



# Life Chiropractic College



"That the lamp may be lit"



*"All things exist in mutual relationship to one another"*

## A Message From Dr. Sid E. Williams

The tragedy of rudderless and wasted young lives coupled with the suffering of people of all ages with afflictions easily correctable through chiropractic have spurred us on in an enormous task. Our goal is to build, equip and staff a desperately needed college of chiropractic...and locate it here in the heart of the Southland. The purpose of the Life Chiropractic College will be to train young people from all walks of life...not only to become skilled doctors of chiropractic, but also to become meaningful human beings whose innate goodness will touch and affect all who come in contact with them.

Life Foundation is already doing much in the area of educating the public in health matters through the media of magazines, publications, tabloids and public service television messages. Also, the foundation operates a mobile chiropractic clinic which literally "takes the mountain to Mohammed" by furnishing free care to the needy. Yet there is more...much more...that needs to be done. We are now embarked upon a program specifically for our young people...young people whose natural energy and enthusiasm must be guided into constructive channels for the future if America is ever to attain her vision of true greatness.

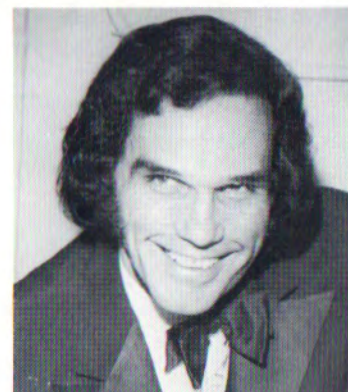
If we are to succeed we need your help...and the help of everyone dedicated to improving the quality of life for mankind.

You are invited to study this brochure carefully and then make your decision. There are many options you can select in supporting this very worthwhile endeavor. Whichever method you select let your gift be guided by these words:

*"You make a living by what you get  
...but you make a life by what you give"...* Winston Churchill.

Sincerely,

Sid E. Williams, DC  
Life Foundation



Sid E. Williams, BSDC  
President, Life Foundation

DORMITORIES

15 miles to Atlanta  
on I-75 South

CLASSROOM BUILDING

## What is Life Chiropractic College?

Life Chiropractic College will begin operating with its first student enrollment in January of 1975. Our goal is to achieve an enrollment of 1500 students.

A large, modern building of 36,000 square feet has been made available to Life Foundation for the College. The building, the location and the setting are ideal for the purpose. It is located in Metro Atlanta, Ga. The nearness of a large job market in the Atlanta metro area will also be valuable for those students who must work part time. The building's size is suf-

ficient to accommodate 1500 students in morning and evening classes of 750 students each. All classes will be small enough to allow use of the tutorial concept of education (no more than 25 students per class). The engineering and architectural work has been done to convert the building into a complete educational facility with classrooms, laboratories, out-patient clinic, auditorium, library, anatomy and X-ray departments, snack bar and administrative offices. In addition, a nearby apartment complex has been made available for dormitories to accommodate 560 on-



campus students. Separate dormitories will be appointed for male and female students under the close supervision of houseparents in each dorm.

Chiropractic curriculum is aimed towards the specialized education of a college graduate with an academic degree or a two-year certificate. Our course of study will include over 500 class hours each in anatomy, physiology, diagnosis, clinic and chiropractic technique. Each student will also undergo extensive training in chemistry, pathology, bacteriology, neurology, X-ray, psychiatry, obstetrics and gynecology, and hygiene.

To further prepare our students for the practice of chiropractic and to instill the principles on which we base our Lasting Purpose of service to humanity, classes in chiropractic philosophy, principle and practice, public speaking, ethics and jurisprudence will be taught. A faculty of accredited chiropractors will conduct the classes.

Another very important part of the school will be the extension of Life Foundation's present chiropractic Mobile Health Unit service. With more facili-

ties, that is, additional mobile units, more people who badly need the aid of chiropractic will be reached. It is envisioned that the mobile clinics will also serve to fulfill post graduate residency requirements.

Such mobile units can ultimately provide a ready facility for field work all over the world. It will be possible to send help to other countries where chiropractic care is virtually unknown, but where many suffering individuals are hoping and praying for a miracle of better health. It is hoped that interested nations and nationals of countries who now lack modern chiropractic facilities will help to sponsor our mobile "bridges to health and friendship."

