

# today's chiropractic

THE VOICE OF TOMORROW



MICHIGAN INSERT CENTERFOLD



**In This Issue:**

**NEW LIFE CHIROPRACTIC COLLEGE  
NNFA CONVENTION  
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**RECORD ATTENDANCE AT  
ICA CONVENTION**

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**DR. JOSEPH MAZZARELLI  
ELECTED PRESIDENT**

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THE MAGAZINE THAT REFLECTS THE LIFE PRINCIPLE IN CHIROPRACTIC  
READ BY CHIROPRACTORS AROUND THE WORLD





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

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 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.

#### 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 sufficient to accommo-

date 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 facilities, 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".

# LYCEUM

## Life Chiropractic College

### Over \$857,840 Pledged

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.

#### 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 . . . 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

Gifts may be in the form of capital contributions, property of 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. *"The spirit of love is the essence of a gift."*



Sid E. Williams, B.S., D.C.



## Questions and Answers

### 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.

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.

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 pro-

ject designed to fulfill the long needed cherished dream of building a college of chiropractic — Life Chiropractic College.

## The Future

The long-range plan of the Life Foundation is to accomplish a Renaissance — to awake 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.

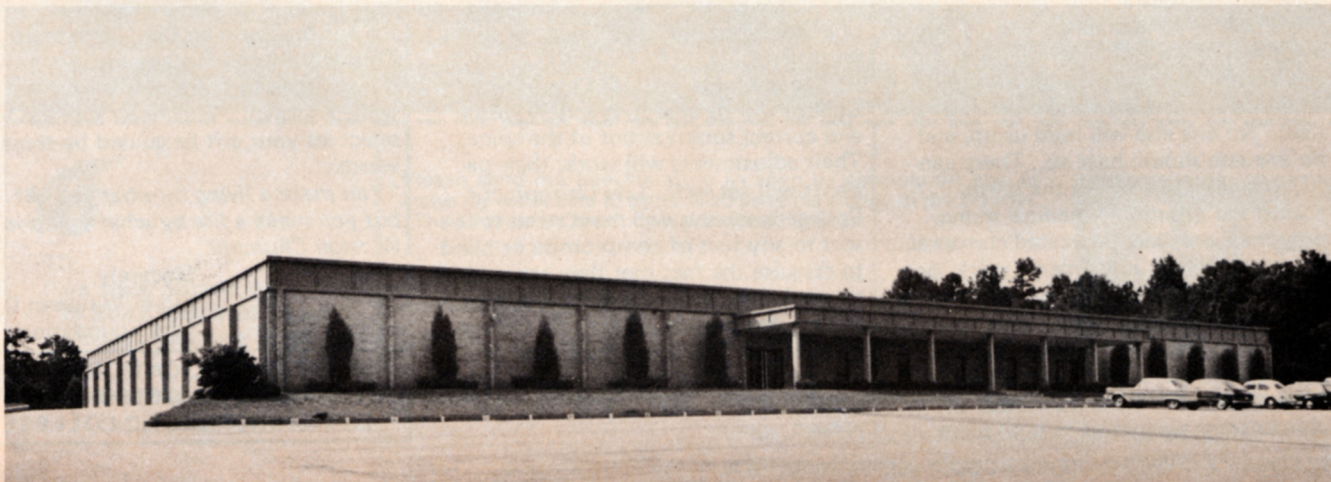
By an actual physical process, the true spirit (that which partakes of the divine) in each man will be released, riding him of the false selves of ego and pride. Each man will feel uplifted, rejuvenated, at home in the world for the first time, and as if nature were somehow for him, with him, in him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

In the new life, 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 an outstanding 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 as spokes from a wheel.

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Adequate physical facilities are an important and necessary part of any institution. Attractive grounds, modern buildings, equipment and furnishings function as a structural framework, a skeletal system, if you will, which supports the operations of institution. But the real guts of any institution, its heart and soul can be no more and no less than the men and women who make up that institution — and Life Chiropractic College will be, in its essence, a dedicated group of chiropractic students.

Students for Life Chiropractic College will be chosen on the basis of demonstrated academic merit, high moral quality, and dedication to the principle upon which our noble profession is based. An elite faculty of distinguished, superbly competent professionals will be selected to guide these students through their four-year course of study offering, not only the solid philosophical and scientific basics of our profession, but classes in public speaking, ethics and jurisprudence as well.

