Chiropractic
58 Years of Progress

A FRESH CONCEPT in the art of healing based upon the physical and mechanical approach, rather than the chemical, was given to the world some 58 years ago. It was termed "chiropractic." New to the modern world, this method was actually in use many years B.C. with the healers of Greece.

The inception of this approach to health was suggested in the advice of Hippocrates, the father of healing, to "look well to the spine for cause of disease."

This phase of healing was later lost for centuries. The investigative curiosity of Dr. Daniel David Palmer, after years of research, resulted in the rediscovery and successful application of these principles in 1895. This science, art and practice drew its name, chiropractic, from Greek words meaning "efficient hand."

Following Hippocrates' injunction, chiropractic researchers learned that the nervous system, including the brain and spinal cord, is the master co-ordinating system of the body. They believe that maximum health may be best restored and maintained through correction of skeletal distortions which interfere with a normal supply of nerve energy to all organs and tissues.

Through expanded research into the healing power inherent in spinal and neural normality, and the achievement of such normality through refined corrective technique during the past half-century, chiropractic has earned its place as the second largest healing profession. Through chiropractic, a major battle in man's war against disease and sickness has been won.

Thus, in a short span of time, this profession has received world-wide recognition that the number of known and chiropractic new totals nearly 17,000 who treat some 2,000,000 new patients annually.

Upon request we will be pleased to furnish Palmerian information about any phase of this modern science of healing.

National Chiropractic Association
WEBSTER CITY, IOWA
... It Started with Plato

PLATO, the great Greek philosopher, broke the bonds of "hidebound," custom-restricted thinking. His doctrine of independent investigatory thought and practice was basic to the development of all the professions as we know them today. In this ancient era, man began to break from superstitions and to apply logical thinking to the art of healing the mind and body. Plato pointed out that every living thing is activated by an inherent "vital principle," which we speak of today as "nerve energy."

It was then, too, that Hippocrates set forth new laws of health and gave new stature and dignity to the art of healing. He was first to recognize the fundamental principles now incorporated in the science known as chiropractic. He advised his colleagues to "look well to the spine for the cause of disease." Hippocrates' spinal theories were followed by Galen, who pointed to the nervous system as the key to maximum health. Like many other great works of the early Greeks and Romans, the principles of spinal health, as practiced by noted physicians of that age, were, somehow, lost for centuries.

Then, in 1895, those ancient healing truths found rebirth. Through exhaustive research the forces and principles of healing inherent in spinal and neural normality were rediscovered and reaffirmed.

In little over half a century, chiropractic has so completely filled a vacuum in the conquest of human disorders that it is now the second largest healing profession.

Recent surveys reveal that the nearly 7,000 doctors of chiropractic of the United States and Canada annually treat more than 7,000,000 new patients. Some 12,000,000 persons have experienced the benefits of chiropractic treatment through the years.

Yet, since the days of Plato, the doctrine of restoration of natural and normal health has been enshrined and preserved by an eternal reign. The chiropractic profession, like the publishing profession, is constantly striving for higher standards and increased opportunities to serve.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER in March 1924
AMA 122809
32,000,000 AMERICANS
AVAIL THEMSELVES
OF CHIROPRACTIC . . .

1 Out of Every 5 . . . 20% of Your Readers Know
the Value of Chiropractic—America’s Second
Largest Healing Profession

When a healing method has served a population
twice the size of that of a major nation, it is something
to be considered seriously. Such is the story of the
extensive use of chiropractic—for 32,000,000 Ameri-
cans have experienced the health benefits of this sec-
ond largest healing profession. That’s a figure twice
Canada’s population, which is 14,900,429.

Looking at it another way, it means 1 out of 5
Americans, 20% of your readers, know the value of
chiropractic. That’s a big slice of your circulation.
Millions of these fine people in every strata of life
have shared one experience. They have found the
way to restored and improved health through chiro-
practic . . . the re-establishment of spinal normalcy
and the regeneration to the nerve functions of their
bodies. That was a significant event in their lives.
These Americans in a democracy have freely chosen
the physical, mechanical and neurological approach to
healing. Their freedom to do so is as vital as the
bulwark of a free press.

