



CHIROPRACTIC (GENERAL)

Chiologomania, Part 1 of 2

Joseph Keating Jr., PhD

Perhaps it's part of wanting to stand for something; people seem to like symbols, insignia and distinctive marks and phrases to characterize, distinguish and identify their organizations. Chiropractors are no exception to this phenomenon, and the profession has seen a bewildering array of logos, trademarks, mottos, slogans and emblems. While no comprehensive survey can be offered here, a brief stroll through "Chiologoland" may be instructive. (One caution: the volume of data is not an indicator of the significance of the topic.)

A fun place to begin is one of the better-recognized (?) images of the profession: the chiropractic angel (Keating, 1997; Nash & Keating, 1993). The National Chiropractic Association (NCA; forerunner of today's ACA) adopted the angel for its "official emblem" and spoke of it in sublime language:

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 Company, 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 (Official, 1934).



Chiropractic angel, circa 1930.

The angel would undergo many transformations in coming years:



Line drawing of the chiropractic angel, adopted by the NCA in 1934.



This winged schwarzenegger (translated: black plowman) from World War II appeared in the NCA's Journal, suggesting more an angel of doom than of mercy.



*This equally mesomorphic angel
graced many issues of The Chirogram,
magazine of the LACC.*



This angel appeared "in the flesh" in this 1937 float interpretation



NOVEMBER
1943

Vol. 12 No. 11

The NATIONAL
Chiropractic

JOURNAL

Official Organ of the
National Chiropractic Association, Inc.

The cover of the NCA's Journal sported a friendlier image in 1943, with multi-shaded wings.



Membership decal of the ACA, 1960s.



LACC's emblem during the 1960s.



FEDERATION

OF

CHIROPRACTIC LICENSING BOARDS

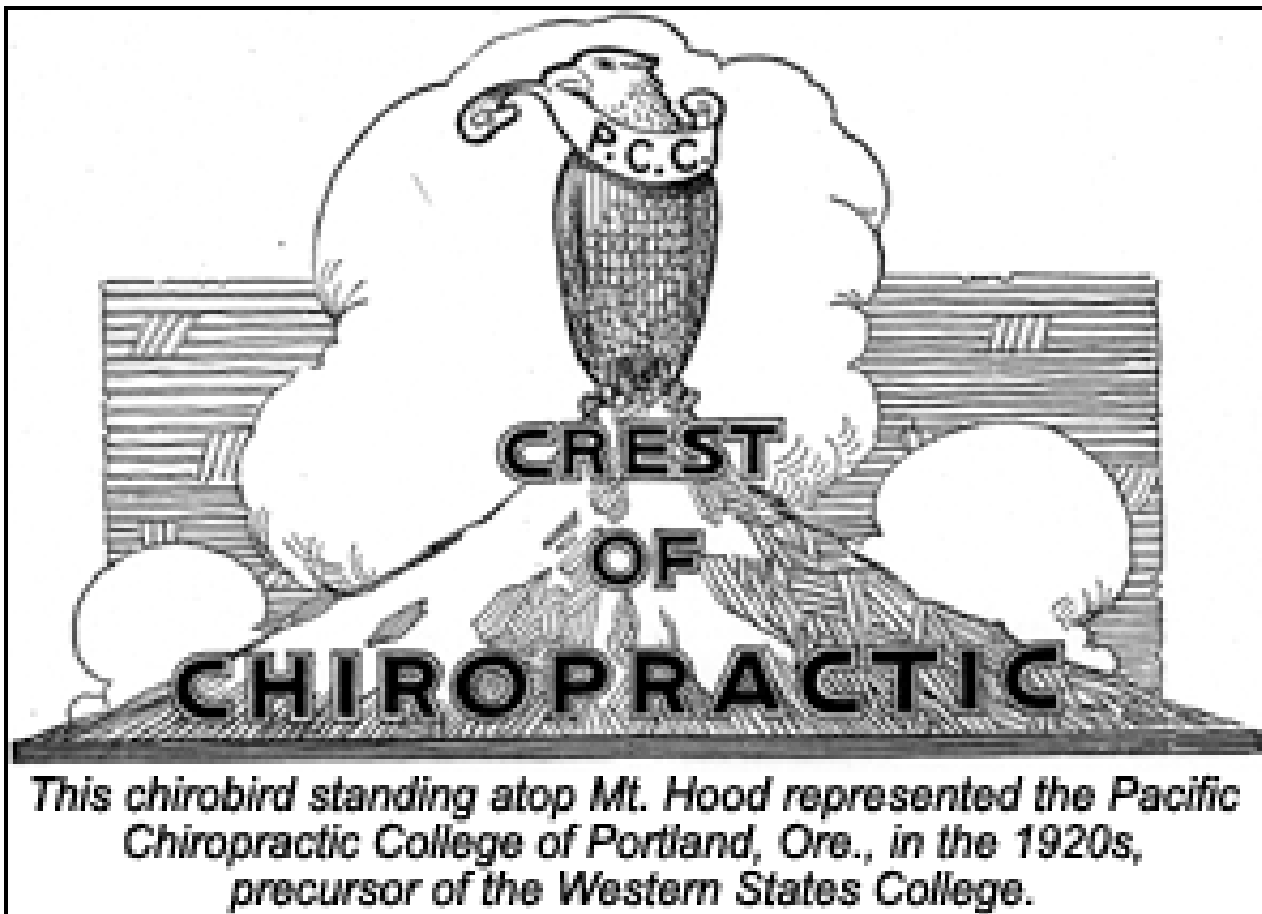
*This angel may be so weighed down that
it has trouble getting off the ground!*



