

# **The Basic Principles of Chiropractic Government**

by

C.O. Watkins, D.C., F.I.C.C.,  
Doctor of Humanities

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## Table of Contents

Foreword	.....iii
Preface	.....1
<i>Chapters</i>	
1. Chiropractic's Place in Society	.....2
2. Science	.....4
3. Organized Science	.....7
4. Preclinical (basic) vs. Clinical (applied) Science	.....10
5. Irregular Science	.....13
6. A Plan of Chiropractic Scientific Organization	.....15
7. Professional Ethics	.....17
8. Chiropractic Problems	.....20
9. Chiropractic Education	.....26
10. Chiropractic and Cultism	.....27
11. Publicity	.....31
12. What of the Future of Chiropractic?	.....36
13. Conclusion	.....37
Specific Proposals	.....39
Other Papers authored by C.O. Watkins	.....40
Resolution of the Board of Trustees of the Northwestern College of Chiropractic	.....42

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## Foreword

For many years, at his own expense, Ted L. Shrader, D.C., secretary-treasurer of the American Chiropractic Association's Council on Technic, has been making this work by C.O. Watkins, D.C. available to all interested persons. Dr. Shrader made photocopies of Watkins' original manuscript, and distributed these to anyone who asked. Unfortunately, for the reader without any prior knowledge of the historical context within which Watkins produced this work, a certain degree of confusion was inevitable. I recall my own delight when first I encountered this manuscript, but I could only guess at the identity of the author and at the circumstances which prompted Dr. Watkins to produce this document.

In the course of preparing a volume on the philosophy of the science of chiropractic, it was decided to include Dr. Watkins' booklet as an appendix, and Watkins' text was therefore committed to the computer medium. This has made this reprint available. However, since so much of chiropractic history is still very much a mystery to members of the profession, it was necessary to reproduce the *Basic Principles* in such a way that its origins would be clearer. Accordingly, this reproduction includes not only CO's original text, but a number of period photographs, a short biography of Dr. Watkins' life and a bibliography of Watkins' other essays.

The remarkable document reproduced here was first published by Dr. Watkins in 1944, the year after he stepped down as chairman of the Board of Directors of the National Chiropractic Association (NCA). Dr. Watkins is historically noteworthy for a variety of reasons, especially for his introduction of a resolution to the House of Counselors at the NCA convention in Los Angeles in 1935. That resolution created the Committee on Educational Standards, a forerunner of today's Council on Chiropractic Education (CCE). Watkins served as the first chairman of that Committee, and later, in 1938, was elected to the Board of Directors of the NCA. In the *Basic Principles*, Dr. Watkins explains his views on the fundamental role and responsibility of chiropractic professional organizations, specifically, to take charge of scientific development in chiropractic. This responsibility, he suggests, derives from the obligation of every member of the profession to advance the knowledge base in chiropractic. Moreover, he notes, the demands of clinical research are such that only with an adequate organization of the profession can significant progress be expected.

While the reader may take issue with Dr. Watkins for his over-estimation of the scientific substantiation of medical practice and for his failure to recognize that some chiropractors are women (masculine pronouns are used throughout), the piece is important in so many other respects as to make these deficiencies rather innocuous. Although nearly 50 years old, Watkins' manifesto is uncanny in so many of its predictions, and extraordinary for its insights and recommendations for chiropractic today. The *Basic Principles of Chiropractic Government* underscore the fact that the philosophy of science in chiropractic has considerable precedent. To all chiropractors and students, I invite you to marvel with me at the sheer excellence of Dr. Watkins' discourse, and to consider that this contribution derives from a solo practitioner who lived on the rural east side of Montana. Anyone who suggests that individual doctors cannot make a significant contribution to the philosophy of the science of chiropractic may wish to think again.

Joseph C. Keating, Jr., Ph.D.  
NATIONAL INSTITUTE OF  
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## PREFACE

Chiropractic is entering a new era in its history which should be very progressive. It cannot do so without a prudent government based upon sound principles and promoting a sound, comprehensive program of scientific and social advancement.

During the years of my association with chiropractic government I talked to many leaders of chiropractic schools and organizations. Their concepts of the purpose and methods of government which would advance chiropractic represented such a confusion of methods taken from the fields of business, politics, religion, and science than when one thinks of chiropractic leadership as a composite leadership, he is reminded of the general who became so confused that he mounted his steed and endeavored to ride off in all directions simultaneously.

Unless we can unite upon the fundamental purposes which chiropractic government is to serve, there is little hope of our being able to provide the necessary degree of scientific and social advancement to assure the future of our science. The sole purpose of raising and discussing the questions which are the subject of this booklet is one of providing an orientation and direction, as well as bringing about a better understanding of the problems of chiropractic by both the membership and those who would lead our organizing effort.

The criticisms contained in this work are not directed at individuals but rather to the matter of principles and methods. Too, we have not used valuable space to eulogize the good in chiropractic as it would accomplish nothing constructive and would cause us only to further neglect our errors and to provide a false sense of security. Therefore, it is the earnest hope of the author that all those who read this essay with an open, unbiased mind and who will study the facts will find some of them suitable for adoption as their own theory of chiropractic government.

Dr. C.O. Watkins  
Sidney, Mont.



C.O. Watkins, D.C., NCA delegate from Montana and first chairman (in 1935) of the NCA's Committee on Educational Standards, is seated second from left in this photo of the NCA's official family, who met at the NCA convention in Minneapolis in 1940. Seated from left to right are C. Sterling Cooley, D.C., Watkins, Frank O. Logic, D.C., Arthur T. Holmes, LL.B. (NCA Counsel), Wilbern Lawrence, D.C. and F. Lorne Wheaton, D.C. Standing second from the right is Loran M. Rogers, D.C., editor of the *National Chiropractic Journal*; standing on the far right is Harry McIlroy, D.C.

## CHAPTER NO. 1 CHIROPRACTIC'S PLACE IN SOCIETY

Throughout the ages human society has conformed to a definite, evolutionary pattern. It is composed of several divisions, such as Government, Education, Religion, Science, Industry, Business, Labor, Agriculture, etc., each having its own social standards and characteristics. As each division progresses within its own field, its importance to society as a whole increases; and, as its importance to the rest of society increases it attains a higher level in the social order.

These divisions within society are basic and to a great degree constant. The slight changes which do occur are evolutionary rather than revolutionary in nature. While these divisions change but little, their order in our society changes considerably. There are evolutionary, indeed, revolutionary changes in the social order. For example, many of the leading sociologists today are convinced that a revolutionary change is occurring in American society at this time. They cite the fact that prior to the war Business exerted the strongest influence upon our society with Government second, followed by Science, Education, Industry, with Agriculture and Labor fighting it out for the basement. They forecast that following the war and its repercussions Government will wield the greatest influence upon our society with Science and Education ranking high and becoming the closest advisors of Government.

We mention the above only to point out that society is made up of rather clearly defined divisions each characterized by its particular endeavor. These divisions are maintained and even intensified by modern education and the growth of rapid communications in our modern society. Those interested in a similar endeavor have a common interest, a common education; as a result they abide by a common code of ethics which results in a common behavior. If one wishes to become a coal miner and expects to be accepted by other coal miners and the rest of society as such, he does not put on a tuxedo to mine coal. If one expects to follow the clergy as his profession he does not place financial profits and loss ahead of other matters as does the business man. If one accepts science as his vocation he does not subscribe to a doctrine such as does the clergyman; nor does he place financial gain ahead of his quest to advance the sum total of knowledge. An individual whose behavior deviates from the norm of his particular social group is considered eccentric and meets social resistance from both his own social division and from society in general.

As citizens all of us are interested in the general problems of society, but as Chiropractors we are interested primarily in placing Chiropractic in its proper position in the social pattern so that it may make its greatest possible contribution to society, thus raising our social status and enabling the rest of society to understand and evaluate our efforts.

The public knows only one society, our society, and it must place Chiropractic in that social pattern. The public looks to science for health. It is a part of modern education that it should; any other method of attaining health meets increasing resistance. The public considers Chiropractic a healing science, and Chiropractic must therefore govern itself accordingly.

In public opinion Chiropractic is rated a poor, an average, or the best healing science. This estimate is based upon how well Chiropractic conforms to what the public has learned of the characteristics of science. Thus, it is only as we advance as a science that we advance in the eyes of the rest of society.

Since Chiropractic is a part of the Scientific division of society it is necessary that we as Chiropractors, and especially our leaders, study the fundamental pattern, principles, methods, attitudes and government of Science if we are to reach the greatest elevation in our society of which we are capable. We can be assured that if Chiropractic succeeds as a science it will have achieved for itself and the people that make it up a worthy place in society.

Certainly, there is no division of society more honored and respected than that of Science. There is no reason why we should not do all in our power to conform to the principles, methods, and attitudes of Science so that we may merit and achieve an honored, worthy place in the field of Science. We can ask no more; we can compromise for no less.

The position of Chiropractic in our social order is of our own making. We are the only ones who can raise or lower it, and we must govern ourselves prudently if Chiropractic is to develop and progress to its full possibilities as a science. In order to govern ourselves as a worthy science we must understand that division of society; for that reason let us consider some of the principles, attitudes, and methods of Science.

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## John J. Nugent, D.C.

Nugent received a classical education in the liberal arts at universities in Ireland before emigrating to the United States and enrolling in the Palmer School of Chiropractic (PSC). He was expelled from the PSC by B.J. Palmer "on June 19, 1922 for disloyalty, disrespect and insult to the President and circulating statements derogatory to the welfare of the institution," but was reinstated by faculty action, July 5, 1922. Dr. Nugent graduated in 1922, and soon contributed to the wording of Connecticut's first Basic Science Act (1924). He was co-founder, with C.O. Watkins, of the Committee on Educational Standards of the National Chiropractic Association (NCA) at its convention in Los Angeles in 1935. In 1941, Nugent was appointed NCA's first Director of Education, and held that post until his retirement in 1961. He is considered the



"Father of the Council on Chiropractic Education" (CCE), which he organized in 1947. His many efforts to merge small proprietary chiropractic schools into larger stronger, standardized, non-profit institutions, earned BJ's further ire. The Davenport leader would brand him the "Antichrist of Chiropractic," and many would vilify him. Nugent died in the Bahamas in 1979.

See also:

Gibbons RW. Chiropractic's Abraham Flexner: the lonely journey of John J. Nugent, 1935-1963. *Chiropractic History* 1985; 5:44-51]

## **CHAPTER NO. 2** **SCIENCE** **The Fundamentals of Science**

SCIENCE: Knowledge, knowledge of principles of facts. Specific, accumulated, and accepted knowledge which has been systematized and formulated with reference to discovery of general truth or the operation of general law.....Webster's International.

The more common use of the term "Science" is in reference to natural science. Science is defined as knowledge, but obviously all knowledge is not scientific knowledge. The latter is based upon specific, accumulated, and accepted facts which have been systematized and formulated with reference to the discovery of general truth or the operation of general law.

Scientific knowledge differs from philosophical knowledge, or so-called wisdom, which often goes beyond the demonstrable facts and endeavors to fit together in logical form knowledge of things which have not been, or cannot be, tested by scientific methods. It is what one might call wise speculation.

Scientific knowledge differs from ecclesiastical knowledge in that the latter is based upon religious doctrine or dogma. We mention this to point out that certain requirements must be met before knowledge is considered of a scientific nature. Science, however, is more than just a mere accumulation of knowledge; it is an important division of our society with well-developed principles, attitudes, and methods of behavior.

### **The Scientific Method**

The method of science is simple. As stated by E. Stanley Jones, "The method of science is a five-fold method: (a) Statement of problem, (b) Picking out the highest hypothesis to meet the problem, (c) Experimenting with that hypothesis, (d) Verification of that hypothesis on a large scale, and (e) Humbly and simply announcing the verified results." Only knowledge, obtained and tested by this method is acceptable as scientific knowledge to the rest of the field of science and to the rest of society.

### **The Scientific Attitude**

The scientific attitude is said to place the advancement of knowledge above all other considerations. There is a willingness to be guided only by experience and reason. It is a humble, open-minded and tolerant attitude, which suspends judgement, is persistent, undogmatic, curious, troubled and doubting.

### **The Scope and Divisions of Science**

In early recorded history Science was only a small amount of tested and classified knowledge. It was within the scope of possibility for one individual to master all the sciences of his day. Indeed, Aristotle was said to have mastered all and to have contributed to most of the sciences of his time. Science grows like a tree in both depth and breadth. As knowledge is added to knowledge new branches form and grow; new roots develop.

