



## **The BIG Idea**

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.  
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 one hundred thirty million, and you forecast and can prophesy the physical and mental status of a nation.

So the slip or fall, the subluxation, pressure, flow of mental images and dis-ease are big enough to control the thoughts and actions of a nation.

The pressure on a nerve is a SMALL thing.

The released pressure restoring health is a BIG thing.

Now comes a man. And 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. This 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 a 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.

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.

This idea is the biggest I know of.

B. J. Palmer, 1944