

HEALTH COMES FROM WITHIN AND SO SHOULD YOUR PRACTICE.

Start building your practice from within today! With this attractive and informative series of brochures from the country's leading chiropractic information service.

Written to address the most commonly encountered symptoms, this series of brochures gives honest, straightforward answers to your patients about their condition *and* about how *you*, their chiropractor, can help them.

These brochures not only showcase your ability to help your patients, they show your professionalism, as well. Plus they can be imprinted with your identification. As you order, take advantage of our special imprinting offer.

Don't delay! Start building your practice from within. TODAY!

\$19.⁹⁵ Per 100

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(615) 584-1020

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☐ FREE Imprinting or ☐ FREE 4-Pocket Acrylic Rack

SERIES I			SERIES II		
Qty.	Brochure	Amt.	Qty.	Brochure	Amt.
—	Headache	—	—	Arthritis	—
—	Sinus	—	—	Allergy	—
—	Wrist Pain	—	—	Stress	—
—	Leg Pain/ Sciatica	—	—	Ear Infections	—
—	Low Back Pain	—	—	Bursitis	—
—	Slipped Disc	—	—	TMJ	—
—	Shoulder Pain	—	—	Whiplash	—
—	Neck Pain	—	—	Joint Pain	—

Minimum order of 100 brochures.

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☐ Dual Pocket \$14.95
☐ Four Pocket \$24.95
 (All are free standing or can be wall mounted.)

TOTAL ORDER \$ _____

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6725 Papermill Road
Knoxville, TN 37919

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City _____ State/Province _____ Zip _____

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FREE shipping. Allow 4-6 weeks for delivery.

RUSH shipping can be arranged at your expense.

This Could Be *Your* Practice Brochure!

Dear Doctor:

If you are like most professionals, you know how important a high quality practice brochure is to your image and to the acquisition of new patients. Yet, most professionals continue to put off producing a practice brochure, even knowing that it would contribute greatly to their practice. Even with my first twelve offices, I personally agonized and procrastinated about producing one for years.

Perhaps the greatest deterrent is the time and effort that is required to do the dozens of steps necessary to produce a high quality practice brochure. Others don't know just where to start.

The other big obstacle is the cost. A high quality, custom brochure can run from \$4,600 to \$12,000 depending on the quality, exclusive of printing. One company quoted me a price of \$16,770! I was about to give up when I found out about Doctors Marketing Systems, Inc. I am convinced they have the answer for me and for you.

"Welcome to the Beginning of the End of Your Pain" is the greatest marketing piece that I have ever used in over 25 years of practice. It's not like advertising—but it *is*, in a subtle way. The practice psychology throughout is a true patient-getter. It began working for my practice as soon as I received it. I am truly impressed with the feel of the stock; the clarity and sharpness of the photographs; the empathy, the truth, and the love for our profession it expresses.

My patients love this brochure. They are proud to give it to friends and family. It is the stimulus that brings patients to my office.

Initially, I used "Welcome to the Beginning of the End of Your Pain" only within the office. The response was so enthusiastic that I tried it in direct mail. The response has been phenomenal. In January, which is usually a bad month for business, we had tremendous results. To my surprise, the more competition in an area, the more effective it was.

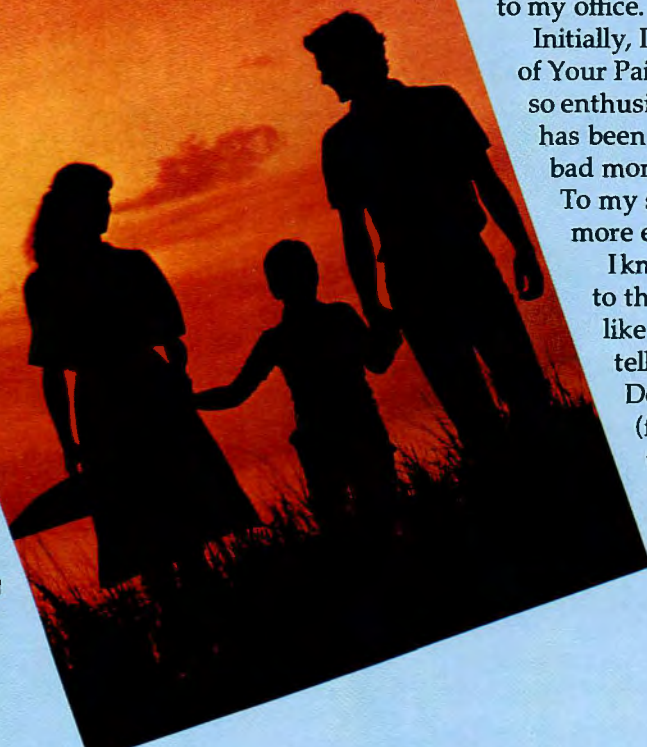
I know you will be as pleased as I was with "Welcome to the Beginning of the End of Your Pain." I feel like the patients who get good results. I want to tell everyone about what this brochure can do. Don't wait as I did. Send your check for \$450.00 (for 1,000) to Doctors Marketing Systems, Inc. today! Order yours now and start enjoying the benefits of having your *own*, high-quality, *personalized* practice brochure.

Yours truly,

Don E. Johnson, D.C.

Don E. Johnson, D.C.

Welcome to
the Beginning
of the End
of Your Pain.



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with your payment to:

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City _____ State/Province _____ Zip _____

Telephone (area code) _____

FREE shipping. Allow 4-6 weeks for delivery.

FREE Imprinting For A Limited Time Only

Name _____

Address _____

City _____ State/Province _____ Zip _____

Telephone (area code) _____

☐ 500 brochures \$295

☐ 1,000 brochures \$450

☐ 5,000 brochures \$2,025 (includes a FREE acrylic rack)

Monthly terms available for quantities over 1,000. If ordered within 30 days, you will receive a FREE internal marketing tape that can easily help you stimulate 30 extra new patients per month.

Your Biggest Profits Will Come From "Your Greatest Loss."

An Informative, Low-Cost Brochure
with Proven Patient-Pulling Power.

Even a minor accident can lead to serious health problems. As a trained professional, you know this. Your patients don't.

That's why **Your Greatest Loss** is so highly effective for you. It turns accident victims into your patients and personal injury cases into your profits.

Here is why **Your Greatest Loss** is so effective for you:

- It alerts them to the dangers patients can suffer without professional care even after a minor accident.
- It covers the health, legal, and insurance aspects of competent care.
- It helps assure your future patients that you can provide the quality care they need.
- It helps turn accident victims into your patients.
- It **persuades** them to see you.
- Health Checklist is included to pinpoint their specific problems.



Read the success some of your colleagues have experienced by using this brochure:

"I acquired 9 new cases in the first week after I mailed this brochure."

Dr. Glen Doty

"We all know how important personal injury cases can be to a practice. This brochure has proven itself to me and my practice."

Dr. Chuck Martin

"After my first mailing I received 19 new P.I. patients the first month. I only ordered 1,000 brochures, here is my order for 5,000."

Dr. David Ernest

"I have always been a 'doubting Thomas', but I will honestly have to say I have been pleased with my results."

Dr. Roger C. Hubbard

Used in the office, **Your Greatest Loss** will be your source of patient P.I. referrals. As a **direct mail** piece, you can really see your results pay off.

SPECIAL OFFER!

(\$39.95 Value)
FREE!

YES, I want to take advantage of this special offer.

Please send me:

- ☐ 1,000 Copies and the FREE Acrylic Rack (\$39.95 Value), all for only \$199.95.
- ☐ 3,000 Copies and two FREE Acrylic Racks, all for only \$599.00.
- ☐ 100 Copies at \$28.95
- ☐ 500 Copies at \$115.80 (gives you 100 free!)

TOTAL ORDER \$ _____

FOR FAST CREDIT CARD SERVICE, CALL:

1-800-843-3197 (Outside TN)
1-800-426-3532 (In TN)
1-615-584-1020

☐ Mastercard ☐ VISA ☐ Check enclosed.

Make payable to Chirocare, Inc.

Card No. _____ Exp. Date _____

☐ First Time Order ☐ Reorder

Signature _____

Name _____

Street Address _____

City _____ State/Prov. _____ Zip _____

Telephone (area code) _____

ALL ORDERS SHIPPED FREE!

Mail this form with your payment to:
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Knoxville, TN 37919



INCREASE YOUR PATIENT FLOW **3** WAYS WITH ILLUSTRATED SYMPTOM CARDS

As a doctor, your biggest concern is building and improving your practice by increasing your patient flow. Now you can do just that, easily and inexpensively, with our new personalized Illustrated Symptom Cards.

These beautifully designed and illustrated cards will increase your patient flow in 3 different ways:

1 As a direct mail piece, their eye-catching illustrations and unique design are sure to attract new patients.

2 As a referral card that your patients will want to send to family and friends.

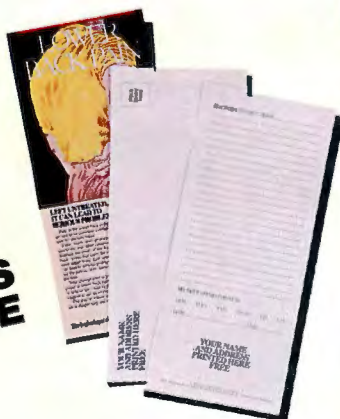
3 As an appointment/instruction card that will bring patients back into your office.



Choose from two versions for the backs of the cards:

POSTCARD MAILER BACK—personalized and imprinted as a mailer piece that your patients can send or give to family and friends, or that you can mail to former, present, new or perspective patients.

APPOINTMENT/INSTRUCTION BACK—personalized and imprinted as an appointment/instruction card that you fill in with instructions for your patients, along with the date and time for their next appointment.



MONTHLY PAYMENTS AVAILABLE

So why not make one program work for you in three ways—A check of \$21.95 will get you started on your order for the Illustrated Symptom Cards, and start increasing your patient flow today!



Choose from two racks to display the cards:

WALL DISPLAY—This rack can be mounted on the wall in your reception, examination, treating and therapy areas, or a hallway. All eight of the cards are displayed with impact, so your patients can familiarize themselves with some of the other conditions you treat.

CIRCULAR TABLETOP RACK—This rack can be placed on the table in your reception area or on a desk or counter in your examination or treating room. The quality and design of this swivel rack will attract your patients' attention.

Order the Illustrated Symptom Cards and start increasing your patient flow today!

One set at \$398.95 includes 1000 (125 ea. of 8) personalized Illustrated Symptom Cards, your choice of backs:

- ☐ Appointment/Instruction Back
☐ Mailer/Referral Back

Your choice of displays:

- ☐ Wall Rack
☐ Circular Tabletop Rack

IMPRINTING INFORMATION (Print or type)

Name _____
Street _____
City _____ State _____ Zip _____
Telephone () _____

DISCOUNTS FOR MULTIPLE SETS AVAILABLE

- ☐ Check enclosed payable to Doctors Marketing Systems, Inc.

- ☐ Charge to:

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Card No. _____

Signature _____

SHIPPING INFORMATION (Print or type)

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Welcome to the Beginning of the End of Your Pain.



KNOXVILLE

Bearden

584-7246

Merchants

687-7246

Chapman

573-1083

OAK RIDGE

482-7246

Clinton

457-1112

JOHNSON CITY

928-7246

Dayton

776-3627

Franklin

781-0400

Madison

868-7881

HENDERSONVILLE

824-7246

ELYSIAN FIELDS

333-7246

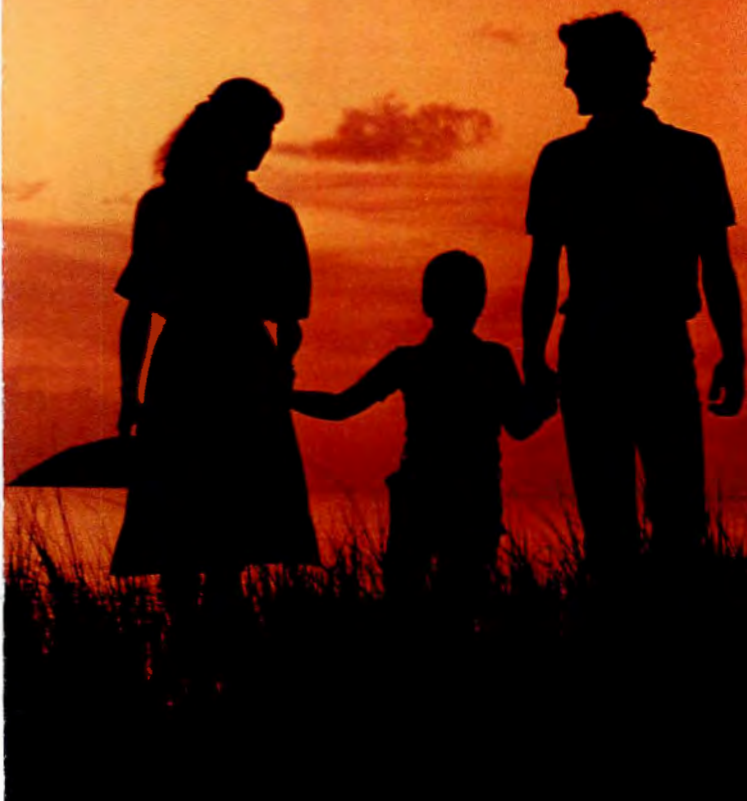
WINCHESTER

967-8898

CROSSVILLE

484-3135

Bulk Rate
U.S. Postage
Paid
Permit #555
Knoxville, TN



Present this brochure - your first visit is absolutely **FREE**

Welcome to the Beginning of the End of Your Pain.



Our staff of highly skilled professionals is dedicated to providing you with the highest quality health care available. We identify and treat the underlying CAUSE of your problems and relieve your pain.

Once your symptoms are relieved, we will then direct you as to how to stabilize your condition and maintain your good health.

What is Chiropractic?

Chiropractic is a part of the healing arts. It is a science based on the theory that good health depends in part on a normally functioning nervous system.

Impulses are sent through the nerves to all parts of the body. When our nerve impulses travel unrestricted, our bodies can function normally. However, when those impulses become restricted, our body tissues and organs cannot function properly and may go into a state of malfunction. It is during this period of malfunction that the body is more susceptible to breakdown. *It is also during this time that we begin to experience pain and discomfort, which is the only way our body has to alert us that something is amiss.*



What is the Cause of Your Problem?

Simply put, your spinal column is a series of movable bones (vertebrae) which begins at the base of your skull and ends between your hips. Inside the spinal column is the spinal cord, which is an extension of the brain. Extending from the spinal cord are the nerves which supply all areas of your body. *Accidents, overexertion, stress, poor posture, and falls are some of the reasons why the movable bones of your spine shift out of line and put pressure on the nerves.* It is this pressure that causes the pain and other symptoms to appear.

Treatment

After a consultation and examination, we should be able to determine if your problems will be resolved with chiropractic care. *We don't hesitate to refer you to another specialist if we feel you would benefit from their care. If we don't feel we can help you, we will tell you.*

After years of classroom study and extensive clinical diagnostic training, we are able to locate the source of the misalignment. Then, using skill and gentle manipulation, we adjust the



misalignment of the spine, thus restoring it to its natural position allowing the body to heal itself. Our procedures are so gentle that there should be little or no discomfort with any of the treatment. *Chiropractic doctors treat the cause of the sickness—not just the symptoms.*



Once your spine is back to its normal, natural position, allowing your nerve impulses to travel unrestricted, your pain and discomfort should end.

Good nutrition, exercise, plenty of water, and proper rest are necessary for your body to reach its maximum healing ability. Chiropractic care enhances your body's own natural ability to repair itself.

We Get Results

If you are suffering from any condition that has not responded to other types of treatment, *you owe it to yourself to give chiropractic ample opportunity to relieve the cause of your problem.* By expert analysis and gentle adjustments to the spine, we can usually have you feeling better in a short period of time. The longer your condition goes untreated, the more complex and difficult to treat it becomes. By seeking chiropractic care during the early warning stages of any condition,



the better your chances are for a speedy recovery. Chronic conditions which have existed for months or even years usually take longer to treat. Be patient with your treatment. Don't discontinue your treatment if you don't get immediate results. While a minor problem may respond quickly, a major problem could require longer to heal. Always feel free to talk with us about any part of your treatment.

If you are considering surgery, please consult us first! Surgery should be considered only as a last resort, after chiropractic care has been given every opportunity to improve your condition.