From the science of astronomy developed the science and art of navigation; the science of dynamics gave birth to aviation which yields further knowledge upon the science of navigation. From biology and chemistry came the science of medicine and from it developed the science of modern surgery (there is some evidence that surgery was first practiced by barbers, but there is little evidence of its being more than an art at that period). Dentistry is another outgrowth of medical science and today it includes various special fields such as exodontia, paradontia, orthodontia, dental surgery, etc. In due time each of these will probably become separate sciences. Throughout history we find this continual branching and growth of science, abundant evidence of scientific progress.

I like to illustrate the branching of science as the division of so much scientific literature on the shelf. When the knowledge of a single endeavor becomes so great that it is beyond the comprehension of the individual, specialization occurs and a regrouping of the knowledge begins. Soon, the knowledge concerning this particular endeavor is fully organized, segregated completely from other branches of science and formulated into a separate literature, giving rise to a new science. The personnel is reorganized in alignment with the new science; a new and distinct scientific organization for the advancement of scientific knowledge is developed.

This free interchange of knowledge within the field of science might appear to be a theft of some magnitude. It might be considered such in other branches of society, but not so in science for two reasons: First, it is by this free exchange of knowledge that all branches of science can best progress. Second, it is "all in the family" because regardless of how much it branches, science is all one as it was in the beginning. One cannot patent knowledge as an inventor might patent an invention of a mechanism or a process. It is one of the principles of science that knowledge is free. Therefore, there is no pirating of knowledge in science because something which is free cannot be pirated. The dentist cares little whether the local anesthesia he uses was originated by the science of medicine; nor does it matter to the surgeon if the general anesthesia he uses was originated by the science of dentistry, etc.

### **Classification of the Sciences**

Sciences have been classified into two categories. Although the division has been made upon much the same basis throughout the history of science, the designations have changes. The more exact sciences such as astronomy, mathematics, geometry, etc., have been known as the fundamental or basic sciences. Sciences which depend principally upon the formulation of general law have become known as applied sciences. However, the modern Doctor of Science seems to prefer to term the sciences "clinical" and "pre-clinical." Advancement in present day scientific methods seems to make these terms preferable; so, in using the term "pre-clinical sciences" in Chiropractic we refer to the basic sciences of Chiropractic such as biology, anatomy, physiology, etc. Chiropractic is an applied or clinical science. Though advancements in the basic sciences may contribute to chiropractic progress, the claim of Chiropractic to a place in science must be made upon our own clinical achievements.

### **Organized Science**

Possibly the greatest reason that the pre-clinical sciences became established and accepted much earlier than did the clinical sciences was the fact that because of their nature scientific advancement in the pre-clinical sciences was largely a result of individual effort, while scientific advancement in the clinical sciences is to a great degree dependent upon organized effort through scientific organization. Only within recent years has medicine achieved a place among the sciences. Modern, organized medical science is now world-wide. A medical theory may originate in one country and soon be tested to find the general law in a great many countries. The science of medicine is better organized in some countries than in others, but progress in the clinical or applied sciences in any country usually equals the degree of scientific organization. For example, today Russia has one of the best medical organizations in the world. Within the comparatively short period of approximately twenty years the advancement of Russian medical science has startled the rest of the medical world. Even the A.M.A. recently admitted the superiority of Russian medical organization.

The leaders of Chiropractic can obtain much valuable information by studying not only the organization of American medicine but also scientific organization in other countries. It is a demonstrated fact that in a clinical science scientific advancement is dependent more upon scientific organization than upon any other factor.

### **The Public Conception of Science**



Generally speaking, everyone who has gone through grammar school has studied general science or physics and has been indoctrinated with the general methods and attitudes of science. Those going through high school become further indoctrinated, and if they pursue a scientific course in college the scientific attitude molds much of their thinking and they are likely to appraise other endeavors by scientific standards. Yet, there remains a portion of society which has considerable misconception as to the methods and purpose of science and consequently subjects it to unjust criticisms. These criticisms have little basis in fact, and are usually the result of misunderstanding.

One misconception of science which is quite general is the belief that everything scientific is necessarily good. This is not true. Burglary could be organized into a very exact science, but it would not be to the best interest of society. By the use of scientific methods each war has become more horrible than its predecessors, so everything which is scientific certainly is not essentially good. To say that medicine is better organized scientifically than Chiropractic does not mean that medicine is better than Chiropractic, although without question it would be better accepted as a science. The scientific method is simply a method of obtaining accurate knowledge; if its purpose is in the best interests of society as a whole, it is made better by applying the scientific method of obtaining knowledge. If, on the contrary, its purpose is detrimental to the best interest of society as a whole, it is made even more destructive by the application of scientific methods. The scientific method cannot be condemned because man sometimes fails to use it for his best interests.

Science is often criticized for being slow to recognize new knowledge. The philosopher might accept a truth immediately if it appealed to his reason, but the scientist insists that it be tested and retested to find the general law because the scientist is interested in the demonstrable facts, not in mere speculation. The scientist sacrifices expediency for exactness. He makes no claims as to what he can do but points only to the facts which he has demonstrated.

There are no absolute facts in science. A conclusion may be arrived at but only temporarily. If a subsequent fact seems to dispute the conclusion, it is readily abandoned for what seems to be a more exact one. Science subscribes to no doctrine and sees no harm in reversing its position if new knowledge warrants it.

Following this pattern for centuries science has solved many of the problems of man and has brought him many comforts and pleasures. Naturally society regards science with marked respect and places no obstacle in the way of scientific progress. In recent years much emphasis has been placed on science. No division of human society is so well thought of and encouraged by the rest of society as is that of science. Therefore, if Chiropractic is able to gain recognition as a highly worthy healing science, can we hope for anything greater? Is it not an objective we should all strive to achieve?

### CHAPTER III ORGANIZED SCIENCE

We have already stated that a definite correlation exists between scientific organization and scientific progress. The greater degree of organized endeavor, the greater the degree of progress. Science progresses by the systematic and methodical testing and recording of specific knowledge. Throughout the years the science of chemistry has been experimenting and recording its results. One discovery leads to many others. Scientific literature upon chemistry is abundant. Because of scientific organization the chemists have developed a common nomenclature, common methods, and standardized procedures so that when one chemist advances a theory, chemists all over the world can pursue the same endeavor, testing for proof or disproof of the theory. One chemist can begin where another leaves off. The frontiers have broadened so continuously that today chemistry has been divided into several branches. Each branch of chemistry now operates upon a world-wide basis. As a result the scientific progress in chemistry in any one year is not limited to the work of the most brilliant chemist, but rather, to the combined efforts of all chemists.

While scientific organization has contributed much scientific advancement in chemistry and other preclinical sciences, the importance which organization plays in science is best illustrated by the clinical sciences. Very little advancement can be made in any clinical science without scientific organization, for without scientific organization the science will advance even less than that knowledge obtained by the most brilliant member because such knowledge is not always recorded and shared with other members.

The importance of scientific organization in clinical sciences can best be stressed by describing two present organizations -- Russian organized medicine and American organized medicine. We cite medical organizations because so far as organization is concerned the problems are about the same as would be found in Chiropractic. We often hear the term "organized medicine" but we give it little thought.

#### **Organized Russian Medicine**

After the 1920 revolution many Russian leaders in other fields of activity who disagreed politically with the government were either exiled or liquidated. This did not apply to the leaders in science. The leading scientists regardless of political belief, were honored, encouraged, and strongly supported by the government. They were given unlimited resources by the government to carry on their work despite the fact that previously in the field of medical science most of the leading scientists had been closely associated with the czar's court. Nevertheless, it is these same scientists who formed the nucleus of modern medical organization in Russia today. With the possible exception of the field of physiology Russia had previously contributed little to the field of medical science. Today, Russia is a leader of the entire field. Why? In my humble opinion the answer is that this leadership is due to their scientific organization.

Russian medical organization is led by the medical institutes which are located in every district of Russia. The purpose of these institutes is to encourage and supervise medical research, setting up clinical projects for the actual testing of all knowledge. The institutes are staffed with capable personnel for the purpose of supervising clinical research and providing sufficient literary facilities for assembling and disseminating the knowledge to the entire field of Russian medicine. They direct and correlate both clinical and preclinical research. However, the members of the institute do not act as clinicians themselves. During the siege of Leningrad medical personnel was badly needed to care for the war casualties and poverty-stricken populace. However, the doctors of the local institute did not participate in clinical practice, deeming it more essential that they continue to supervise clinical and basic research to gain all the knowledge possible of medical care under siege conditions, knowledge which will no doubt serve to save many lives under similar conditions in the future.

The Russian system of scientific organization has been subsidized and controlled by the state. It is the most elaborate scientific organization in the world, yet the actual cost of maintaining these institutes represents only a

small fraction of the total cost of medical care in Russia. due to the remarkable scientific progress made under this system the cost is insignificant compared to the great saving in human lives and suffering, to say nothing of the heavy expense of medical care under the more antiquated methods. The purpose of Russian medical organization is the testing and recording of all facts of medical interest, and Russian medicine is placed in a position to accomplish that purpose.

### **Organized American Medicine**

Let us first look at the political side of organized medicine so that we may dismiss it from further consideration. In the writer's opinion it does not become a worthy science to engage in political activities, and we cannot benefit by following such a course of action. In fact, it serves best to show us what we should avoid doing. Science and politics do not mix. Scientific progress cannot be made in legislative halls. Much of the goodwill of society which should be engendered by medical science in America is denied medicine because of its political conniving. The rest of society casts a suspicious eye at medical science in America. A worthy science certainly need not court political favor nor seek special privileges. Worthy sciences have never wanted for social position or necessary public support. Without question some of the political conniving of political medicine is a detriment to a worthy science and offends the rest of society, especially the scientific field. Chiropractic organization can learn much of methods to be avoided from political medicine in America if we are to avoid the ill will which handicaps organized medicine today.

Looking behind political medicine we find the scientific organization is not the well organized, methodical organization found in Russia but a very effective, voluntary organization headed by the A.M.A. The A.M.A. encourages clinical research and publishes for its members seven scientific Journals for the dissemination of scientific knowledge. Although its clinical research is not supervised as it is in Russia, the projects reported are authenticated as far as possible before being published. Through the Journals of the A.M.A. thousands of cases in which the general laws have been run are published for the profession each month. All important clinical and basic research found in foreign medical literature is translated and interpreted for the membership. This system of scientific organization, together with the natural American ingenuity was able to place American medicine high in the medical world, outranking many of the leading medical centers of Europe.

It would not be fair today to give the A.M.A. full credit for medical scientific organization in America. Through the U.S. Public Health Service the federal government is doing much in clinical research and clinical organization. It will continue to expand unless the A.M.A. is able to provide a more adequate system. It is believed by some that eventually the federal government will take over the scientific organization of medicine in America.

Nor is the federal government the only challenger of the A.M.A. in organized medicine. One of the most promising scientific organizations in America today from an organizational point of view is the National Foundation for Infantile Paralysis, Inc. It represents philanthropic money which has been abundant in America. Although its organization is comparatively new, within a few years' time it will have a model organization for research purposes. No doubt similar organizations will be set up covering research in other fields. The N.F.I.P. is independent of organized medicine, and there is little doubt but that if Chiropractic had a worthy, reliable scientific organization we could work with and contribute much to the knowledge in this as well as in other fields.

The question of who shall organize medical science in America is being contested today. It is certain that medicine will be re-organized. The question of money for organization purposes is not important. The federal government will provide the money if it assumes the responsibility. The A.M.A. has always made money through its scientific organization and has a present surplus of approximately four million dollars. By doubling its dues it could build an organization equivalent to that of Russian medicine. The fact that the responsibility of the A.M.A. is questioned today may hinder the retention of its control.

### **What We Can Learn From Organized Medicine**

The only purpose in comparing Russian and American medical organizations is to bring to the reader some idea of what scientific organization means to any science. It would be very difficult to compare chiropractic scientific organization to medical organization, and I shall not attempt to do so. However, in a later chapter I shall outline a plan of chiropractic scientific organization. In his own mind the reader can compare the scientific organization of chiropractic with that of medicine and the rest of organized science. If the reader will keep in mind the principles, methods, attitudes, and organization of science he will be able to view chiropractic much as the rest of Science views it, as well as society in general which judges us from the standpoint of what it has learned to expect of all sciences, including the healing sciences.

