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### Chapter CHIR 3

### PRACTICE

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| 3.01 Supplementary procedures | 3.04 Publicity and educational literature           |
| 3.02 X-ray                    | 3.05 Unprofessional literature, wording or material |
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**Chir 3.01 Supplementary procedures.** (1) The use of diagnostic instruments as taught in the chiropractic colleges and generally used in chiropractic practice, as well as purely relaxing adjuncts such as heat lamps or hot towels, used preparatory to the adjustment, are permissible. The use of instruments or machines constituting specific therapies in themselves, such as: Colonic irrigators, diathermy, plasmatic, short wave, radionics (various makes or versions), ultra-sonic and others, are considered outside the scope of chiropractic practice in Wisconsin. (The foregoing are illustrative only and are not meant to be all inclusive).

(2) Supplementary foods may be supplied for nutritional purposes in the original container, but may not be dispensed nor prescribed for specific conditions.

**Chir 3.02 X-ray.** (1) X-ray may be used for diagnostic or analytical purposes only.

(2) Chiropractors shall not use the term X-ray or X-ray laboratories or roentgenologist or roentgenology in connection with advertisements, letterheads, office signs, etc.

**Chir 3.03 Clinic.** The term clinic may be used by a chiropractor as a designation only when complying with the following requirements:

(1) Two or more full time chiropractors must be practicing together.

(2) The clinic must have a trained laboratory technician who may be one of the chiropractors or another person.

(3) The clinic must have the following minimum clinical and laboratory equipment: x-ray, microscope, basal metabolism and cardiographic equipment, centrifuge and sedimentation equipment.

(4) Where the term Chiropractic Clinic is used, other than in connection with the name of chiropractors practicing therein, the approval of the board, shall be required, in order to prevent the use of names which will tend to deceive or mislead the public, or operate unfairly to other practitioners.

**History:** Cr. Register, September, 1956, No. 9, eff. 10-1-56.

**Chir 3.04 Publicity and educational literature.** The use of wording and material such as the following is approved as proper professional publicity media: (1) "Chiropractic Educator" by Palmer School of Chiropractic. (Provided chiropractor's own name is not used in the testimonials.)

(2) "Chiropractic Health Builder" by Burton Shields Company. (Provided chiropractor's own name is not used in the testimonials.)

(3) "Happy Little Spine" by Joan Diekfuss.

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- (4) "So You Had an Accident" by the International Chiropractors Association.
- (5) "Your Aching Back" by the International Chiropractors Association.
- (6) "What is Basic Technique?" by Logan Chiropractic College.
- (7) School Emblems and cuts.
- (8) "Nervous and Mental Cases under Chiropractic Care," by Doctor Herman S. Schwartz.
- (9) "Polio" by Chiropractic Research Foundation, Webster City, Iowa.
- (10) "Healthways Magazine" by National Chiropractic Association.
- (11) "Desk Bound" by Burton Shields.
- (12) "Nerve-Ease versus Dis-Ease" by Burton Shields.
- (13) "Oh My Aching Back" by the National Chiropractic Association.
- (14) "Research in Health and Industry," by the International Chiropractors Association.
- (15) "Science Side-Lights."
- (16) "Chiropractic Home Magazine."
- (17) "Health-Ways On The Air" film by National Chiropractic Association.
- (18) "How to Stand" film by National Chiropractic Association.
- (19) "The Story of Ted McLane" film by International Chiropractors Association.
- (20) "Chiropractic Explained" film by International Chiropractors Association.
- (21) "Chiropractic as A Career" film by Wilfred E. Belleau.
- (The foregoing lists are for illustrative purposes only, and are not meant to be all inclusive.)

**History:** Cr. Register, September, 1956, No. 9, eff. 10-1-56.

**Chir 3.05 Unprofessional literature, wording or material.** Literature, wording or material which the board of examiners in chiropractic deems unprofessional, within the meaning of section 147.25 (5), Wis. Stats.: (1) Free Examination.

- (2) Painless Procedure.
- (3) Complete Health Service.
- (4) Scientific Chiropractic.
- (5) Modern Chiropractic.
- (6) Listing of Diseases.
- (7) Listing of any methods of treatment other than chiropractic.
- (8) I Remove the Cause of Disease.
- (9) Modern Methods.
- (10) Testimonial wherein own name is used.
- (11) Use of photograph of chiropractor in advertisement.
- (12) Advertising school or college of graduation.
- (13) Comparison of school hours with other professions.

(The foregoing lists are for illustrative purposes only, and are not meant to be all inclusive.)

**History:** Cr. Register, September, 1956, No. 9, eff. 10-1-56.

*Cr Chir 3.06*