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Notes on the History of Marketing in Chiropractic

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Color Code:

Red & Magenta: questionable or uncertain information

Green: for emphasis

Topics:

Burton Shields Company	Jim Greggerson
Dale Carnegie	James F. McGinnis, D.C., N.D.
George Shears/G-P-C	R.S. Marlow, Jr., D.C.
Jimmy Parker/PSPS	R.S. Marlow, Sr., D.C.
Johnson Twins	Shaklee
Kramer buildings, c1960	Sid Williams/Dynamic Essentials
Napoleon Hill	Thurman Fleet/Concept-Therapy
PSC Printery	Voice for Health/Earl Powell

Sources:

Gossett, Glendalyn Marlow (daughter of Dr. Marlow); 3627 Oak Cluster Lane, San Antonio TX 78253 (210-679-7389)
 Marlow, Carl R. (80 yr old son of Dr. Marlow); 5900 Forest Cove, San Antonio TX 78240 (210-684-2818) DECEASED (1999?)
 Marlow, Ellenor F. (daughter of Dr. Marlow); 811 Jackson-Keller Road #8, San Antonio TX 78216-7145 (210-344-4042)
 Quintin E. Marlow; 4504 Dorset Road, Dallas TX 75229 USA (214-357-5508; Qmarlow@concentric.net)

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		

Chronology:

1916 (April 29): **Fountain Head News** [5(10)]:
 -letter to BJ from R.S. Marlow DC of San Antonio, who is in Davenport (p. 7):
 Dear Doctor:-

Just a line to again thank you for the copy of "An Invisible Government." I have carefully read it, and I am no doubly appreciative of it - first, because of your kindness in giving me a copy, and secondly, because of the opportunity of reading your very able efforts along the line death with therein.

This book is a power, and I do not see how any Chiropractor could read this work, and give it his serious thought, without feeling, yes, KNOWING that he has a most effective weapon with

which to fight for the future of Chiropractic, if he will but just seize the opportunity and use it to the best advantage NOW.

I am certainly in sympathy with Brother Loehr's plan to get a copy of this book into the hands of every Chiropractor in the different states through the respective Alumni Associations, and while we have as yet no Texas Alumni, or does anything legislative seem imminent there at this time, I shall take this matter up with the Texas students here, in an effort to get a copy in the hands of every chiropractor in the state. Meanwhile, I remain, Most respectfully yours,...

1918 (June 8): **Fountain Head News** [A.C. 23] [7(39)]:
 -letter to BJ from R.S. Marlow DC (p. 8):

Dear BJ: San Antonio, Texas, May 22, 1918

The S.O.S. call has by no means failed to find a responsive chord in my make-up, and would have written you sooner, had I no thought I had a student for you for May 1st enrollment, but who has been scared off on account of present conditions.

See the P.S.C. sink! Well, I should guess not, so far as my humble assistance is able to prevent, and here is my plan for pledging you TWO STUDENTS during 1918-1919:

First, for the present need buy a scholarship myself, and if unable to dispose of it for September 1st enrollment, donate it to some worthy *CHIROPRACTIC* material. The enclosure herewith to take care of this transaction.

Second, send you ONE student during 1919 or forfeit to The P.S.C. \$250.00 in cash, the said sum to be payable between May 1st and September 1st of said year.

Further assuring you of my hearty co-operation in ever ay possible for the good of our great Cause and for the love of dear old P.S.C. and its tireless workers, I remain,
CHIROPRACTICALLY,...

1918 (July 6): **FHN** [A.C. 23] [7(43)]:
 -letter to Mabel Palmer DC from R.S. Marlow DC (p. 14):

Dear Doctor: San Antonio, Texas, May 14, 1918

Since starting to read, a few minutes ago, Dr. BJ's notice of your forth coming Anatomy, I have been in continuous action - first, finished reading the announcement; immediately reached for my check book; wrote a check for Ten, which is enclosed, and am now at the typewriter writing this letter.

Have often wondered (wishing at the same time for such a work on Anatomy as I felt you only could write) why you did not give us a text setting forth your years of experience and knowledge on this subject. Now that your work is promised, I shall look forward to its completion with the keenest interest and anticipation.

With best wishes for your continued great work, and with kindest personal regards, I remain, Very respectfully,...

1918 (Aug 10): **FHN** [A.C. 23] [7(48)]:

-among Texas DCs listed in "FHN Chiropractors' Directory" (p. 15) is:
R.S. Marlow, 504 Eager St., San Antonio

1921 (Feb 12): **FHN** [A.C. 26] [10(22)]:
-letter to BJ from Burton T. Shields of Shields & Hopkins Co., an advertising and marketing firm in Indianapolis (pp. 6-7)

1921 (June): **The Chiropractor & Clinical Journal** (17[6]) includes:
-full page ad for "Shields & Hopkins Co., B.T. Shields, Mgr., 38 South meridian Street, Indianapolis, Indiana" (p. 44); company describes itself as:

PUBLISHERS OF:
THE HEALTH BUILDER - A monthly office magazine for mailing to patients.
TO REACH THE FOUNTAIN OF HEALTH - Is a six-page, two color, handsomely illustrated folder, of proper size for small envelope insert.
TURNING LOOSE THE POWER INSIDE - An illustrated six-page folder for insert in a small envelope.
THE STORY OF NEIGHBOR HENRY - This is a reprint of a remarkable "case" story, which appeared in the Modern Woodman. A four-page folder, envelope insert size.
NERVE-EASE VERSUS DIS-EASE - This is a four-page folder for small envelope, composed of little talks on Chiropractic.
HEALTH - Another four-page folder for a small envelope, with Disease Chart.
CASE RECORD CARDS - Size 4x6. These cards we believe are the simplest on the market, made up after analyzing more than twenty different styles.
ADJUSTMENT CARD NO. 1 - Space to punch 36 adjustments.
ADJUSTMENT CARD NO. 2 - Provides for only twelve adjustments, and carries the months and days on the face side.
COURTESY CARDS - The patient uses this card to introduce a friend. An intensely effective way to tactfully induce boosting.
PLATELESS EMBOSSED BUSINESS CARDS - Without cost for engravers' plates. To all appearances an engraved card. The stock is two-ply, kid finish wedding bristol.
KEEP SMILING CARDS - Printed in blue, the color of cheer and optimism. You furnish copy for the back.
"DISEASES" - Their origin, prevention and cure or "The Science of Living" by Alfred Walton, M.D., D.C. A cloth bound book 6.25 x 9 inches, 146 pages. We recommend it for the Chiropractic library.

1921 (Dec): **UCA Directory** lists J.M. McLeese DC as NSC grad living in Eagle Pass TX; R.S. Marlow DC (PSC grad) at 504 Eager St., San Antonio; 264 UCA members in TX; Stone & Littrell not listed

1924 (Mar 28): Johnson & Johnson twins of Denver write to BJ to thank BJ, Mabel and Dave for recent educational tour through Denver; note general approval of UCA's Model Bill (**FHN** 1924/AC29 [May 3]; 13[19-20]:8)

1924 (Sept 6): **FHN** [A.C. 30] [14(1)]:
-letter to BJ from R.S. Marlow DC (p. 8):

Dear Doctor: San Antonio, Texas, Aug. 7, 1924
Your letter received a few days ago re the infringement on the Neurocalometer. I had previously read carefully, WHY B.J.-?, and have since read the two latest FHN's (thanks for same) wherein you go further into the matter.

By heck, you are RIGHT, BJ, on your leasing plan of the Neurocalometer over the straight-out sales plan, and it seems to me that the wisdom of your action on this pint should be immediately obvious to all who have the interest of Chiropractic at heart. I believe it is going farther to purify the profession than any other one thing has done, and you know better than anybody else that the profession needs purifying and needs it badly.

It is my hope, in the infringement matter, as I wrote you some days ago, that all these may be quickly and effectively dealt with, and I have every confidence that you also KNOW where you are in this matter, and that each infringement will get all that is coming in due time.

I am looking forward with great anticipation to getting back to *THE PSC* once more, and expect to be there on the morning of the 24th. So expecting to see you then, I remain with best wishes to all,

Chiropractically,...

1924 (Sept 13): **FHN** [A.C. 30] [14(2)]:
-letter to BJ from R.S. Marlow DC (p. 3):

Dear Doctor: San Antonio, Texas, Aug. 21, 1924
I received your good letter of the 11th, and I appreciate more than I can tell you in mere words the thoughts it contained. It was a real hearthrob to me, BJ, and I want you to know that I am with you "teeth and toe nails" in this storm you are now weathering and which you are going to successfully weather, emerging to a pinnacle where nobody can ever dare question your leadership in the great cause you have so long championed.

We are leaving tomorrow for the lyceum, and will see you then. So, with love to all, I am, as ever,

Chiropractically,...

1924 (Oct 11): **FHN** [A.C. 30] [14(4)]:
-letter to BJ from R.S. Marlow DC (p. 8):

Dear Doctor: San Antonio, Texas, Sept. 23, 1924
I am kept very busy since I came home, and although I found my business more or less disrupted by being away, I would not take anything for the time spent at this lyceum and the Dear Old PSC, and I am sure that every other worthwhile chiropractor feels the same way about it. I want to be counted on in every way to help see that your program goes over the top, and goes over big.

I am highly elated over the results I am getting with the Neurocalometer. It's a wonder, and you will hear some more from me along this line. This being all for this time, I remain, with all good wishes,

Chiropractically,...

1924 (Oct 25): **FHN** [A.C. 30] [14(6)]:
-letter to O.W. Castle of Enterprise OR from R.S. Marlow DC (p. 6):

Dear Doctor: San Antonio, Texas, Oct. 11, 1924
I am in receipt of your letter of some days ago, asking my opinion of the _____ and of the Neurocalometer.

Replying, will say that ai M not able to give you any information whatever as to the merits or demerits of the _____. I understand that the _____ has an instrument by that name, but I have never seen it, and therefore, as stated above, do not know anything about it.

I do know, however, what the Neurocalometer is, having one in daily use in my practice. It is a marvelously efficient instrument and does ALL that is claimed for it. As I understand the efficiency of the Neurocalometer in comparison with other machines, it has no peer in its field and it is my candid opinion that it has no equal. As I understand the patent situation to be in favor of the neurocalometer I should not, were I not a lessee of one, want to

purchase any other than it, even if I were NOT absolutely sold to its supremacy in its field and its value to the Chiropractic profession.

Personally, I would not hesitate to urge all chiropractors who are eligible to the Neurocalometer, to lease one at the earliest possible time. I would add further, in this connection, that if we cannot be guided in this matter by the hand of the man who has made Chiropractic what it is, when he tells us that the Neurocalometer IS right, then to whom are we to turn for advice? Who has more to lose than he, if the Neurocalometer WERE wrong?

Price too high? Postively no, when you consider what it will do for the sick; for Chiropractic and for YOU. I hope that you may become a Neurocalometer Lessee. meanwhile, I remain,

Chiropractically yours,...

1925: the **Chiropractic Research & Review Service** (another name for the Burton Shields Company) at 238 S. Meridian St., Indianapolis publishes **Chiropractic Statistics** pamphlet, which is printed by the "Steele-Ross Press" (from National College Special Collections; in my FCER folder); these data were re-published in Burton Shields' 1929 pamphlet, *Health Through Chiropractic*:

- "SUMMARY" notes:

This report covers 99,976 cases reported by 412 chiropractors in 110 specific conditions. These cases resulted as follows:

84,571 or 84.59% Recovered or greatly improved.

14,554 or 14.56% Condition unchanged.

851 or 00.85% Died

The death rate, equivalent to 8.5 per 1,000 compares with a general death rate of 12.3 per 1,000 throughout the United States for the year of 1923, the last year for which final figures are available, Deducting 1.15 -- the death rate from accident, homicide and suicide the national disease death rate was 11.15 per 1,000 under all forms of treatment. 8.51 under Chiropractic, the latter rate being 23.7% the lower.

-subsequent pamphlet pages present case series data according to condition, starting with "ACNE" and ending with "UREMIA"

1926 (May): *The Hawkeye Chiropractor* [1(6)], edited by James E. Slocum, D.C. of Webster City IA, includes:

-poem, "They All Advertise" (p. 7):

A hen is not supposed to have
Much common sense or tact,
Yet every time she lays an egg,
She cackles forth the fact.

A rooster hasn't got a lot
Of intellect to show,
But none the less most roosters have
Enough good sense to crow.

The mule, the most despised of beasts,
Has a persistent way,
Of letting folks know he's around,
By his insistent bray.

The busy little bees they buzz,
Bulls bellow and cows moo,
The watch dogs bark, the ganders quack,
And doves and pigeons coo.

The peacock spreads his tail and squawks,
Pigs squeal and robins sing,
And even serpents know enough,

To hiss before they sting.

But man, the greatest masterpiece
That nature could devise,
Will often stop and hesitate
Before he'll advertise.

1926 (Sept 4): BJ organizes Chiropractic Health Bureau (CHB); R.S. Marlow DC is member of first Board of Control, Ben Overton DC is Texas representative to first Representative Assembly (I.C.A., 1951)

1926: 2-page handout from Burton **Shields** Company includes "Editorial" dated Wednesday, 6/2/26, entitled "Stealing Thunder," and published in the **New Haven Union** (Connecticut)

1926: 2-page handout from Burton **Shields** Company entitled "Confirmatory Evidence in 1895...in 1926", quotes from the **New York Herald-Tribune**, dated 5/24/26

1927 (Mar): *The Hawkeye Chiropractor* [2(4)], edited by Charles E. Caster, D.C. of Burlington IA, includes:

- "The Chiropractic Progressive" (p. 3):

A new publication has made its appearance in down in Dixie land. Dr. R.S. Marlow of San Antonio, Texas, is the publisher and is being sent out to the Texas Chiropractors every month. We are glad to receive the coy and be on the exchange list. Judging from the initial issue it is destined to be a live, constructive publication and those who know Dr. Marlow would not expect to find it otherwise. Incidentally Dr. Marlow is one of the very few Chiropractors in the U.S. that have their own printing plants. We extend him our best wishes for his success.

1927 (July 14): annual meeting of the **KAC** held in conjunction with the **ACA's** annual convention at Brown Hotel in Louisville KY; discussion re: *The Ethical Practitioner*, a publication from Burton Shields Co., of Indianapolis; **Lillard T. Marshall** elected to **KAC** Board of Directors and re-appointed to **KAC** Legislative Committee (Minutes of the **KAC**, Palmer/West Archives); BJ Palmer attended this Louisville conference (Palmer, 1931a, p. 10)

1928: *CHB Directory* lists 43 members in TX; R.S. Marlow is member of Board of Control; R.L. Nimmo (PSC grad) at Paducah TX

1928 (May 1): *Bulletin of the ACA* [5(3)] notes:

- "Two million dollars for advertising" (p. 8) discusses activities of the American Society of Chiropractors

- from the *Denver Post*, March 27, 1928 (p. 23):

SPEARS LOSES IN NEW FIGHT FOR LICENSE

Leo Spears, Denver chiropractor, lost the fifth round of his fight Tuesday, to escape cancellation of his license to practice in Colorado....

Revocation of **Spears'** license was ordered by the medical board as a result of an advertisement he published in a Denver paper accusing the veterans' bureau of responsibility for the death of an ex-service man. The *Denver Post* refused to print the ad.