Chirobirds masquerading as angels.



Dr. Vinton Logan seemed to get at least one wing into the air.



Of course, there are other symbols used to represent chiropractic, the profession and its organizations. The Association for the History of Chiropractic (AHC) relies on good old spinal imagery, which has been something of a standard throughout the "chirocentury."



This logo of the Association for the History of Chiropractic features a lateral spinal view.



The emblem of the Ratledge System of Chiropractic Schools of Los Angeles involved a single spinal vertebra.

NO DRUGS

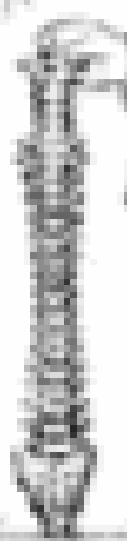
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X-RAY PICTURES
SHOW THE
CAUSE OF
DISEASE

CHIROPRACTIC
ADJUSTMENTS
REMOVE THE
CAUSE

THIS IS A
HUMAN SPINE
HOW IS YOURS?



CHIROPRACTIC
ADJUSTMENTS
RESTORE
NATURAL
FUNCTION

DISEASE
IS LACK OF
NORMAL
FUNCTION
PRESSURE IS
NOT IN A
LINE WITH
THE SPINE
THE SPINE IS
NOT A
ROD

THIS IS A
DEAD ONE
CHIROPRACTIC
IS A LIVE ONE

CHIROPRACTIC
ADJUSTMENTS
RESTORE
NATURAL
FUNCTION

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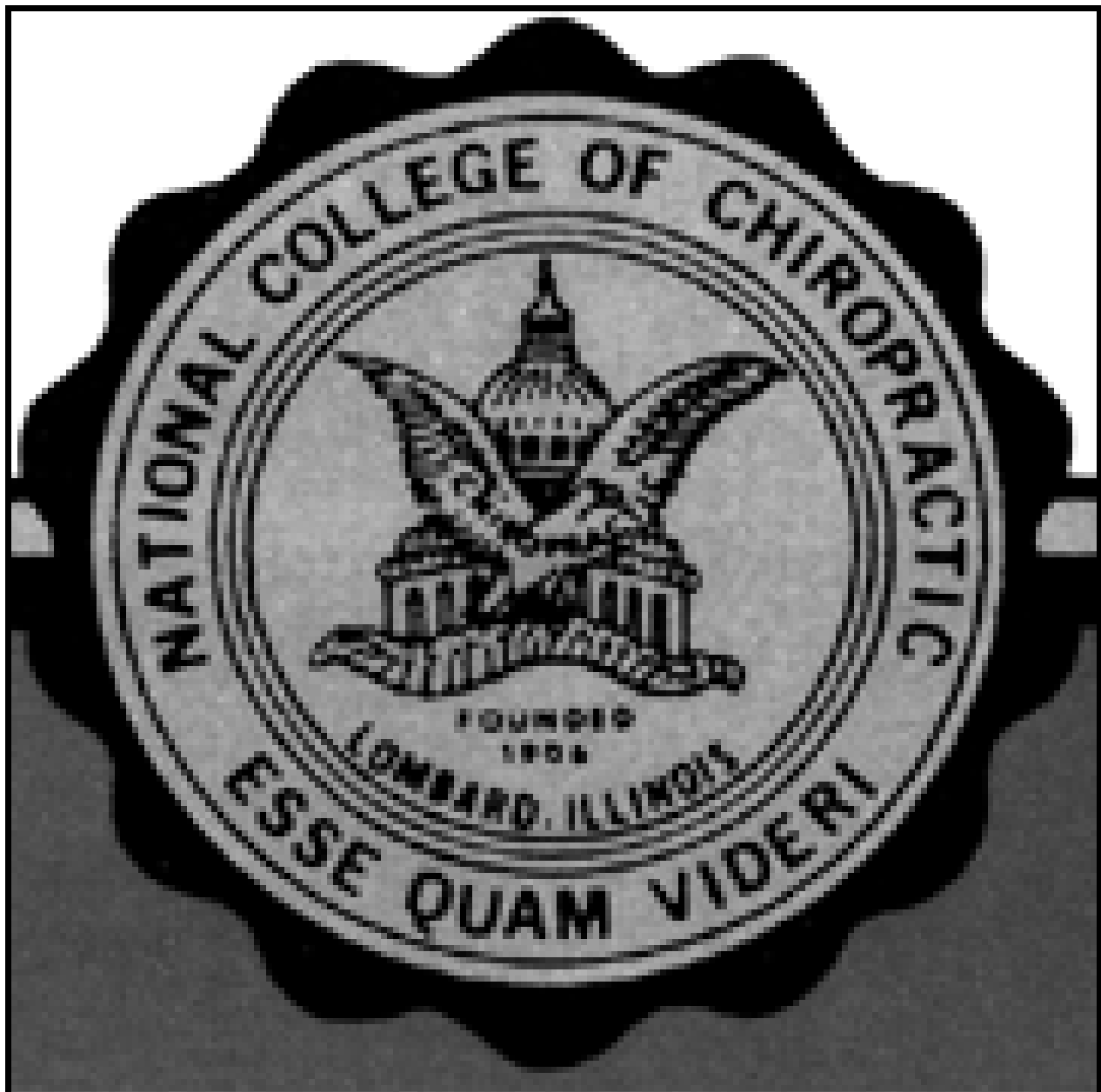
An advertisement for Ora L. Brown, DC, included spinal imagery.



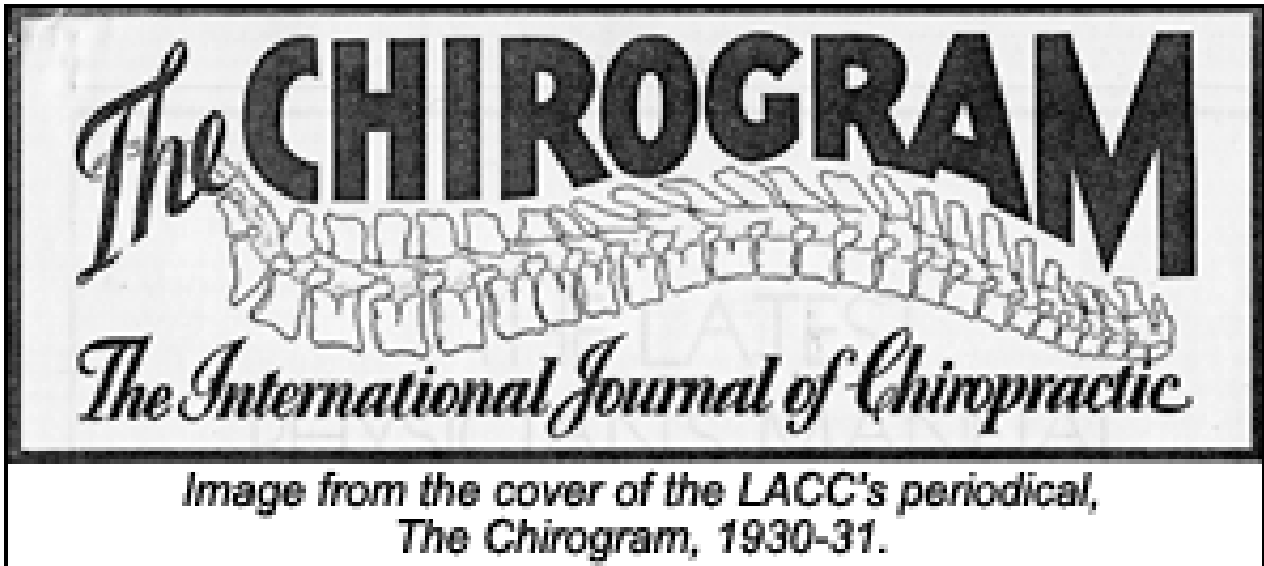
Logo of the National College of Chiropractic, 1920s.



