> 111	CHILDREN AND CHIROPRACTIC CARE <i>The Chiropractic Way To Good Life Naturally</i> 112	GOOD NUTRITION IS VITAL TO GOOD HEALTH <i>The Chiropractic Way To Good Life Naturally</i> 113	ALLERGIES: Sneezing, Sniffling, Coughing. It's No Fun... <i>The Chiropractic Way To Good Life Naturally</i> 114	SUBLUXATION: YOUR HEALTH'S WORST ENEMY <i>The Chiropractic Way To Good Life Naturally</i> 115	THE PHILOSOPHY OF CHIROPRACTIC <i>The Chiropractic Way To Good Life Naturally</i> 116	SCIATICA <i>The Chiropractic Way To Good Life Naturally</i> 117	ARM AND SHOULDER PAIN <i>The Chiropractic Way To Good Life Naturally</i> 118	THE "SLIPPED DISC" SYNDROME <i>The Chiropractic Way To Good Life Naturally</i> 119	CHIROPRACTIC TREATMENT OF SPORTS RELATED INJURIES <i>The Chiropractic Way To Good Life Naturally</i> 120

PACKAGE NO. 1

500 Brochures, 20 Themes

(25 ea.) **\$59⁹⁵**

PACKAGE NO. 2

1000 Brochures, 20 Themes

(50 ea.) **\$89⁹⁵**

PACKAGE NO. 3

2000 Brochures, 20 Themes

(100 ea.) **\$159⁹⁵**

PACKAGES DO NOT INCLUDE PERSONALIZED LOGOS.

Package Order (No. 1) _____ (No. 2) _____ (No. 3) _____ Add 4% Sales Tax _____ Total _____
Shipping charges will be billed directly to you.

USE THIS FORM WHEN ORDERING WITH LOGO OR INDIVIDUAL THEME

Individual Theme Pricing Information

With & Without Personalized Logo's

Amount	With Logo	Without Logo
2,000 & Over Min. 200 Per Series	10¢ Ea.	8¢ Ea.
1,000 & Over Min. 100 Per Series	12¢ Ea.	9¢ Ea.
500 to 1,000 Min. 50 Per Series	14¢ Ea.	10¢ Ea.

Order less than 500, refer to package 1.

*When ordering with your logo, there is a one time \$50 layout, set-up and plate charge. We will send a proof to you.

Indicate Amount Next To Each Series Number

When Buying Individual Themes

101 _____	111 _____	Total Copies _____
102 _____	112 _____	Total Dollars _____
103 _____	113 _____	*One Time _____
104 _____	114 _____	Plate Charge \$50.00
105 _____	115 _____	4% Sales Tax _____
106 _____	116 _____	Total _____
107 _____	117 _____	60% Down _____
108 _____	118 _____	Balance Due _____
109 _____	119 _____	on Delivery _____
110 _____	120 _____	Shipping will be billed directly to you.

*Check price list based on quantity.

Enclosed is logo information (Yes) _____ (No) _____

Be sure to enclose photograph and all necessary information for your personalized back panel.