Most insurance (including individual and group major medical health policies, automobile liability and medical pay, and worker's compensation) covers chiropractic care. Many times worker's compensation and automobile insurances pay 100%, leaving you with little or no expense.



Patients often comment that they are sleeping, thinking and feeling better after only a few spinal adjustments. It is not uncommon to find that other conditions disappear as a result of chiropractic care.

For example, a patient may have initiated treatment with low back pain, only to discover that hip and joint pain, leg pain and even foot problems completely cleared up, as well. Or a neck pain patient will comment on the tremendous results with sinusitis, headache, shoulder and even arm pain.

Remember, until you have given chiropractic care a chance to relieve your pain, you haven't tried everything.

Symptoms Checklist

Please take a moment to check for any symptoms you may have. This is only a partial list. If you have any other condition or a condition which has not been corrected through other measures, call our office today for an appointment so we can determine if your condition would respond to chiropractic care.

- | | |
|-------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Headaches | <input type="checkbox"/> Numbness or tingling in limbs |
| <input type="checkbox"/> Dizziness | <input type="checkbox"/> Muscle spasms/ "charley horse" |
| <input type="checkbox"/> Tension/anxiety | <input type="checkbox"/> Pinched nerves |
| <input type="checkbox"/> Sciatica | <input type="checkbox"/> Constipation/diarrhea |
| <input type="checkbox"/> Allergy/sinusitis | <input type="checkbox"/> Joint pain |
| <input type="checkbox"/> Bursitis/shoulder pain | <input type="checkbox"/> Nervous stomach |
| <input type="checkbox"/> Neck pain or stiffness | <input type="checkbox"/> Fatigue/aching |
| <input type="checkbox"/> Back pain | <input type="checkbox"/> Tendonitis |
| <input type="checkbox"/> Neuritis | <input type="checkbox"/> Wrist pain |
| <input type="checkbox"/> Leg pain | <input type="checkbox"/> Knee or foot pain |
| <input type="checkbox"/> Ear infections | <input type="checkbox"/> Arthritis |
| <input type="checkbox"/> Tennis elbow | |

If you are living with pain, don't hesitate. Call our office today for your appointment and consultation.

"Our goal is to give you the ultimate in health care with your comfort & recovery our utmost concern."

STRESS



STRESS



Probably the most vivid illustration of the way stress affects us today is the image of a taut rope completely knotted from one end to the other. While most of us have felt like this occasionally, it's hard to believe that there are people who stay "tied in a knot" most of the time. They simply cannot relax. Unfortunately, they often resort to pills and drugs for temporary relief, while the CAUSE continues to get worse.

There are some cases of stress that are primarily the result of

mental stress. If you dread going to court or taking an exam, you may experience short-term mental stress. But long-term mental stress and frustration can cause physical stress.

Han Selye, in his monumental book "The Stress of Life," documents his research in which he proved with animal subjects that stress can give rise to organic problems such as stomach ulcers and intestinal ulcers, fatigue, and even cause destruction of the adrenal glands; it can virtually effect EVERY bodily function and system.

Physical stress of the spine, known as sub-lux-a-tion, can cause nerve pressure. This pressure spreads to all parts of the nervous system, which in turn affects nerve impulses and blood supply to various parts of the body, including the brain. Also, the muscles are usually greatly affected. It's difficult to say if muscle imbalance preceeded the subluxation or if the reverse is true.

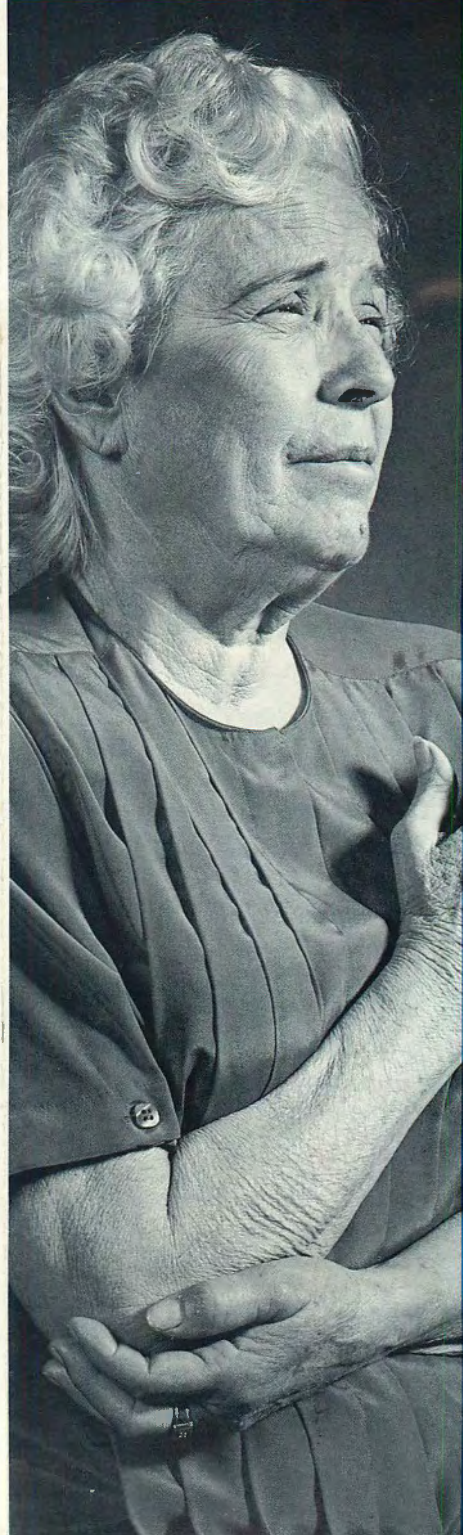
In cases of mental or physical stress, it has been found that chiropractic treatment to the spine and nerves can alleviate stress. Stress is relieved via the nerve and blood supply by relieving nerve and joint pressure along the spine.

Every doctor of chiropractic sees patients who are less stressed and are better able to cope with life after Chiropractic treatment. They regularly hear these words, "Doctor, since my treatment, everything seems to work better. I think better, I work better and I just feel better all around."

Stress can become a vicious cycle. The greater the pressure on the nerves, the tighter the muscles become. The tighter the muscles become, the more pressure on the nerves; this alters the blood supply and nerve impulses.

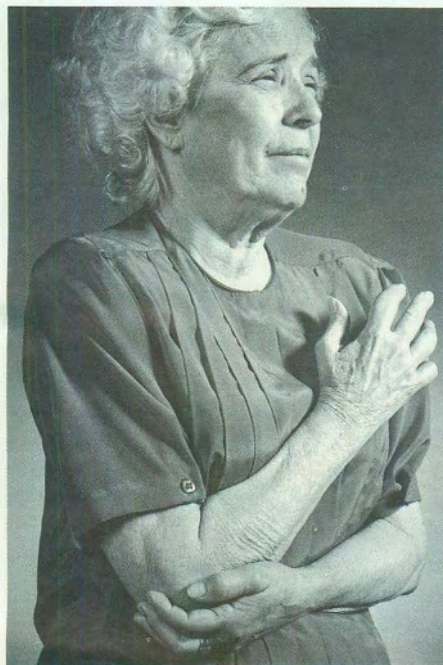
The important thing is that the CAUSE of the problem must be found and treated. Medicine may give temporary relief, but treating the cause will give permanent relief. You DON'T have to live with the agony of stress.

Start feeling better—call your Chiropractor today!



ARTHRITIS

ARTHRITIS



Even ancient Egyptians had arthritis—obviously, they didn't have the advantage of Chiropractic care.

Most arthritis is osteoarthritis, which, in simplest terms, means extension of the bone into a joint or excessive bone growth and calcification of ligaments. We hear horror stories about how terrible arthritis is; and, indeed it is. However, minor injuries and mechanical stress of the joints cause osteoarthritis of the body, including the spine.

Minor displacements of joints, resulting in sub-luxations, misalignments of spinal bones, lead to this painful and disfiguring condition. Chiropractic treats and corrects these misalignments. In fact, preventative chiropractic measures will greatly reduce the chances of arthritis.

The twisted fingers and other joints of the arthritis victim are the long-term result of minor subluxations that are never reversed. The doctor of Chiropractic is rare who doesn't dearly love to treat the osteoarthritis patient who has been told that nothing can be done and "you'll have to learn to live with the pain." Nothing could be further from the truth; *it's usually not necessary to live with the pain.*

The key to freedom from arthritis is early check-ups for hidden spinal problems that accumulate and manifest themselves in the form of arthritis. Forms other than osteoarthritis are treatable, but they must be evaluated case by case.

Everything has not been tried if chiropractic care has not been included. If you or someone you know has arthritis, please make an appointment with the doctor whose phone number is listed on the back of this brochure before you lay this information down.

Start feeling better—call your Chiropractor today!

What Chiropractic Can Do For You

Chiropractic is the branch of the healing arts that deals with structure and function. Chiropractors have found that if there is pressure along the spine, irritating and interfering with the nerve, it will cause pain (function). It is highly probable that it will affect muscles, joints, blood vessels and even organs and glands (structure.)

It is the chiropractor's job to determine if such a problem exists and if it can be relieved. Advanced technology and extensive diagnostic training assure the chiropractic physician — and you — that the findings are valid and the prognosis reliable.

No potentially harmful substances are introduced into the body, nor is any part of the body cut away. If your chiropractor cannot find the cause of your problem, you will be referred to another specialist.

Statistics reveal that **85 PERCENT OF THE PATIENTS TREATED CHIROPRACTICALLY BECOME SYMPTOM-FREE** or show improvement. It is possible that some conditions may have progressed to the point where the body's natural recuperative powers have become ineffective.

CHIROPRACTIC CAN HELP MAINTAIN OR RESTORE YOUR GOOD HEALTH.



How Does the Chiropractor Know If You Can Be Treated Successfully?

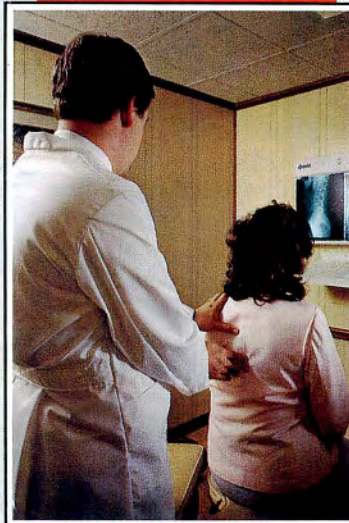
During your first visit to the doctor of chiropractic, a professional will take a rather extensive history. To obtain the best care possible, be honest and explain your problems in detail. Don't try to pre-determine whether a certain pain or symptom is important to the doctor making a complete determination of your case.

The chiropractor relates various levels of the spinal column to various organs and conditions. For example, if tenderness is found at the base of your skull, it may be related to headaches, sinus problems or to your jaw. Lower down in your neck may be found displacements (subluxations) that relate to problems of pain, tingling or numbness in your shoulder, arm or hands. Your doctor knows

that people suffering from chest and stomach problems may have a displacement of the bones between the shoulder blade affecting those organs. Lower back pain and leg tingling and numbness is often associated with problems with intestines, bladder and prostate, because of the same nerve supply.

Orthopedic and neurological testing are a part of a chiropractic examination. Today, your chiropractor is aided by many helpful forms of testing and instrumentation to arrive at the underlying cause of your problem.

Remember, your doctor of chiropractic knows that it is just as important to know what to treat as what not to treat.



Will It Hurt?

In the early days of chiropractic, practitioners used methods that were "firm," to say the least. While they were effective, they were often considered uncomfortable. Today's modern chiropractor is so gentle that there should be no discomfort to speak of with any treatment. The percentage of female doctors is growing. A female doctor weighing one hundred pounds can administer treatment just as effectively as a large man.

Usually the most discomfort comes from getting on the examination or treatment table. The treatment itself is normally a most pleasant experience. Of course, if a patient is experiencing muscle spasm, any movement or pressure at all is uncomfortable.

The doctor of chiropractic collects a complete history, examines the patient, and performs tests to determine how to treat the problem painlessly. Therefore, pain is unlikely when the precise treatment is given.

Below is a partial list of conditions that may readily respond to chiropractic:

NECK PAIN

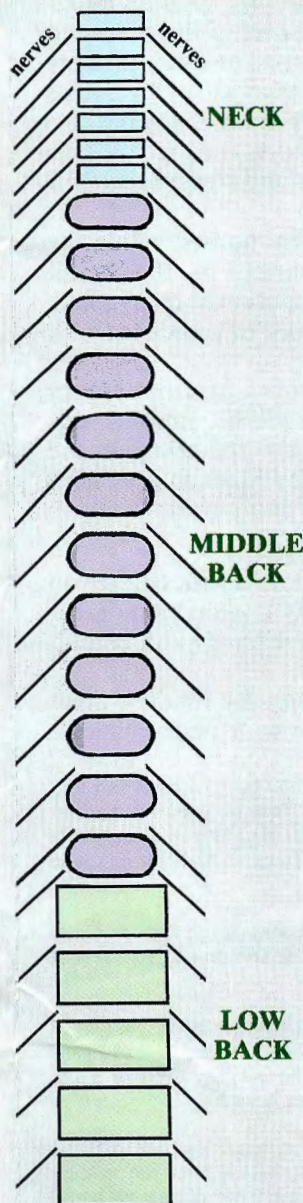
Headaches, Including Migraines
Jaw Problems (TMJ)
Sinus
Allergies
Shoulder, Arm, Hand Pain
Bursitis
Tingling and Numbness
Neuritis
Rib Pain
Asthma

LOWER BACK PAIN

Hip Pain
Leg Pain
Knee Pain
Ankle Pain
Foot Pain
Tingling and Numbness
Sciatica
Loose Bowels
Stomach Disorders
Constipation,
Menstrual Cramps
Prostate
Bladder



Why The Spine?



The spine is the body's "switch-board." Just as the trunk and branches of a tree transfer nutrients to the leaves, the spine transfers nerves and nerve impulses to all parts of the body.

The human body is the most intricate mechanism known in the world. It is a series of systems, each more complex than any system ever devised by man. And **ALL THE SYSTEMS ARE RELATED TO THE SPINE.** Your chiropractor is a specialist in their interrelationship.

Many people think in terms of today: "Today I developed a heart attack; today I developed a stomach ulcer; today my kidney stopped doing its job; today I developed a migraine; today I have tingling and numbness." The chiropractor knows that it is possible that any of your present medical problems could have been caused by a long-forgotten fall or accident which may have caused nerves to be pinched. Even twisting and turning of the neck during birth can have far-reaching effects on your health.

When you have or wish to prevent a health problem or when you have a fall or other accident, your chiropractor may be able to restore normal function immediately by corrective manipulation of your spine.

Mini Exam At Home

A simple visual check may be done to reveal possible spinal misalignments. In front of a mirror, stand up straight with your arms relaxed, looking straight ahead. Is your head tilted to one side? We become so accustomed to our everyday appearance we rarely notice asymmetry.

Look at the level of your shoulders. Is one shoulder higher than the other? Next, look at your hip level. Compare each side at the top of your hip bone. Is one side higher than the other? Do you have your clothes altered because of a "short leg"?

Ask a family member to view you from behind. Turn your head to the right and left. Are you able to turn further one way than the other? Are your shoulders symmetrical? Does one shoulder blade protrude? Do the muscles seem to be bulkier on one side? Is one knee slightly bent when you are standing?

Many times, deviations such as those above can be the source of aches and pain.

All young children should have a spinal examination at least once a year. If caught early, much can be done for a spinal curvature, avoiding painful procedures like surgery and braces.

It is possible to have structural deviations without pain, but sooner or later, they will usually cause pain and are one of the major causes of osteoarthritis and other degenerative diseases.

Take a few minutes and fill in the questions on panel 7.

Most chiropractic patients get well and like to express their concern for their family and friends, as well as their confidence in their doctor by referring others. Show your concern and appreciation by passing this brochure to someone who hurts.

Health Checklist

Take just two minutes to check for any symptoms you may have. Following an accident, always get checked by a chiropractor to avoid future, possibly serious health problems. If you have **any symptoms** call immediately for an appointment.