We bring these vital facts to you . . . the leaders
of communication in America. We know you want
facts and the truth, because your newspapers are dedi-
cated to presenting facts and truth to your readers.

If there is particular information you want, write
us or send for the book, “The Truth About Chiropractic.”
NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA

3 TRUTHS YOU SHOULD KNOW!
550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

THE TRUTH ABOUT CHIROPRACTIC
*One of a Series of Reports.

AMA 122825
Educational Standards of the Chiropractic Profession

THE National Chiropractic Association, recognizing the necessity of scholastic preparation, early established rigid educational requirements for doctors of chiropractic. These have been progressively increased—as the science of healing has advanced so have the educational and professional standards of chiropractic.

The minimum academic requirements to attain a Doctor of Chiropractic degree constitute a full four-year curriculum. Subjects and minimum hours are:

- Anatomy, including embryology and histology .......... 740 hours
- Physiology .................................. 240 hours
- Biochemistry ................................ 180 hours
- Pathology and bacteriology .......................... 520 hours
- Public Health, sanitation, hygiene ................. 160 hours
- Practice of chiropractic principles and technique, neurology and psychiatry, pediatrics, dermatology, urology, ophthalmology, otolaryngology, first aid and minor surgery, roentgenology .................. 1,960 hours
- Obstetrics and gynecology ......................... 200 hours

Total ........................................ 4,000 hours

This curriculum compares favorably with those in other scientific and professional fields.

Today, eight chiropractic colleges qualify scholastically under the exacting standards set up by the National Council of Education of the National Chiropractic Association. To obtain official recognition from the Association, a doctor of chiropractic must have met preprofessional entrance requirements, must have passed examinations in many scientific courses after enrollment, and must have graduated from one of the eight accredited colleges, located throughout America.

The National Chiropractic Association is constantly striving to improve the contributions of the profession to human welfare. To meet the more exacting health requirements of our age, new research developments are under continuous consideration by the National Council on Public Health and Research.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

AMA 122810
The Chiropractic...  
Code of Professional Ethics

No. Five of a Series

NO PROFESSION can long hold a public trust, prosper or grow without fulfilling its moral obligation as specified within a strict code of professional ethics. Application of the Golden Rule is basic for all who administer to the mind, body and soul of man.

The code of professional ethics to which all members of the National Chiropractic Association voluntarily subscribe stresses many facets of the Golden Rule. In the opening paragraphs are found:

"The chiropractic profession has for its objective the greatest service it can render humanity. Therefore, financial gain becomes a secondary consideration." And

"The ultimate end and object of the efforts of the doctor of chiropractic must be: 'The greatest good for the patient.'"

Thus, the code obligates the practitioner, when confronted by a patient whose ailments are beyond the province of chiropractic, to refer him at once to whatever other branch of healing he deems most likely to restore the patient's health.

Co-operation with members of other healing professions, in the interests of public health and welfare, is the ethical goal of members of the National Chiropractic Association.

These considerations are guiding standards of the chiropractic profession in its service to those who are suffering or in distress.

The privilege of practicing the art of healing also carries with it the obligation of complete trust. The doctor of chiropractic is obligated to practice the Golden Rule, not only in his professional life, but in his personal life as well, and to identify himself with the progressive influences active in civic, fraternal, religious and patriotic fields in his own community.

The exacting code of professional ethics of the National Chiropractic Association is the foundation of public confidence and public trust. It is one of the reasons why more than 2,000,000 new patients turn to chiropractic each year.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION  
WEBSTER CITY, IOWA
THE CHIROPRACTIC PROFESSION, within its first 58 years of serving the public, has become the second largest healing profession of the world. Chiropractic is classified as one of the four major healing professions in the United States, in addition to medicine, dentistry and osteopathy, by the Office of the President, Bureau of the Budget, Washington, D.C.

