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Preparation of the data base was made possible in part by the financial support of the
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filename: WOC chrono 01/07/08
word count: 15,955

Chronology of
RADIOPHONE STATION WOC,
1922-1932

Year/Volume Index to the *Journal of the National Chiropractic Association* (1949-1963), formerly *National Chiropractic Journal* (1939-1948), formerly *The Chiropractic Journal* (1933-1938), formerly *Journal of the International Chiropractic Congress* (1931-1932) and *Journal of the National Chiropractic Association* (1930-1932):

Year	Vol.	Year	Vol.	Year	Vol.	Year	Vol.
		1941	10	1951	21	1961	31
		1942	11	1952	22	1962	32
1933	1	1943	12	1953	23	1963	33
1934	3	1944	14	1954	24		
1935	4	1945	15	1955	25		
1936	5	1946	16	1956	26		
1937	6	1947	17	1957	27		
1938	7	1948	18	1958	28		
1939	8	1949	19	1959	29		
1940	9	1950	20	1960	30		

Sources:

www.angelfire.com/nm/sauchelli

QUOTABLES:

"Old Father Time had better hire a few more stenographers if he intends to record all the radio history that is being made these days" (Palmer, 1924a, p. 4)

"Radio is the home vaudeville." (Palmer, 1924a, p. 7)

"Radio is destined to play a much more important part in the lives of those that possess a radio set, for today there is being brot into the home new personalities, new ideas, new situations, which will directly result in a broadening of the intellectual powers and consequently an uplifting of the American standard of intelligence." (Palmer, 1924b, p. 2)

"The U.S. Government has stated in an official bulletin that WOC is being heard by over 1,000,000 people daily." (Palmer, 1924b, p. 5)

"When the horseless carriage started it was considered a shortlived fad. I know because I owned the first gasoline buggy west of the Mississippi. Everyone laughed at me then, as they did when we started **WOC**. He who laughs last, laughs longest. The automobile is still here stronger than ever. The horse has almost disappeared. **The Radio** is a growing movement that has become a fixture in America's life. It will live as has the automobile" (Palmer, 1924b, p. 7).

undated: according to Palmer (197?, p. 22):

...In several instances when illness suddenly incapacitated some of our early broadcasting executives, we took extraordinary care of them. We kept a popular radio announcer, Peter MacArthur, on the

payroll for two years while he lived in Palm Beach, Florida, while he attempted to recover from rheumatoid arthritis.

undated: according to Palmer (197?, p. 39):

Ronald Reagan also played on the Palmer Courts, wearing the traditional uniform of the period - white wool flannel trousers and a sweater.

undated: according to Palmer (197?, p. 44):

In the midst of **these discouraging days**, I was offered a position with the National Broadcasting Company, by Niles Trammell, president of NBC. His offer was supported by Fred Webber, executive vice president, Western Division, of NBC.

CHRONOLOGY:

1912 (Apr 14): according to Lewis (1991, p. 105):

At 10:25 P.M. on Sunday, April 14, 1912, a single message brought wireless, Marconi, and eventually Sarnoff to prominence: the *Titanic*, fastest and most luxurious ocean liner of its time, was sinking in the North Atlantic. The catastrophe would serve to make radio communication indispensable to safety at sea.

1913 (Oct 20): **DD Palmer** dies in Los Angeles

1914: Edwin H. Armstrong PhD? receives US Patent #1,113,149 for his "wireless receiving system" (Lewis, 1991, p. 188)

1916: according to Lewis (1991, p. 241):

Though he had produced **the first radio advertisement in 1916** to sell his audions and radio equipment, Lee de Forest grew distressed over the quality of programs and the companies that sponsored them....

1919 (Oct 17): according to Lewis (1991, p. 146):

...the **Radio Corporation of America**, with the patents of General Electric and Marconi, was incorporated in the state of Delaware. General Electric purchased all Marconi stock not in private hands. The new corporation would always remain under American control. No more than 20 percent of its stock could be owned by foreigners; its executives had to be United States citizens; a representative from the navy was invited to attend meetings of its board of directors.

1920: Lewis (1991, pp. 162-4) writes:

What began in 1920 as a single station (WDKA), had grown to 30 stations in 1922, and 556 in 1923.....Only a few radio sets were produced in 1921; 100,000 were produced in 1922; 500,000 in 1923. By 1923, an estimated 400,000 households had a radio, a jump from 60,000 just the year before. And in that year's spring catalogue, the Sears Roebuck Company offered its first line of radios, while Montgomery Ward was preparing a special fifty-two-page catalog of

radio sets and parts. Included was 'a complete tube set having a range of 500 miles and more' for \$23.50.

Overnight, it seemed, everyone had gone into broadcasting: newspapers, banks, public utilities, department stores, universities and colleges, cities and towns, pharmacies, creameries, and hospitals, among others. In Davenport, Iowa, the **Palmer School of Chiropractics** had a station; in New Lebanon, Ohio, the Nushawg Poultry Farm started one; in Cleveland the Union Trust Company began broadcasting over WJAX; in Clarksburg, West Virginia, the Roberts Hardware opened WHAK; the John Fink Jewelry Company of Fort Smith, Arkansas, began WCAC; the **Detroit Police Department began the mnemonic KOP**; the *Chicago Tribune* began WGN (World's Greatest Newspaper); in San Francisco, the Glad Tidings Tabernacle broadcast its message of salvation over KDZX; and in Milford, Kansas, broadcasting over KFKB ("Kansas Folks Know Best"), Dr. John R. Brinkley delivered lectures three times each day about the virtues of implanting goat glands to restore male potency. From his church in Brooklyn, the Reverend Samuel Parkes Cadman - the preacher who had called the Woolworth Building the "cathedral of commerce" - now delivered his sermons to tens of thousands; from Birmingham, the Alabama Power Company broadcast over WSY, calling itself "Service from the Heart of Dixie"; and in Kansas City, Emory J. Sweeney added station WHB to his automobile and tractor repair school, offering a free radio course to each student who enrolled...

...Brisk radio sales were part of the wave of postwar prosperity that was breaking over the nation.

1920 (Jan 31): David Sarnoff sends memo to Owen D. Young, president of **RCA**, recommending the manufacture and sale of "Radio Music Boxes for Entertainment Purposes," i.e., receiver only radio sets; Sarnoff estimates that RCA can sell 1,000,000 sets in 3 years at \$75/set (Lewis, 1991, p. 148)

1921: Dave **Palmer** (197?, pp. 107-13) recalls:

In 1921, **B.J.** was interested in an early radiophone station owned by a gentleman by the name of Robert Karlowa in Rock Island. I was a ham operator much interested in receiving radiophone voices over the air. Nightly I went up to the Pigeon Roost of the mansion as it was called by the family. (Really, the technical name is beveledere. Why Mother dubbed it so I don't know.) Radio excited **B.J.** After a few months of becoming more intrigued with this new form of communication, he entered this risky business, **buying the 100 watter from Karlowa for a few thousand dollars.** It was moved to the 4th floor of our Administration building. **[but see also "Our respects...", 1961, which suggests BJ's purchase was in 3/22]**

B.J. applied to the federal government for permission to broadcast voice and music and received the call letters **WOC**. During this period, **radio stations were under the direction of the Department of Commerce with Herbert Hoover serving as Secretary of the Department.** At that early date there was little rhyme or reason for the call letters received by stations. Many years later all stations west of the Mississippi were given the first letter "K;" those east of the Mississippi "W."

We went on the air in 1922 broadcasting weather reports, stock market conditions and farm information. The station was run as a "family affair." I was one of the office boys handling the mail, in addition to running down Brady Hill to the Post Office for weather reports.