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Logan Basic College of Chiropractic, 7701 Florissant Road, St. Louis, Missouri, circa 1938

#### CHAPTER IV PRECLINICAL (BASIC) VS. CLINICAL (APPLIED) SCIENCE

This is a subject which ordinarily we should not need to discuss, but at this particular time in chiropractic history it might be well to consider the relative importance of these two divisions of science to chiropractic. The basic sciences of chiropractic (biology, anatomy, physiology, chemistry, hygiene, etc.) are not, strictly speaking, a part of the science of chiropractic. They are sciences unto themselves; they are basic sciences. Chiropractic is an applied science.

The advancement of the basic sciences is not our responsibility. The anatomists and physiologists are much more capable of advancing their own field and we should leave research in this field to them. When special basic information is required from these fields it will not be difficult to obtain special research when we have established ourselves as a responsible branch of science. Therefore, we should endeavor to establish a closer working relationship between the existing field of basic science and organized chiropractic science. Such a relationship now exists between basic science and organized medicine, and there is little reason why it should not exist between basic science and organized chiropractic science. While the basic sciences provide the applied sciences with much valuable information, if it were not for the applied sciences the work of the basic sciences would be of little practical value because the benefits derived from a close relationship between the two are mutual. Dr. C.W. Weiant, Research Director of the N.C.A., who is himself a basic scientist of some note, is doing much to establish such a relationship between chiropractic and the basic sciences. We are fortunate to have such a man in chiropractic and his efforts should be supported by all members of the profession so that in the future we may enjoy a closer relationship with the basic sciences.

The basic sciences enable us to apply the art of chiropractic better and to develop better basic chiropractic theory. However, we should never forget that chiropractic is an applied science and of much more importance to us than the basic sciences. Furthermore, the science of chiropractic is our responsibility and ours alone. The advancement of the basic sciences is the responsibility of the basic scientists. When we have established a working relationship with the basic sciences we shall have obtained all that is essential to us in the field of basic science.

Although an effort is being made to establish a closer relationship between the basic sciences and chiropractic, nothing is being done to organize the science of chiropractic. From the viewpoint of the clinician, we have an abundance of basic theory now but no clinical research to establish specific facts or general laws of how these theories stand up in practice. Certainly it is more important to have specific knowledge of how a method works out in practice than a theory as to how it should work. To quote the old axiom, "The proof of the pudding is in the eating thereof." Basic theory does have a place in science but that place is in the laboratory, not in the literature. The average chiropractic physician would gladly welcome new methods which have been adequately tested according to the methods of science, but his interest in theory can never surpass his ability and time to test it in practice. Today, Chiropractic publications are replete with basic chiropractic theory. If they are to be of any practical value to the clinician, they should be filled with specific facts obtained through research regarding new methods together with the results of the testing of the many theories and methods we now have.

In the field of organized medicine we have a different and much better program which is in line with scientific methodology. Before any theory is accepted or published it is tested through clinical research upon hundreds and often thousands of cases; only then is it given to the profession or to the public. Anyone who reads the literature of organized medicine will note the difference in its basis. The medical clinician receives specific facts from clinical research; the chiropractic clinician receives only theory.

There are several facts upon the relative importance of basic and clinical research that every leader should ponder over if he is to give chiropractic prudent leadership: (1) The advancement of the basic sciences is not a chiropractic responsibility. (2) Chiropractic can be established and defended as a separate science only so far as

we organize our own clinical research to find our own specific facts and general laws as they apply to chiropractic methods. (3) Regardless of how well chiropractic is substantiated by good basic theory, it does not establish chiropractic as a separate science. (4) It is only through clinical research in which all methods and theories are tested for specific facts that we can ever hope to synthesize chiropractic knowledge and eliminate cultism from chiropractic. To state it another way: Until the chiropractic physician can base his chiropractic practice methods upon specific knowledge obtained through clinical research there will be numerous cults and systems such as are not found in medicine or other organized clinical sciences. If we are to eliminate the cult from chiropractic, practice methods cannot be based upon basic theory anymore than they could be based upon philosophy. (5) The average chiropractic physician is not primarily interested in basic sciences, nor is he qualified to carry on research in them even if it were his responsibility to do so, but, given proper leadership every chiropractor would be able to do clinical research within the scope of his practice. (6) We have neither the specific facts to base our practice methods upon nor the specific facts to give to the public and its agencies. We are continually expecting the public and its agencies to accept chiropractic upon a basis of chiropractic theory or philosophy.

The foregoing facts should be thoroughly considered by the leaders of chiropractic. **They are the most important consideration of chiropractic organization today.** Recently, Mr. Bernard Baruch, a layman, gave a large sum of money to the medical profession to test and find the specific facts concerning chiropractic methods. The fact that it has become necessary for a layman to ask organized medicine to do clinical research upon our methods in order to determine their scientific worth should cause every chiropractic leader who has opposed the development of a scientific organization and the organization of profession-wide clinical research to hang his head in shame. If we will not develop a scientific organization to test our own methods, organized medicine will usurp our privilege. When it discovers a method of value, medical science will adopt it and incorporate it into scientific medical practice. One would think that the mere mention of these facts to chiropractic leaders would be sufficient to persuade them to develop a scientific organization to organize our science. However, these facts have been called to their attention again and again in the past few years with meagre results. Chiropractic government of yesterday was dominated by the philosopher who believed a sound, philosophical argument was sufficient basis for chiropractic methods. Cultism developed and thrived under this leadership. Chiropractic government of today is dominated by those who feel that good, basic theory is sufficient of substantiate chiropractic methods of practice. But recognized sciences base their methods not upon philosophy or theory but upon specific facts demonstrated in practice through clinical research. By its failure to build a scientific organization to organize profession-wide clinical research to scientifically test our methods, chiropractic leadership has throughout the years failed to give chiropractic methods of practice a scientific foundation.

The present situation is critical, and unless something definite is done to provide an organization such as will establish chiropractic upon a scientific basis, chiropractic as such will soon cease to exist. In such an event, we should not blame medicine for stealing our methods but rather, we must blame our own leaders whose imprudent leadership has failed to provide the scientific organization essential to the development of an organized science of chiropractic. If the publication of this booklet is instrumental in bringing about a profession-wide movement demanding that the leaders give this situation their immediate attention, it will have achieved its goal.

### **How Exact Must Clinical Research Be?**

Many times we hear the statement that in order to do clinical research one must have a large clinic, adopt precision methods, use an equal number of controls, etc. The use of controls in certain research projects is necessary, but in others it would be of little value. The adoption of precision measures beyond those which would be practical in practice would be of little value. The testing of clinical methods by research in large clinics has both its advantages and its objections. Most chiropractors treat their patients without benefit of the complete facilities of the large clinic, and specific facts obtained in large clinics probably would not apply to the average doctor's practice. Clinical research to be of the most value must be conducted under average circumstances; it must duplicate the conditions which exist in the average doctor's practice.

The fundamental purpose of clinical research is to obtain specific facts, but that does not mean that clinical research should be reduced to such a precise system of finding general truths that the average clinician cannot carry it on or that he becomes discouraged in attempting it. Clinical research must always be of a practical nature

if the knowledge is to be of full value to the doctor in his practice. If the average chiropractic physician were given a reasonable amount of direction as to the requirements of good research and if he will be honest with himself and his colleagues, he will be able to participate in scientific research relative to the scope of his practice.

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Charles A. Cale, N.D., D.C.,



Charles A. Cale, N.D.,  
D.C., (D.O.),  
circa 1922

Charles A. Cale, N.D., D.C., founding father of the Los Angeles College of Chiropractic (LACC), arrived in Southern California at the turn of the century. The former public school teacher from Indiana had earned his chiropractic degree from Thomas H. Storey, D.C., a 1901 graduate of D.D. Palmer. Cale was licensed as a naturopath by the California Board of Medical Examiners under a 1909-10 law. He chartered the LACC on 18 October 1911, and the first class of eight students graduated in 1912. In 1924 the LACC was sold to Charles H. Wood, N.D., D.C., who had established the Eclectic College of Chiropractic (ECC) in 1917. Wood merged the LACC and the ECC, and called the product the LACC. Cale incorporated the Cale College of Chiropractic on 11 April 1925. In 1927 he established the Cale College of Naturopathy (CCN), and on 6 September 1929 he re-incorporated the

Cale College of Chiropractic as the non-profit Southern California College of Chiropractic (SCCC), probably the first non-profit chiropractic college in California. Under the direction of John J. Nugent, D.C., these three schools (LACC, SCCC and a descendant of the CCN) merged in 1946-47 to form today's LACC. Charles Cale died in 1936, just as Watkins' and Nugent's efforts were getting underway.

**CHAPTER V**  
**"IRREGULAR SCIENCES"**

You have often heard Chiropractic referred to as "irregular sciences." Many of us possibly believe that such is an unwarranted designation for Chiropractic. Certainly we are not as irregular a science as some claim us to be, nor are we actually as irregular as some of our early leaders made us appear. However, I do not believe that any chiropractor with even a limited concept of science would contend that all that has transpired in the name of our science has conformed to the principles, methods, and attitudes that characterize science. We have been different - different to the extent that we have been denied many of the privileges to the extent that we have placed many obstacles in our own path to acceptance as a worthy science. By being indifferent to the established principles, attitudes, and methods of science our early leaders have made us seem much more irregular as a science than we actually were. The average chiropractic physician is not so irregular in his attitudes and methods as is chiropractic organization; in many instances we find he is much better understood by the people than is chiropractic in general. Often he conforms to the principles of science better as an individual than does the medical physician across the hall and is held in higher social esteem. This explains the situation wherein the individual chiropractor usually depends upon his individual prestige and is often disdained by society because he is a chiropractor, whereas the prestige of the medical physician is assured, at least for a time, by the fact that he is a member of a respected science.

Not long ago we received an appraisal of Chiropractic as a science from a high official in Washington. In a letter replying to a query concerning his position upon the acceptance of a Chiropractic Corps in the U.S. Army, J.A. Ulio, Adjutant General of the War Department had this to say:

"The Surgeon General is charged with the preservation of the physical well-being of the military forces. This responsibility cannot be discharged in the absence of fixed standards governing preventive measures, diagnostic procedure, and curative therapy. These standards are only found in the schools of regular medicine and are based upon scientific fact and that precludes the integration of healers of schools founded on dogma or cult."

Here we find the distinction brought out between the regular and the irregular science. No doubt this was an advised opinion, though it could be the opinion of a prejudiced medical doctor. It could also be the studied opinion of any authority on science. As a matter of fact the statement is not true, but it is not difficult to understand why an investigator would arrive at such a conclusion. It is true that in the early part of chiropractic the public was bombarded with dogma in the name of chiropractic. Chiropractic organization and its leaders encouraged it. What was called chiropractic literature was filled with it. As a matter of fact an attempt was made recently to revitalize this dogma-spreading program on a nation-wide basis. Fortunately, it has been abandoned due to lack of interest and support on the part of the profession and criticism by some of its leaders. Since an organization is presumed to reflect the attitude of its membership, and literature is usually the best criterion of worth of a science, one is not surprised that the Adjutant General was advised that dogma was the basis of chiropractic practice. As a matter of fact, the average chiropractor bases his practice upon what has been proven in his practice and cares nothing for dogma.

As far as cult is concerned the situation is about the same. There is much evidence of cult in chiropractic but little cult. We have had many leaders who by the use of cult methods have tried to build a cult following, but the average chiropractic physician accepts no "doctrine" and ascribes to any knowledge no value above its demonstrable worth. Actually, chiropractic is regarded as a natural science - not as a super-natural science - by the average chiropractic physician; consequently, he has no need for either dogma or cult.

Although the dogma and cult which have been associated with chiropractic is probably sufficient to cause us to be known as an irregular science there is another reason which is important. It is possibly more important to the scientific progress of chiropractic; namely, our failure to follow one of the fundamental methods of science.



