

## ANSWERS

listen to talks given by staff members of this clinic on various phases of our work, what this clinic stands for, what it is endeavoring to do and is doing, explaining its methods, whys and wherefores of its equipment; explaining Chiropractic, its principle and practice, why we did this and not that, why we do not permit cases to take drugs, what our equipment does and why we want patients to have this information—in fact, a thousand things are explained week after week. To what end? To educate patients TO CHIROPRACTIC, to make them understand as much about Chiropractic as we do, to send them forth as walking-talking delegate disciples of our gospel to the outside great mass of unwashed. We want THEM to HELP US increase the circle of OUR understanding into THEIR understanding. Whenever this “other fellow” speaks, all come to listen, hear, and know what HE knows.

---

### REFRESHMENTS

After these one-hour talks, our specially-built electrical serving equipment serves coffee, tea, cake, cookies, ice cream, on our specially-designed serving tables, dishes, trays, silver, etc., all of which match the color scheme of the room itself.

---

### IDLE SPACE WORKS

Our endeavor in making idle, non-productive space work, was to explain the secrets and mysteries of how to get sick well; the same as it is our endeavor to make blank, bare walls of our buildings work, with epigrams which speak a language of action and a philosophy of life. Heretofore, medical doctors used big Latin terms rattled off to keep patients in ignorance. Not so with us. We use simple, plain, every-day language which all easily understand. We find no need to cover incompetencies with ignorance of confused language. We do not remain silent sphinxes, ashamed or afraid to talk frankly, openly, honestly to our clientele. We speak truth when we say that when Chiropractors refer problem, unsolvable cases to this clinic, we return them to Chiropractors the greatest boosters and business-getters they have ever had. Why? Because we honestly educate them to honest Chiropractic, honestly told and delivered.