- | | |
|------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Migraine Headache | <input type="checkbox"/> Ache all over |
| <input type="checkbox"/> Numbness in limbs | <input type="checkbox"/> Fatigue |
| <input type="checkbox"/> Stiff or painful neck | <input type="checkbox"/> Bursitis |
| <input type="checkbox"/> Nausea | <input type="checkbox"/> Neuritis |
| <input type="checkbox"/> Dizziness | <input type="checkbox"/> Tendinitis |
| <input type="checkbox"/> Double vision | <input type="checkbox"/> Loss of neck motion |
| <input type="checkbox"/> Painful back | <input type="checkbox"/> Blackouts |
| <input type="checkbox"/> Muscle spasm | <input type="checkbox"/> Muscle swelling |
| <input type="checkbox"/> Nervousness | <input type="checkbox"/> Night blindness |
| <input type="checkbox"/> Tingling in limbs | <input type="checkbox"/> Loss of balance |
| <input type="checkbox"/> Insomnia | <input type="checkbox"/> Loss of hearing |
| <input type="checkbox"/> Pinched nerves | <input type="checkbox"/> Cold hands or feet |
| <input type="checkbox"/> Ringing in ears | <input type="checkbox"/> Shortness of breath |
| <input type="checkbox"/> Poor circulation | <input type="checkbox"/> Poor memory |
| <input type="checkbox"/> Mental dullness | <input type="checkbox"/> Anxiety |
| <input type="checkbox"/> Tremors | <input type="checkbox"/> Eye strain |
| <input type="checkbox"/> Rapid heart beat | <input type="checkbox"/> Period of depression |
| <input type="checkbox"/> Constipation | <input type="checkbox"/> Diarrhea |
| <input type="checkbox"/> Early arthritis | <input type="checkbox"/> Any change from |
| <input type="checkbox"/> Painful joints | pre-accident — |
| <input type="checkbox"/> Tension | condition |

The Adjustment (Treatment)

The manipulation of specific bones (vertebrae) that make up your spine is called “an adjustment.” The adjustment of displaced vertebrae interfering with normal nerve supply and causing a disturbance to the nervous system will be your primary treatment in many cases. The adjustment is usually done by hand and in some instances, by a hand-held device. The patient is placed on a specially designed table. Then, the doctor uses techniques learned through years of study, and applies pressure to areas of the spine that are misaligned or fail to move correctly within the normal range of motion.

Remember the premise of chiropractic? Many illnesses are the result of improper nerve supply. Your doctor restores that essential nerve supply through the “adjustment.”



Some doctors use physical therapy along with other forms of treatment, depending upon the correction being made and the type of technique employed. Your treatment may include therapy to enhance healing. If you are experiencing pain prior to your first visit, therapy may lessen your pain as well as increase circulation to the designated area.

When Can I Expect To Get Well?



Chiropractors have the best training and are the most qualified to seek out and treat chiropractic conditions that are spinal related. Your chiropractor seeks out the cause of your problem and treats it.

Correction of the **cause** of migraine headaches, for example, will take longer than merely taking strong medicine to temporarily cover it up.

Correcting the **cause** of a shoulder problem to resolve the symptoms will usually take longer than a shot to temporarily relieve it.

Correcting the **cause** of leg or knee pains, which may have their origin in the lower back, may take longer as well.

We have been schooled, as a society, that absence of pain is proof of absence of problems. **WRONG.** Think about it. Just because you don't have the toothache does not mean you do not have a dental cavity.

Dormant pressure upon nerves in the spine can be like a **clicking time bomb**. It may take years for a problem to identify itself in the form of a pain or disease. Many bodily conditions have been months or even years coming on. Therefore, it is reasonable to allow at least weeks for them to be reversed. This is not to say that you will not get some **symptom** relief sooner.

However, absence of pain does not necessarily indicate absence of the problem. Let your doctor determine when you should be discharged or your treatment schedule reduced. Be loyal to yourself and to your treatment schedule. Arrange to make up any visit you have to miss.

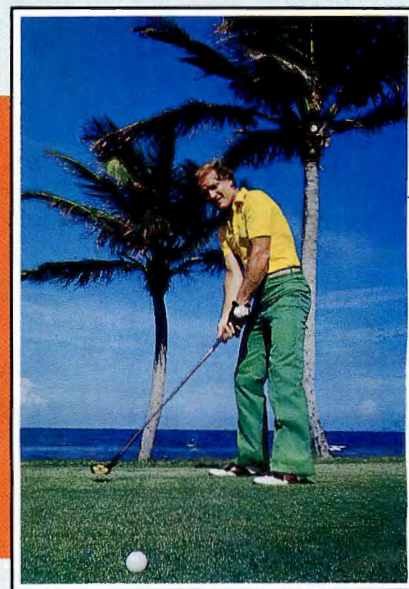
Will I Have To Keep Going To My Chiropractor Forever?

Let's explore this a little.

If you go to your dentist and get all of your teeth restored, do you ever go back? Of course. You brush and care for your teeth on a daily basis. Every few months you return for a check-up and receive any necessary care. Why should your spine, which protects your most valuable assets — your health — be any different?

Once your doctor discharges you from regular treatment, it is a good idea to return periodically. These periodic adjustments of the spine are cost efficient and pay big dividends. Pressure upon nerves can be likened to something eating away at your joints, organs, and health without you even being aware of it.

Many noted and famous people use chiropractors on a regular basis to stay well, people like Burt Reynolds, John Denver, Loni Anderson, Glen Campbell and thousands of others.



NOTE: Most insurance policies cover chiropractic care, including automobile, med pay, group, workers' compensation, and Medicare.

Nutrition

Your doctor can help guide you to good health by doing more than adjusting your spine. Chiropractic colleges teach in-depth courses in nutrition which allow your doctor to advise you on a healthy diet plan.

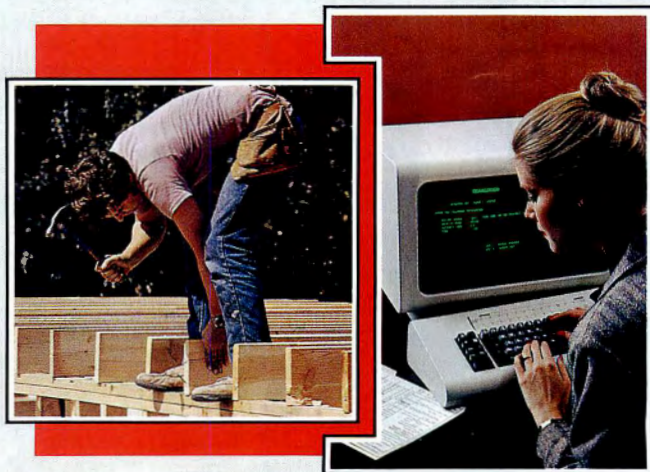
To be able to function over a long period of time, you should eat as close to nature as possible. Avoid smoking, alcohol, coffee and tea, and all caffeine and carbonated drinks. Also, try not to eat a lot of spicy, greasy or fried foods. One of the keys to longevity is not to overeat. Always consult your doctor before changing your diet if your health problem is affected by the foods you eat.

Lifestyle, including food habits that are too rich, too highly processed or preserved, is often a big factor in poor health. Some guidelines which you may wish to incorporate into your eating habits are as follows.

- Eat more fresh fruits and vegetables. Four servings of fruits and vegetables a day are recommended. One serving should be high in Vitamin C, such as oranges or grapefruit, and one should be deep green or deep yellow (broccoli or carrots being excellent examples).
- All fresh fruits (except coconut and avocado), nuts and raw vegetables make refreshing and different snacks (unless blood sugar is a factor such as with those who suffer from diabetes or hypoglycemia).
- Eat more of the following: carrots, turnips, onions, radishes, squash, peas, asparagus, broccoli, cauliflower, lettuce, cabbage, spinach, greens, celery, green peppers, mushrooms, tomatoes, green beans, cucumbers, rutabagas, sweet potatoes and white potatoes.
- When eating breads and cereals, try to include more whole grains such as whole wheat, brown rice, barley, oats and rye.
- Choose lean cuts of red meat and trim visible fat.
- Fish and poultry are often good substitutes for beef, lamb or pork.
- Broiling and roasting are recommended cooking methods for meats.
- Avoid fatty luncheon meats and variety meats because they are high in fat and preservatives.
- Skim milk or low fat dairy products offer less calories and fat than whole milk products.
- Beans and nuts are an excellent source of protein.
- Most people have a tendency to eat too much fat, too much salt and too much sugar. Try to cut the intake of these items when possible.
- Eat slowly and chew thoroughly; this helps your food digest better and helps keep you trim.
- Always drink plenty of water. Many people drink far too little water. It is your best thirst-quencher—it is refreshing, it is free and it has no calories!

Causes

Your present condition is a mirror of injuries, stresses and indiscretions imposed upon your body. Starting with the birth process, your neck may have been misaligned. The cause of problems such as headaches, sinusitis, allergies, eye problems, neck, shoulder, arm and hand pain may have started even then. Injuries are cumulative and add up to degenerative bodily changes. Each time a part of your body is injured, it becomes weaker, with the exception of bone. Bone is usually stronger at the site of fracture; but soft tissues, ligaments, muscles, nerves and blood vessels become weaker. This is one of the reasons that everything short of surgery should be tried. Surgery further weakens ligaments and muscles, and can further dispose you to spinal weakness and injury.



Poor posture positions assumed over long periods of time, whether at work or play, can have far-reaching spinal and general health effects. (This is called physical stress.)

Mental stress serves to tighten your muscles and affects the spine, nerves and blood vessels. This in turn can affect general body and organ functions.

The body has wonderful recuperative powers; but, if abused, it will let you know. Rare is the person who does not ultimately pay for abuse of his/her body.

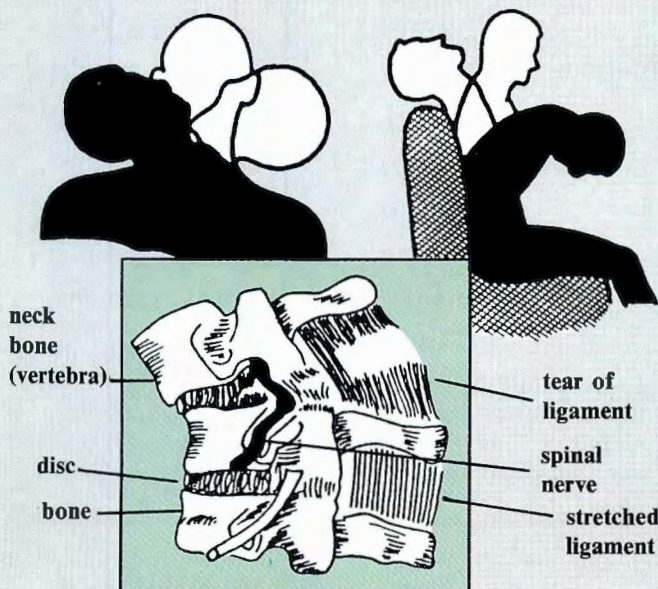
A Minor Accident?

Doctors of chiropractic are the undisputed experts when injuries of a spinal nature are involved. This includes automobile accidents as well as job-related falls and strains.

Even a minor automobile accident can have major ill effects on your health. It may be weeks, months, even years before the problem appears. But, by then, it may be too late to prevent your greatest loss — your health.

Impact And Your Spine

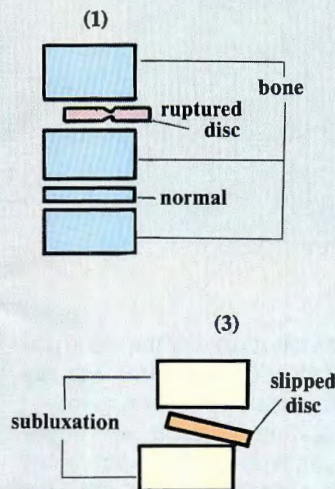
Consider for a moment that the average head weighs between 7 and 11 pounds and sits on the most flexible — and fragile — part of the spine: the neck. Although the neck is relatively short, it contains 32 joints and is easily stretched and injured if it's thrown in any direction.



If these joints are stretched or strained beyond their normal limits, they can lose their ability to return to their original length, much like a rubber band that has been stretched too far. This often occurs in so-called "whiplash" injuries.

Low Back And "Slipped Discs"

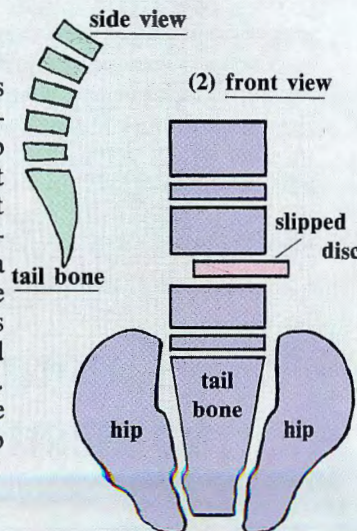
Lower back pain and "slipped discs" are almost synonymous. To get a general picture of how that area of your back is designed, think of a child's building blocks piled on top of one another with a cushion which is cartilage (shock absorber) in between. There are 24 of these blocks (bones) with a cartilage in between. Nerves also come out from between these bones.



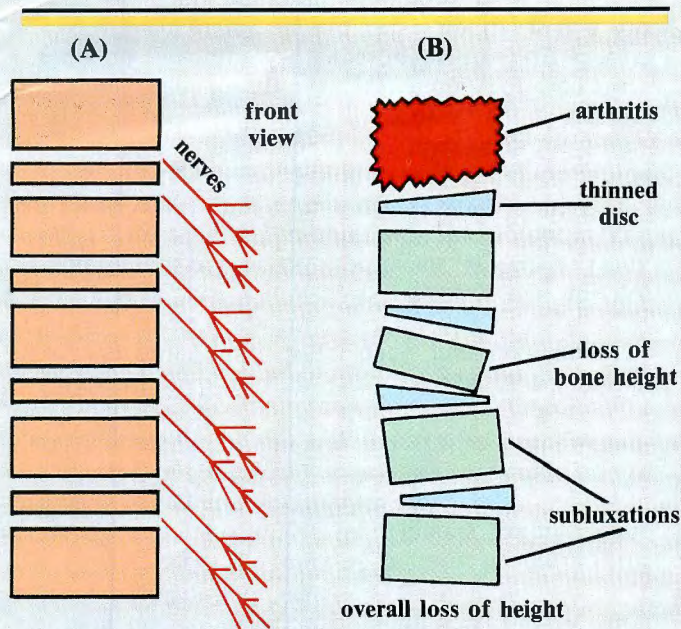
Falls, twists, strains, poor posture, excess weight, jumping and just living have degenerative effects on the discs and the bones.

A disc can be ruptured like we see in Diagram 1 or it may have slipped as in Diagram 2. Usually, a bone (vertebrae) is displaced along with the disc. When the bone is displaced, it is called a subluxation, as shown in Diagram 3.

Most of the time surgery is not necessary. Even ruptured discs can respond to chiropractic treatment. It makes good sense to consult a chiropractor before submitting yourself to a traumatic procedure like surgery. The back is always weaker once muscles and ligaments have been cut. With chiropractic, you have much to gain and nothing to lose.



Low Back And Age



As we grow older, the curve in the back may increase, and the bones and discs lose some of their height. This is why we get shorter as we age. Some of us, however, show greater wear than our years because we do not take proper care of our spine. Falls, strains, poor posture, subluxations and aging cause the spine to appear like Diagram B rather than Diagram A.

Here are some general instructions to help you with your low back pain until you can get to your chiropractor. It is best to call him first, if possible.

- Apply cold — not heat
- Use back support if available
- Sit sparingly (sitting increases spinal pressure)
- Do not lie on your stomach
- Sit on car seat and then move your legs inside
- Do not bend from the waist—stoop
- Do not lie on soft bed or sofa
- Avoid stairs
- Do not wear high heels excessively

Always consult your chiropractor after a fall or strain, even if you do not think you are hurt.

Mature Bodies Need Help Too



Our bodies have marvelous recuperative powers. This is evidenced by the fact that older people are going to chiropractors more than ever and receiving more than temporary relief from symptoms. Even the more severe degenerative types of conditions often respond amazingly well.

In any chiropractor's office will be found people in their 70's and 80's who attribute their continuing ability to remain active and "feel great" to chiropractic treatment. In this same age group are those who continue to participate in golf, tennis, jogging, dancing, and a multitude of vigorous exercises. The aging process allows for relatively easy misalignment of the bony structure of our body because the ligaments and muscles lose some of their strength. It's amazing what chiropractic can do to retard this process.

It's never too late to begin seeing a chiropractor, but the earlier the better.

Partial payment through medicare helps pay the cost. Gentle mobilizing adjustments can be the catalyst that allows for an active enjoyable life over a sedentary lonesome existence.