Anyone interested in comparing chiropractic and medical literature would find a vast difference in methods. Medical methods of practice are based upon specific, demonstrated facts. For instance, medicine will take a new hypothesis for the treatment of a condition and will test it upon hundreds of cases. The results will be assiduously examined and edited according to the methods of science. Medical practice is based upon these facts. There are no acceptable medical practices which have not been tested by the scientific method. Sometimes it is necessary to delay acceptance for a period of years until a sufficient number of cases of a similar type are found and their results reported to permit application of general law so that a definite conclusion can be obtained. Whether the specific facts are taken from ten or a thousand cases the method is the same, and it is the results obtained which form the foundation of medical science and govern medical practice. No one could pick up a modern medical Journal today which reports specific facts covering thousands of cases and say that the practice of medicine was based upon theory, dogma, and cult, not upon specific scientific facts. Although chiropractic literature is quite free of dogma today, it is still filled with theory, often theory well founded upon facts of the preclinical sciences, but it is not until we adopt the methods of science and fill out literature with specific facts upon thousands of cases that we can expect acceptance as a "regular" science. We should always remember if we are considered irregular or queer in our field it is because of something we do or fail to do, or something we appear to do or not to do. The fault lies among ourselves, not in the public's concept of us. We can be different if we wish to be, but we must be prepared to suffer the consequences. We must fit ourselves into science as regulars because it is only through science that we can fit ourselves into society. We must fit ourselves into society because we cannot exist without it.

There is no logical reason why we should not fully embrace the principles, methods, and attitudes of science. They have served science for many generations and have brought almost unparalleled respect to that division of society. Certainly there is no logical reason for not striving with all our power to eliminate the "irregular" from chiropractic; if we have the will and prudent leadership we can do it by conforming to the laws of science.



The cover of the April, 1943 issue of NCA's *National Chiropractic Journal* featured Lillard T. Marshall, D.C., the NCA's first president (1930-1934)

## CHAPTER VI A PLAN OF CHIROPRACTIC SCIENTIFIC ORGANIZATION

By scientific organization we refer specifically to a profession-wide organization for the purpose of obtaining specific, accumulated, and accepted knowledge of chiropractic, knowledge which has been or will be systematized and formulated with reference to the discovery of general truth or the operation of general law.

To develop such an organization it is necessary to have some definite plan to follow. Whatever plan is used, certain fundamental work must be done. A committee on nomenclature to standardize chiropractic, scientific terminology must be appointed and a directive on chiropractic nomenclature published. A committee for standardization of chiropractic diagnostic and treatment methods must also be appointed. The purpose of this committee would be to standardize the methods for purposes of clinical research, not to direct the methods that doctors should use. For example, a report may state that a patient had blood pressure of 200; this would be meaningless unless one knew the conditions under which the blood pressure was taken since blood pressure readings taken when the patient is lying down differ from those taken when he is sitting up, etc. In the case of blood pressure, standardization has already been provided by organized medicine, but there are many other methods of diagnosis and practice peculiar to chiropractic which must be standardized if we are to understand what is meant by a particular method.

A committee on scientific literature should also be appointed to study and draw up preferred methods of reporting clinical research, as well as to direct our other efforts in the field of chiropractic journalism and scientific writing. Scientific journalism is a field of journalism unto itself. When the public reads a journal representing a science it immediately recognizes certain characteristics. In scientific journalism the major intent is simplicity and serviceability. The functions of these three committees could be accomplished by one committee on science since they are so closely related. The object would be to study and align our methods with those already established in the field of science, not to innovate new methods of scientific organization. In the matters of terminology, methods of practice and diagnosis, chiropractic writing, etc., directives must be published and used in furthering clinical research. All of the above work is basic to good scientific organization and can be developed simultaneously with field organization.

The organization of the field will require the services of at least one full-time research director who is capable of organizing the entire field. It will require the enlistment and direction of a large group of volunteer leaders among the educators and clinicians throughout the field. Working in this way with a well-developed and comprehensive plan a large and efficient scientific organization can be created for chiropractic. Certainly it should prove more efficient than the American medical organizations and should approach the efficiency of the Russian medical organization as near as it is possible under our free system. Through the use of state and district research organizations great interest can be developed in chiropractic scientific organization. Everyone in chiropractic is interested in his personal advancement as a chiropractor and in the advancement of his science to the worthy position it should occupy.

When we shall have constructed such a comprehensive program we shall have concrete and demonstrable proof to lay before public agencies as the basis of our claims for special privileges. We shall have a science of which we can be proud; this will do more than anything else to enable the chiropractor to be proud that he is a chiropractor, a member of a progressive and worthy science. When the organization begins to produce results, a steady stream of advanced methods will be made available to our members as well as an abundance of scientific achievements for publication by the channels of information. Nor more shall we hear of chiropractic being based upon cult or dogma, or referred to as an irregular science. At last we shall achieve unity in chiropractic equal to that of other sciences.

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This chiropractic emblem was adopted by the NCA at its 1934 convention in Pittsburgh

## CHAPTER VII PROFESSIONAL ETHICS

Although we should devote much the larger share of our efforts and resources to the advancement of our science, there are other considerations. Chiropractic is also a profession and does have professional problems among which is the organization of our profession for the welfare of science and the individual members.

Even though they are secondary to our scientific development in importance, our problems in the field of ethics and professional relations cannot be completely ignored. It is difficult to place a relative value upon the amount of time and energy we should devote to our science and the amount we should devote to ourselves as a profession, but in the writer's opinion we should devote about seventy-five per cent to the organization and development of our science and about twenty-five per cent to professional and other problems if chiropractic is to achieve its proper place in the field of science. Today, chiropractic organization devotes about ten per cent to the science and ninety per cent to professional problems, which renders scientific progress arduous and slow.

A code of ethics is common to all branches of society. All of them are not upon paper or formally adopted, but each branch of society has to some extent adopted a code of behavior which is known to it as ethical conduct. It is the method of controlling conduct in the professions, and ethical codes are formally adopted and published as professional law. The penalty for violation of them is ostracism by the rest of the profession. A code of ethics in the healing sciences has long been traditional. Many years before the Christian era the Hippocratic Oath was written; it is required of every medical graduate and constitutes the basis of the medical code of ethics today. Unfortunately, medical organization often does not enforce the principles of the code as it should; at least they are not adhered to as Hippocrates doubtlessly felt they should be. In comparing the ethical practices in chiropractic and medicine, I should say there is much room for improvement in both. I am happy to state that some unethical practices are frowned upon by our national organization and a few are being denied membership because of their unethical practices. I believe that the code of ethics could be more strictly enforced with benefit to both chiropractic organization and the profession as a whole. The subject of a code of ethics for a profession is a large one and only a few points are pertinent to the purpose of this work. We shall discuss only those which are of special importance at this time.

First, the free exchange of knowledge - in science a free exchange of knowledge is considered a very essential ethical responsibility of each member. If one through discovery or research is able to obtain knowledge which is of value to other members of the science, he is ethically expected to make it available to all without charge. A member may publish it in book form and charge for the book, or he may teach it and charge for the teaching - no charge is made for the value of the knowledge received by the member. Further, no one can copyright knowledge. If one copyrights a book, no one can reproduce the book or parts of it, but one can make whatever use of the knowledge he wishes to. He may teach it to others, discuss and test it, or even publish his own version of the knowledge contained in the book.

On this point we find many unethical practices in chiropractic principally among the "technic peddlers." We find them telling their classes that their knowledge is copyrighted and that they cannot teach or reveal it to other members of the profession. Sometimes members are asked to sign contracts to that effect. Such practices are highly unethical, and any teacher or member who refuses to share his knowledge freely with other members should be ostracized by the rest of the profession and denied membership in any respectable chiropractic organization. However, the basic cause of much of this unethical practice in chiropractic is due to the fact that chiropractic has no program of scientific organization to facilitate the free exchange of scientific knowledge. By virtue of that fact the "technic peddler" exists. However, the "technic peddlers" have done more than chiropractic organization has to disseminate chiropractic knowledge, and as a result they have many followers within the profession despite their unethical practices. When we shall have a scientific organization to facilitate the free exchange of knowledge the services of the "technic peddler" will have become superfluous and in all likelihood he will pass from the picture.

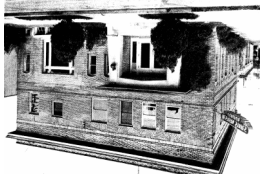
Another point I wish to make here is the necessity of a single code of ethics. A professional code of ethics is the law of the profession, not state-wide, not nation-wide, but profession-wide. There should be but one code of ethics in chiropractic. It would be much better if all our state Practice Acts were uniform, but since they are made by legislatures we have little control over them. However, the professional code is set up by ourselves and we should not burden ourselves with a variety of them. As a matter of fact, an individual cannot abide by two codes of ethics simultaneously. Therefore, if we had both a state and a national code which were not wholly similar, the member would be obliged to conduct himself on a double standard. Therefore, a code of ethics should be the responsibility of the larger organization.

The ethical attitude regarding invention is the same as that regarding knowledge. One of the best examples was that of Professor Babcock of the University of Wisconsin, who was the inventor of the Babcock cream tester. Professor Babcock considered his invention a scientific achievement and that it would not be ethical to patent it. He contended that it was one of his scientific contributions to society and that if it could be improved by other inventors, they should not be hampered in doing so by any legal restrictions. He further contended that the cream tester should be made available as reasonably as possible. As a matter of fact the tester was a valuable contribution to the field of trade and in that field patenting it would be considered ethical. Yet, the scientist, Professor Babcock, regarded the question principally from the viewpoint of science, and the scientific attitude prevailed.

With what a vastly different attitude the Neurocalometer was launched in chiropractic! A physical patent was obtained to prohibit others from making a similar instrument besides a process patent which forbade anyone else to make any other instrument for the same purpose, even though they made a better instrument and used an entirely different principle. The sponsorship of the Neurocalometer was based wholly upon business principles. However, even in the field of business the contract used and the price exacted would no doubt have been criticized even from the point of business ethics. Too, coming as it did from one who at that time was taking an active part in the leadership of the chiropractic profession and who should have been interested in the scientific progress of chiropractic above all other considerations, the methods of sponsorship were incomprehensible to the majority of the profession. Though the attitude underlying the sponsorship of the Babcock tester would be understood by men of science, no doubt it would be considered philanthropic by the code of business. In the scientific field such an attitude behind the sponsorship of a scientific instrument as that behind the Neurocalometer would be considered not only unethical but would be deemed unforgivable by those possessing the attitude of science. Such a type of sponsorship would never have been attempted in any other science; if it had been it would have met even fiercer opposition than it did in chiropractic. Professor Babcock died a poor man financially, but his scientific attitude and ethical standards will long be remembered by the rest of society. To me the Babcock tester has always seemed more than just a cream tester; it represents the benevolent attitude of a great man. On the other hand, the Neurocalometer - even if it be proven of great value once its scientific worth can be divorced from sales promotion, represents an attitude which is contemptible and grossly unethical in the field of science.

Conduct such as that illustrated by the above mentioned unethical practices do not always come within the civil code but are a responsibility of the professional code. So when our professional code tolerates such practices, we cannot expect the high degree of professional and scientific advancement attained in other sciences. We do have an effective remedy if we divorce ourselves from all such conduct by invoking the penalty of professional ostracism.

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Western States Chiropractic College, 1536 S.E. 11th Avenue, Portland, Oregon, circa 1938

## CHAPTER VIII CHIROPRACTIC PROBLEMS

Chiropractic has many real problems many of which are of minor significance but which have been magnified by personal interests for personal gain or aggrandizement or because of ignorance and prejudice. In this chapter we shall discuss some of the problems which have harassed chiropractic for many years.

### What is Chiropractic?

The writer is not a lexicographer but through the years of close association with chiropractic he has learned much of what constitutes chiropractic. To define a thing is but to describe it. The science of chiropractic is but the knowledge which has been tested and formulated to find the general law upon which the practice is based. It is the synthesis of all chiropractic knowledge. The theory of chiropractic is the hypothesis which guides the practice. The art is the method by which the theory is carried into practice; of these facts we can be certain. In short, we can say that chiropractic science, theory, and art are what they are - nothing more, nothing less.

One thing certain is that the science, theory and art are continually changing in chiropractic, as is true of all other sciences. It is rightly so because it represents scientific progress. While the principles of science itself have been more or less constant throughout the years and only slight changes have occurred, the principles of individual sciences change continually whenever the need is evident or the premise is found grossly or partly in error with demonstrable fact. That is one of the characteristics of science. No science assumes a position dogmatically. No science subscribes to any principle, theory, or practice which it is not prepared to abandon if found in error.

