

1350 W. Lambert Road #110
La Habra CA 90631 USA
(562) 690-6499

**Chronology of
JOHN D. ROCKEFELLER & CHIROPRACTIC**

e-mail: JCKeating@aol.com
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1938 (July): *The Chiropractic Journal* (NCA) [7(7)]:

-“SOMETHING ENTIRELY NEW” (p. 40):

The Burton **Shields** Co., Indianapolis, Ind., has decided to proceed with the publication of the book, “What Chiropractic Is Doing.” This will be a valuable sales help to any chiropractor. Nothing like it has ever been published.

The book will contain about 300 pages of magazine size (9x12 inches) attractively bound. It will contain many testimonials showing what Chiropractic has done for nearly every type of disease. Interspersed with the testimonials will be plenty of powerful and convincing selling arguments for the chiropractor. Other material of interest to the profession, including the celebrated Rockefeller case, will make the book a genuine compendium of Chiropractic.

A copy should be on the table in the waiting room of every chiropractor.

Write the Burton **Shields** Co., Postal Station Building, Indianapolis, Ind., for more information.



John D. Rockefeller (World's, 1938)

References

World's most successful people rely upon chiropractic. *What chiropractic is doing*. Indianapolis: Burton Shields Co., 1938