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Chronology of Thurman G. Fleet, D.C. & the Concept Therapy Institute

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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 | | |



Thurman G. Fleet, circa 1916

Potential Sources

Shelby M. Elliott, D.C., President, Texas Chiropractic College, 5912 Spencer Highway, Pasadena TX 77506 (713-487-1170; FAX: 713-487-4168)

George T. Fleet, Jr., B.A., *President*, Concept-Therapy Institute, 25550 Boerne Stage Road, San Antonio TX 78255-9565 USA; (800) 531-5628; (210) 698-2254; FAX: (210) 698-2013

Paul Smallie DC, 2027 Grand Canal Blvd, Stockton CA 95207 (209-957-9601); visited TCC in early 1930s

[Emblem: see 1935 (Nov)]

Chronology

PHOTOGRAPH



PHOTOGRAPH

Thurman Fleet DC displays Fleet's Spinal Demonstrator at the NCA's 1939 convention in Dallas

1940 (Dec): **National Chiropractic Journal**[9(12)] includes:
-ad for Fleet's Spinal Demonstrator from Doctors Products Company of 1243 N. East Avenue, Oak Park IL (p. 41):



Fleet's Spinal Demonstrator, as depicted in the *National Chiropractic Journal* ([Advertisement, 1940](#))

PHOTOGRAPH



Fleet's Spinal Demonstrator

PHOTOGRAPH



Artist's rendering of proposed "Concept-Therapy Building for the Texas Chiropractic College" (circa 1948?)

PHOTOGRAPH



Entrance to Concept-Therapy Institute's International Headquarters north of San Antonio, Texas



"August 1952 Teachers' Class" at the Concept Therapy Institute; James Parker, D.C. is sixth from right in the back row

1962 (Sept/Oct): **Digest of Chiropractic Economics** [5(2)] includes:
-full-page ad for Fleet's Spinal Demonstrator" (p. 34)

- 1962 (Nov/Dec): **Digest of Chiropractic Economics** [5(3)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 22-3)
- 1963 (Jan/Feb): **Digest of Chiropractic Economics** [5(4)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 22-3)
- 1963 (May/June): **Digest of Chiropractic Economics** [5(6)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
- 1963 (July/Aug): **Digest of Chiropractic Economics** [6(1)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
-full page ad for Fleet's Spinal demonstrator (p. 33)
- 1963 (Sept/Oct): **Digest of Chiropractic Economics** [6(2)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
- 1963 (Sept/Oct): **Digest of Chiropractic Economics** [6(2)] includes:
-full page ad for Fleet's Spinal Demonstrator (p. 37)
- 1963 (Nov/Dec): **Digest of Chiropractic Economics** [6(3)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
- 1964 (Jan/Feb): **Digest of Chiropractic Economics** [6(4)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
-full page ad for Fleet's Spinal Demonstrator (rear cover)
- 1965 (Mar/Apr): **Digest of Chiropractic Economics** [7(5)] includes:
-two-page centerfold ad for Concept-Therapy Institute (pp. 26-7)
- 1965 (May/June): **Digest of Chiropractic Economics** [7(6)] includes:
-two-page ad for Concept-Therapy Institute (pp. 14-5)
- 1965 (July/Aug): **Digest of Chiropractic Economics** [8(1)] includes:
-full page ad from Thurman Fleet, D.C. re: suggestive therapy, "An appeal to reason" (p. 19)
-two-page centerfold ad from Thurman Fleet, D.C., "What causes the spinal subluxation?" (pp. 30-1); includes "Learn how to contact and direct Innate Intelligence"
- 1965 (Sept/Oct): **Digest of Chiropractic Economics** [8(2)] includes:
-full page ad for "Fleet's Spinal Demonstrator" (p. 23); includes two photos
-full page ad for Suggestive Therapy from Thurman Fleet, D.C., entitled "Many are thinking along these lines" (p. 30)
-two-page centerfold ad for Suggestive Therapy from Thurman Fleet, D.C. of San Antonio TX (pp. 34-5)
- 1965 (Nov/Dec): **Digest of Chiropractic Economics** [8(3)] includes:
-two-page centerfold ad from Thurman Fleet, D.C.: "The big \$64,000 question: why not now?" (pp. 34-5)
- 1966 (Jan/Feb): **Digest of Chiropractic Economics** [8(4)] includes:
-full-page ad for Fleet's Spinal Demonstrator (p. 17)
-two-page centerfold ad for Fleet's Suggestive Therapy course (pp. 34-5)
- 1966 (Mar/Apr): **Digest of Chiropractic Economics** [8(5)] includes:
-full page ad for Fleet's Spinal Demonstrator (p. 27)
-two-page ad for Suggestive Therapy from the Concept-Therapy Institute (pp. 34-5)
- 1966 (May/June): **Digest of Chiropractic Economics** [8(6)] includes:
-two-page ad for Suggestive Therapy from Thurman Fleet, D.C. (pp. 16-7)
- 1966 (Sept/Oct): **Digest of Chiropractic Economics** [9(2)] includes:
-two-page centerfold ad for Suggestive Therapy from the Concept-Therapy Institute of San Antonio (pp. 34-5)
-ad for Suggestive Therapy seminar to be held in Toronto from Concept-Therapy Institute (p. 50)
- 1966 (Nov/Dec): **Digest of Chiropractic Economics** [9(3)] includes:
-two-page ad for Concept-Therapy Institute classes (pp. 20-1)
-two-page photo of "Students of Concept-Therapy" (pp. 34-5)
- 1967 (Mar/Apr): **Digest of Chiropractic Economics** [9(5)] includes:
-two-page ad for Concept-Therapy Institute (pp. 14-5)
-full-page ad for Fleet's Spinal Demonstrator (p. 32)
-two-page centerfold ad for Suggestive Therapy and Concept Therapy (pp. 34-5)
-Thurman Fleet, D.C. authors "Somewhere along the line" (p. 58)
- 1967 (May/June): **Digest of Chiropractic Economics** [9(6)] includes:
-two-page ad for Concept-Therapy Institute (pp. 8-9)
-Thurman Fleet, D.C. authors "Intelligent men will reason upon this" (p. 20)
-two-page ad for Concept-Therapy Institute (pp. 40-1)