Making chiropractic information and chiropractic health service available throughout America and the world is a top priority of Life Foundation. If that priority is to be met, we must first meet the financial requirements necessary to build Life Chiropractic College. It is a breathtaking vision...a vision shared by many chiropractors and laymen. The challenge is great. The opportunity to meet that challenge is in your hands.

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*"The spirit of love is the essence of a gift."*

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The prototype Life Foundation Mobile Clinic is offering free health care to the needy. Additional units are planned and may be sponsored completely equipped for \$75,000 each.



This modern building will be remodeled to house Life Chiropractic College.



The nearby apartment complex is highly suitable for dormitories and will accommodate 560 on campus students.



This is one of three outdoor pools in the dormitory complex of Life Chiropractic College.



# We Need Your Help

More and more people are favorable to the idea of contributing funds during their lifetimes rather than choosing to leave endowments through their estates. Thus they are able to see the benefits, which they have bestowed, in action . . . watch them bear fruit . . . and take pride in the improvements that God has wrought, through them, in the lives of others.

They usually select projects which have demonstrated a vital need . . . and have the leadership and high ideals necessary to bring the projects to completion. In this connection, many doctors of chiropractic and others have already expressed their faith in this high service ideal by pledging over \$400,000 toward the ultimate goal of \$3,874,839.

Gifts may be in the form of capital contributions, property or stocks and bonds, or regular fellowship donations. We also have provided for Living Memorial Scholarships. These are perpetual, self-renewing scholarships that will bear the name of the benefactor forever. It is incredible, but true, that the interest alone from an endowment of \$10,000 will continually support one student.

## MEMORIAL GIFTS

**Eternal Benefactor** — total cost of a room, department, a wing or building or the equipment there in.

**Perpetual Endower** — \$10,000 the interest from which will be use for a perpetual scholarship at Life Chiropractic College in the name of the donor (or will be memorialized as directed).

## SUSTAINING CONTRIBUTIONS

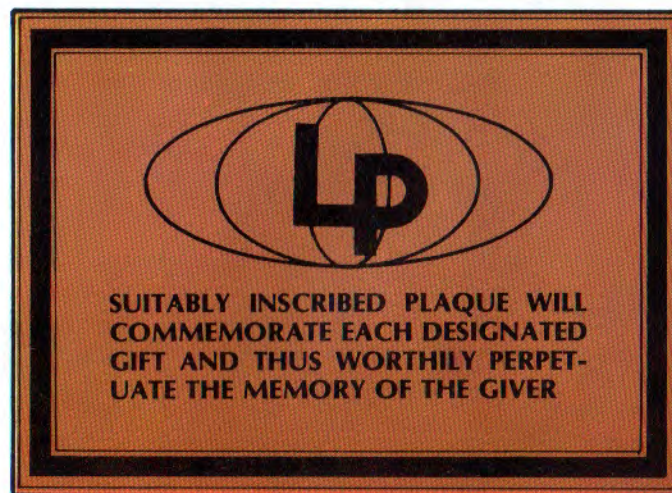
- |                                                                                         |         |
|-----------------------------------------------------------------------------------------|---------|
| Life Benefactor                                                                         | \$5,000 |
| Major Benefactor                                                                        | \$2,500 |
| Honorary Trustee                                                                        | \$1,000 |
| Lay Fellowship Gift — pledge of \$5 per month.                                          |         |
| LP Club—The professional who donates the proceeds from the first office visit each day. |         |
| Friend For Life — all other gifts.                                                      |         |

## Living Memorial Gift Opportunities

Memorial gift opportunities in the clinic, classrooms, dormitories and grounds are indicated on the following floor plan and corresponding list of rooms and equipment. Requests for memorials accompanied by pledges to cover, will be honored in the order received. In selecting a memorial, the donor may choose to give an entire department or room, including equipment; or individual rooms and equipment may be chosen separately.

