"Your trouble is nerves, just nerves, that’s all," many have been told. But, your nerves are too important, to your body, to be dismissed so easily. Nerves make possible every function of your body. Your nerves transmit all sensation to and from the brain. Your nerves make possible sight, smell, taste and hearing. Nerves maintain your balance and keep your body temperature at 98.6 degrees. Nerves control your blood pressure, stomach action, blood flow, speech and breathing. Nerves make your bowels move. Nerves make it possible to swallow. In fact every function taking place in your body is under the control of the nerve system, often called "THE MASTER SYSTEM OF THE HUMAN BODY."

HEALTH THAT LASTS

All healing of lasting value comes from within the body. You were born to be healthy, and health is within you now. But good health depends on good nerve function. Nerves are the electrical system of the human body, and the spinal column is the "switchboard" controlling health. In the nerve chart it is clearly shown how the nerves to all parts of the body start in the brain, pass down inside the spine, exit through narrow openings between the vertebrae, and extend outward to the various organs and limbs.

Any pinching of these nerves as they leave the spine can cause trouble in the organs or limbs serviced by these nerves.

KEY TO NERVE HEALTH

The Doctor of Chiropractic works with the spine and nerves. He has spent many years studying and learning the inner-most secrets of the human nerve system. His objective is to locate and correct the nerve trouble that may be causing the abnormal functions and disorders in your body. By freeing the "blocked nerves" your Chiropractor releases nature's wonderful healing power.

NERVES BEEN TESTED?

A simple, painless and inexpensive spine and nerve test can quickly reveal if you are a chiropractic case. You owe it to yourself and your family to have your nerve system tested and find out for sure. Every health problem has a cause and the cause must be found and corrected before you can get well. Pick up the telephone now and call your Doctor of Chiropractic and make an appointment for a chiropractic spine and nerve test.

CHIROPRACTIC—A MODERN WAY TO HEALTH

Sponsored as a Public Service to Create a Better Understanding of the Science of Chiropractic.

LEHIGH VALLEY CHIROPRACTIC SOCIETY
If you are not healthy, you should know that anyone with a lingering illness or a health problem can get well provided the right thing is done. The cause of the trouble must be found and corrected in order that health may be restored. It's as simple as that.

Body functions don't "just happen." Your heart doesn't just happen to beat. Your lungs don't just happen to inhale and exhale. Your stomach doesn't just happen to digest your dinner.

It is your brain and nerve system which causes your heart to beat 72 times per minute, 60 minutes every hour, 103,680 times every 24 hours and pump 4,320 gallons of blood through nearly 100,000 miles of blood vessels, thus supplying oxygen and nourishment to every cell in the body, some 3,000 million of them.

Because your brain and nerve system direct it, today you will breathe 23,040 times, digest about 3 1/2 pounds of food, drink and process about 3 quarts of liquid, speak about 4,800 words, move over 750 muscles and exercise about 7,000,000 brain cells.

None of those things "just happen." The nerve system — often called the Master System — controls every function taking place in your body. This makes you a whole human being rather than a collection of parts.

When the nerve impulses flow smoothly and unimpeded as nature intends, a man enjoys health and a feeling of well-being. But when there is interference in normal nerve function, there is bound to be health trouble.

**Your Lifeline Chart**

1. A slight "pinching" of nerves at this point can cause headaches, some eye diseases, ear problems, insomnia, abnormal blood pressure, colds, hay fever, sinus trouble, nervousness, way or stiff neck, some types of arthritis, colitis in babies, glandular trouble, etc.

2. A nerve difficulty in this part of the spine can be the cause of so-called throat trouble, neuralgia, pain in the shoulder and arm, elbow, nervous protrusion, etc.

3. In this part of the spine, a "pinched" nerve can cause so-called bronchitis, pain between the shoulder blades, neuritis and neuritis of the arms, shoulder, or hands, bursitis, etc.

4. A blocked nerve at this point can cause so-called nervous heart or fast heart, asthma, difficult breathing, bronchial congestion, etc.

5. Stomach and liver trouble, pleurisy and a score of other troubles, can be caused by pressure in this part of the spine.

6. Nerve pressure at this point can cause gall bladder problems, dyspepsia or gas of upper bowels, shingles, hiccups, etc.

7. Certain kidney problems or diseases, eruptions and other skin diseases can be caused by nerves being pinched in the spinal openings at this point.

8. Chiropractic adjustments here often helps such troubles as so-called lumbar, constipation, colitis, etc.

9. Nerve pressure at this point can cause bladder frequency, prostate problems, lower bowel and abdominal pains.

10. A slight zippage of one or both of the hip bones or the sacrum may cause so-called sciatica, leg or knee pains, and many other leg problems.