-two-page ad for Fleet's Spinal Demonstrator (pp. 54-5)

1967 (July/Aug): **Digest of Chiropractic Economics** [10(1)] includes:

- two-page ad for Fleet's Spinal Demonstrator (pp. 22-3)
- two-page centerfold ad for Concept Therapy Institute (pp. 34B-34C); includes **photo** of campus
- two-page ad for Concept Therapy Institute, titled "The irony of it all" (pp. 46-7)
- small ad for Suggestive Therapy seminar in Chicago, by Concept-Therapy Institute (p. 57)
- full-page ad for Concept-Therapy Institute, titled "The time will surely come" (p. 61)

1967 (Nov/Dec): **DCE** [10(3)] includes:

- "Dr. Whittenberg... was chiropractic pioneer" (p. 58):
Dr. Oma W. Whittenberg, age 82, passed on October 16th at San Antonio, Texas and was buried October 18th from Boerne, Texas.
Dr. Whittenberg is survived by his widow, Mrs. Myrtle Whittenberg; two daughters, one son, four brothers and two sisters.
He had a very active career in Chiropractic, having graduated from The Palmer College [sic] in 1913; entered practice in Minnesota; and in 1929 served as President of the Midwest College in Minneapolis. He headed the public relations department of Minnesota State Chiropractic Association for many years; and also served as chairman of their Legislative Committee.

From there he moved to Texas and practiced at Uvalde some seven years, after which he joined the Staff of The Concept-Therapy Institute in San Antonio and served as Public Relations Director and Instructor until the date of his death.