Every gift will be designated by a suitably inscribed tablet in bronze, thus worthily perpetuating the memory of the person or persons named. These living memorial tributes afford an opportunity to honor a family member, a friend or a fellow man whose life service you may wish to remember in the spirit of love and perpetual recognition.

## Fellowship Memorial Plaque



All levels of contributors will receive a membership card and a handsome certificate suitable for display.

## Living Memorial Gift Opportunities

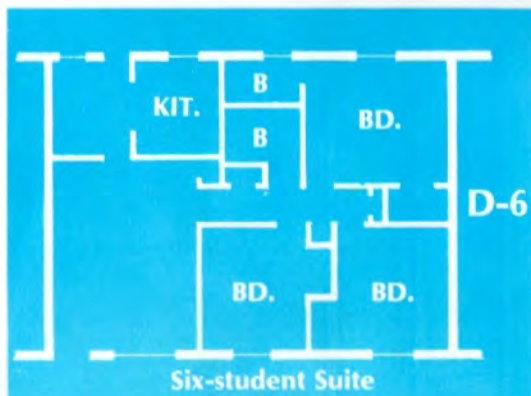
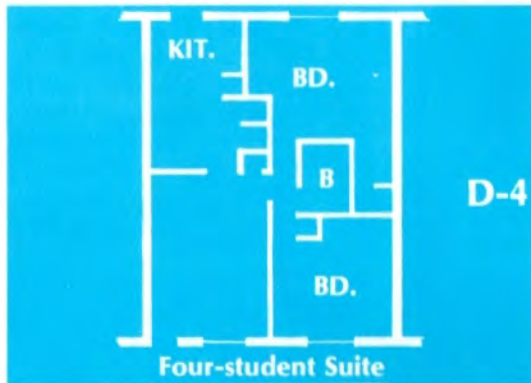
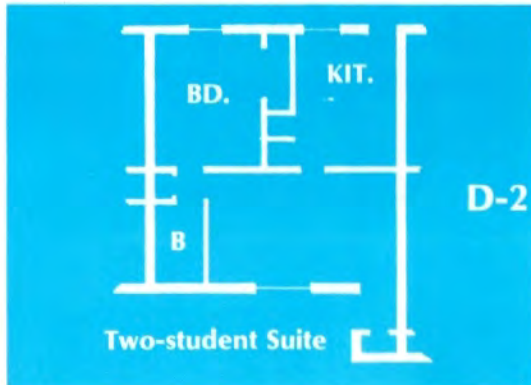
Subscriptions to Memorials beginning with "C" and "N" must be subscribed before subscriptions are accepted for memorials beginning with "S." This is being done to permit the school to begin operations as early as possible using wing "N" and the Clinic before wing "S" is completed.

