

SICK???

NO MATTER how long you have suffered,

NO MATTER what your condition,

NO MATTER what type of treatments you have had

It May Be You Are A Chiropractic Case

Over 10,000 of your friends and neighbors in Mid-Jersey will experience new and vibrant health this year, because they had the foresight to switch to chiropractic!

THROW OFF THE SHACKLES



DR. GEORGE BLUM
CHIROPRACTOR

OF CONFORMITY

and switch to the healing art that works. Chiropractic was practiced by the ancient Chinese over 4,000 years ago and is still practiced today in China.

DON'T YOU THINK THIS IS ENOUGH TIME TO PROVE THE WORTH OF A SCIENCE?

One of a series of articles published in the public interest to explain and illustrate scientific chiropractic

Blum Chiropractic Clinic

(Opposite Brunswick Shopping Center)

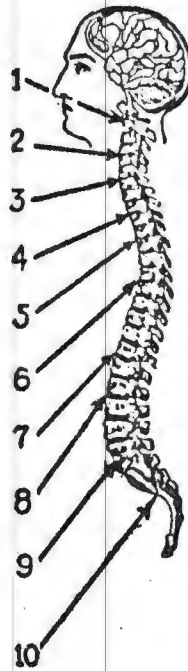
731 GEORGES ROAD

PHONE: 828-3200

NORTH BRUNSWICK, N. J.

24-HOUR TELEPHONE SERVICE

1. Headaches, Nervousness, Dizziness, and Tension.
2. Neck Pains, Torticollis, Bursitis, and arm pains.
3. Muscular aches of upper back, shoulders, & arms.
4. Chest pains, functional Heart distress, difficult breathing, and asthma.
5. Stomach and liver disorders.
6. Shingles, and disturbances of the upper bowels.
7. Kidney disorders, skin disturbances, and mid-back ache.
8. Slipped disc, lumbago, and low-back pains.
9. Sciatica, constipation, menstrual problems, and sacro-iliac pains.
10. Bladder disturbances, leg cramps, and colon disorders.



Blum Chiropractic Clinic

announces the opening of
completely new offices

at

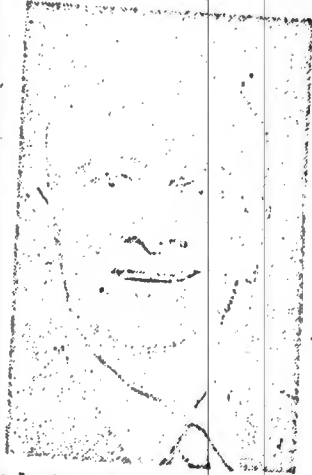
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Dr. George Blum, D.C. is a graduate of the Chiropractic Institute of New York and has done post graduate work at the National College of Chiropractic—Chicago, Illinois where he was given advanced work in x-ray and diagnosis. Dr. Blum has been on the staff of the Spears Hospital—Denver, Colorado and has had experience in working at various chiropractic clinics throughout the United States. With his completely modern office, Dr. Blum has for your health the latest scientific instruments for a complete chiropractic analysis, and you may consult Dr. Blum with full confidence and assurance. Mrs. Warger and Mrs. Roshak, both of North Brunswick, will serve as his receptionists.

OFFICE HOURS: Monday, Wednesday, Friday

9 A.M. to 1 P.M. and 4 P.M. to 8 P.M.

CAN CHIROPRACTIC HELP YOU?

Very likely, if there is nerve pressure present. Call us for an appointment and we will make a complete spinal examination.

HOW LONG WILL IT TAKE?

An average of from 4 to 8 weeks. Extreme cases may take longer. Many are relieved in a few days.

HOW MUCH WILL IT COST?

This depends upon the case. The cost is nominal when compared with conventional methods. There is no charge for consultation.

Thank?

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This is 70 Ave.

7/8/68

Fore Atty Gen.

Office

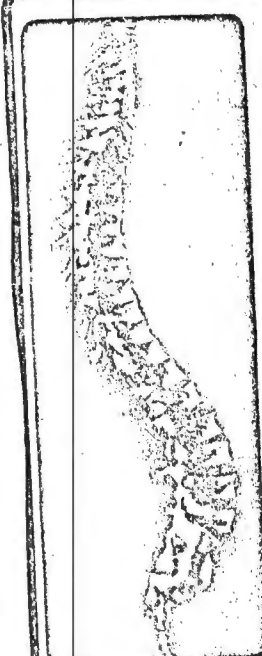
Sam J. Martino, D.C.