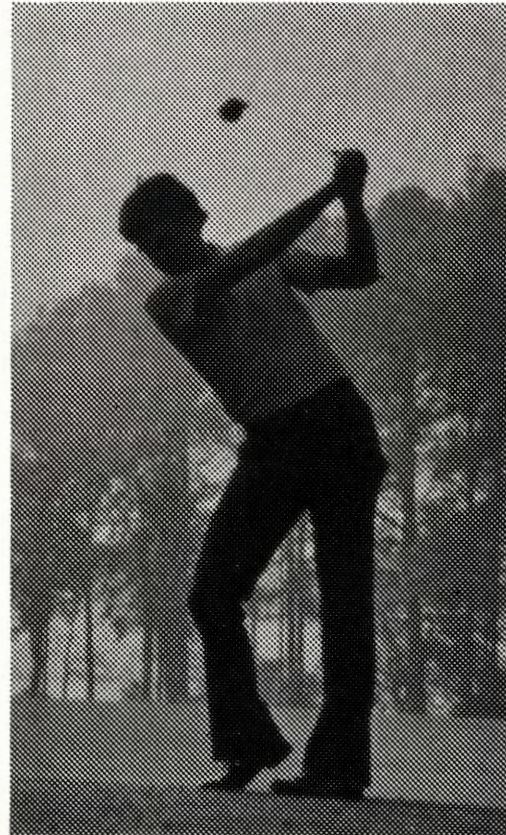
Doctors' Name _____ Clinic Name _____

Address _____ Phone _____

Chiropractic Communications of America, Inc.

P.O. Box 220 • Baldwin, Michigan 49304 • (616) 745-4722

THE PHILOSOPHY OF CHIROPRACTIC



*The Chiropractic Way
To Good Life Naturally*

YOUR BODY HAS BEEN BEAUTIFULLY DESIGNED

Chiropractic is a New Age philosophy, science and art which focuses on correcting interference with the nervous system... the coordinating mechanism of all body functions. The goal of chiropractic is to enable people to manifest 100 per cent of their individual innate potentials, given their heredity and environmental circumstances.

Chiropractic teaches that within the body there is an "inborn tendency" to maintain a state of good health. This innate intelligence is working in your body all the time, even when you are not aware of it. Imagine the millions of functions which your body undertakes simultaneously by virtue of the brain and nervous system working in harmony to regulate these diverse functions. Quite obviously, you don't have to think about the digestion of your meals nor do you have to tell your body how to eliminate waste materials. In this same regard, you don't tell your lungs when to breathe nor do your thought processes influence the healing of a cut finger.

THE HUMAN BODY HAS ITS OWN BUILT-IN "DRUGSTORE."

It produces its own antibodies, antihistamine, insulin, hormones and other "drugs". Moreover, it does not have the problem of drug reactions which often occur with manmade chemicals and potions. In net result, your body has been beautifully designed with the ability to function and to keep you well... provided it is not interfered with. The Doctor of Chiropractic does not elect to utilize drugs or surgery in his practice. However, there are times when he will recommend that you consult another practitioner when other methods of healthcare are needed.

Chiropractic procedure is directed at

evaluating causative factors in the bio-mechanical and structural derangements of the spine which could affect the nervous system and the body's natural defense mechanisms. It seeks to restore spinal structural alignment which has an effect on the health of the individual.

IN SUMMARY, CHIROPRACTIC IS NOT A VARIATION OF THE MEDICAL "CHEMICAL" APPROACH, but is a completely new path. Chiropractors look for the health within each person and recognize the ordinary perfection of life and nature. Nature needs no help, merely the removal of interference.

WHY PEOPLE SEEK CHIROPRACTIC HEALTH CARE:

The four primary reasons are:

1. Many of those who now regularly seek chiropractic health care became believers after extensive drug use and when medical techniques failed to provide relief.
2. Some people have become "chiropractic converts" after taking the time to inform themselves of the validity of chiropractic intervention; they tried it and were gratified by the results!
3. There are others who have an aversion to the use of drugs and foreign chemicals. They realize that the human body has a wonderful "built-in" self-healing capacity. Furthermore, from participating in chiropractic, they have enjoyed good health through routine spinal adjustments, sometimes referred to as a "preventative health care system."
4. Finally, the largest group are those who come from families who have enjoyed the benefits of regular chiropractic health care for



years. These people know from associated family experiences that chiropractic spinal adjustments are essential to good health.

Ten million Americans regularly seek chiropractic health care. They will tell you, from personal experience, that chiropractic is the NATURAL, DRUGLESS AND PAINLESS method to achieve and maintain good health.

EVERY TASK AND JOURNEY BEGINS WITH A "FIRST STEP". CONTACT A DOCTOR OF CHIROPRACTIC. IF YOU WISH, HE CAN SUPPLY YOU WITH NAMES OF THOSE WHO HAVE BENEFITTED FROM CHIROPRACTIC AND WHO HAVE GRACIOUSLY CONSENTED TO SHARE THEIR TESTIMONY OF HEALING.