Speaking of weather reports recalls to mind one of **B.J.**'s most original ideas in this regard. In the backyard of our home on Brady Street he erected a 150 ft. flag pole. He gave me the responsibility of raising the American flag each morning plus a series of Navy alphabet flags indicating the weather for the day. It was my task to contact the Post Office for the weather report, go to the flag box, pick out the alphabet to indicate the weather for the day and raise them to the top of the flag pole. "F" for fair, "R" for rain, "C" for clear, "S"

for snow, "W" for warm. So this would have meaning to the citizens of Davenport, **B.J.** published a card with the flags in color. The people of Davenport would refer to their card when looking at the pole, determining for themselves weather conditions of the day.

Citizens of Davenport were very pleased with this "weather service" which later was followed by reports over **WOC** Radio.

B.J., always a man for a play on words, soon made a national identification for Davenport as a place "Where the West Begins." To substantiate his statement of "Where the tall corn grows" both radio stations in Des Moines and Davenport had tall corn contests - the stalks were sent in to Davenport and for many months were put outside the Administration Building for the public to view.

Stan Barnett, a **P.S.C.** student, was the first station manager of **WOC**. In those early days, announcers used their initials only. The announcer's full name was never permitted. Barnett had been an operator of a Coast Guard radio unit.

Similarly, our first radio engineer, Rex Willetts, known as **Radio Rex**, had also been a wireless operator aboard an ocean going freighter. All of our employees doubled in brass and so the voices were heard all over our continent, identified, as in the case of Barnett, as B.W.S. **BJ**, when announcing, was **BJP**. In fact, I was known as D.D.P.

Stan Barnett now lives in Michigan. He has remained a close friend of mine throughout the years. When we get together, we enjoy reminiscing about the early days of broadcasting. A finer gentleman never lived. We were very fortunate to have Stan Barnett pilot us through the rough waters of early day radio.

In those days **WOC** had a very sweet sound and a wide frequency band which covered the entire North American continent from Alaska to the Panama Canal Zone. At that time, **we were only one of ten stations on the air.** [but see Lewis, 1991, p. 162: says 30 stations in 1922]

Today, you know, there is nothing but "cat and dog" sounds on the A.M. band as you struggle through the overlapping cacophony of some 6,718 stations on the air in the United States.

We were very fortunate to have the use of the music room in my father's mansion for a studio because it contained a Chickering piano and Aeolian pipe organ. The combination was used to produce church music. Because it was unique in this respect we had a tremendous audience across the country.

I might add the piano was purchased from the Schmidt Music Company, one of Davenport's earliest and most reputable concerns. We also acquired much of the talent heard over **WOC** in the early years from them.

Our organist, Irwin Schwindel, was our first music director. I believe even today, he was Davenport's finest organist.

I wish to recall in my memoirs an incident which is amusing to me.

One Sunday evening the family, Mother, Dad and myself, were in the music room listening to a beautiful program. Grace Lohmiller (wife of Davenport civic leader H.G. "Sky" Lohmiller) was a vocalist for the program. Grace was a leading artist of Davenport.... she sang at all patriotic and other important events. She was very well known and very respected for her talents.

Before continuing with this story it is well to note our St. Bernard dog, Big Ben, had died while we were on a trip to the Orient. Dad had him mounted and stuffed by Mr. Warmbath who Teddy Roosevelt had used to preserve his trophies. Then Dad positioned Ben under the piano, in the customary spot where he had always slept.

It was not a bit unusual for Grace to turn and look at Big Ben as she had done so many times previously. During one of her vocal numbers it suddenly dawned on her that Big Ben was not alive. She paused suddenly and let out a scream, "MY GOD, HE'S DEAD!" Nothing was done to stop the accompaniment - it continued with the hymn, "Nearer My God to Thee." Dad and I were so startled by her scream we were immobilized and stunned. We couldn't think quickly enough to make an explanation on the air so we let it go and did nothing about it. You can imagine the consequences of this to the

millions of radio listeners. Can you picture a couple up in South Dakota somewhere listening to the beautiful church music in the silent void of a quiet and snowy night and hearing with earphones. "My God - he's dead?" This left questions in the minds of thousands of people across the North American continent wondering what had occurred. **WOC** and **BJ** printed up an explanation of this incident which was mailed in response to the countless people sending letters and postcards of inquiry.

It was indeed a dramatic experience. Many years later, there was an occasion which, in a fashion, paralleled our experience. That was the Orson Wells presentation of "The War of the Worlds." The shock, surprise and dismay indicated by listeners was very evident in both instances.

-**photos** of: (Palmer, 197?, p. 111)

- 1) "Early broadcasting of a music program"
- 2) "Radio Rex (seated) and Frank Pierce, engineer"
- 3) "Preparing for a remote broadcast of the world series from the *Davenport Daily Times*."

1922: according to Rehm (1980, p. 285):

...Also a pioneer in broadcasting, he [Frank W. Elliott] was named general manager of the Palmer-owned radio station WOC in 1922, and was an organizer of the National Association of Broadcasters. He was named president of the organization in 1926 and was a member of its first board of directors. He was also vice president and general manager of the Central Broadcasting Company, operators of WOC, Davenport, and WHO, Des Moines.

1922: there are 30 broadcasting stations in the USA; 100,000 radio receivers are produced (Lewis, 1991, p. 162)

1922 (March): according to *Broadcasting* magazine (July 24, 1961, p. 85):

Dr. [Dave] **Palmer** has been in broadcasting ever since the early 1920s when he was a young but enthusiastic radio amateur in the "pigeon roost" of the family home on Brady St. hill in Davenport. It was here that he first heard **Robert Karlowa broadcast talk and music on his amateur station 9BY at Rock Island, Ill.**, just across the Mississippi River.

Young David's excitement over the new communications medium prompted his father to purchase the station in **March, 1922** and move it to quarters atop the **Palmer** school. Now **WOC**, it quickly earned its place as an Iowa institution. In 1930 **WHO** was acquired...

He [Dave] attended public school in Davenport and after the family acquired **WOC** he spent every spare hour at the station, first running errands, then later serving as announcer and a general helper in every department. Early year sheet music pluggers like Little Jack Little, Wendal Hall and Tom Small, and other name personalities, soon became close family friends during their stops at **WOC**...

...He [Dave] can recall, too, early broadcasts of Presidents Coolidge and Hoover, of **Lindbergh**, and of "**Radio Rex**" Willets' cooking show for the ladies. He can't forget early on-air benefits to buy crystal sets for shut-ins, because as a young man it was Dr. [Dave] **Palmer's** job to deliver them....

...Dr. **Palmer** earned his B.S. degree in economics in 1929 at the Wharton School of Finance and Commerce at the U. of Pennsylvania."

1922 (May): *National (College) Journal of Chiropractic* [9(10)] publishes:

-notes that "**DR. SAUCHELLI GIVES FIRST HEALTH TALK BY WIRELESS**; Addresses Huge Radio Audience from Bedloe's Island" (p. 19):

Dr. Francesco X. Sauchelli this week made the first health talk that has been broadcasted by radio.

Dr. Sauchelli's address was delivered at the Bedloe's Island radio station, and he spoke for forty-three minutes - one of the longest talks yet made in this manner. Dr. Sauchelli drew an analogy between the

human body, with its nerve waves of different lengths, and the radio system, pointing out that everybody is really a radio station of high potentiality.

So well received and so instructive was Dr. Sauchelli's address that he has been requested to give a series of health talks for radio distribution, and has agreed to do so.

The radio message sent through the ether by Dr. Sauchelli follows in full.

-paper entitled "The Human Radio" by Francesco X. Sauchelli, D.C. (pp. 19-21)

1922 (midyear): Apparently in response to growing competition from the AT&T (formerly a major share-holder in the Radio Corporation of America and now proposing to initiate "**toll broadcasting**," i.e., sell commercial time on radio), David Sarnoff, Executive VP and General Manager of **RCA**, according to Lewis (1991, p. 177):

...proposed that **RCA** create a network of stations that would present programs of "substance and quality...Let us organize the Public Service Broadcasting Company, or National Radio Broadcasting Company composed" composed of Westinghouse, GE, and **RCA** stations, not as a "money making proposition" but as a "public service." The network he outlined was not unlike today's National Public Radio. Each manufacturer would give a percentage of its revenue to the network, and possibly additional support would come from a public benefactor.