- Colorado Chiropractic Association (pp. 23-4):

...adopted a resolution to raise standards of admittance to practice from 18 months, now required by state law, to a minimum of 27 months in an approved Chiropractic school and at least 3,500 45-minute periods in classroom work.

The separation of Chiropractic affairs from the state medical board also will be sought. A resolution was passed favoring establishment of a Colorado state board of chiropractic examiners to regulate practice, license applicants, impose penalties and function toward the profession similarly to the medical board in regulating medical practice....

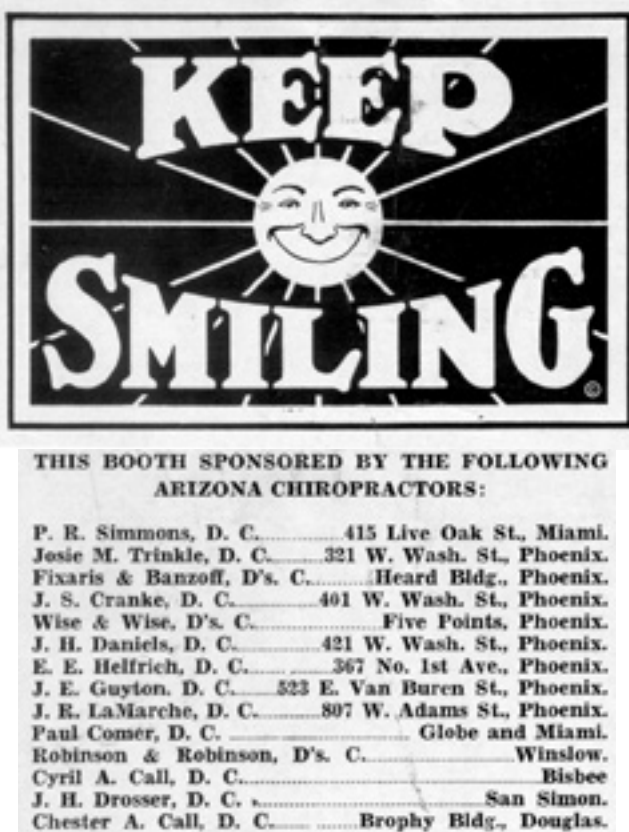
Insertion of a specific minimum of education was hotly contested.

One faction favored adoption of an amendment in place of the minimum which would allow the board to 'grant licenses to any graduate of an approved school of chiropractic'.

This division was led by Dr **CW Johnson**, Denver, while those favoring the insertion of a specific minimum raising standards were Dr **HG Beatty**, president of the Colorado Chiropractic University, Denver, and Dr Claude E Beck.

1929 (Jan/Feb): **The Hawkeye Chiropractor** [3(2-3)], edited by Charles E. Caster, D.C. of Burlington IA, includes: -J.W. Phillips, D.C. authors "Selling an idea" (p. 2)

undated (1930s?): "Keep Smiling" card (photographs):



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 (May): **Journal of the International Chiropractic Congress** (1[6]) includes:

-LA Johnson DC (of the Johnson twins, Denver) authors "Advertising the truth: our professional existence demands it!" (p. 11)

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.

1932 (Sept): **Journal of the ICC** [1(9)] includes:

-Editor **LM Rogers** DC discusses **NCA** convention (p. 4):

...We cannot pass this opportunity without a word of praise for Drs. W.L. Sausser, W.C. Schulze, L.J. Steinbach, C.W. Johnson, Stanley Hayes and Mr. Arthur Holmes, all of whom had wonderful and timely messages for the field.

1932 (Oct 18): letter to **Carl S. Cleveland** DC from **James E. Slocum** DC at Webster City IA, president of the **International Chiropractic Congress**, who discusses scope of adjusting (i.e., adjusting extremities in addition to the spine) (Cleveland papers, CCC/KC):

Dear Doctor:-

I just receive a letter from Doctor Spears telling me that it will be impossible for him to be with us in Denver. This eliminates your "foot technique" worry.

Incidentally, Dr. Cleveland, I am committed to the thought that "foot technique" or any adjustic technique on any other articulation of the human body is just as much chiropractic as anything you can say, teach or do about the back-bone. I am a chiropractor when it comes to practice by hand only, but for the past eight or ten years, I have practiced a correction of any articulation in the human body that is subluxated. Granted without further argument that my practice is at least eighty per cent of the time on the spine, but just the same when there are subluxations in other articulations that inhibit the flow of nerve energy, I am going to take care of them and before my own reasoning power and comprehension, I am just as much of a chiropractor, and perhaps more so than one who fails to do that duty.

Don't misunderstand me. I am not trying to be mean or sarcastic, but I am telling you that the above is the kind of chiropractic that was PRACTICED, EMPHASIZED, and TAUGHT by the MAN WHO DISCOVERED this wonderful principle. From the day B.J. Palmer took hold of the reign down unto this moment, he has sought in every possible way to constrict and limit the chiorpractors field and the marvelous principle discovered by his father.

Sometime ago I indicated my attitude in a letter to Dr. Julander who was making an honest effort to get me behind B.J. and his program by the following statement:- "You have developed chiropractic along the fundamentals emphasized by B.J. Palmer and you are satisfied. You are a chiropractor and should be proud of that fact. I have developed chiropractic along the lines and fundamentals pronounced by D.D. Palmer and I am a chiropractor just as much as you are and I am proud of the fact." While the above is not entirely applicable to you, yet in the sense that you have confined your teaching, **research** work, investigation and practice ENTIRELY to the spine, it does apply. B.J. has further limited this principle to three vertebrae of the upper cervicals. They are to be adjusted just once in the while. Will the schools and profession follow? I doubt it?

You know, Dr. Cleveland, it has fallen to my lot to try to mold the thought of the chiropractic profession and teach them what D.D. Palmer really thought chiropractic to be. I have put on many lectures on this question all over the country. It was this subject that the boys at the Lincoln College insisted on my appearing before their home-coming to present. I should like to have the opportunity some day of going into the books and records and showing you that the concept of vertebral subluxation is not the fundamental principle of chiropractic as taught and discovered by D.D. Palmer. If you could see, during corn-shucking time for instance, the number of men that come into this office who do not need an adjustment on the spine, but shoulders, elbows and hands, and they walk out of here many times well right then, I am sure you would be surprised.

I think I have said enough in this letter to place myself before you clearly, not as an opinion but as a matter of absolute conviction. I think you and I understand each other well enough that we know we can go to the mat and thrash this proposition out and make a decision on the basis of which one of us hold in his possession the facts. This I would be very pleased to do. I have made the attempt several times to get B.J. to debate this question and he will not do it now nor never and when you take a look at the facts, you will understand the reasons why. I trust that at some future date we will be able to discuss this question from every angle and arrive at a mutual conclusion. I think it well that our leaders in the profession understand each other and have a clear concept of what our fundamentals are that they may be guided into the right channels on **research** work.

Now as to your statement concerning a cataract operation, or foot adjustments, or anything of the kind, remember this first:- You are chairman of the program committee. I appointed you to that position because I have confidence in you and I know that you are enthusiastic and will go the limit to do the right thing. Because my authority might supercede your's is no reason why I would be inclined to so exercise it. If you think it is wrong to follow some of the suggestions I have made, then we are not going to do it. Dr. **Kolar** does not want to put on the operation anyway. Speaking of Dr. **Kolar**, I want to present this thought, i.e.- he does not have anything for sale and it was going to be purely a demonstration from the angle of helping us draw a larger attendance. I believe that is the reason why you wanted B. McFadden and Tilden, neither of which are chiropractors. They possibly would put on demonstrations before they had finished that would not be chiropractic. For your further information, Dr. Hender made the statement at the conclusion of Dr. **Kolar's** lecture in Des Moines, which covered a period of two hours, that it was one of the finest chiropractic lectures he had ever heard since

I think it will be well that you continue him on the program on neurology as he knows it like no other man in the chiropractic profession. What he knows about it is much the consequence of his own **research**. Dr. Hull of Des Moines made the observation that Dr. **Kolar** gave every chiropractor at least fifty dollars worth of information if he had brains enough to appreciate it. I think this is sufficient on this part of the discussion.

It has been impossible to find time to write the Johnson twins, but we are going to do so today. Just as soon as I hear from them I shall let you know.

I do not have your recent letter before me right now so if I have passed up something in replying to it I will write you at a later date.

I was glad to find a few minutes to talk with you the other evening. I have gotten many inquiries concerning the fee to be charged. I think we should announce that fact in the next issue of the JOURNAL. If there is any way that I can help you out, please let me know.

With kind regards, I remain, Most Sincerely Yours...

1932 (Oct 22): CS Cleveland writes to **R.S. Marlowe** (Cleveland papers-CCC/KC):

Dr. **R.S. Marlowe**
San Antonio, Texas
Dear Doctor:

As Chairman of the Program Committee of the International Chiropractic Congress, it falls to my lot to arrange the Program. It is difficult to build a strictly Chiropractic Program when some people have different viewpoints. However, I believe we have a Program that contains much real Chiropractic.

To make the program better, I would like to have a lecture by none other than Dr. **R.S. Marlowe** on "How To Build a Practice". The Convention is at the Hotel Muehlebach, Kansas City, Missouri, November 13th to 17th inclusive. I believe that you will be able to make many valuable contacts and be able to render our profession real service with such a subject.

Many chiropractors, as you know, are totally ignorant of how to properly advertise and present their message to the public. You are a Master in that field.

Looking forward to seeing you at our convention, I am, Yours most sincerely,

Chairman, Program Committee, INTERNATIONAL
CHIROPRACTIC CONGRESS

P.S. Please wire acceptance collect to save time.

1932 (Nov 7): letter to CS Cleveland from RS Marlow DC of San Antonio TX, PSC grad in 1916 (Cleveland papers, CCC/KC):

Dear Doctor:

You will pardon the delay in answering your letter of the 22nd ult., inviting me to appear on your International Congress Program in Kansas City this month. Press of office duties coupled with a slight indisposition for some days due to a cold, have cause me to neglect my correspondence during this time.

I regret that I cannot accept your invitation, and wish to express to YOU my deep appreciation for your part in this matter. If I should accept all of the invitations I now have before me from various states asking that I appear before their different Associations and Societies, I should have to close my offices and do nothing for the next several months but travel around from state to state. Obviously, this would not pay dividends for me, for even IF these groups were willing to pay (which they are NOT) only a nominal sum for such trips I would still be in the hole so far as my own Institution is concerned. Therefore, I must decline to accept all of these, except in such instances where I can conveniently or without too much disruption, go, and in which instances I am glad to do so.

So with my very best wishes for your meeting and with the hope that many of these will quit their anti-chiropractic and come to the greatest development of the day -- the SPGH-NCM-HIO Chiropractic procedure. Some will never, but I still have hope for YOU and many other good men in the congress who are conscientious and seeker after truth. These cannot but eventually come. I remain, Sincerely yours....

1933 (June): *The Chiropractic Journal* (NCA) [2(1)] publishes:

-CM Kightlinger MA, DC's "In advertising- truthful statements are the basis of success" (p. 7)

Marlow RS. *The R.S. Marlow system of conducting a chiropractic office*. Second Edition. San Antonio, 1934

1934 (Jan): *The Chiropractic Journal* (NCA) [3(1)] publishes:

-W.C. Schulze MD, DC's (President of the National College of Chiropractic) article "The new year may mean much to every one of us!", in which he recalls a visit to the Egyptian pyramids, and (pp. 8-9):

This study of "The Great Doctors" teaches me ever so much, provided, of course, I read it with instinctive urge "to find out", with "the deep and cultivated look" of the true doctor, rather than with the bigoted mind of that practitioner of the healing art, whether he be chiropractor, surgeon, medicine man or naturopath, who takes **authority for truth rather than truth for authority. Listen, my gentle reader**, to a verbatim quotation following the recital of the legend of Aesculapius being slain by Pluto because of his supposed or expressed claim that **he could bring the dead back to life**. This legend gives fine expression to the view that the healing art is essentially presumptuous, that "the physician errs by interfering with the course of nature."

...Why not bring the presumptuousness of the larger group in the healing art down to this year of our Lord 1933, when a doctor of Chiropractic was hauled into a court of justice in Milwaukee. Why? Because he had been incompetent or injured his patients? No! Exactly the contrary was true and the "presumptive" votaries knew it. So they prayed the court to "put this chiropractor in irons" because "he calls himself a doctor", notwithstanding that he has a state license.

Happily, the world moves, slowly to be sure, but steadily. Justice, not presumption, ruled in that Milwaukee court and Dr. Masch was honored by the failure of the iniquitous attempt of one set of doctors against a numerically smaller but more meritorious group....

And so, from time immemorial, the apostles of might vs. right, and of authority vs. truth have oppressed mankind. But, as in the Milwaukee case above cited, **the broad, well-founded principles of Chiropractic have gradually become recognized by courts and people as a worth-while addition, not a cure-all**, to the healing arts. Why? Because we practice the recoil, the condyle-occipital, the **Lincoln**, the **Spear's**, the Johnson Twins, the toggle, the **National**, the Hole-in-One, the **Logan**, the **Hurley** or any other technique? No! These and others to come are incidental to technical development, to be sure, but they are not heaven born and final. There'll be others in a year or two. Have patience! But do they make or mar us in the eyes of the people? Think a moment. **Give yourself the benefit of a good cerebral adjustment** and you'll say, certainly not! Neither populace, press, judiciary, in fact not a mother's son or daughter outside our own bigoted, subsidized, fighting-mad groups gives or cares a continental about any of our technical details. No! The thing that IS making us is that press and populace are finding, through daily contact with us, as patients or neighbors, that we are worth-while, sensible, normal, rational and cultured **doctors** of Chiropractic, and not foolish, abnormal, ignorant and uncouth fanatics as they may have formerly supposed us to be....

And then there used to be school **fight**s. **How puerile!** As if old Father Time were not on the job. Trust him. He'll attend to schools which should be closed or should never have opened. He doesn't shout about it, it's true, but oh! how relentlessly he works!

Well, let us forgive and forget! Let us from now on follow the splendid principles of Chiropractic under its most generous definition. I urge the following new standard for 1934: In things certain, unity; in things doubtful, open-mindedness. And with it let us keep smiling and **thinking**. The world is full of folks who need your help and mine. They prefer all their healing in the most painless, pleasant, bloodless way. You and I have it in our power, with painless, knifeless, drugless, natural methods to cure, improve or help them. Is there any finer calling? All you and I need, for abundant professional and financial success, is to strive more and more toward improving ourselves. Let us look like, talk

like, act like, and altogether be like good DOCTORS of Chiropractic!

