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## *Chronology of the Chiropractic Angel*

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**Color Code:**

**Red & Magenta: questionable or uncertain information**

**Green: for emphasis**

Year/Volume Index to the *Journal of the National Chiropractic Association* (1949-1963), formerly *National Chiropractic Journal* (1939-1948), formerly *The Chiropractic Journal* (1933-1938), formerly *Journal of the International Chiropractic Congress* (1931-1932) and *Journal of the National Chiropractic Association* (1930-1932):

Year	Vol.	Year	Vol.	Year	Vol.	Year	Vol.
		1941	10	1951	21	1961	31
		1942	11	1952	22	1962	32
1933	1	1943	12	1953	23	1963	33
1934	3	1944	14	1954	24		
1935	4	1945	15	1955	25		
1936	5	1946	16	1956	26		
1937	6	1947	17	1957	27		
1938	7	1948	18	1958	28		
1939	8	1949	19	1959	29		
1940	9	1950	20	1960	30		

This advertisement will appear in the November issue of the American Legion Monthly, which went on sale October 25; December issue of the Cosmopolitan, on sale November 10; Physical Culture, December issue, on sale December 1, and Liberty, December 21 issue, on sale December 14. It might be well to circulate your patients, calling their attention to these advertisements, as this is the beginning of a four year campaign to educate the public to the merits of Chiropractic.

Representatives under the personal direction of Mr. C.E. Houchins, chairman of the fund raising committee, are now on the west coast, calling on the Chiropractors, explaining the campaign and soliciting their individual support.

Additional magazines will be added to the above schedule as fast as the fund raising will permit.

(Adv.)

-“National Publicity” (p. 4); discusses fund-raising effort of Mr. C.E. Houchins on behalf of American Society of Chiropractors

1926: American College of Chiropractors publishes its *Bulletin*; its emblem includes crossed, winged-hands

1928 (Mar 26): American Society of Chiropractors (ASC) is incorporated in Indiana (ASC, 1930)

1929: ASC publishes *Health Through Chiropractic*, a patient booklet:

-ANGEL appears on front and rear covers

-extensive list of conditions supposedly responding well to chiropractic care, including number of cases in samples (pp. 16-22); Q/A (p. 26):

Q: What is the American Society of Chiropractors?

A: This society represents a group of the most competent and successful practitioners who have joined together to publish an accurate and authoritative teaching of chiropractic principles and practice. Those seeking information or examination should, wherever possible, consult a member of the Society as they are then assured of the most competent advice and care.

-address of ASC: 390 E Broad St, Columbus OH (p. 29)

1929 (Nov); **CCA Bulletin** (California) [1(4) includes:

-advertisement: “National Publicity Campaign” features Chiropractic Angel; includes:

“What Do We Know About This Human Body” is the title of the next National Publicity article of the American Society of Chiropractors in their \$2,000,000.00 national campaign.

1930: presumably prior to the 1930 amalgamation of ACA and UCA to form the NCA, the American Society of Chiropractors publishes *Converting the Millions to Chiropractic*:

-“National Advertising *Publicity Campaign*:

...it was found expedient and necessary in our own campaign to formulate a new vehicle to which we could hitch our advertising effort. The reason for this is the fact that the chiropractic profession already had several associations in existence, none of which was strong enough to individually to command universal cooperation.

This explains the reason for The American Society of Chiropractors. This society (incorporated not-for-profit under the laws of the State of Ohio) is simply a vehicle through which a national educational publicity campaign may be conducted. It was formed for this single and only purpose as set forth in the articles of incorporation given below.

-facsimile of articles of incorporation, signed by Clarence J. Brown, Secretary of State for Indiana, indicates incorporation of ASC on 3/26/28

-Board of Trustees includes: Harry K. **McIlroy** DC of Indianapolis, OL **Brown** DC of Akron OH, Lillard T. **Marshall** DC of Lexington KY, ML Mulla & EC Blair of Columbus OH; witnesses to signing of articles of incorporation were WC Lawrence Jr., RH Hoffman and ES Morton

-ASC anticipated raising \$500K annually for 4 years; plan to advertise (using ANGEL) in many popular national magazines

-testimonial supporters of ASC included: Frank W. Elliott of PSC, Willard Carver, HE Vedder of Lincoln, WC Schulze MD, DC of National, James R Drain DC of Texas Chiropractic College, Craig M Kightlinger of Eastern Chiropractic Institute in NYC, GM O'Neil DC of Ross College in Fort Wayne IN, BJ Palmer, Homer G. Beatty DC of Colorado Chiropractic University in Denver, HC Harring DC, MD of Missouri Chiro College, Daniel W. Riesland of Duluth MN, Leo J. Steinbach of Universal Chiro College in Pittsburgh, F. Lee Lemly DC of Dallas TX, Charles C Lemly DC of Waco TX, Lyndon E. Lee DC of Mt Vernon NY, Harry Gallaher DC of Guthrie OK, Arthur W. Schweitert DC of Sioux Falls SD, Harry R Bybee DC of Norfolk VA, president of the Virginia Chiro Assoc

-**photo** and signatures of Board of Trustees of ASC, including Brown, McIlroy, Marshall, Mullay & Blair

1931 (July): the **Journal of the National Chiropractic Association** (1[5]:29) (BA Sauer DC, editor) offers the **first NCA Emblem**: a torch with the letters "NCA" but no sign of the ANGEL:

It's New! It's Here! It's Good!