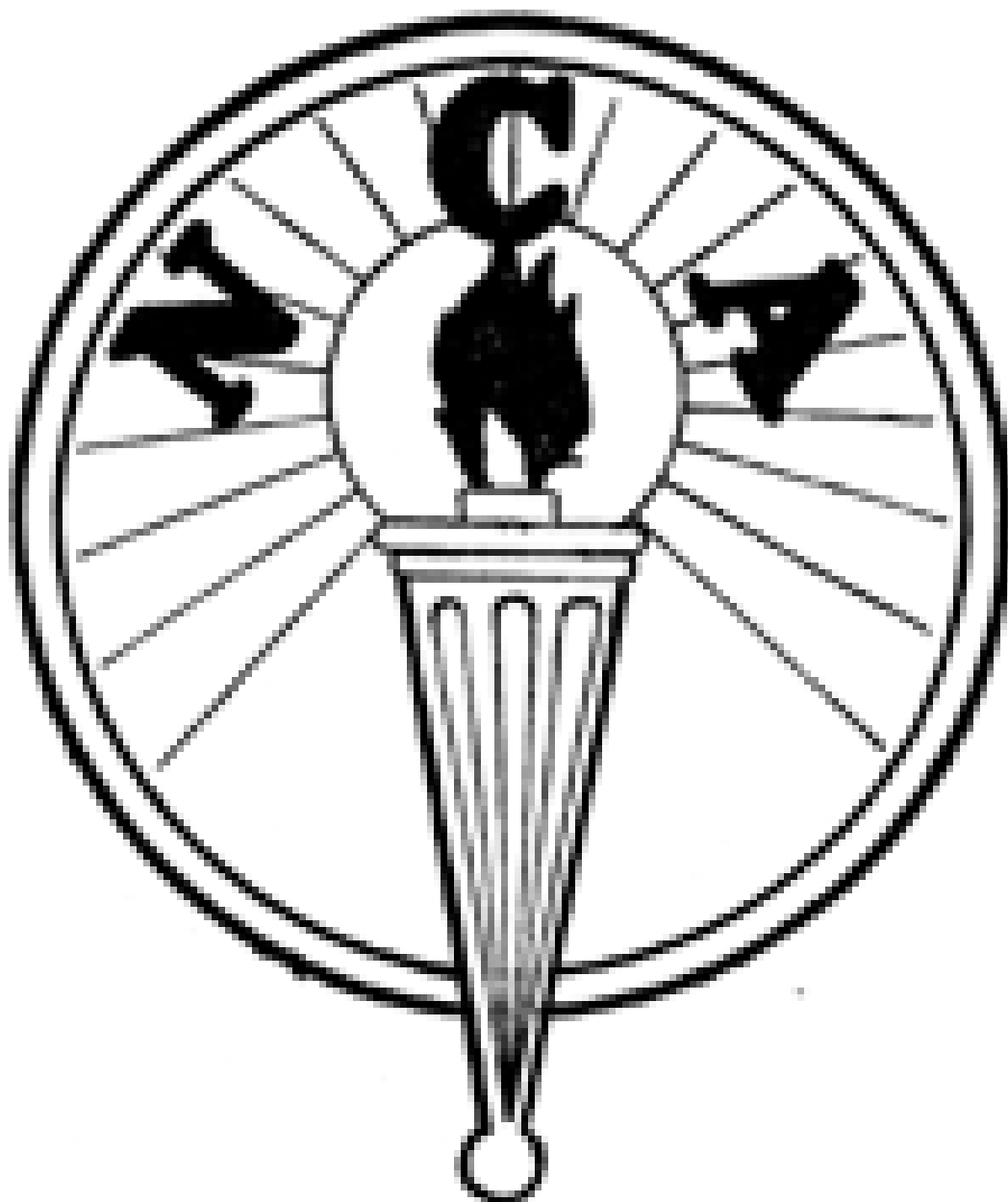
A later logo of National College preserved much of the earlier imagery.



