DOES NEWSPAPER ADVERTISING PAY?

ABSOLUTELY!

The P.S.C. Newspaper Advertising Service

The P.S.C. Advertising Service was started in January, 1918, and from the very start proved to be popular with the men and women in the field who believed in newspaper advertising. Several hundred chiropractors are now members and all are very enthusiastic regarding the benefits which they receive. The fee is a nominal one, i.e., $10.00 per year; and for this the member, on the first of each month, receives all the copy he needs for his newspaper advertisements during the ensuing month, REGARDLESS OF SIZE OR QUANTITY, providing his request is not excessive considering his local newspaper facilities. There is nothing “cut and dried” about the copy. Each member is given real, PERSONAL service and is furnished with copy which is especially adapted to the needs of his own particular locality. Your newspaper man does the rest, as it is to his best interests to “display” the copy in as attractive a looking advertisement as possible.

Write for a Questionnaire, fill it out, being careful to state exactly how many advertisements you intend to use each month, and what size and return to us with the $10.00. Your service will begin immediately.

GET THE COPY FOR YOUR NEWSPAPER ADVERTISEMENTS FROM
THE FOUNTAIN HEAD OF CHIROPRACTIC

Ask for Questionnaire

SPECIFY No. Y-369, The P.S.C.
Newspaper Advertising Service, $10 per Year

The P.S.C. Monthly Circular Letter Service, $5 per Year

In connection with the above Newspaper Service, we also supply a Monthly Circular Letter Service for an additional fee of $5.00 per year. This letter service is limited and exclusive to subscribers of the Newspaper Service.

NOTE: This service is exclusive to Newspaper Advertising Subscribers

Specify Y-368, P. S. C. Circular Letter Service. $5.00 Per Year

Get the most for your money in one complete service

XY-370 [ P. S. C. Newspaper Service
P. S. C. Circular Letter Service ] Price $15.00 Per Year
ADVERTISING ELECTROTYPES

The chiropractor should guard against the mere publication of his name and address as his advertising, for the true story of what he represents is still meaningless to a great many people. It has been successfully demonstrated that illustrations center public attention and make for heightened interest in brief but well chosen reading matter. Therefore you should select your electros from this and succeeding pages as the basis for your publicity with this in mind: Your cut centers attention and arouses curiosity; make your reading matter establish the public's interest and keep the illustration in your subject or explanation. Prices of all cuts on this and following pages include postage in the U.S.A.

After a prospect has accepted your "principles" then the next thing he wants to know is how you can "stop" a "headache," "high blood pressure," etc. Vertebrae publicity is always good when carefully explained.

In four sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-401</td>
<td>5½ in.</td>
<td>$1.25</td>
</tr>
<tr>
<td>E-402</td>
<td>3 in.</td>
<td>.75</td>
</tr>
<tr>
<td>E-403</td>
<td>1½ in.</td>
<td>.50</td>
</tr>
<tr>
<td>E-404</td>
<td>1 in.</td>
<td>.50</td>
</tr>
</tbody>
</table>

Available in three sizes:

<table>
<thead>
<tr>
<th>No.</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-47</td>
<td>8 in.</td>
<td>$1.75</td>
</tr>
<tr>
<td>E-48</td>
<td>12 in.</td>
<td>$3.00</td>
</tr>
<tr>
<td>E-49</td>
<td>15 in.</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

Electro No. E-294
Diagram Showing Dependence of All Organs Upon Spine and Spinal Nerves
Price $1.75
Here are shown illustrations for vital comparisons. They should always be used in pairs, A-B and C-D. Keep them close together in your advertising. These electros can be had in two sizes, of which those shown are the smallest. You can buy them separately, in pairs or in sets of four.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Per set of 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Column</td>
<td>E-76</td>
<td>$1.50</td>
<td>E-78</td>
<td>$1.50</td>
<td>EX-189</td>
</tr>
<tr>
<td></td>
<td>E-77</td>
<td>$1.50</td>
<td>E-79</td>
<td>$1.50</td>
<td>EX-189</td>
</tr>
<tr>
<td>Double Column</td>
<td>E-105</td>
<td>$1.75</td>
<td>E-106</td>
<td>$1.75</td>
<td>$6.00</td>
</tr>
<tr>
<td></td>
<td>E-107</td>
<td>$1.75</td>
<td>E-108</td>
<td>$1.75</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

