

MEMBER OF CONGRESS
15TH DISTRICT, PENNSYLVANIA

3901 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515

DISTRICT OFFICES:
405 EAST 4TH STREET
BETHLEHEM, PENNSYLVANIA 18015

POST OFFICE BUILDING
ALLENTOWN, PENNSYLVANIA 18101

Congress of the United States
House of Representatives
Washington, D.C. 20515

November 1, 1973

INTERSTATE AND
FOREIGN COMMERCE

SUBCOMMITTEE:
COMMUNICATIONS AND POWER

COMMITTEE:
MERCHANT MARINE
AND FISHERIES

SUBCOMMITTEES:
MERCHANT MARINE
FISH AND WILDLIFE CONSERVATION
AND THE ENVIRONMENT
COAST GUARD AND NAVIGATION

Mr. Gerald J. Thain
Assistant Director for National
Advertising
Bureau of Consumer Protection
Federal Trade Commission
Washington, D.C. 20580

Dear Mr. Thain:

I thank you for your thoughtful response to my inquiry of October 3, 1973 (Your File No. 065167, Mr. Robert H. Moore) with regard to advertising of chiropractic services. With this as a starting point, I hope that I now will be able to clarify the object of my concern.

I do, of course, recognize the limited impact upon "interstate commerce" which the subject advertisement published in the Bethlehem Globe-Times may have had. My concern, however, is that this and other advertising texts making grossly exaggerated claims for the value of chiropractic services are being published by hundreds, perhaps thousands of newspapers nationwide.

Further, I believe that investigation will disclose that stock ads are being distributed nationwide for placement in local newspapers by local chiropractors. I can assure you that a group of concerned professionals in my District, the Lehigh Valley Committee Against Health Frauds, as well as competent medical organizations stand ready to assist in every way to help establish the substantial scope of these advertising practices.

Next, you mention the question of what degree of priority an advertisement placed in the Bethlehem Globe-Times may warrant, when viewed in comparison with other pressing and substantial areas of responsibility of your office. I understand and concur fully, if the matter is viewed in the context of one advertisement in one newspaper of somewhat limited (30 odd thousand) circulation. But again, I believe you will find the problem is nationwide in scope, that it probably involves a majority of the nation's newspapers and that what

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really is at stake is a massive deception of the public to rely upon chiropractic services for treatment of extremely serious medical or mental disorders.

For example, I have been advised of one instance known to representatives of the Lehigh Valley Committee Against Health Frauds in which a victim of cancer of the spine suffered a broken back undergoing chiropractic treatment for an undetermined spinal disorder. It is my understanding that this and other similar cases can be made available, in the interest of protecting the public against advertising which may cause individuals to suffer serious harm.

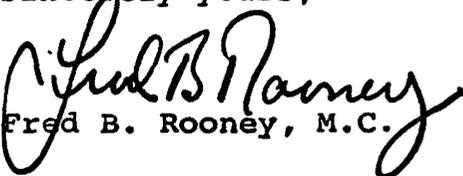
In this regard, I invite your attention to a detailed study by the U.S. Department of Health, Education and Welfare which raises very serious questions about chiropractic. This report to Congress was entitled "Independent Practitioners Under Medicare", was presented on December 28, 1968, and was in response to a request for comment in Public Law 90-248.

Mr. Thain, this broader application of the single advertisement from the Bethlehem Globe-Times which I called to your attention is the real object of my concern. I would appreciate very much if you would re-think this matter in view of its potential for serious harm to the public health nationwide.

I do thank you for the obvious consideration you have given my request of October 3rd.

With kind personal regards, I am

Sincerely yours,


Fred B. Rooney, M.C.

FBR:odg

cc: Dr. Barrett, Lehigh Valley Committee
Against Health Frauds