### Classroom Building Memorials

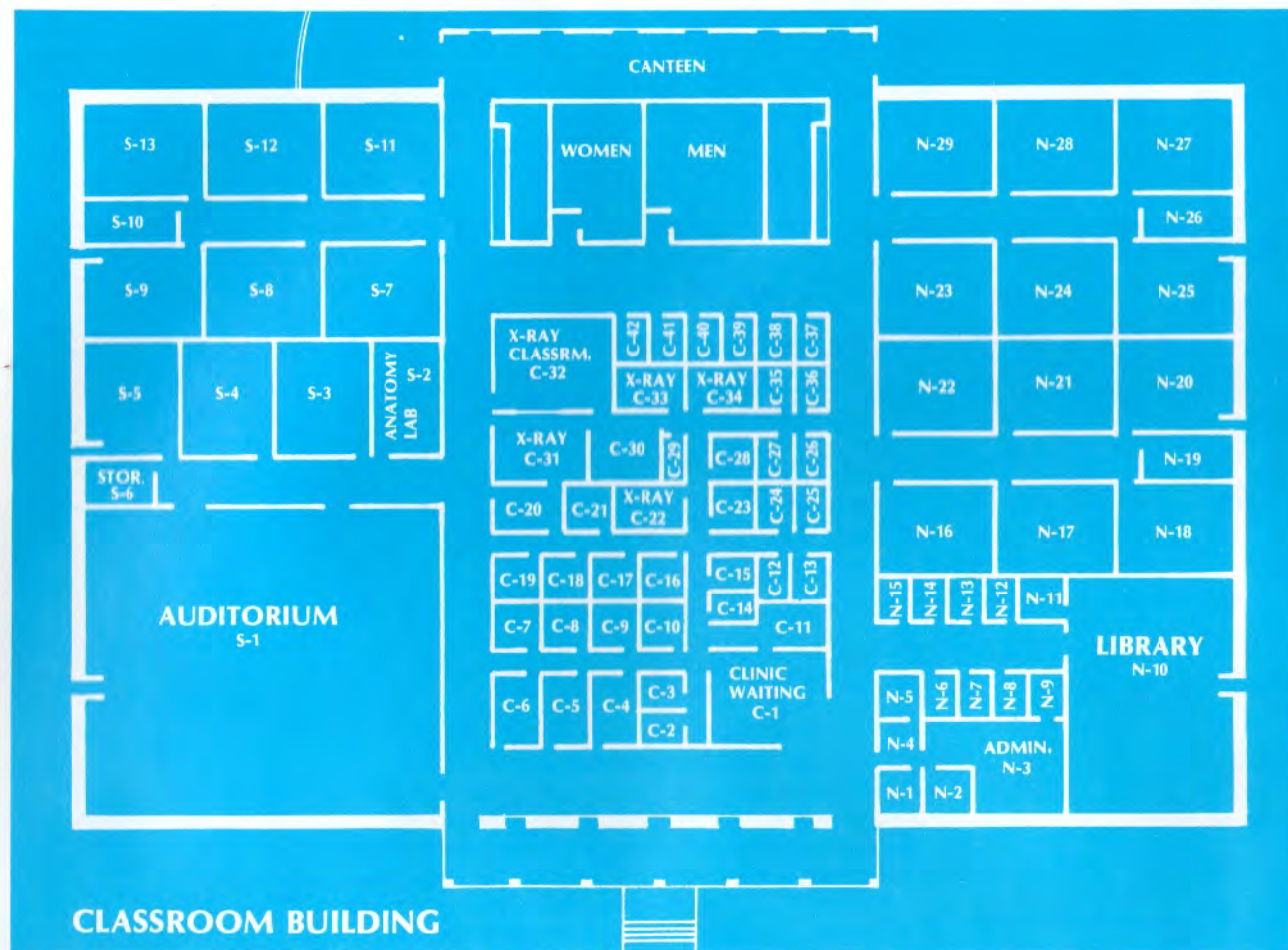
| Memorial & Unit No. | Title                | Building  | Equipment | Memorial & Unit No. | Title        | Building    | Equipment |
|---------------------|----------------------|-----------|-----------|---------------------|--------------|-------------|-----------|
| C-1                 | Waiting Room         | \$ 37,254 | \$ 3,010  | N-9                 | Vault        | 11,512      | 800       |
| C-2                 | Doctor's Office      | 6,287     | 761       | N-10                | Library      | 115,635     | 26,519    |
| C-3                 | Doctor's Office      | 6,287     | 761       | N-11                | Bookstore    | 7,016       | 1,204     |
| C-4                 | Obs. Adjustment Room | 11,575    | 1,600     | N-12                | Prof. Office | 5,504       | 452       |
| C-5                 | Obs. Adjustment Room | 11,575    | 1,600     | N-13                | Prof. Office | 5,504       | 452       |
| C-6                 | Obs. Adjustment Room | 11,575    | 1,600     | N-14                | Prof. Office | 5,504       | 452       |
| C-7                 | Adjustment Room      | 8,050     | 1,600     | N-15                | Prof. Office | 5,504       | 452       |
| C-8                 | Adjustment Room      | 8,050     | 1,600     | N-16                | Classroom    | 35,033      | 2,000     |
| C-9                 | Adjustment Room      | 8,050     | 1,600     | N-17                | Classroom    | 35,033      | 1,875     |
| C-10                | Adjustment Room      | 8,050     | 1,600     | N-18                | Classroom    | 35,033      | 1,875     |
| C-11                | Reception Room       | 15,100    | 2,033     | N-19                | Prof. Office | 13,016      | 1,204     |
| C-12                | Doctor's Office      | 6,287     | 761       | N-20                | Classroom    | 35,033      | 1,875     |
| C-13                | Doctor's Office      | 6,287     | 761       | N-21                | Classroom    | 35,033      | 1,875     |
| C-14                | Doctor's Office      | 6,287     | 761       | N-22                | Classroom    | 35,033      | 1,875     |
| C-15                | Doctor's Office      | 6,287     | 761       | N-23                | Classroom    | 35,033      | 1,875     |
| C-16                | Adjustment Room      | 8,050     | 1,600     | N-24                | Classroom    | 35,033      | 1,875     |
| C-17                | Adjustment Room      | 8,050     | 1,600     | N-25                | Classroom    | 35,033      | 1,875     |
| C-18                | Adjustment Room      | 8,050     | 1,600     | N-26                | Prof. Office | 13,016      | 1,204     |
| C-19                | Adjustment Room      | 8,050     | 1,600     | N-27                | Classroom    | 35,033      | 1,875     |
| C-20                | Obs. Adjustment Room | 11,575    | 1,600     | N-28                | Classroom    | 35,033      | 1,875     |
| C-21                | Adjustment Room      | 8,050     | 1,600     | N-29                | Classroom    | 35,033      | 1,875     |
| C-22                | X-Ray Room           | 11,575    | 15,451    | S-1                 | Auditorium   | 309,306     | 44,571    |