**Chiropractic can show you
the way to
FEEL GOOD
... NATURALLY!**

Your Chiropractor works with nature to relieve aches & pains. If you or a loved one suffers from back ailments or have chronic headaches or unassociated pain, consult your Doctor of Chiropractic. Doctors **do not heal** ... they merely activate the body's own healing system. Try the Chiropractic approach ... "it's the natural way" of activating the body to recover and maintain its health.



**CHIROPRACTIC
PROCEDURES:**

- Thorough Spinal Exam
- Muscle Testing
- Diagnostic Spinal X-rays
- Exercise Program
- Spinal Adjustment

©1985 By Chiropractic Communications of America, Inc., 106 S. Main,
Scottville, MI 49454. Phone (616) 757-2614. All rights reserved.

This pamphlet is not intended as a substitute for professional health care. If you recognize a symptom of illness or physical malady, you are encouraged to consult your chiropractor or other licensed health care specialists.

**DRUGS AND
SURGERY
SHOULD BE YOUR
LAST RESORT**



Before Making That Surgical Decision
You Should Weigh All Your Alternatives

The Chiropractic Way
To Good Life Naturally

DRUGS AND SURGERY SHOULD BE YOUR LAST RESORT

The theory of chiropractic is scientific and sound. It is based upon the principle that "the nervous system controls and coordinates all organs and structures of the human body." This statement comes from the medical practitioner's bible, Gray's Anatomy, 29th Edition, page 4. Your Doctor of Chiropractic is a member of the **only** health care profession which specializes in analyzing body imbalances, spinal misalignment and the interruption in the flow of vital nerve energy to the muscles, organs and other tissues of the body.

Medical people often disagree among themselves regarding the need for surgery and/or the use of a particular drug. In view of the fact that Doctors of Chiropractic neither prescribe drugs nor perform surgery, they can offer a truly objective assessment regarding a particular health condition and/or whether drugs or surgery is required. The Doctor of Chiropractic will first determine whether the ailment may be helped by chiropractic intervention. If not, he will tell you immediately! **Your health and his reputation are at stake!**

All licensed health care specialists are trained to recognize the basic symptoms of disease. Moreover, each specialist knows the limitations of his or her own field of practice. The medical physician does not pretend to treat dental matters. The optometrist does not offer advice regarding pregnancy. Furthermore, the dermatologist does not look for a spinal subluxation or nerve root irritation.

THE CAUSE OF ILLNESS IS NOT ALWAYS APPARENT AND AS A RESULT, THE PATIENT IS FREQUENTLY MISTREATED.

The medical practitioners, as with most other specialists, often see what they are looking for. This statement does not imply ignorance, nor

does it impute reckless disregard. Rather, it recognizes a phenomena of human reasoning and perception. The "medical" doctor has received years of intensive training by those who perceive health care delivery in terms of administering drugs and medication. This "medical mind set" is not only prevalent among practitioners, but it is popularly accepted by the American public. Indeed, most patients expect to receive some type of "medicine" each time they call upon a "doctor of medicine." Sadly, the M.D.'s seldom disappoint their patients in this regard.

Drugs are used for two primary purposes. First, they are used to mask the pain of illness. Secondly, medications and drugs are used in an effort to assist the body by introducing foreign chemicals or organisms (weakened bacteria or viruses) with a view toward combating a suspected disease. Unfortunately, the alliance of pharmaceutical companies (drug manufacturers) and the medical profession has worked together to make our nation the most medicated and most **drug dependent society on earth**. We spend more money on "medical health care" than any other nation. Nevertheless, we consistently rank low among all modern nations in infant mortality, life expectancy and "required hospitalization."

Rather than using drugs or surgery, Doctors of Chiropractic care for their patients with specific adjustments of the spine, exercise therapy and nutritional counseling. Upon your initial visit, the chiropractor will usually obtain a complete health history. Following this, you will receive a thorough spinal examination. Particular attention will be paid to your posture, the range of motion of your neck, back and limbs. In most instances, a chiropractic examination involves the use of x-rays.