1922 (Aug 28): on this Monday at 5PM, according to Lewis (1991, p. 177):

...Mr. Blackwell of the Queensboro Corporation stepped up to a microphone at WEAf to urge listeners to forsake the congestion of the city for an apartment home in "Hawthorne Court," named in honor of "America's greatest writer of fiction." Mr. Blackwell's message, **the radio industry's first commercial**, had cost the Queensboro Corporation \$50. Other companies - Atwater Kent, Tidewater Oil, and American Express among them - soon followed Queensboro's lead.

1922 (Oct): "**Pisiform, A Review of the October Graduating Class 1922** of THE PALMER SCHOOL OF CHIROPRACTIC" includes:

-**photo** of Brady Street, looking north and east toward the Mississippi River; poem entitled "Brady Street" (p. 6)

-**photo** of Brady Street frontage of **PSC** before radio towers and wires (p. 10)

-**photos** (p. 10) of "Aerial System over **P.S.C.** Buildings" and of Stanley W. Barnett, "PROGRAM DIRECTOR OF **P.S.C. RADIOPHONE BROADCASTING STATION WOC**" plus caption (p. 122):

Senior Two is proud of the fact that "Stan" was chosen by B.J. as director of Station WOC, in view of the interest that B.J. has taken in this work. Stanley has had ten years' experience in radio work, having served as first-class radio electrician in the U.S.N., during the World War. His ability was well known when B.J. undertook the installation of The P.S.C. Broadcast Station.

Those who have visited or listened in on WOC can well appreciate the work Stanley is doing in making WOC one of the finest broadcast stations in the country.

-**photo** of "Interior of Music Studio Station" (p. 123):

The Incomparables were the first graduates as a class who have had the opportunity to observe the immense new **P.S.C. Radiophone Station** in action.

This wonderful new apparatus, installation of which was completed during our Senior year, is powerful enough to be heard, with favorable weather conditions, in any part of the United States. By this unique method the graduates are able to keep in touch with their alma mater no matter where they may be located.

The equipment was designed and manufactured by the Western Electric Company and represents the result of years of study and experiment by their engineers along the lines of sound and voice reproduction. In size and type it is the largest and finest obtainable in the world today.

Several weeks were spent in preparation of the special radio rooms on the east end of **Up-E-Nuf roof garden**, where the broadcasting equipment and music studio are now housed. The steel towers supporting the huge antennae mark one of the highest points in the Tri-Cities and stand out majestically against the skyline several miles from the School.

In connection with the radio room is the Public Address System, another recent achievement of the Western Electric Engineers. With this system, any news or announcements can be given to any or all classrooms or departments of the School from one point by a single speaker.

As the installation of this apparatus was completed at school, a telegram was received from the Western Electric Company congratulating the **P.S.C.** upon being the first educational institution in the world to install this remarkable system. Several institutions have since installed or ordered the same type of apparatus.

The Radiophone Station of the School is listed as Station **WOC** on the government records. Regular programs are broadcasted each day of the week. These include weather and market reports, news items and musical concerts. Educational talks are given each day, usually on some phase of Chiropractic in the form of a lecture prepared by some noted man in the profession. The latter talks, particularly, are of interest to the graduate, as he becomes a practitioner.

This new department of the School stands out as a monument of service and a mark of progressiveness for which the **P.S.C.** is noted.

1922 (Dec): **PSC** issues **GENERAL CATALOG of Chiropractic Supplies**, published by the **PSC** (Cleveland papers, CCC/KC; in my Palmer collection); includes:

-ad for **Radiophone Studio, Station WOC** (p. 44):

Every chiropractor should encourage the editors of his local newspapers to ask **The Palmer School** for regularly weekly free copies of the **Radio Program** in order that it can be published for the convenience of owners of Radio receiving sets. This program will be furnished any paper upon request of its editor **only**. No other copies will be released.

In addition to the high-class entertainment features that are broadcast daily, there are market and weather reports, national sports and **occasionally lectures on the Philosophy of Chiropractic**.

Every chiropractor can use this publicity to advantage by enlarging his circle of acquaintances and it should contribute much toward excellent general publicity and favorable comment.

The chiropractor will be missing a splendid chance to boost himself in his locality if he fails to make the most of this opportunity, for **the step from Radio to Chiropractic** will soon be a short and easy one in the minds of the public.

1923: there are 556 broadcasting stations in the USA; 500,000 radio receivers are produced (Lewis, 1991, p. 162)

c1923: The Chiropractic Educator [7(2): 2] prints a photo of a young child with headphones "listening-in" to an early radio program from **WOC**

1923 (Apr 14): **FHN** (A.C. 28)[12(33)] includes:

- "Special Broadcast Notice to all Chiropractors" includes **photo** of broadcasting towers and wires of **WOC**; ad reads (p. 10):

We know that the entire Chiropractic profession appreciates the Chiropractic publicity service which **The P.S.C.** is rendering by way of **WOC** Broadcasting Station. This service is being rendered by no other Chiropractic institution, yet you must realize that such a campaign of education by this institution is an expensive proposition

and costs us thousands of dollars every year. It is true that the benefits accrue to you men and women in the field and it should be so. Yet we want you to appreciate this service. This everyone can do, and there is no time like the present for you to act. We know you want to help us continue this service. Students from you for the May class is your answer. We believe that you realize what this service means in the progress of the Chiropractic movement. We have been heard in every state of the United States and every province in Canada. We have been heard in Europe, in the Hawaiian Islands, and South America, and it makes little difference whether you are located north, east, south or west, you receive benefits constantly from the **WOC** programs.

We want you to fill out the enclosed blank, giving us the names of bona fide prospective students. People in you community or elsewhere, whom you know personally, and who you feel certain are interested in studying Chiropractic. We are not so much interested in getting a huge list of names who are not especially interested as we are in obtaining a smaller list of names, but having it made up of people **actually and honestly** concerned in taking up this profession, and those whom you believe will be a credit to us all.

Please fill out the blank, enclosed in this issue, with the names of those you know to be likely prospects as students for

The Palmer School of Chiropractic

Chiropractic Fountain Head

Davenport, Iowa, U.S.A.

"Where the West Begins"

-**photo** caption reads (p. 11):

Interior of Radiophone **Station WOC** Reception Room. The drapes and wall coverings are of maroon and mouse colored velvet. The room is built sound-proof so that it may be used for a Studio when necessary.

-**photo** caption reads (p. 11):

Interior of Radio Transmitting Room. The two panels at the left are a part of the Public Address System. The power-control panel is shown beneath the monitoring horn. The large panel at the right houses the transmitting equipment proper.

-**photo** caption reads: "South end of **WOC** Studio with doors opened into Radio Room." (p. 11)

1923 (Apr 21): **FHN** (A.C. 28)[12(34)] includes:

-ad for **PSC/WOC** includes **photo** of **PSC** broadcasting towers with **WOC** symbol and message radiating "The Greatest Health System of the Age; National Chiropractic Publicity; See Your Chiropractor; Right of Sick to Get Well"; message reads (p. 8):

The Best Business Transaction for Chiropractic
is One Which Makes Money for All of Us

The psychology of radio broadcast programs is something like this: Night after night **WOC** is in the air giving to the world high-class entertainment. Night after night the name of **THE Palmer School of Chiropractic** is carried to the world. No effort is made during these programs to sell Chiropractic to your communities in the field, yet the very fact that we are rendering such a remarkable service builds up a strong following in the form of good will. No matter what institution you may be from, your community knows you as a chiropractor, and your name and your business are immediately associated with an institution performing a service for your community. Naturally a kindly feeling is built up for you, and in many, many cases patients are led to call upon you because of this service. The field is made fertile so that when your name appears in your advertising mediums, it is a familiar name to the people in your town. They are convinced then that you are the representative of a known, thoroughly established and highly organized institution and confidence is built in you and your work. From time to time you can increase this feeling of good will by keeping the radio fans in your community posted on the coming activities of **WOC**.