Dr. D.D. Palmer defined chiropractic in its early history. If he were living today and surveyed the entire field, he certainly would define it differently. Chiropractic could no more be defined by the same definition today than the modern automobile could be defined by a description of the original car. However, it is a fact that chiropractic practice and theory are difficult to define because of failure to synthesize chiropractic knowledge through scientific organization. A number of separate cults have developed, each with its own theory and practice. An adequate scientific organization should soon result in a common knowledge and a common practice. Only then would definition of the science or practice become less difficult. However, is a definition important? Other sciences do not quibble over definitions. Why should we? Chiropractic is what it is today - tomorrow it will be still different. Actually, what chiropractic is, is not a real problem. It is a question which has been selfishly and unwittingly magnified, and for that reason we must consider it further. In doing so we must consider chiropractic as a science and the conclusion we shall arrive at would be the same that any authority on science would arrive at if he were to investigate chiropractic and attempt to answer the question.

To answer the question we must be guided by the manner in which sciences have grown throughout the years. Sciences originate as a small amount of tested and classified knowledge regarding a single endeavor. As the knowledge accumulates the science grows in both depth and scope until it is beyond the comprehension of an individual. Specialization then occurs, entailing a reorganization of the scientific knowledge and a regrouping of the personnel, which eventually results in the birth of a new science.

Dr. D.D. Palmer discovered the subluxation of the vertebra and evolved the theory of nerve interference. He tested this knowledge and from it grew the science of chiropractic. First, new types of manipulative methods were added. Then other physical methods of treatment were developed until today modern chiropractic embraces many methods and theories as do all other branches of science. In the early history of chiropractic the leaders developed what they called a philosophy of chiropractic but which served more as a doctrine. This "doctrine" was supposed to be invulnerable and to be subscribed to much as one subscribes to a religious faith. These early leaders, apparently for purposes of self-aggrandizement, insisted that their methods were the alpha and omega of chiropractic. They insisted in effect that they alone could ordain chiropractic scientific progress

and determine its scope. They insisted that chiropractic should not grow - should not progress as all sciences have done throughout the ages. Of course, it was unnatural for the membership of a science to subscribe to such a doctrine; and as a result this leadership was ignored to an increasing degree. However, some believed it and it did result in a condition contrary to the growth which has characterized other sciences throughout the years. Specialization occurred early in chiropractic before the knowledge accumulated through growth necessitated specialization. Today we have in chiropractic those who specialize only in manipulative methods. Indeed, due to the lack of scientific organization to synthesize manipulative methods several systems and cults have developed, each specializing in its particular system. However, the greater part of the chiropractic profession assumes chiropractic to be a science and tries to synthesize the best methods of all systems that seem to stand the best test in practice. In doing this they conform to the principles and methods of the rest of science.

Study of the growth of other sciences will help one to understand their natural growth. There is no conflict in science or between sciences. It is admittedly more confusing when two separate sciences try to accomplish the same purpose by different methods as in the case of the sciences of chiropractic and medicine. Even this situation is not unique. A very similar one existed in the development of the steam and combustion engines. No conflict existed as far as knowledge was concerned; knowledge was freely exchanged. The car powered by the steam engine looked much like that powered by the combustion engine. In the end the old adage of, "That Serves, Which Serves Best," obtained and today we find both steam and combustion engines serving society without conflict. What conflict might exist is in the trade, not in the scientific knowledge which made the engines possible. One can find other parallel examples. There should be little more conflict between the science of chiropractic and medicine than there is between medicine and dentistry or any other sciences.

### **What is Chiropractic, Legally Speaking?**

When we consider this question we find a real chiropractic problem, one which has been created largely by our own imprudent leadership. Chiropractic is defined differently in every law. As far as definition is concerned chiropractic laws can be classified in four categories. (1) The Practice Act which defines the practice of chiropractic narrowly and specifically. (2) The law which defines it broadly but specifically. (3) The law which attempts to define the principle and leaves the definition of the practice at the time to expert witness in the courtroom. (4) The law which does not attempt to define chiropractic at all but leaves the definition to expert witness in the courtroom.

The laws (the Iowa law, for example) which define the practice specifically were drafted under the advice of early chiropractic leaders who sought to prevent normal, scientific growth. They defined chiropractic as it was at that time. The definition did not provide for normal, scientific advancement, and since man-made laws cannot prevent the advancement of any science, the definitions were antiquated almost as soon as they were written and the laws became a subject of ridicule. All attempts made by those within the profession to confine the practice to that covered in the definition were of no avail, and only the fool would say that today the practice of chiropractic in Iowa corresponds to the definition in the Iowa law. Despite the narrow and specific chiropractic law the practice of chiropractic in Iowa differs little from that of other states. The Iowa situation should serve to prove to anyone that sciences will grow both in depth and scope despite man-made laws. Any individual or law that impedes scientific progress will be over-ridden. The narrow, specific, legal definition can therefore serve only to harass chiropractors and their patients as individuals and have little though an embarrassing effect upon the science itself.

The specific but more liberal definition differs only in degree from the narrow definition. (Oregon is a fair example.) It describes the practice at a later date, but does not provide for normal growth of the science. Any specific definition would of necessity have to be changed every year if it were to fully cover the actual practice of a progressive science. The broad but specific definition will serve the science well if brought up to date every few years and will cause little embarrassment. Its chief drawback is the fact that it is a very difficult type to pass a legislature. The third type of definition is the one that defines the principle upon which the practice is based and



leaves the definition to expert witness in the courtroom. (The Montana law is a good example.) These laws permit a great degree of progress, and yet the practice is kept within the meaning of the definition. There can be but one objection to these laws and that is the fact that scientific principles do change to keep abreast of newer knowledge. However, the definition of a principle permits a far more elastic definition than does a specific definition of a practice.

The fourth type of law is the one which contains no definition of either the practice or the principle upon which it is based. (The Vermont Chiropractic law is the only example of this type of chiropractic.) All medical Practice Acts are in this category. Under this type of law an expert witness can take the stand and testify as to the principles which are accepted by the members of the science or what constitutes recognized scientific practice at that period of time. While it would probably be unnecessary since qualification of expert witness is a well-governed procedure in the courtroom, further protection in this type of law might be given if the qualifications of the expert witness were stated therein. Of necessity such a witness would have to be in a position to say what the combined thought and practice of chiropractors was, not a witness who would give only his personal opinions as to what he as an individual thought it should be. The best qualified witness in an organized science is one connected with the scientific organization and fully conversant with the scientific literature. For that reason leaders in medical organization are often used for expert witness upon matters of medical practice and principles. Without question the law which leaves the definition of the science to expert witness provides for the greatest scientific progress without legal restrictions. It is fairer both to the public and to the doctor who sometimes finds himself either technically guilty of illegal practice or professionally guilty of not using the best practice methods within his knowledge when governed by a law which specifically defines chiropractic.

There are a number of ironical facts regarding Chiropractic Practice Acts. First, many of our laws were written by legal counsel which specialized in chiropractic legal matters. Yet, the laws written by this specialized counsel have caused more trouble and placed greater legal restriction upon normal chiropractic progress as a science than those written by independent counsel. Second, while Chiropractic Practice Acts are of four different types as far as definition is concerned of which only one type could be considered as approaching the ideal, only the law containing a narrow specific definition has caused much embarrassment to the profession which strives to advance the science. Third, most of the effort to shackle normal chiropractic progress as a science by means of legal barriers has come from "would-be" leaders within our own profession. Fourth, while chiropractic is a science and could be well defended as such if it were better organized, chiropractic legal talent has based their defense in the past upon chiropractic as only an art. The plea of "prior art rights" is a meaningless gesture in a science since the art is subservient to the science. Further, the science of chiropractic is a separate branch of science today, but because of lack of scientific organization the fact is not as easy to prove as in other better organized sciences. Fifth, although man-made laws have little effect upon the progress of science it should be the first responsibility of our legal counsel to draw up laws and to construct substantial argument which would defend the right of the sciences to progress unmolested without legal barriers. Sixth, the one and only method of making chiropractic readily demonstrable and defensible as a separate science; namely, the organization of the science, has in the past and even today receives scant consideration by chiropractic organization. It is an absolute necessity if chiropractic is to enjoy normal progress and be enabled to fully demonstrate its claim legally as a separate branch of science.

Many of the problems which have harassed the chiropractic profession throughout the years have been the result of the bungling of legal matters by our legal counsel. While Osteopathy is little better organized as a science than is chiropractic, its legal matters have not been bungled as have ours. The science of osteopathy has had far fewer legal restrictions placed upon it. What is needed in chiropractic today is legal counsel capable of defending the right of chiropractic scientific progress. Unless this need is met our science can progress only in the face of continued legal harassment. It is the duty of our legal counsel to keep the scientific frontiers of chiropractic free of legal barriers.

Never has society intentionally passed laws to limit normal, scientific progress; nor has it done so in the case of chiropractic when our case has been properly presented. The legal restrictions which embarrass the chiropractor and his patient today are a result of the inability of chiropractic legal counsel to represent chiropractic as a science and to construct a case which would present the matter clearly and forcefully to the legislative bodies.

Let us now consider some specific questions and answer them according to the laws which have characterized the growth of science through the ages:

Q. Is Chiropractic a separate science?

A. Yes, although it is very poorly organized as a science, which makes the fact more difficult to prove.

Q. Is physiotherapy as practiced by chiropractors a part of chiropractic?

A. Yes, it is as much a part of chiropractic as local anesthesia is a part of dentistry, or electric lights a part of your car.

Q. Is it correct to state that one practices "chiropractic and physiotherapy?"

A. No, it is no more correct than to say one practices "dentistry and local anesthesia" or to say one has a car and electric lights. Physio-therapy as practiced by chiropractors is just as much chiropractic as manipulation. The same could be said of any practice common in chiropractic. As a matter of fact and in the way of illustration only, if chiropractors discovered some system which was superior to manipulative methods they could abandon the use of manipulative methods and still be practicing chiropractic. Further, they would be obliged to do so according to the laws of science because science holds no position dogmatically.

Q. What is Chiropractic, legally speaking?

A. Chiropractic is what the law says it is. The law may err and define it erroneously. Yet, if the law is specific in its definition the court cannot interpret the intent of the legislature other than it is stated in the law. This is true despite the fact that it is inconceivable to anyone that a law should act as a deterrent to normal scientific progress.

Q. Can a court define Chiropractic?

A. No, it would not be qualified to do so. A court can only interpret the definition in the law. In case Chiropractic were not defined in the law, a competent authority would have to be found.

Q. Who would be considered a competent authority?

A. Someone who by virtue of his position was able to testify as to what constituted common practice, preferably one associated with the scientific organization.

Q. Could a chiropractor be defended if he were using a common method of practice not covered in a specific, narrow, and antiquated definition in a law?

A. Yes, a strong defense could be built in such cases. It would be necessary to employ two expert witnesses - an authority upon the characteristics of science (preferably a Doctor of Science, D.Sc.) to testify as to the normal growth of the scope of science, and an expert upon chiropractic methods of practice. By using this approach the definition could be proven antiquated and the doctor at least morally justified. The decision of the court would depend upon how specific the law was, previous court decision upon the same law, and the attitude of the court as to liberalities with the code.

Without question many readers will not like to agree with the above answers. They might wish better authority before accepting them. Those I refer to the different authorities upon the characteristics of sciences. It makes little difference what our personal feelings are in these matters because insofar as chiropractic is a science, it will be governed by the natural laws which have characterized science for centuries.

### **"The Jack of All Trades, Master of None"**

Since science grows both in depth and scope with little regard for limitations, does that mean that chiropractic should expand to the extent of embracing all the methods of healing? It is a fact that there never has been and never will be a clear-cut division between chiropractic and other sciences devoted to healing. Yet, that does not mean that chiropractic must spread itself so broad that it becomes so thin that the chiropractor becomes like the "jack of all trades." As a matter of fact we have mastered only a very small part of our present field judging from the standpoint of science. To clarify this statement we shall cite as an example the newer field of therapy which is sometimes termed "supplemental nutrition." About fifteen years ago the bio-chemists developed various concentrated foods. We pioneered in this therapy in clinical practice. However, after about ten years we knew little more about it than when we started. Individually, we may have had our personal opinions, but we had no amount of specific facts upon which to base a scientific conclusion. At this period organized medicine entered the field. Within a short time clinical research covering thousands of cases was being reported throughout the entire field of organized medicine. Clinical research provided the bio-chemists with specific facts which they could use as a guide to further research. Before long facts on vitamins and other nutritional information filled the press and other channels of public information. Always medicine received the credit for advancements made in this field. The many chiropractors who still use supplemental nutrition must go to medical literature for the most advanced scientific data on its use. Furthermore, more scientific progress has been made in this field in one year because of organized medical research than would have been made in a hundred years of chiropractic clinical use for the sole reason that we are not organized as a science.