If there is a "mind set" among Chiropractors and their patients, it derives from the **fact** that a properly functioning body will heal itself. In this same regard, it is also well established that an unhampered supply of nerve energy to the organs and tissues of the body is **ESSENTIAL TO GOOD HEALTH**. A misalignment of the spinal vertebrae will cause nerve root irritation, an interruption in the nerve flow and also the creation of toxins (poisons) in the affected tissue. In its normal state, the human body successfully wards off disease. On the other hand, organs which have become weakened by virtue of a lack of electro-chemical energy are predisposed to disease. Quite often, by the realigning of a misaligned vertebrae, vital nerve energy is restored to diseased organs or tissue and healing occurs naturally. Hence, the chiropractic approach often avoids surgery and medications by restoring normalcy and allowing the body to heal itself.

Surgery as well as drugs is an assault upon the body!

Before consenting to these extreme measures, consult a Doctor of Chiropractic.



**Before you select a drug, STOP AND THINK.
You may be masking the symptoms of a
serious health disorder!**

INSURANCE COVERS CHIROPRACTIC SERVICES IN MOST CASES

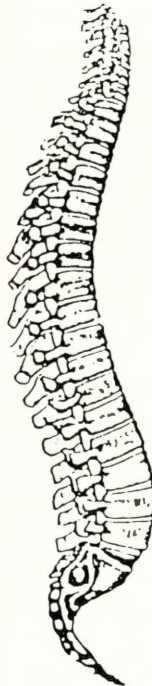
Auto Accidents...
Medical Payment & liability

Workmen's Compensation...
on-the-job injuries

Group Insurance...
covers accidents and illnesses

Athletic Injuries

Medicare



Here are some conditions caused
by:

Vertebral Subluxation
Chiropractor Correct Subluxation

- 1. Back Pain**
- 2. Whiplash**
- 3. Arthritis**
- 4. Headaches**
- 5. Strains and Sprains**
- 6. Muscle Spasms**
- 7. Neck, Shoulder, and Arm pains**
- 8. Low Back, Leg, and
Knee pains**
- 9. Nervousness and Tension**
- 10. Tendonitis, Bursitis,
and Neuritis**
- 11. Fatigue, Indigestion**
- 12. Disc Problems**
- 13. Pinched Nerves**

**THE
"SLIPPED DISC"
SYNDROME**



*The Chiropractic Way
To Good Life Naturally*

THE "SLIPPED DISC" SYNDROME

WHAT IS A SPINAL DISC AND HOW DOES IT FUNCTION?

SPINAL DISCS are the elastic pads or cushions which lie between and separate each of the back bones. Sometimes called "intervertebral discs," these serve as the spine's shock absorbers. The interior of each disc is gelatinous, and the outer covering is an elastic-fibrous membrane. These pads not only cushion and separate, but also help hold and connect the individual back bones.

The SPINAL COLUMN consists of 24 bones called "vertebrae," each stacked one on the other. In addition to forming the structural "back bone" of the skeletal system, the vertebrae also encase and protect the shaft of nerve fibers called the spinal cord. Between each pair of vertebrae, two nerve roots leave the spinal cord carrying vital nerve energy to particular organs and tissue on each side of the body.

A LITTLE SLIP OR MISALIGNMENT MAY CAUSE BIG HEALTH PROBLEMS.

If the vertebrae are properly aligned and if the vertebral discs are healthy and uninjured, the nerve roots are not pinched or irritated. However, if the space between any two vertebrae is not properly maintained, the delicate nerve roots will be compressed and irritated. When this occurs, the organs and tissue served by these nerve fibers will be adversely affected. Studies have shown that irritation of the nerve roots may cause toxins to form in the tissues. Each organ plays a vital role in health maintenance. Thus, an interruption in the flow of vital nerve energy may predispose the body to a wide variety of human ailments and disease.