Show us your appreciation of this service to you by giving us one or more names of people you know to be interested in studying chiropractic.

1923 (Apr 28): **FHN** (A.C. 28)[12(35)] includes:
-"THAT'S GOING SOME!" (p. 2):

One of our Radio operators ("G.W.W.") was forced to make a hurried personal visit to Kansas City, Mo., recently, and without his knowledge he was recognized by the conductor, the porter, and several passengers on the train, who quickly placed him by pictures they had seen in the widespread **WOC** Radio advertising we have been making in the interest of all Chiropractic practitioners. He would never had known this had it not been for the fact that he forgot his watch under his pillow when he left the train. On his return to Station **WOC**, the very first mail brought him a letter from the Pullman company, notifying him that they had his watch and wanted to make sure of his correct address.

You see, they recognized him as a Chiropractic-Radio operator. HOW IS THAT FOR PROGRESS IN EDUCATING THE PUBLIC UP TO THE FACT THAT "**WOC**" IS A **CHIROPRACTIC BROADCASTING STATION**?

1923 (May 10): letter from **BJ** to the field (Cleveland papers, CCC/KC; in my **WOC** folder) on **PSC** stationery, envelope address to "Cleveland & Cleveland, D.C., S.W. Cor. 11th & Walnut, 403 Lillis Bldg, V12#6, Kansas City, M.O.":

Dear Doctor:

Does broadcasting pay? Everybody thinks it does. Each broadcasting station that it would, or they would not have gone into it.

Mr. Fitzpatrick (Kansas City Star) reports that seven months has netted them seventeen subscriptions. Mr. Sweeney (Station WHB), reports that it hasn't netted him a single student. **WOC NOW** reports that it has brought us one lone student, altho we have received over 100,000 letters, postals and wires. Other stations report the same.

Let us face facts. **WOC** with an initial investment of \$60,000.00 - \$30,000.00 a year maintenance has netted The **P.S.C.** \$400.00 in return. Business necessitates that each department pay, if not a profit, certainly its upkeep. Four hundred dollars is not even interest on \$90,000.00 for one year.

WOC, however, has one **BIG** chore to perform, that no other station has - educating the masses to Chiropractic. Chiropractic is a **NEW SERVICE**. It has been laughed, scoffed at, ridiculed and its followers called 'fakers' and 'grafters.' Chiropractic is less well known than any other commodity or service being broadcast by any station in America. People **KNOW** papers, automobiles, etc.

The **MISSION** of **WOC** is to establish **GOOD WILL FOR CHIROPRACTIC**. Good will is cashable in business, in patients first and students later. **WOC** is educating millions, daily, to a favorable mental receptivity to Chiropractic. For six months **WOC** has averaged 200 patients per month for chiropractors, according to our tabulation on your reports. This **GOOD WILL** is worth 200 patients a month **NOW**, with a steady growth month by month.

The **P.S.C.** needs **GOOD WILL** as well as you. We are willing to carry our part of the load; but, as it **NOW** stands **WE** are carrying **IT ALL**. The **P.S.C.** must know very soon whether **WOC** quits or goes on.

Are you willing to carry a share of the load for the upbuilding of that good will? **IT** means more education, more business, **MORE DOLLARS AND CENTS**. Fill out the blank; help **WOC** \$5.00 per month for one year and we'll keep the good work going. I am,

Chiropractically yours, *BJ*

I hereby promise to pay \$5.00 per month, for one year, to THE **PALMER SCHOOL OF CHIROPRACTIC**, the entire amount to be used for the exclusive purpose of maintenance of **STATION WOC**.

Date _____

Name _____

Address _____

1923 (Sept 8): **FHN** (A.C. 28)[13(1)] includes:

-"TO ALL WHO ARE INTERESTED IN STATION **WOC**" (p. 13):

The change in schedule of printing and mailing the **Fountain Head News** makes it impossible to include an advance program of Station **WOC**, as has been the custom heretofore.

We are, therefore, reproducing herewith a standard schedule of broadcasting hours revised to September 16th. While this schedule does not give a detailed description of each program, it tells when to tune for **WOC** and the general nature of the program for each broadcasting period. If changes are made a new schedule will be printed so as to keep you up to the minute at all times.

Clip the schedule, paste it on cardboard and keep it near your telephone. **Make your office a headquarters for information relative to the Chiropractic Broadcasting Station WOC.**

For those who have become accustomed to receiving their program weekly and who would rather have it in that form, we offer the same service as that we give to newspapers throughout the country.

While we do not solicit subscriptions for this advance weekly program list, we will place on the list any chiropractor who desires this service for a change of \$2.00 per year to cover cost of mailing.

**THE PALMER SCHOOL OF CHIROPRACTIC
RADIOPHONE STATION
WOC**

FALL AND WINTER SCHEDULE
(Effective September 16, 1923)
Central Standard Time - 484 Meters

SUNDAYS

9:00 A.M. - Chimes Concert (1 hour).
7:00 P.M. - Pipe Organ Recital.
7:30 P.M. - Sport News.
8:00 P.M. - Church service.
9:00 P.M. - Musical Program (2 hours).
P.S.C. Orchestra, with vocal solos and other numbers interspersed.

WEEK DAYS

†9:00 A.M. - Opening Markets and Household Hints.
10:55 A.M. - Time Signals.
11:00 A.M. - Weather, Markets and Government Bulletins
12:00 Noon - Chimes.
†12:15 P.M. - Closing Markets (Saturday Only).
†1:30 P.M. - Closing Markets (Except Saturday).
3:30 P.M. - Educational Program
Chiropractic lecture and musical numbers.
5:45 P.M. - Chimes (Except Wednesday).
6:00 P.M. - Weather and Sport News (Tuesday only)
*6:30 P.M. - Sandman's Visit.
*6:50 P.M. - Sport News and Weather.
*7:00 P.M. - Educational Lecture.

This period is set apart for the various speakers who present talks for broadcasting on general subjects and is therefore, not regular.

*8:00 P.M. - Musical Program (1 hour).
Monday, Wednesday, Thursday and Friday nights, Thursday, P.S.C. Orchestra. Other nights, mixed musical program.
9:00 P.M. - Dance Program (1 hour) (Saturday only).
P.S.C. Orchestra.
10:00 P.M. - Musical Program (1 hour). (Wednesday only)

Subject to Change when Markets change from Daylight Time.
*These schedules not broadcast on Tuesday - Silent Night for Davenport (p. 13)

1923 (Sept 22): **FHN** (A.C. 28)[13(2)] includes:
-"IMPORTANT NOTICE: In future **The Fountain Head News** will be issued every two weeks instead of every week. The Pit

Notes, which have been heretofore published in the monthly **Chiropractor and Clinical Journal**, will no longer be published in that organ, but will be published in each copy of **The Fountain Head News**. This new arrangement explains why you have not been receiving The F.H.N. each week." (p. 2)

1923 (Oct 6): **FHN** (A.C. 29) [13(3)] includes:
 -in an article entitled "The 1923 Lyceum" **BJ** notes that (p. 3):
 ...**WOC** is a mecca for the multitudes. They had "listened in," heard and now came to see. "Who is BWS?" and they asked for each of the men they knew, but wanted to see. Mr. Swindell came in for tremendous praise for his ability to build up these fine programs. Over 10,000 people went through **WOC** station that week.
 -"Fall and Winter Schedule, effective September 16, 1923" for **WOC** is listed (p. 13); see also listing for **FHN** September 8, 1923

1923 (Oct 20): **FHN** (A.C. 29) [13(4)] includes:
 -"Standard Broadcasting Schedule, effective to date of issue" for **WOC** is listed (p. 7)
 -in an article entitled "Has the **P.S.C.** enrollment slumped?" **BJ** writes: (pp. 8-9)

Later the enrollment dates were designed to meet three times a year, January, May and September. That is the present plan.
 A carefully prepared chart of the enrollments of the past ten years shows that the September class is always the largest of those three. The January class is next in size and the May class is the smallest.