Twin illustrations that should be used together for rapid comparison. You have, with these electros, the basis for many changes in copy and brief stories argued from several different angles. Use 3-column 3-inch space with copy between the illustrations. Confin your copy each time to one brief point, have set with sizable heading and insist on large type throughout. Write your copy just like you would talk to one person. Arrange it so that the word "you" can be used several times.

No. E-36, Price $2.00
No. E-37, Price 2.00
No. E-70—Same as E-36 except width 3 1/2 inches, price $2.25.
No. E-71—Same as E-37 except width 3 1/2 inches, price $2.25.
No. E-72—Same as E-36 except width 5 inches, price $2.70.
No. E-73—Same as E-37 except width 5 inches, price $2.70.
No. E-74—Same as E-36 except width 6 inches, price $4.00.
No. E-75—Same as E-37 except width 6 inches, price $4.00.

All prices on this page include postage in the U.S.A.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
ADVERTISING ELECTROTYPES—Continued

All prices quoted on this page include postage in the U. S. A.

Electro No. E-43
Admirable for program, score card and classified posters. Price $1.35.

Electro No. E-44
Splendid for newspaper work. Can be easily explained in your own text to accompany. Price $1.50.

Electro No. E-297
Excellent for your business card, stationery or telephone book and directory. Keep two of them handy for emergencies.

An appropriate ornament to your "AD" on general principles.
Available in three sizes:
No. E-277 (3 inches), price 75c.
No. E-278 (2 inches), price 60c.
No. E-279 (1 inch), price 50c.

Electro No. E-298
Good for back or front of your business card. Be sure to use a brief explanation of points 1, 2 and 3. Price $1.00.

Electro No. E-299
A new electro to be used for special subject matter where points can be referred to by numbers.
No. E-197, price $1.00.

This electro permits wide range of explanation. Use it frequently.
No. E-397 (6½ inches), price $1.50.
No. E-698 (3 inches), price 75c.
No. E-359 (2 inches), price 60c.
ADVERTISING ELECTROTYPES—Continued

PUT YOUR FINGER ON THE SPOT

These seven electrotypes (suitable for news print or any paper stock) tell at a glance the story it takes a whole paragraph to convey.

They are striking illustrations of the Chiropractic Idea. They catch the eye and stay the attention of the reader. They create interest in your Science and your Service.

Why not use them progressively in your community? They are exceptionally good electrotypes. Get the set.

In ordering the full set (7), specify Set of Electros No. Ex-191, price $8.75.

Every chiropractor should have the full set of Textbooks used at The Palmer School. See Page 7.

No. E-121, Price $1.75
No. E-122, Price $1.75
No. E-123, Price $1.75
No. E-124, Price $1.75
No. E-125, Price $1.75
No. E-126, Price $1.75
No. E-127, Price $1.75
No. E-128, Price $2.00

Just another illustration to use in showing how little of the body has to be exposed. Showing the patient she need not fear violation of her modesty. Available in four sizes:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. E-25 (3 3/4 inches)</td>
<td>$1.50</td>
</tr>
<tr>
<td>No. E-129 (3 1/2 inches)</td>
<td>2.00</td>
</tr>
<tr>
<td>No. E-136 (3 inches)</td>
<td>2.20</td>
</tr>
<tr>
<td>No. E-137 (3 1/2 inches)</td>
<td>3.00</td>
</tr>
</tbody>
</table>

All prices quoted on this page include postage in the U.S.A.
If any segment of the Spine is in an abnormal position (subluxation) pressure is produced on the nerve trunks at that point and disease develops.