The influence of the progressive educational policies of the National Chiropractic Association, through its National Council on Education, is reflected in the revision of chiropractic statutes in the various states compatible with academic advancement. As a result, the doctor of chiropractic must be as adequately trained to practice his profession, as are the members of other healing professions. Doctors of chiropractic, from time to time, support changes in state acts of licensure which will continue to insure higher standards of qualification by applicants. In this way, the public health and welfare is protected and the profession assumes its recognized responsibilities.

Laws have been enacted, and are constantly being revised, to regulate and standardize the professional education required for state chiropractic licensure. This includes, in many states, up to two years of preprofessional college education, in addition to the four academic years totalling some 4,000 hours of professional education in the basic sciences and other related subjects.

Legislation, initiated by the profession, has raised the standards, and has brought expanded and improved health services to the public. As chiropractic licensing laws are amended from time to time to meet progressive, modern conditions, the National Chiropractic Association co-operates and often gives valuable counsel as to desirable improvements in the various states.

The remarkable effectiveness of this modern method of corrective treatment, which re-establishes normal nerve function, has won for the profession of chiropractic a major classification in the family of health sciences.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA
Chiropractic Research and Treatment of Polio

POLIO, the great crippler, is one of the most dreaded diseases of our times. Chiropractic research into the primary causes and preventive measures of polio is extensive. Years of investigation in thousands of polio cases lead chiropractic researchers to concur in the opinion that fatigue, injury as a result of falls, undue exposure to heat or cold, and nutritional deficiencies all are contributing factors.

Correction and treatment of both acute and chronic polio by chiropractic methods have been unusually successful. A national survey by Science Sidelight reveals startling results of chiropractic methods in treating polio cases. In 662 acute cases, complete recovery in 445 (71.5%). In 889 chronic cases, complete recovery in 257 (28.9%), marked improvement in 454 (51.1%), slight or no improvement in 178 (20%). This is documented record which shows the polio benefits gained by chiropractic treatment.*

The National Chiropractic Association, through its research program, is constantly striving for more effective ways to correct the after-effects of polio and thus rehabilitate those who have suffered from this crippling disease. Not content with its proven ability to mitigate the crippling effects of poliomyelitis, the chiropractic profession is constantly studying new methods of prevention.

Corrective treatment in the early stages of polio is designed to restore spinal and neural normality and usually prevents, in acute cases, any crippling after-effects, whatsoever.

Encouraging reports are on record which indicate that through the physical and mechanical approach, rather than the chemical, the future holds much promise for the elimination of crippling after-effects of polio under competent chiropractic supervision.

*Chiropractic Research Foundation

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER for May 1, 1954

AMA 122813 5
Insurance and Industrial Recognition of

CHIROPRACTIC

Many large industrial corporations are appointing doctors of chiropractic to their staffs to correct industrial injuries of their employees. Their recognition of the benefits of chiropractic treatment has come about through extensive research by corporations on the maintenance of steady production. Economy and the well-being of their employees are the basic considerations in production research. Previously lost man-hours of production are eliminated or reduced through the expert services of doctors of chiropractic to employees in many types of industrial injuries and occupational disorders. Chiropractic care is authorized in industrial cases under the Workman's Compensation Acts in most states, and surveys reveal the average cost is lower and the disability time is shortened as a result of expert physical and mechanical treatment.

Paralleling the rise of chiropractic association with industry is the recognition accorded by insurance companies. Today, more than 500 insurance companies are recognizing the benefits of chiropractic treatment and are paying the claims of policyholders who have been returned to work after chiropractic treatment. This is highly significant because insurance companies form their own decisions and base their policies on statistics—down-to-earth facts, as shown by day-to-day figures.

Perhaps even more significant in the rise of chiropractic is the fact that the injured worker himself, by consent of the industry, makes his own choice and consults a doctor of chiropractic when it is considered that the physical and mechanical approach, rather than the chemical, is indicated to alleviate his discomfort and correct his condition.

* Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER for May 8, 1954
Chiropractic Protection for Professional Athletes

A THLETES who play-for-pay are of no value to their employers when they are benched with injuries. This is why so many club owners engage the full-time services of a doctor of chiropractic to keep their high-salaried players in the lineup, at top physical and mental efficiency.