Further study of this chart shows that, year by year, each successive year is a larger year than the year before. The September of a certain year would be larger than the September of the year before, the same being true of January and May, so that the scale kept gradually climbing.

Then came the declaration of the **Great World War**. Many changes became necessary, but we kept on our climb even tho smaller jumps were indulged in for a few years.

Then came the **Armistice in November, 1918**. From that day each successive class took a boom, what we now call our post-war boom classes.

Why We Boomed

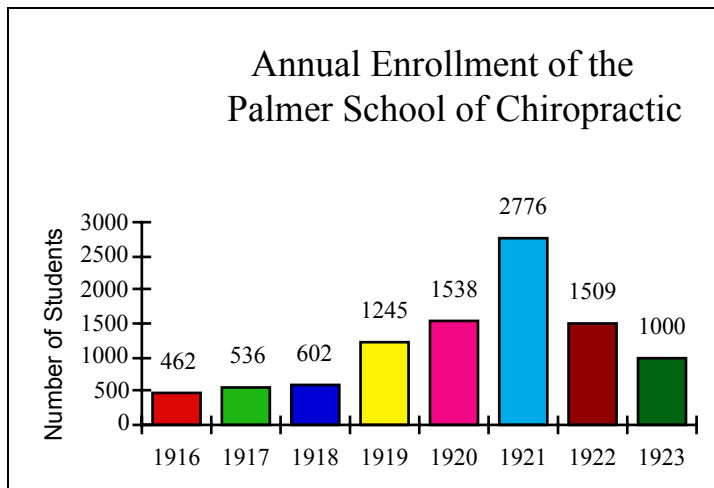
This was accounted for in three ways:

First - Many boys who contemplated taking up Chiropractic were called to war. When they were discharged **THEY** came.

Second - **Many boys first heard of Chiropractic taking adjustments during the war**, and then and there resolved to take it up when discharged, when **THEY** came.

Third - The vocational trainees were entitled to training. **The Government saw fit to recognize our school first, and saw fit to pay more money for training at THE PSC than any other vocational training in any other school of any kind** in the United States. **THEY** began coming in now.

-graph derived from data given in above article (pp. 8-9):



-"Fall and Winter Schedule (Effective September 16, 1923)" for Radiophone Station **WOC** (p. 9)

1924a (Jan 26): **FHN** (A.C. 29) [13(11)] includes:
 -**BJ Palmer** authors "Interesting sidelights of Broadcasting Station **WOC**," Part 1 (pp. 1-12)

-**photo** caption reads (p 1):
 The Antenna system - The tops of the Towers stand 130 feet above the street and 300 above the Mississippi River, and mark the highest point in the Tri-Cities. At night the Towers are illuminated by a system of flood lights and may be seen for several miles.

-"**CLASSIFICATION OF STATIONS**" (p. 2)
 Station **WOC** is a Class B station. Class B, peculiarly, is rated higher than Class A.

It may be interesting to know that **Station WOC was the thirteenth station in the Class B classification when such was established.**

The government classifies them into these respective divisions and gives practically an unlimited broadcasting privilege to the Class A stations, but restricts Class B up to certain very rigid standards.

Some of the requirements of Class B stations are as follows:

- 1- Radiation must be reasonably free from harmonic waves.
- 2- Power supply must be dependable at all times.
- 3- Power output must exceed one-half kilowatt.
- 4- Sufficient tubes and spare parts must be on hand to insure reliability of announced schedules.
- 5- Antenna construction must be rigid so as to prevent swinging and variation of wave length thereby.
- 6- The studio rooms must be arranged so as to prevent sound reverberations, and to exclude external noises.
- 7- No 'canned music' of any kind.
- 8- The studio must be provided with some adequate and dependable system for communication with the operating room.
- 9- Programs must be carefully supervised to insure satisfactory service to the public.
- 10- once having assumed Class B obligations, failure to maintain the prescribed standards renders station liable to revocation of its license by the Government.

A Class B license is the highest rating that the Government issues.

Perhaps, heretofore, you didn't know that this difference existed between the **few selects and the many common** stations scattered over America. When somebody asks you the difference you can tell them intelligently. There must be a certain pride in knowing that the Chiropractic profession has a Class B station." (p. 2)

THE GOVERNMENT RESTRICTS STATIONS

All radiophone licenses regulate the station by telling it what it can do and cannot do...We could make money if we would permit direct advertising of this or that. We are regulated by Government licenses, which would be revoked if we violated them....

Our license prohibits 'point to point' talking. We get thousands of letters asking us to reread them back to them over the air. To do so is construed as 'point to point' conversation. We can construe the letter and wire over into the third person by making its application general to 'our friends in Illinois' and it will get by....

Because we are a CHIROPRACTIC station has had a good deal to do with our overcaution in this regard. The fighting that we have been going thru for the past twenty-eight years has taught us that it does not pay to use 'Dr.' as a prefix nor to use the word 'cure, treat or heal,' and to in other ways misrepresent ourselves to the public. It always leads to trouble that costs us dearly when we ignore these sensible and sane precautions.

-**photo** caption reads "FRANK W. ELLIOTT, Business Manager" (p. 2)

-map of the world with caption "DISTANT POINTS THAT HAVE HEARD WOC" (p. 3)

WOC ONE OF THE BEST

We are often asked how WOC came to get these letters. They were assigned by the Department of Navigation, Radio Service, much as telephone numbers are assigned, without you knowing anything or having little if any choice in the matter. You apply for a government license and Uncle Sam passes you some call letters, and that's that. That's how we got 'WOC.'

WOC is reported by many to be the strongest, loudest and clearest radiophone installation in America....

WOC is recognized by radio experts as one of the most dependable, standard stations, with the least fading of any station in America.

One of the best proofs is that it was one of eight stations in America to be selected by RADIO BROADCAST magazine and THE NATIONAL ASSOCIATION OF BROADCASTERS to conduct the inter-oceanic tests with Great Britain (England, Scotland and Wales) in November, 1923. In this test WOC was the farthest western station to get through to Scotland.

-**"ONE OF THE STRONG STATIONS"** discusses possible reasons for variable reception of WOC around the western hemisphere (p. 3)

THE WORLD'S DISTANCE RECORDS HELD BY WOC

One of the prides of any station is its service rendered; secondly, how many are being served; and, thirdly, what territory does its service extend into.

WOC because of reasons formerly stated, holds the world's long distance records for privately owned stations of America. The statement itself means nothing until the territory covered is given, then its growth exceeds the statement.

WOC has been heard in Stockholm, Sweden (6,875 miles); Paris, France (6,125 miles), and Rome, Italy, on the east.

WOC has been heard almost regularly by Mr. McMillan's North Pole Expedition now (winter of 1923) wintering in Etah Land, nine degrees from the North Pole.

WOC has been heard in the Samoan Islands, Hawaiian Islands and Manilla, Philippine Islands on the west.

WOC has been heard in Alaska on the northwest to Antofagasta, Chili, on the southwest.

WOC has a crystal set record of forty miles south of San Antonio, Texas, and many others almost as remarkable.

We can be heard almost nightly over the United States and most of Canada....

American listeners had the pleasure of hearing their British neighbors reply to the transmission from the U.S.A. Aberdeen, Scotland, Station 2 BD, on their last message reported that WOC, Davenport, Iowa, with whom they were scheduled to work, was being heard in and around the city of Aberdeen with little difficulty.

