

THE
OREGON PEERLESS
COLLEGE
OF
CHIROPRACTIC



THE COLLEGE THAT OFFERS
TO
MAN OR WOMAN
A
GOLDEN OPPORTUNITY

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BUCHANAN BLDG. PORTLAND, OREGON

CHIROPRACTIC

(Ki-ro-prack-tic).

Chiropractic is a name given to the study of the etiology of disease, and the art of restoring to normal all morbid conditions, by adjusting any of the Three Hundred articulations of the skeletal frame, but more especially those of the spinal column.

THE ORIGIN OF CHIROPRACTIC.

Chiropractic originated in Davenport, Iowa. In the year of 1895, Dr. D. D. Palmer, who was at that time a magnetic healer, came in contact with one Harvy Lillard, a janitor, in the building where he had his offices. This man was so deaf that he could not hear street noises nor the tick of a watch, for the period of 17 years. This man's hearing was restored by Dr. Palmer, by the adjustment of a vertebra that was out of position. Although the adjustment was crude and without knowledge of the result that would follow, Dr. Palmer was favored with the fact that the adjustment was given correctly, which resulted favorably. This gave Dr. D. D. Palmer the theory of displaced bones causing disease by impinging nerves.

CHIROPRACTIC AS A PROFESSION.

It is without a doubt a fact, that alike for young men and women just starting out in life, suddenly confronted with the necessity of adopting some means of earning a livelihood, or for those whom are tired of working for others, no field of activity offers such advantages as the profession of doctor of Chiropractic.

JOIN THE RANKS OF CHIROPRACTORS

And become a benefactor to humanity, to your family, to yourself. Remember that all other professions are overcrowded, but there is an increasing demand for qualified Chiropractors.

WHERE SHALL THE GRADUATE PRACTICE HIS PROFESSION ?

A graduate of the OREGON PEERLESS COLLEGE OF CHIROPRACTIC is given a location to start practicing his profession where the profession is known, and a demand for his services. He is not thrown out of school to look up a location at great expense, but the moment he or she graduates, this college has a location to recommend that has Chiropractic boosters who will help him start. This school has more applications for some of its graduates than it can fill, therefore a student matriculating takes no chances, in so far as to be able to at once go to work.

THE OSTEOPATH EARNS

From \$2.00 to \$3.00 per hour as it takes him that long to give a treatment.

THE CHIROPRACTOR'S EARNING CAPACITY

Is ten times that great, as he is able to give ten ADJUSTMENTS during one hour, and accomplishes that which the osteopath and medical man has been trying to, the removal of the cause of disease.

IF YOU ARE SICK

The price of tuition will entitle you to the full course of instructions and adjustments by the instructor of the clinic. Therefore securing a profession and regaining your health for the one fee.

THE MIDDLE AGED

Elderly men and women, people of middle age, the changing of vocation is a serious matter. The modern world suffers no standing room to the man or woman along in years. It is practically an impossibility for him or her to find a place in business, unless he has capital to offer as an inducement. In the Twentieth Century it has become a problem almost without solu-

tion, the question of the middle aged man, especially if employed by a corporation. When he reaches the period of middle age he is considered to be incompetent, and is therefore discharged just at the time he most needs the situation. How shall I earn a living ? CHIROPRACTIC answers the question, as it makes no excessive demands upon the physical or mental energy. It requires no capital to make a start again in life, as there is no expensive equipment required.

CHIROPRACTIC, THE DEMAND OF THE TWENTIETH CENTURY.

Every newspaper and magazine of any prominence is taking up in some form or other the crusade against drugs and the hobby of the surgeon. Everywhere we hear the insistent demand for natural methods of healing. The whole country is thinking, acting and experimenting upon this subject. Again Chiropractic answers this demand, and is the acme of all drugless methods, it does away with drugs and the surgeon's knife.

A standing offer is made by this college to the investigating medical or osteopathic doctor who is willing to learn of the true merits of this great science. This college will give demonstrative proofs to any one, or number of doctors at any appointed time. This demonstration to be made on patients selected by the investigators.

