

Basile Chiropractic Center
2015 Hamilton St.
Allentown, PA 18104



Dr. Paul F. Basile

Dr. Barbara J. Basile

Dr. Justin J. Kelley

Hello,

My name is Dr. Paul F. Basile, director of the Chiropractic office in your area. I would like to take a brief moment to introduce myself and let you know that my staff and I are available here in your community to serve you, your family and friends. We have gone to great lengths in post-graduate study to provide you with the best available care. Your health is our concern. You can trust those of us at BASILE CHIROPRACTIC CENTER to be caring and considerate of your health needs. We would like you to consider us when you are troubled with any type of back, joint or nerve related condition whether it be from illness or injury.

I want you to know that we take your health seriously in our office. We consider our patients as partners in making decisions about your health. We do not kid around or avoid answering your questions. We believe in giving you all the time you need and our total energy into getting you out of pain as quickly as possible.

Chiropractors are sympathetic to your health needs and especially to back and neck related spinal problems. Most chiropractors are like myself in that we became chiropractors because we were helped by chiropractic...we understand what it means to have back pain or back disability and need relief to get us back to work and enjoying life again.

There is one last thing I would like to leave you with...Chiropractic works and it can work for you. It is very effective in conditions arising from illness, posture, at home strains, auto and work related injuries. You owe it to yourself to see what Chiropractic has to offer you and your family.

Please feel free to call and set up an appointment to discuss your health needs with us. We promise to deliver only quality care and genuine concern for you and your health. Call today, or tell a friend in pain that there is hope. Thanks for spending this time with me.

Yours for better health,

Dr. Paul F. Basile

WHEN SHOULD YOU GO TO A DOCTOR OF CHIROPRACTIC?

Some of the many conditions treatable by Chiropractic are:

- 1) Sports Injuries
- 2) On the job and auto injuries
- 3) Low back pain, leg pain, and leg cramps
- 4) Arthritis, buritis, neuritis, and sciatica
- 5) Neck, shoulder, and arm pain
- 6) Headaches (whiplash, migraine, etc.)
- 7) Strains and sprains resulting from falls, lifting, and injuries of any kind

Persistent stiffness, discomfort and pain (such as those following an auto accident or injury) in any muscle or joint is a sign that you should call for an appointment for Chiropractic care.

WHAT IS CHIROPRACTIC?

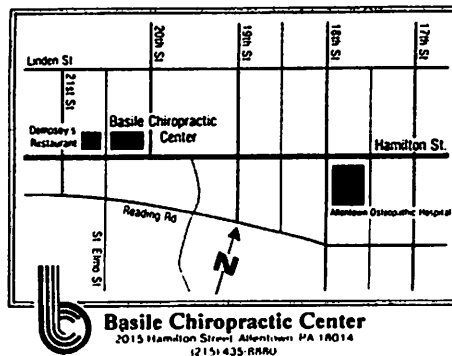
Chiropractic is the largest drugless healing profession in the world.

Chiropractic is classified as one of the four major healing professions, along with medicine, dentistry, and osteopathy, by the Executive Office of the President of the United States, Bureau of the Budget, Washington, D.C.

Each of the four healing professions is separate and distinct.

Doctors of Chiropractic are licensed to practice in all 50 states, the District of Columbia and Puerto Rico, as well as Canada, Australia, and most of the free world.

Chiropractors are defined as Primary Care Physicians, with services covered thru most insurances. Most Blue Cross, Blue Shield, and other major medical policies pay a healthy percentage of treatment costs with Auto and Work injuries covered a full 100%.



Basile Chiropractic Center
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HEALTH BULLETIN

Basile Chiropractic Center
2015 Hamilton St.
Allentown, PA 18104
435-8880



Dr. Paul F. Basile

Dr. Barbara J. Basile

Dr. Justin J. Kelley

Hello,

I sincerely hope that the health hints I have been sending you have been helpful. As I have previously said, and practice daily, "education is the secret to a longer healthier life." As our knowledge increases so does our ability to be healthy, and to prevent future problems.

