

THE MARYLAND STATE PHYSICAL THERAPY SOCIETY

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CHARTERED UNDER THE LAWS OF MARYLAND

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August 9, 1944

Mr. E. L. Wilshin
Directory Advertising Manager
The Chesapeake & Potomac
Telephone Company
Baltimore, Maryland

COPY OF ORIGINAL FOR YOUR ATTENTION.

Dear Mr. Wilshin;

This Society wishes to call to your attention the Physio-Therapy column in the yellow section of the telephone directory. This column contains both the paid and free insertions of Chiropractors and Chiropractists. It is but fair to true advertising that these should be only permitted listing under their own respective headings.

The fact that they are listed under the PhysioTherapy column is misleading and confusing to the general public and constitutes misrepresentation. We feel free to say that The Better Business Bureau of Baltimore is definitely apposed to such listings and we are assured that a telephone call to the Bureau would verify our statement.

We understand that several of those listed employ a Physical Therapy Technician in their office and we think it proper that these should list their own names and not those of their employers.

For your convenience we are enclosing a list of insertions mentioned and we sincerely hope that proper steps be taken to remedy the situation in the forthcoming edition of the directory.

Very truly yours

Secretary

President

Vice-President

JB/SB