

One Stop for Natural Health Care • Chiropractic • Therapeutic Massage • Low Level Laser

# Powers & Jans Centre

The Experts on Chiropractic Care:®



Dr. Rick Powers    Dr. Wallace Jans    Dr. Crystal Schmalz    Dr. April Ruzycy    Dr. Yoon Han



The Big White House on 6th St. just off Kingsway  
737 - 6th Street SE

Ph: (403) 529-9069

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## Ask The Experts

on  
Chiropractic  
Care



Dr. Crystal Schmalz

A Quick History Lesson!

When I was trying to decide what career path to take, my dad was encouraging me to become a chiropractor. My first reaction was NO WAY!! Nobody likes chiropractors! I had never seen a chiropractor, nor did I know any personally, yet I had this perception that they were not well liked. I didn't even know where this idea came from, until many years later (after I had become a chiropractor!! Thanks dad!).

The history behind the negative perception of chiropractic began in 1963 when the AMA (American Medical Association) authorized the formation of the Committee on Quackery. Its primary goal was to "contain and eliminate chiropractic". It conducted nationwide conferences on chiropractic, distributed anti-chiropractic

propaganda calling it an unscientific cult, and warned that professional associations between medical doctors and chiropractors were unethical.

In 1987 a Federal U.S. appellate court found the AMA guilty of an illegal, deliberate, disinformation campaign and an organized conspiracy to destroy chiropractic that was based on eliminating competition. The AMA repeatedly tried to appeal this decision; however, the decision was upheld in the U.S. Court of Appeals in 1990. Three separate times the AMA petitioned the U.S. Supreme Court for an appeal, and each time they were denied. The judge ordered an injunction that included orders that the AMA cease and desist its efforts against chiropractic. During the trial it was conclusively shown that the AMA deliberately and willfully undermined chiropractic education and its schools, and concealed evidence of the effectiveness of chiropractic care.

By the time all this occurred, the AMA's effort to undermine the reputation of chiropractic within the medical and public domains had been so successful, that this bias still exists. No wonder I thought no one liked chiropractors!

Today, chiropractic is becoming widely accepted, although a few negative perceptions remain. It is important when deciding on a health care route that we use both unbiased scientific evidence and experience to evaluate the professional, instead of opinions based on biased, unethical propa-

ganda.

Perhaps you have heard some negative things about chiropractors? Is this based on evidence and literature, or just someone's opinion? Perhaps chiropractic could help you? Come in and find out!

*Can chiropractic improve  
your quality of life?*



*Call 403-529-9069  
for a FREE consultation!*

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