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THE DAILY HOME NEWS
NEW BRUNSWICK, N.J., THURSDAY, OCT. 12, 1967

Scope!

THE SPINE IS ONLY THE STARTING PLACE



The nerves in your body that control every function, every organ and every muscle originate in your spine. When the bones of the spine slip out of alignment, the spinal nerves are pinched thus reducing the flow of nerve energy to some part of the body. If this "pinching" is not corrected, that organ or muscle suffers and may become diseased or painful.

That is why we say "The Spine is Only a Starting Place" for GOOD HEALTH and FREEDOM from DISEASE!

Some of the conditions which respond well to Chiropractic:

- Nervous Tension
- Asthma
- Leg Pains
- Poor Circulation
- Sinusitis
- Digestive Disorders
- Headaches
- Bronchitis
- Shoulder and Arm Pains
- Fatigue
- Scoliosis
- Dizziness
- Insomnia
- Chest and Rib Pains
- Neurological Problems
- Gall Bladder Disturbances
- Whiplash Injuries
- Allergies



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CHIROPRACTOR

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DO DISEASES OF THE BLOOD RESPOND TO CHIROPRACTIC CARE?

Your body is one of the busiest manufacturers as it daily turns out a sufficient supply of blood cells, red and white, which the heart pumps into arteries carrying the precious fluid where it is needed. The nervous system, like a complex switchboard, directs the job, telling the blood where to work. When spinal pressure interferes with the messages borne along this nerve network, conditions suitable to the bloodstream, hampers by lack of its reaction from the brain, can be invaded by bacteria or viruses and the cells that normally fight the intruders will find themselves overpowered. Then the trouble spreads.

Chiropractic analysis may determine that chronic nerve interference is causing a particular blood condition, i.e., anemia, plebitis, etc. Chiropractic care, easing this pressure, enables the blood to maintain a proper balance of red and white corpuscles, so that the blood cells can do their work as nature intended. This means speedy cleaning up of the unwanted visitors to the bloodstream.

The normal, healthy body offers stout resistance to blood diseases, and fights off the germs that are present everywhere and destroy the "foreigners" that get into the blood. But pressure on certain nerves can cause the body to let down its manufacture of these vital defense forces. Then it is that Chiropractic aid is needed to let the signals from the brain reach the blood-cell producing apparatus of the body.

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Jan. 68



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DO YOU NEED DRUGS WITH YOUR ADJUSTMENTS?

By no means. A properly functioning human body does not require medication to stimulate or inhibit its various tissues, organs and members.

In some cases where illness has progressed beyond the reach of the healing arts, certain drugs may be necessary for prolongation of life. In other cases, which have spread beyond reach of human resources, drugs are used to ease the suffering. But in cases where human bodies are repairable, drugs, usually are not needed and should be avoided.

Any drug you are required to use for any reason should be reported to your chiropractor and he will give specific instructions as to continuance of such a drug. Patients usually find that after they have started chiropractic care they can taper off the drug habit gradually as their body responds to treatment.

Chiropractic patients discover that their body functions in response to nerve energy received from the brain. This energy, transmitted via the nervous system to the many organs and parts of the body, causes the body to function in a normal manner according to the requirements of the body at any particular time.

The use of drugs under ordinary conditions ultimately hinders the healing process because the drugs upset the delicate chemical nature of the body to fight as it seeks to return the body chemistry to normal.

In too many instances, drugs have undesired side effects apart from creating a habit that demands their continued use. It is also interesting to note that about 80% of drugs that were in use ten years ago are obsolete today. If drugs were the real answer to disease correction our nation would not be as it is today. Instead, the people in the U.S. today are sicker and the death rate has not improved for the past ten years.

Chiropractic heals without resorting to habit-forming drugs. If you disagree, you haven't tried it!

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Thompson



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THE DAILY HOME NEWS

NEW BRUNSWICK, N.J., TUESDAY, OCT. 17, 1967

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Nothing on Road Plan

Counties that would provide the necessary service.

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HIGH BLOOD PRESSURE— AND ITS CORRECTION

High blood pressure in itself is not a disease, but is a danger signal or warning to an individual that something is wrong with the circulatory mechanism. High blood pressure is no respecter of persons or ages. It may be indicated in many different ways. There is usually a shortness of breath, dizziness when the patient suddenly changes posture, ringing in the ears, difficulty in concentration of the mind, and very often symptoms which affect the heart. The following conditions cause either temporary or prolonged high blood pressure: emotional strain, extreme physical exertion, over-eating at one time, hot baths, the drinking of excessive amount of fluid.

