

“THOTS” TO LIVE BY

By
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“Techne tou biou”

Greek phrase meaning “the craft of life.”
techne refers to mechanical skills and
instruments and biou (pronounced view)
refers to the sum of one’s existence.
Great phrase and great concept.

What of our “craft of Life,” the caring for our patients chiropractically? Is this the sum of your existence? To all of the great chiropractors it certainly was!

The late Dr. James Parker often used the old Lucky Strike slogan to describe his #1 technic. This slogan meant “Lucky Strike Means Fine Tobacco.” Dr. Jim said, “Loving Service My First Technic.” Yes, to care for and service our patients should be #1 in all fields of the many fields of doctoring. Allow me to paraphrase Dr. Sid Williams’ motto, “To give, love and serve out of your own abundance.”

What is your “biou” my friends, what is your view of your existence, of your profession? Dr. Crawford Long, M.D., the physician who discovered sulfuric ether as an anesthetic, said;

“My profession to me is a ministry from God.”

View your “craft of life” in this way, doctors, as you provide your patients with chiropractic care – you are rendering them a service that is a gift from God. The hands-on healing benefits of chiropractic care. Let service be your #1 technic, “to give out of your own abundance,” share with all those you touch, you speak to and meet, the understanding of chiropractic’s “Life Without Fear.”

As B.J. said, “you have a sacred trust, guard it well.”

“Enuf” Said,