1934 (Oct): **The Chiropractic Journal (NCA)** [3(10)] includes:
-**photo** (l to r): W.C. Schulze, M.D., D.C., C.O. Watkins, D.C., K.J. Hawkins, D.C. and James Slocum, D.C.; Watkins was the organizer and Schulze, Hawkins and Slocum the presenters for the NCA's Northwest Circuit of state convention speakers/educators (cover)
-rear cover displays 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 the American Society of Chiropractors

1934 (Dec): **The Chiropractic Journal (NCA)** [3(12)] includes:

-"Public Relations Counsel - Selling Your Services with ADVERTISING; Number Eight of a Series of Articles by M.H. Williams of the Burton **Shields** Company, Indianapolis, Indiana" (pp. 17, 36-7)

1935 (Jan): **The Chiropractic Journal (NCA)** [4(1)] includes:

-Maurice H. Williams of **Burton Shields Company** of Indianapolis authors ninth of a series of papers, "You may be a genius, but co-operation and militant action get results" (pp. 26, 51)

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

-"What Chiropractic Has Accomplished in Health Restoration; A summary of a nation-wide survey involving nearly 100,000 cases (93,039) made by the Chiropractic Bureau of Research and Review, Indianapolis" (pp. 23, 42)

-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)

- ad from Burton **Shields** Company vends brochures, magazines, "Stationery and Office Equipment," wall charts, textbooks, signs and the "airless table pad" (p. 59)

1936 (Jan): **NCA's *The Chiropractic Journal*** (5[1]) includes "What chiropractic has accomplished in health restoration: A summary of a nation-wide survey involving nearly 100,000 cases (93,039) made by the **Chiropractic Bureau of Research and Review**, Indianapolis" (pp. 23, 42); lists diagnoses and "Percentage of recovery" for dozens of disorders; notes:

Only the most common ailments are listed here. **Lack of space** prevents giving the entire range of conditions successfully handled by Chiropractic methods. This information was compiled by the **Chiropractic Bureau of Research and Review** and is available in printed form through **Burton Shields Co.**, Ind.

1936 (Mar): ***Sho--me*** [1(1)], edited by Thomas F. Maher, D.C. at 3518 N. Grand Blvd, St. Louis and published by International Chiropractic Research Foundation (ICRF) makes its debut

- "A research program" (pp. 1, 5):

Inasmuch as the name **International Chiropractic Research Foundation** implies that the Fellows are engaged in research work we, who are Fellows of this Organization, should do all that we can along this line.

Up to the present time, the research work that has been carried on has been done by a few. Most of this has been along engineering lines. That is, the effect of any deviation from the normal of the position of the Sacrum, leg deficiency, wedging of vertebrae, and the many other findings that you have become familiar with, since the beginning of the teaching of **Logan Basic Technique**. All of these things have been and are beyond the point of valuation to us in this work, however, nothing has been done in research along the lines of collecting data on any one specific ailment or condition from which people suffer.

The I.C.R.F. is about to enter into research work along lines that have never been covered before. Information will be collected from people all over the nation in an effort to find the cause of the condition from which they suffer. The program has been arranged so that it will reach people who are not patients of Chiropractors, and while we are collecting information for research work, many people will be reminded of Chiropractic. The program will be responsible for many new patients in Chiropractors' offices. The Chiropractors participating will be well repaid in new patients and increased incomes...

1936 (May 4): Roy Stone Marlow, Jr. begins studies at PSC (Wiese, 2003)

1936 (May): ***The Chiropractic Journal (NCA)*** [5(5)] prints:

- "Our official emblem should be nationally publicized by the profession" by **Harry K. McIlroy** DC, chairman of the **NCA Bureau on Public Information** (pp. 12, 34):

...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...

1936 (Aug): ***The Chiropractic Journal*** (NCA) [5(8)]:

-ad for Burton **Shields** Company encourages DCs to visit to the "Home of The Burton **Shields** Co." during the NCA convention in Indianapolis; notes company has "19 Years Serving Doctors of Chiropractic with Printing and Publishing; Educational Literature" (p. 45), which suggests company was founded in 1917

1936 (Nov): ***The Chiropractic Journal*** (NCA) [5(11)]:

- "News Flashes: Texas" (p. 31):

CONVENTION A GREAT SUCCESS

The twenty-first annual convention of Texas Chiropractors was held October 9th and 10th in the Plaza Hotel, San Antonio. About 300 were in attendance. Harmony prevailed throughout. Out of state speakers were Judge A.W. **Ponath**, Dr. K. Leigeres, Dr. Percy Remier of the PSC and local speakers included Dr. J.R. **Drain** and Dr. R.S. **Marlow** of San Antonio. It seems that all factions in Texas are about to get behind one program. All realize the need of working together, particularly in an effort to educate the public. **Some fifty are under arrest here** at the present time. If many of these prosecutions result in verdicts of guilty Texas may expect a wave of arrests to follow, hence the need for co-operation of all factions. Dr. F.L. Charlton, Austin, was elected president; Dr. R.S. Florence, Tyler, Vice-President; Dr. A.E. Coston, Dallas, re-elected secretary-treasurer. Galveston was selected for the 1937 convention city. - Reported by Dr. M.B. McCoy, State Director.

1937 (Jan): ***The Chiropractic Journal*** (NCA) [6(1)]:

-ad for Burton **Shields** Company promotes chiro-angel wall plaque (p. 51)

-ad for Burton **Shields** Company promotes **The Health Builder** magazine for patients (p. 55)

1937 (Jan/Feb/Mar): ***Journal of the ICRF*** (formerly ***Sho-me***) [1(10, 11, 12)], edited by Thomas F. Maher, D.C. at 3518 N. Grand Blvd, St. Louis includes:

-Hugh B. Logan, D.C. authors "Flowers to the living" (p. 11); endorses office procedures training by R.S. Marlow, Sr., D.C.:

While I have tried to afford all those attending our classes the best I knew pertaining to office procedure, I most emphatically declare that my two weeks spent in San Antonio proved beyond any shadow of doubt that Dr. R.S. Marlow is so much better qualified in this subject that I gladly try to pass him due credit.

From what I glean of his knowledge of, and course in office procedure and practice building, I am sure it is like most things of exceptional value; it cannot be taught by correspondence or to anyone not inclined to conform to his instructions.

I never recommend anything for any consideration other than how much value it is to members of my profession, and in this

instance I sincerely advocate such a course as Dr. Marlow provides in practice and business efficiency.

Even a cursory observance of Dr. Marlow's institution, practice and office efficiency impresses one with a considerable picture of what we missed in the past and are missing today.

It is to be presumed that any interpretation of ethics which conflicts with every legitimate effort to educate the public to the value of Chiropractic and exemplified in Logan Basic Technique is inconsistent with the interests of Chiropractic and public welfare.

When and if Chiropractors have some angel to provide more effective if more subtle kind of publicity, such as the associated medical manufacturers provide in the interest of medical practice, then and only then can we afford to refuse available effective means to reach the public mind.

1937 (Nov 4): Roy Stone Marlow, Jr. earns DC from PSC (Wiese, 2003)

1937: Roy S. Marlow, Sr., D.C. publishes third edition of *The R.S. Marlow System of Conducting a Chiropractic Office* (loaned from Quinin Marlow); purchase of volume required agreement not to divulge contents:

Date....., 193..... Registry No. in our files.....
 ISSUED to.....
 Of.....

Who is hereby authorized to use these lessons ONLY in the conduct of HIS or HER office or practice.

R.S. Marlow, M.C.Sc., D.C., San Antonio, Texas
 -includes many photographs (some photos were B&W with color added):

1937 (Apr): **Logan Basic Technician** [1(2)] includes:
 -rear cover ad from R.S. Marlow, D.C.; photograph:

Announcing Another Opportunity for Twenty-five Chiropractors

AGAIN, I propose to "SHOW" twenty-five Chiropractors from "Missouri" (even though they may live in other States) the actual workings of the LARGEST, smoothest, most systematic, the most specially equipped, the most specially handled field Practice Institution in the United States today! These descriptive terms have been universally conceded TRUE by several HUNDRED Chiropractors from all over the U. S. who have attended these Personal Classes here in San Antonio.

From May 16th to 22nd, inclusive, are the dates for the coming Class. It will be one FULL week of instruction, actual demonstrations and practical work which will enable those in attendance to return to their practices and continue to DO that which they have actually DONE while here. Those attending this week's work in the past have gone back to their offices and made marvelous strides, and who today enthusiastically praise and appreciate the incident increases in their incomes. They have received the full plan of conduct of my institution, which has been in CONSTANT and CONSISTENT USE for more than FIFTEEN years of my TWENTY years of practice.

JUST TWENTY-FIVE CAN BE ACCOMMODATED IN THIS CLASS! A goodly number have ALREADY made reservation for it—these have been here before—so the opportunity is NOW up to YOU to YET be a member of this group. Here you will see just HOW a large practice may be handled in a minimum of time and energy expended and without ANY loss of efficiency or RESULTS to patients. This group will actually DO, under my supervision, the different steps of my PLAN so that they may return to their respective offices and do things THERE that perhaps they never dreamed they COULD ever do. They will doubtless be AMAZED, as others have been, at what they will SEE, what they will learn and thereby be able to DO when they return to their practices. I am CONSTANTLY receiving (almost daily) letters of enthusiastic praise for the FULLER understanding and more complete unfolding of my Plan which Chiropractors are experiencing as time goes by with my system in USE in their offices.

AND, in addition to all demonstrations, all this PRACTICAL work is ACTUALLY doing, during this week of



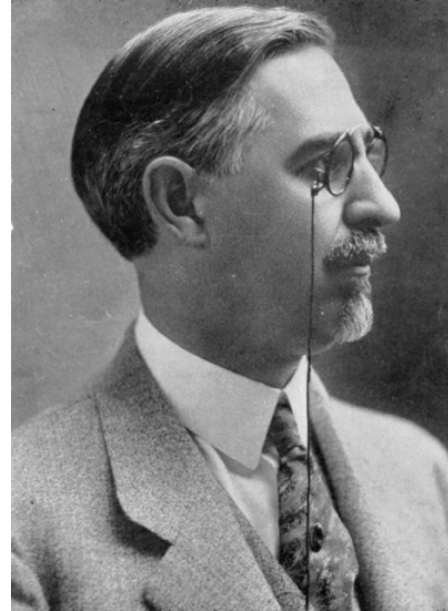
intensive training, this group will receive a most specialized training in Chiropractic Salesmanship and the Psychology thereof, and who can say that this is not one of the most NEEDED things in the equipment of the average field practitioner today? FEW indeed know anything about it. Many of the secrets (including developments during the past year) that have contributed, among other things, to the building and maintenance of the R. S. Marlow Chiropractic Offices and Clinic, will be given for the FIRST time to this group. In fact, this Class will receive the very cream of TWENTY years of planning—researching—perfecting—a most practical, WORKABLE and EFFECTIVE Chiropractic Salesmanship and Business Procedure. This week's work should be worth \$5,000.00 to ANY Chiropractor, and the numerous ones who have had it, say they would not take several times that sum for what they got.

JUST TWENTY-FIVE WILL BENEFIT BY THIS WEEK'S TRAINING! Will YOU be ONE OF THEM! That of course is up to you! BUT you must make your decision quickly for it is less than two months now until this training starts! If you are satisfied with your Business Procedure—with your Chiropractic Salesmanship—if you have all the practice you want and are getting all out of it that you SHOULD—then of course, this course will not interest you. If on the other hand, you are NOT satisfied—if you want to increase your income—double it—triple it—or even better than that perhaps—if you want to take care of your present practice in LESS time and thus conserve some of your energies for other things, or take care of a much larger practice in the SAME time you are now spending—if you wish to deal with a more satisfied—more enthusiastic, boosting and incidentally more congenial patient group all of the time—then you NEED to know the things that this week's intensive and specialized training will bring to you.

If interested write AT ONCE for detailed particulars and make your decisions QUICKLY. 1937 is yet young—with this week you may YET go places and DO things before the next year rolls around. JUST Twenty-five will benefit by this announcement. Address all your communications to—

R. S. MARLOW, D. C., OWNER

The R. S. Marlow Chiropractic Offices & Clinic
 504 Eager Street SAN ANTONIO, TEXAS



R.S. Marlow, B.S., M.C.Sc., D.C.



Marlow Clinic in San Antonio, c1937



Map to Marlow's office

1937 (July): **The Chiropractic Journal** (NCA) [6(7)]:
 -ad for Burton Shields Company suggests "FANS are always effective Advertising... when it is hot" (p. 49)

1937 (Aug): **The Chiropractic Journal** (NCA) [6(8)]:
 -ad for Burton Shields Company promotes NCA convention in Grand Rapids MI during July 25-30, 1937 (p. 45)

1937 (Aug): **Journal of the ICRF** (formerly **Sho-me**) [2(1)], edited by Thomas F. Maher, D.C. at 3518 N. Grand Blvd, St. Louis includes:
 -E.C. Brown, D.C. authors "Constructive professional publicity" (p. 10)



Marlow's waiting room



Marlow's x-ray room

1938 (Jan): *The Chiropractic Journal* (NCA) [7(1)]:

-“Profit Paragraphs for Chiropractors” by Burton **Shields** Company (pp. 36-7)

1938 (June): *The Chiropractic Journal* (NCA) [7(6)]:

-ad for *The Health Builder* monthly magazine for patients by Burton **Shields** Company (p. 43)

1938 (July): *The Chiropractic Journal* (NCA) [7(7)]:

-“SOMETHING ENTIRELY NEW” (p. 40):

The Burton **Shields** Co., Indianapolis, Ind., has decided to proceed with the publication of the book, “What Chiropractic Is Doing.” This will be a valuable sales help to any chiropractor. Nothing like it has ever been published.

The book will contain about 300 pages of magazine size (9x12 inches) attractively bound. It will contain many testimonials showing what Chiropractic has done for nearly every type of disease. Interspersed with the testimonials will be plenty of powerful and convincing selling arguments for the chiropractor. Other material of interest to the profession, including the celebrated Rockefeller case, will make the book a genuine compendium of Chiropractic.

A copy should be on the table in the waiting room of every chiropractor.

Write the Burton **Shields** Co., Postal Station Building, Indianapolis, Ind., for more information.

-ad from Burton **Shields** Company for “The Examinare,” a booklet given to the patient (p. 41):

The doctor has an intangible service to sell to his patients. The patient doesn't get something he can hold, see, or take with him. If in addition to the service he has something concrete to represent it, he acquires the satisfaction of “value received.”

The EXAMINARE supplies that need and satisfies that human trait. Utilize this powerful emotional appeal and it will help you to get greatest advantage by causing your pleased patients to mention your service. The EXAMINARE helps keep old patients reminded.

If you do not have a copy of our “Profit Paragraphs” for June, send for one as a full explanation of how to use this effective EXAMINARE is described therein.

1938 (Aug): *The Chiropractic Journal* (NCA) [7(8)]:

-ad from Burton **Shields** Company for *What Chiropractic is Doing* (p. 47):

The New Book-

What Chiropractic is Doing

Is in Process of Completion

To the many schools, sanitoriums and clinics that have cooperated in making suggestions and supplying material, we give our sincere thanks.

It was intended to have the book ready for distribution for the national Chiropractic Convention in Toronto. We could have done so by confining the book to our original plans. Its scope has been greatly broadened. More features added. Some articles demand care in verification so that it will now require until October 1st, to complete it.

A Parade of Chiropractic Achievements

Pictures and articles on Chiropractic schools, sanitoriums, clinics as well as successful cases handled will be included. **All schools and sanitoriums are invited to send us details and photographs of their institutions.** The book will be a Big Parade of achievements substantial enough to impress the public with the importance of the profession. It will contain technical articles but on the whole it will be a SALES MANUAL for the prestige, reputation, size and responsibility of the profession rather than specific methods.