Your Back And How To Care For It

Whatever the cause of low back pain, part of its treatment is the correction of faulty posture; but good posture is not simply a matter of "standing tall." It refers to correct use of the body at all times. In fact, for the body to function in the best of health it must be so used that no strain is put upon muscles, joints, bones and ligaments. To prevent low back pain, avoiding strain must become a way of life, practiced while lying, sitting, standing, walking, working and exercising. When body position is correct, internal organs have enough room to function normally, nerve impulses are not impeded, and blood circulates more freely.

With the help of this guide, you can begin to correct the positions and movements which bring on or aggravate backache. Particular attention should be paid to the positions recommended for resting, since it is possible to strain the muscles of the back and neck even while lying in bed. By learning to live with good posture, under all circumstances, you will gradually develop the proper carriage and stronger muscles needed to protect and support your hard-working back.

HOW TO STAY ON YOUR FEET WITHOUT TIRING YOUR BACK. To prevent strain and pain in everyday activities. It is restful to change from one task to another before fatigue sets in. Check body position frequently, drawing in the abdomen, flattening the back, bending the knees slightly.

Not
this way



Not
this way



Not
this way



Not
this way



Use of a
footrest
relieves
swayback.

Never
bend over
without
bending the
knees.

Hold heavy
objects close
to you.

Bend the
knees and
hips
not the
waist.

HOW TO SIT CORRECTLY

A back's best friend is a straight, hard chair. If you can't get the chair you prefer, learn to sit properly on whatever chair you get. To correct sitting position from forward slump, throw head well back, then bend it forward to pull in the chin. This will straighten the back. Now tighten abdominal muscles to raise the chest. Check position frequently.

Relieve strain by sitting well forward, flatten back by tightening abdominal muscles and cross knees.

Use of footrest relieves swayback. Aim is to have knees higher than hips.

Correct way to sit while driving, close to pedals. Use seat belt or hard backrest, available commercially.

TV slump leads to "dowager's slump", strains neck and shoulders.

If chair is too high swayback is increased.

Keep neck and back in as straight a line as possible with the spine. Bend forward from hips.

Driver's seat too far from pedals emphasizes curve in lower back.

Strained reading position. Forward thrusting strains muscles of neck and head.



Exercises For The Low Back

Lie on your back with your arms above your head and your knees bent. Now move one knee as far as you can toward your chest and at the same time straighten out the other leg. Go back to the original position with both knees bent, and repeat the movements, switching legs. Relax and repeat the exercises.



Lie on your back with a small pillow under your head, your arms at your sides and your knees bent. Now bring your knees up to your chest, and with your hands clasped pull your knees toward your chest. Hold for a count of 10, keeping your knees together and your shoulders flat on the mat. Repeat the pulling and holding movement three times. Relax and repeat the exercise.



Relax with your arms above your head and your knees bent. Now tighten the muscles of your lower abdomen and your buttocks at the same time so as to flatten your back against the mat. This is the flat back position. Hold the position for a count of 10. Relax and repeat the exercise.



1. Raise head.
2. Raise head and left shoulder.
3. Raise head and right shoulder.

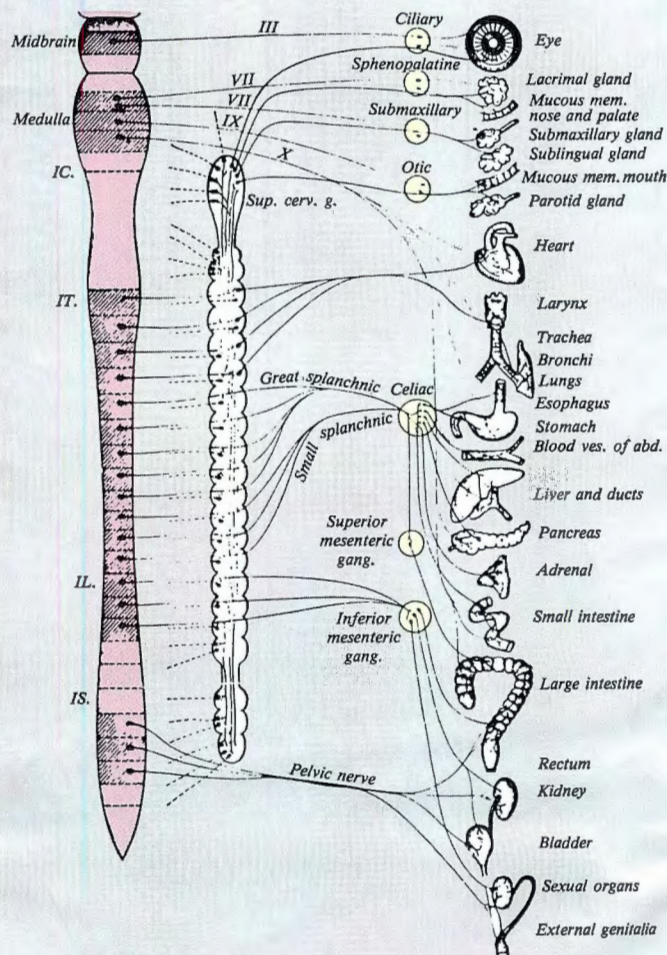


Stand erect while holding onto a table or chair. Squat down with the back slightly bent, straighten up again, relax and repeat the exercise.

Do exercises marked (X) in numerical order for ___ sets ___ times a day.

The Nervous System

This illustration helps to show that every organ in the body is connected with and controlled by nerves from the spinal cord and brain. Your doctor is trained to detect nerve pressure which may be affecting vital organs.



This picture is taken from a recent edition of Gray's Anatomy, the bible of anatomy used in leading chiropractic and medical schools.

What About That Pain In The Neck?

We've all heard the expression "you give me a pain in the neck," meaning that stress can effect us in a painful way, especially if there is weakness in one's neck.

The neck is the most delicate part of the spine and the most easily injured. It is comprised of seven separate bones that are loosely connected together by ligaments and muscles. The laxity allows for great mobility but also predisposes it to injury. Poor posture, occupation, falling asleep in a chair, falls, twists and strain take their toll on the neck (cervical spine).

The part of the nervous system housed within the bones of the neck is an extension of the brain. Displacements affect these nerves and cause many seemingly bizarre symptoms that may not be associated with the neck.

Some of the common symptoms of irritation or pinched nerves in the neck are: headache, sinusitis, dizziness; painful ear and face; shoulder and arm pain and tingling; hand and finger numbness and tingling; difficult breathing and chest pain; throat discomfort.

NECK EXERCISES

Always be sure to check with your doctor before you begin any exercise program. If you develop pain or dizziness with the exercises, stop immediately and consult your doctor.

Try standing in front of a mirror the first few times you do these exercises to evaluate your performance.

360 Head and Neck Rotation

- Warm up first by making a slow, circular pattern right and left. (Pretend you are drawing an imaginary circle with your chin.) Start with two (2) sets of eight (8) and gradually increase them over a period of 3 to 4 weeks. (After age 40 a cracking and grating sound may be heard.)

Shoulder Shrug

- Next, let your arms hang loosely at your sides. Shrug your shoulders forward as far as you can, then up, back and down. Do 2 sets of 8 and gradually increase.

Neck Flexion/Extension

- Drop your chin onto your chest, then slowly bend your head backward going only as far as you find comfortable. Now flex your neck toward the right shoulder, then the left. Do 2 sets of 8 and gradually increase over a period of 4 to 6 weeks.

Resistance/Isometric Exercises

- Finally, for an isometric exercise, put your hands on your forehead and gently press back against yourself. Be sure to resist the pressure by keeping your head upright. Repeat this exercise placing the hands to the side and back of the head. Do 2 sets of 8 and gradually increase.

I Didn't Know You Could Help Children

The help afforded children through spinal adjustments seems like a "minor miracle". These words or similar phrases are echoed by grateful parents who also didn't know or think about chiropractic care for children.

Children's necks are weak and are easily injured. This is the reason we are taught to support a child's head while holding it.

Conversely, children generally respond to chiropractic care more readily than adults. This is probably due in part to inherent vitality and absence of physical stress and everyday worries.

Because we don't commonly associate neck problems with seemingly far removed conditions like asthma, insomnia, excessive crying, loss of appetite, hyperactivity, and ear infection, the cause often goes undetected.

It's a good idea to have your children checked for nerve interference whether they have outward symptoms or not. If they have symptoms that are not responding to present treatment, a visit to a chiropractor should receive high priority.

Many doctors have set aside special hours where the entire family can come and be checked together.

Remember chiropractors treat the cause of disease, not just symptoms. A few minutes spent now for a check-up could save untold hours and anguish later.



Facts About The Chiropractic Profession

- Chiropractic was founded in 1895.
- It is licensed in all 50 states and major foreign countries.
- Chiropractic is recognized by Medicare and most insurance companies, including auto insurance, and group and workers compensation (varies from state to state).
- All Federal agencies accept sick leave certificates signed by Doctors of Chiropractic.
- The Doctor of Chiropractic undergoes a minimum of six years of college education, plus one externship before graduating. The course of study includes the basic sciences studied by other members of the healing arts. These subjects are anatomy, physiology, bacteriology, pathology, chemistry, X-ray, pediatrics, geriatrics, nutrition and many other chiropractic subjects and procedures.
- Chiropractic colleges are accredited by the Council of Chiropractic Education (C.C.E.). This agency is recognized by the U.S. Department of Education and the Council on Post-Secondary Education.

For additional information on chiropractic, ask your chiropractor or write:

American Chiropractic Association
1916 Wilson Blvd.
Arlington, VA 22201
International Chiropractors Association
1901 L. Street, N.W. — Suite 800
Washington, DC 20036

For information on chiropractic colleges and educational requirements:

Council on Chiropractic Education
3209 Ingersoll Avenue
Des Moines, IA 50312

For information on chiropractic licensing requirements:

Federation of Chiropractic Licensing Boards
501 E. California Ave.
Glendale, CA 91206

For information on chiropractic research:

Foundation for Chiropractic Education and Research
1916 Wilson Blvd.
Arlington, VA 22201

For information on chiropractic licensure examination:

National Board of Chiropractic Examiners
1610 29th Avenue Place
Greeley, CO 80631

The Road To Vibrant Health Is Chiropractic

Good health is not an accident. Good nutrition, moderate exercise, plenty of water, and proper rest are necessary for your body to reach its maximum healing ability and maintain good health. Chiropractic care enhances your body's own natural ability to repair itself.

Chiropractic care treats the CAUSE of the problems, not just the symptoms. Medication merely masks the symptoms and does nothing to cure the underlying problem. Pain is the way your body tells you something is wrong. With chiropractic care, your pain and discomfort should end, and you should be able to return to a vibrant, healthy life. Chiropractic treatment is comfortable with no side effects. Your chiropractor can help! Start feeling better—call your Chiropractor today!



Remember....,staying well demands commitment — from you. **YOUR CHIROPRACTOR CAN HELP.**

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

— attributed to Thomas Edison

**You have the hands to help people,
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Dear Doctor,

You can't get all the new patient Personal Injury business you should if those patients don't know you care, don't know you can help them, don't know you specialize in P.I. cases.

They need your treatments. They want your help.

But they don't come to your office because you haven't told them HOW you can help them.

Now you can use the same proven-effective brochure that gets new P.I. patients for thousands of doctors (attorneys too)...and use it to BOOST YOUR PRACTICE QUICKLY.

A free sample of "Your Greatest Loss" brochure is enclosed for your careful review. Notice how it steers patients directly to you for help, reassures them that you are a professional, tells them you'll handle their insurance paperwork, invites them to try your competent help.

Sure, you want more P.I. patients. They're repeat visit patients, the most profitable for your practice.

And they need you. This brochure guides them to you!

Now that this brochure has been tested by doctors in ALL states, it's your turn to use its patient-pulling power.

Try 100 for just \$22.95. Just one new patient will return that low cost to you immediately!

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Dr. Don E. Johnson

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PUT SOME POWER
IN YOUR P.I.
PATIENT PROCUREMENT PLAN**

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the best, ethical source for recruitment of P.I.
cases.

OPEN NOW 

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GET MORE P.I.
PATIENT CASES
in a professional,
caring manner . . .**



"Your Greatest Loss" is the famous, low-cost brochure that has brought thousands of personal injury cases to successful practices across the nation . . .

When used in your mailings, it can be the source of 24.2% of all your new patient business.

**SEE FOR YOURSELF
WHICH AD METHODS
WORK BEST . . .**

Advertising Medium	% of Total Direct Sales
1. Direct Mail (non-catalog)	24.2%
2. Catalogs	24.1
3. Telephone	6.8
4. Circulars	6.7
5. Magazine Ads	6.0
6. Newspaper Ads	5.8
7. Yellow Pages Ads	4.5
8. Take-ones	3.3
9. TV	3.1
10. Bill Inserts	2.5

Total U.S. Retail Sales: \$171 Billion

SOURCE: Marketing & Media Decisions (February 1985)

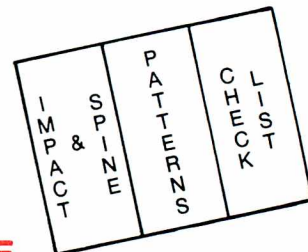
Here are a few examples of success with this patient-pulling brochure:

Dr. Glen Doty, Slidell, LA, got 9 new P.I. cases in the first week after he mailed this brochure.

Dr. Frank Etlinger, Crossville, TN, got 14 new P.I. referrals by distributing this brochure in his reception area.

Dr. Tony Colandro, St. Louis, MO gained 22 repeat-visit new P.I. patients in one month after using this brochure. He teaches a class in P.I. practice to doctors and lawyers.

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COMPREHENSIVE,
... AND IT
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You know the painful problems that can occur later, but patients need to be informed. That's why "Your Greatest Loss" is so highly effective for you . . .

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"Your Greatest Loss" turns accident victims into your patients. There has never been a more successful piece of promotional material when it comes to making your phone ring.

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Quickly after you start using "Your Greatest Loss" you'll discover how Dr. Johnson was able to

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BASED ON
NEW P.I. PATIENT ACQUISITION.**

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	Arthritis <input type="checkbox"/> <input type="checkbox"/>	19.95					
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	Shoulder Pain <input type="checkbox"/> <input type="checkbox"/>	19.95			Single pocket acrylic display	14.95	
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	Stress <input type="checkbox"/> <input type="checkbox"/>	19.95			Eight pocket acrylic display	59.95	
	TMJ <input type="checkbox"/> <input type="checkbox"/>	19.95			25"x19" acrylic poster display	59.95	
	Whiplash <input type="checkbox"/> <input type="checkbox"/>	19.95			Shipping	3.75	
	Wrist Pain <input type="checkbox"/> <input type="checkbox"/>	19.95			Acrylic display (with any 1,000 brochures)	FREE	
	Neck Pain <input type="checkbox"/> <input type="checkbox"/>	19.95		★			
	Joint Pain <input type="checkbox"/> <input type="checkbox"/>	19.95			TN residents add 7.75% sales tax		
	Scoliosis <input type="checkbox"/> <input type="checkbox"/>	19.95			Outside the U.S. add 15% of order		
	Bilingual Spanish Headache	21.95			RUSH SHIPPING ADD \$5.00		
					TOTAL		

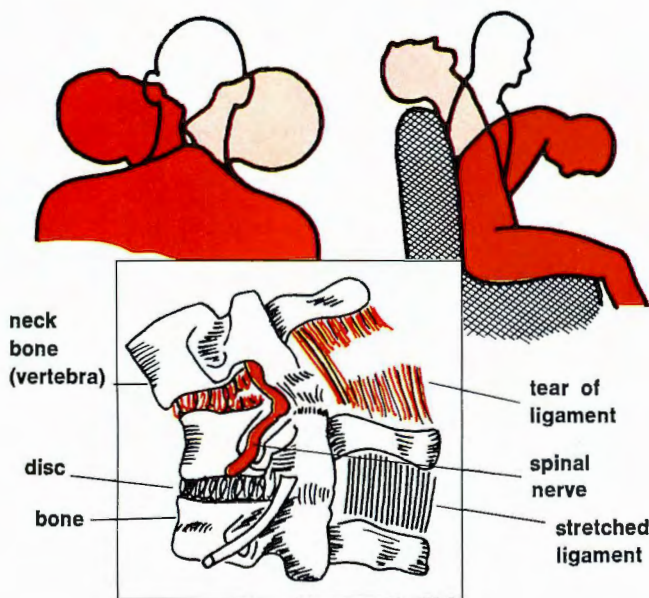
• **FREE DISPLAY**

A minor accident?