WHAT CONSTITUTES A QUALIFIED CHIROPRACTOR.

The thorough chiropractor understands the human anatomy upon physiological lines, he must know the construction of tissues, normal and pathological, their functions in health and disease, also the cause of disease, he must be well versed upon **symptomatology** and **nosology** so that he may be to intelligently classify all morbid and functional changes presented to him. The chiropractor understands the cause of functions, and likewise their changes. He does not need to spend

four or five years to find the effect of different vegetable and chemical compounds called "Medicine" on the tissues. He does not need to spend hours, days, months and years in the laboratory making chemical analysis, and working out chemical experiments, as all the time taken to learn the effects of drugs and medicines is a waste of time, and the result of wrong thinking and a total failure so far as to its purpose.

THE RESULTS OF DISPLACED VERTEBRAE.

The nerves are pressed against and the functional energy is either intensified or impaired.

All muscles are made to contract by the subluxation of bones, the displacement is made greater, from the constant contraction of muscles, the greater the length of time the subluxation exists, the greater the displacement.

95 per cent. of all disease may be traced to subluxated vertebrae.

THE MEDICAL THEORY OF DISEASE.

The medical theory as to the cause of disease is founded upon superstition, as will be demonstrated by the definition of the all-important letter R that is invariably on all prescriptions given by the medical advocate. This explanation is taken from **Dunlison's Medical Dictionary**, the highest medical authority, and it is thus: **R** is placed at the commencement of a prescription as a contraction of a recipe. Originally it was the sign of Jupiter, and was placed at the top of a formula to propitiate the king of the Gods, that the compound might act favorably. Thus it will be seen that the very foundation of medicine is superstition, the result is that the theory of disease is, and has always been wrong, demonstrated by the continued failures in their cures, which has resulted in the demand for something better. The cause of sickness, according to the medical theory, is that something outside of the body, by some means or other gains admission to the internal regions, and should be driven out.

THE CHIROPRACTIC THEORY OF DISEASE

Is that the causes of disease are lesions (displacements) of the bony frame work, but more especially that of the spinal column, causing the contraction of muscles which in turn draw and impinge nerves, creating too much or not enough action—disease.

Nerves Are the Means of COMMUNICATION

Through which the vital energy is forwarded to their terminal endings. If in normal quantities there is health, but an impingement, through mechanical lesions or poisons, will either increase or lessen the vital actions, which results in disease. This abnormality is corrected by the chiropractor with a unique movement of the hand, thereby restoring to the organs the normal amount of nervous energy—Health. Chiropractors do not rub, pull and haul their patients, use electricity, knives or drugs. It is not hypnotism, magnetic healing or faith cure, and it resembles Osteopathy as much as day resembles night. Chiropractic is in a class by itself; it is founded upon the basis of cause and effect.

CHIROPRACTIC AS IT IS TAUGHT BY THE OREGON PEERLESS COLLEGE OF CHIROPRACTIC.

In the preparation of our ten months' course, which we do not hesitate to proclaim the best, most practical and scientific, also closer to the principles of the philosophy of the science than that of any school of chiropractic in the United States, we have considered the entire science, ridding it of every ignorant superfluity, and grouping facts and essentials in a form most easily assimilated by the student, yet covering

exhaustively every principle of the science. Chiropractic is presented to the student through a most complete and perfect course.

TUITION CHARGES.

Tuition is payable at time of enrollment, or may be paid in three payments or installments.

THE ATTENDANCE.

This college wishes it understood that the course is ten months, and is considered to be a very short time to teach that which it has to present a student to assimilate. Therefore, the full ten months' attendance will be insisted upon. Though the term may be divided into two periods of five months each, but the whole term must be served within the period of fifteen months, allowing an intervening space of five months, which is the longest period allowed. The student may also be excused for any length of time up to five months, for good cause.