Much the same thing has happened in the field of physio-therapy, and exactly the same thing is happening at this time in the field of chiropractic manipulation. Anyone who reads the literature of organized medicine knows the truth of that statement. Today medicine is demonstrating and testing for specific facts manipulative methods for correcting nerve interference. Unless we are able to develop an adequate scientific organization, it will not be long before chiropractors will be obtaining their knowledge of the most advanced manipulative methods from medical literature. It happened in supplemental nutrition, it happened in physio-therapy, and there is little reason to doubt its happening in manipulative therapy unless we choose to develop a scientific organization and follow the methodology of science. A real task confronts us. It is the writer's personal opinion that we should concentrate upon proving our present methods of practice by the methods of science and finding better methods within our present field rather than trying to broaden the present scope of chiropractic. One cannot take from the clinician the methods he is using today unless, of course, they are proven inferior by clinical research, but the great need today is to establish our present methods in the fields of science.

### **Specialization**

No one can have any objection to specialization in any branch of science since it is natural to all sciences. Some chiropractors specialize in the field of chiropractic manipulation but all do not do so according to the principles of science. Some chiropractic practitioners who specialize in manipulative methods have tested the different methods of manipulation as far as possible in the absence of organized clinical research and use what has been proven the best in each type of case. However, another school of manipulators follows the cult methods of adopting one system (there are a number of them) of manipulative therapy upon a basis of faith, adhering to that method as a clergyman might adhere to a religious doctrine, knowing or believing nothing else. They live in a world of their own and because of their unscientific attitudes divorce themselves from the rest of chiropractic and from the rest of science as well. While the doctor who specializes in manipulative therapy as a science contributes much to chiropractic knowledge, the cultist ignores all but his own system of manipulative therapy and contributes little.

## CHAPTER IX CHIROPRACTIC EDUCATION

Chiropractic education is not the problem it once was for the reason that it is being solved by responsible planners. Today we need no longer apologize for our efforts in the field of education as our plans are sound and well advanced. However, education plays such an important part in any science that we can never relax our vigilance in that field. To do so would mean the beginning of the decay of our fundamental structure and the retardation of our scientific progress.

As I have stated previously, education is now receiving its proper emphasis in chiropractic, and I have but few suggestions to offer. However, I do believe that at this time one of the required subjects in early chiropractic education should be an advanced course in the fundamentals, principles, methods, and attitudes of science. Thus, every student would become properly oriented in his chosen field in his early education and acquainted not only with his chosen field of society but with the part society will expect him to play in it. Had this been done in the early history of chiropractic education we should not have had the confusion and disunity which has characterized chiropractic history. To overcome the effects of the neglect of chiropractic colleges and to properly orient the student in the field of science, chiropractic organizations should make such orientation of the graduate a definite and integral part of its graduate education program. It should be a part of every postgraduate program as well as of every convention program until we arrive at a common understanding as to the behavior which is common to the field of science, the field in which we must eventually win a worthy place in society. When we have achieved such a place many of our present educational problems such as those of finance and a qualified personnel, etc., will be readily solved for worthy sciences have never lacked public support in America. Our case should prove no exception when we have been accepted as a science by the rest of society.

The writer realizes that chiropractic is not the only healing science in which proper orientation is needed. The science of clinical medicine is filled with many highly polished but empty hulls, arrogant beyond reason because they have never been properly oriented in the field of science. We must avoid such an error.

Since chiropractic colleges have been accredited and can be assured that every chiropractic graduate will have a good opportunity to reflect credit upon our profession, we must support the accredited colleges by obtaining good student material, as well as by contributing to the necessary financial support of these colleges.

## CHAPTER X CHIROPRACTIC AND CULTISM

Perhaps the greatest cause for chiropractic's failure to make scientific progress and to be accepted as a worthy science is the cult in chiropractic. I doubt that any science is entirely free of the cultists. Certainly medicine is not. No doubt the cultist attitude of many of the early chiropractic leaders, the failure of early chiropractic government to establish a scientific organization to scientifically test and advance chiropractic methods and the failure of our colleges to properly orient the student in the field of science are responsible to a great degree for the relatively large number of cultists in chiropractic.

However, I believe it is true that there appears to be more cult in chiropractic than actually exists due to a natural fact. Those possessing the scientific attitude are by nature an humble people, preferring to remain in the background; by nature, the cultist is a boisterous articulate individual who advances himself or is advanced because he is a natural leader and politician into positions of leadership. In talking to many hundreds of the average chiropractic physicians I have found a relatively low percentage of cultists as compared with the number found in chiropractic governmental circles. In talking to the average practitioner in his office I have found that the great majority base their methods of practice upon results obtained in their own practice. Their methods may be empiric (being based upon their sum total of general experience) or one finds in many instances practitioners who in their own practices keep complete case records and obtained specific facts, testing and evaluating methods according to the methodology of science. In a few instances I have even found them comparing these specific facts with their colleagues, thus accomplishing in a small way what would be accomplished many thousand-fold through scientific organization. I have also found that the great majority of chiropractic physicians assume the scientific attitude. They ascribe to a method no more value than that which is determined in practice. They subscribe to no particular cult or system but use any method which is brought to their attention and try to scientifically test and synthesize or integrate those which prove in a general way the most effective for any given condition. They are fair with their patients, telling them as accurately as they can what they can reasonably hope to accomplish in each specific condition judging by their previous experience in similar cases. They cannot, as can the medical physician, base this information upon the records of hundreds of cases of clinical research because, unlike medicine, chiropractic is not an organized science. But other than these facts, for which they as individuals are not responsible, in every sense of the word they are true scientists.

It is true that one need not go far before he meets the cultist; it makes little difference to which of the numerous cults such as the H.I.O., the B.T., the S.O.T., the D & D, etc., he belongs for there is a fundamental similarity in their attitude. Each has accepted a particular system with the same finality that one accepts his religion, and assumes that its methods represent the alpha and omega of chiropractic knowledge. They make no attempt to review other knowledge, to test their own methods for specific end results, or to compare their methods with others. They develop a faith in their methods which precludes any attempt to examine others; the same attitude of faith removes any necessity in their opinion of critically examining their own methods. Their approach to the patient is that of the cultist. They seek through philosophy and logic to instill in the public their own faith in their methods, at the same time trying to discredit all other methods of healing the patient may have confidence in. This discrediting of other methods is not directed against medicine alone but is often even more bitter against other chiropractic cults, and especially against that part of the profession which maintains the scientific attitude.

The cultist has no desire to test his methods scientifically and to obtain specific facts as to their worth. He is easily perturbed when others do not accept his methods with the same abiding faith that he does, feeling that he has been grossly misunderstood or that the rest of society is prejudiced against his system or chiropractic in general. The advancement of chiropractic to him means evangelizing "chiropractic philosophy," especially his particular type of philosophy, into the minds of the people. He does not think of chiropractic as a science; he maintains the cultist attitude throughout, which is in practically all respects the opposite of the scientific attitude.

Many early chiropractic colleges practiced, taught, and reflected the cultist attitude. It was sure to characterize the attitude of any institution in which someone sought personal aggrandizement since cult is best suited to such a purpose. Through the years chiropractic organization leaders reflected the cultist attitude and cultist methods of advancing chiropractic. They sought to "convert" the public to their way of thinking through evangelistic philosophy and logic. Those who were not converted were considered prejudiced or pro-medicine. Despite the cultist attitude in chiropractic education and organization circles, only a small percentage of chiropractic physicians maintain the cultist attitude. The realities of practice, the public resistance to cult in science together with the natural tendency to orient themselves in the field of science has to a great degree overcome the bad effects of their school organization leadership.

However, the chiropractic profession is obviously divided today. Basically, the division is between those maintaining the cultist attitude and those representing the scientific attitude. As far as the scientific group (about eighty-five per cent of the profession) is concerned, they could be united into one large, scientific organization in which complete harmony would prevail. Within a relatively short time they could and would advance the science of chiropractic to recognition equal to that of medicine. However, they are unorganized due to the fact that the cultist and cultist methods have dominated chiropractic organization throughout the years. The program of chiropractic organization has offered little to those who represent the scientific attitude. It is this reason more than any other that accounts for the fact that probably not more than fifteen per cent of the chiropractic profession belongs to any national organization as compared with eighty-five per cent of the medical profession.

As far as the cultists in chiropractic are concerned further unity is impossible. One can no more unite the cults of chiropractic than one can unify the different religious sects and for the same reason. It is true the different cults have much in common, differing only in the particular philosophy or doctrine they subscribe to and promote. The basic attitude of the H.I.O., the B.T., the S.O.T., etc., toward each other, toward the rest of the profession, and towards the best ways to advance chiropractic in society are the same, yet each maintains its own philosophy and methods, and no attempt is made to synthesize or integrate them. It is true that they may become more tolerant toward one another and may even unite in a common purpose to accomplish a specific undertaking, but basically they will never unite behind a common ideology. History shows it is not natural for cults to unite. In fact, new leaders are always coming forth to further divide those of the cultist attitude. The religious attitude, or perhaps we should say the attitude of religious sects since some contend it is not the true religious attitude, is very similar to the cultist attitude, and no one ever heard of two religious sects uniting; they only divide further. There are always well-meaning people who would like to unite the different religious sects, and others who have made earnest attempts to unite the cultists of chiropractic only to learn through bitter experience that different cults do not unite. However, if a chiropractic organization would follow the methodology of science and make an earnest attempt to build a scientific organization, it could unite and serve, as well as gain the immediate support of at least eighty-five per cent of the chiropractic profession. By an educational program to properly orient the remaining fifteen per cent, many of whom are cultists only because of misunderstanding and the dominating leadership of some cultist leader, there would be very little cult left in chiropractic. The only way complete unity can be brought about in chiropractic is to eliminate the cult and build a strong, worthy scientific organization.

It is unfortunate that we have those with the cultist attitude in chiropractic. It is especially unfortunate that this attitude is allowed to dominate chiropractic organization as thoroughly as it does. The writer has attended official sessions of chiropractic organizations wherein all discussions centered around some cultist plan of promoting chiropractic, and no thought was given to the organization as a means of advancing the science. This is true despite the fact that the absence of scientific organization and the presence of cult in chiropractic are the only remaining effective arguments the opposition can use against chiropractic. These arguments will be used increasingly against us until we remove their basis completely. However, it is very much to our own interest to eliminate the cultist attitude from chiropractic. Cultism is like a weed in science for it saps the effort which should be used to advance the science, produces nothing of value, and a small amount of it in higher circles

causes the rest of society to suspect that it exists generally throughout chiropractic. In other words, the actions of a few discredit all.

I should not wish anyone to infer from the foregoing that everyone who uses H.I.O., the B.T., or any other methods with which cult is associated is necessarily a cultist. One does find many who use these methods who do maintain a scientific attitude. Often because of lack of scientific organization in chiropractic they have had no opportunity to examine other methods, but maintain an open mind and are eager to examine and test other methods, and their public approach is that of a scientist. Nor would I wish anyone to infer that the cultist attitude is taught in all chiropractic colleges. As a matter of fact the accredited colleges do not maintain or teach the cultist attitude. Under the leadership of Dr. Nugent, the N.C.A. Educational Director, we can expect that these institutions will give increasing attention toward the proper orientation of the student in the field of science. I should not wish anyone to infer that the N.C.A. leadership of today is entirely cultist in its attitude. A big change has occurred in N.C.A. leadership in recent years, and although there is much yet to be desired and more changes are necessary if the dominating influence of the cultists is to be overcome, the trend is strongly in that direction. Cultist leaders seldom change their attitude, but new faces are finding their way into positions of influence in the N.C.A. each year. Slowly but surely the cultist attitude is being supplanted by the scientific attitude. The opposition of some unaccredited colleges to the N.C.A. educational program is based as much or more upon cultist reasons than upon opposition to higher educational standards. Likewise, the opposition to the N.C.A. by other organizations or by cult leaders is usually based upon their desire to retain their cult following.