**Study Nerve Chart Carefully**

Look carefully at the nerve chart below, see where the nerves go, see what the nerves do. Perhaps you are suffering needlessly. Perhaps a pinched nerve is causing your health problem. Perhaps by freeing the blocked nerve, your chiropractor can release nature's wonderful healing power.
WHAT IS A SPINAL ADJUSTMENT?

When the chiropractor determines from your spinal X-rays and exam which spinal vertebrae are causing your health problems, he will then start to correct the spinal problems by means of spinal adjustments.

When a vertebra loses its normal range of movement, and is misaligned far enough to obstruct a nerve opening, it may effect the spinal nerves. This condition is called vertebral subluxation (misalignment). A misaligned vertebra, interfering with normal nerve function, brings on disease.

The chiropractic spinal adjustment is now used to realign the displaced vertebra thereby reducing or eliminating the nerve interference. With his hands the chiropractor contacts the misaligned vertebra and corrects the alignment.

Spinal adjustments are quite painless and completely safe. There are no harmful or dangerous side-effects. Frail, sick, aged and feeble patients, even infants, are cared for every day, without pain or discomfort.

CHIROPRACTIC-A MODERN WAY TO HEALTH

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LEHIGH VALLEY CHIROPRACTIC SOCIETY

WHAT HEALTH PROBLEMS DO CHIROPRACTORS TREAT?

In discussing the types of health problems that the Chiropractic profession handles, we must first state that there are very few diseases, as they are understood today, which are not treatable by Chiropractic methods. This doesn't mean that every case of sickness will yield to our method. It does mean that no matter what the disease may be, if it results from displaced spinal vertebrae interfering with normal nerve function, the only permanent relief to be hoped for must come from Chiropractic adjustments.

When a person gets sick, although it may be the stomach, intestines, liver, gall bladder, kidneys, heart, lungs or any other part of the body, it is most likely that the first cause is mechanical displacements of segments of the spinal column. Gastritis, constipation, diabetes, etc., are failure of function and the chief cause lies in displaced spinal vertebrae interfering with normal nerve function.

Chiropractors do not prescribe medicine. In our opinion, it is far more important to trace the nerves affected, determine where the interference lies in the spine and then to adjust the spine, to correct the cause of the problem. Adjustments correct abnormal spines, restore body tone and posture and remove the cause of nerve interference. When it is remembered that your nerve energy is Nature's rejuvenating power and healing agent, it becomes obvious why Chiropractic gets such splendid results.

CHIROPRACTIC-A MODERN WAY TO HEALTH

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WHIPLASH

WHIPLASH TYPE NECK INJURIES ... occur as the result of a sudden backward and forward whipping movement of the neck. Such injuries frequently occur in front to rear automobile collisions.

A sudden forceful whipping movement of the neck serves to stretch or sprain the ligaments and muscles which hold the spinal segments or vertebrae within a normal range of movement.

The complex nature of the whiplash type spinal injury which includes ligament and muscle damage, disturbed spinal mechanics, and spinal joint and nerve injury understandably causes a wide variety of symptoms.


CHIROPRACTIC CARE ASSURES MAXIMUM SPINAL CORRECTION FOLLOWING WHIPLASH TYPE SPINAL INJURIES.

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Sinusitis can be either chronic or acute. A tendency to head colds that hang on and on is a major symptom of chronic sinusitis. Pain is often less intense than in acute conditions and may be merely annoying, but unless corrected completely, chronic sinusitis may stay with the victim though the major symptoms come and go.

Patients with chronic sinus trouble are often astounded at how quickly relief comes with chiropractic care. After having suffered off and on for years, persons suffering from chronic sinusitis express profound amazement when proper chiropractic care clears up the problem ... even in those cases where the victims have given up all hope of ever being rid of the pain and aggravation. Quick relief, lasting benefit, and even complete elimination of the disease is a regular occurrence in chiropractic offices throughout the world.

Stay with your doctor long enough

In fact, chiropractic is so effective with sinusitis that it creates a problem. The problem is this: After a short time of chiropractic care, the sinus patient feels like his old self ... he feels so much better ... he thinks he is well and loses interest in further care. But soon, the sinusitis symptoms return ... and the victim is more miserable than ever. This time he may resort to being his own doctor or let the TV commercial prescribe for him. He may buy one or more over-the-counter drugs which may aggravate an existing sinus condition or bring on the condition where none existed before. These drugs may irritate the delicate mucous membrane, cause it to swell, or injure it permanently. In any case, these chemicals never correct the underlying cause of sinusitis. Each time this occurs, it becomes increasingly difficult to completely correct the condition and to obtain lasting benefit from chiropractic care. It is extremely important that you stay with your chiropractor long enough for him to correct the cause of your pain and misery.

