

# The Big Idea

## A Thought from the Developer of Chiropractic

A *slip* on the snowy sidewalk, in winter, is a *small* thing. It happens to millions.  
A *fall* from a ladder, in the summer is a *small* thing. It also happens to millions.  
The slip or fall produces a *subluxation*. The subluxation is a *small* thing.  
The subluxation produces *pressure* on a nerve. That pressure is a small thing.  
The pressure *cuts off the flow* of mental impulses. That decreased flowing is a *small* thing.  
That decreased flowing *produces a dis-eased* body and brain. That is a *big* thing to that man.  
Multiply that sick man by a thousand, and you control the physical and mental welfare of a city.  
Multiply that man by a million, and you shape the physical and mental destiny of a State.  
Multiply that man by one hundred thirty million, and you forecast and can prophesy the physical and mental status of a nation.  
So the slip or the fall, the subluxation, pressure, flow of mental impulses, and dis-ease are *big* enough to *control the thoughts and action of a nation*.

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Now comes a man. Any one man is a *small* thing.  
This man gives an *adjustment*. The adjustment is a *small* thing.  
The adjustment *replaces* the subluxation. That is a *small* thing.  
The adjusted subluxation *releases* pressure upon nerves. That is a *small* thing.  
The released pressure *restores* health to a man. That is a *big* thing to that man.  
Multiply that well man by a thousand, and you step up the physical and mental welfare of a city.  
Multiply that well man by a million, and you increase the efficiency of a State.  
Multiply that well man by one hundred thirty million, and you have produced a healthy, wealthy, and better race for *posterity*.  
So the adjustment of the subluxation, to release pressure upon nerves, to restore mental impulse flow, to restore health, is *big* enough to *rebuild the thoughts and actions of the world*.

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The idea that knows the cause, that can correct the cause of dis-ease, is *one of the biggest ideas known*. Without it, nations fall; with it, nations rise.  
The *idea* is the *biggest* I know of.

*Chiropractically Yours,*  
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