WHAT IT MEANS TO BE A CHIROPRACTOR.

It means that if you desire to prolong your life and be free from disease you will "acquire Chiropractic."

That if you prefer a professional business to one of manual labor, or toiling for some one else, you will "Take up Chiropractic" and better your conditions, socially, morally and financially.

If you love to do good, and want to be a benefactor to your fellow man, learn Chiropractic, and relieve the poor suffering mortals that are dying for the want of such as you can be, if you will heed this call of duty.

A GENERAL OUTLINE OF INSTRUCTIONS.

Chiropractic	{	Theory.
		Philosophy.
		Art.
		Hygienic.
Anatomy	{	Physiological.
		Kiro-pathologically.
		Orthopedic.
		Special.
		Regional.
		Histological.

Osteology, Neurology and Kiro-physiology, are taught thruout the course, as Chiropractic is founded upon those especial branches of anatomy.

THEORY

Is an exposition of the general principles of the science, distinguished from the art. The accounting for certain phenomena chiropractically.

THE PHILOSOPHY OF CHIROPRACTIC

Chiropractic is founded upon the knowledge of functions performed by innate in health and disease. When this intelligence (Innate), "the medical man's nature," is able to transmit its energies to all parts of the anatomy without interference, we have normal functions —(Health). Innate sends forth its vital energy thru the nervous system to create and equalize all functions, whether it be of sensation, motor or vegetative. Displacements of any part of the skeleton will cause nerves to become impinged. Nerves being the means of communication an impingement of same will either intensify or decrease the amount of energy conveyed, resulting in too much or not enough functions, namely disease.

THE ART OF CHIROPRACTIC

The art of Chiropractic has a system of rules by which the hands have more to do than the mind, it is the mechanical part of the science, in which the chiropractor must become so skilled with his hands that he is able with expertness to give the adjustment quickly and with exactness. This is obtained through the thorough training in the clinics by instructions, observations and practical experience.

CHIROPRACTIC HYGIENE

The science of Chiropractic is so directly opposite in theory and principles to that of the medical science that it causes a complete change in the hygienic ideas, as they have been taught according to the medical theory. The preservation of health, and the prevention of disease—chiropractically, is most simple, yet very interesting. It is taught throughout the course, and the principal difference between the medical and chiropractic teachings of hygiene is that the medical man will inoculate a healthy person with diseased pus, or virus, to prevent disease, while chiropractic teaches through philosophical laws the proper understanding of the physiology of the human system, through which he is able to prevent disease, and preserve health, by giving the proper adjustments, which will free the impinged nerves, the cause of pathological changes.

ANATOMY PHYSICO- LOGICAL

Physiology is a description or science of vital phenomena or organisms and their relations to physical laws of nature and functions, the origin and fate of living matter in health and disease. As it is a description of vital action, origin and fate, in health and disease, of living things, it is found according to the basic principles of chiropractic, that physiology refers us to the study of nerves, as it is thru and by nerves that all life actions are performed. We therefore take up this part of the study with the study of Neurology.

KIRO-PATHOLOGY AND KIRO- SYMPTOMATOLOGY.

ANATOMY KIROPATHO- LOGICALLY

Pathology is the science which treats of diseases and their causes. Symptomatology the branch of pathology that has for its object the observation and interpretation of symptoms—changes perceptible to the senses, in any organ or function connected with morbid influence. These two branches are taught in the clinic throughout the term, where the master of clinic lectures and illustrates to the students the cause of disease, the change of structure, the effect of and symptoms of disease. The student is taught in this department how each and every symptom may be eliminated through practical demonstrations on patients. Each and every student is required to take part in the studies of this de-

ANATOMY KIROPATHO- LOGICALLY

partment for six months before he is allowed to adjust a patient, that he may be allowed the time to learn of the seriousness of his work, also that he may avoid mistakes which are injurious to the patient, himself and profession, as there is no doubt that an adjustment, if applied to a bone that is not out of place will naturally displace it and cause some pathological condition where none exist.