N.C.A. Emblem Furnished Free TO All Members

A distinctive and attractive Chiropractic Emblem, copyrighted and for the use of N.C.A. members only is now being furnished to all members who have paid their last assessment.

"The Emblem is made up in five colors, in decalcomania transfers to be used on your auto windshield, office door or office window.

The Emblem, intended to take the place also of a certificate of membership, will immediately identify you, before profession and public, as a member of the N.C.A. in good standing. The year date '1931' appears on the Emblem and all members in good standing will be furnished with 2 new and up-to-date Emblems at the beginning of each new year.

Two Emblems are furnished free and members can obtain extra Emblems at 50 cents each. Delinquent members will have their Emblems forwarded at time dues are paid.

Another need of the profession has been met by the N.C.A.

1931 (Sept): the **Journal of the National Chiropractic Association** (1[6]:3; BA Sauer DC, editor) includes in its report of its first (1931) NCA convention in Louisville KY: Official Emblem

Expression of the membership was requested as to any changes to be made in the official emblem of the association and the majority of the members favored the emblem containing the words, 'National Chiropractic Association' rather than only the letters, 'N.C.A.'. It was also suggested that the emblem, hereafter, be furnished in two different sizes, one size for use on cars and one size for use on office door or window.

These recommendations will be carried out in furnishing the members with the 1932 emblems.

1932 (Jan): *Journal of the International Chiropractic Congress* [JICC] (1[2]):

-ANGEL first appears on the cover of the *JICC*, and will continue to appear on all future issues

-the patient booklet, *Health Through Chiropractic*, originally published by the ASC (see 1929), is now advertised by the Burton Shields Company at 238 South Meridian St, Indianapolis; ANGEL appears on front cover (p. 15)

1932 (July): *JICC* (1[8]); prints Burton Shields Company of 238 S Meridian St, Indianapolis ad for NCA convention in Detroit (August 1-6) at Books-Cadillac Hotel; includes **ANGEL** and caption:

Visit our booth and get one of these logotypes of the Chiropractic Emblem FREE. No Strings. Use it on you Advertising, stationery, Etc.

1933 (Oct): *The Chiropractic Journal* (NCA) 1(10):21 prints **ANGEL** and caption:

Welcome! Chiropractic National Convention

This Chiropractic emblem was displayed on large placards on the streets of Denver and welcomed the profession to the recent convention of the N.C.A. and I.C.C. It was painted in three colors and proclaimed that National recognition of Chiropractic is here!

1934 (May): rear cover of *The Chiropractic Journal* (NCA) 3(5) promotes "The Chiropractic Auto Emblem Supreme!" which involves an older chiro emblem with torch and winged hands; price is \$2.50, order from the Journal

1934 (Sept): *The Chiropractic Journal* (NCA) 3(9):33 again promotes "The Chiropractic Auto Emblem Supreme!" which involves an older chiro emblem with torch and winged hands; price has been reduced to \$2, order from the Journal

1934 (Oct): *The Chiropractic Journal* (NCA); 3(10): rear cover prints ANGEL and caption:

The Official Emblem

The NCA emblem expresses the highest and noblest ideals of the profession. Conceived by artist M. McDonald of Columbus, Ohio, and perpetuated by Burton Shields Co., this emblem signifies the idea of physical humanity rising to sublime perfection in the white light of Chiropractic truth and knowledge. It represents the spirit of Chiropractic leading public consciousness upward toward the truths of healing and the attainment of higher physical standards. Its adoption by State Societies everywhere is urgently requested in order that the words "Chiropractic" and "Health" may be uniformly recognized and accepted as synonymous terms by peoples throughout the world. Members of the National Chiropractic Association will be presented with a beautiful reproduction of this official emblem at an early date.

-no mention of ASC

1935 (Jan): *The Chiropractic Journal* (NCA); 4(1) includes: **ANGEL** and article (p. 47):

The Official Emblem

The National Chiropractic Association takes great pleasure in presenting to its many members a beautiful reproduction of the official emblem, in hand-hammered silver effect, in the form of an emblem plaque which may be displayed in the Chiropractic offices of its members, as concrete evidence that they are interested in

sound professional advancement. NCA members will again have occasion to be proud that they are a part of this strong organization.