While the medical profession delights in referring to chiropractors as cultists, they also have cultists in medicine. It is true that they try to disown them and certainly keep them in the background and concentrate on publicizing their scientists. But the average medical physician, as well as medical organization, lacks much to be desired in scientific attitude. What they lack in cult is more than made up by their arrogance. Humility is a word almost unknown to the average medical physician, and the height of arrogance is achieved by the medical organization which does not hesitate to ask the rest of society to stand by and regard them as great public benefactors. They make the mistake of trying to advance the science of medicine in the legislative hall as much as in their laboratories. As a result the true scientist cares little more for medicine than he does for chiropractic. Certainly, from the viewpoint of the scientist there is much to be desired in both.

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### William Alfred Budden, D.C., N.D.

William Alfred Budden, D.C. (1884-1954) was born in Farham England, and resettled in Canada in 1903, where he taught economics at the University of Alberta. In 1924, after receiving his doctorate under president William Charles Schulze, M.D., D.C., he served as dean of his alma mater, the National College of Chiropractic. He resigned as dean in 1929, moved to Portland, Oregon, and purchased the Pacific Chiropractic College (which claimed a lineage to D.D. Palmer). In 1932 Budden re-organized the Pacific Chiropractic College as the Western States College School of Chiropractic (today's WSCC) and Western States College School of Naturopathy (today's National College of Naturopathic Medicine), and served as its president until his death in 1954. He called for university-affili-



ated chiropractic colleges as early as 1934, and offered a 4 year, 4,000 hour curriculum by 1936. Dr. Budden is best remembered for his tireless efforts to raise basic science educational standards at Western States and throughout the profession, and for his frequent lectures at national and state association conventions. From 1933

to 1954 he published nearly 100 articles on a wide variety of clinical, educational, historical and other professional topics in the *Journal of the National Chiropractic Association*. From 1942 to 1954 he served as chairman of the National Chiropractic Association's (NCA's) National Council on Public Health, and wrote and lectured extensively on the health risks of tobacco. Budden also served on NCA's Committee on Educational Standards. He shared with Watkins a determination to improve chiropractic educational standards, but differed in strategy. His December, 1948 commentary in the *Journal of the National Chiropractic Association* argued against C.O. Watkins' proposal to provide clinical research training for chiropractic students, and established Budden's historical credential as a leader of the "rational chiropractic" movement. The WSCC president believed that basic science training alone was sufficient to establish the scientific basis of chiropractic.



## CHAPTER XI PUBLICITY

The subject of publicity in chiropractic is difficult. The purpose of publicity is to attract attention - the proper attention. It is not so difficult to attract the attention of society, but to attract the proper attention poses the problem. We shall cite an example by way of illustration.

If a lady stood on the street corner and screamed she could attract much attention. The trouble is that she does not attract attention so much to the fact that she is a lady as to the possibility that she may not be a lady, that she may be queer and irregular in her habits, a more or less unstable character. Why? Because society has certain, definite concepts as to what constitutes behavior becoming a lady just as it has certain concepts regarding the methods and attitude of science. In other words, society expects a lady to possess certain characteristics just as it expects science to be characterized by certain qualities. If a lady behaves as other ladies do, she attracts attention to the fact that she is a lady; the same is true of a science. As a matter of fact, the lady screaming on the street may be a lady in all other respects and worthy of her proper place in society. Yet, she cannot blame the rest of society if it fails to accept her as such because she does not conform to the accepted behavior. Exactly the same is true of chiropractic. If we are known as an irregular science, it is because our actions as a science are irregular. The rest of society is not to blame for our failure to conform to what it expects of a science; but we are to blame. When we attract attention we should be doubly sure that we are not doing as the lady on the street corner was doing - attracting attention to the possibility that we may not be a worthy science.

I believe Chiropractic has been doing this for years. It has been the activities of chiropractic organization and its leaders rather than those of the individual chiropractic physician which has denied chiropractic proper acceptance by the rest of society as a worthy science. In the early days much of the chiropractic philosophical propaganda which was published and recommended by chiropractic organization was nauseating to say the least, looking at it from the concept of its supposedly representing a science. It would better represent a newly-formed religious cult. Much of it was pure dogma, citing no specific, demonstrated facts as a basis for "evangelistic" propaganda. No one who had any concept of science could imagine that there was a science behind this dogma. This type of literature persisted until a very recent date in chiropractic organization. Through the years no doubt it has attracted considerable attention, but always to the fact that chiropractic might not be a worthy healing science.

Science does not seek to attract attention; its members do not advertise as do those of business or trade. Yet it is a matter of fact that no branch of society receives more attention, more publicity than does science. It is always on the front page, always dramatized in the cinema, on the radio, in fiction, and is a frequent subject of discussion. Why? Because it is always pioneering new fields, discovering previously unknown facts, most of which benefit society. Business spends millions of dollars to attract attention; science spends nothing, yet it attracts far more attention for a very definite reason. Let's look at it from a journalistic viewpoint.

Journalism has its well-defined methods, attitudes, and characteristics. Worthy news must have its basis in fact. The channels of public information are not interested in speculation, rumor, or supposition. They will sometimes publish theory, but only as such. It will publish dogma in the name of the church, not in the name of science, for the reason that the press must maintain confidence of the public in its reliability as a source of information.

As far as science is concerned the press will not publish theory unless it comes from some nationally-known authority - and then it does not publish it as fact. Ninety-nine per cent of scientific publicity carries its own authority. For example, the A.M.A. News which is released to the channels of public information weekly will publish news regarding a certain scientific discovery as follows: "A new surgical technic of recurrent dislocations of the shoulder is in use by Dr. Doe in which Dr. Doe operated on seventy-five cases of recurrent dislocation. There were only five cases in which redislocation occurred. Etc." Of course there were other details, but no

theory, dogmas, or claims appeared in the release. All the facts stated were specific and there is little reason to doubt but that the operations occurred, that the results were as stated. Of course the article may have been misleading, as medical articles often are because they may have told only part of the facts. They may have failed to state that the function of the shoulder was impaired fifty per cent or that patients were advised also to properly exercise the shoulder following operation, which might have accounted for some of the results. Medical organization and medical doctors are very "clever" in concealing disagreeable facts from the public. (Possibly this does more to cause a public distrust of medicine than any other thing because members of society find out the withheld facts of these matters too late and sometimes pay dearly both in money and lost health, which embitters them against medicine. It is not within the scope or intent of this booklet to thoroughly criticize medicine; furthermore, as chiropractors we are in no position to cast stones at medicine as a science.) The point I wish to make is that by demonstrating the facts first and releasing them without propaganda or claims, they are acceptable to the channels of public information as scientific news. Since we have not scientific organization to accumulate and correlate our scientific facts we do not receive publicity as a science.

If one studies the methods used by other sciences in supplying scientific information to the channels of public information, our failure to obtain proper publicity for our science is certainly easily understood.

Advertising is becoming a question of much concern to chiropractic. It is true that sciences do not advertise; they do not need to when they are accorded the privilege of the front page. We should not try to attract attention by advertising because it places us in the field of trade, but until chiropractic has a worthy scientific organization to correlate scientific facts upon our science we shall not have news acceptable to the channels of public information. Some believe that if we stopped advertising we should receive better publicity. This is not necessarily true; if we stopped advertising tomorrow we still would not obtain proper publicity until we had acceptable scientific facts to give to the public. There is no such thing as ethical advertising in a science because sciences do not advertise. If one advertises his wares he is in the field of business instead of in the professional field - he is "screaming on the street corner."

Frequently we hear of medical educational propaganda. But is it really medical propaganda; is it not the public's propaganda? Is it not paid for, published and distributed by the public? Of course it is based upon facts (often upon half of the facts) supplied through medical scientific organization. Why do we not provide these agencies with facts on the science of chiropractic? The answer is obvious - because we have no scientific organization to assemble them. Our organizations put out only dogma and theory. When we release such material to them they conclude that if we were a responsible science we should have specific facts as have all other sciences. So, in releasing material of this nature we not only fail to reach the front page, but we also attract attention to the possibility that we may not be a worthy science.

### **Relationship With the Public and Its Agencies**

All we have said regarding our relationship with the channels of public information applies equally to our relations with the people and their agencies. Whether we appear before a national or state legislative assembly, we should do so as representatives of a worthy science. We must reflect the scientific attitude if we are seeking the privileges which a science has reason to expect. A worthy science is highly esteemed by society and its right to govern its own destinies is never challenged. If it has a responsible government, its right to regulate its own affairs is unquestioned. No legislature would knowingly pass legislation which would interfere with the normal progress of a worthy science. On the contrary, public agencies have always befriended scientific progress, aiding both with public funds for education and research as well as with other encouragement. Because of these facts we should strive to emulate in our contacts with all public agencies the high ideals that these people associate with science. Too often we resort to cheap politics and other chicanery unworthy of men of science. We find ourselves "screaming on a street corner: and condemning public agencies for not accepting us as a worthy science.

During the past few years we have expended much effort in our national capital to obtain proper chiropractic recognition. I have studied our effort and planning there. I believe that our representatives in our nation's capital have done excellent work, especially under the circumstances. What are the circumstances? Briefly, they are these: Our representatives are empty handed without a strong, demonstrable case. They are unable to prove the worth of chiropractic to the public agencies. Our representatives know its value to the people. If they could bring a thousand sick and ailing patients to Washington, treat them before every agency, and have the results recorded and correlated by a responsible organization, they would have some facts which any agency could base recognition upon. Facts which would demand consideration. Obviously, this cannot be done. The science they represent is not organized as are other sciences, and they have no specific facts available upon which to base a case. Therefore, they must ask the government agencies to accept chiropractic upon a basis of faith or theory. It is much to ask of those who have learned to expect sciences to be fortified with facts of a specific nature. Because of this we are denied much that we seek. It avails us little to resort to pressure politics. We can have anything we desire and need from public agencies when we are in a position to prove our worthiness with specific facts.

Here again we can learn a lesson from organized medicine, but in this instance we can learn what to avoid rather than what we should do. In this instance it is medicine which often takes the part of the "lady screaming on the street corner." Of course, one science cannot build a case against the rights of another science to enjoy the privileges they themselves enjoy. They cannot always belittle the other science successfully to the legislatures, so they commit the serious error of resorting to political pressure. Some, of this medical, political chicanery exerted upon state legislatures would not flatter even an organization of bootleggers. Such behavior on the part of men of science is to a large degree responsible for the average legislator's loss of respect for the medical profession. I have seen the medical profession possessing much money and political pressure lose a legislative case to a few chiropractors who tried to the best of their ability to truly represent their science. In one legislature I have seen the medical doctor assume the role of a politician while the chiropractors conducted themselves as doctors, and to the bewilderment of the medical profession the chiropractors won. I have seen the situation reversed and the medical doctors won. I have also seen both medicine and chiropractic forget that they were representing sciences and become cheap politicians much to the disgust of an honest legislature and the financial profit of the every-ready hand of the professional politician. As a matter of fact politics is no part of science; they do not mix to advantage. The rest of society is suspicious of organized medicine in America, and medicine's participation in politics is no small part of the reason.

The same principle applies to attracting the attention of the patient in the office. One can use either the philosophical or the scientific approach. Use of the philosophical approach calls attention to chiropractic as a remedy rather than as a science. To contrast the two approaches we shall cite another example. Suppose a patient with goiter consulted a chiropractor who used the philosophical approach, explaining his philosophical conception of the cause of goiter and the way he would correct the cause. Upon a basis of theory or faith the patient must decide whether or not chiropractic is what he needs. If the treatment proves successful, the patient's confidence in chiropractic is increased. If it fails, the patient considers the chiropractor's philosophy merely a sales talk and he is very likely to feel that he has been duped.

If the patient had gone to the medical doctor he would have met the scientific approach, which would be based upon demonstrated facts. The medical doctor could cite a thousand cases treated by one method by Drs. Jones and Doe, five hundred cases treated by another method by another doctor, and he would give the general laws which were found in these cases. He might use some theory to explain the results, but never does he use the philosophical approach or infer that his treatment is based upon theory.