Old Father Time had better hire a few more stenographers if he intends to record all the radio history that is being made these days" (Palmer, 1924a, pp. 3-4)

-**photos** and descriptions of BJ, Frank Elliott, BWS, ANR, E. John Richards and GWW (p. 4)

WOC'S FAMILY

The personnel of WOC is like that of an intimate family.

It consists of F.W. Elliott (FWE), Business Manager.

Stanley W. Barnett (BWS), Program Director, Manager and Announcer.

Erwin Swindell, Musical Director.

E. John Richards, Chimest.

Franklin N. Pierce (ANR), Radio Operator.

"Rex" Willets (GWW), Radio Operator.

Val McLaughlin, "Sandman" Story Teller.

"Girly" Boettger, Stenographer.

And several file clerks.

-**"DESCRIPTION OF WOC'S ROOMS"** includes **photos** of Val McLaughlin and WOC broadcasting equipment; caption reads "Interior of Radio Transmitting Room. The two panels at the left are a part of the Public Address System. The power-control panel is shown beneath the monitoring horn. The large panel at the right houses the transmitting equipment proper, such as tubes, condensers, chokes, filters and wave length controls."; BJ claims that "The PSC was the first educational institution in the world to install a Public Address system in school rooms." but emphasizes the PA system is not used for lecturing (p. 5)

-**photo** caption reads "Interior of Reception Room. The drapes and wall covering are of maroon and mouse-colored velvet. The room is built sound-proof so that it may also be used for a Studio when necessary." (p. 6)

-BJ notes that "President Coolidge's message to Congress, which was broadcast from the Halls of Congress, was picked up by Station WOC and redistributed through the P.A. System into twenty-four rooms of THE PSC, where everybody heard." (p. 6)

-**photo** of Erwin Swindell, Musical Director of WOC (p. 7)

-**photo** caption reads "South end of Studio with doors opened into Radio Room. The rustic work is distinctive and both rooms have some excellent specimens of taxidermy mounted overhead." (p. 8)

-BJ notes "HOW TO GET US ON OUR WAVE" (p. 8):

Up till a year ago broadcasting stations were either on 360 or 400 meters. This means that all stations on 360 were inter-weaving or overlapping their vibrations.

There was no remedy, at law, within the power of the United States Department of Commerce. Voluntarily the broadcasting stations gathered and agreed to separate their wave-bands so that no two would be on the same wave length in the same territorial district of the United States.

Stations asked for certain lengths. WOC asked for 484 and it was granted.

As it now stands we are above the average station, which makes it easier for a properly built set to get WOC with far less interference than with the most of stations. You can more easily tune us in or out.

Station WOC went to 484 meters from 400 last spring when the reassignments were made. Many listeners-in have since reported that they could not get us like before when down on 360. The reason is simple. As the maximum previous to that date was 400 meters, the manufacturing companies only made sets designed for 460-400 [sic: 360-400] meters. When more wavebands were granted manufacturers were stocked with millions of sets not capable of going beyond certain wave lengths. They dumped all of these onto the market, which were sold at a loss to get rid of them. Many, otherwise good sets, are not able to get us because they are not made to catch so long a wave length.

Any competent local radio dealer can either change your set by wiring on a few more coils or you can exchange your set for a larger and better one. We should warn you now, in purchasing a new large set for the first time, that you get one capable of tuning to the higher wavelengths.

-BJ notes (p. 8):

In Station WOC we constantly aim 'to get the listener's-in viewpoint.' Our family is more or less in conference on details bearing on that question. Dr. Elliott is a radio bug, has the best

possible sets at his home, he listens in night after night at all hours and checks up on other stations. The faults that disgust him is what we cut out of **WOC**. I am traveling more or less. In every town I have ever been where there was a broadcasting station, I made it a point to speak from the station and if I wasn't on the program to visit the station, study their slips and make notes of them so we could check against the same slips at **WOC**.

-BJ notes (p. 9):

For a year and a half **WOC** has been on the air. We average twelve times a day. With the exception of twice, EVERY program EVER announced started on the dot of the second. 'You may set your watch or clock with our starting time' has been made good. many watches and clocks in America are set daily by the moment Station **WOC** starts its programs. In the beginning I told our boys that it was all their jobs were worth to start one second late.

-BJ discusses "**WOC's** ORCHESTRA" (pp. 10-11):

-photo caption reads "THE FAMOUS P.S.C. ORCHESTRA is composed entirely of musicians from The Palmer School student body. Their musical offerings, both classic and popular, have delighted radio listeners in all parts of the North American Continent." (p. 11)

-BJ notes (p. 11):

I wish to pay tribute to the first orchestra after the station opened. Its personnel was:

J.T. Johns, director, saxophone.

G.M. Barrow, trombone.

Lucille Drake, pianist.

C.B. Peterson, violin.

P. DeStefano, 'cello.

Andrew Streck, cornet.

H.H. Shaw, xylophone, drums and traps.

-BJ notes "**SERVICES RENDERED**" (pp. 11-12):

Here is the scope of activities covered by Station **WOC**:

Official market, opening and closing of Chicago Board of Trade, Kansas City, Omaha, Cleveland and St. Louis market reports. These reports consists of stock, poultry, grain, butter and eggs and vegetable prices. (These reports go out to farmers and bankers within a very wide territory, and prove of tremendous value to them.)

Weather for Davenport, rock Island and Moline, locally.

Weather for Iowa, Illinois and Mississippi valley. (Furnished daily by the U.S. Weather Bureau especially for the station.)

Station **WOC** is now and has been for months cooperating with the U.S. Weather Bureau to establish a relation between barometric pressures and what it has to do with distance or clarity of broadcasting.

Storms, rains and blizzard warnings are flashed to farmers several times on the days necessary.

One farmer alone reported that an early report of a rainstorm saved him \$5,000 on wheat.

In musical lines, Station **WOC** has utilized the gratuitous services of over 3,000 artists since it opened.

There are concerts-

Symphony

Old Fiddlers

Vocalists

Bands

Instrumentalists

Calliope

Orchestras

Pipe-organ

Chimes concerts twice daily and on Sunday, 9 to 10 a.m.....

Speeches on every imaginable subject from alfalfa and the making of cheese to international diplomacy and the League of Nations. This has included men from the Secretary of Labor down to the everyday man who has a message to deliver....

Boxing matches have been given, blow by blow, from the ringside."; **BJ also notes that a variety of news items are also covered, and that:**

Station WOC is in the army net radio service, relaying code messages for the Rock Island Arsenal and receiving incoming messages for them. It has certain hours set aside for that exclusive purpose. In this way it is rendering a service to Uncle Sam.

WOC was the original station to start the collection of a fund from the listeners-in for the shut-ins. At the present time some 30 sets are out, in hospitals, homes, etc., where there are invalids laid up, flat on their backs. This is now a national movement, and has been carried on by other stations, Rotary Clubs, etc....

Wm. P. **Brownell** of Washington, D.C. has a unique idea. He gets the **WOC** advance program and finds out which disease will be discussed on a certain day over radiophone. He then has that disease leaflet tract out on his center table, calling particular attention to same. He thus links up our radio talk that they listen-in to with the leaflet which they can take home and read.

1924b (Feb 9): **FHN** (A.C. 29) [13(12)] includes:

-BJ Palmer authors "Interesting sidelights of Broadcasting Station **WOC**," Part 2 (pp. 1-7)

-photo caption reads (p. 1):

A view of the Operating Room at Station **WOC**, showing operator's desk and Radio Receiving Apparatus. the panel at the right is the voice input amplifier and volume control, with microphone switching panels mounted underneath. Operators Willets (GWW) and Pierce (ANR) are shown broadcasting the market reports. The former named is seated.

-photo caption reads (p. 2):

Louise Lovely, film star, famous for her part in 'The Old Nest,' delighted the kiddies all over the country with a Santa Claus story December, 1923.