The spine is the weight-bearing column of the skeletal structure. As the body twists, bends and carries its load, much stress is placed upon the vertebral discs. As you will note from the diagram, the vertebrae and discs gradually increase in size as they descend. This is to accommodate the greater weight and stress which is placed upon the lower portion of the back. The human frame has a tremendous load-bearing capacity. Despite its design, however, most people, at one time or another, will sustain a back injury. Often the injury is occasioned by improper lifting or as a result of slipping and falling while carrying an object. In nearly every instance, the trauma or strain of a back injury will result in a misalignment of the vertebrae.

THE TERM "SLIPPED DISC" IS A MISNOMER.

The discs are firmly connected to the spinal

vertebrae above and below, and as such do **not** slip out of place. Nevertheless, when the vertebrae are off center (misaligned), the discs may protrude and impinge upon the nerve roots. This condition is commonly referred to as a "slipped disc." Actually, the vertebrae has slipped out of its proper alignment. If the injury is acute, the outer membrane of the disc may become torn thus allowing the gelatinous material to protrude. This is known as a "ruptured disc." True rupture or "herniation" of a disc is quite rare.

Disc trouble may go unrecognized for months or even years. Despite the vital role played by the intervertebral discs, we seldom think or hear about their function. In this same regard, when a disc is injured, the resulting pain or ailment may occur in a remote area of the body. The person suffering from a subluxation in the neck may experience headaches, dizziness or stomach upset. A ruptured disc may result in pain into the legs and feet. Likewise, pain in the shoulders and arms may be caused by a spinal misalignment in the mid back region.

PAIN IS A SYMPTOM OF BODILY AILMENT... QUITE OFTEN THE PROBLEM IS NERVE ROOT IRRITATION.

Misalignment of the spinal vertebrae not only distorts the disc, but this, in turn, compresses the nerve roots. In the case of herniation, the disc material may be forced inward against the spinal cord. Pressure on the nerves not only causes pain, but also may result in disease. Studies have shown that organs which receive an improper amount of nerve energy malfunction and are predisposed to disease. The human body has a built-in self-healing and health maintenance system. However, if the organs and tissue do **not** receive the required amount of well oxygenated blood **and vital nerve energy**, the defense is crippled and disease will overtake the body.

CHIROPRACTIC INTERVENTION AND TREATMENT OF BACK PROBLEMS.

Every organ, tissue and cell is controlled by nerve impulses traveling from the brain to the various parts of the body. The brain together with the spinal cord and nerves form the "nervous system". This system supplies and delivers the electro-chemical energy which motivates the heart, liver, lungs, spleen, stomach and all other organs and functions of the body. **Chiropractic is the only health care profession which specializes exclusively in the treatment of spinal misalignments and related nerve root compression.**

Your Doctor of Chiropractic receives six years of schooling together with additional clinical experience in the treatment of all types of back problems. This training and experience enables the chiropractor to locate spinal subluxations. He knows the precise point at which each nerve leaves the spine **and also** the organs or muscles which are served by each nerve.

THE CHIROPRACTIC DIFFERENCE.

The medical profession relies primarily upon powerful drugs and/or a prolonged traction to "treat" misaligned vertebrae. Generally speaking, the drugs prescribed by medical doctors are of two varieties...to mask pain and also to attempt to "relax" the muscles. Unfortunately, drugs are not selective. They spread throughout the entire body and affect all muscles and most of the tissue. A recent study has indicated that 50% of the medicated back patients become dependent upon such powerful drugs as Seconal, Demerol, Darvon, Valium, Codeine and Dalmaine.

Chiropractic offers relief to the vast majority of those suffering from back problems...**and does so without drugs, surgery or the discomfort of prolonged traction.** Moreover, chiropractic is painless and entirely natural. By careful manipulation and manual adjustment, most subluxations and the resulting compression of nerve roots can be corrected.

PHYSICIANS DO NOT HEAL, THEY MERELY ACTIVATE THE HEALING SYSTEM.