Any Doctor of Chiropractic can use it to advantage.

The Book Itself

It will have around 200 pages. Bound in heavy board with an artistic duo-tone cover makes it exceedingly attractive. 9x12 inches in size. A good grade paper and inviting typography that is easy to read. Profusely illustrated with maps, diagrams and charts. More than 250 testimonials from Chiropractic patients, half of them accompanied with photographs. A wide variety of ailments and conditions given in these testimonials carefully indexed and cross-indexed for ready reference. A neat, new type binding that permits flat opening - no spiral. The price will be in the neighborhood of \$3.00 or \$3.50.

1938 (Nov): *The Chiropractic Journal* (NCA) [7(11)]:

-ad from Burton **Shields** Company for *What Chiropractic is Doing* “Now On The Press” (p. 41)

1938 (Christmas): Vinton & Peg Logan visited the Marlow family for Christmas in San Antonio; caption accompanying photograph reads:

DR. ROY S. MARLOW FAMILY AND FRIENDS

STANDING (1 to r): Vinton Logan (Logan School), Quintin Marlow, Peggy Logan (wife), Carl Marlow, Roy Marlow, Jr., Aunt O. Nelson, Mrs. Kiethley, Uncle Al Nelson, A. Ransom Marlow, Jr. (Sonny), A. Ransom Marlow, Sr., John W. Marlow
SEATED (1 to r): John W. Marlow, Jr., Mary Helen Marlow (wife/John Sr), Ellenor Marlow, Ellen Marie Marlow (wife/Roy

Sr), Roy S. Marlow, Sr., Frank Roy Marlow (son/A. Ransom Sr), Helen Ester Marlow (wife/sr), Glendolyn Marlow



1938: **What Chiropractic is Doing** is published by Burton **Shields** Company, includes listing of dozens of insurance companies that compensate for chiropractic care

1939 (Jan): **National Chiropractic Journal** [8(1)]:
-ad from Burton **Shields** Company for **What Chiropractic is Doing** (p. 49)

1939 (Feb): **National Chiropractic Journal** [8(2)]:
-letter from Burton T. **Shields** to Loran M. Rogers, D.C. (p. 59):

Splendid Anniversary Issue!

Dear Dr. Rogers:

The splendid anniversary issue of The Chiropractic Journal just reached me. I went through it page by page. You deserve to be commended for the way you have developed that publication. The cover is done splendidly. I notice a number of ads that appear to have your handiwork in them. It is further observed that you have 74 pages. It is growing nicely under your promotion. All in all, you have provided a publication worthy of the profession, and we here in the office have passed it around, with nothing but good comments coming your way.

1939 (July): **National Chiropractic Journal** [8(7)]:
-ad from Burton **Shields** Company promotes chiro-angel emblem (p. 47)

1939 (Aug): **National Chiropractic Journal** [8(8)]:
-ad from Burton **Shields** Company for **What Chiropractic is Doing** (p. 41)

1939 (Aug 31): letter from Maurice H. Williams of the Burton **Shields** Co. in Indianapolis to CS Cleveland, includes pamphlet with classic **photo** of CS palpating lady; also many undated Burton **Shields** pamphlets [**which may be much earlier?**] (in my Burton Shields folder; from Cleveland papers, CCC/KC):

Here are a couple of the new folders we are distributing in September. Thought you would like to see one of the samples in advance of our regular mailing.

We consider this a most attractive folder. Without any intent of flattery, the cover illustration and the subjects came out

splendidly. Your position achieved exactly what we hoped for, namely an easy atmosphere that will not discourage a prospect who may have thought the Chiropractor a "back-breaker."

Mr. Shields, says he appreciates your willingness to help. He wonders if you could use 1,000 of these folders? If so, send us the copy you want in the card imprint space and we'll be mighty happy to send them with our compliments.

Best of wishes for a prosperous school season now about to begin.

1939 (Oct 4): letter to CS Cleveland from C.J. Overton DC in Jackson MS, Sec'y-Treasurer of the NCA National Council of Chiropractic Roentgenologists, of which Waldo G. Poehner DC is president and Oliver Cromwell DC is Vice-President; enclosed is Burton-Shields pamphlet with CS Cleveland's photo on cover (Cleveland papers, CCC/KC):
Dear Dr. Cleveland:

The change of secretaries made it necessary to have new certificates and stationery printed. Getting this work done has delayed our getting your certificates mailed out to you, but rest assured that we will get them out just as soon as the printer gets them to us.

If there are any questions that you would like to ask or anything that we can do that will help you in your X-Ray problems, do not hesitate to call on us. Yours sincerely....

1939 (Nov): **National Chiropractic Journal** [8(11)]:
-ad from Burton **Shields** Company promotes free marketing materials provided free to DCs (p. 37):

To every Chiropractor who hasn't as much practice as he thinks he should, this package is important.

It contains actual samaples of all our promotional literature, printed office forms, stationery and information about several office accessories, with prices.

Our catalog has been discontinued in favor of this method. It will be a help to any Chiorpractor in planing an advertising program. In many instances, there are suggestions how to use different pieces.

It costs us more than a dollar to send it to you, it will cost you a one cent postal to get it. Only one package to each office.

1940 (Jan): **National Chiropractic Journal** [9(1)]:
-ad from Burton **Shields** Company promotes free marketing materials provided free to DCs (p. 47)

1940 (Mar): **National Chiropractic Journal** [9(3)]:
-ad from Burton **Shields** Company promotes **The Health Builder** patient magazine (p. 43)

1940 (Aug): **National Chiropractic Journal** [9(8)]:
-ad from Burton **Shields** Company promotes **The Health Builder** patient magazine, claims circulation of 200,000 homes (p. 41)

1940 (Autumn): photograph of Roy S. Marlow, Sr., D.C. and wife (courtesy of Quintin Marlow); caption on back reads: Dr. Roy Stone Marlow, Sr.; Ellen Marie Robertus Marlow.

This photograph was taken just a short time before Dr. Marlow's death on November 29, 1940.

His young death, at the age of 58, was the ultimate result of abdominal injuries received in an automobile accident in 1937. Travelling to Houston from San Antonio in a 1936 Chrysler Airflow purchased off of the floor of the Texas Centennial Exposition in Dallas, Dr. Marlow missed a sharp unmarked curve in the road and rolled the car over three-four times.

Dr. Marlow was travelling with his wife, Ellen, and his two youngest children, Glendolyn (age 10) and Quintin (age 6). The children suffered only minor injuries and fright and it was felt that Mrs. Marlow had sustained the most serious injury due to a head wound.

Dr. Marlow was jammed between the heavy seat and the oversized steering wheel of the new car. His injuries ultimately took his life.



1942: **How to Increase Practice and Profits** published by Burton **Shields** Company is a spiral bound book of 112 pages sold for \$2



NCA Public Health logo, 1943

1943 (Jan): **National College of Chiropractic Journal** [12(1)] includes:

-notice of death of Mr. Burton T. Shields on Friday, November 20, 1942 at Indianapolis (p. 27); caption says: "The profession loses a valiant advocate. We lose a beloved friend and associate."

1943: Logan mentions "Marlow Office Procedure (Logan, 1943)

1943: **Basic Technician**, copyright by H.B. Logan, D.C, is pamphlet:

-notice of Basic Technique class to be held 15 August through 11 September also notes "**Marlow** Office Procedure" (p. 10)
 -"**Marlow**" (p. 13) notes Marlow Office Procedure classes held in conjunction with IBTRI Assembly; Marlow classes cost \$50; also photo of check and:

The above check represents royalty paid to Ellen Marie Marlow, widow of Dr. R.S. Marlow, Sr., copyright owner of the MARLOW OFFICE PROCEDURE SYSTEM. In deference to one who served his profession effectively, honestly, and fearlessly, we take much pleasure in putting into effect the valuable contribution of a worth-while man.

THE NEXT MARLOW CLASS
 AUGUST 29th to SEPTEMBER 4th
 "Dividends accrue from Investments"

1948 (Apr): minutes of "Meeting of Board of Trustees" of LBCC (Logan Archives):

Dr. Vinton Logan presiding.

Dr. Logan asked Dr. Fern Logan and Dr. Wm. **Coggins**, Dean of the College, to give their reports on the meeting with the **Educational Council of the N.C.A.** in Chicago, January 23 and 24, 1948, which they did, in some detail. The net result of the meeting, as they reported, was that Dr. John **Nugent**, Educational Director, had brought in a **recommendation for full approval of the Logan Basic College**, but the approval was blocked, not because of any deficiency of the school itself, but because of factors concerning the teaching of Basic Technique in the postgraduate school. Two of the **N.C.A. Council members had opposed the secrecy contract** which postgraduate students of Logan Basic Methods are required to sign, and raised objections to teaching of the **Marlow Office Procedure** as being "too commercial."

No further action concerning the N.C.A. was taken at this meeting...

1951 (Sept): **JNCA** [21(9)] includes:

-James N. Firth, D.C. president of Lincoln College, authors "How the successful doctor of chiropractic conducts his public relations: A convention address" (pp. 19-21, 75

1952 (Feb): **JNCA** [22(2)] includes:

-N.H. Lidenberg, D.C. of St. Paul MN authors "How your patients can help you in your public relations program" (p. 10)

1953 (June): **ICA Review** (7[12]) includes:

-"News items" Weintrob lampoons 'Chiropractic Ballyhoo'" (p. 18):

by Associated Chiropractic Press

Morris Weintrob, M.D., writing in the April issue of *Medical Economics* says: "There's no Ballyhoo like Chiropractic Ballyhoo... with every promotional gimmick in the catalogue of huckstering – from testimonials to lawsuits to lobbying – the subluxation specialists are making a grandstand play for public favor." In the most sensational literary style of yellow journalism, Weintrob portrays the horrible consequences if his medical brethren fail to rally around the anti-Chiropractic banner. He says: "There's no escaping that fact that Chiropractic associations do a highly effective job in terms of service to members. If their energy, shrewdness, money, and devotion were used in a better cause, the M.D. would have to give them his unstinting admiration." Apparently Weintrob believes there's nothing wrong with "Chiropractic Ballyhoo" except "Chiropractic."

1954 (May): **ICA International Review of Chiropractic** [8 (11)] includes:

-"Home Coming held at Carver Chiropractic College" (p. 26):

Carver Chiropractic College, Oklahoma City will hold its annual Homecoming May 6, 7 and 8 at the Huckins Hotel, Oklahoma City.

The main theme of the program will be **salesmanship** and office procedure and will feature Dr. Harvey H. Kennedy, Longview, Texas. – ACP.

1954 (Sept): **JNCA** [24(7)] includes:

-Kermit F. Smith, D.C., Lewis S. Tawney, Sr., D.C. and Adam Baer, D.C. author "We must adhere to a rigid code of ethics in our public education program" (pp. 18, 60); includes: ...The rules and regulations adopted by the [Maryland] Board of Examiners, June 1, 1949, covering this act state: "All those

granted the privilege of practicing in Maryland must refrain from using, or causing to be used, advertising matter which contains misstatements, falsehoods, misrepresentations, or distorted or fabulous statements as to cures which cannot be consistently duplicated by the profession.”

The State Board of Examiners has been receiving increased numbers of advertising material within the past year that does not conform to the Chiropractic Code of 1949. Examples of such illegal advertising are: advertising material being sent to box holders; statements of cures; seeking to promote themselves above their fellow practitioner by advertising **diagnostic** procedure and technique.

The board has been exceedingly conscious of this trend, and during the past year has held a number of hearings on violations.

On December 17, 1953, the State Board of Examiners passed a resolution stating that all advertising material that is in question relative to conforming to the state law in the chiropractic code must first be submitted to the State Board of Examiners for approval.

1954 (Nov): **ICA International Review of Chiropractic** [9(5)] includes:

-reprint of article **Printer's Ink** by Jules Alberti, president of Endorsements, Inc., titled "Why don't the professions advertise?" (pp. 5, 28, 31)

1957 (July): **ICA International Review** [12(1)] includes:

-John H. Stoke, D.C. of Roanoke VA authors "Methods for public relations" (p. 14)

1958 (Oct): **ICA International Review of Chiropractic** [13(4)] includes:

-"Unethical ethics' regarding advertising" (p. 25)

1959 (July): **ICA International Review** [14(1)] includes:

-James W. Parker, D.C. authors "Patient relationship: Don't chase those new patients away" (p. 13); includes photograph of Parker:



1959 (July): **JNCA** [29(7)] notes:

-advertisement (p. 66):

Attend the...

PARKER SCHOOL of PRACTICE BUILDING

Join the fastest growing success fraternity in Chiropractic. Nearly 3000 doctors, office personnel and wives from all over North America, have been referred to the Parker Seminar because of one basic, single reason... RESULTS!! There must be a reason the Parker Seminar is the most single talked-about development among Chiropractors.

The amount spent to get this valuable magic formula for COMPLETE success is relatively small compared to the RESULTS and is regained within the first 30-60 days by increased income. Then this priceless information is yours for the rest of your life. The course is not cheap... neither are the RESULTS! One gets what one pays for, you know.

Standard, immovable teaching facilities, arranged at the Ft. Worth Hilton Hotel, make the instruction far more clear-cut, concise, understandable and therefore, retainable. This more than off-sets the bit of added expense in coming to Texas. A Texas cowhide briefcase, packed with textbooks, samples, etc., goes to each doctor.

There is no ceiling to success. Our system of stimulating referred patients produces amazing and highly profitable results. Getting new patients and keeping them by "Proper Procedure" is only one of the outstanding features that makes a trip to Texas an investment equal to becoming a chiropractor itself. The "Missing Link" in most practices changed to the "Connecting Link" when one gets the atomic-age knowledge of "how to sell one's self and his services." The Parker Seminar is the Fountainhead of Practice-Building, the Encyclopedia of Office-Procedure, the Dictionary of Correct Selling terminology, the Thesaurus of a collection of successful methods from the world's most successful doctors. There is no substitute!

All seminars are held in the Hilton Hotel, Ft. Worth, Texas, beginning the third Thursday of each month (4 p.m.), ending Sunday (4 p.m.), Sept. thru May, except Dec. Fee: D.C.'s, \$250, others, \$100. Doctors save \$3 and others \$1 for each week pre-registration, up to \$50, and \$20, respectively. Or, you may buy an Ellis Micro-Dynameter thru the Parker Foundation and get the Seminar FREE. Terms available. For reservations, forward \$50 for D.C. and \$25 for secretaries, wives, etc. Forward all communications to PARKER CHIROPRACTIC RESEARCH FOUNDATION, 3070 Bellaire Dr., W., Fort Worth, Texas.