ANATOMY ORTHOPETIC

This branch of study is taken up to make the student acquainted with the mechanical make-up of the human frame, that he may intelligently understand the correction of all forms of deformities. Like other branches of study taught by this school, is not taught on theory, but with mathematical certainty, the correction of dislocations of any joint or bone in the body, and spinal curvatures are taught in the fullest detail.

ANATOMY DESCRIPTIVE OR SPECIAL

Descriptive or special Anatomy is taken up in the study of the nervous system. As Chiropractic is based upon the philosophical fact that the nerves are the predominating tissue of the human economy, as by, and through nerves, all of the vital elements are furnished. Therefore the study of this special branch is taken up histologically—that is the structure of this special tissue is gone into minutely, so that the student may learn the nature, and functions, also why and how the normal functions are changed, from which is the result of disease.

KIRO- REGONATOMY

Kiro-regonatomy refers to regional anatomy taught chiropractically. Through this branch of anatomical study is taught the particular and relative function of organs, bones, muscles and nerves.

HISTOLOGICAL ANATOMY

Given in the explanation of Chiropractic Special Anatomy.

OSTEOLOGY.

The bones are studied physiologically, with the special view of investigating their functions and latitude of movements, that the student may learn how a bone in any part of the anatomy may become displaced, what the possible displacements may be, so that the student may obtain the intelligent knowledge of the adjustments to be made. Special attention is given to the study of the spinal column, throughout the term, as it is deemed by the chiropractor that subluxation of vertebrae causes ninety-five per cent. of disease.

NEUROLOGY.

The study of nerves is the most extensive study of this college. It will be remembered that it is through and by nerves that all functions are performed, and that all pathological conditions are due to their interference by impingement at some point of emergence at or near the spinal foramen; therefore, the studies of this tissue is along the lines of physiology, pathology, descriptive and surgical anatomy, and philosophically. The study of the nervous system is so thorough, that the student becomes an accomplished neurologist and master of his profession. The knowledge and training obtained from this school, in neuro-

logy, gives him the knowledge of the cause of pain, and how by a simple movement of the hand he may remove the pain. He also understands the cause of fever, why cold has effect upon the body, how the body is kept warm, why poisons has such an effect upon the tissues.

“B. J. Palmer” says that the P. S. C. was established in the year of “1885.”

“D. D. Palmer” says that he discovered Chiropractic “September, 1895.”

NERVE TRACING.

The OREGON PEERLESS COLLEGE OF CHIROPRACTIC teaches the tracing of peripheral nerves by palpation. This branch of instruction enables the student or practitioner to satisfy the most skeptical of the correctness of any statements he may make in regard to nerve control.

SHORT OR POST-GRADUATE COURSES

Will be given any time during the school term to graduates of any school. As this school deems it the duty of all practitioners, whether he be a Chiropractor, Osteopath or medical man, to keep up with the very latest discoveries along the lines of the healing science, no man or woman who is engaged in the profession can be so narrow-minded as to over-look the investigation of the possibilities of this wonderful science.

TIME OF ENROLLMENT.

The studies are so arranged that a student may enter at any time during the school year.

There Is One Month—VACATION—Each Year, Usually During the Month of July.

THE CLINIC.

The clinic is for the benefit of the student, and is where the principles of chiropractic are exemplified, each and every student is assigned to as many patients as the clinic applicants will allow, and outside of that he is allowed as many as he himself will bring. This part of the work gives to the student the opportunity of applying his knowledge in a practical way.

CLINIC PATIENTS.

Clinic patients will be received by this school free of charge, but is intended for the worthy poor. Those who wish to become clinic patients will kindly make application to Doctor J. E. Lavalley, either in person or by mail.

WITH THE INTELLIGENCE OF TODAY.