Managers know that many injuries occur, not from an actual accident, but rather from the nature of the activity of the sport itself. Twists, sprains and dislocations are common for those who participate in sports.

A baseball pitcher, who spends an afternoon throwing as hard or as accurately as he can, may suffer a lumbar or sacroiliac subluxation or a shoulder or arm injury. Structural maladjustments prevent muscular co-ordination and result in loss of control. The ill effects of these lesions are seldom realized immediately. It is difficult for anyone, other than those specifically trained in the physical and mechanical approach, as is the doctor of chiropractic, to determine the origin and nature of the injury. Scientific examinations by the doctor of chiropractic clearly detect lesions ... and their early correction may prevent the athlete from being sidelined with a wide variety of disorders.

Many thousands of professional athletes have learned that the first requisite of health procedure is the maintenance of the mechanical integrity of the body ... free from spinal defects and postural distortions ... in keeping with chiropractic principles.

The rapid acceptance of this modern healing science has been due in a large measure to the beneficial results obtained in difficult cases.

Today, the amateur sports enthusiast is following the example of the professional—he has learned to consult a doctor of chiropractic to obtain corrective treatment that will re-establish normal nerve function, with the resultant muscular co-ordination of the body so necessary for successful athletic competition.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER for May 15, 1954

AMA 122815
Chiropractic's Contribution to a National Health Problem

WAR, with all its terror and hardship, produces incapacitating mental and nervous strain. The National Mental Health Act owes its existence to this fact. The act is designed to aid in the development of more effective methods of prevention, diagnosis and treatment of mental disorders. It provides for research and the co-ordination of this research to an application of the results obtained.

There is a critical and growing need for a more extensive and efficacious mental health service. The grave problem of mental illness calls for greater co-operation among all branches of the healing arts in the interest of public health and welfare.

The National Chiropractic Association, through its National Council on Psychotherapy, has co-ordinated its efforts in this field and has made excellent progress. It is logical to ask how doctors of chiropractic correct mental and nervous disorders. The answer is that chiropractic approaches these problems on the independent assumption—now an established fact—that much emotional illness often stems from nerve irritations created by distortions of the spinal column, which can be more effectively corrected through the physical, mechanical and neurological approach.

The contributions of chiropractic in the field of mental hygiene speak for themselves. Case history surveys, conducted by independent organizations, have shown that chiropractic treatment has achieved eminently successful results in the correction of these mental and nervous disorders.*

Once normal nerve function is re-established by effective chiropractic treatment, the responses of these patients are such that they usually return to normal living and activity.

Worthy of note is the fact that early treatment under chiropractic care reduces the need for institutional confinement and the resultant lightening of the load on these already over-taxed institutions.

* "350 Nervous and Mental Cases Under Chiropractic Care."

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER for May 22, 1954
What Is the Basis of the Science of Chiropractic?

CHIROPRACTIC is a system of therapeutics based upon the theory that disease is caused by interference with nerve function. It is based on the premise that all systems and physiological processes of the human body are co-ordinated by the nervous system. Interference with the nerve control of these systems impairs their function and induces dysfunction or disease, rendering the body less resistant to infection or to other exciting causes.

While structural maladjustments, causing nerve irritation and lowered resistance, are not the only cause of disease, they are, by far, the most common cause.

Chiropractic therapeutics is designed to restore normal function of the nerve system by the following methods:

1. Specific adjustive therapy which brings about the correction of anatomical disrelationship and results in the restoration of normal nerve function.
2. Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.
3. Physical therapy, using light, water, heat, cold, exercise and various types of precision instruments, as indicated, to restore the normal physiological functions of the body.
4. Psychosomatic counseling used to bring about a balanced interrelationship between the mental, emotional, physiological and mechanical aspects of the body so necessary to normal health.

The practice of chiropractic is as broad as the nervous system, which co-ordinates all organs, glands and tissues of the body. Therefore, chiropractic is applicable to a wide variety of diseases which affect the human body and mind. The rapid acceptance of this science of healing has been due in large measure to the beneficial results achieved in difficult cases.