| C-23                | Adjustment Room      | 8,050     | 1,600     | S-2                 | Anatomy Lab  | 32,513      | 5,684     |
| C-24                | Doctor's Office      | 6,287     | 451       | S-3                 | Classroom    | 35,033      | 1,875     |
| C-25                | Doctor's Office      | 6,287     | 451       | S-4                 | Classroom    | 35,033      | 1,875     |
| C-26                | Prof. Office         | 5,504     | 452       | S-5                 | Classroom    | 35,033      | 1,875     |
| C-27                | Prof. Office         | 5,504     | 452       | S-6                 | Storage      | 10,024      |           |
| C-28                | Adjustment Room      | 8,050     | 1,600     | S-7                 | Classroom    | 35,033      | 1,875     |
| C-29                | Darkroom             | 7,148     | 5,475     | S-8                 | Classroom    | 35,033      | 1,875     |
| C-30                | Obs. Darkroom        | 17,839    | 8,000     | S-9                 | Classroom    | 35,033      | 1,875     |
| C-31                | Obs. X-Ray Room      | 23,150    | 15,903    | S-10                | Prof. Office | 13,016      | 2,031     |
| C-32                | X-Ray Classroom      | 36,233    | 2,350     | S-11                | Classroom    | 35,033      | 1,875     |
| C-33                | X-Ray Room           | 11,575    | 15,451    | S-12                | Classroom    | 35,033      | 1,875     |
| C-34                | X-Ray Room           | 11,575    | 15,451    | S-13                | Classroom    | 35,033      | 1,875     |
| C-35                | Prof. Office         | 5,504     | 452       |                     |              | \$1,769,960 | \$268,879 |
| C-36                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-37                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-38                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-39                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-40                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-41                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| C-42                | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| N-1                 | Admin. Asst.         | 7,000     | 5,418     |                     |              |             |           |
| N-2                 | Admin. Asst.         | 7,000     | 5,418     |                     |              |             |           |
| N-3                 | Business Office      | 31,034    | 9,030     |                     |              |             |           |
| N-4                 | Reception Room       | 7,016     | 602       |                     |              |             |           |
| N-5                 | Admin. Director      | 7,000     | 5,418     |                     |              |             |           |
| N-6                 | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| N-7                 | Prof. Office         | 5,504     | 452       |                     |              |             |           |
| N-8                 | Prof. Office         | 5,504     | 452       |                     |              |             |           |