The original emblem of National College's Journal of Manipulative & Physiological Therapeutics, 1978.



Torches have also been popular, although some may be mistaken for ice cream cones:



The original emblem of the National Chiropractic Association (NCA), 1930.



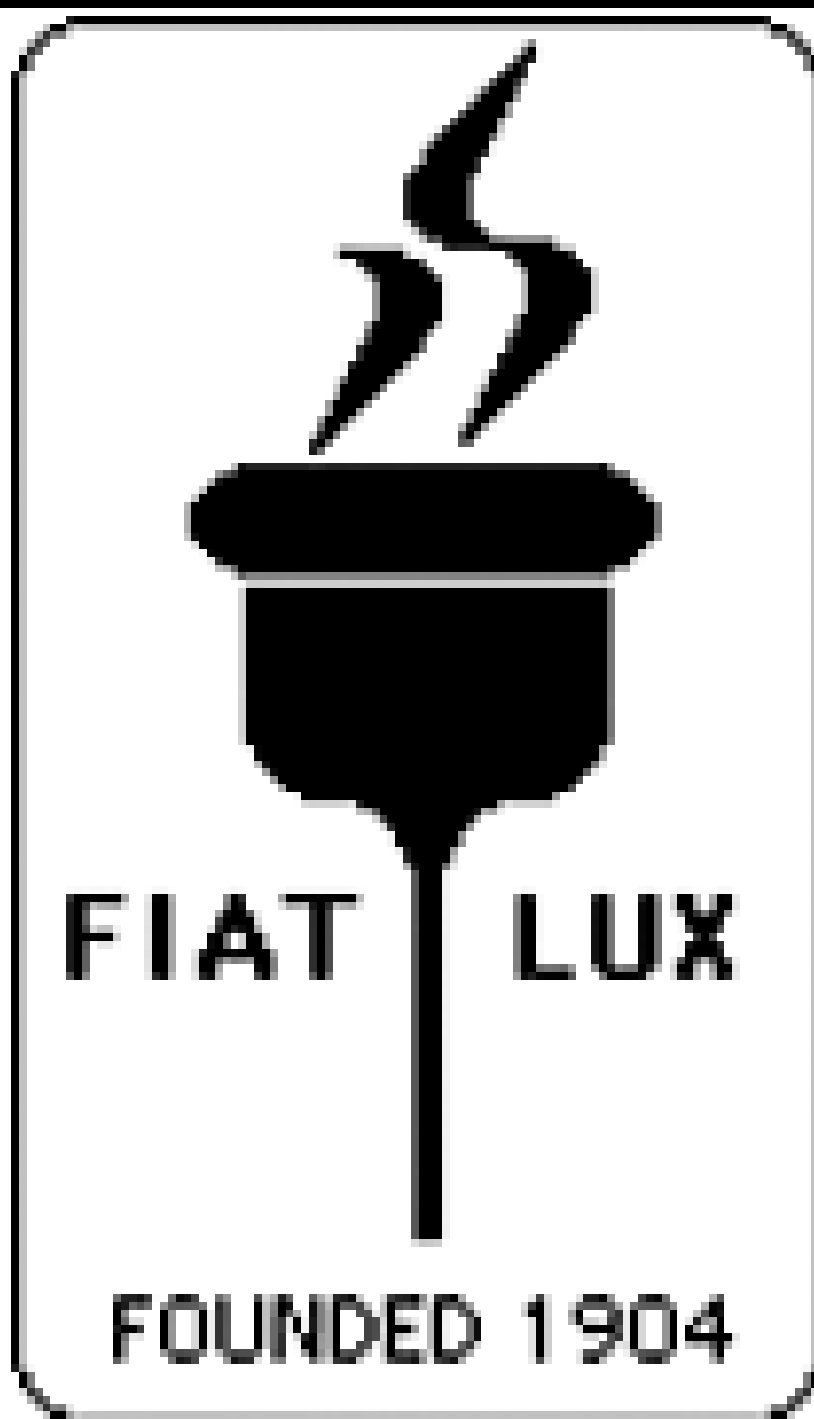
Logo of the NCA's Council on Public Health & Research, 1943.