1960 (Mar/Apr): **Digest of Chiropractic Economics** [2(5)] includes:

-ad for Australian Te Tree oil (p. 10)

-ad for Drs. Nelson Peet & Helen Peet of Newburgh NY (p. 11)

1960 (Oct): **JNCA** [30(10)] notes:

-advertisement for Earl S. Robinson DC's Educational Research Society, which offers "Seminar on Professional Economics" with 70-page workbook; \$75 tuition, \$25 discount to NCA members (p. 47)

1961 (Nov/Dec): **Digest of Chiropractic Economics** [4(3)] includes:

-full-page ad for "Dollars & Sense for Success-Minded Doctors" featuring Gordon Heuser, DC (p. 19)

1962 (June): **JNCA** [32(6)] includes:

-Earl S. Robinson DC of Glendale CA authors "Professional Economics Section: The Art of Being Successful" (pp. 32, 70, 72)

1962 (Nov/Dec): **Digest of Chiropractic Economics** [5(3)] includes:
-Drs. Nelson and Helen Peet author "Underselling your services: 'something for next to nothing is still next to nothing'" (p. 28)

1963 (Jan/Feb): **Digest of Chiropractic Economics** [5(4)] includes:
-Drs. Nelson Peet and Helen Peet author "Overselling can be dangerous" (p. 26)

1963 (Mar/Apr): **Digest of Chiropractic Economics** [5(5)] includes:
-Drs. Helen & Nelson Peet author "Profit makes the difference" (p. 34)

1963 (May/June): **Digest of Chiropractic Economics** [5(6)] includes:
-Drs. Nelson & Helen Peet author "Patient orientation" (pp. 40-1)

1964 (Mar/Apr): **Digest of Chiropractic Economics** [6(5)] includes:
-Paul Smallie, D.C. authors "World-Wide Reports" (p. 7); includes:

BELGIUM

"The Microdynameter was not a quack instrument in itself. – only in its presentation of claims made for it. And chiropractic suffered because we used it without shouting our criticism at the author of the propaganda used to sell it. – H. Gillet... Dr. Gillet, Editor of ECU Bulletin, has published an extensive review of Dr. A.E. Homewood's "NEURODYNAMICS of the VERTEBRAL SUBLUXATION." He says, "In this work, both subject matter and presentation are perfect. Dr. Homewood replaces the "pinched nerve" concept with a knowledge of the great complication of the actual mechanism involved."

1964 (Sept/Oct): **Digest of Chiropractic Economics** [7(2)] includes:
-Paul Smallie, D.C. authors "World-Wide Reports" (pp. 32-3); includes:

MARYLAND

There's still division between North and South. While Florida is going all out to prevent any form of personal advertising, the latest news from Maryland is to the effect that they are encouraging personal advertising of the DC as a means of public relations that cannot be provided on a group basis because of expense involved. The protest is made that private DC advertisers cannot be expected to supply the funds for group adv that does not mention the doctor's name as sponsor.

1965 (Jan/Feb): **Digest of Chiropractic Economics** [7(4)] includes:
-ad for "The Dynamic Trout Seminars of Success" (p. 38)

1965 (Mar/Apr): **Digest of Chiropractic Economics** [7(5)] includes:
-full-page ad for Parker School of Practice Building (inside front cover); includes testimonial and **photo** of Joseph M. Flesia, D.C. of Wakefield RI
-"Economic factors are subject of new world-wide research program" (p. 6); includes:
Because information is needed on such simple subjects as the average number of patient visits per day, number of new patients

per week, income and expense as well as number of employees, years in practice, years in present location, etc.

It was inevitable that a compilation of statistical data regarding the economic factor in the every day practice of the doctors of chiropractic would eventually be made.

According to Dr. James W. Parker who is sponsoring this research program under his organization the Parker Chiropractic Research Foundation of Fort Worth, Texas, data collected will be reduced to IBM punch cards...

-ad for Wes Trout DC's "Seminars of Success" (p. 44)

1966 (Jan/Feb): **Digest of Chiropractic Economics** [8(4)] includes:
-"Lincoln College president on syndicated T.V. program" (p. 59); includes **photo** of Dr. Earl Rich and:

Dr. Earl Rich, President of Lincoln College of Chiropractic, appeared as a featured guest on the Merv Griffin television program January 5th. The program appeared live for the New York City audience and was taped for later showing throughout the United States. Local appearance will depend upon time zone and local program availability.

As the profession's most highly respected investigator in spine and pelvis motion studies, Dr. Rich has produced educational films showing his research work for viewing for chiropractic groups throughout the nation.

Segments of these research films, particularly those portions of a non-technical nature were used in this show together with personal comment and explanation by Dr. Rich.

This appearance on a nation-wide television program was utilized as an opportunity to show the American lay public that the chiropractic profession has engaged in considerable study of spinal motion through the use of cinerentgenology.

1966 (Sept/Oct): **Digest of Chiropractic Economics** [9(2)] includes:
-Dr. M.L. Stephenson of Wapakoneta OH authors "The case for advertising" (pp. 42, 52); **photo** of Dr. Stephenson; notes he is 1949 Logan grad

1967 (June 25-27): "Report of 34th Annual Congress" of COSCEB at Chase Park Hotel, St. Louis MO (FCLB Archives):

Unethical Advertising Committee: Dr. C.H. Gillenwater reporting

In looking over the past we would like to leave these thoughts or ideas with you as to our way of thinking on Unethical Advertising.

FIRST: We would like to call your attention to the exaggerated claims and cures. We know that Chiropractic does not cure everything – that man is born to die – so we should be more careful with our statements to the public.

SECOND: The superiority of methods or adjustments. We believe that a chiropractor is his brother's keeper. Although no two chiropractors give adjustments alike they are searching for and trying to do the best they can for suffering humanity – whatever the method or methods used.

THIRD: We would like to call your attention to free x-rays and examinations. Although this was used during the horse and buggy days in chiropractic – we believe that the science and art of Chiropractic has outgrown the early days and this should be carried on in a more dignified and responsible way.

We believe whole-heartedly that the National Associations, State Associations and local societies should do the advertising or that the advertising should be done through them in a more responsible and dignified way.

1967 (July/Aug): **DCE** [10(1)] notes:

-“Minnesota Board of Examiners face testimonial advertising dispute” (p. 11):

Four Minnesota chiropractors successfully enjoined the Minnesota Board of Chiropractic Examiners from further action taken against them for testimonial advertising. The Minnesota Board of Examiners revoked the licenses of four Minnesota Academy of Chiropractors members. These injunctions will keep the doctors in practice until it is resolved by the court.

The Board of Examiners concluded testimonial advertising was a “guaranty to cure.” The advertising was approved and distributed by the Minnesota Academy of Chiropractors.

In a cross complaint signed by the Minnesota Academy of Chiropractors against the Minnesota Board of Examiners alleges that: 1) all board members are in violation of 148.10 of the Minnesota Chiropractic Act for distributing or causing to be distributed advertising that guarantees to cure, 2) they are showing prejudice against certain chiropractic schools for asking questions on physical therapy.

This court action is in addition to legal action by a Minnesota chiropractor alleging libelous and slanderous statements by board members for \$275,000. A Declaratory Judgement proceedings has also been brought against the Minnesota Board of Chiropractic Examiners.

-M.L. Stephenson DC authors “The great debate: ethics and advertising” (pp. 30, 32-3); includes **photo** of Dr. Stephenson

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

-M.L. Stephenson DC authors “Is advertising unprofessional?” (pp. 18, 20)

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

-“Minnesota court reverses Bd. of Examiners’ ruling” (p. 8):
“Cannot Revoke License For Use of Testimonial Advertising”
says Judge

On December 22, 1967 Hennepin County District Court ruled that the Minnesota Board of Chiropractic Examiners had no power to revoke the licenses of four chiropractors because they used testimonial advertising.

The court said the Board Interpretative Rules under which the licenses were revoked was invalid because it prohibits conduct that was not contrary to state law.

The Judge said testimonials from persons indicating they were cured by chiropractors did not assure the “positive cure of any disease.” The Court also declared invalid the Board’s requirement that chiropractors attend conventions of certain chiropractic societies or take renewal courses in order to renew their licenses to practice. The Court further admonished the Board for such a requirement because it was beyond the powers of the Board and was “arbitrary and capricious.”

The Court further indicated “no sound basis in law” for a distinction in advertising as a group or individually.

The Minnesota Academy of Chiropractors which supported the four chiropractors whose licenses were revoked, further contended the State Board of Chiropractic Examiners was dominated by the Minnesota Chiropractic Association and was unduly prejudiced.

Anti-trust laws are being studied by legal counsel for the Minnesota Academy of Chiropractors to see if anti-trust violations are involved, according to a spokesman for the Academy.

-large ad for Robert J. Wiehe, D.C.’s “Practice Building Seminar” (p. 39)

1968 (Mar/Apr): **Digest of Chiropractic Economics** [10(5)] includes:

-Jim Parker, D.C. authors “Walk with dignity” (p. 5); includes:
...Dr. Hugh Ilstrup, in Phoenix, Arizona, operates the worlds’ most expensive chiropractic clinic, where the cost per person no doubt averages much higher than anywhere else in the world. Ugh drives fancy cars, lives in a fancy home, wears fancy clothes, associates with fancy people. At his recent clinic opening, his U.S. Congressman, the Governor of Arizona, Joe Pyne of TV fame and other political and civic figures were present. He commands respect and admiration. He spends \$100,000 yearly on TV, radio, and newspapers. In an exclusive restaurant, people addressed him as if he were a brain surgeon, and we always got expert attention.

Hugh walks the streets with dignity!

Yet... in a certain small Texas town there is a short, fat, ugly, country-boy-type chiropractor who has to live on the \$45,000-plus yearly income he grosses! His English is atrocious... he is domineering, loud and uncouth. He has more guts than sense. He hardly made it through college. He is not bashful. His fat belly leads him all over town, slapping people on the back, telling vulgar jokes. He tells everyone he can help them... “It don’t make no difference nohow what’s wrong with you!” He doesn’t advertise... otherwise!

Yet...he walks the streets of his town with “his dignity!”...

-full page ad from Columbia Institute (p. 7); includes:

1. CLINIC MASTERS FEATURE ARTICLES by Gordon D. Heuser, D.C. A series of 26 HEALTH ARTICLES to publish in your newspaper as a public service... or direct mailings. Either way, a ringing telephone and NEW PATIENTS will be the result... GROWTH!...
3. THE MANAGEMENT OF A CHIROPRACTIC PRACTICE by Gordon D. Heuser, D.C. A complete anthology to take you step-by-step through your entire procedure... including consultation, examination, report of findings, etc... so your NEW patients become REGULAR patients... and REFER... GROWTH!...

1968 (May/June): **Digest of Chiropractic Economics** [10(6)] includes:

-two-page centerfold ad for Parker School for Professional Success; many testimonials, including from Peter G. Fernandez, D.C. of St. Petersburg FL, David J. Redding, D.C. of Dansville NY, Kerby Landis D.C. of Concord CA

1968 (Nov/Dec): **DCE** [11(3)] includes:

-James W. Parker DC authors “Lineage: the continuing impact of a creative message and media” (pp. 60-1)

1969 (June 22-25): “Report of 36th Annual Congress” of the Council of State Chiropractic Examining Boards (COSCEB/FCLB) at Sheraton-Gibson Hotel, Cincinnati OH (FCLB Archives):

-various resolutions introduced (pp. 17-18), including:

WHEREAS, several Technic and Practice Management courses have been labeled as “Research Course,” and

WHEREAS, this terminology has caused confusion to the laity and to the profession, and

WHEREAS, Chiropractors attending such courses have implied to their community, that they have participated in such research,

BE IT RESOLVED, that the term “research course” not be included in the title of any Technic or Office Management Course offered to the chiropractic profession.

Motion carried unanimously...

1970 (Jan/Feb): **Digest of Chiropractic Economics** [12(4)] includes:

-J. Curtis Schilstra, D.C. of Anaheim CA authors "Chiropractic – an analysis" (pp. 30-1, 60-1); includes:

This paper is not intended to be a defense of chiropractic against the attacks of organized medicine, nor a defense of medicine against the attacks of organized chiropractic. Neither is it to be construed as an attempt by one member of the chiropractic profession to placate the leaders of organized medicine into accepting chiropractic. This paper is rather a contribution toward the goal of improving chiropractic through an impartial recognition of its faults...

The second aspect to this criticism that chiropractic is unscientific is related to the attitude of most of its practitioners. There appears to be a marked tendency among chiropractors to accept chiropractic theory blindly and emotionally, to use hard-sell techniques, to write emotional articles, and to engage in emotional conflicts with "rival" professional organizations (I.C.A. vs. A.C.A. for example). Prejudicial biases flourish in such a climate, and such biases are inimical to any form of scientific thought. What is more, such an emotional approach does not match any reasonable person's conception of a scientist. How, therefore, are we to advance our profession scientifically or convince ourselves, our patients or our colleagues that we are scientists? A reorientation of one's entire approach is difficult in the extreme, but an open-minded and analytic point of view, rather than an emotion one, is needed.

A second criticism justifiably leveled at the chiropractic profession is that exorbitant claims for its effectiveness are frequently made. Examples of such claims are found in the following quotation from one chiropractic pamphlet:

"At every opportunity he (the medical doctor) boastfully points to medicine's scanty accomplishments in a few infectious conditions. But what does he have to say about the nearly 400 other conditions, ills, and diseases that trouble mankind... Chronic ailments are on the increase every day, while orthodox medicine fails to meet these challenges.

"Yet when confronted with proof of chiropractic results in those same conditions the medical doctor screams 'QUACK.'"

The "proof" of chiropractic's results in diseases such as arthritis, heart disease, stomach ulcers, and hypertension is, however, never explicitly stated. Claims that chiropractic can cure these diseases are exorbitant unless they are reinforced by scientifically acceptable data. As was mentioned previously, the phrase "scientifically acceptable data" means information gathered under well controlled conditions, and there is a scarcity of such information in chiropractic literature. The point of this argument is not to eliminate all claims that chiropractic cures anything, but rather to stress the necessity for substantiating such claims for publicly announcing the nature of the evidence. Otherwise claims for chiropractic's effectiveness will continue to be singularly unconvincing to any discriminating reader.

A third reasonable criticism of chiropractic has to do with the sales techniques which chiropractors sometimes use to get patients under their care. A great many of those techniques are taught in regular seminars conducted solely for the purpose of helping doctors of chiropractic expand their practices. As an example of the types of techniques taught in these seminars the following quotations may be cited: "If the patient has a pain in his left shoulder ask, 'Has the pain started in your right shoulder yet?' Use it when you must instill a sufficient amount of fear to get the patient to take chiropractic." or to the patient "Do you feel there could be a tumor or perhaps cancer causing those nerves to act up?"

This use of fear is clearly unethical from the frame of reference of any professional healer...

1973 (May; Spring): **New England Journal of Chiropractic** [7(2)] includes:

-"License suspended" (p. 28):

New release from the State Department of Education, State of New York, dated February 22, 1973 – indicates that Dr. **Reginald R. Gold**, New York Chiropractor has received disciplinary action: The report reads as follows: Reginald R. Gold, 2 Elish Parkway, Spring Valley; Chiropractor; guilty of untrue, fraudulent, misleading, deceptive, flamboyant or unprofessional advertising, or practicing under an assumed or fictitious name, of violating the Education law, and unprofessional conduct; license suspended for six months, with three final months of suspension stayed and respondent placed on three month probation.

(According to a report received in this office Dr. Gold is considering a judicial appeal.)

1973 (Nov/Dec): **Digest of Chiropractic Economics** [16(3)] includes:

-"College news: Sherman Chiropractic College" (pp. 64-5) includes:

Sherman College of Chiropractic began classes on October 1, 1973 at the college's temporary facilities in Spartanburg, S.C....