Good health is a combination of many factors, of which we'd like you to become more aware of so that you can feel better and prevent unnecessary injuries. We feel some of the key factors to health include: balanced nutrition, proper exercise, peace of mind, stress reduction, adequate rest, and a sound nervous system. We attempt to utilize a comprehensive wholistic approach addressing these factors, as well as others, in order to maximally improve all phases of our patient's health.

Many people have misconceptions about chiropractic and therefore miss a terrific opportunity to feel better and be more productive at work and at play. Primarily, chiropractic treatment utilizes gentle manipulation of the spine, reducing nerve irritation and providing relief for many conditions. (Check the last health hints for a partial list of these responsive conditions.) Additionally, we utilize specialized muscle balancing and strengthening procedures, nutritional supplementation, exercise therapy, and other natural means in order to get to the cause of your problem, so that when you feel better, you REALLY feel better-the problem hasn't just been covered up by the numbing effects of medication.

It is truly good news that chiropractic works so well and it's even better news that we only accept those patients we sincerely feel we can help. Therefore, we provide an initial consultation with one of our doctors at no charge. Once we fully discuss the nature and extent of your specific condition we can make recommendations on how to properly proceed with your case. And while we'll certainly tell you when we feel we can help we'll also tell you when we can't.

I have enclosed some general "do's and dont's" for good spinal care. This will be very useful for you so I suggest you put them in a safe place and refer to them as needed. It was good speaking with you again. Please feel free to call, should you, a family member or friend need our services.

Yours for better health,

Dr. Paul F. Basile

P.S. Remember chiropractic works.... and it can work for you.

INVALUABLE HEALTH HINTS

1. Getting in and out of bed improperly is one of the most common actions which can create back and neck pain. To avoid this repetitive hazard, simply first sit on the edge of the bed and recline sideways toward the pillow while using your hand and elbow to ease downward onto the mattress while gently swinging your legs into position. Once fully on the bed you may turn on your back if desired. Avoid sleeping on your stomach.

When arising, reverse this process. First turn on your side and use your hands and elbows to ease yourself up while swinging your legs off the bed. Avoid getting out of bed in the sit-up position.

(pain created by lying positions, or pain alleviated by lying on your back with knees bent, or pain upon waking are all indicators of back problems. Call for an examination to determine how we can help.)

2. Use either a feather pillow when sleeping or purchase a special foam pillow designed to gently cradle the natural curve of the neck to reduce strain and injury.

3. Take stock of your mattress. If you suspect your mattress is contributing to your pain and is too soft or too old to provide proper support, seek the advice of an experienced professional in choosing a new mattress from a reputable manufacturer. Be wary of "cheap" bedding-what you save today you may spend tenfold later while suffering needlessly.

4. During the first 72 hours after any joint injury, especially back and neck trauma, initially apply ice packs or give ice massage for 10-15 minutes of every hour, gradually reducing the frequency to 10-15 minutes every 2-4 hours. Avoid the use of heat at all costs, especially do not sleep on a heating pad or soak in a hot tub unless advised by your doctor or chiropractor. If joint pain persists longer than 3 days or is aggravated by activity and work, consult your chiropractor to determine the cause of your problem.

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HEALTH BULLETIN

EXPLORE A HEALTHIER WAY OF LIVING RIGHT
IN YOUR NEIGHBORHOOD AT



BASILE CHIROPRACTIC CENTER

2015 HAMILTON ST. • ALLENTOWN
435-8880

WE HAVE HELPED THOUSANDS OF YOUR NEIGHBORS WITH:

- STRESS • NECK PAIN • SHOULDER PAIN
- SPORTS INJURIES • HEADACHES • LOWER BACK PAIN
- TMJ • CARPAL TUNNEL SYNDROME

"We accept only those cases amenable to chiropractic care"

INSURANCES ACCEPTED



Dr. Justin Kelley



Dr. Barbara Basile



Dr. Paul Basile

FREE Spinal Exam & Consultation

CALL FOR APPOINTMENT

WHY FREE? BECAUSE WE ARE CONCERNED ABOUT YOU AND YOUR HEALTH. THIS FREE EXAM IS OUR WAY OF ENCOURAGING YOU TO EXPLORE A HEALTHIER WAY OF LIVING AND TO ACQUAINT YOU WITH OUR FRIENDLY OFFICE STAFF AND MODERN FACILITIES
FREE EXAM WITH THIS CERTIFICATE ONLY

Can Chiropractic Care Help You?