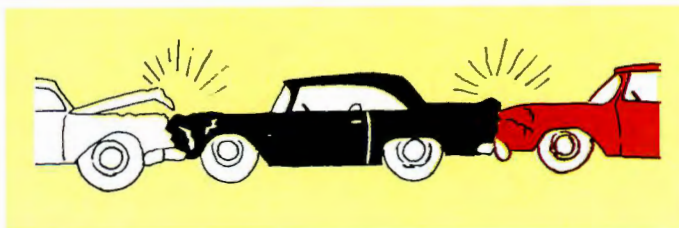
Even a minor automobile accident can have major ill effects on your health. It may be weeks, months, even years before the problem shows itself. But, by then, it may be too late to prevent your greatest loss—your health.

Impact and your spine

Consider for a moment that the average head weighs between 7 and 11 pounds and sits on the most flexible—and fragile—part of the spine: the neck. Although the neck is relatively short, it contains 32 joints and is easily stretched and injured if it's thrown in any direction.



If these joints are stretched or strained beyond their normal limits, they can lose their ability to return to their original length, much like a rubber band that has been stretched too far.



When one automobile is struck by another, thousands of pounds of force are exerted upon the neck and spine of the passengers. The head, which is very heavy compared to the neck, is thrust toward the hitting vehicle. The muscles then stretch and react with a violent spasm in the opposite direction. The painful result is injury to the muscles, ligaments, nerves and, on occasion, broken bones.

A wreck victim isn't necessarily alright if he or she doesn't have any broken bones. Painless chiropractic treatment is necessary to realign bones of the spine and restore integrity to the ligaments, muscles and joints.

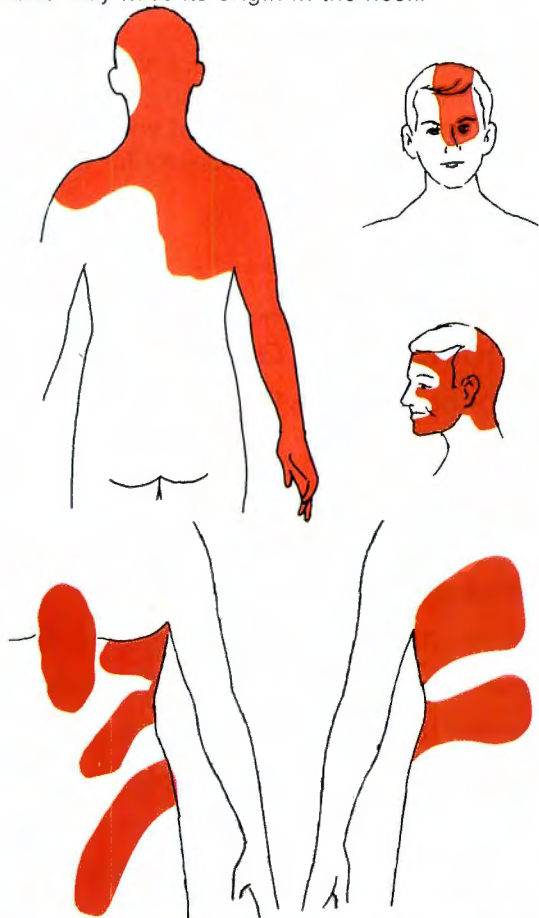
When a bone is broken, it heals with bone and becomes stronger than before. **Soft tissue, however, heals as scar tissue which is weaker and less resistant. Just like a bruised apple, it never returns to its original state.**

The doctor of chiropractic is trained to determine if a problem in the spine may be the cause of pain in the back or elsewhere.

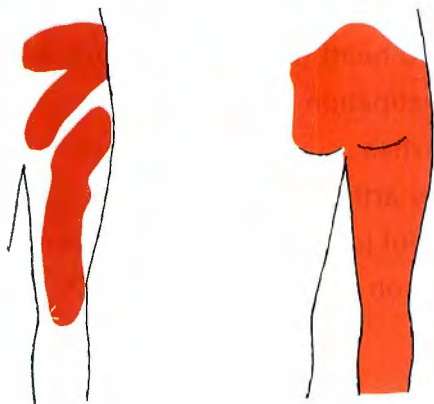
Chiropractic doctors will usually provide rapid relief from the symptoms of accident distress and treat the cause of the problem by employing comfortable corrective measures.

Patterns of Referred Pain From the Spine

For example, a pain in the shoulder, arm or hand may have its origin in the neck.



Likewise, pain in the hip, leg or foot may be the result of pinched nerves in the lower part of the back.



Regardless of whether you have any symptoms after an accident, you should still have an inexpensive chiropractic check-up to determine the potential for unforeseen problems.

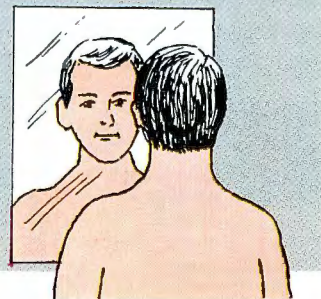
More than half the neck injuries from automobile accidents and falls cause victims to suffer recurring headaches and other unnecessary pain. Additionally, falls, sprains, or occupational accidents very often go unnoticed, only to return in the form of chronic pain.

Remember, even though pain is one of nature's ways of telling you there is something wrong, it's possible to have a problem that hasn't reached the "pain" stage. Often the early symptoms of these injuries subside, only to return weeks, months and even years later.

Have your spine checked by experts—chiropractic doctors. Countless accident victims have discovered this inexpensive, painless way to health.

The chiropractic doctor is dedicated to finding and correcting the underlying cause of your problem. Your doctor will take an extensive history from you before beginning an actual physical examination. This will determine whether your condition falls within the scope of chiropractic services. Often, there is no charge for a preliminary consultation and/or preliminary examination.

**Your history
is a mirror
of your
health**



Chiropractic-legal and insurance answers:

INSURANCE COMPANIES: Insurance companies realize the many advantages of Chiropractic care for personal injury cases and routinely cover these costs for the injured. Our clinic will gladly assist you in dealing with your insurance paperwork.

THE COURTS: Chiropractic doctors who are trained and experienced in personal injury cases appear as expert witnesses in courts all over the country. Their testimony has helped thousands of accident victims to recover fair compensation for injuries which are the result of accidents.

Many noted attorneys recognize that Chiropractors have a good record for treating neck, spine and back injuries.

Internationally noted trial lawyer Melvin Belli says, "I don't care who the orthopaedic specialist, neurosurgeon or medical man is, he cannot have seen and treated and helped as many patients as the Chiropractor within the Chiropractor's field."

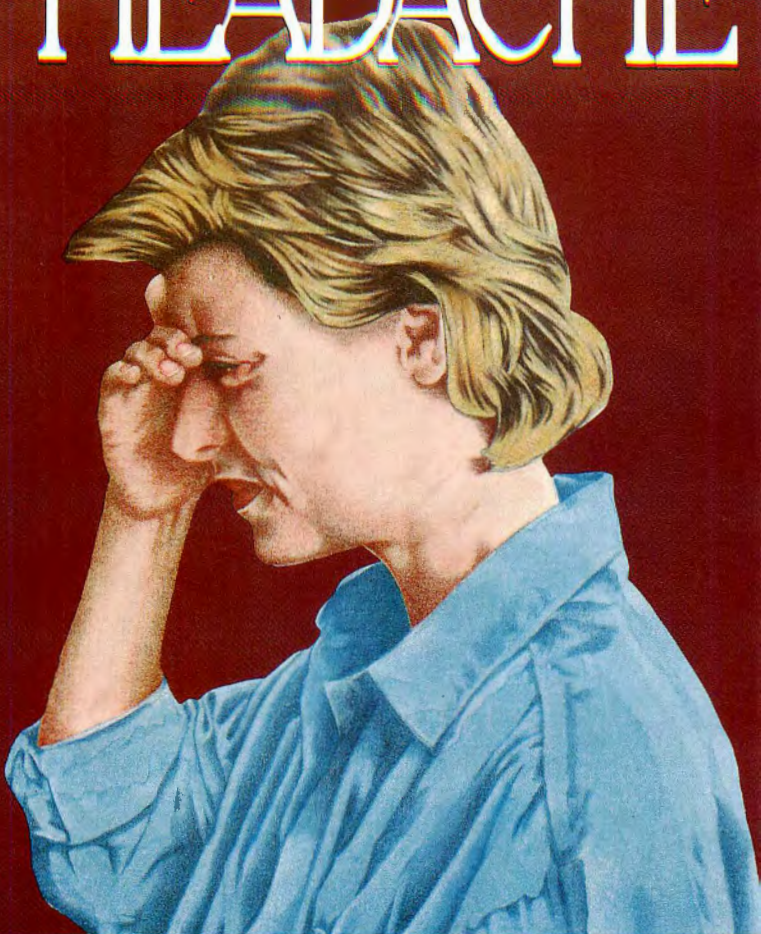
Finally, it should be noted that most cases are settled out of the courtroom. But, if the insurance company for the responsible party refuses to settle, we will be glad to tell the court how your injury has affected you.

AFTER THE ACCIDENT HEALTH CHECK LIST

Take just two minutes to check for any symptoms you may have in the days and weeks following an accident. If you have **any symptoms**, call immediately for an appointment.

- | | |
|------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Migraine Headache | <input type="checkbox"/> Ache all over |
| <input type="checkbox"/> Numbness in limbs | <input type="checkbox"/> Fatigue |
| <input type="checkbox"/> Stiff or painful neck | <input type="checkbox"/> Bursitis |
| <input type="checkbox"/> Nausea | <input type="checkbox"/> Neuritis |
| <input type="checkbox"/> Dizziness | <input type="checkbox"/> Tendonitis |
| <input type="checkbox"/> Double vision | <input type="checkbox"/> Loss of neck motion |
| <input type="checkbox"/> Painful back | <input type="checkbox"/> Blackouts |
| <input type="checkbox"/> Muscle spasm | <input type="checkbox"/> Muscle Swelling |
| <input type="checkbox"/> Nervousness | <input type="checkbox"/> Light blindness |
| <input type="checkbox"/> Tingling in limbs | <input type="checkbox"/> Loss of balance |
| <input type="checkbox"/> Insomnia | <input type="checkbox"/> Loss of hearing |
| <input type="checkbox"/> Pinched nerves | <input type="checkbox"/> Cold hands or feet |
| <input type="checkbox"/> Ringing in ears | <input type="checkbox"/> Shortness of breath |
| <input type="checkbox"/> Poor circulation | <input type="checkbox"/> Poor memory |
| <input type="checkbox"/> Mental dullness | <input type="checkbox"/> Anxiety |
| <input type="checkbox"/> Tremors | <input type="checkbox"/> Eye strain |
| <input type="checkbox"/> Rapid heart beat | <input type="checkbox"/> Periods of depression |
| <input type="checkbox"/> Constipation | <input type="checkbox"/> Any change from pre-accident condition |
| <input type="checkbox"/> Diarrhea | |
| <input type="checkbox"/> Early arthritis | |
| <input type="checkbox"/> Painful joints | |
| <input type="checkbox"/> Tension | |

HEADACHE



A SYMPTOM THAT SHOULD NOT BE IGNORED.

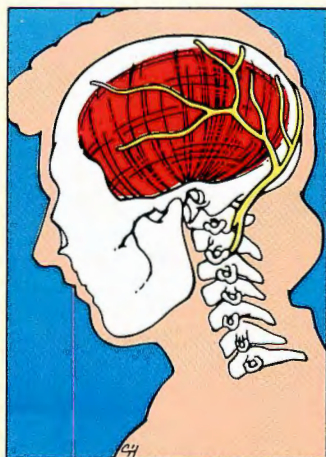
Most headaches are the result of nerve pressure at the base of the skull. Headaches which occur on a daily or weekly basis should be investigated by a chiropractor. Falls, strains, poor posture and even stress during birth can cause minor misalignment which leads to headaches.

Headache (or any pain for that matter) is your body's way of telling you something is amiss.

Fully 80% of headaches can be corrected or at least relieved by inexpensive, gentle chiropractic treatments of the bones at the base of the skull.

Pressure on these nerves can also cause sinusitis, dizziness, ear problems, facial pain, etc.

The doctor whose name appears on the reverse side is a specialist in diagnosing and treating the cause of headaches.



The beginning of the end of your pain is just a phone call away!

DOCTOR'S INSTRUCTIONS

[illegible]

MY NEXT APPOINTMENT IS:

MON. TUES. WED. THURS. FRI. SAT.

DATE: _____ TIME: _____

**YOUR NAME
AND ADDRESS
PRINTED HERE
FREE**



ALLERGY

ALLERGY



A common misconception is that allergies are caused by mold, dust, cat hair, etc. Nothing could be further from the truth. There are, of course, known food and environmental allergens that may affect some people with seemingly normal resistance and immune systems, but in almost every case of allergy, there is an underlying cause known as sub-lux-a-tion. This results in reduced nerve and blood supply, and immune system weakness.

Since 1895, Chiropractors have

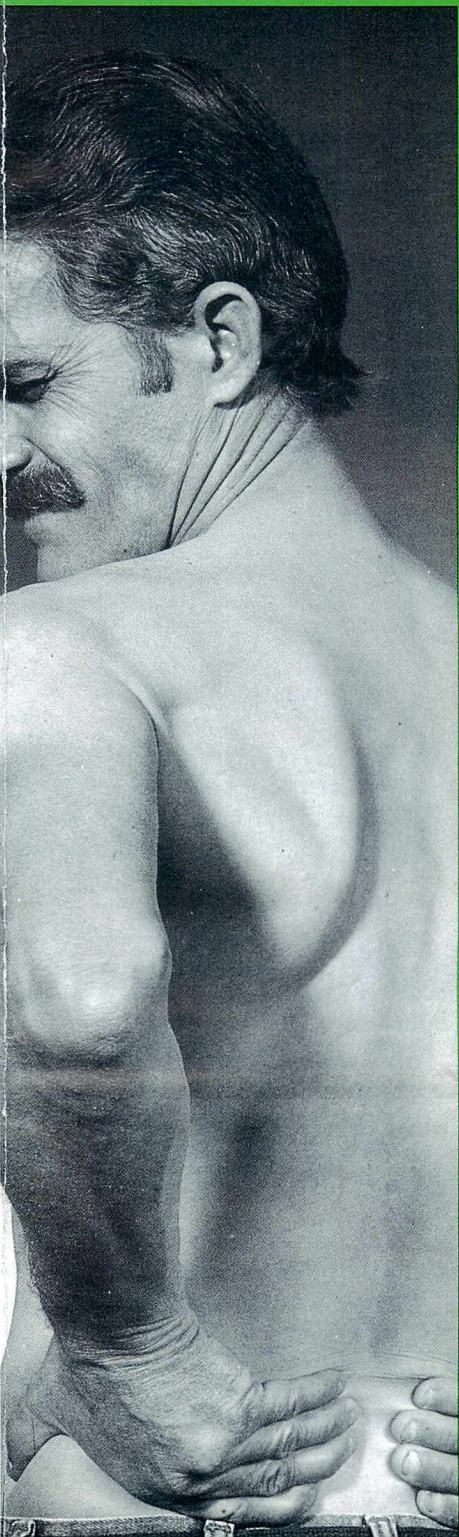
corrected allergy problems of every description by identifying the underlying cause and correcting it. Although some food and environmental change may contribute to an allergy, the main cause is devitalized or unhealthy tissue caused by the reduction of nerve and blood supply to a body tissue. This explains why some people can tolerate known allergens and others cannot. The nerve supply reduction may be in the neck, causing eye, sinus, nose, or throat allergies. If the nerve irritation is in the upper mid-back, it may cause lung or stomach allergies.

Your Chiropractor is the expert in diagnosing and correcting allergy problems. It is a common occurrence for a patient to consult the Chiropractor for one problem, only to have an allergy problem resolved as well. In every chiropractic office you will hear testimonials from patients who sought help for one problem and were amazed that treatment to the neck cleared up a sinus or nasal allergy; or how foods, like onions, that they were formerly unable to eat could be enjoyed after Chiropractic care.

If you or someone you know has an allergy, please make an appointment with your Chiropractor for allergy relief.

Start feeling better—call your Chiropractor today!