This organization believes that militant and aggressive action is essential to gain the long-sought goal of equality with other professions of the healing arts. The FIRST step must be Chiropractic Unity - in thought and action! We will then be limited only by our own concept of the possibilities which the future holds for us.

The House of Counselors has now made it possible for every chiropractor in the Nation to become a general member with all membership privileges, except legal protection, for only \$5.00 per year. This membership includes a yearly subscription to The Chiropractic Journal and many other professional benefits. For those who recognize the need for professional protection, it is made available at the lowest rate possible commensurate with the high type of legal service which must be maintained.

An application blank is printed elsewhere in this issue. Won't YOU join with your colleagues in this far-reaching movement for Chiropractic Unity - for your OWN protection?

1935 (Aug): *The Chiropractic Journal* (NCA) 1935 3(8) includes:

-ANGEL and caption (p. 46):

The Chiropractic emblem reproduced above will welcome visitors to the National Chiropractic Convention at Hollywood, July 28 to August 2. Hundreds of these beautiful placards (2x3 ft.) in three colors will be displayed in the vicinity of the Hollywood Roosevelt Hotel, Official Headquarters.

1936 (Jan): *The Chiropractic Journal* (NCA) 5(1):

-letter to editor **LM Rogers** DC from F. Lee Lemly DC of Dallas says" (p. 27):

I wish to express my appreciation for the beautiful reproduction of the NCA emblem. It is very effective and I am delighted to place same in my reception room.

What a power we could wield if we had ten thousand of these emblems and members throughout the United States. I hope the day will come when this will be true, and I sincerely believe that we are well on our way.

-letter to editor **LM Rogers** DC from Ollie M. Zimmer DC of Chicago says" (p. 27):

Just received the beautiful framed emblem of our association and it is certainly just splendid. The coloring is such an improvement over the silver and black of our last one, and the frame sets it off so wonderfully. Thanking you for it...

-publishes ad from **Burton Shields Company** of Indianapolis which includes wall plaque with chiro ANGEL (price \$1.50) and *Health Through Chiropractic* (p. 49)

1936 (Mar): CO Watkins' *Montana Chirolite* notes that (p. 2):

The Society of American Chiropractors a few years ago publicized throughout the country what is fast becoming the recognized Chiropractic emblem. The International Chiropractic Congress adopted it; and, at its 1934 convention it was adopted by the NCA....Dr. McIlroy is leading a campaign to bring the publicity value of the Chiropractic emblem to the attention of the members of our profession and we are glad to give him a hand.

1936 (May): *The Chiropractic Journal* (NCA) 5(5):12, 34 prints "Our official emblem should be nationally publicized by the profession" by Harry K. McIlroy DC, chairman of the NCA Bureau on Public Information; McIlroy notes that:

- "The National Chiropractic Association adopted the emblem at the Pittsburgh convention in 1934."

- "A few years ago our emblem received much publicity through magazines and newspapers when the American Society of Chiropractors publicized it throughout this country and in some foreign lands. The Chiropractic Journal was among the first to adopt the emblem and has extensively publicized it for several years, not only in the United States and Canada, but in many foreign countries as well.

- "Every doctor who has given any considerable thought to publicity methods will promptly see the value and recognize the merit of ONE original and outstanding emblem as a psychological factor with the public.

- "Wisconsin officially adopted the emblem following the Pittsburgh convention..."

- "The Indiana Association adopted the emblem several years ago and has recently decided to use it as a membership certificate, similar to the manner in which the NCA uses it with the exception that it will be signed by the President and Secretary with the year-date in bold face type....

- "The International Chiropractic Congress also adopted it a number of years ago..."

- "Dr. Leo Spears, of Denver, has displayed the emblem beautifully in extensive newspaper advertising..."

- "The cuts in various sizes may be purchased at little cost from The Burton Shields Company, Indianapolis, and I am reliably informed that it will be placed on all educational material purchased from them, upon request, without any extra cost."

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### Figure Captions:

Figure 1: The American Society of Chiropractors' chiropractic angel , 1929

Figure 2: The first emblem of the National Chiropractic Association, 1931

Figure 3: The second emblem of the National Chiropractic Association, 1934

Figure 4: The third emblem of the National Chiropractic Association, 1934

Figure 5: The chiropractic angel goes to war; *National Chiropractic Journal* 1943 (Aug); 12(8): 4

Figure 6: Cartoon angel, from the cover of the *National Chiropractic Journal* 1944 (Jan); 14(1)



Figure 1: The American Society of Chiropractors' chiropractic angel , 1929

Figure 2: The first emblem of the National Chiropractic Association, 1931



Figure 3: The second emblem of the National Chiropractic Association, 1934



MEMBER OF THE NATIONAL  
CHIROPRACTIC ASSOCIATION, INC.

Figure 4: The third emblem of the National Chiropractic Association, 1934

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This chiropractic emblem was adopted by the NCA at its 1934 convention in Pittsburgh