As previously noted, the body has a built-in, natural healing and recuperative ability. By freeing up the flow of normal nerve energy, the body will usually heal itself. However, the longer the misalignment exists, the longer may be the treatment and the period of recovery. If unrecognized and untreated for a number of months or years, a subluxation will resist proper alignment. In such cases, the chiropractic treatments may be required over a period of several months. In nearly all situations, the Doctor of Chiropractic employs x-rays not only to confirm the nature and degree of the subluxation, but also to assist him in monitoring the progress. Invariably the patient is shown his x-rays. The before and after x-rays are dramatic...as is the sense of good health and well being which results from chiropractic intervention and health maintenance.

CHIROPRACTIC

PROVEN TO BE "SOUNDLY BASED
AND VALUABLE BRANCH OF HEALTH CARE"
BY NEW ZEALAND GOVERNMENTAL STUDY



A New Zealand governmental commission of inquiry spent nearly two years in an in-depth study into chiropractic, compiling nearly 4,000 pages of transcripts consisting of over one million six hundred thousand words (taken under oath) of patients, medical physicians, medical researchers and chiropractors from throughout the world. The report, released in October 1979, observed:

"By the end of the inquiry we found ourselves irresistably and with complete unanimity drawn to the conclusion that modern chiropractic is a soundly based and valuable branch of health care in a specialized area neglected by the medical profession."

©1986 by Chiropractic Communications of America, Inc., 106 S. Main,
Scottsville, MI 49454, Phone (616) 757-2614. All rights reserved.

This pamphlet is not intended as a substitute for professional health care. If you recognize a symptom of illness or physical malady, you are encouraged to consult your chiropractor or other licensed health care specialists.

**CHIROPRACTIC
TREATMENT OF
SPORTS RELATED
INJURIES**



*The Chiropractic Way
To Good Life Naturally*

CHIROPRACTIC TREATMENT OF SPORTS RELATED INJURIES

The effectiveness of chiropractic care for most biomechanical conditions has been well demonstrated. However, what most people do **not** realize is that chiropractic has forged ahead in the development of health care for athletes and sportsmen. Their in-depth knowledge of the nerve, skeletal and muscular system gives Doctors of Chiropractic a unique advantage in dealing with most of the injuries incurred in sports related activities.

Chiropractic has pioneered the field of **natural health care and health maintenance** for athletes. It is the only branch of the healing arts which totally avoids the use of drugs and surgery. This self-imposed limitation is founded upon the conviction that the human body has its own built-in healing and recuperative ability. Biomechanical adjustments and nutrition-dietary supplements are merely **catalytic aids** to the innate and natural ability of the body to heal itself.

NUTRITION AS IT RELATES TO ATHLETIC INJURIES AND REHABILITATION

Diet has been of increasing concern to athletes and sports managers. In this regard, one of the leading publications dealing with the totality of nutrition as it relates to sports injuries and rehabilitation is a text by Dr. Kim Christensen entitled *Sports Nutrition*. Dr. Christensen, a chiropractor, has participated in college sports and has served as a trainer, coach, and also as a team doctor. His text has been applauded by **both** osteopathic and medical doctors. Recognizing the fact that the "sports world is flooded with synthetic drugs for injury rehabilitation and enhancement of performance," Dr. Christensen dedicated himself to the enormous task of calculating the host of **proven** natural foods and food supplements which facilitate athletic performance

and rehabilitation. (This text may be secured by writing to International Preventive Medicine Foundation, P.O. Box 36215, Houston, Texas 77236.)

DR. LEROY PERRY, A PIONEER AND LEADER IN "SPORTS MEDICINE"

Undoubtedly, the leading chiropractor in the area of sports related injuries and rehabilitation is Dr. Leroy Perry. For nearly a decade, Dr. Perry has been treating the world's best track and field athletes. He recently opened a clinic in Los Angeles for the treatment of sports related injuries. The clinic, named the "International Sports Medicine Institute" employs medical doctors, a dentist, a podiatrist, together with several chiropractors and an acupuncturist. The director of the medical side of the clinic is Dr. Ron Lawrence, a neurologist and nationally acclaimed marathoner. Among Dr. Perry's regular patients are such celebrities of the sports and entertainment world as Wilt Chamberlain, James Coburn, Jack Nicholson, Warren Beatty and Alex Karras.