### Dormitory Memorials

| Memorial and Unit Code | Title                                    | Suite              | Equipment          |
|------------------------|------------------------------------------|--------------------|--------------------|
| D-2                    | Two-student Suites (20 available)        | \$ 5,359           | \$ 1,200           |
| D-4                    | Four-student Suites (64 available)       | 10,714             | 2,400              |
| D-6                    | Six-student Suites (44 available)        | 16,071             | 3,600              |
|                        |                                          | <u>\$1,500,000</u> | <u>\$ 336,000</u>  |
|                        | <b>TOTAL — Buildings &amp; Equipment</b> |                    | <b>\$3,874,839</b> |



## Questions and Answers About Life Chiropractic College



1. Q. Who are the sponsors of Life Chiropractic College?

A. Life Foundation is the originator and sponsor of Life Chiropractic College.

2. Q. What is the goal of the campaign?

A. To raise \$3,874,839.00 for establishment and endowment of the college and dormitories.

3. Q. How will the college continue to be supported?

A. By charitable donations and tuition of \$375.00 for each student per quarter.

4. Q. Who will "own" the college?

A. No one will "own" the college. It will be a self-supporting, non-profit IRS approved institution governed by a board of trustees with no private stockholders.

5. Q. Is it necessary to contribute in cash when a pledge is made?

A. No. Payments may be made in a lump sum or spread out monthly, quarterly, semi-annually or annually at the pleasure of the subscriber over FOUR

TAX YEARS. The first payment will not be due until October 1, 1974, and the final payment January 10, 1978.

6. Q. What are the income tax advantages of giving to Life Chiropractic College?

A. Our federal tax laws are written to encourage giving to worthy causes such as this. Any individual may contribute up to 20% of his adjusted gross income annually and pay no tax on that amount. An additional 10% may be deducted as gifts to Life Chiropractic College since it will be a tax-exempt institution. All gifts in this campaign are TAX DEDUCTIBLE. (IRS-T:MS:EO:R-2-WRM)

7. Q. I understand there is a general shortage of chiropractors. Will there be enough chiropractors to staff the college?

A. Fortunately, yes. The shortage is in rural, not cosmopolitan areas. The purpose of the college is to train many new Doctors of Chiropractic to make sure chiropractic care is available to all who are in need.

8. Q. Will I be kept informed on the progress of the college?

A. Yes. Regular newsletters and reports will be sent to all supporters of Life Chiropractic College.

9. Q. As a donor, will my family and I have the privilege of free visits to the Clinic?

A. No. You as well as the general public will pay a minimal fee for all chiropractic services.

10. Q. If circumstances beyond my control should make it impossible for me to continue my pledge payments, what alternatives do I have?

A. If personal misfortune should arise which would make it necessary to reduce the amount of your pledge or change the payment plan, Life Foundation will work with you to find a satisfactory solution.

11. Q. What are the tax advantages to corporations?

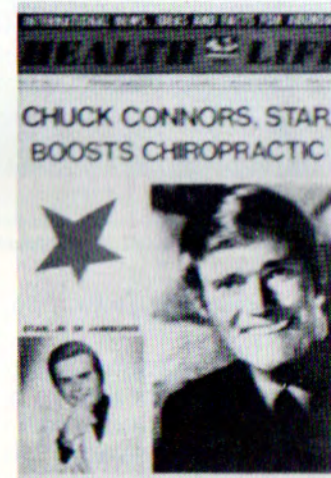
A. Corporations may contribute up to 5% of their taxable income annually, and pay no tax on that amount. Partnerships may deduct as individuals.

# History and Purpose of Life Foundation

Life Foundation, Inc. was established in 1970 and approved by the IRS as a non-profit organization. Its Lasting Purpose in serving humanity is threefold: (1) to relieve the suffering of men, women and children through chiropractic health care; (2) to educate the general public in the value of chiropractic; (3) to conduct a continuing program of research and study in the field of chiropractic.

