

Filed Aug 13 - 1956



# The State of Wisconsin

## STATE BOARD OF EXAMINERS IN CHIROPRACTIC

Chir 3

E. J. WOLLSCHLAEGER  
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CHIR 3.03, CHIR 3.04, CHIR 3.05

Chir 3.03 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.

Chir 3.04 PUBLICITY AND EDUCATIONAL LITERATURE

- (1.) The use of wording and material such as the following is approved as proper professional publicity media:

"Chiropractic Educator" by Palmer School of Chiropractic. (Provided Chiropractor's own name is not used in the testimonials.)

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

"Happy Little Spine" by Joan Diekfuss.

"So You Had an Accident" by the International Chiropractors Association.

"Your Aching Back" by the International Chiropractors Association.

"What is Basic Technique?" by Logan Chiropractic College.



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School Emblems and cuts.

"Nervous and Mental Cases under Chiropractic Care," by  
Doctor Herman S. Schwartz.

"Polio" by Chiropractic Research Foundation, Webster City, Iowa.

"Healthways Magazine" by National Chiropractic Association.

"Desk Bound" by Burton Shields.

"Nerve-Ease versus Dis-Ease" by Burton Shields.

"Oh My Aching Back" by the National Chiropractic Association.

"Research in Health and Industry," by the International  
Chiropractors Association.

"Science Side-Lights."

"Chiropractic Home Magazine."

"Health-Ways On The Air" film by National Chiropractic  
Association.

"How to Stand" film by National Chiropractic Association.

"The Story of Ted McLane" film by International Chiroprac-  
tors Association.

"Chiropractic Explained" film by International Chiro-  
practors Association.

"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.)

Chir 3.05 LITERATURE, WORDING OR MATERIAL WHICH THE  
BOARD OF EXAMINERS IN CHIROPRACTIC DEEMS UNPROFESSIONAL,  
WITHIN THE MEANING OF SECTION 147.25 (5)

Free Examination

Painless Procedure

Complete Health Service

Scientific Chiropractic



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Modern Chiropractic

Listing of Diseases

Listing of any methods of treatment other than chiropractic

I Remove the Cause of Disease

Modern Methods

Testimonial wherein own name is used

Use of photograph of chiropractor in advertisement

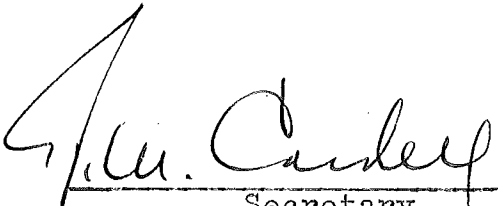
Advertising school or college of graduation

Comparison of school hours with other professions

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

I. E. M. Cardell, Secretary, of the State Board of Examiners in Chiropractic of the State of Wisconsin, do hereby certify that the foregoing additions to the rules and regulations, Wisconsin Administrative Code, were duly approved and adopted by this board on *Aug. 9<sup>th</sup>* 1956, and I further certify that this copy has been compared by me with the original on file in this board, and that the same is a true copy thereof and of the whole of such rules and regulations.

(SEAL)

  
Secretary