It has been determined by years of experience that Chiropractic is a normal procedure to adopt to reduce the high blood pressure naturally and being reduced naturally, it stays reduced. Only nature holds Chiropractic proves it.



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One of a series of articles published in the public interest to explain and illustrate scientific chiropractic.

WHY DO CHILDREN RESPOND TO CHIROPRACTIC?

The adaptability of youth makes a child the best of chiropractic cases. Trouble in the spine may be caught and corrected before it has an opportunity of becoming chronic. The child's spine, trained in proper alignment, becomes straight and is the envy of a military student whose goal is the erect, ramrod backbone.

The adage makers recognized this long ago . . . "as the twig is bent . . ." "a stitch in time . . ." are truisms that have been proved to everyone's satisfaction.

Train the child's spine in the formative years, care for it as the youth grows, and the adult spine will function properly thus assuring perfect health into old age.

Childhood conditions that respond quickly and easily to the chiropractor's helping hands are such things as sleepless nights, enuresis (bedwetting), bowel trouble like diarrhea and constipation, nervous reactions as in vomiting, eye, ear distress, frequent or constant colds, tonsillitis, headaches, colic, etc.

It was once thought that a child "must catch everything" before growing up . . . measles, whooping cough, the works! Then along came chiropractic and parents have been taught that it isn't necessarily so. The healthy, well developed child with a normal spine does not suffer the "trillion and one" health mishaps that have seemed to be childhood's lot. This is because the vital energy reaches every part of the body, the resistance is consequently high, and the bugaboos that cause childhood distress are fought off as fast as they appear.

Any abnormal condition that prevents a child from living a normal and happy, healthy life should be reported to your chiropractor at once. Spinal adjustments may be indicated.

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DR. GEORGE BLUM
CHIROPRACTOR

BY DR. GEORGE BLUM, D.C.



THINGS YOU SHOULD KNOW ABOUT "SLIPPED DISCS"

By Dr. B. L. Ellis

While Chiropractors agree that surgery may be desirable in extreme "slipped disc" cases, there is a preponderance of evidence that "slipped disc" is a catch-all phrase often used to explain many back ailments, that in reality are caused by vertebral subluxation. The outward symptoms of a "slipped disc" case and one which is the result of a vertebral subluxation (slightly displaced vertebra) are often the same.

The science of Chiropractic has specialized in the treatment of such spinal conditions for more than 60 years and has developed methods which have afforded relief to many "back sufferers" without resort to surgery. This fact is attested to by the results of a recent nationwide survey involving thousands of cases. If you suffer from frequently recurring low back pain, which may extend into the legs, or if you have been told that you have a "slipped disc" consult a Chiropractor and have him examine your spine.

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North Brunswick, N.J.

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4 P.M. to 8 P.M.

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NEURITIS AND SCIATICA

Neuritis is a painful inflammation of a nerve, with impairment of power and sensation to the parts supplied by the nerve. The term is most frequently employed when there is an involvement of nerves going to either arm. Sciatica is a neuritis of the sciatic nerve, one of the longest nerves in the body, extending from the small of the back down the entire length of the legs. It is extremely painful and frequently renders the patient bedridden.

Of all conditions which respond to Chiropractic, it may be said that neuritis responds most readily to adjustments. The reason is that most cases of neuritis result from a disturbance of body mechanics and displacements of spinal vertebrae, creating irritation of the involved nerve.

Any sufferer from neuritis should avail himself of a chiropractic without delay.



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(One of a series of articles published in the public interest to explain and illustrate scientific chiropractic.)

N.B. Home News 12/15/67

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PAIN IN SHOULDER

How many times have you said, "Ooh!, that pain in my shoulder!"

A distorted spine wastes energy, creates pain. Many people fail to consider the spine as a basic source of pain to the shoulders.

A vertebra out of line causes pressure on nerves, which obstructs the flow of nerve energy to the shoulder. Hence the pain in either shoulder. Don't wait too long. Have your SPINE examined today and be on the road to recovery from PAIN tomorrow.

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**THE CHIROPRACTIC
QUALITY OF
INEVITABILITY**



DR. GEORGE BLUM
CHIROPRACTOR

The chiropractic profession is a unique profession. It is not to be classified with osteopathy, for within the very genes of osteopathic existence has always been a basic medical heritage that has made it susceptible to a reverting back to medicine. Chiropractic, on the other hand, was born as, and has always been, a "non-medical" approach to health. And in spite of attempts to legally classify Chiropractic under the foreign heading of a "branch of medical science," Chiropractic continues to maintain its independent, separate and distinct existence. This is because of the inevitability of its very nature.

