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CHIROPRACTIC  
CASE?**  
Only A Chiropractor  
Can Tell  
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866-0543 or 253-6596  
Pembroke Rd. at Elm St.  
Bethlehem, Pa. 18018  
*4/3/72  
Bethlehem Globe Times*

**DON'T**  
LEARN TO LIVE WITH IT  
SEE YOUR  
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Tried Everything? *3/27/72*  
Not Unless You've Tried  
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**CHIROPRACTIC FIRST**  
Medicine . . . second  
Surgery . . . last  
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CHIROPRACTIC is different and  
great in that it does not employ  
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leases the healing force within  
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*Globe Times*  
**CHIROPRACTIC**  
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GETS SICK PEOPLE  
WELL WITHOUT DRUGS  
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**HEADACHES**  
Chiropractic has help-  
ed thousands of suf-  
ferers.  
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High Blood Pressure  
Dizziness  
Low Blood Pressure  
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Hay Fever Colds  
Sinusitis  
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Headache - Dizziness  
Neck Pains  
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*Bethlehem*

## ACQUAINT YOURSELF WITH HEALTH

By DR. LEO CERICOLA

Comparatively few people know that the sacroiliac is the joint between the spine and the hip bones. The sacrum is the triangular spinal segment that bears all the weight of the upper body. The iliac or hip bones articulate with the sacrum, one on either side, by means of the sacroiliac joint. It can and does, under certain strain, slip slightly.

A sacroiliac slip usually occurs from overstrain or accidentally, such as from a fall on an icy pavement, a sudden turn with the body off balance and pain and other distressing symptoms appear anywhere from the waist downward.

At times the symptoms appear immediately fortunately for the victim, for he can then correlate the cause and effect. In such a case if the patient immediately reports to his Chiropractor the trouble can be eliminated almost as quickly as it came. Sometimes however, many hours may pass before pain appears. Unfortunately, the patient usually will not seek the aid of his doctor before the pain has appeared. In the meantime the occurrence which was responsible for it may have been forgotten.

Any persistent or recurring aches in the lower limbs may suggest a sacroiliac trouble, and should be referred to your Chiropractor.

Dr. Cericola will answer questions relating to disease and chiropractic approach to health by mail or phone. Address all letters to . . .

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Pembroke Rd. & Elm, Bethlehem

866-0543

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Since the beginning of this column, many people have asked me, "Can Chiropractic cure me?" and "How long will it take me to get well?"

It is exceedingly difficult in trying to reach a justifiable and sincere answer, because five things must be covered. First: Age of the patient. As a general rule it can be said that the younger the patient, the greater opportunity for recovery. Second: The duration, severity and degree to which disease has progressed. If condition is mild, taken in its early stages, recovery is more nearly assured than it would be in its later stages. The longer a disease has been present, the longer it will take to obtain results.

Third: The vitality of the patient. If a person is constitutionally weak, naturally, it subtracts from a favorable outcome. If a person has a strong "reserve force" then odds are much in his favor.

Fourth: Time patient will allow for recovery. If a patient has a stubborn case that has been standing for years and allowed but one week for recovery, it would be impossible. It takes time for disease or health to grow.

Fifth: Lastly and most important of all is the cooperation of patient. Research data has proven time and time again the most important point in regaining health thru Chiropractic is patient's cooperation with his Chiropractor.

So, when the question is asked "Can Chiropractic cure me? You will see the reasoning behind our answer.

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Some individuals apparently are not affected by the fast tempo of daily events. By maintaining high thresholds of resistance they are able to adjust themselves to the hustle of modern living. Chiropractic care helps the body maintain normal function by keeping nerve pathways free of interference and that is the reason that many people suffering with nervous disorders find that Chiropractic helps them . . . even when all other methods have failed.

Question:

Is painful menstruation normal. Can Chiropractic be helpful?

Answer:

Menstruation is natural and absolutely necessary, however; difficult or painful menstruation is not. It may be due to uterine obstruction, allergy, glandular disturbance and diseases of the ovaries and oviducts. Chiropractic adjustments are excellent for painful menstruation and should definitely be instituted at once.

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Can accidents produce disease? Definitely yes! If your auto were involved in an accident, you would have a mechanic check it over and correct any misalignment, broken parts or other damage. You would make sure it was sound mechanically before driving it again. The same principle applies to your body, if it has been involved in an accident.

Your Chiropractor is a trained specialist in detecting interference to transmission of nerve energy caused by misalignment or subluxations in the spine. If there is an interference to the free flow of nerve energy to any part of the body, he will tell you so. He will correct this interference by an adjustment to the spine.

If you had an accident lately, it will pay you to have a Chiropractic examination. And 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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Scientific facts sustain the soundness of the Chiropractic principle. Results of its application in countless cases proves its merits. Since its discovery, a legion of sufferers have been restored to health by Chiropractic Care. Thousands who have been relieved of afflictions testify to their recovery at the hands of Chiropractic, which comprises a system whose use specifically locates causative derangements and adjusts them to proper articular arrangements to restore health.

Question: Is it possible for a diabetic to become well enough under Chiropractic Care to be able to do without insulin injection?

Reply: Yes, if the organs of metabolism will show response to Chiropractic adjustments, a person's chances of complete recovery are very good.

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Chiropractic is a scientific method of eliminating the cause of disease by adjusting, without the use of drugs, medicine or instruments.

The Chiropractic idea, briefly stated, is this: The cause of the disease is in the person afflicted. The adjustment corrects conditions that produce it. The function of every organ in the body is controlled by the brain, through mental impulses, which are transmitted over nerves. Any pinching of the delicate nerve fibers, interfering with the free flow of Nature's life giving force, results in abnormal function. This is Disease.