-BJ writes: (Palmer, 1924b, p. 2):

Radio is destined to play a much more important part in the lives of those that possess a radio set, for today there is being brot into the home new personalities, new ideas, new situations, which will directly result in a broadening of the intellectual powers and consequently an uplifting of the American standard of intelligence.

-photo caption reads (p. 3):

Dr. Walter Jessup, president of Iowa State University, received his initiation before the microphone at **WOC** in February, 1923.

-photo caption reads (p. 3):

Borah Minnivitich, world's greatest harmonica soloist, explains to **B.J.** how he does it. His 'mouth-organ' numbers were a rare treat to the radio audience.

-photo caption reads (p. 3):

Iowa's well-known junior senator, Smith W. Brookhart, speaks to his constituents through **WOC**, April 20, 1923.

-photo caption reads (p. 4):

Ruth St. Denis and Ted Shawn, the celebrated 'Denishawn' dancers, meet **WOC's** family of listeners, December 20, 1922.

-photo caption reads (p. 4):

L.M. Allen, vice-president, and James Gorman, president, of the Rock Island Lines, appeared at Station **WOC** in the fall of 1922.

-photo caption reads (p. 4):

Clarence Eddy, the world's most noted concert organist, broadcasting from **B.J.'s** residence, April 22, 1923.

-BJ writes "**OUR DAILY MAIL APPLAUSE**" (pp. 4-5):

WOC's biggest mail week was 12,000 communications. Our biggest batch of telegrams was over 3,000 in one week.

WOC was one of the first radiophone stations to put a Western Union station in its studio to get telegrams. They came so thick and fast that it saved time. We checked and found that the average time from the time the wire was deposited in some distant city and the actual delivery in our studio was ten minutes. Business men have a right to know what speedy service Western Union can give. The quickest delivery was two minutes - from Buffalo to **WOC**. The longest time was twenty-five minutes - from some town in North Carolina.

In one concert alone Station **WOC** had the enviable record of having been heard in every civilized state and province in the North American continent on one single program.

It has been conservatively estimated that one percent of the listeners-in write any station that they hear. If that is true, multiply these figures by 100 and see how many people hear **WOC**.

The U.S. Government has stated in an official bulletin that WOC is being heard by over 1,000,000 people daily.

-photo caption reads (p. 5):

To prevent any possible noise, the Power Room is remotely situated. The large units occupying the center of the picture are the duplicate motor generator sets for the radio transmitter. In the further end of the room is the specially constructed switch for changing from one unit to the other. Beneath the switch is the motor generator unit for the Public Address System. The generator showing in the lower left is the power supply for the chimes, which are broadcast daily.

-photo caption reads (p. 6):

A corner of the Music Room in the B.J. Palmer Residence, showing the console of **WOC**'s wonderful pipe-organ, installed expressly for Radio Broadcasting at a cost of \$30,000.

-photo caption reads (p. 7):

On February 18, 1923, Daisy Jean, famous Belgian 'cellist and harpist, delighted **WOC** listeners with her rare musical genius.

-BJ writes (Palmer, 1924b, p. 7):

When the horseless carriage started it was considered a shortlived fad. I know because I owned the first gasoline buggy west of the Mississippi. Everyone laughed at me then, as they did when we started **WOC**. He who laughs last, laughs longest. The automobile is still here stronger than ever. The horse has almost disappeared. **The Radio** is a growing movement that has become a fixture in America's life. It will live as has the automobile

-photo caption reads (p. 7):

Charles Bowman Hutchins, 'The Bird Man,' and wife at **The P.S.C.**, April 25, 1923. Mr. Hutchins has made a life study of birds and their habits and imitates their calls and songs perfectly.

1924c (Feb 23): **FHN** (A.C. 29) [13(12)] includes:

-BJ Palmer authors "Interesting sidelights of **WOC** radiophone station," Part 3 (pp. 1-6)

-sketch of mother & child "listening-in" to **WOC**; includes the **PSC/WOC** emblem (p. 1)

-photo caption reads (p. 3):

STANLEY W. BARNETT, **WOC** Station Director (Announcer "BWS"). Stanley is an ex-navy radio operator and is also a three-year graduate of **The P.S.C.** These qualifications along with his well modulated announcing voice, make him especially well adapted to his work in directing the activities of **WOC**, where he has the interests of the Chiropractic profession uppermost in mind at all times.

-photo caption reads (p. 4):

MISS EVANGELINE BOETTGER ("Girlie"), **WOC** Station Secretary, is as charming as she is faithful and efficient. "Girlie" handles a large share of the correspondence which passes through the Radio Station every day.

-photo looking up Brady Street hill; caption reads (p. 5):

The Palmer School of Chiropractic - Chiropractic Fountain Head - Davenport, Iowa, U.S.A., Home of Radiophone Station **WOC**

-BJ publishes: "**I AM RADIO WOC**" (p. 6)

I am a Voice pulsating in the ether, filling the air everywhere.

I am an Idea, handed down from the Divine Mind, and I am hailed with joy as a messenger of inspiration, the forerunner of bigger and better things.

I was first heard and made captive by dreamers of dreams; men who had visions and inspiration when insulated from earth life by slumber; unselfish men who gave me to others without money and without price.

At first I could speak only in whispers; now my voice - of higher planes - has been strengthened and magnified by cunning craftsmen, setting dull wires vibrating and pulsating to the sound.

At first I was a feeble toy, the plaything of youth; but I have grown until the keenest minds on earth are at work to give fuller expression to my voice and to increase the good I can do.

My voice is still the voice of youth; but I have changed the life of nations.

I am the new voice that is revolutionizing the methods of teaching. Times change, but the human heart never changes. **The pulpit and the university reach the few; but I reach the masses of the common people**, and "God must love the common people, for he made so many of them" - as the immortal Lincoln said.

My voice appeals to every class - the young and old, rich and poor, great and small, of every color, creed or dogma. But my voice links you to the unseen, higher life that exists in you, with you and all around you; that recognizes a belief in God as a personal possession instead of a profession.

I have revealed that the voice lifted in prayer may reach the farthest heaven.

I travel with speed of light and thought, and speak in many places at all hours. By my magic you are whirled through space from the poles to the equator; from above the clouds to the gardens on the ocean floor; from the marts of busy men to the haunts of the wild beast; from the King's chamber to the hut of the savage.

I speak in Davenport and at the same time my voice is heard in Paris and Honolulu.

I make a tour of the world possible in your home - taking the listener everywhere and broadening his mind and making him a better citizen.

I have brought the ends of the earth together and for the first time people of the world understand each other's needs.

I comfort the sick, cheer the lonely and uplift the depressed.

I delight, enthuse, inspire and uplift all the higher planes of living; speaking to the lonely men sitting in remote places amid mountain snows or desert sands; bringing the news of the day and the familiar songs of long ago.

I bring the family closer together and bind them with cords of mutual interest and better understanding of what is best in life.

I keep wayward, restless youths in the home circle during the long evenings, while I fill them with delight, singing the best songs, telling the latest news, or describing the last marvels of science.

I am located on the Roof Garden of Up-E-Nuf, in a home on the brow of a hill overlooking the placid banks of the Mississippi, adjoining which is the greatest corn producing territory of the world, all of which is surrounded by the cattle, hogs, poultry and dairy market of the world.

I am **RADIO WOC**.

I am on the air many times a day. Listen-in.

1924a (May 3): **FHN** (A.C. 29) [13(19-20)] includes:

-"WOC" "Hot Spots" for the Chiropractor" (p. 17):

WOC BROADCASTS ITS THIRD EASTER SUNRISE SERVICE

In 1921, when "BJ." announced that he was going to give an Easter sunrise service on the roof garden of The P.S.C., the general opinion was that the gathering would not be a success, or if it were it would only be because of the novelty, which would soon wear off. The first service was a success despite the cold, the roof garden being packed to capacity. Then came the radiophone and the first open air Easter service to be broadcast was sent out from **WOC** in 1922.