Reading time 2 minutes and 30 seconds

One of the Oldest Healing Arts

We hope you will take just a moment to read this message so you will have a better understanding of one of mankind's oldest healing arts (the earliest record of tissue manipulation is found in a Chinese document written around 2700 B.C.). Obviously a healing method that has been around for more than four thousand years must have something going for it.

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The Difference Between Symptoms of Illness and Causes of Illness

When such interference takes place there are many symptoms that can occur. A person can experience any of the following - lower back pain, headaches, dizziness, pain down the arms, numbness in the hands, neck pain, muscle spasms, hip pains, pain down the legs, foot problems, etc. When such problems are a result of spinal misalignment - then the cause of that symptom is in the central nervous system (housed in the spine) and **not** in the part of the body that is feeling the pain.

brought under control and the spine is better able to maintain a natural state.

When Symptoms Just Seem to "Hang On"

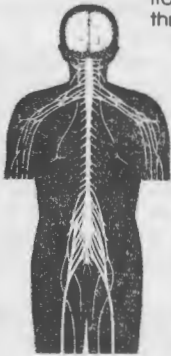


We are now able to increase the number of people we can care for due to expanded hours. We are conveniently and centrally located in the 2015

Professional Building on Hamilton Boulevard (just past 20th street). If the ideas you've read here make good sense to you - or if you'd just like to know more about chiropractic - we invite you to call Basile Chiropractic Center at 435-8880 and ask to talk to Dr. Paul Basile or Dr. Barbara Janssen Basile.

The Idea Behind Chiropractic is Simple, and We Think, Sound.

You can not even lift your little finger unless you send a message impulse from your brain - through the central nervous system - to your finger. In fact, everything your body does is done because of such impulses which are carried through the central nervous system and out to other parts of the body. As you know - the central nervous system is housed in the spine. As chiropractors we are especially concerned with what we call vertebral subluxation - our way of saying that a vertebra in the spine has become misaligned with an adjacent segment in such a way that the normal transmission of mental impulses along the spinal column are being interfered with.



Chiropractic Treats Causes not Symptoms

We believe that when the spinal column is free of subluxations (see above) symptoms caused by such misalignments will disappear and the body itself will be healthier and more disease resistant due to the fact that the central nervous system can function without interference. Therefore, in chiropractic we gently adjust the spine, usually over a period of time until such subluxations are

Thank You For Reading Our Message

We know this has been a long message and we want to thank you for taking the time to read all the way through. If you have additional questions, please call. We will be most happy to talk with you - no obligation, of course.



Basile Chiropractic Center

2015 Hamilton Street, Allentown, PA 18104 435-8880

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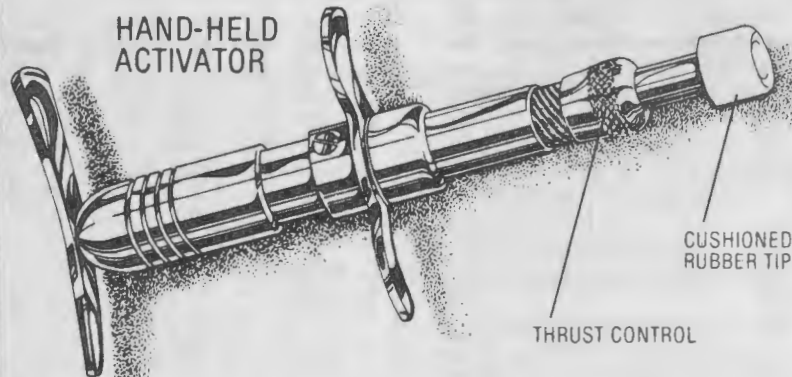


Dr. Paul F. Basile



Dr. Barbara J. Basile

Painless



The hand held instrument is a new concept in light force and painless adjusting. It has been designed to deliver a controlled, light, fast thrust without undue strain or force to the patient. The thrust delivered by the instrument helps the body reduce the spinal misalignment thus alleviating the irritation to the spinal nerves, and allows your body to operate more efficiently and more comfortably. Call Basile Chiropractic Center to learn more about safe, painless adjustment.