The success of chiropractic can be measured by these facts: In little over half a century, chiropractic has become the second largest healing profession. Each year over 2,000,000 new patients turn to doctors of chiropractic to experience the health benefits available through this modern healing profession.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA

EDITOR & PUBLISHER for June 5, 1954

AMA: 122817
How Modern Healing Contributes to Public Health

THOUGH THE AGES, the startling results of scientific research in the health field have kept mankind on the march. Savants of all ages have searched for newer and better ways of attaining vigorous health. Painstaking research has constantly revealed new facts about the human body and new principles for its care. But all this wealth of knowledge benefits man only as it is applied in his behalf.

In the field of scientific advancement, it is noteworthy that chiropractic, in its modern form, was rediscovered in 1895, the same year that Roentgenology, or the study and use of X-ray, came into being. How ably these two scientific discoveries complemented each other is evidenced by the fact that the chiropractic profession owns and uses, for diagnostic purposes alone, more X-ray units, proportionately, than any other healing profession.

Thus, the X-ray has played a vital part in chiropractic's continuing research into the causes of disease, research which has determined that, while spinal defects and postural distortions are not the only cause of disease, they are, by far, the most common cause. These defects stem largely from occupational hazards and the stresses and strains of "high pressure" living, which produce constant tension and nerve irritation.

The X-ray has been of invaluable scientific aid to the doctor of chiropractic in determining where and to what degree these defects and distortions interfere with normal nerve function.

The National Chiropractic Association, through its National Council on Roentgenology, conducts continuing research and periodically informs members about advances in this specialized field, augmenting other research for new and more effective ways of overcoming the effects of gravity and occupational distortions upon the upright posture of man.

Thus, throughout America, doctors of chiropractic, proving their findings by the scientific eye of the X-ray, have made substantial contributions to postural research for the correction of low-back pain, herniated discs, lumbago, sciatica, neuritis, sacroiliac disorders, and other related conditions.

No single profession is the sole guardian of public health. All healing professions are devoting time, talent, and funds to the richly rewarding task of improving the public health in the service of humanity.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA
One Out of Five Americans!

Thirty-Two Million People Have Experienced the Health Benefits of Chiropractic Treatment

YES, THOSE ARE THE FIGURES. Through the application of chiropractic principles of healing—which re-establish spinal normality and thus regenerate nerve function in the body—one out of five persons in this country (from all walks of life) has found the way to restored or improved health. And as the facts become more widely known, ever-increasing numbers are turning to chiropractic for the recovery or maintenance of health.

32,000,000 persons cannot be ignored—certainly not in a democracy. The rights, which assuredly must include the right of expressing preference in anything so personal as health services, of so large a cross-section of citizens, should be preserved and protected by the laws of every state in the Nation. The right of free choice is inherent in the American tradition.

These millions, educated by the high national standards of American schools and colleges, recognize the rational basis of chiropractic principles and their scientific application, whereby nerve function, restored to normal, leads, in turn, to the normal functioning of all bodily organs. Your neighbors, your associates, are among these millions who have experienced the health benefits available through scientific application of the powers inherent in the physical, mechanical, and neurological approach to healing.

Consequently, as an organized professional group, doctors of chiropractic, since 1895, have risen in numbers and in public esteem and acceptance until today they comprise the second largest healing profession—evidence of the effectiveness of chiropractic health methods, as well as the soundness of its scientific concepts and the dedication to purpose of its leaders.

Thus, in a short 58-year span, general recognition and demand have made chiropractic a major healing profession whose nearly 25,000 doctors treat some 2,000,000 new patients annually.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA
Dr. Benjamin Rush
A SIGNER OF THE DECLARATION OF INDEPENDENCE
DECLARED

The constitution of this Republic should make provision for medical freedom as well as religious freedom. To restrict the art of healing to one class of men and deny equal privilege to others will constitute the Bastille of medical science.

The Fifth Freedom... Health Freedom!