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Card No. _____

Signature _____

Shipping address (FREE Shipping) Please type or print

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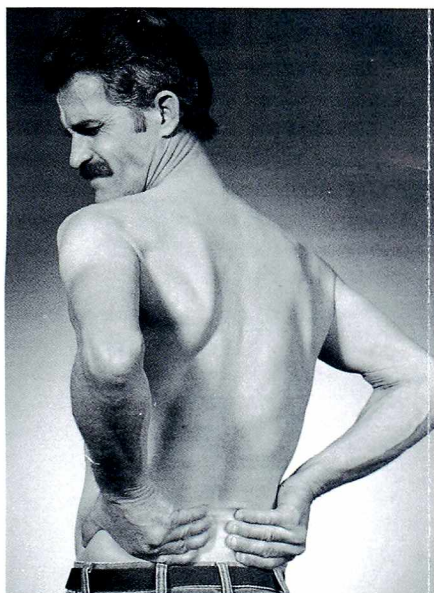
Telephone (area code) _____

SPANISH!

Qty.	Brochures Title (Min.100)	19"x25" Poster One Poster	Per 100 Brochures or Total	Qty.	Title	Per 100 Brochures	Total
	Allergy <input type="checkbox"/>	<input type="checkbox"/>	\$19.95		Your Greatest Loss May		
	Arthritis <input type="checkbox"/>	<input type="checkbox"/>	19.95		Occur After the Wreck	28.95	
	Bursitis <input type="checkbox"/>	<input type="checkbox"/>	19.95		The Plain Truth About		
	Ear Infections <input type="checkbox"/>	<input type="checkbox"/>	19.95		Chiropractic	28.95	
	Headache <input type="checkbox"/>	<input type="checkbox"/>	19.95		Welcome to the Beginning		
	Low Back Pain <input type="checkbox"/>	<input type="checkbox"/>	19.95		Of The End Of Your Pain	39.95	
	Scoliosis <input type="checkbox"/>	<input type="checkbox"/>	19.95		The Roadmap to Health	79.95	
	Shoulder Pain <input type="checkbox"/>	<input type="checkbox"/>	19.95		Chiropractic and Aging	19.95	
	Strus <input type="checkbox"/>	<input type="checkbox"/>	19.95		Single pocket acrylic display	14.95	
	Slipped Disc <input type="checkbox"/>	<input type="checkbox"/>	19.95		Two pocket acrylic display	24.95	
	Stress <input type="checkbox"/>	<input type="checkbox"/>	19.95		Four pocket acrylic display	39.95	
	TMJ <input type="checkbox"/>	<input type="checkbox"/>	19.95		Eight pocket acrylic display	59.95	
	Whiplash <input type="checkbox"/>	<input type="checkbox"/>	19.95		25"x19" acrylic poster display	59.95	
	Wrist Pain <input type="checkbox"/>	<input type="checkbox"/>	19.95		Shipping	FREE	
	Neck Pain <input type="checkbox"/>	<input type="checkbox"/>	19.95		Acrylic display	FREE	
	Joint Pain <input type="checkbox"/>	<input type="checkbox"/>	19.95	★	(with any 1,000 brochures)		
	Scoliosis		19.95		TN residents add 7.75% sales tax		
	Bilingual Spanish Headache		21.95		Outside the U.S. add 15% of order		
	Spanish-Your Greatest Loss May Occur After the Wreck		32.95		RUSH SHIPPING ADD \$5.00		
					TOTAL		

FREE SHIPPING • FREE DISPLAY

LOW BACK PAIN



Most people have the misconception that their backs should hurt due to everyday stress and strain. Fortunately, nothing is further from the truth. If your back hurts, it means you have strained the ligaments or muscles, pinched a nerve, injured a disc, or hurt your back in some other way.

Back pain is the number one condition doctors of Chiropractic treat successfully; *it also tops the list of unnecessary surgeries.* Even though Chiropractors treat a great many conditions, they are especially well-known for the marvelous relief

they give to lower back pain sufferers.

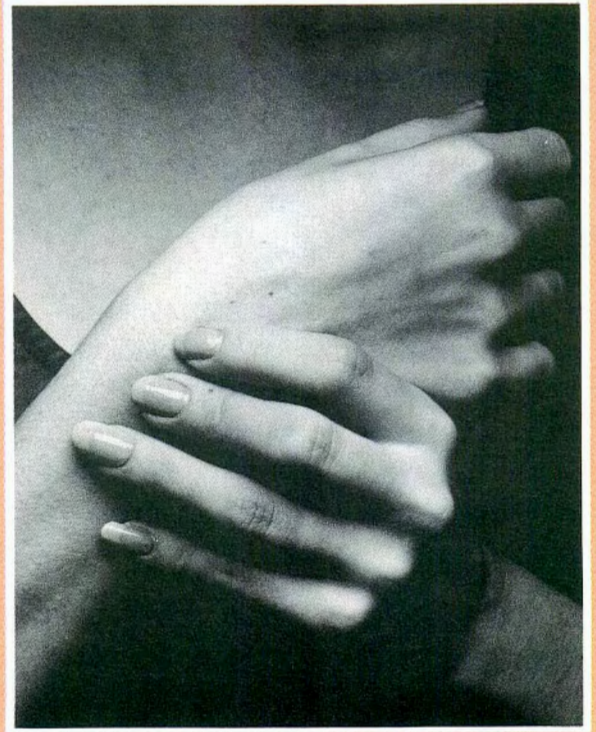
Because of our lifestyles and the configuration of the lower back, most of us will experience back problems at some time in our lives. Everyone occasionally sits or stands too long, falls, or lifts incorrectly and injures his or her back. Taking pain pills, exercising, sleeping on a firm mattress, and other measures may afford some relief from low back pain, but if you don't seek the CAUSE of your back pain, you may develop a long history of back complaints.

Even if you have only a day or two of discomfort, more serious problems could develop later if you do not have your spine checked. Do not be fooled into thinking that it's only a pulled muscle or that it will go away. For example, a pain in your tooth indicates a problem, probably a cavity. Just because the pain lessens or goes away doesn't mean the tooth or the cavity is corrected. The same is true with your back—don't delay having a check up.

Each time the back sustains even a minor injury, it is one step closer to a more severe disability. As your back sustains additional ligament strain, muscle insult, and joint and disc damage, even a simple act such as bending over can trigger a serious injury. You may feel only a pop, a sting, or pain, but all are serious signs that something is wrong. In most cases, these are misalignments known as sub-lux-a-tions. Left unattended they are sure to cause problems in the future.

Before more serious problems develop, take your back to the professional who can correct the problems—your Chiropractor. A doctor of Chiropractic can usually have you feeling better in a few days by analyzing and gently administering adjustments to your back, but be patient. If your back has been accumulating injuries over the years, as most have, your treatment may require several weeks or even longer. Remember, your back has been carrying your weight for a long time; all that wear and tear cannot be undone overnight. A back support can be vital in helping your back to heal. If your doctor prescribes one, don't hesitate to wear it.

Start feeling better—call your Chiropractor today!



YOUR WRIST

Straining and overuse of the hand and wrist can result in what is known as carpal tunnel syndrome, a condition signaled by numbness, tingling, and pain in the wrist and hand.

This condition has a number of causes. It generally occurs with people who flex their wrist repeatedly during their work or exercise. At times, it follows a fracture of falling on the hand. It may also be associated with ganglia (enlargement of the tissue of the back of the hand, which is a form of a cyst), or with rheumatoid arthritis.

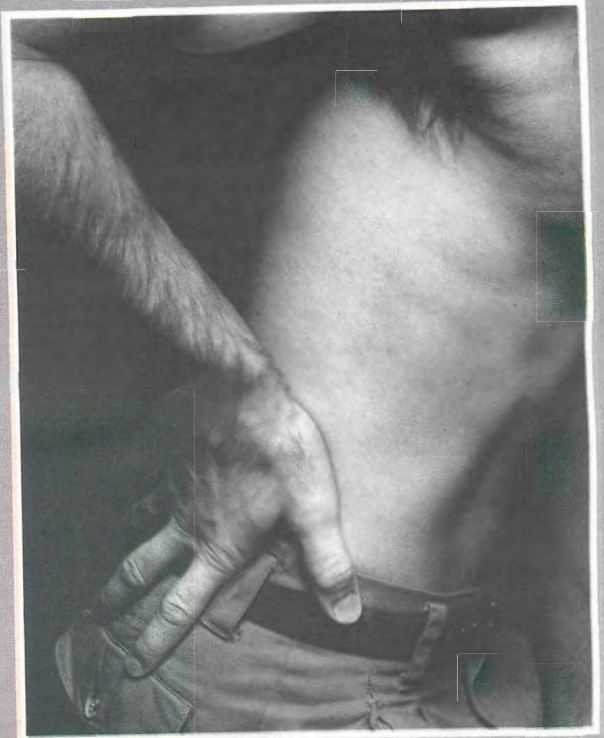
The pain, tingling, and numbness of carpal tunnel syndrome increase when you flex your wrist and lessen when you extend it. You may notice some weakness in your thumb due to a wasting of the thumb muscles. Displacements, known as subluxations, of the joints in the elbow, shoulder, and neck may also accompany this condition.

Electromyographs will confirm the diagnosis. However, there is a simple test that you or your doctor can do. Hold your thumb and little finger together while someone tries to pull them apart. If the fingers seem weak, lightly squeezing the wrist will give temporary strength to the two fingers, helping confirm the diagnosis.

Carpal tunnel syndrome is fairly easy to treat chiropractically. Gentle adjustments to the hand, wrist, and perhaps the arm and neck will result in relief in a few short weeks. Your doctor may dictate therapy to assist healing in the median nerve. Reducing pressure on nerves in the neck so that there is proper conduction of nerve impulses to the arm and wrist will also enhance relief.

Once treatment begins, it is important to rest your hand so that nature has the chance to heal it. You can use several types of wrist supports to restrict movement and to help hold the wrist in place. Supports also serve as a reminder to avoid future stress. Once the wrist seems well, you should continue to use a wristband if you are going to do something that might strain your wrist. A band or strap that can be drawn comfortably tight and which moderately restricts movement is preferable. Periodically, even after your wrist is healed, it is prudent to return to your chiropractor for a checkup.

So if you are experiencing wrist weakness and pain, call your chiropractor today.



YOUR SLIPPED DISC



Slipped disc is a catchall for many lower back problems. It is also a condition that is endearing chiropractors to back sufferers. Why? Because many "slipped disc" victims are realizing that rather than submit to surgery for back strain, lumbago, or a variety of disc problems, they can now turn to chiropractic care.

85% of slipped disc cases respond readily to chiropractic treatment. The only type that may require other treatment is the condition where the disc is protruding or is aligned directly against the nerves involved.

Fortunately, doctors of chiropractic who treat a great many of these lower back conditions can determine, through proper examination, whether a case can benefit from chiropractic treatment. Through x-rays, your doctor can usually determine by the positioning of the bones and joints if the disc is involved. He can further evaluate your case using neurological and orthopedic tests. As a rule, chiropractors accept only those cases with a maximum chance of recovery.

Even in the unlikely event that it is determined that you are among the small percentage of cases that cannot be helped, no harm is done with a chiropractic evaluation. The same cannot be said about the effects of drugs and surgery.

What causes disc problems? For women, a big *cause is moving furniture or lifting the baby*. For men, digging, lifting, or weekend yard work can be *the start of disc problems*.

Contrary to what some people think, your nerves don't die overnight. A period of months is required before even muscle atrophy is discernible. So a condition that seemingly appears overnight may have been the result of an injury or strain that started years ago. (Remember, it's possible to have a cavity in your tooth for years without experiencing pain.)

So don't ignore seemingly minor catches or strains. The pain you experience on Monday may not be too bad on Tuesday, only to incapacitate you on Wednesday. Stiffness, swelling, pain, numbness, and tingling may appear long after you have forgotten such minor injuries as jolting yourself by stepping off the curb or straining yourself getting out of the car.

At first sign of a catch or pain, see a doctor of chiropractic. Usually, applying ice and getting to the chiropractor immediately enhances your chances of recovery. But the longer you wait, the more difficult it becomes to treat a condition.

Be patient with your treatment. Don't discontinue treatment a visit or two before you feel relief. While a minor problem may require only minor treatment, a major problem could require months to heal.

Call your chiropractor and start feeling better today.

PICTORIAL INTRODUCTION TO CHIROPRACTIC

THE BEST KEPT SECRET IN THE WORLD



The wave of the medical future is natural healing. Chiropractic is leading the way to that natural future because chiropractors have always used treatment methods that help the body heal itself. Since the discovery of chiropractic, physicians who practice this new and fast-growing, healing science have known that **ONLY YOUR BODY CAN HEAL**. That knowledge is being used to assist the body in doing its job — **NATURALLY**. Your chiropractor's job, simply put, is to use his extensive training in ways that utilize the body's inherent recuperative

powers. **GENTLE MANIPULATION** of the spine, **proper** nutrition, rest, exercise, water and **PEACE OF MIND** is the formula that helps nurse many people back to health. (And prevents ill health in the first place.)

Persons needing help have heard from those who have been helped by **CHIROPRACTIC**: "THE MINOR MIRACLE." You will rarely find a person who has been treated by a chiropractor who has anything but praise for the results. Once you experience the healing powers of the science of chiropractic, you will also want to tell your family and friends.

Chiropractic is a scientifically sound and time-proven **NATURAL WAY TO HEALTH**. It's so effective, it's hard to believe.

**Your history
is a mirror
of your
health**



What Chiropractic Can Do For You

Chiropractic is that branch of the healing arts that deals with structure and function. Chiropractors have found that if there is pressure along the spine, irritating and interfering with the nerve, it will cause pain (structure). It is highly probable that it will affect muscles, joints, blood vessels and even organs and glands (function).

It is the chiropractor's job to determine if such a problem exists and if it can be relieved. Advanced technology and extensive diagnostic training assure the chiropractic physician — and you — that the findings are valid and the prognosis reliable.

No potentially harmful substances are introduced into the body, nor is any part of the body cut away. If your chiropractor cannot find the cause of your problem, he will refer you to someone else.

Statistics reveal that 85 PERCENT OF THE PATIENTS TREATED CHIROPRACTICALLY BECOME SYMPTOM-FREE or show improvement. It is possible that some conditions may have progressed to the point where the body's natural recuperative powers have become ineffective.

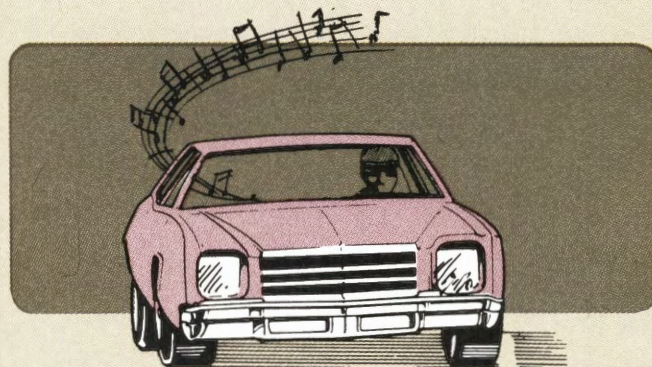
CHIROPRACTIC CAN HELP MAINTAIN OR RESTORE YOUR GOOD HEALTH.



Chiropractors Believe In "An Ounce of Prevention"

Good health is not an accident. Four hundred billion dollars are spent every year by people who are trying to GET WELL. A miniscule part of that, spent to MAINTAIN HEALTH, would save billions annually. Most Americans feel that the absence of pain means that nothing is wrong. They wait until they feel sick, then take a "miracle drug."

Medication might mask the symptoms and do nothing to cure the underlying problem. If the engine in your car starts knocking, do you stop and try to find the problem? Or do you turn up the radio so you can't hear the knock? Taking medicine is like turning up the volume on your radio; it simply covers up the problem until the mechanism fails completely. Pain is the way your body tells you something is wrong.



Remember....,staying well demands commitment — from you. **YOUR CHIROPRACTOR CAN HELP.**

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

— attributed to Thomas Edison

Will It Hurt?

In the early days of chiropractic, practitioners used methods that were "firm," to say the least. While they were effective, they were often considered uncomfortable. Today's modern chiropractor is so gentle that there should be no discomfort to speak of with any treatment. The percentage of female doctors is growing. A female doctor weighing one hundred pounds can administer treatment just as effectively as a large man.

Usually the most discomfort comes from getting on the examination or treatment table. The treatment itself is normally a most pleasant experience. Of course, if a patient is experiencing muscle spasm, any movement or pressure at all is uncomfortable.

The doctor of chiropractic collects a complete history, examines the patient, and performs tests to determine how to treat the problem painlessly. Therefore, pain is unlikely when the precise treatment is given.