Chiropractic was conceived and has advanced as a response to the need for health answers that have not been supplied by medical science. The birth of Chiropractic, and its growth, in fulfillment of this purpose, has been inevitable.

Its future as a separate and distinct science is inevitable!

Chiropractic need have no fear there will be other than an ultimate outcome of success from its challenge of medicine. Nor need it have fear of failing to gain complete recognition under law. The security of the future of Chiropractic, as a science, is guaranteed under the one quality of its existence that assures its growing future. And that one quality is "inevitability." The inevitability of Chiropractic has been established. And as its guardians, it is inevitable that we keep it alive.

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BACKACHE

Thirty-four per cent of U.S. is plagued by backache—an estimate that thirty-four per cent of the U.S. population under 24, and thirty-nine per cent under 45 have some kind of back pain was recently released by the American Academy of Orthopedic Surgeons. This means that one out of every three Americans are tormented by backaches.

It was reported that a quarter of a million workers sustain back injuries each year serious enough to send them home from work, and countless others who are plagued by backaches sit, squirm, suffer and slow down production.

The Academy reports that approximately ninety per cent of backaches are caused by fatigue and strain—the result of man's misuse of his body: "Most are caused by improperly lifting some object. Bending over and twisting at the same time is a sure-fire way to court an aching back."

The Academy suggests that following the seven maxims set forth below would save America many a backache:



DR. GEORGE BLUM
CHIROPRACTOR

1. Know and observe your physical limitations. Act your age, don't try some crazy stunt to impress others in the crowd.
 2. Don't shock the spine when you sit down—come in for a smooth landing.
 3. When lifting something, bend your body at the knees. This way you'll let the arms, legs and hips help the back bear the burden.
 4. Try and exercise all of your muscles a little instead of a few of the muscles a lot. "Warm up" before engaging in hard exercise or violent sports.
 5. Make a conscious effort to improve your posture.
 6. While you're on the job, get up and stretch occasionally—it will do you a world of good.
 7. Workers who sit—from tractor drivers to homemakers who peel potatoes—need seats of the right shape and size, or counters and cabinets of the correct height.
- We agree. Perhaps these rules will save some of you a trip to your chiropractor's office.

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1967



**CHIROPRACTIC
UNLIMITED**

DR. GEORGE BLUM
CHIROPRACTOR

"Chiropractic is all right for a backache, but not for stomach ulcers." I have heard this statement many times during my association with sick people. Middlesex County is a community where chiropractic is well thought of — for headaches and backaches, that is — and the doctor of chiropractic becomes a welcomed part of the community. However, these patients whom we've come to know and love seem so amazed when I tell them that chiropractic is often effective in ulcers, asthma, epilepsy, migraine headaches, thyroid and gall bladder conditions and numerous other ailments that so often end up as surgical cases under conventional therapy!

It's not always the fault of the gall bladder that it is not working. It is not just that the stomach is wearing out that you have ulcers. That thyroid gland may not be at fault even though your basal metabolism is off. Do not throw it away, it may be an innocent party. Those migraine headaches you are having — the trouble may not be in the head at all. You cannot very well remove the head but neither does it do any good in the long run if you know yourself under with pain killers just so you won't know you are sick. Pain is nature's warning signal. You had better heed it. The results may not be as SUFFICIENT as disobedience to the signal at the railroad crossing but they are often just as deadly.

So, what are we to do? Let's say, due to lifting something too heavy, or sleeping in a cramped position, or being struck from behind in your ear while waiting for the light to change, one of those spinal vertebrae has been misaligned just a millimeter or so. For example, we will say that the misaligned vertebra presses on the nerve of the stomach. Due to improper nerve supply, ulcers begin to develop. We can take various internal remedies which will cool over the ulcer for a while and we do not feel the pain. However, the little nerve is extremely inflamed and the disease process continues on underneath the coated stomach. Eventually there is a severe flare-up with profuse internal hemorrhage. It then becomes necessary to remove the stomach. At least that is what some patients think.

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CAN ACCIDENTS PRODUCE DISEASE?

The cause of many diseases can be traced to previous accidental injury. Nerve force from the brain channeled over the spinal nerves is necessary to run the body.

If nerve force is interrupted, the affected organs fail to perform their proper function. It might be the stomach, which would be affected, the eyes, the heart, or any other organ of the body. Disrupted function can result in serious disease.

See your chiropractor, if you have had an accident lately, it will pay you to have a checkup.

Don't put it off, the longer you wait, the more damage you will suffer and the harder it will be to correct the cause of your trouble.

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