Let's not kid ourselves. We are involved in a crusade. Highly-skilled chiropractors are a top priority, but inspired debaters, keen legal minds, and eclectic philosophers are also a necessity in the momentous struggle that lies ahead. Chiropractors of the future must be thoroughly versed in both the chiropractic approach to healing and the medical approach. The continuity of the thread — from inside, out — from above, down, which runs throughout the chiropractic philosophy and on into its application as an art must be understood and appreciated by every chiropractor. Then the necessary channels for expressing his point of view (and its superiority to the medical view) must be thoroughly mastered so that the chiropractor can eloquently and successfully argue his case, before the public, before legislative bodies, before a court of law.

Life Chiropractic College pledges itself to send forth into the world the most knowledgeable, the most articulate, the most dedicated and the most technically proficient chiropractors ever to be graduated from any institute of higher learning anywhere.

If our profession is to rise to its destined heights in human society, as true guardians of the public health, it will rise only on the sturdy, reliable shoulders of competent men and women in the field. No one else will hold us up, and no one else should have to. There can be no greater weapon in the battle against the attempted medical monopoly than a skilled, dedicated chiropractor — one whose adjustments work, one whose patients get well, one who creates an aura of success all about him, one who can explain to the unenlightened populace how and why his method of healing works. This is the caliber of chiropractor we intend to send forth

from Life Chiropractic College.

Such chiropractors will possess the irresistible driving force, the aggressive forward momentum that is the mark of any person who truly knows what he or she is doing — knows it from the inside out, from its philosophical roots to its "real world" flowering. Such a person cannot be shaken nor dissuaded from his convictions, for his convictions are founded upon more than what he read or what someone else told him. They are founded upon empirical observation, upon his own experience, upon what he has seen with his own eyes.

No chiropractor who has witnessed patient after patient walk from his office relieved of disability, free of distressing symptoms, healthier and happier as the sole result of a precise spinal adjustment, could ever resort to the gimmickry and compromise seized upon by a small number of our profession. I speak of those chiropractors who are insufficiently trained, those who are uncertain about what they are doing and who, consequently, throw up a smoke-screen to disguise the fact that they are unable to administer a precise and beneficial chiropractic adjustment.

Insufficiently trained chiropractors are the bane of our profession. An incompetent chiropractor can do more to damage our public image than all the medical indoctrination and propaganda in the world. If there is a Waterloo for the chiropractic profession, it is this.

In the same way that a rudderless boat drifts with any current, bobbling this way and that, a chiropractor with insufficient conviction and driving force can be swayed by every popular current of the day, particularly if that popular current be remunerative. How easily he can be swept away in the tide of medical persuasion that chiropractors should treat only back problems, neck injuries, especially if it lines his pockets. How easily he can be swayed by the popular current of thought that believes healing is only accomplished by means of devices, modalities, etc. How easy it is to resort to such tactics, when the chiropractor is not firm in his own beliefs, and discovers the staggering sums the unenlightened public will pay for such treatments.

The graduates of Life Chiropractic College will be able to precisely locate and correct subluxations of the spine. Their adjustments will work; their patients will get well. Life Chiropractic College graduates will never need to resort to any sort of compromise or blind to disguise the fact that they are unable to administer proper spinal adjustments. In fact, the passion of the Life College graduate for spreading the gospel of chiropractic will far supersede any personal desire he may have to "get rich quick".

I maintain that a lack of skill in locating and correcting spinal subluxations leads a chiropractor to question and lose faith in the hallowed principle which underlies his profession. And this lack of faith in the principle among chiropractors has brought about much of the erosion, attrition, watering-down, and compromise of the principle which we have been witness to in the recent history of our profession.

The place to stop this attrition is at the source — with each individual chiropractor making certain he has, at the outset, the competence, the skills and the conviction to carry the manna of chiropractic to a starving world.

If we are ever to realize our vision of a happy, healthy community, we must begin within our own camp. If we are to gain ascendance in the healing profession, and become the true guardians of the public health, we must provide the world with thoroughly competent chiropractors, men who are dedicated and who stand firm in the principle.

**CHIROPRACTORS PAR EXCELLENCE!** That's what Life Chiropractic College is all about. And that's the heart and soul of our institution.

#### 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 used 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 \$5.00 per month.	

LP Club — The professional who donates the proceeds from the first office visit each day.

Friend for Life — all other gifts.

In three days at the recent D.E. Meeting, over \$857,840.00 was pledged. Our goal is \$1,000,000.00. The names of our contributors will be published in our next issue. You are invited to write in for our brochure on Life Chiropractic College. 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, D.C.  
Life Foundation

**STUDENT APPLICATIONS  
NOW BEING ACCEPTED FOR  
LIFE CHIROPRACTIC COLLEGE**