Below is a partial list of conditions that may readily respond to chiropractic:

NECK PAIN

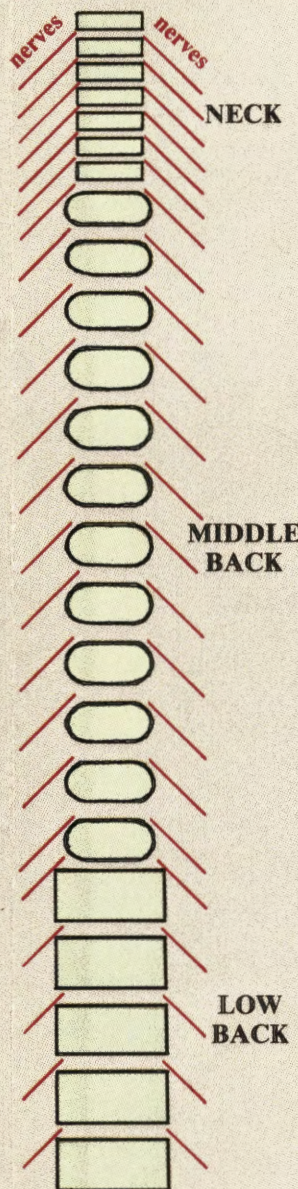
Headaches, Including Migraines
Jaw Problems (tmj)
Sinus
Allergies
Shoulder, Arm, Hand Pain
Bursitis
Tingling and Numbness
Neuritis
Rib Pain
Asthma
Stomach Disorders
Constipation, Loose Bowels
Menstrual Cramps
Prostate
Bladder

LOWER BACK PAIN

Hip
Leg
Knee
Ankle
Foot
Tingling and Numbness
Sciatica



Why The Spine?



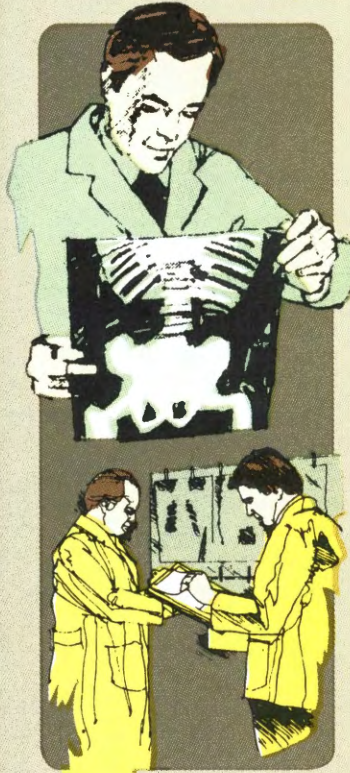
The spine is the body's "switch-board." Just as the trunk and branches of a tree transfer nutrients to the leaves, the spine transfers nerves and nerve impulses to all parts of the body.

The human body is the most intricate mechanism known in the world. It is a series of systems, each more complex than any system ever devised by man. And **ALL THE SYSTEMS ARE RELATED TO THE SPINE.** Your chiropractor is a specialist in their interrelationship.

Many people think in terms of today: "Today I developed a heart attack; today I developed a stomach ulcer; today my kidney stopped doing its job; today I developed a migraine; today I have tingling and numbness." The chiropractor knows that it is possible that any of your present medical problems could have been caused by a long forgotten fall or accident which may have caused nerves to be pinched. Even twisting and turning of the neck during birth can have far-reaching effects on your health.

WHEN YOU HAVE (OR WISH TO PREVENT) A HEALTH PROBLEM OR WHEN YOU HAVE A FALL OR OTHER ACCIDENT, your chiropractor may be able to restore normal function immediately by corrective manipulation of your spine.

How Does the Chiropractor Know If He Can Treat You Successfully?



During your first visit to the doctor of chiropractic, a professional will take a rather extensive history. To obtain the best care possible, be honest and explain your problems in detail. Don't try to pre-determine whether a certain pain or symptom is important to the doctor making a complete determination of your case.

The chiropractor relates various levels of the spinal column to various organs and conditions. For example, if he finds tenderness at the base of your skull, he may relate this to headaches, sinus problems or to your jaw. Lower down in your neck, he may find displacements (subluxations that relate to problems of pain, tingling or numbness in your shoulder, arm or hands). Your doctor knows

that people suffering from chest and stomach problems may have a displacement of the bones between the shoulder blade affecting those organs. Very often, lower back pain is associated with intestines, bladder, prostate, and leg tingling numbness, to name a few.

Orthopedic and neurological testing are a part of a chiropractic examination. Today, your chiropractor is aided by many helpful forms of testing and instrumentation to arrive at the underlying cause of your problem.

Remember, your doctor of chiropractic knows that it is just as important to know what to treat as what not to treat.

The Adjustment (Treatment)

The manipulation of specific bones (vertebrae) that make up your spine is called "an adjustment." The adjustment of displaced vertebrae interfering with normal nerve supply and causing a disturbance to the nervous system will be your primary treatment in many cases. The adjustment is usually done by hand and in some instances, by a hand-held device. The patient is placed on a specially designed table. Then, the doctor uses techniques learned through years of study and applies pressure to areas of the spine that are misaligned or fail to move correctly within the normal range of motion.

Remember the premise of chiropractic? Many illnesses are the result of improper nerve supply. Your doctor restores that essential nerve supply through the "adjustment."



Some doctors use physical therapy along with other forms of treatment, depending upon the correction being made and the type of technique employed. Your treatment may include therapy to enhance healing. If you are experiencing pain prior to your first visit, therapy may lessen your pain as well as increase circulation to the designated area.

When Can I Expect To Get Well?



Chiropractors have the best training and are the most qualified to seek out and treat chiropractic conditions that are spinal related. Your chiropractor seeks out the cause and treats it, if your condition has not passed the point of no return.

Correction of the **cause** of migraine headaches, for example, will take longer than merely taking strong medicine to temporarily cover it up.

Correcting the **cause** of a shoulder problem to resolve the symptoms will usually take longer than a shot to temporarily relieve it.

Correcting the **cause** of leg or knee pains, which may have their origin in the lower back, may take longer as well.

We have been schooled, as a society, that absence of pain is proof of absence of problems. **WRONG.** Think about it. Just because you don't have the toothache does not mean you do not have a dental cavity.

Dormant pressure upon nerves in the spine can be like a **clicking time bomb**. It may take years for a problem to identify itself in the form of a pain or disease. Many bodily conditions have been months or even years coming on. Therefore, it is reasonable to allow at least weeks for them to be reversed. This is not to say that you will not get some **symptom** relief sooner.

However, absence of pain does not necessarily indicate absence of the problem. Let your doctor determine when you should be discharged or your treatment schedule reduced. Be loyal to yourself and to your treatment schedule. Arrange to make up any visit you have to miss.

Will I Have To Keep Going To My Chiropractor Forever?

Let's explore this a little.

If you go your your dentist and get all of your teeth restored, do you ever go back? Of course. You brush and care for your teeth on a daily basis. Every few months you return for a check-up and receive any necessary care. Why should your spine, which protects your most valuable assets — your health — be any different?

Once your doctor discharges you from regular treatment, it is a good idea to return periodically. These periodic adjustments of the spine are cost efficient and pay big dividends. Pressure upon nerves can be likened to something eating away at your joints, organs, and health without you even being aware of it.

Many noted and famous people use chiropractors on a regular basis to stay well, people like Burt Reynolds, John Denver, Loni Anderson, Glen Campbell, Jane Fonda and thousands of others.



NOTE: Most insurance policies cover chiropractic care, including automobile, med pay, group, workers' compensation, and Medicare.

Nutrition

So, you think that sweet drinks and hot dogs are not injurious to your health? Very often they are. Lifestyle, including food that is too rich, highly processed, preserved and contaminated, is a big factor in poor health. Chiropractors were the original true nutritionists, and chiropractic colleges teach indepth courses in nutrition. To be able to function normally over a long period of time, you should eat as close to nature as possible and avoid smoking, alcohol, coffee, tea, spicy and greasy foods.

Your doctor will be able to consult with you on special diets for particular conditions. Unless otherwise indicated, the following are foods to avoid and foods to eat. Please don't overeat. One of the keys to longevity is not to overeat. If you are taking medication or are under a doctor's care, seek professional consultation before changing your diet.

Eat More

Starches: starches fill you up faster & have less calories per gram. Whole grains, wheat, brown rice, barley rye, oat, corn
Legumes
Beans (all types)
Root plants
White & sweet potatoes
Yams, turnips, carrots
Rutabaga, onions, radish
Squash
Peas
Asparagus
Broccoli
Cauliflower
Lettuce (leaf), cabbage, spinach, greens, celery, mushrooms,
Fruits such as: tomato, eggplant, cucumber

All fresh fruits unless blood sugar is a factor (diabetes, hypoglycemia)

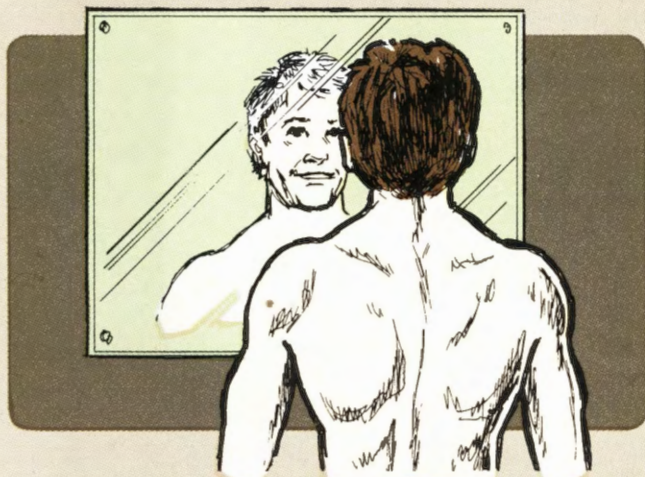
Eat Sparingly

White refined flour
Milk; butter
Ice Cream
Margarine, lard
Pork
Beef
Oily sauces & dressings

Smoked foods
Canned foods
Charcoaled foods
Soda pop
Nuts (especially bleached)

Causes

Your present condition is a mirror of injuries, stresses and indiscretions imposed upon your body. Starting with the birth process, your neck may have been tugged on by the doctor who delivered you. The cause of headaches, sinusitis, allergies, eye problems, neck, shoulder, arm and hand problems a person experiences may have started way back then. Injuries are cumulative and add up to degenerative bodily changes. Each time a part of your body is injured, it becomes weaker, with the exception of bone. Bone is usually stronger at the site of fracture, but soft tissues; ligaments, muscles, nerves and blood vessels become weaker. This is one of the reasons that everything short of surgery should be tried. Surgery further weakens ligaments and muscles, and can further dispose you to spinal weakness and injury.



Poor posture positions assumed over long periods of time, whether at work or play, can have far-reaching spinal and general health effects. (This is called physical stress.)

Mental stress serves to tighten your muscles and affects the spine, nerves and blood vessels. This in turn can affect general body and organ functions.

The body has wonderful recuperative powers; but, if abused, it will let you know. Rare is the person who does not ultimately pay for abuse of his/her body.

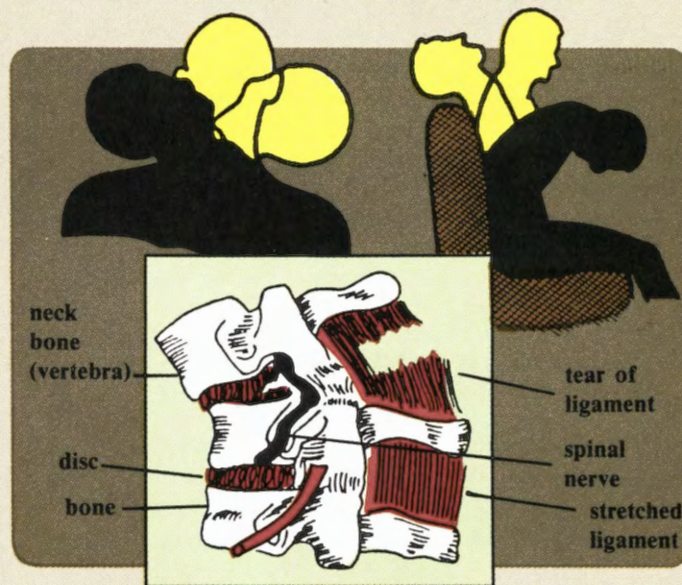
A Minor Accident?

Doctors of chiropractic are the undisputed experts when injuries of a chiropractic nature are involved. This includes automobile accidents as well as job-related slips, falls and strains.

Even a minor automobile accident can have major ill effects on your health. It may be weeks, months, even years before the problem appears. But, by then, it may be too late to prevent your greatest loss — your health.

Impact And Your Spine

Consider for a moment that the average head weighs between 7 and 11 pounds and sits on the most flexible — and fragile — part of the spine: the neck. Although the neck is relatively short, it contains 32 joints and is easily stretched and injured if it's thrown in any direction.



If these joints are stretched or strained beyond their normal limits, they can lose their ability to return to their original length, much like a rubber band that has been stretched too far. This often occurs in so-called "whiplash" injuries.

Results Of Injury And Health Checklist

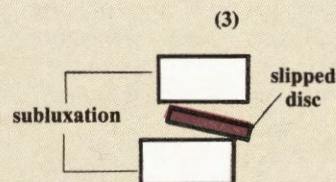
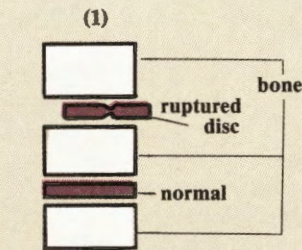
Take just two minutes to check for any symptoms you may have in the days and weeks following an accident. If you have **any symptoms** call immediately for an appointment.

- | | |
|------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Migraine Headache | <input type="checkbox"/> Ache all over |
| <input type="checkbox"/> Numbness in limbs | <input type="checkbox"/> Fatigue |
| <input type="checkbox"/> Stiff or painful neck | <input type="checkbox"/> Bursitis |
| <input type="checkbox"/> Nausea | <input type="checkbox"/> Neuritis |
| <input type="checkbox"/> Dizziness | <input type="checkbox"/> Tendonitis |
| <input type="checkbox"/> Double vision | <input type="checkbox"/> Loss of neck motion |
| <input type="checkbox"/> Painful back | <input type="checkbox"/> Blackouts |
| <input type="checkbox"/> Muscle spasm | <input type="checkbox"/> Muscle swelling |
| <input type="checkbox"/> Nervousness | <input type="checkbox"/> Light blindness |
| <input type="checkbox"/> Tingling in limbs | <input type="checkbox"/> Loss of balance |
| <input type="checkbox"/> Insomnia | <input type="checkbox"/> Loss of hearing |
| <input type="checkbox"/> Pinched nerves | <input type="checkbox"/> Cold hands or feet |
| <input type="checkbox"/> Ringing in ears | <input type="checkbox"/> Shortness of breath |
| <input type="checkbox"/> Poor circulation | <input type="checkbox"/> Poor memory |
| <input type="checkbox"/> Mental dullness | <input type="checkbox"/> Anxiety |
| <input type="checkbox"/> Tremors | <input type="checkbox"/> Eye strain |
| <input type="checkbox"/> Rapid heart beat | <input type="checkbox"/> Period of depression |
| <input type="checkbox"/> Constipation | <input type="checkbox"/> Diarrhea |
| <input type="checkbox"/> Early arthritis | <input type="checkbox"/> Any change from pre-accident condition |
| <input type="checkbox"/> Painful joints | |
| <input type="checkbox"/> Tension | |

13

Low Back And "Slipped Discs"

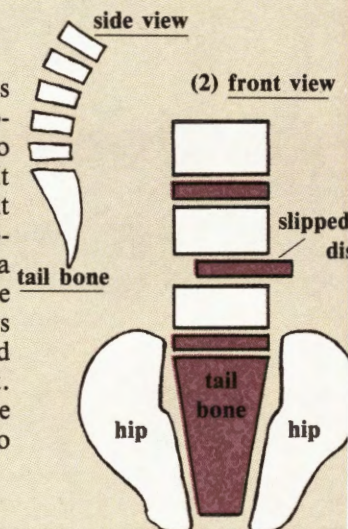
Lower back pain and "slipped discs" are almost synonymous. To get a general picture of how that area of your back is designed, think of a child's building blocks piled on top of one another with a cushion which is cartilage (shock absorber) in between. There are 24 of these blocks (bones) with a cartilage in between. Nerves also come out from between these bones.



Falls, twists, strains, poor posture, excess weight, jumping and just living have degenerative effects on the discs and the bones.