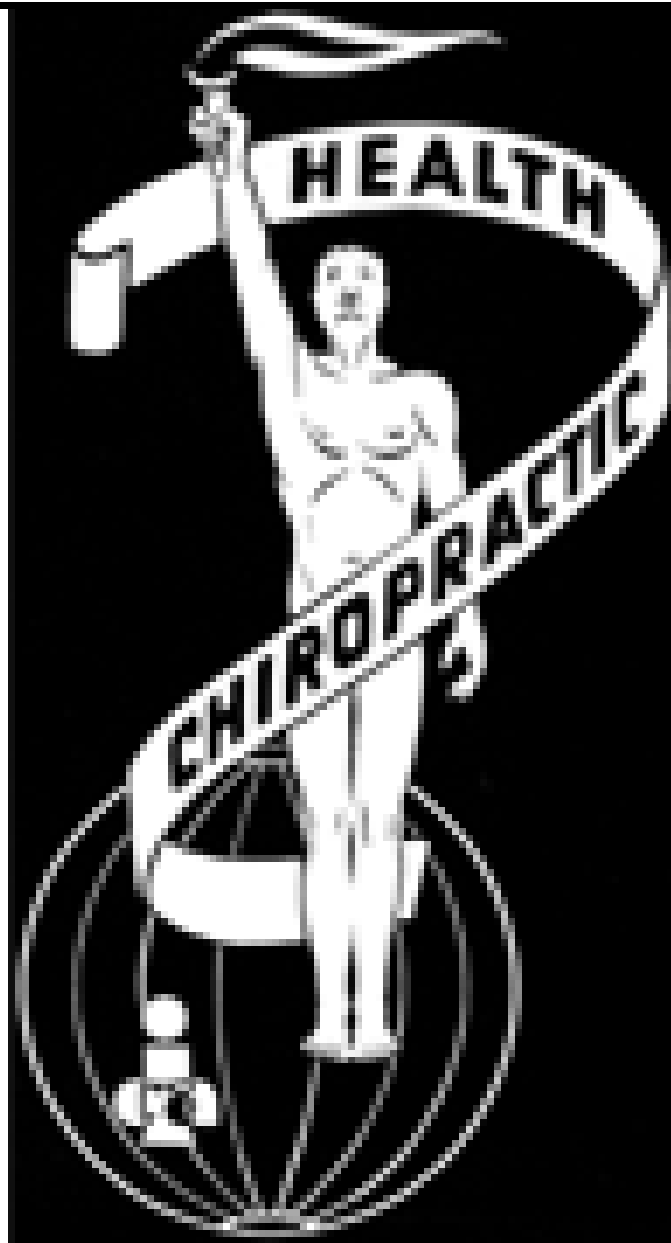
Logo of the Christian Chiropractors Association, 1963.



Logo of the Parker Chiropractic Research Foundation, circa 1964.



Logo of the Western States Chiropractic College, early 1990s.