No. E-28, Price $1.00
Electro of vascular system. Strikingly effective in any advertising matter.

No. E-189, Price $1.75
Good outline for newspaper display. Goes well with most any subject matter.
No. E-199 (1 column) price $1.50.

Our new School Announcement is now ready for distribution. It will be sent you at your request or to the address of prospective students at your suggestion.

No. E-28. Price $1.10
Electro showing nerve branching from brain. Creates active interest in a reader. Its black background draws quick attention.

No. E-130, price $1.50.
Electro representing X-ray view of head and torso. Also normal position of spine.

No. E-27, price $1.10.
This electro is used to show the nervous system.

No. E-33, price $1.25.
Adjusts the subluxation and health reappears.

No. E-95, (10½ in.), price $3.15.
1. Slight subluxations at this point will cause so-called headaches, eye diseases, deafness, epilepsy, vertigo, insomnia, wry neck, facial paralysis, locomotor ataxia, etc.

2. A slight subluxation of a vertebra in this part of the spine is the cause of so-called throat trouble, neuralgia, pain in the shoulders and arms, goiter, nervous prostration, haemorrhage, dizziness, bleeding from nose, disorder of gums, catarrh, etc.

3. The arrow head marked No. 3 locates the point of the spine wherein subluxations will cause so-called bronchitis, asthma, pain between the shoulder blades, rheumatism of the arms and shoulders, hay fever, writer's cramp, etc.

4. A vertebral subluxation at this point causes so-called nervousness, heart disease, asthma, pneumonia, tuberculosis, difficult breathing, other lung troubles, etc.

5. Stomach and liver troubles, enlargement of the spleen, pleurisy and a score of other troubles, so-called, are caused by subluxations in this part of the spine, sometimes so slight as to remain unnoticed by others except the trained Chiropractor.

6. Here we find the cause of so-called gall stones, dyspepsia of upper bowels, fevers, shingles, biliousness, worms, etc.

7. Bright's disease, diabetes, floating kidney, skin disease, boils, eruptions and other diseases, so-called, are caused by nerves being pinched in the spinal openings at this point.

8. Regulations of such troubles as so-called appendicitis, peritonitis, herna, etc., follow Chiropractic adjustments at this point.

9. Why have so-called constipation, rectal troubles, sciatica, etc., when Chiropractic adjustments at this part of the spine will remove the cause?

10. A slight slippage of one or both innominate bones will likewise produce so-called sciatica, together with many "diseases" of pelvis and lower extremities. (No. E-31, $1.50)

The above Numbers E-30, E-31, E-32 are three separate cuts. If all three are wanted, make up your order to read No. EX-178, Combination Cut Set, Price $4.00.
ADVERTISING ELECTROTYPES—Continued

The general public has been well educated in humorous cartoons by daily newspapers and therefore it is "good business" to cater to them by occasional deviation from the more serious aspects of Chiropractic. Here are some electros that answer this purpose and they have direct bearing on your subject. You will do well to make the most of such publicity.

Get off the hose

No. E-87

MOVE ON

Can be had in three sizes:
No. E-90 (Width 4 inches) ....... Price $1.25
No. E-89 (Width 8 inches) ....... Price 1.80
No. E-88 (Width 16 inches) ....... Price 5.25

A SWIFT KICK

Can be had in three sizes:
No. E-87 (Width 4 inches) ....... Price $1.25
No. E-86 (Width 8 inches) ....... Price 1.80
No. E-85 (Width 16 inches) ....... Price 5.25

Always keep a full supply of P.S.C. Disease Tracts in your reception room. Let it be understood that your patients and prospects are expected to "Take One."