This interference is produced by vertebrae which are out of their normal position, pressing upon nerves at the point where they pass out from the spinal cord to vitalize various organs of the body.

Removal of this nerve irritation results in a healthful and extended life.

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*Bethlehem Evening Times*  
**CERICOLA CHIROPRACTIC CLINIC**

Pembroke Rd. & Elm, Bethlehem

10/2/72 866-0543

## ACQUAINT YOURSELF WITH HEALTH

By DR. LEO CERICOLA

Question: Are Chiropractors in demand?

Reply: Very much so and intelligent young men and women seeking a future could hardly find richer rewards than those offered by the profession of Chiropractic.

It is a secure profession and one for which there is a growing need. In the U.S. alone we need 50,000 new Chiropractors and more will be required through years to come.

Question: Why do colds return just after getting over a previous cold?

Reply: Colds are prevalent and strike hardest in a person with low resistance, mainly due to spinal nerve pressure. Chiropractic adjustments also give a quick restoration from raspy coughs and throat irritation. See a Chiropractor to break this vicious circle.

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Our modern machinery runs night and day from birth to death. No matter how perfect it was to begin with or how we take care of it; certain parts are apt to show wear and tear during middle age and beyond. This is one reason why an annual examination by a Chiropractor is important for people over 45.

For women who are undergoing the natural physiological changes which usually begin between the ages of 40 and 50 a thorough Chiropractic examination is advisable.

Certain diseases usually do not appear until later life and then develop slowly. Hardening of the arteries, chronic kidney disease and extreme nervousness may gain headway in the body before a person is aware that something is wrong. If the trouble is detected in its early stages, an individual by following his Chiropractor's advice, may be able to continue to work and enjoy life for many years to come.

Modern Chiropractors meet the problem of disease through the physical and mechanical approach, rather than through the chemical or drug approach. Frail, sick, aged and even infants are cared for without pain.

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For more than 85 years Chiropractic has been accomplishing wonderful things, that it has endured for that length of time is proof of its worth and merit. It has saved thousands of individuals from a premature grave and it has put millions of men, women and children on the road to health and enabled them to become useful members of society.

The practice of Chiropractic is based on the principle of correcting the cause of disease in the body. It does not believe in the use of drugs or medicines as remedial agencies. Disease is an effect and every effect must have a cause. Chiropractic contends that the cause of disease in the body is the vertebral subluxation which creates pressure on the nerves and interferes with the normal transmission of vital nerve energy. Chiropractors locate the place in the spine where nerve pressure exists, due to a vertebral subluxation and by proper adjustment to restore the subluxated vertebrae to its normal position. This correction releases the pressure on nerves, allowing the removal of the real cause for disease.

*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.*

Thomas A. Edison

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*Bethlehem Globe Times 11/6/72*

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Ques. Does an impingement upon the nerve injure it?

Ans. The subluxation of the vertebrae is seldom sufficient to injure the nerve. But even though the pressure be very light, it is sufficient to block the passage of mental impulses through the nerves.

Ques. What does a Chiropractor do?

Ans. The Chiropractor by a distinct movement of his hands adjusts the spinal segments to their natural positions to free the nerves from interference.

Pains through the shoulders and arms are usually more prevalent at this time of the year. This condition is a form of rheumatism known as neuritis (which means nerve inflammation). This can be attributed to sudden changes in temperature and humidity.

The Chiropractor locates and adjusts the cause of this condition and allows nature to heal them. Climatic conditions do not affect normal nerves.

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Because the work of the Chiropractor is confined to the spine, many people have the idea that it is of value only in cases of nervous disorders. This is not true.

Because it is seldom that children are subjected to the so-called nervous diseases, it does not enter the mind of the parents to employ the Chiropractor in cases where children are ill.

Chiropractic is just as effective in cases of indigestion, fever, colic, croup and the various acute diseases to which children are subjected.

Croup for example is a severe congestion in the voice box and hence, the croupy cough which results. The Chiropractor realizes this is a condition resulting from impingement of the nerve fibers supplying the tissue involved.

To eliminate the condition one must remove the interference from these nerve fibers. When this is done the child gets rid of the croup in the natural, normal way.

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All vital organs, glands, muscles and tissues of the body are able to function normally and remain healthy only so long as they receive normal nerve stimulus. Organs and glands suffer disturbed function, muscles and tissues are healthy or diseased according to their nerve supply.

Nerve stimulus is supplied to all parts of the body by the brain and spinal cord. The spinal cord, housed within the spine, is a continuation of the brain. It is composed of 31 nerve centers, each center sharing in the control of the body. The heart is controlled by these nerve centers in the spine, so also are the lungs, stomach, liver, kidneys and all other organs.

Since the nerves branching from the spinal cord to all parts of the body must pass out between the bones of the spine, a displacement of any bone will subject nerves to pressure and irritation. It is a fact, recognized by all healing sciences, that nerve irritation impairs the function and health of the body, and results in many types of sickness and disease.

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Backache can be very painful. What's more, it can lead to serious disorders not associated with pain itself.

Pain is nature's way of warning that something is wrong. Frequently pain in any part of the back is caused by a misaligned vertebrae somewhere in the spinal column which causes pressure on nerves. Permanent relief is not possible until the vertebrae is restored to its normal position.

In a recent survey it showed Chiropractic brought health to backache cases almost twice as rapidly as cases under other type health care.

If you are troubled with a nagging backache, do not put it off. Everyday you let the condition persist without proper attention means it may take that much longer to get well and increase the chances you will suffer a more serious disorder later on.

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