-half-page ad for Reggie Gold, D.C.'s "Chiro Products" offered from Spartanburg SC (p. 77); photograph:

How would you like REG GOLD to come and talk to your patients EVERY SINGLE WEEK???

WELL NOW YOU CAN!!

PATIENT EDUCATION IS NOW EASY!

The famous Reg Gold layman lecture is now available in an hour-long 16mm color movie. Show this to all new patients in regular weekly orientation sessions and watch your practice change from a disease-oriented treatment center to a health-oriented maintenance center.

Family care makes sense once it's explained. Let the expert explain it for you over and over again for a ONE TIME COST.

Once you own this film you can use it for

- Weekly patient orientation
- Educational (or regular commercial) T.V.
- Public layman lectures
- Kiwanis Clubs • Rotary • Lions • Elks • Etc
- High School & College Career Days
- County Fairs and Expositions

One-Time Purchase Cost.....\$695.00
Or Rental Fee Only.....\$45.00
One rental fee can be applied to total purchase cost

When ordering for rental, please state the date of showing.
Film will be delivered 48 hours ahead of your schedule.
Please enclose check • No C.O.D. or open billing

WRITE TO
CHIRO PRODUCTS
P.O. Box 6086, Spartanburg, S.C. 29301

1974 (Jan/Feb): **Digest of Chiropractic Economics** [16(4)] includes:

-ad for James H. Laubach, D.C.'s "Congress on Research for Chiropractors" (p. 21); photograph:

CONGRESS ON RESEARCH FOR CHIROPRACTORS

U.S. Route 6 West
Edgerton, Ohio 43517
phone: 419-296-3031



Dr. James H. Laubach

Where Quality, Good Judgment, and Good Taste Result in people giving Doctors of Chiropractic a Warm Recommendation! This is what you learn!

We teach intuitive thought control; good human relations; success; and practice building based on the above plus excellent record keeping and sound business procedures. It is one thing to earn money . . . but another to be able to keep it and make it work for you. It is time for you to take a look at things from just a little different angle! More New Patients . . . more financial rewards . . . more efficient procedures . . . more organized management and a more meaningful life are just a few of the benefits of this Congress Study! All new Doctors and Nurses receive a complete set of success, motivation and instruction tapes to study and review after the Seminar . . . at home . . . to renew the enthusiasm that so often wears off a few days after returning to the routine of your office and procedures. You Need Constant reminding to get you to change to better and more productive habits. This is accomplished through the use of our tapes, available only through this Congress on Research.

CONGRESS DATES:

24th Cong. Feb. 14, 15, 16, 1974
Rio De Janeiro, Brazil
25th Cong. May 11-12, 1974
Laubach Clinic, Edgerton, Ohio
26th Cong. Aug. 17-18, 1974
Laubach Clinic, Edgerton, Ohio
27th Cong. Nov. 16-17, 1974
Laubach Clinic, Edgerton, Ohio

New REGISTRATION FEES New
Doctors (Post-Dated Plans Available) . . . Nurses
\$275 - 2 or more weeks in advance . . . \$150
\$300 - At the Door Registration . . . \$175

REFRESHERS WHO HAVE TAPES
\$40 - 2 or more weeks in advance . . . \$25
\$50 - At the Door Registration . . . \$35

REFRESHERS WHO DO NOT HAVE TAPES
\$175 - 2 or more weeks in advance . . . \$75
\$200 - At the Door Registration . . . \$100

WIVES: BUSINESS MEN: STUDENTS
\$50 - 2 or more weeks in advance . . .
\$60 - At the Door Registration . . .

No tapes or notes included

ALL REGISTRANTS MAKE THEIR OWN TRAVEL AND ROOM RESERVATIONS!

1974 (Mar/Apr): *Digest of Chiropractic Economics* [16(5)] includes:
-ad for Wes Trout, D.C.'s "Living Principles Program" (p. 46);
-photograph:

THE WES TROUT LIVING PRINCIPLES PROGRAM IS FOR EVERYONE

We give "The Whole Ball of Wax" for D.C.s, CAs, Wives, Children and Booster Patients.

NEXT PROGRAM • May 9, 10, 11, 12
Marriott Inn—Pittsburgh, Pa.

IT'S THE REAL THING

There are no hidden secrets to be searched out and found in "Living Principles". It is made up of practical, down to earth "Basic Principles". It's something you can reach right out and grasp, appropriate and apply in your every day life as your very own. **It will cause your life to bloom . . . your practice to zoom and your INCOME TO BOOM** because "it's the real thing". If this is what you are looking for; Living Principles is where you'll be in May. 4 power packed days of purely principled chiropractic for \$100.00 pre-registered.

FEE: \$100 Pre-registered \$125 at door D.C.s
\$35 Pre-registered \$45 at door CAs
Wives Free (First Program) • Students and patients free

PLUS: Dr. Marsh Morrison's "Meanwhile Technique Course" \$50.00 Additional.

FUTURE DATES: August 1, 2, 3, 4, & November 7, 8, 9, 10.

WRITE OR PHONE TODAY FOR INFORMATION

Dr. WES TROUT

'LIVING PRINCIPLES PROGRAM'

P. O. Box 167, Northumberland, Pa. 17857 • Phone 717/473-3585

1974 (July/Aug): *Digest of Chiropractic Economics* [17(1)] includes:

-Leonard K. Griffin, D.C. authors "The image" (pp. 32-4, 36)

1975 (Jan/Feb): *Digest of Chiropractic Economics* [17(4)] includes:

-full-page ad for R.E. Busch, D.C.'s practice management seminar; includes photograph of Dr. Busch:



1975 (Sept/Oct): *Digest of Chiropractic Economics* [18(2)] includes:

-"Dr. Thomas R. Aasum" (p. 9); obituary includes photo & text:

It is with deep regret that we must report the passing of Dr. Thomas R. Aasum of Corvallis, Oregon on August 19, 1975. Dr. Aasum was widely known throughout the profession as a practitioner since 1936 after his graduation from Northwestern [sic] College of Chiropractic. He was equally well-known for his many articles on the subjects of advertising and professional public relations. The most recent of his writings, prepared just before his demise, is printed in this edition on Page 27.

Dr. Aasum is survived by his wife, Vivian; four children, Dr. James Aasum of Corvallis; Tom Aasum of Albany, New York at whose funeral home Dr. Aasum's memorial services were held on August 23rd; two daughters and eight grandchildren.

In lieu of flowers and as a tribute to Dr. Aasum's deep interest in the education of young chiropractors, any memorial contributions should be sent to the Thomas Aasum Chiropractic Scholarship Fund, 277 NE Conifer Blvd. 11, Corvallis, Oregon 97330.

-Thomas R. Aasum, D.C. authors "A gude to newspaper publicity" (pp. 27-8, 30-1); includes **photo** of Dr. Aasum

1975 (Sept/Oct): **Digest of Chiropractic Economics** [18(2)] includes:

-two-page centerfold ad for Stoner Chiropractic Research seminars (pp. 58-9); all about practice-building

1975: Parker Chiropractic Research Foundation, P.O. Box 40444, Fort Worth TX 76140, publishes "seventh printing" of *Textbook of Office Procedure & Practice Building for the Chiropractic Profession*; includes (pp. 273, 277-8):

E. The following chiropractic editorials are worthy of repetition in advertising and public relations. They have been very successfully used on a continuous basis in editorial type advertisements:

1. MORE POSITIVE PROOF THAT CHIROPRACTIC CARE IS CONSISTENTLY GETTING MIRACULOUS RESULTS!...
8. OUR EXAMINATION ELIMINATES CASES WE KNOW WE CAN'T HELP:

We cannot accept all cases... but we help almost all that we do accept. Don't wait! See if yours is a chiropractic case.

Even though chiropractic is not limited as a health service to any few particular diseases, there are often many cases that we WILL NOT accept because we cannot find -- or cannot correct -- the CAUSE. Chiropractic does not claim to be a panacea -- a cure-all. We KNOW, after our examination is complete, whether we have FOUND THE CAUSE... whether we fell we can CORRECT that cause. This honest fact determines WHETHER OR NOT we accept the case. Scarcely a day passes that the Clinic Director of the PARKER CHIROPRACTIC CLINIC does not refuse some case because he felt unable to correct what he did find. The PARKER CLINIC has established an enviable record of achieving miraculous results in many cases... some of which had been told their condition was "hopeless!" THE PARKER CLINICS have stood the test of personal investigation by thousands... and the lasting benefits of our service to sick and suffering humanity has been proved, hundreds upon hundreds of times...

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

-Leonard D. Godwin, D.C. of Fullerton CA authors "The search for research" (pp. 24-5); quotes Scott Haldeman:

"As long as we stood like ragamuffins outside the candy store with our noses pressed against the window panes and with big saucer eyes devouring the "goodies" inside, nobody paid too much attention to us. But now that we've been tentatively invited

inside, more important people are expecting us to display some kinds of legitimate accountability..."

"By 'legitimate accountability,'" Haldeman went on, "I mean acceptable, well-constructed, thoroughly documented scientific research -- not theory, not clever empirical deductions, not exaggerated clinical claims -- but sound, fundamental, old-fashioned, hard-core scientific research. And I certainly do not mean for PR purposes, but to underpin what chiropractors have been doing therapeutically for over eight decades and to validate or discard, if necessary, the abundance of divergent theories that the field has proliferated over the years to 'explain' why an dhow people get well under manipulative therapy..."

1978 (Sept/Oct): **Digest of Chiropractic Economics** [21(2)] includes:

-half-page ad for "Practice Management with a Conscience" (p. 102):

You have heard about it! Now C.C.I. ... Chiropractic Consultants, Inc. presents

PRACTICE MANAGEMENT WITH A CONSCIENCE

- Succeeding within the Third Party System
- Correlative Diagnostic Procedures
- Your Patient on Paper

All three doctors have extensive Post-Graduate training in Orthopedics, Roentgenology, Impairment Evaluation, Laboratory Diagnosis, Peer Review and Insurance Consulting.

<p>Clark L. McClain, D.C., D.A.C.B.R. Diplomate of the American Chiropractic Board of Roentgenology Professional Papers: "A Consideration of Traumatic Neuroses," published in American Chiropractic Assn. Journal, 1970 and "A Practical Consideration of Spontaneousness," published in 1974.</p>	<p>John R. Bestgen, D.C., D.A.C.B.R. Diplomate of the American Chiropractic Board of Roentgenology Roentgenological Consultant for Medicare in Ohio and West Virginia for Nationwide Mutual Insurance Company.</p>	<p>Charles E. DuVal, D.C., D.A.B.C.O. Diplomate of the American Board of Chiropractic Orthopedists, Member of Commission on Industrial Relations, and Member of National Peer Review Committee of the American Chiropractic Association. Author of insurance Manual published by Ohio State Chiropractic Assn., 1976.</p>
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For further information write or call C.C.I.
Chiropractic Consultants, Inc.
2709 North Ridge Road
Painesville, Ohio 44077
(216) 354-2233

Be sure to check these dates on your calendar!
October 28 & 29
Sheraton Hopkins Airport Hotel
Cleveland, Ohio
Seminar Hours: 1:00 p.m. - 8:00 p.m. Saturday 9:00 a.m. - 1:00 p.m. Sunday
Fees: \$150 - Doctor, \$50 - Office Assistant accompanying doctor

1979 (May/June): **Digest of Chiropractic Economics** [21(6)] includes:

-Richard E. Busch, D.C. of Fort Wayne IN autors "Do chiropractors promise too much?" (pp. 27-8); includes:

Chiropractic works. The principles upon which it is based are sound. Every chiropractor has seen first hand the miracles which chiropractic care can accomplish. Most chiropractors are themselves former patients who have derived untold benefit from chiropractic manipulation. We know what chiropractic has done and can do. Why then is it that we, as doctors, don't always succeed with each patient to the degree that we feel we should?...

-Wayne Henry Zemelka, D.C., director, Audio-Visual-Television Media Resources Center at PCC authors "Creating a desirable believable image on a continuing basis" (p. 65)

1979 (July/Aug): **Digest of Chiropractic Economics** [22(1)] includes:

-Peter G. Fernandez DC authors "1001 ways to attract new patients" (pp. 76-8)

1979 (Sept/Oct): **Digest of Chiropractic Economics** [22(2)] includes:

-Robert Jarmain DC authors "The importance of advertising to the doctor of chiropractic" (pp. 44-5)

-Peter G. Fernandez DC authors "1001 ways to attract new patients," Part IV (pp. 104-5, 107)

1979 (Nov/Dec): **Digest of Chiropractic Economics** [22(3)] includes:

-Peter G. Fernandez DC authors "1001 ways to attract new patients," (pp. 72-4)

1982 (Apr 20): Elmer Berner DC authors "Policy Standards Committee's report - Members of committee are Dr. Elmer Berner, Chairman, Dr. Harry Swanson, and Dr. Charles Cline" (NCMIC Archives):

The **Federal Trade Commission letter of February 5, 1982, initiated an inquiry to determine whether NCMIC has engaged, or may be engaging, in activities that violate Section 5 of the Federal Trade Commission Act.** The letter also stated that NCMIC, alone or in concert with others, may have adopted and implemented policies restricting advertising by its policy-holders. The same letter requested a variety of documents and information.

After various meetings, in a letter dated March 10, 1982, our counsel, Mr. Forney, directed our Secretary-Treasurer to furnish certain information in accordance with a stated time schedule.

Then, following the above communication with the Federal Trade Commission, we were notified by Mr. Rosenfield, Washington Counsel of the American Chiropractic Association, with the latest findings of the Supreme Court of the United States in the case entitled AMA v. Federal Trade Commission. The Supreme Court had a 4-4 vote. Mr. Rosenfield's letter went on to say that "The Supreme Court's action does not definitively settle the long-range question whether or not, under the current law, FTC has jurisdiction over the professions. However, by affirming the FTC's order against AMA, the Supreme Court leaves the professions still subject to FTC and antitrust jurisdiction and sanctions.

Because of these two extraordinary occurrences in the past few months, it would seem apparent that we will have to take another look at our underwriting standards, particularly the section that has to do with advertising.

Previous to the above actions, and since our last meeting in October, 1981, the committee had been furnished with information about several of our policyholders in regard to apparent violations of underwriting standards, and ballots were circulated to the members of the board for appropriate action.

As chairman of the policy standards committee, I have submitted some of my related files to Mr. Forney, our counsel.

In the time frame of May, 1979, through September, 1979, there was an extensive correspondence relating to the antitrust question raised by counsel to Dr. Ronald C. Pluese. Attorney Van O'Steen represented Dr. Ronald C. Pluese of Pennsauken, New Jersey, after his insurance was canceled by NCMIC. A Dr. Albert M. Golly, of Colorado, in May, 1979, through his attorney, informed NCMIC that he was contemplating bringing an antitrust action against NCMIC for the same reason. It would appear that these two cases might have served as the stimulus for the FTC letter of February, 1982.

Yours truly,...