2015 Hamilton St. Allentown PA 18104 435-8880
Basile Chiropractic Center

Chronic Head- aches?

To learn what Chiropractic has to say about this problem, call our consumer information number at:

435-3494

You will hear a brief recorded message discussing chronic headaches from the point of view we hold at Basile Chiropractic Center. The message can be listened to anytime during the next 48 hours.

*Initial Consultation,
No Charge*

BASILE CHIROPRACTIC CENTER

2015 HAMILTON STREET
ALLENTOWN, PA 18104
435-8880

1982 J.F.H.



CHIROPRACTIC FOR BETTER HEALTH

DR. PAUL F. BASILE

CHIROPRACTOR

WRIST AND HAND PROBLEMS

If you feel a weakness, numbness, or pain in your hand and wrist, the problem may be carpal tunnel syndrome.

This is caused by pressure on a nerve as it goes through a tunnel in the wrist. The tunnel is made up of several small bones and ligaments that form a groove. The nerve that passes through the groove is vulnerable to injury, especially when the wrist is bent back forcefully. This can happen when you fall with your hands outstretched to brace yourself — or when you hit a swinging door with the wrist bent backwards.

Sometimes it results from the kind of physical exertion that's normal in your daily activities.

A carpenter, for example, can develop the syndrome from heavy hammering. So can a mechanic who pulls forcefully on a wrench. So can a housewife who scrubs the floor by leaning on one hand with the wrist bent backward.

Whatever the cause, treatment is available to relieve the pressure and return your wrist and hands to their normal condition — free of weakness and pain.

In the interest of better health from:

Basile Chiropractic Center
Suite 105, 2015 Hamilton St.
Allentown, Pa.
435-8880

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UNDERSTANDING A SPINAL EXAM

2/26/84

As a public service, Basile Chiropractic Center invites you to their Spinal Exam designed to determine if your case is amenable to chiropractic care. To get your Spinal Exam and to see how you are standing up to the strain of the times, call today for your appointment. Different tests may be used according to your individual needs. Available for a limited time only at this fee.

If Chiropractic Care is recommended...
Over 900 Insurance Companies Pay for Chiropractic Care!

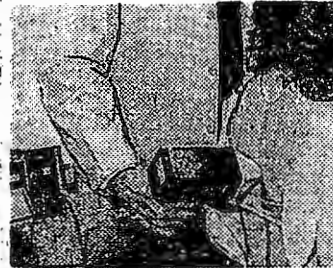
- Workman's Compensation
- John Hancock
- Medicare
- Medicaid
- Blue Shield Major Medical
- Metropolitan
- Aetna
- Auto Insurance



\$5 Spinal Exam and Consultation For New Patients



1 CONSULTATION Our consultation is designed to determine whether your condition falls within the realm of our care.



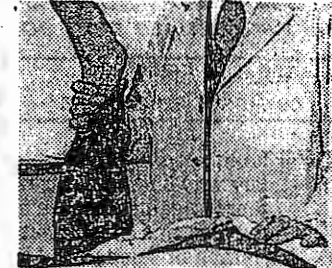
2 DERMA THERM-O-GRAPH A heat sensing device used as an aid in determining interference to the nervous system.



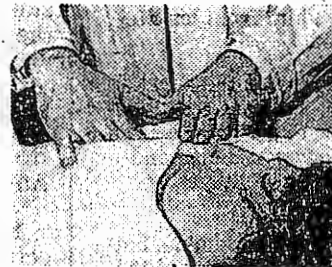
3 TRENDLENBERG TEST The integrity of the hip, sacroiliac and lumbosacral spine is examined in this test.



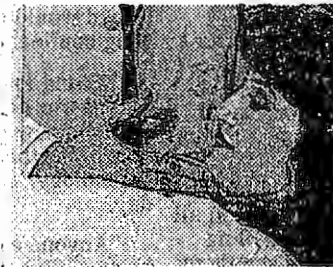
4 RANGE OF MOTION STUDY Limited range of motion indicates spinal misalignments are hampering normal range of motion.



5 NACHLAS TEST May indicate involvement in the sacroiliac lumbar spine.



6 MOTION & STATIC PALPATION A digital examination of the spine which check each vertebra for misalignment, tenderness, swelling, and normal motion.