CHIROPRACTIC HAS AN ABIDING RESPECT FOR THE INBORN INTELLIGENCE OF THE BODY AND A DEEP CONFIDENCE IN ITS ABILITY TO HEAL ITSELF.

Chiropractic research and evaluation regarding the treatment of sports related injuries has paid off. The text material outlined in *Sports Nutrition* not only defines the basic physical therapy for nearly all common athletic injuries, but most notably, it also discusses the pathology attendant upon the trauma **and** suggests the proven nutritional means by which one may encourage rehabilitation. This latter aspect is virtually unheard of in the medical approach to the treatment of athletic injuries. The most striking difference between the two

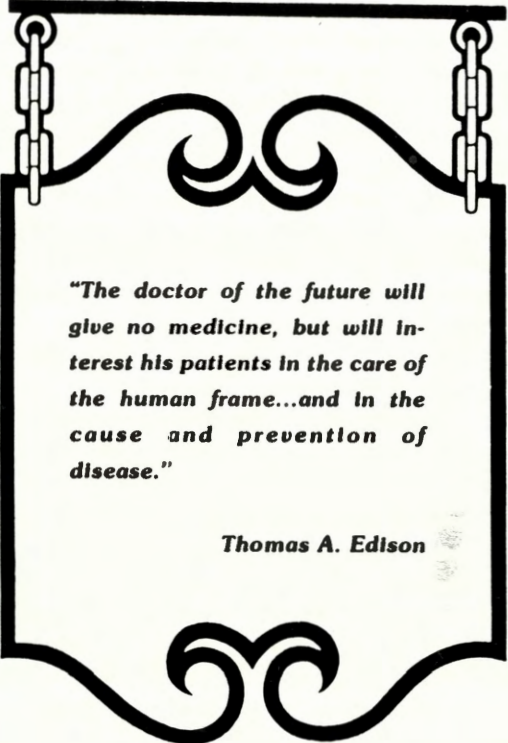
schools is that chiropractic has identified the natural food sources (vitamins and minerals included) which facilitate rehabilitation. On the other hand, medicine focuses almost exclusively upon physical intervention when necessary **and** the use of foreign chemicals commonly called "medicine" or "drugs." These latter items are primarily prescribed to mask the pain associated with the trauma of sports related injuries.

Chiropractic has developed a wide range of tests and examination procedures designed to gather information regarding mobility, neurological functioning, muscular reaction, balance and symmetry. Dr. Leroy Perry is a modern pioneer in the ongoing quest for new and better methods of evaluating and treating athletic injuries. Because of his success and his innovations, he has drawn unto himself many top experts in the various sports related fields.

In summary, the modern day chiropractor is more than a "spinal manipulator." He is an expert in the diagnosis and treatment of neurological impairment associated with a deviated positioning of the spine. However, **beyond that**, he is trained to treat the vast majority of physical injuries associated with athletic endeavors.



Quotable Quotes



"The doctor of the future will give no medicine, but will interest his patients in the care of the human frame...and in the cause and prevention of disease."

Thomas A. Edison

TEN MILLION AMERICANS REGULARLY SEEK CHIROPRACTIC TREATMENT. THEY WILL TELL YOU FROM PERSONAL EXPERIENCE THAT CHIROPRACTIC IS THE **NATURAL, DRUGLESS AND PAINLESS METHOD TO ACHIEVE AND MAINTAIN GOOD HEALTH.** CONTACT YOUR DOCTOR OF CHIROPRACTIC. IF YOU WISH, HE CAN SUPPLY YOU WITH THE NAMES OF THOSE WHO HAVE BENEFITTED FROM CHIROPRACTIC **AND** WHO HAVE GRACIOUSLY CONSENTED TO SHARE THEIR TESTIMONY OF HEALING.