Get off the hose

This electro is mortised inside to permit insertion of type matter at this opening. Available in three sizes:
No. E-82 (Width 4 inches) 
Price $2.50
No. E-81 (Width 8 inches) 
Price $4.50
No. E-80 (Width 15 inches) 
Price $14.50

Keep Smiling

Electros can be had in five sizes:
No. E-64 (1 7/8 x 1 1/2 inches) .... Price $1.00
No. E-66 (1 x 1 1/2 inches) .... Price 1.10
No. E-55 (2 x 3 inches) .... Price 1.20
No. E-57 (3 1/2 x 6 inches) .... Price 2.25
No. E-69 (3 3/4 x 5 inches) .... Price 3.00
No. E-58 (6 1/2 x 9 inches) .... Price 4.50

Also mortised here for your Business Card

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
ADVERTISING ELECTROTYPES—Continued

Chiropractic

Adds Life to Years
And Years to Life

No. E-283, Price $2.50
No. E-284 (Double column) ... $2.50

No. E-184, 75c
No. E-193 (Single column) ... $1.00

Chiropractic

ADJUSTMENTS

No. E-195 Price 75c
No. E-196 (Double column) ... $1.50

Chiropractic

ADJUSTMENTS

No. E-144 Price 75c
No. E-154 Double size ... $1.50

No. E-147 Price $1.00
No. E-149 (Double column) ... $2.00

Keep Smiling

GET YOUR HEALTH
WHERE OTHERS RECEIVED THEIR

No. E-151 Price $1.00
No. E-153 (Double column) ... $2.00

Chiropractic

KEEPS YOU FIT

No. E-182 Price 75c
No. E-181 (Double column) ... $1.50

No. E-243 Price 75c
No. E-244 Larger ... $1.00

No. Width Price
E-126 5-10 inch $1.00
E-119 ⑤ inch 1.06
E-118 1 inch 1.10
E-117 1½ inches 1.25
E-116 2¼ inches 1.50
E-115 3½ inches 2.00
E-114 6 inches 3.00

No. E-173, $2.00

THE PALMEE SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A.
ADVERTISING ELECTROTYPES—Continued

All prices on this page include postage in the U.S.A.

No. E-314

Showing male patient on adjusting table ready for an adjustment. Making the most of the ease and comfort in the position of body.

Available in two sizes:
No. E-313 (Single column) Price $1.00
No. E-314 (Double column) Price 1.50

No. E-319

Modesty electros showing woman patient on table prepared for an adjustment. A good cut to use in impressing the public that it is unnecessary to expose the entire body for Chiropractic adjustments.

Available in two sizes:
No. E-318 (Single column) Price $1.00
No. E-319 (Double column) Price 1.50

CHIROPRACTIC

The Natural Method to Regain Your Health

No. E-32, Price $1.50

We will be glad to send you a copy of our New Announcement; and at your request we will send copies free to any addresses you submit as being prospective students.
ADVERTISING ELECTROTYPES—Continued

Chiropractic
Meaning—"Done by Hand"

E-179, $1.25

Our Only Tools

No. E-151

OUR ONLY TOOLS

This cut is produced in four sizes:

No. E-151—(Single column) price $1.00.
No. E-152—(Two column) price $1.50.
No. E-153—(Three column) price $2.00.
No. E-154—(Four column) price $4.00.

Sometimes it will be necessary to use this illustration to satisfy a local condition where the public has imaginary fears about the application of Chiropractic. These electro's show simplicity of adjustments.

No. E-170—Width 1¼ inches, price $1.00.
No. E-171—Width 2½ inches, price $1.50.
No. E-172—Width 4 inches, price $3.00.

Can be furnished in two sizes:

No. E-241—Width 1¼ inches, price $1.00.
No. E-242—Width 2 inches, price $1.50.

Four Pairs of Panel Cuts

E-157  E-158  E-159  E-160  E-161  E-162  E-163  E-164

Price Seventy-Five Cents Per Cut

All prices on this page include postage in the U.S.A.

THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA, U.S.A. 