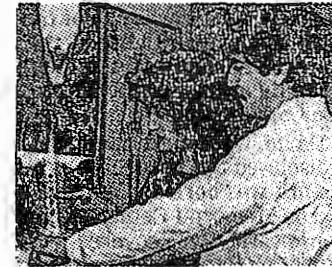
7 SOTO HALL TEST Damage to vertebral ligaments, and vertebral misalignments may be indicated by this test.



8 LASEQUE TEST The integrity of the nerves in the leg and thigh are checked by this test which may show sacroiliac misalignment, vertebral misalignment, and disc integrity.



9 SHOULDER DEPRESSION TEST Disc lesion, vertebral misalignments and other problems involving the cervical nerves which supply the arms and shoulders, may be demonstrated by this test.



10 RESULTS & RECOMMENDATIONS Based on the consultation and results, your doctor will make appropriate recommendations regarding x-rays, additional examinations, chiropractic care or referral to another doctor.

Basile Chiropractic Center

HOURS: Mon, Tues, Wed, Fri 10-1 & 3-7 Thurs 9-1 & 2-6 Sat 10-2
2015 Hamilton St. Allentown PA 18104 435-8880

Understanding A Nerve Test and Spinal Exam

As a public service, Basile Chiropractic Center invites you to their Nerve Test and Spinal Exam designed to determine if your case is amenable to chiropractic care. To get your Nerve Test and Spinal Exam and to see how you are standing up to the strain of the times, call today for your appointment. Different tests may be used according to your individual needs. Available for a limited time only at this fee.

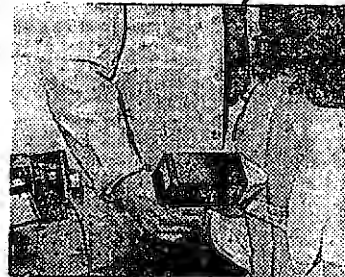
If Chiropractic Care is recommended . . .

Over 900 Insurance Companies Pay for Chiropractic Care!

- Blue Shield/Major Medical
- Metropolitan • Medicare • Aetna
- Workman's Compensation • John Hancock
- Auto Insurance • Medicaid.



1. Consultation - Our consultation is designed to determine whether your condition falls within the realm of our care.



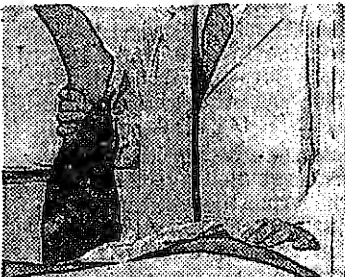
2. Dermé Therm-O-Graph - A nerve testing device to aid in determining if there is pressure on the nerves.



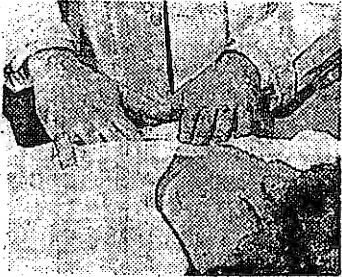
3. Trendelenberg Test - The integrity of the hip, sacroiliac and lumbosacral spine is examined in this test.



4. Range of Motion Study - Limited range of motion indicates spinal misalignments are hampering normal range of motion.



5. Nachlas Test - May indicate involvement in the sacroiliac or lumbar spine.



6. Motion & Static Palpation - A digital examination of the spine which check each vertebra for misalignment, tenderness, swelling, and normal motion.



7. Soto Hall Test - Damage to vertebral alignments, and vertebral misalignments may be indicated by this test.



8. Laseque Test - The integrity of the nerves in the leg and thigh are checked by this test which may show sacroiliac misalignment, vertebral misalignment, and disc integrity.



9. Shoulder Depression Test - Disc lesion, vertebral misalignments and other problems involving the cervical nerves which supply the arms and shoulders, may be demonstrated by this test.



10. Results & Recommendations - Based on the consultation and results, your doctor will make appropriate recommendations regarding x-rays, additional examinations, chiropractic care or referral to another doctor.



\$5 Nerve Test and Spinal Exam For New Patients

Basile Chiropractic Center

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2015 Hamilton St. Allentown, PA 18104 435-8880