©1986 by Chiropractic Communications of America, Inc., 106 S. Main, Scottville, MI 49454, Phone (616) 757-2614. All rights reserved.

This pamphlet is not intended as a substitute for professional health care. If you recognize a symptom of illness or physical malady, you are encouraged to consult your chiropractor or other licensed health care specialists.

SCOLIOSIS: SOME STRAIGHT TALK



Good Health Care Offers Many Happy Returns

The Chiropractic Way
To Good Life Naturally

SCOLIOSIS: Some Straight Talk Concerning Our Children's Spines and Their Future Health

AN AILMENT THAT PLAGUES MORE THAN ONE MILLION TEENS

- Your teenage daughter or son may have it and you may not realize it.
- Scoliosis is not usually noticed and it seldom causes pain until it reaches advanced stages.
- Nearly 10% of all teenagers have it, and if not diagnosed, it can cause arthritis and/or lung damage.
- Girls in their growing years are five times more likely to develop serious scoliosis than are boys.

DEFINITION:

"Scoliosis" comes from the Greek word meaning "crooked". In health terms, it means a lateral (sideway) curvature of the spine, usually resembling a "C" or an "S" shape. The natural spine bows outward above the waist and slightly inward at the waist. The person suffering from scoliosis will have a spinal column which is "out of plumb"; in other words, there will be pronounced sideway curvature. Chiropractic care can often achieve balance or a return to plumb in such spines.

DETECTION:

There is a nationwide drive being conducted by such groups as the Scoliosis Research Society to encourage mandatory scoliosis screenings. Doctors of chiropractic recommend that all children, should have spinal checkups, and as long as the children are in their years of rapid growth periodic scoliosis screening is essential.

SIGNS OF SCOLIOSIS:

Very often the first signs of scoliosis are seen in the fitting of clothing. Parents may notice that

a daughter's hemline on a skirt or dress is lower on one side. In other instances, the child may seem to have one hip higher than the other or a slouched shoulder. The following is a suggested method for a visual examination of your child. Have the child strip to the waist and stand straight with both feet firmly planted. Observe the child from behind. Look for the following irregularities:

- (1) Does the head tilt to one side?
- (2) Is one shoulder higher than the other?
- (3) Is one shoulder blade more prominent than the other?
- (4) With both arms hanging naturally, does one arm hang further away from the body than the opposite arm?
- (5) Does one side of the waist curve inward more than the other?
- (6) Is one hip higher than the other?
- (7) Have the child bend forward as far as possible. Is there a noticeable sideways curve in the backbone? Is there a hump on one side between the shoulders or on the lower back?

CHIROPRACTIC EVALUATION:

As with all ailments, early diagnosis of scoliosis is very important. Beginning with infancy, all children, especially girls, should have periodic chiropractic spinal examinations. Remember, scoliosis in the early stages produces no pain, and is not outwardly detectible. Your Doctor of Chiropractic is a specialist in the detection and correction of spinal abnormalities associated with spinal misalignments.

There are no medications (drugs) available for the management in the case of scoliosis. The medical practitioner's resort to surgery in less than 2% of the cases, and then usually without

demonstrable success. Furthermore, the condition can neither be forecasted nor can it be prevented.

Scoliosis is mechanical in nature, and in this regard, the patient as well as the parent will find that the Doctor of Chiropractic is well informed and informative. As previously noted, early detection and chiropractic management offer the best opportunity for correction.

GOOD HEALTH CARE OFFERS MANY HAPPY RETURNS



The Inborn Wisdom Of Your Body Is Your Seed To Good Health



Growing In
Health And Happiness

©1985 By Chiropractic Communications of America, Inc., 106 S. Main,
Scottville, MI 49454. Phone (616) 757-2614. All rights reserved.

This pamphlet is not intended as a substitute for professional health care. If you recognize a symptom of illness or physical malady, you are encouraged to consult your chiropractor or other licensed health care specialists.