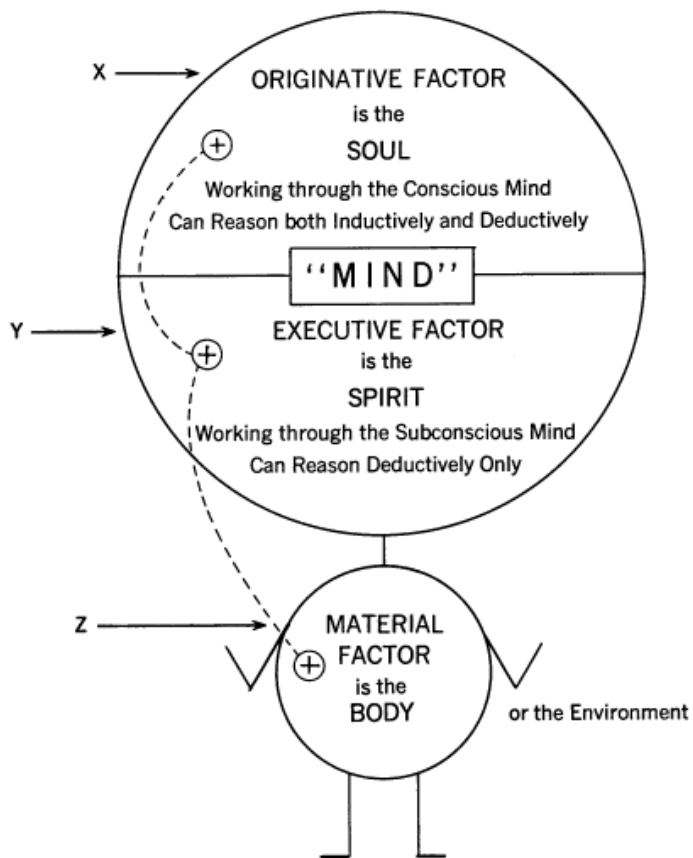
-small ad for Suggestive Therapy seminar in Milwaukee, from Concept-Therapy Institute (p. 66)

1968 (Jan/Feb): **Digest of Chiropractic Economics** [10(4)] includes:

- ad for Suggestive Therapy seminar in Los Angeles from Concept-Therapy Institute (p. 65); instructors will be Drs. C.H. Roder & E.R. Reinhart

PHOTOGRAPH

Keating



Concept-Therapy "stickman" diagram of the structure of personality

1973 (Jan/Feb): **Digest of Chiropractic Economics** [15(4)] includes:

- full-page ad for Concept-Therapy (p. 71)

1975 (Mar/Apr): **Digest of Chiropractic Economics** [17(5)] includes:

- Herbert Dill, D.C., dean of Concept-Therapy Institute, authors "This I believe" (pp. 44-6); includes photograph of Dr. Dill:



1975 (Nov/Dec): **Digest of Chiropractic Economics** [18(3)] includes:

-Herbert Dill, D.C. of Concept-Therapy Institute authors
"Chiropractic and complete healing" (pp. 54-5)

1976 (July/Aug): **Digest of Chiropractic Economics** [19(1)]
includes:

-Herbert Dill, D.C., dean of Concept-Therapy Institute, authors
"This I believe" (p. 23)

1976 (Sept/Oct): **Digest of Chiropractic Economics** [19(2)]
includes:

Herbert Dill, D.C., dean of Concept-Therapy Institute, authors
"This I believe" (p. 55)

1977 (July/Aug): **Digest of Chiropractic Economics** [20(1)]
includes:

-Herbert Dill, D.C., dean of Concept-Therapy Institute, authors
"Principle – its meaning" (pp. 92-3)

1978 (Mar/Apr): **Digest of Chiropractic Economics** [20(5)]
includes:

-Herbert Dill, D.C., dean of Concept-Therapy Institute, authors
"Adaptive processes" (pp. 48-9)

1979 (Jan/Feb): **Digest of Chiropractic Economics** [21(4)]
includes:

-Herbert Dill, dean of the Concept-Therapy Institute, authors
"Complete chiropractic: holistic healing" (pp. 68, 118)

PHOTOGRAPH



Thurman Fleet, D.C.



George Fleet Jr. presents paper on history of Concept Therapy at the Association for the History of Chiropractic's 17th Annual Conference on Chiropractic History at Texas Chiropractic College, February, 1997

References:

Keating JC, Fleet GT. Thurman Fleet, D.C. and the early years of the Concept-Therapy Institute. *Chiropractic History* 1997 (June); 17(1): 57-65