1982 (May/June): **Digest of Chiropractic Economics** [24(6)] includes:

-Supreme Court checks AMA monopolistic practices through the FTC" (p. 84)

1989 (Nov/Dec): **Chiropractic Achievers** [3(6)] includes:

-Sore Throat speaks...again" (pp. 54-6); notes that William Trevor, author of In the Public Interest, was Sore Throat's pen name; notes AMA now aiming at chiropractic practice management companies; includes:

...Sore Throat's most important message is that chiropractic has to end its philosophical in-fighting, stand together behind our management firms against its enemies and focus on building the profession...

1990 (Jan): **ACA Journal of Chiropractic** [27(1)] includes:

-George P. McAndrews authors "ACA Counsel responds to article" (pp. 49-50); includes:

EDITOR'S NOTE: The following article is a response to a story that appeared in the November/December issue of Chiropractic Achievers entitled "Sore Throat Speaks... Again."

To give some background, "Sore Throat" was an alias used by the person who obtained secret documents from the American Medical Association, used in the 1987 Wilk et al vs. AMA et al trial, in which it was shown that the AMA conspired to discredit and stop the growth of chiropractic.

In the Chiropractic Achievers article, there was an unsubstantiated and questionable claim that "Sore Throat" had reappeared to supply Chiropractic Achievers magazine with information, this time taking the side of practice builders. The rather strange theory is that the AMA is now trying to destroy chiropractic by discrediting practice management and consulting firms. In the article, the writer who purports to have talked to "Sore Throat" states that chiropractors should unite behind these firms to protect chiropractic, arguing that, in so doing, they would defend themselves against the AMA's "insidious and indefensible actions" by building individual practices and, therefore, chiropractic itself.

George P. McAndrews, attorney for the plaintiff in the Wilk case, and currently the general counsel for the ACA, had the experience of dealing directly with the original, mysterious "Sore Throat." He now offers the following response to what appears to be a rather weak argument in favor of supporting the profit-making approach of some practice builders.

I was in my office this past Saturday and had an opportunity to read the article entitled "Sore Throat Speaks...Again" in the November/December issue of *Chiropractic Achievers*.

Forgive me but that article is pure drivel...

1990 (Oct): **ACA Journal of Chiropractic** [27(10)] includes:

-George P. McAndrews, Esq. authors "Gaining a sense of reality when presenting credentials: practice building training background can undercut the testimony of a doctor of chiropractic" (pp. 20-21); followed by reprint of article by James G. Noland, Esq., "Dealing with chiropractors" (pp. 22-6, 29-30), which maps out questions to put to chiropractors in court, particularly attendance at Parker seminars, Peter Fernandez, D.C.'s **Secrets of a Practice Consultant**

1992 (Apr): **ACA Journal of Chiropractic** [29(4)] includes:

-attorney George P. McAndrews authors letter to the editor re: "Outrageous advertising" (pp. 10, 58)

Bridges, Reid. Trial or settlement: circumstances that prompt the decision. *ACA Journal of Chiropractic* 1994 (Nov); 31(11): 44-7

1994 (Nov): **ACA Journal of Chiropractic** [31(11)] includes:

-Arery L. Jenkins DC2B authors "Chiropractic advertising ethics" (pp. 64-9)

Correspondence:

1997 (Oct 2): Letter from George T. Fleet mentions:

I spoke with Dr. Woodie regarding Dr. Marlow. I can't tell you some of what he said because it borders on libel, but I can tell you this:

"Marlow had a sign over his clinic door which read HEALTH TURNS TIME BACKWARD. He was considered a good salesman and he had patients from all over the world. He had one

room where he held the patient on the table until he sold a series of treatments. I took my mother there for a headache (in 1930) and Marlow said a vertebrae was out and it would take 6 months to correct it for a fee of \$600.00. I took mother to TCC where treatments were \$4 a month."

Woodie knew nothing of Marlow's salesmanship course. He had never heard of it. Also, Woodie mentioned that Marlow had a son. I didn't pursue that. There is a Roy Marlow in the local phone book (210-493-8847), I seriously doubt that he is the son. Perhaps Dr. Drain's son will recall Marlow...

2002 (May 24): e-mail from Cecilia Ridgeway, niece of R.S. Marlow, Jr., D.C. (CeciliaRidgeway@aol.com):

Dr. Keating

I received your letter today addressed to my father, Carl R. Marlow. My father died 3 years ago and my aunt, Ellenor Marlow a year before that. My aunt Glendolyn Marlow Gossett is still living but has moved to a retirement home for patients with dementia. However, my uncle Quintin E. Marlow is still living and I will be forwarding your letter to him. He is the youngest of seven children born to Roy S. and Ellen Marlow. He will be extremely excited to see it and I know he will be willing to provide you with much information.

I know my grandfather, R.S. Marlow, Sr. wrote a book about chiropractic services and we do have copies of the book. We also have pictures of his office with all the old equipment, some of which he built. There are also many other pictures of him and even one of his graduating class. I'm not sure if we have his diploma, but someone may have it.

As for my uncle, R.S. Marlow, Jr. he died when I was a young girl; however I will also forward a copy of your letter to his daughter, Sharron Graves.

I myself have some letterhead from the old Chiropractic office and will be happy to send you that and anything else I can find pertaining to my grandfather and uncle's chiropractic practice.

Hope this information helps and I am sure you will be hearing from Quintin and Sharron soon.

Cecilia Ridgeway

2002 (June 21): e-mail from Allen Parry, D.C. (aparrydc@logan.edu):

Good Morning Joe,

Dr Marlow was deeply involved with the early days of HB's work. In fact, Dr Marlow's work was taught as part of the post graduate extension classes and the curriculum. In the archives collection, we have copies of his original work and some information regarding his life including some obituary documentation.

I agree that Dr Marlow may be one of the very early instructors in practice management

2002 (June 24): Phone call from Quintin Marlow, brother of Roy S. Marlow, Jr., D.C. (214-3577-5508):

-4504 Dorset Road, Dallas TX 75229-6301

-Quentin, born in 1930, is last of 6 siblings

-Quentin's father, Roy S. Marlow, Sr., D.C., died in 1940

-Roy Sr. born in Martinsburg MO, settled in San Antonio

-died circa 1958 from auto accident

-Roy Sr. was ostentatious; during 1936 Texas centennial he bought Chrysler Airflow off display

-Roy Sr. had a falling out with B.J. Palmer

-Roy Jr. was drafted in 1942, took over father's practice in 1945

2002 (July 5): letter from Quintin E. Marlow (4504 Dorset Road, Dallas TX 75229-6301); (in my Marlow/Marketing folder):

Dear Dr. Keating:

I enjoyed our brief telephone discussion of several days ago in regard to your search for information concerning my Father, Dr. Roy Stone Marlow, a pioneer Chiropractor.

The information that your forwarded with your letter of May 18, 2002, to my deceased Brother, Carl, was passed on to me by his Daughter, Cecelia Ridgeway, for attention. Of Dr. Marlow's eight children, only myself and my Sister, Glen Gossett, now a resident of Hamilton House Assisted Living in San Antonio, survive. I will attempt to reply for us both due to memory problems resulting from Glen(dolyn)'s 76 years.

In that I appear to be the final source of information concerning the subject of your inquiry, allow me a brief personal introduction. The last of eight children of Dr. Roy and Ellen Marlow, I was born on a stormy evening of March 19, 1930, just four months after the crash of 1929. Although times were tough, Dad's success allowed us to enjoy an affluent lifestyle with fulltime household help and the finest of schools.

Dad passed away in November 1940 when I was only ten. I continued in a private Catholic elementary school and graduated in 1947 from Central Catholic High School in San Antonio, Texas. Although we were not a Catholic family, Dad was a firm believer in the quality of a Catholic education and bartered healthcare for tuition while he was alive. Following high school, I attended the University of Notre Dame receiving my bachelors degree in 1951, entering the Navy following graduation as a Supply Officer, serving to June 1954.

I entered the military sales field in 1954 with a large distributor in Norfolk, Virginia. In response to market changes, I formed a new company and took our offices to Dallas, Texas, in June of 1970. The new Company achieved a reputation for excellence and grew from zero to \$140 million in volume and 125 employees worldwide in 1994, at which time my health required my retirement. The Company was sold by an ESOP of its employees.

I do feel that any history or record of the early years of Chiropractic – especially from an advertising and promotional viewpoint – would be seriously flawed without prominent reference to the work of my Father. The enclosed material will provide the data for your use. As it is irreplaceable and I must ask for its return, I know you will treat it with care.

Sincerely,...

2002 (July 22): Letter from Mr. Quintin E. Marlow (in my Marlow folder):

Dr. Roy S. Marlow, Sr. – Recollections of His Youngest Son

My name is Quintin Eugene Marlow, the eighth child and fifth Son of Dr. Roy Stone and Ellen Marie Robertus Marlow. Born on March 19th 1930, my name was derived from the Latin word for fifth.

My Father, Roy Stone Marlow, Sr. passed away on November 29th 1940 of abdominal injuries received in a 1937 automobile accident.

While not having the opportunity to know my Father throughout my life, the lessons learned from him during the first ten years of my life have had an indelible impact when combined with my Mother's love.

Two events each capable of changing the life on earth served as bookends to this ten year period. The stock market crash of 1929 took place only a few months before my birth and the Japanese attack on Pearl Harbor fell only a year after Dad's death.

1. Although poverty was everywhere, Dad's practice was successful and we lived well but not extravagantly. As a child,

my earliest memories are of Dad and Mom feeding and clothing those in need of help. Purchased vegetables grown in home gardens by the poor, fed and clothed ragged children and bartered his services for those of others to pay healthcare needs.

2. Dad loved big, powerful cars and, during the last half of the 1920s, invested in a number of new manufacturers whose cars he admired. Much like today's investors (including myself) with tech stock, only a few survived competition and the depression resulting in large losses. At the time of my birth, the financial gain of the first years of his successful practice were wiped out in a day. I can only imagine the pressure he felt with a wife and seven children to feed, clothe and educate. He bartered the education of his children in Catholic schools for the Chiropractic healthcare of San Antonio's priests and nuns.
 3. Dad brought my Sister, Glen, and I to Dallas in 1936 for the Texas Centennial at which Chrysler showed its new custom-built Airflow limo (only three in Texas) and Dad arranged to buy it from the show floor when the show closed. Injuries from a 1937 accident in this car during a trip to Houston, with my Mother, Sister and me, progressed to cause his death in 1940.
 4. Dad had a unique, imposing physical appearance. His six foot four inch frame and 200+ pounds always stood erect and, as a young child, he was the largest person I knew. He was always well dressed and carefully groomed, traits that I took into my own business life.
 5. Dad was a master of the Palmer Penmanship method and I watched him produce much of the work for his advertising. One of his patients sold Royal typewriters and he accepted samples as barter, writing extensively in support of his profession which was often under attack during much of my young life. He also lettered the diplomas for St. Mary's University in Old English to aid the school.
 6. His years of teaching and part-ownership of a business college left Dad determined to see that his children were well educated. Many evenings, after his office was closed and we had finished dinner, Dad and I would walk around a small triangular park that faced the main buildings. Five complete rounds were a mile, as I recall it, counted by his pedometer. As we walked, he would teach me about the universe, planets, stars and constellations.
 7. In our home during my childhood, Dad's word was law. We had a cook and yardman who were scheduled for their duties and meals were served promptly at a specific hour and were served in our large dining room seating 12. We would not come to a meal unless we were clean and nicely dressed. Boys could not be seated until mom and my Sisters were seated. You didn't miss a meal or show up late without a good excuse. A night was scheduled as family night out for dinner and movies, another for Mom and Dad alone.
 8. The two main buildings of Dr. Marlow's home-office complex were joined in the middle by his private office which could be entered from either structure by separately keyed locks. By maintaining the keys, he maintained both the family and business access.
 9. I remember Dad never being satisfied with less than our best. He was so happy with a good report card or some special effort. He made us practice Palmer penmanship circles and lines, determined that his kids would have good handwriting skills. He had many lines like "success comes in cans." He spent countless time in support of his profession with advertising, seminars, radio talks, [ends abruptly here]
- attached is "BIOGRAPHICAL DATA: Roy Stone Marlow, Sr." with classic photo:

Born on June 7, 1882, in the rural town of Martinsburg, Missouri, the only Son of John William Henry Marlow and Laura Frances Peery.

Remembered by a local resident as a very smart boy who dressed very well and "put a lot of stock in book-larnin'."

From about 1901 thru 1905, he attended Central Wesleyan College in Warrenton, Missouri, earning his Bachelor of Science degree in Business. He became a master of the Palmer Method of Penmanship, winning many awards for his work, teaching it in various Missouri schools in conjunction with business classes.

On August 7, 1907, Roy Marlow married Ellen Marie Robertus of Warrenton, Missouri, the eldest Daughter of Rev. Gottlieb Robertus, Minister of the German Evangelical Church. Having met his new bride as a member of church, the traditional service was conducted by the bride's Father.

He continued his teaching career in various Missouri schools and became professor of the normal school at Farmington, Missouri. Ill-health that he was unable to overcome called for a change to a warmer climate, in his search for a cure that conventional medicine could not provide.

On July 2, 1908, Roy and Ellen Marlow were blessed with their first Son, John William and, on August 9, 1910, a Brother, Addicks Ransom. The young family moved to San Antonio, Texas, in 1912 seeking the warmth of the Sun and a cure for Roy Marlow's illness.

Shortly after arriving, Roy Marlow formed a partnership with two other teachers and opened Draugn's Business School, offering a full range of office training including Palmer penmanship, successfully operating it while securing Chiropractic care of his health.

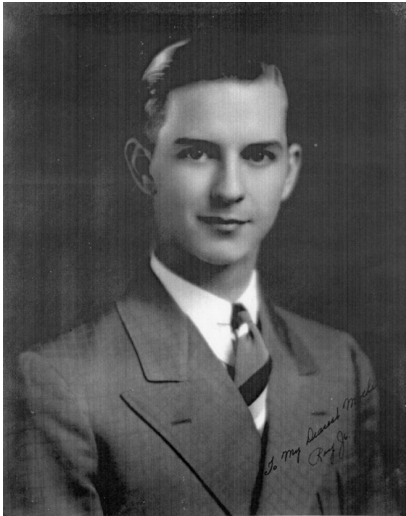
Roy Marlow's health was restored by Chiropractic and he made the decision to devote his professional life to the science. He entered Palmer School of Chiropractic, Davenport, Iowa, in 1915. On completion of his training, he returned his family to San Antonio and opened his Chiropractic office there, which grew to become one of the largest and most respected in America.

Dr. Roy Marlow's influence extended far beyond his highly successful practice. He trained countless young doctors as interns at his offices, conducted training seminars for practicing Chiropractors in the business management of their offices and spent untold time and money in the promotion and advertising of his offices and the science of Chiropractic.

On September 14, 1915, Roy Stone Marlow, Jr. was born and became the only offspring to enter the Chiropractic profession of their eight (8) children. Dr. Roy Stone Marlow, Sr. passed away on November 29, 1940, of injuries received in an auto accident in 1937. He is buried in Mission Memorial Park, South, San Antonio, Texas.

During the mid-1930s, both Roy S. Marlow Sr and Jr, decided to embrace the Basic Technique of the Logan School of Chiropractic in St. Louis, Missouri, operated by Drs. Hugh and Vinton Logan.