THROUGH all history men have fought to break the bondage of enslavement—enslavement of thought and action. Taboos, superstitions and dictatorial decrees have held back mankind's real progress. It has been only recently that we have heralded our "Four Freedoms"—freedom of speech, freedom of religion, freedom from want, freedom from fear.

The healing profession has not been immune to the blight of shackled thought. Only a few hundred years ago, bloodletting was almost a universal treatment for all ailments. How frequently a pioneer, voicing a new theory in his search for better methods of correcting disorders of the body and mind, has been subjected to abuse and professional persecution. It has never been easy to cross the grain of long-cherished, even though erroneous, beliefs. This is equally true in our present age of "enlightenment."

Dr. Benjamin Rush, quoted above, reluctantly signed the Declaration of Independence, since he felt that the basic right of health freedom should be protected and preserved in the new Republic.

To our "Four Freedoms" a fifth should be assured—HEALTH FREEDOM! It is vital, for the future health and welfare of all Americans, that all avenues of scientific investigation and publicity remain open to all of the healing professions, whose members are devoting their lives and resources to the solution of health problems. No one profession has yet discovered all the answers about health and disease. Human beings should not be shackled by written or unwritten law to any one healing profession. Every person should be privileged, free of pressure by any biased group, to select the doctor and healing method of his choice, which he believes in or, through experience, knows can best correct his bodily disorders.

The suppression or distortion of authentic news about healing methods or health knowledge, from reliable sources, is a disservice to the American people since it is a suppression against the betterment of mankind. Chiropractic has earned its place as the second largest healing profession, because it has contributed new knowledge and new concepts to the modern study of health and disease.

Upon request we will be pleased to furnish further information about any phase of this modern science of healing.

NATIONAL CHIROPRACTIC ASSOCIATION
WEBSTER CITY, IOWA
The Truth About Chiropractic

A Message to the Editors of American Newspapers

A Report on How Chiropractic, the Second Largest Healing Profession, Serves 32,000,000 Americans—Guards the Health of Top Movie Stars, Athletes, Executives—Achieves Unusual Success in Polio, Arthritis, Mental Illness and Other Afflictions.

Sometimes those who are part of a Great Principle are so pre-occupied with it they fail to pass on the story of its accomplishments.

To a degree, that has been true of chiropractic. Now, we, who serve in this second largest healing profession, intend to bring the message of chiropractic to the leaders of communication: you, the editors of American newspapers. This is the first of a series of reports. We are going to show how a huge slice of your actual circulation depends on chiropractic. Through national surveys, documented statistics, through fact and figures we'll prove successful results in treating diseases which threaten the national health. We will show big industry's belief in chiropractic. We'll present evidence that 550 insurance companies, including major organizations, recognize and utilize this healing method.

Those are some of the things we will present. We will bring you the TRUTH about chiropractic so that you may know how it works to improve the health of America. We believe you will want the facts because your papers perform their service in reporting facts and truth.

"If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.
NATIONAL BUILDING, WEBSTER CITY, IOWA

5 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.
What Is Chiropractic?

Here is the TRUTH about America's Second Largest Healing Profession.

There is ONE first and basic study for ALL those entering ANY of the healing professions. The study is the structure of the human body—the book is Gray's Anatomy. It is profoundly significant that on the nervous system this book agrees with the chiropractic principle with classic simplicity. Gray says:

"The nervous system is the mechanism by which ALL, save the lowest forms of animal life, are enabled to react to their environment. In addition, the nervous system CONTROLS and regulates the activities of ALL other systems of the body and determines their harmonious co-operation, for the benefit of the organism as a whole."

Chiropractic therapeutics restores normal function of the nerve system in these ways:

1. Specific adjustment therapy to correct anatomical disrelationship, restore normal nerve function.
2. Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.
3. Physical therapy, using light, water, heat, cold, exercise, and certain precision instruments, to restore normal physiological functions.
4. Psychosomatic counseling to effect a balanced interrelationship between mental, emotional, physiological, and mechanical aspects of the body.