To contrast the effects of these two types of approach - in the case of the philosophical approach, many patients will trust the honesty of the doctor. If the patient takes treatments and obtains good results he becomes convinced that this doctor and his remedy are capable of successfully treating goiter. In the case of the scientific approach quite a different impression is made. The patient is not asked to accept theory but is given facts which

have been demonstrated. Consequently, the patient feels that here he has a treatment based upon demonstrated facts in thousands of cases, one which has proven best in his type of case, and that everything else being equal this scientifically-tested treatment is more reliable. If the patient follows a course of treatments without getting the expected results, he feels that all has been done for him which science affords. If his goiter is removed and he feels generally worse he accepts it as a general consequence which is to be expected, and he begins searching for some other medical treatment which might help him. The scientific approach used by the medical doctor conveys to the patient the impression, and it is an honest one that this doctor's knowledge was based upon scientific facts established in the treatment of thousands of cases not by himself but by members of his profession, and that he has at his fingertips all of the knowledge revealed by these cases - that, as a matter of fact, the knowledge used in his case was the tried and tested knowledge of the whole science of medicine, not that of one individual. The result is that when the patient again needs a doctor he will conclude that if the medical physician has such knowledge available in cases of goiter, he will have similar facts available on other conditions and that his methods were based solely upon theory or philosophy. It is true that the patient may have done a foolish thing if he decided to have the goiter removed surgically; no doubt he would have been much better off both physically and financially if he had had the chiropractic physician treat him. However, the patient did what his impressions told him was best, and certainly the patient cannot be blamed.

The writer has not used a philosophical explanation of chiropractic as an approach to the patient for several years, but in recalling the early use of the supernatural philosophy (Universal Intelligence, Innate Intelligence, etc.) a parallel situation always comes to mind. If one called an electrician to repair an electric motor and he conjured some supernatural philosophy of electricity regarding its source, its makeup, and its transmission in an effort to "sell" you on the marvels of electricity, would you not think his approach unusual? It is altogether possible that you would consider him more of a preacher than an electrician.

So it is, whether the legislature, the channels of public information, or the public in our offices are concerned. As chiropractic physicians we should represent the scientific attitude by adopting the methods used by science. It is the only way by which we can obtain for chiropractic the full and unqualified respect of the rest of society.

Though the situation is somewhat different the same facts apply in the courtroom. Chiropractic can base its legal claims upon chiropractic as an art, a philosophy, a theory, or a science. By far the strongest case can be built upon chiropractic as a science. As an art, chiropractic may be subservient to regulation by man-made laws, but even courts admit their inability to regulate the progress of science and no attempt is made to do so.

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Lincoln Chiropractic College, Indianapolis, circa 1938. The founders of the Lincoln College, Drs. Vedder, Firth, Burich and Hendricks, had been faculty at the PSC during Watkins studies (1923-1925), but left following the imposition of restrictions on academic freedom after the 1924 introduction of the neurocalometer.

## **CHAPTER XII**

### **WHAT OF THE FUTURE OF CHIROPRACTIC?**

During the past few years the writer has discussed the future of chiropractic with a number of chiropractic leaders. Many of the old "philosophical" leaders feel that chiropractic is doomed to failure as a "healing movement" because in their opinion the average chiropractor has "lost the faith" and no longer fervently propounds the doctrine, that he has wandered astray in his therapy, and that he has not kept chiropractic pure so that it may be preserved for posterity. In other words the "philosophical" leaders regard chiropractic as being based upon doctrine rather than upon science. Fortunately, probably less than five per cent of our membership are of like mind but many of this five per cent still occupy official positions. Some of these "philosophical" leaders give chiropractic but five or ten years to live. From their point of view chiropractic will be dead in less than five years; it is dying fast but not fast enough. This concept of chiropractic seems to ignore all that is fundamental in science; if we were to continue to adhere to it we could never hope that chiropractic could achieve a worthy place in the field of science. Such a concept is anti-scientific and anti-social, ignoring many of the principles centuries old in our society.

However, chiropractic need not die with the death of the "philosophical" concept of chiropractic. Many believe, as does the writer, that chiropractic as a science has just begun to live. There are many reasons for this optimism such as the tremendous public need for a second healing science at this time and the strong emphasis which will be placed on the scientific frontiers in the post-war period. It now appears that the government will provide much support to all sciences which can prove themselves worthy of a place in science. Chiropractic possesses all the necessary assets at this time, which, if properly managed by prudent leadership, will assure the future of Chiropractic. In most states we have been permitted legislation to govern ourselves. We have thousands of practitioners who when organized into one scientific organization will make chiropractic scientific progress rapid and steady. This is especially true since we have much knowledge which needs only to be organized to make it acceptable. With the establishment of chiropractic upon a sound, scientific basis many young men will be attracted to our colleges after the war, and public funds if needed for education and research will be provided us if we are found worthy.

To predict a bright future of chiropractic one must assume that some such progressive program as outlined in this essay will be inaugurated. Many reactionary forces still exist in chiropractic governmental circles; these must be overcome. To do this it is necessary that every member who believes in a progressive science of chiropractic should make his voice heard. Granting that these forces can be overcome and that chiropractic government does inaugurate and give prudent leadership to such a comprehensive plan of scientific advancement, the future of chiropractic is assured.

## CHAPTER XIII CONCLUSION

Men who have made a special study of business methods are known as "business efficiency experts" and are able to analyze a tottering business, to correct the errors the company is making, and to re-establish it on a firm business basis. There are reliable texts concerning business efficiency and supplying other authoritative information which might serve as a guide to those who are interested. Unfortunately no such experts exist in science. No one has written a book upon scientific organization. There is no one to whom we can go with our problems, no one who makes a specialty of studying the problems of organizing a science. To be sure, there are many Doctors of Science and Philosophers of Science who are authorities upon the principles, methods, and attitudes of science, who could by giving special consideration to the problems of Chiropractic and its relation to science give us sound advice. I have often wished that we might have our problems studied and criticized by some D.Sc. or Ph.D. However, one need not lack for an abundance of authoritative information upon the principles, attitudes and methods of science. The public libraries are full of such information. One can also study the methods of other sciences directly. During the years he was associated with chiropractic government the writer devoted much time to such study. In this endeavor I am trying to bring you the benefit of that study in an effort to give you what I believe an "efficiency expert on science" might bring to you if there were such a specialist who would study our problems.

The authority for many of the facts we have pointed out will not be found in advanced works on the principles or methodology of science. It is elementary in nature and equally fundamental to our basic structure. We have not cited authority because often we should be citing grammar school texts on general science. The position we have taken is that which has been taken by science for centuries. Of course there are moot question in science. In the advanced field of epistemology authorities on scientific methodology may differ but upon such elemental questions as we have considered in this work we find complete accord among authorities on Science.

I realize that not all my readers will accept without question much that is contained in this work without some personal investigation of the positions taken. Such investigation on the part of the reader is desired by the writer. The progress of chiropractic as a science and its acceptance as a worthy science by the rest of society is the responsibility of each and everyone of us. While it is a more direct responsibility of the leaders of chiropractic organization, even the most humble clinician has his part to play. Therefore, any time spent in investigating the principles, methods, and attitudes of science will help the member in discharging his responsibility to our science, profession, and society in general.

It is not the desire of the writer to enter into argument with those who might disagree. It is not a personal matter as far as the writer is concerned. The criticisms that are made are, we believe, constructive; at least they are made as such and have not been directed at any particular individual.

An attempt has been made to write this work on the level of the clinicians who compose ninety-five per cent of the profession. An effort has been made to keep the facts fundamental and simple in keeping with the nomenclature of the clinician. Only in the field of scientific organization have we expressed any advanced views upon matters of science; here our concept is that of modern, organized sciences.

Possibly the most violent disagreement will come through differences of opinion upon the scope of chiropractic around which the old "mixer" vs. "straight" controversy originated. To the "straight" the "mixer" was one who forsook the 'principles of chiropractic" which they adhered to dogmatically, while the "mixers" contended that the "straight" forsook the underlying principles of science itself by "mixing" dogma, doctrine, and supernatural philosophy with science. The writer's concept of chiropractic is that of a science and that in the future, as in the past, its behavior as to scope will be that of a science. This being true, personal opinion, desire, or argument will have little effect upon it. If chiropractic is other than a science it is not within the writer's concept.

Except for the scope of chiropractic the concepts covered in this work should meet with the approval of the great majority of the clinicians who compose the bulk of the profession. In my contacts with the average member of the profession through the years I have found that his greatest interest was in the scientific phase of the profession. The proposal upon scientific organization will be best understood by those who continually seek new, well-tested knowledge so that they might give their patients the most modern, scientific chiropractic methods. If the proposals are effected it is they who must lead the way. Changes do not occur as a matter of course but rather as a result of a determined effort.

To those leaders of chiropractic schooled in the original concept a change will be necessary. From my experience in chiropractic organization work I have found that leaders do not change their concepts of governmental methods readily, and it is quite possible that in some instances new leaders must be found. This does not imply any need of a new organization. In the writer's opinion it would be detrimental to Chiropractic as a whole to start more chiropractic organizations. It would be far better to re-organize the organizations we have to serve the purposes suggested, thus eliminating all that is undesirable and detrimental to chiropractic's standing as a science, and simultaneously placing all organizations on the same fundamental concepts. When this has been accomplished they can be united and not before. There is little purpose in amalgamating our present organizations until their leaders and members can agree upon the fundamental purposes chiropractic organization should serve. People of divergent opinions do not live and work well together. However, the principle of scientific organization is one which can become the basis for effective and harmonious organization in chiropractic. I do not hesitate to ask my readers to do all in their power by taking an active part in supporting such a reorganization of chiropractic organizations. There are numerous ways in which to help. If you are a member of one of our national organizations support only those leaders who favor a scientific organization. If you are a member of the N.C.A. instruct your delegate to the House of Counselors to vote for the principles proposed in this work. Become active in organization leadership. We shall need many leaders to carry out such a program. If you are not now a member of some national organization, join one today and support these proposals with your influence.



SPECIFIC PROPOSALS

**Recommendations to National Chiropractic Association  
and  
Other Chiropractic Organizations**

**1**

It is proposed that chiropractic organization conform to the principles, methods, and attitudes of science in any program sponsored under the name of chiropractic.

**2**

It is proposed that national chiropractic organizations and other chiropractic organizations able to do so develop scientific organizations for the purpose of organizing clinical research throughout the profession. That a clinical research director capable of organizing clinical research throughout the profession be employed. That a program for developing field leadership in clinical research throughout the profession be developed.

**3**

It is further proposed that it be declared the ethical responsibility of every member of the chiropractic profession to share his knowledge with his colleagues freely and without hope of financial remuneration.

**4**

It is further proposed that a course upon the principles, methods, and attitudes of science be made a part of the basic education of the students in all chiropractic educational institutions.

**5**

It is further proposed that legal talent be obtained which can adequately defend the right of chiropractic as a science to progress unhampered by legal restrictions insofar as it is possible.

**6**

It is further proposed that all chiropractic organizations recognize scientific organization as the basic purpose of organization in a clinical science and that they devote the greatest effort possible to bring about a responsible organized science of chiropractic.

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Old Dad Chiro, circa 1910



## Resolution of the Board of Trustees of the Northwestern College of Chiropractic

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- WHEREAS, C.O. Watkins, D.C. was a pioneer in Montana chiropractic, serving his patients for more than fifty years, and
- WHEREAS, C.O. Watkins, D.C., respectful of, and a proponent of high educational standards in chiropractic colleges, served as the first chairman of the National Chiropractic Association's Committee on Educational Standards (1935-1938), and
- WHEREAS, C.O. Watkins, D.C. articulated the message of chiropractic as a founding editor and prolific writer, and
- WHEREAS, C.O. Watkins, D.C. served his profession loyally by promoting the highest of professional ethics, leading the chiropractic ranks as a member of the Board of Directors of the National Chiropractic Association from 1938-1943, and
- WHEREAS, C.O. Watkins, D.C., a voice heard ahead of his time, forged a frontier of leadership as Chairman of the Board of Directors of the National Chiropractic Association, 1942-1943, and as the President of the Montana Chiropractic Association from 1944-1948, and
- WHEREAS, C.O. Watkins, D.C. stood alone as a tireless and eloquent advocate of clinical research as a unifying force in the science, art and philosophy of chiropractic, and
- WHEREAS, C.O. Watkins, D.C. rallied the cause of research as Chairman of the Committee on Research of the National Chiropractic Association in 1951, and later, as Chairman of the Committee on Clinical Research of the American Chiropractic Association in 1966-1967, we

the Northwestern College of Chiropractic Board of Trustees, do HEREBY, by virtue of the authority invested in us by the state of Minnesota, confer upon C.O. Watkins, D.C. the Honorary Degree of DOCTOR OF HUMANITIES on this day, the Sixth of June, Nineteen Hundred Eighty-Seven.

Donald M. Cassata, Ph.D.  
President of College

Irvin C. Holtz, D.C.  
President, Board of Trustees