

FILED

JUNE 8, 1984

IRWIN I. KIMMELMAN
ATTORNEY GENERAL OF NEW JERSEY

NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS

ORIGINAL

By: JOAN D. GELBER
DEPUTY ATTORNEY GENERAL
Division of Law, Room 316
1100 Raymond Boulevard
Newark, New Jersey 07102
Tel. (201) 648-2478

STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF MEDICAL EXAMINERS
DOCKET NO.

IN THE MATTER OF AN INQUIRY INTO :
THE ADVERTISING PRACTICES OF :
:
JOSEPH J. GAROLIS, JR., D.C. :
LICENSE NO. 1887 :
:
LICENSED TO PRACTICE CHIROPRACTIC :
IN THE STATE OF NEW JERSEY :
:
:

Administrative Action

FINAL ORDER

This matter was opened to the New Jersey State Board of Medical Examiners on inquiry into advertising practices of Joseph Garolis, D.C., license no.1887, practicing as "All Family Chiropractic Life Center" at 1114 - 73rd Street, No. Bergen, New Jersey 07047. He is represented by James Coviello, Esq., 808 - 76th Street, No. Bergen, New Jersey. Dr. Garolis discussed his advertisement, in the format of an educational column, entitled "Health News ... You and Your Heart." The impression conveyed by the article is that coronary artery problems affect the nerves "regulating the coronary arteries" which in turn will be related to a

misaligned vertebra. The article implies that a doctor of chiropractic may ascertain present or future heart trouble and that "chiropractic treatment is the best prevention." The above statements or assertions are deemed to be substantially misleading.

In light of the fact that this appears to be Dr. Garolis's first offense, the Board hereby issues a reprimand and directs him to cease and desist from the above or similar advertising of deceptive import. He is cautioned that if further false or deceptive advertising is issued by him, more substantial sanctions, as well as monetary penalties, may be imposed.

THIS ORDER IS EFFECTIVE UPON ENTRY.

STATE BOARD OF MEDICAL EXAMINERS

By

Joseph A. Riggs
Joseph A. Riggs, M.D.
President Pro Tempore

June 6, 1984
DATED

I consent to the terms and entry of the within Order.

Joseph Garolis D.C.
Joseph Garolis, D.C.

James Coviello
James Coviello, Esq.
Attorney for Dr. Garolis

6/4/84
Date