-attached is "BIOGRAPHICAL DATA: DR. ROY STONE MARLOW JR." with photograph:



Roy Stone Marlow, Jr., was born on September 14, 1915, in San Antonio, Texas, the third Son of Dr. & Mrs. Roy Stone Marlow, Sr.

He produced stellar scholastic success passing through the course of studies at various private educational institutions, such as Texas Military School of San Antonio and St. Mary's University.

His interest in a Chiropractic career led to his enrollment in the Logan School of Chiropractic, teaching a new discipline then being embraced by his Father, Basic Technique, in St. Louis, Missouri.

He completed his studies there and returned to San Antonio, joining his Father in the handling of his large practice in the later years of the 1930s. Working together for several years, they perfected the new Logan Basic Technique with which they now worked.

As a result of progressing abdominal injuries received in an auto accident in 1936, Dr. Roy Stone Marlow, Sr. passed away on November 29, 1940, at the age of 58. He was much loved and a city official made the comment that the funeral procession took over 40 minutes to pass.

Roy S. Marlow, Jr. took over his Father's practice with the help of his Mother and other personnel. In 1941, he married Margaret Elizabeth Hartong, Daughter of another San Antonio Chiropractor. He became very active in Chiropractic affairs, holding a number of State level offices or committee duties. Roy and Margaret expected their first child in 1942, keeping him from service enlistment after Pearl Harbor.

He was drafted and sent to Army Officer Candidate School at once, preventing his presence at the birth of his Daughter. Tragically, his wife, Margaret, died within days of their child's birth. Their Daughter, Sharron Elizabeth, lived in the Marlow home throughout the World War II years.

Roy S. Marlow, Jr., now with the rank of Major in the Army Medical Corps., was assigned to a hospital train operating behind the lines in Europe. The suffering and loss of life to which he was exposed changed his perspective as he returned to his Chiropractic practice at San Antonio, Texas, upon release from the service in 1945.

Roy S. Marlow, Jr. married Catherine Ann Fillingner in 1947. They had two Sons, Roy Stone III (Tre) and Scott. His practice continued to grow in its original location as he entertained plans to relocate the clinics to the rapidly expanding North San Antonio suburbs.

Before these plans could be implemented, Roy S. Marlow, Jr. suffered a massive heart attack in August 1963 and passed away.

2002 (Dec 23): e-mail from Richard E. Vincent, D.C. (REVDC3@aol.com):

During the late 1970s-early 1980s the Supreme Court of Arizona, through appeal, removed the restrictions that had been placed on the legal profession as it related to advertising. The court essentially said that a professional could advertise his/her wares as long as it was not misleading or deceitful. After that decision, like falling dominoes various states removed advertising restrictions whether established by statute or rules and regulations thus opening the opportunity for professionals, including health care, to advertise. Throughout the 1980s we saw increasing use of advertising to the point where we see billboards, full page ads, etc. To some extent, advertising was beneficial, however, our profession, because of its second class mentality, seemed to lean to the side of tastelessness.

Hope this is a beginning...again, ask the questions and I will do my best to answer based on recollection.

REV

2003 (July 31): e-mail forwarded:

From: Dr. Larry Wyatt

To: chirosci-list@lists.netlojix.com

Sent: Tuesday, July 29, 2003 11:36 PM

Subject: Interesting article...false claims made...

VERY interesting article...Enjoy!!

The Validity of Claims Made in Orthopaedic Print Advertisements

Timothy Bhattacharyya, MD, Paul Tornetta III, MD, William L Healy, MD and Thomas A Einhorn, MD

Investigation performed at Boston University Medical Center, Boston, and Lahey Clinic, Burlington, Massachusetts

Timothy Bhattacharyya, MD Paul Tornetta III, MD Thomas A. Einhorn, MD Department of Orthopaedic Surgery, Boston University Medical Center, 720 Harrison Avenue, Suite 808, Boston, MA 02118. E-mail address for T.A. Einhorn: thomas.einhorn@bmc.org

William L. Healy, MD Department of Orthopaedic Surgery, Lahey Clinic, 41 Mall Road, Burlington, MA 01805

The authors did not receive grants or outside funding in support of their research or preparation of this manuscript. They did not receive payments or other benefits or a commitment or agreement to provide such benefits from a commercial entity. No commercial entity paid or directed, or agreed to pay or direct, any benefits to any research fund, foundation, educational institution, or other charitable or nonprofit organization with which the authors are affiliated or associated.

Purpose: Orthopaedic surgeons are frequently presented with advertisements for orthopaedic and medical products in which companies make claims of clinical and scientific fact. This study was designed to evaluate the statements made in orthopaedic print advertisements and determine whether they are supported by scientific data.

Methods: Fifty statements from fifty advertisements were chosen at random from six peer-reviewed orthopaedic journals. The companies that placed the advertisements were contacted to provide supporting data for the statement of clinical or scientific fact. Three senior orthopaedic surgeons evaluated the data for quality and support. A high-quality study was defined as a study that could be published in the peer-reviewed literature. A well-supported statement was defined as a statement with enough supporting evidence to be used in clinical practice. The evaluating surgeons were blinded to product and company identification.

Results: The supporting data were from a published source for eighteen claims (36%), from a presentation at a public forum or a scientific meeting for twelve claims (24%), or were "data on file" only at the company for twelve claims (24%). Interobserver agreement among the surgeons evaluating the advertisements for

quality and support was good (the average intraclass correlation coefficient was 0.72). Of the fifty claims, twenty-two were considered unsupported by scientific data, seventeen were classified as possibly supported, seven were well supported, and four were from companies that did not respond despite three requests. Claims that were supported by published data were significantly more likely to be rated as well supported ($p < 0.001$). All twelve claims that were supported purely by "data on file" at the company were considered to be poorly supported.

Conclusions: Orthopaedic surgeons should interpret claims made in orthopaedic print advertisements with caution. Approximately half of the claims are not supported by enough data to be used in a clinical decision-making process.

Larry Wyatt, D.C., DACBR, Professor

Division of Clinical Sciences, Texas Chiropractic College

2003 (Aug 29): e-mail forwarded:

To All

This article is must reading for every DC. It comes from a peer. It explains the problem in terms we all can understand. Will it change behavior? Probably not. But perhaps some of the doctors involved will recognize themselves and make a living the "right" way! I am sure John and the OSCA will allow you to reprint this article with the proper attribution.

Rob Sherman

OSCA General Counsel

Up-coding

by John D. Stancil, DC, OSCA Insurance Committee Chair

It's called "Up-Coding." If you haven't heard of the term by now, you soon will. If you haven't received an email, fax or brochure in the mail informing you of a local "workshop" where you can bring your staff to learn how to apply CPT codes and "Get Paid For What You Do," you soon will as well. It seems as though that this is the "chiropractic practice builder" of the new millennium. You don't have to attract any more new patients or even see your current patients more often. All you have to do is apply CPT codes in such a manner as to make your profit margin greater. After all, you deserve to get paid for what you do, don't you? And you do deserve to be able to do what the MDs do, don't you? And after all, the insurance companies have been ripping us off for decades and this is our way of getting what we deserve, isn't it? Well, that's the bait, doctors, but the hook may be a little hard to swallow.

Recently, I had the opportunity to review some of the material that is distributed by one of these "workshops" on CPT code billing. Doctors, having your patient bend over and touch their toes does not constitute a Range of Motion Study (95851). Observing your patient as they walk down the office hallway does not equate to Gait Analysis and Training (97116). Mixing "biofreeze" or "mineral ice" with your ultrasound gel and then performing ultrasound is not Iontophoresis (97033). Asking your patient two or three questions prior to their routine treatment is not a Reexamination Procedure. Using the Activator instrument to percuss or stimulate some trigger points after manual osseous manipulation is not Myofascial Release (97140), Neuromuscular Reeducation (97112) or Therapeutic Activities (97530). Palpating the paraspinous soft tissues does not constitute Massage (97124). Giving your patient a couple of minutes of advice for at-home care following their treatment does not begin to equal Self-Care/Home Management Training (97535). And, worse than all of these examples, is the inappropriate use of "Modifiers" to significantly alter the cost of any of these or other single CPT codes. A short time ago, I had the opportunity to review a single office visit encounter from one enterprising chiropractor that consisted of 17 separate CPT codes including "modifiers." If one were to

appropriately perform each of the procedures as per protocol, the patient would have been in the doctor's office for five hours or more. The billing for that single encounter was in excess of \$700. There was no documentation from that doctor that would have supported the medical necessity for that amount of care. The billing was denied and the issue referred to the local fraud investigation unit.

The CPT codes have been developed to accurately describe a procedure or protocol. As such, the various components of the procedure must be followed in order to adhere to compliance with the particular procedure. Far too often, the procedures that we chiropractors often perform fail to fall within the boundary of an individual code, and when we attempt to alter the procedure or make it fit our particular treatment approach, we fail to comply with the procedure itself. If a billing is then generated, it may constitute fraud.

"Up-coding" is a serious problem. Recently, a chiropractic physician in the Cleveland area was found guilty of Workers' Compensation fraud, in that his office routinely billed for services at the highest CPT codes available. Unfortunately, the services were not performed appropriately, or at all, and the doctor is now facing the consequences of his actions. It is true, that on some occasions, it is appropriate to use additional codes, if and when the procedure was performed according to the protocols set forth in the AMA CPT Guide, appropriate documentation is provided to substantiate medical necessity, and the costs are medically appropriate and reasonable. When you reduce or even eliminate the components of the procedure to nothing more than a "sham" or "phantom" of what was intended, and then submit billing indicating you did perform the service, you are guilty of billing for procedures that were not performed. And that, Doctor, can lead to a great many problems. We DCs get paid very well for the bulk of our services. When you compare what doctors in other states are receiving, you'll realize this even more. There is no "Golden Goose" out there. Please do not try to make those who are paying your bills feel that way. The third party pay system works. It may not always work the way we want it to, but at this point in time, it is the best we have. Until we can develop a way to make it better, then we'll have to live and work with this.

The ACA's lawsuit against Trigon in Virginia, should allow DCs to be reimbursed on a par with those of the medical profession for providing the same service. I am confident that the ACA will prevail in that suit, but every time a bill is submitted to a carrier that reflects this kind of attitude of chiropractors, it demeans the entire profession. We have come too far to lose this battle. The OSCA has worked tirelessly to foster strong relationships with the citizens of this state. We have gained the confidence of legislators, members of the other healing arts, third party payers and the health care consumer. We cannot tolerate this kind of abuse from our peers. There is too much at stake. Now is the time to ask yourself what's more important: your integrity, honesty and reputation; or the little additional income that can be derived from this practice. I urge you to think about the ramifications of this type of behavior. While we have much to gain in the health care arena, it can be said that we have much to lose, as well. This practice of up-coding can only serve to harm the relationships we have fought so hard to gain.

2003 (Nov 12): e-mail from Glenda Wiese, M.A. (WIESE_G@palmer.edu):

Hi Joe-

Roy Stone Marlow, Jr. entered the P.S.C. 5/04/36 and graduated 11/04/37. Hope this helps and that all is well with you. Glenda

2003 (Nov 18): e-mail forwarded from J.C. Smith, M.A., D.C. (jcsmith@smithspinalcare.com):
Chiropractic Leaders Sign Declaration of United Public Relations

On Saturday, Nov. 8, at the annual Congress of Chiropractic State Associations (COCSA) meeting in Las Vegas, Nev. (see recap below left), approximately 20 leaders from different national chiropractic associations, colleges and publications agreed to unite together in support of a nationwide public relations campaign for promoting chiropractic. The assemblage was invited to participate by Kent Greenawalt, president and CEO of Foot Levelers, Inc., because of each group's interest in running its own public relations campaigns.

"We're here today because each of you, to my knowledge, wants to start your own public relations campaign. And I do, too. However, what we're doing is not working!"

Greenawalt exclaimed. He pointed out chiropractic's declining image in America - an alarming trend - by citing the following:

1. Chiropractors only see one in 10 Americans as patients. This ratio needs to be improved. One in 10 is 10 percent or only 10 out of 100 Americans. Just think - if we saw two out of 10, our profession would double! Motto: A small change can make a huge difference.

2. It's not unusual for chiropractic to receive bad press coverage in the media. Our profession is constantly playing defense - defending what we do and correcting inaccurate, biased reporting.

3. In 1996, there were 15,400 new enrollments at chiropractic colleges. In 2002, there were approximately 10,058. This is a change of 5,342 students - or a decline of 34% - in just six years." Unified Public Relations for Strength

"Part of the problem is that we're sending out scattered messages. The very first step we have to take is simply to agree not to start separate campaigns," explained Greenawalt, as he unveiled the first of two documents awaiting the signatures of those present. The first was the Declaration of National Public Relations Unity.

In part, it reads:

We solemnly declare and resolve that we have one unified message: to get the general public to 'go see a chiropractor,' and we agree not to start any public relations efforts on our own.

Having received consensus from the group on these two points, Greenawalt introduced the second document to be signed, the Pledge of National Public Relations Unity.

"Now, if we do anything, we are going to do it together. We all want a public relations campaign, but our separate investments don't even buy a cup of coffee in the public relations arena," said Greenawalt. "We need each other!"

"If you look at the pharmaceutical background," noted Frank Corbo, DC, editor of Chiropractic Wellness and Fitness magazine, "the drug companies have a \$2.5 billion marketing budget, and they've spent \$6 million by the end of January. This is not only important - it's vital. We need a united message, our government is tired of hearing mixed messages, and they need a singular message."

The leaders then agreed on the following:

- a.. We will retain a qualified national public relations firm who is trained and experienced in delivering a message to the nation as a whole. This public relations firm will do the crafting, testing, and development of the message.
- b.. The firm will develop and manage the plan.
- c.. The public relations firm will be in charge of the campaign.

In support of the agreements, the group pledged through their signatures, "to let the experts (the public relations firm) run the campaign and to contribute our money, but not our opinions."

"Fasten your seat belts," said Greenawalt, "because I'm asking you to pledge that you will donate money (of any amount) and not

give your opinion. We need to find a firm, let it conduct focus groups, test the message, and then run with it. We need to let the pros run it."

Dr. Daryl Wills agreed, pointing out that dentists were originally against their own groundbreaking PR campaign telling the public to brush their teeth to prevent cavities. "You have to have faith in the PR firm we hire and let them do it," he said.

"I congratulate all these dynamic leaders in taking this action," summarized an enthusiastic Mr. Greenawalt. "I believe we have made history today. After 108 years of chiropractic, we have finally formally agreed to work together. This is a proud day!"

Signitors to the two agreements included representatives of the:

American Chiropractic Association
Association of Chiropractic Colleges
Congress of Chiropractic State Associations
Foundation for Chiropractic Progress
Foundation for Chiropractic Research and Education
International Chiropractors Association
National Board of Chiropractic Examiners
World Federation of Chiropractic
Cleveland Colleges of Chiropractic
Parker College
Western States Chiropractic College
Chiropractic Economics
Chiropractic Fitness and Wellness Magazine
Dynamic Chiropractic.

Those interested in participating in this united effort are invited to address a letter of support to:

Kent Greenawalt
Foot Levelers, Inc.,
PO Box 12611
Roanoke, VA 24027-2611

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