The truth of chiropractic cannot be denied ... in results, in public service ... in every ethical way it has established itself as the second largest healing profession.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.
NATIONAL BUILDING, WEBSTER CITY, IOWA

5 TRUTHS YOU SHOULD KNOW!

55,000 Chiropractic Colleges Recognize Chiropractic

A test of every American, Avail Themselves of Chiropractic Health Services.

A course of Chiropractic College is the minimum requirement for Doctors of Chiropractic.
4 Years of Chiropractic College Required for Doctors of Chiropractic

The effectiveness of any profession depends largely on its educational standards. Realizing that, the National Chiropractic Association requires every prospective Doctor of Chiropractic to complete a full 4 years of comprehensive chiropractic education.

Continual and rigid examinations are devised, not only to educate the student, but to ensure proper use of the knowledge and skills which must be acquired. This wide scholastic background has been designed to meet new healing advances derived from research and experience.

There are 8 chiropractic colleges in the nation which conform to the exacting educational requirements of the National Council of Education of the National Chiropractic Association. To obtain official recognition, the student must first meet professional entrance requirements... then must pass all and every scientific course in examinations given during and after a minimum of 4,000 hours in these subjects:

Anatomy, including embryology and histology ........................................... 740 hours
Physiology ........................................................................ 240 hours
Biochemistry .................................................................... 180 hours
Pathology and Bacteriology ................................................. 520 hours
Public Health, sanitation, hygiene ......................................... 160 hours
Practice of chiropractic principles and technique, neurology and psychiatry, pediatrics, dermatology, urology, ophthalmology, otolaryngology, first aid and minor surgery, roentgenology ................ 1,960 hours
Obstetrics and gynecology ..................................................... 200 hours

4,000 hours

That is the true story of the educational requirements behind the Doctors of Chiropractic today.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports

EDITOR & PUBLISHER for April 9, 1953

AMA 122823
NATIONAL
CORRECT POSTURE
WEEK, MAY 1-7

A Public Service of the Chiropractic Profession

Human beings should sit, stand and walk erect—on a straight line between the earth's center of gravity and infinity. That is correct posture. To slouch backward, or forward, or in any way invites an abnormal spine which induces pain, wastes energy and encourages disease.

Each year, the National Chiropractic Association, representing the nation's second largest healing profession, officially sponsors National Correct Posture Week, May 1 to 7, as a public service in the interest of the nation's health.

This week is recognized by the Congress Of The United States, proclaimed by the governors of many states and the mayors of the most progressive cities, welcomed by school officials.

During National Correct Posture Week some 25,000 Doctors of Chiropractic in the country draw special attention to the interdependence of good health and correct posture.

The National Chiropractic Association will develop newsworthy articles and stories, stressing the importance of correct posture. The press of the nation is invited to participate in this public service to the nation's health and welfare.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

1. Insurance Companies Recognize Chiropractic as one of the 8 "Arts and Sciences" of Chiropractic Health Services.
2. State of Illinois requires at least 4 years of Chiropractic College in the Minimal Requirements for Doctors of Chiropractic.

The Truth About Chiropractic
550 insurance companies... recognize Chiropractic

When 550 insurance companies examine something that has a bearing on their own operations, it has to stand up under meticulous scrutiny. So, when the weight of overwhelming statistics, painstakingly gathered by realistic actuaries, proved chiropractic saved millions of work hours and reduced compensation, they gladly recognized this second largest healing method.

Today, insurance companies accept the findings of Doctors of Chiropractic on claims. Many specify them in their policy contracts. Surveys back up the judgment of these insurance companies. One showed that under chiropractic care the average loss of time from work was a little over 2½ days or about ½ that lost under other healing methods.

Compensation cost was about 1/3 less. Another survey showed with chiropractic care only 14 days of work were lost and compensation cost was $62.00 per case, whereas time loss was 24½ days and compensation cost was $79.00 per case under other healing methods.

So go the facts. They represent the truth about chiropractic which we believe you, the editors of the nation, will want to have.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."
NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA

3 TRUTHS YOU SHOULD KNOW!
550 Insurance Companies Recognize Chiropractic.
Five of EVERY 7 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic
"One of the Most Popular Books of All Time"
AMA 122826