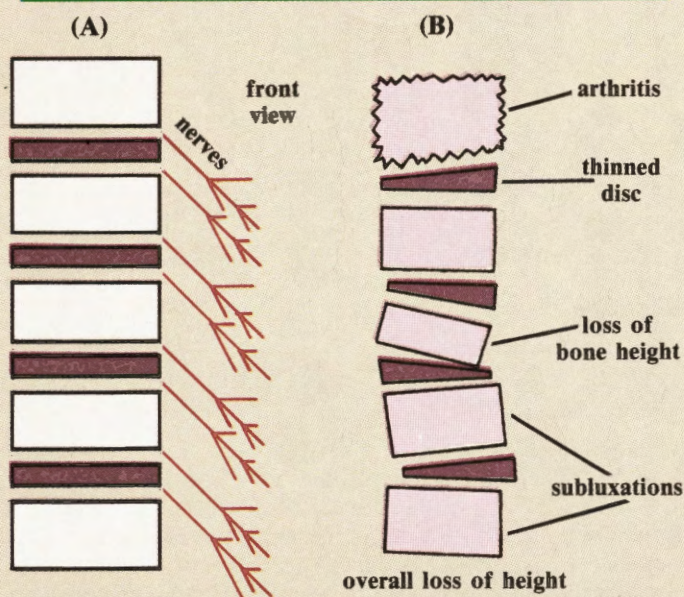
A disc can be ruptured like we see in Diagram 1 or it may have slipped as in Diagram 2. Usually, a bone (vertebrae) is displaced along with the disc. When the bone is displaced, it is called a subluxation, as shown in Diagram 3.

Most of the time surgery is not necessary. Even ruptured discs can respond to chiropractic treatment. It makes good sense to consult a chiropractor before submitting yourself to a traumatic procedure like surgery. The back is always weaker once muscles and ligaments have been cut. With chiropractic, you have much to gain and nothing to lose.



14

Low Back And Age



As we grow older, the curve in the back may increase, and the bones and discs lose some of their height. This is why we get shorter as we age. Some of us, however, show greater wear than our years because we do not take proper care of our spine. Falls, strains, poor posture, subluxations and aging cause the spine to appear like Diagram B rather than Diagram A.

Here are some general instructions to help you with your low back pain until you can get to your chiropractor. It is best to call him first, if possible.

- Apply cold — not heat
- Use back support if available
- Sit sparingly
- Do not lie on your stomach
- Sit on car seat and then move your legs inside
- Do not bend
- Do not lie on soft bed or sofa
- Avoid stairs
- Do not wear high heels or go barefoot

Always consult your chiropractor after a fall or strain, even if you do not think you are hurt.

Facts About The Chiropractic Profession

- Chiropractic was founded in 1895.
- It is licensed in all 50 states and major foreign countries.
- Chiropractic is recognized by Medicare and most insurance companies, including auto insurance, group and workers compensation (varies from state to state).
- All Federal agencies accept sick leave certificates signed by Doctors of Chiropractic.
- The Doctor of Chiropractic undergoes a minimum of six years of college education, plus one externship before graduating. The course of study includes the basic sciences studied by other members of the healing arts. These subjects are anatomy, physiology, bacteriology, pathology, chemistry, X-ray, pediatrics, geriatrics, nutrition and many other chiropractic subjects and procedures.
- Chiropractic colleges are accredited by the Council of Chiropractic Education (C.C.E.). This agency is recognized by the U.S. Department of Education and the Council on Post-Secondary Education.

For additional information on chiropractic, ask your chiropractor or write:

American Chiropractic Association
1916 Wilson Blvd.
Arlington, VA 22201
International Chiropractors Association
1901 L. Street, N.W. — Suite 800
Washington, DC 20036

For information on chiropractic colleges and educational requirements:

Council on Chiropractic Education
3209 Ingersoll Avenue
Des Moines, IA 50312

For information on chiropractic licensing requirements:

Federation of Chiropractic Licensing Boards
501 E. California Ave.
Glendale, CA 91206

For information on chiropractic research:

Foundation for Chiropractic Education and Research
1916 Wilson Blvd.
Arlington, VA 22201

For information on chiropractic licensure examination:

National Board of Chiropractic Examiners
1610 29th Avenue Place
Greeley, CO 80631

Your Back And How To Care For It

Whatever the cause of low back pain, part of its treatment is the correction of faulty posture. But good posture is not simply a matter of "standing tall." It refers to correct use of the body at all times. In fact, for the body to function in the best of health it must be so used that no strain is put upon muscles, joints, bones and ligaments. To prevent low back pain, avoiding strain must become a way of life, practiced while lying, sitting, standing, walking, working and exercising. When body position is correct, internal organs have enough room to function normally and blood circulates more freely.

With the help of this guide, you can begin to correct the positions and movements which bring on or aggravate backache. Particular attention should be paid to the positions recommended for resting, since it is possible to strain the muscles of the back and neck even while lying in bed. By learning to live with good posture, under all circumstances, you will gradually develop the proper carriage and stronger muscles needed to protect and support your hard-working back.

HOW TO STAY ON YOUR FEET WITHOUT TIRING YOUR BACK. To prevent strain and pain in everyday activities. It is restful to change from one task to another before fatigue sets in. Check body position frequently, drawing in the abdomen, flattening the back, bending the knees slightly.

Not
this way



Not
this way



Not
this way



Not
this way



Use of a
footrest
relieves
swayback.

Never
bend over
without
bending the
knees.

Hold heavy
objects close
to you.

Bend the
knees and
hips
not the
waist.

HOW TO SIT CORRECTLY

A back's best friend is a straight, hard chair. If you can't get the chair you prefer, learn to sit properly on whatever chair you get. To correct sitting position from forward slump, throw head well back, then bend it forward to pull in the chin. This will straighten the back. Now tighten abdominal muscles to raise the chest. Check position frequently.

Relieve strain by sitting well
forward, flatten back by
tightening abdominal muscles
and cross knees.



Use of footrest relieves
swayback. Aim is to have
knees higher than hips.



Correct way to sit while driv-
ing, close to pedals. Use seat
belt or hard backrest,
available commercially.



TV slump leads to
"dowager's slump", strains
neck and shoulders.



If chair is too high swayback
is increased.



Keep neck and back in as
straight a line as possible
with the spine. Bend forward
from hips.



Driver's seat too far from
pedals emphasizes curve in
lower back.



Strained reading position.
Forward thrusting strains
muscles of neck and head.



Exercises For The Low Back

Lie on your back with your arms above your head and your knees bent. Now move one knee as far as you can toward your chest and at the same time straighten out the other leg. Go back to the original position with both knees bent, and repeat the movements, switching legs. Relax and repeat the exercises.



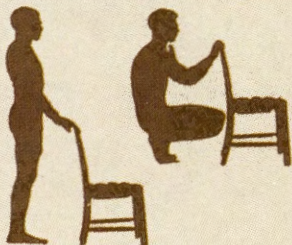
Lie on your back with a small pillow under your head, your arms at your sides and your knees bent. Now bring your knees up to your chest, and with your hands clasped pull your knees toward your chest. Hold for a count of 10, keeping your knees together and your shoulders flat on the mat. Repeat the pulling and holding movement three times. Relax and repeat the exercise.



Relax with your arms above your head and your knees bent. Now tighten the muscles of your lower abdomen and your buttocks at the same time so as to flatten your back against the mat. This is the flat back position. Hold the position for a count of 10. Relax and repeat the exercise.



1. Raise head
2. Raise head and left shoulder.
3. Raise head and right shoulder.

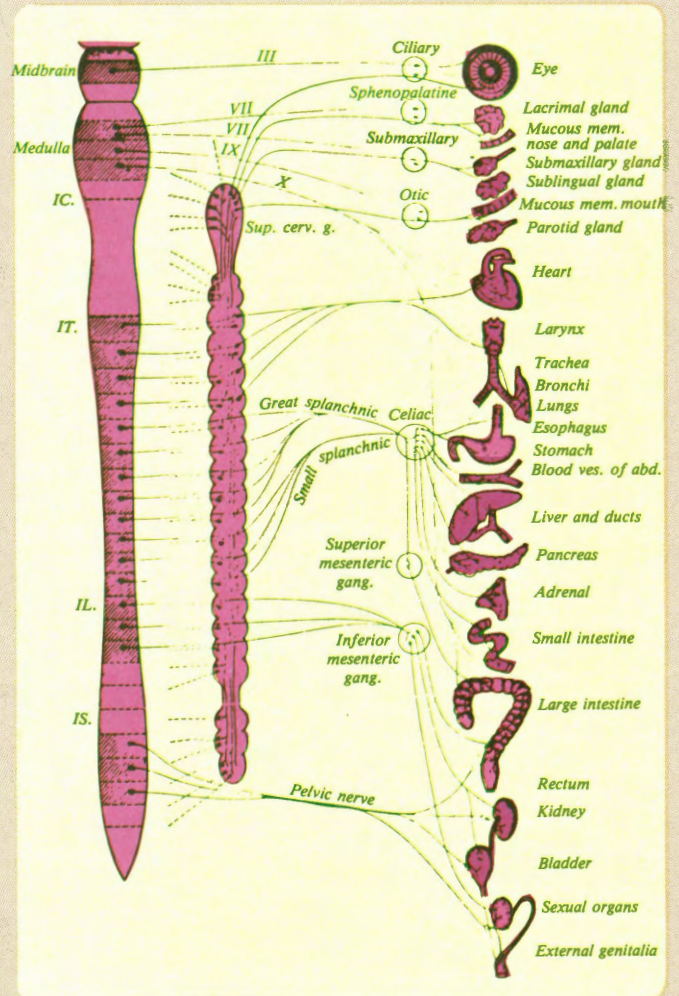


Stand erect while holding onto a table or chair. Squat down with the back slightly bent, straighten up again, relax and repeat the exercise.

Do exercises marked (X) in numerical order for ____ sets ____ times a day.

The Nervous System

This illustration helps to show that every organ in the body is connected with and controlled by nerves from the spinal cord and brain. Your doctor is trained to detect nerve pressure which may be affecting vital organs.



This picture is taken from a recent edition of Gray's Anatomy, the bible of anatomy used in leading chiropractic and medical schools.

What About That Pain In The Neck?

We've all heard the expression "you give me a pain in the neck," meaning that stress can effect us in a painful way, especially if there is weakness in ones neck.

The neck is the most delicate part of the spine and the most easily injured. It is comprised of seven separate bones that are loosely connected together by ligaments and muscles. The laxity allows for great mobility but also predisposes it to injury. Poor posture, occupation, falling asleep in a chair, falls, twists and strain take their toll on the neck (cervical spine).

The part of the nervous system housed within the bones of the neck is an extension of the brain. Displacements affect these nerves and cause many seemingly bizarre symptoms that may not be associated with the neck.

Some of the common symptoms of irritation or pinched nerves in the neck are:



- headache, sinusitis, dizziness
- painful ear and face
- shoulder and arm pain and tingle
- hand and finger numbness and tingling
- difficult breathing and chest pain
- throat discomfort

I Didn't Know You Could Help Children

The help afforded children through spinal adjustments seems like a "minor miracle". These words or similar phrases are echoed by grateful parents who also didn't know or think about chiropractic care for children.

Children's necks are weak and are easily injured. This is the reason we are taught to support a child's head while holding it.

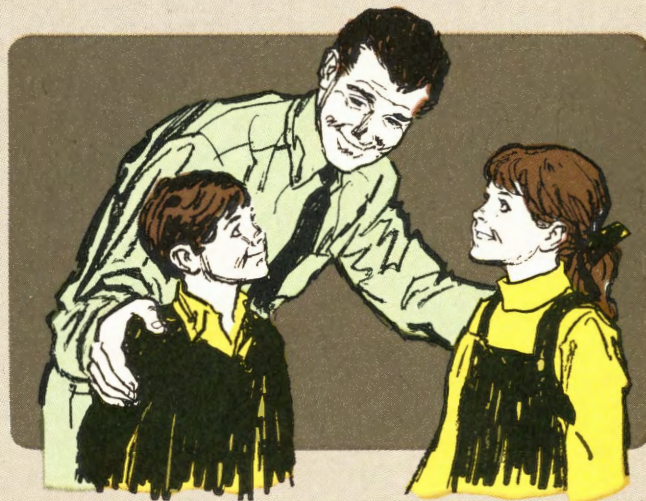
Conversely, children generally respond to chiropractic care more readily than adults. This is probably due in part to inherent vitality and absence of physical stress and everyday worries.

Because we don't commonly associate neck problems with seemingly far removed conditions like asthma, insomnia, excessive crying, loss of appetite, hyperactivity, etc., the cause often goes undetected.

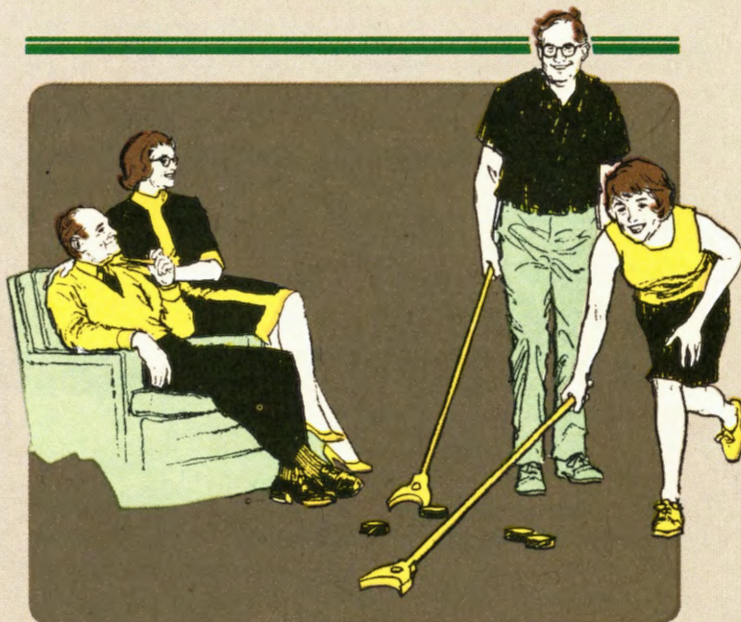
It's a good idea to have your children checked for nerve interference whether they have outward symptoms or not. If they have symptoms that are not responding to present treatment, a visit to a chiropractor should receive high priority.

Many doctors have set aside special hours where the entire family can come and be checked together.

Remember chiropractors treat the cause of disease, not just symptoms. A few minutes spent now for a check-up could save untold hours and anguish later.



Mature Bodies Need Help Too



Our bodies have marvelous recuperative powers. This is evidenced by the fact that older people are going to chiropractors more than ever and receiving more than temporary relief from symptoms. Even the more severe degenerative types of conditions often respond amazingly well.

In any chiropractor's office will be found people in their 70's and 80's who attribute their continuing ability to remain active and "feel great" to chiropractic treatment. In this same age group are those who continue to participate in golf, tennis, jogging, dancing, and a multitude of vigorous exercises. The aging process allows for relatively easy misalignment of the bony structure of our body because the ligaments and muscles lose some of their strength. It's amazing what chiropractic can do to retard this process.

It's never too late to begin seeing a chiropractor, but the earlier the better.

Partial payment through medicare helps pay the cost. Gentle mobilizing adjustments can be the catalyst that allows for an active enjoyable life over a sedentary lonesome existence.

Mini Exam At Home

While nude or wearing a backless bathing suit, look at your head to see if it is tilted to one side. We become so accustomed to looking at ourselves, we rarely notice asymmetry. Now, look at the level of your shoulders. Is one higher than the other? Next, look at your hip level. Are they even? Do you have your clothes altered because of a "short leg?"

Ask a family member to view you from behind. Turn your head to the right and left. Are you able to turn further one way than the other? Are your shoulders symmetrical? Does one shoulder blade protrude? Do the muscles seem to be bulkier on one side? Is one knee slightly bent when you are standing?

Many times, deviations such as those above can be the source of aches and pain.

All young children should have a spinal examination at least once a year. If caught early, much can be done for a spinal curvature, short of painful procedures like surgery and braces.

It is possible to have structural deviations without pain, but sooner or later, they will usually cause pain and are one of the major causes of osteoarthritis and other degenerative diseases.

Take a few minutes and fill in the questions on panel 13 if you haven't already.

Most chiropractic patients get well and like to refer others to **their** doctor. Attach doctor's referral card here.

Chirocare Inc.
6725 Papermill Road
Knoxville, TN 37919
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