What to do about sinus trouble

Good general health habits and regular chiropractic care are essential in preventing sinusitis attacks. Especially important: Avoid abrupt temperature changes and stay out of drafts. Given proper chiropractic care, no case of sinusitis can now be considered hopeless. Chiropractors throughout America are today helping thousands of sinusitis victims. If you are confused about your symptoms ... stop fretting ... a thorough chiropractic spine and nerve test will tell the story. Chiropractic care may halt the progress of sinusitis at once. Sinus trouble is nothing to fool around with. It is NOT a common head cold. It demands professional chiropractic care to correct the cause.

Chiropractic—a modern way to health

Sponsored as a Public Service to Create a Better Understanding of the Science of Chiropractic.

Lehigh Valley Chiropractic Society
ARM & SHOULDER PAIN

SEVEN WONDERFUL JOINTS WORK IN HARMONY

Most persons think of the shoulder joint as being one joint where the upper arm meets the collar bone. Actually, there are seven joints that form the shoulder complex and this composite of seven joints must move in harmony. Each joint is dependent upon the others and any problem in one of these joints affects all the others.

TROUBLE SPOTS

Arm and shoulder pain can have a number of causes, but the large percentage of cases are caused by misalignment of one or more spinal bones (vertebrae), improper posture, spinal curvatures, occupational stresses, or injury to the spine.

The degree of pain may vary between slight and intermittent ... to excruciating.

WHAT KINDS OF TROUBLE?

The most common conditions indicated by arm and shoulder pain are neuritis, bursitis, neuralgia, arthritis, radiculitis, circulatory changes, muscular weakness, paralysis (partial or complete) incoordination and tremors. Symptoms of defects in this area of the spine vary greatly however and may include numbness and tingling in the fingers, pain and tenderness of the forearm, pain across the chest and upper back and headaches.

BURSITIS

In bursitis, the shoulder may be stiff with moderate pain that becomes acute upon movement in the joint.

RADICULITIS

The term radiculitis is used by doctors to indicate that there is nerve root pressure in the upper part (neck) of the spinal column. This nerve root pressure is the most common source of arm and shoulder pain.

NEURALGIA AND NEURITIS

Most persons (if they think about it at all) suppose that neuralgia and neuritis are the same condition. Actually, both are loose terms. Neuralgia has come to mean pain running along the course of the specific nerve.

Neuritis however, means an inflammation of a nerve. In neuritis, areas of the body served by the involved nerve are usually tender to the touch and painful. There may be strange sensation ... which the patient describes as tingling, tight, hot spots, cold spots, crawling sensations, electric shock sensations, stinging, burning, and needles and pins.

EXPERIENCE HAS SHOWN THAT ACUTE AND CHRONIC SHOULDER AND ARM PAIN SYNDROMES RESPOND EXTREMELY WELL TO THE SPECIALIZED CARE OFFERED BY THE CHIROPRACTIC PROFESSION.

CHIROPRACTIC-A MODERN WAY TO HEALTH

Sponsored as a Public Service to Create a Better Understanding of the Science of Chiropractic.

LEHIGH VALLEY CHIROPRACTIC SOCIETY
Should Chiropractors Be Paid With Your Tax Dollars?

The long-standing controversy between political medicine and other health professions is a national question this year. Congress is preparing its final version of the Social Security Amendments bill. At issue: Should the federal government include chiropractic benefits for its Medicare beneficiaries?

An affirmative answer would guarantee our senior citizens the freedom to select the doctor of their choice to care for their health. It would also increase the number of doctors available to serve our population's health care needs during a period when the United States is facing a health crisis because of a shortage of licensed practitioners.

Here are some of the facts you should know about this critical issue:

- The AMA stance is not new. It has fought every beneficial social action for the past 100 years, including child labor laws, Social Security for the aged, the 40-hour work week, veterans benefits, Medicaid and Medicare.

- The issue does not involve competition or substitution of one method for another. Congress is merely evaluating the advisability of broadening its coverage to include all licensed professions, to give American senior citizens a fair and free choice of selecting their own doctor, regardless of the method of practice.

- With the high rate of population growth, it is impossible for any single profession to keep up with the increasing shortage of health practitioners, much less take care of the total health needs of the country.

- Chiropractic serves the health needs of millions of American citizens. Training leading to a degree of Doctor of Chiropractic (D.C.) requires a minimum of four years of professional instruction in health subjects. Chiropractic has been a licensed and respected profession in this country for decades.

- A total of 82 Senators and Representatives have seen fit to introduce and support bills providing our senior citizens with chiropractic benefits in their Medicare coverage. Their judgment supports the merits and need for availability of chiropractic benefits.