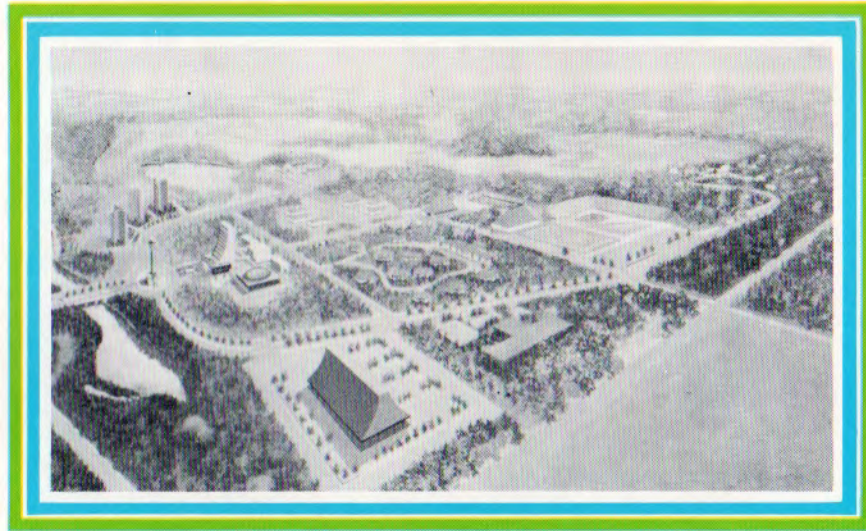
In addition to publishing educational materials, Life Foundation sponsors a Mobile Health Unit which gives free chiropractic care to anyone with health problems. Patients receive consultation, x-rays, analysis and adjustment from a staff of professional chiropractors.

Now, Life Foundation's second major goal is at hand: the all-important project designed to fulfill the long needed cherished dream of building a college of chiropractic—Life Chiropractic College.



Health and Life newspapers and magazines are distributed free to the public by Life Foundation. Public service anti-smoking television announcements by Robert Goulet are being seen on major networks throughout America.

# City of Life



## The Future

The long-range plan of the Life Foundation is to accomplish a Renaissance—to awaken humanity to a dramatically new concept of existence. At the core of the new way of life will be the ancient philosophy that all things are interrelated, that no man is an island, that the slayer and the slain are one.

By an actual physical process, the true spirit (that which partakes of the divine) in each man will be released, ridding him of the false selves of ego and pride. Each man will feel uplifted, rejuvenated, at home in the world for the first time, and as if nature were somehow for him, with him, in him—and not relentlessly opposed to him. Life will no longer seem like an uphill climb.

In the new life a man will fear neither God (nature) nor his fellow man. He will leave off overcoming nature, conquering her, as he will leave off seeking to compete with and overcome his brother. Men will flourish together in a spirit of cooperation and harmony. They will regain their faith in nature, and once again experience her as a benevolent,

nurturing, healing mother. Each man will be free of the chains of ego, the need for fame and self-aggrandizement. He will experience his own holiness, the holiness of his neighbor, and the holiness of the entire created universe.

We will, in the near future, establish a self-contained community, The City of Life, which will have as its focal point, Life University. This city shall consist of homes, condominiums, retirement cottages, nursing homes, orphan homes, student housing, convention sites, a complete agricultural complex, and shopping facilities. The City of Life shall be founded upon and dedicated to the lofty principles outlined above.

Pervaded by an atmosphere of love and unanimity, The City of Life will flourish and prosper, and will stand as a model to the world and to countless future generations as the maximum in human achievement. In time, zealous crusaders will go out from The City of Life, and the renaissance, the new way, will radiate to the far corners of the earth like spokes from a wheel.

And the City of Life will be as a central beacon... whose light grows and spreads...and ultimately encompasses the darkness.

# Life Foundation, Inc.

## Board of Trustees

Sid E. Williams, BSDC    D. D. Humber, DC    Nell K. Williams, DC  
*President*                      *Vice President*                      *Secretary/Treasurer*

Ed S. Ambros, DC                      Tom Morgan, DC                      Richard G. Baird, DC  
*Executive Director*

Donald J. Armstrong, DC    Clark Rich, DC

## Campaign Organization

(these positions are now being filled  
and will be completed in early August,  
1974)

General Campaign Chairman

General Vice Chairman

Chiropractic Division

United States Division

International Division

BUILDINGS COMMITTEE

(8 appointments)

President's Advisory Council

(Regular Life Foundation Sustaining Contributors)

Public Relations

Foundations

Treasurer

Asst. Treasurer

Honorary Campaign Chairman

FURNISHINGS COMMITTEE

(8 appointments)



## Life Foundation

P. O. Box 43851  
Atlanta, Georgia 30336