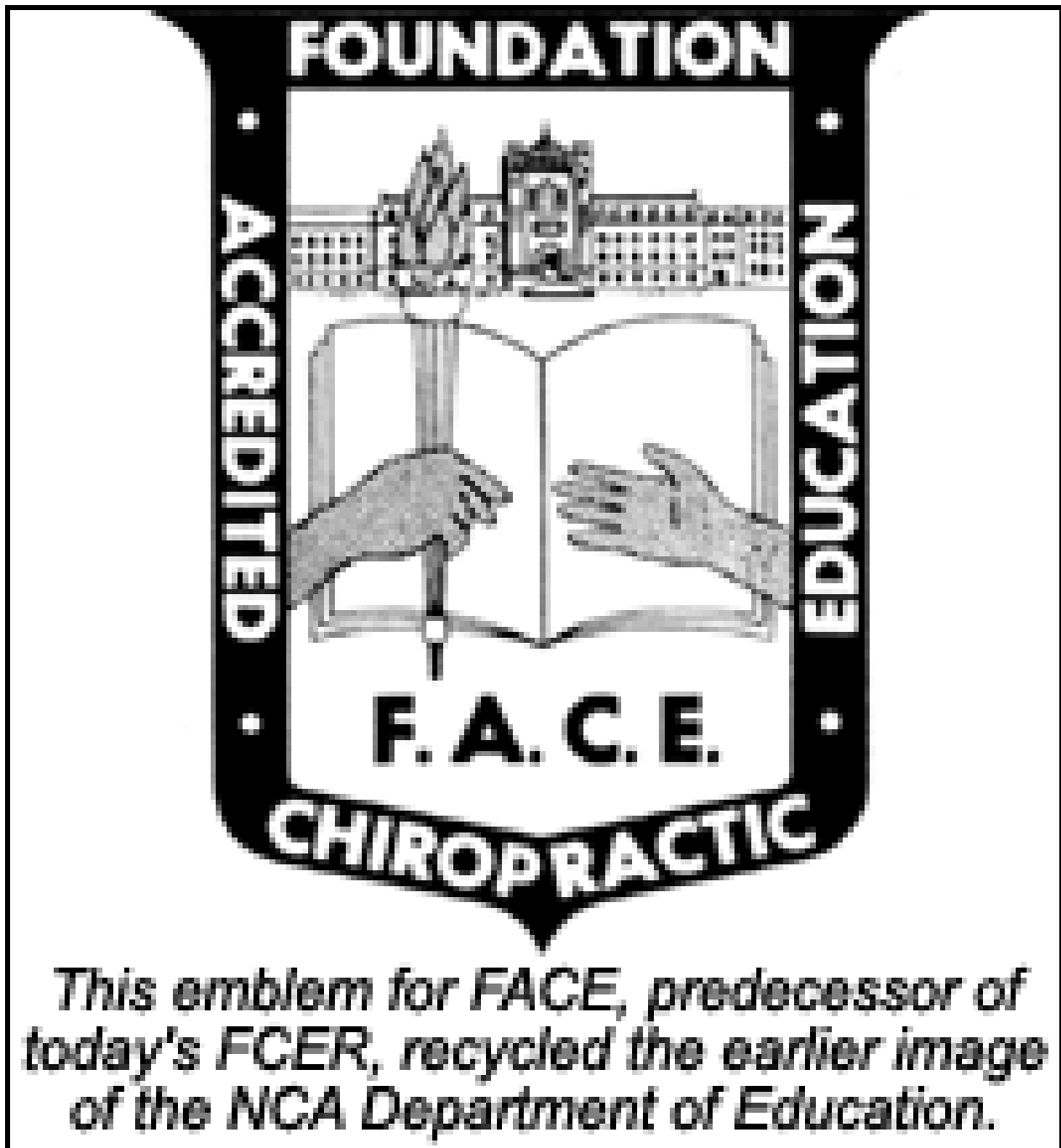
The chiroangel's wings appear to have been clipped when this torchbearer appeared on the cover of the ICA's Review in the 1950s.



**Logo of the Western States
Chiropractic College, 1994.**



The NCA's education department sported an emblem featuring the passing of a torch.



(Part two will continue with logos, beginning with the symbolism of winged hands and lamps.)

References

1. Keating JC. The chiropractic angel: research resolves confusion. *Dynamic Chiropractic* 30 June 1997, pp. 18-9.
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4. Trever W. *In the Public Interest*. Los Angeles. Scriptures Unlimited, 1972.

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