The discovery and establishment of a science that deals with **pathology**, and differs with the old medical ideas is looked upon with great skepticism, so that in order to make it acceptable to the multitudes it must be appealing for its simplicity, easily understood, and lacking in mystery, but last and not least the principles of a science must be so well founded that the most intellectual examination will substantiate the claims as to its virtue. Chiropractic as taught by this college has all of those requirements.

The OREGON PEERLESS COLLEGE OF CHIROPRACTIC teaches the impingement of nerves according to mathematical and philosophical laws, it is taught according to facts. Doctor Lavalley makes claim to the discovery as to how the nerves become impinged, he is also the author of the adjustment given to either accelerate or diminish the action of the heart or stomach, by and through direct nerves, which is not known, only to the Doctor and his students. Chiropractors wishing this information may communicate with the Doctor.

A STUDENT'S VIEW.

As a student of the OREGON PEERLESS COLLEGE OF CHIROPRACTIC, I wish to state to whom this announcement may come to, that the day of Matriculation will be to any man or woman, the happiest of their life—except the succeeding ones. Dr. Lavalley is a gentleman of integrity, sincerity, superior knowledge and ability in his profession—CHIROPRACTIC. The latter fourth of his life has been spent in practice, deep thought and study; and when the Doctor is not busy with students or patients, his head is buried in the best of works on the human anatomy. The name of the College is most appropriate, but more justly so to the man who presides over its destiny, for he is undeniably a peer above all other instructors of Chiropractic. He is the only, and his is the only Chiropractic College or school teaching the nerves as they exist in the human system, their ramifications and functions; in fact, the only one teaching the human anatomy as found by the most learned Anatomists of the world. Also the only Chiropractor diagnosing by questioning the patient, thereby teaching the only reliable method of locating disease from symptoms as they actually exist, and thereby ascertaining beyond doubt the exact location of the cause—the impingement. Each student must acquire the knowledge of the science to that degree of perfectness that he is beyond guess work, or haphazardness, he must become so qualified that when a clinical case is presented to him he at once knows what nerve or nerves that is affected, the ramifications or parts supplied by them, and the exact place of emergence from the spinal column. No diploma will or can be obtained until such knowledge shall have been acquired by the student. When one graduates from this College he knows precisely; he does not have to guess at what he is doing. His is not a theory or fancy, but knowledge from facts as they are according to the best authority, and by his own intelligent discovery. Doctor Lavalley

does not get into a rut and harp continually on it; he reasons things out and advances; he works for things farther on; with him, faith is the confidence in superior things that are not yet; the fore-possession of things that are to be; it is the spirit of faith that makes men push into new lanes and new tasks, and resultant enlightenment, which brings the suffering world into new days and better things. Edison did not discover electricity, but he developed it; nor did Doctor Lavalley discover Chiropractic, but he has developed it as no other man has been able to develop the science. Few inventions have been made but what could be greatly improved upon; so with Chiropractic. Advancement is his slogan, and he believes that the call of sufferers, the verdict of ancient history, when the Saviour healed the sick without medicine, but with the divine hand; so with Chiropractors—by hand—and innate does the rest; the things that the Divine did before; and he sees by keen observation, and experience, and incessant study, a call from suffering humanity. Through Innate a cry to him in stentorian tones to advance and unravel the miracles of old. With Dr. Lavalley, truth is fixed. If one cannot attain that high standard, he also believes that if one is not true in thought, word, and deed, he can not impart that to another, patient or student,—something he himself lacks. With him it is truth of heart, and honesty facts, whether or not he wins that student or patient. **Before my wife and I enrolled with this College we investigated a school at Duluth, Minneapolis, Davenport, and two or three schools on the coast. We decided in this school's favor—and we have thanked ourselves every day since.**

Very cordially,

THOMAS A. JENSEN.

We, the class of the "Peerless" (man and school), approve of the above with one exception: It does not

do "Our" esteemed head of this institution the justice he so richly deserves, for the good he is doing us as students, and suffering humanity.

Signed:

"CLASS OF 1910."



**THE OREGON PEERLESS COLLEGE OF
CHIROPRACTIC**

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