Judge the issue. Do you want a fair Medicare Law which recognizes your right to select your own doctor? Do you want more health benefits for more people at less cost? Do you want to break the AMA's monopoly in health care? Then write your Congressmen and tell them to support chiropractic inclusion in Medicare!

YES

Chiropractic MUST BE INCLUDED IN MEDICARE!

An advertised message in the public interest by the

American Chiropractic Association

North Penn Reporter
Chiropractic Must Be Included In Medicare!

As Congress is preparing its final version of the Social Security amendment bill, the American Medical Association continues its monopolistic line of opposition to the broadening of Medicare coverage to bring a better health care service to the people.

Likewise, AMA seeks to block inclusion of chiropractic benefits in Medicare, despite the fact that 82 Congressmen have introduced chiropractic bills and are actively supporting this broadening of Medicare to allow our senior citizens the freedom to choose their own doctor.

On July 14, 1971, in a blistering attack against political medicine and its stands, Senator Edward M. Kennedy of Massachusetts accused the AMA of obstructing almost every major reform to provide Americans with better health care.

Following are some of his statements—all direct quotes:

"The American Medical Association puts the lives and well being of American citizens below its own special interests in ordering its priorities. It deserves to be ignored, rejected, and forgotten."

"No amount of historical gymnastics can hide the public record of American Medical Association opposition to virtually every major health reform in the past 50 years."

"The organization of our health services is still a shambles. Why? Because the American Medical Association and its friends in political life, and its friends in the health insurance industry have stood in the way of every major step towards an efficient, effective, affordable health care system for the American people."

"Instead of the scientific and professional public organization it was founded as, the American Medical Association has turned into a propaganda organ purveying 'medical politics', for deceiving the Congress, the people and the doctors of America themselves."

"In short, for generations government health programs have been allowed to accomplish only what organized medicine would tolerate ... always the American Medical Association approach has been the same — reports and recommendations are welcome, so long as nothing is done to implement them, so long as they do not alter the status quo."

The above are the words of Senator Edward M. Kennedy.

Judge the issue. Do you want a fair Medicare law which recognizes your right to select your own doctor? Do you want more health benefits for more people at less cost? Do you want to break the AMA’s stranglehold on the taxpayer? Then write your Congressman and tell him to support chiropractic inclusion in Medicare!

YES
CHIROPRACTIC MUST BE INCLUDED IN MEDICARE!
A message in the public interest by the

CHIROPRACTIC—A MODERN WAY TO HEALTH
Sponsored as a Public Service to Create a Better Understanding of the Science of Chiropractic.

LEHIGH VALLEY CHIROPRACTIC SOCIETY
Freed om of Ch -oice
Under Medicare:
How To Get It!

The long-standing controversy about the “legitimacy” of chiropractic is no controversy at all. It is part of the American Medical Association’s strategy aimed at destroying what AMA considers “competitive health professions”—especially now that Congress recognizes a need for expansion of Medicare benefits to adequately serve the needs of our senior citizens.

Cooperating with political medicine in its murderous assault on licensed professions are dupes in all areas of society. The AMA promotes its selfish interests with multi-million dollar budgets and puppet-journalists in prominent positions. It smoke-screens its vicious attack with name-calling, while manipulating in media, education and government circles.

Chiropractic’s method of treating illness is criticized by political medicine while at the same time medical doctors are using chiropractic manipulative methods—with no training—for treating patients.

AMA criticizes chiropractic education, distorting the fact that doctors of chiropractic receive four years of training in professional colleges—equal to schooling in other health professions, including medicine.

Chiropractic has been a licensed and respected profession in this country for decades. Yet, political medicine does not recognize chiropractic as a bonafide profession.

Evaluate these facts—

- Our country faces a severe shortage of health care practitioners of all types.
- The inclusion of chiropractic in Medicare would provide an additional health service, to be used by those who prefer chiropractic or who were referred to chiropractic by medical doctors.
- Chiropractic is an out-of-the-hospital health service. Inclusion of chiropractic in Medicare will relieve hospitals of overcrowding, and offer the American public a more comprehensive health care program. This will also reduce Medicare hospitalization costs and ease the financial burden on taxpayers.

Judge the issue. Do you want a fair Medicare Law which recognizes your right to select your own doctor? Do you want more health benefits for more people at less cost? Do you want to break AMA’s monopoly in health care? Then write your Congressmen and tell them to support chiropractic inclusion in Medicare!

Chiropractic must be included in Medicare!

A message to the public interest by the

American Chiropractic Association
and the Lehigh Valley Chiropractic Ass’n
3113 Tilghman St., Allentown, Pa.

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