

Advertising – B. J. Palmer

Advertising is the most ethical thing in the world from the humane Chiropractic standpoint.

If a man is dying of thirst, we turn heaven and earth, if necessary, to bring him water.

But if a man is dying for need of Chiropractic adjustments, as thousands are doing every week, and these dying are “thirsting” for the correction that only Chiropractic can bring, they may refuse the “drink” because they do not recognize that to them it is the “water of life.”

In other words, people may be dying for the need of Chiropractic, and yet they will refuse, unless they have been educated to its character and their need of it.

Advertising is simply the education of the public.

Advertising Chiropractic, then, is bringing life to the dying.

Chiropractors advertise because they believe that to sell Chiropractic is not a privilege, but a duty.

The Story of Selling Yourself
by B.J. Palmer



B.J. Palmer, Developer of Chiropractic