Last year, although the temperature was below freezing point, the roof garden was comfortably filled, the program was again broadcast and it was at once seen that the Easter sunrise open air service on Up-E-Nuf had been taken out of the experimental stage and established as a fixed annual event.

Yesterday the thermometer registered in the neighborhood of 40 degrees above zero, and over 1,000 people were present, notwithstanding the fact that the service started at the early hour of five o'clock. Clergymen of different denominations joined with musicians of different churches in an endeavor to carry the Easter message of "Christ is Risen" not only to the visible audience, but to

that great "invisible audience" estimated to consist of at least two and a half million people, who all over the country were "listening in" to the **only station in the world broadcasting an open air Easter sunrise service.** (Davenport, Iowa, *Democrat and Leader*.)

- "Standard Broadcasting Schedule (Revised to date of Issue)" (p. 17)

1924a (May 17): *FHN* (A.C. 29) [13(21-22)] includes:

- "STATION WOC PRAISED" (p. 4):

Harbor Springs, Mich., March 5, 1924.

Dr. B.J. Palmer,

Davenport, Iowa.

Dear Dr. Palmer: Have been following all of your articles on **WOC** that you have been running of late in *THE FHN*, but the last article on the subject that came last night is the greatest thing you have ever written, not only on **WOC**, but it contains too, the tritest things on Chiropractic that I have ever heard read. It should stir the profession to its foundation. It should wake us all up to the opportunities that you are presenting in **WOC**, the **greatest opportunity** that we ever had presented to us as an advertising medium. And as the number of receiving sets increase over the country, the opportunity is that will continue to increase by leaps and bounds.

Here is the point - **WOC** is in the game early enough to get this benefit, viz., as a usual thing, whenever a new set is installed, it is installed largely because that person has listened in at a neighbor or friend's set, and that neighbor has always given his friend an opportunity to listen in to the **very best** that there is in the air; and nine chances to one, **WOC** occupies the front row; consequently, when this man without a set gets one of his own, one of the first station he fishes for is **WOC**? Fellow practitioners, can't you see what that means to the future of the profession?

You mention on page two of last article that **WOC** has started millions of arguments by those who were against Chiropractic, which has been ably defended by those who have taken adjustments, and know what it can do. "All this has made friends, **fighting friends**." That's the idea, **FIGHTING FRIENDS**, that is what we want and need, and that is the very thing **WOC** is doing for us.

Your article has a number of epigrams that the profession should always keep handy for conversation for the benefit of Chiropractic. You mention that through **WOC** that millions now know that it (Chiropractic) confines itself to adjustments of the spine to release the pressure upon nerves to let the nerve force in the body **get the inside health out**. That is the idea, to get the inside health out. Get that fact to the prospect and patient, and you have gotten Chiropractic sold to him or her for life.

Here is another that is especially good - You mention the different types of enemies that Chiropractic has, and that all of these are destroying **the good** name of Chiropractic, and that all of these are millions of mouths that chatter their unknown quantity. As against these millions, The Palmer School of Chiropractic was ONE mouth. Then you mention how you solved the problem so that **the ONE mouth has been increased to millions in strength through WOC**.

Here is another - That Station **WOC** is building an international GOOD-WILL for Chiropractic. And here follows the greatest epigram of the article: "We know the human mind well enough to know that what it isn't up on, IT IS DOWN ON."

Then the heading in the article on the second page, "Advertising Pays," should convince any normal minded person that "Broadcasting" has the greatest opportunities of any medium in the world, and I know a little of what I am talking about, for previous to taking up Chiropractic, have had a great deal of experience in the newspaper game. Here is a point that you left out in contrasting newspaper advertising with radio. Even though one does pay out \$45,000 per year for a full page advertisement as in the paper that you mention, and even though it does reach 20,000 subscribers, and 100,000 supposed readers, there are thousands of those readers and subscribers that **never see** that full page ad, for the reason that there

are thousands of people that hardly ever turn the front page; they see the main news there, and that is all they care about.

But the "listeners in" get the radio (ad) announcement, for it is short, and they want to remain for the next number.

Well, I believe this is enough said. So go to it., **BJ. WOC**, thanks to your marvelous foresight, is an early bird in the game, and will do more to put Chiropractic on the map **THAN ALL OF THE OTHER PUBLICITY MEDIUMS IN THE WORLD**.

Yours for straight Chiropractic,

A.W. Bliss, D.C.

1924h (Aug): *BJ's The Hour has Struck* includes: "Why the high price!"

1st - We will have a **PSC** traveling school with approximately ten men. Figure salaries and expenses at \$5,000 per month for ten years and see what an item that is - \$600,000. It will cost us \$1,170 to fulfill our ten years contract of services with you, for you. On every \$620 contract, we will lose \$550. On every \$1,200 contract, we will clear \$30. On every \$1,500 contract, we will have a profit of \$330.

2nd - With this profit, we contemplate a National Publicity campaign on the Neurocalometer. Somebody has said that I will make \$30,000,000. That is three million a year. We have had a National Publicity Campaign of \$100,000 and it barely scratched the surface.

3rd - I anticipate the necessity of protecting our patents when they are allowed. That means a crew of lawyers and fees. You pay this for your own protection to your Neurocalometer.

4th - You brush aside the incorporation tax of 12.5% and over. You brush away royalties, improvements, breakage, etc.

5th - **WOC** now covers portions of America consistently. Contracts have been let which multiply our power by ten. Five hundred watts now to 5,000 watts, or five kws. We will then be heard over the world, and will have one of the five strongest private broadcasting stations in the world. That will cost \$50,000 additional.

Why this? Just to spread the gospel for you! (Palmer, 1924h, p. 29)

1925 (June): *The Recoil* ("Volume VII") of the "June Class, 1925" at **PSC** includes:

-ad for "Sh!!!! THIS IS STATION **WOC**, owned and operated by the Palmer School of Chiropractic" with cartoon of piano player broadcasting from "Davenport, **WOC**" (p. 135)

-tall **photo** of broadcasting towers above **PSC**; promo says (p. 36):

Radiophone Station **WOC** is the tie which binds together the Fountain Head of Chiropractic, the members of the Chiropractic Profession and the countless thousands whom they serve with health service.

-**photo** caption reads (p. 36):

Henri L. Gaddis makes the daily announcements to all classrooms by speaking into a microphone in the **WOC** Studio.

-additional photos of (p. 137):

INTERIOR OF RECEPTION ROOM" AND "A CORNER OF "UP-E'-NUF" ROOF GARDEN, SHOWING RADIO BUILDINGS AND PART OF ANTENNA SYSTEM

-ad for **WOC** includes photo: "A REMARKABLE NIGHT VIEW AT **WOC**"; ad reads (p. 165):

Chiropractic Contact with the World STATION WOC

Programs broadcast from this famous station (one of the half dozen finest equipped stations in the world) are praised by letter by more than 100,00 listeners each year. It is conservatively estimated that many more than a million people listen in regularly on **WOC** programs.

Chiropractors must appreciate the advertising and publicity value of these programs. Those who are wise will take equal pride in announcing in their advertisements that they are graduates of The Palmer School of Chiropractic, The Home of **WOC**. Chiropractors

who have installed radio receiving sets in their homes or offices, have found the programs received from WOC of inestimable value to them in an advertising way.

Every person who writes or calls at Station **WOC**, receives an acknowledgment of his interest in the programs we broadcast. This acknowledgment is in the form of a circular which tells not only about the station, but also about Chiropractic. This means that thousands of people who otherwise might not be attracted to Chiropractic are given a cordial introduction this science of health.

Cooperate and profit! We are willing, as you must know, to go more than half way in assisting you.

1925 (Dec): **Bulletin of the ACA** [2(11)] notes:

-(p. 18): "Station **ACA** Broadcasting" ad lists benefits of **ACA** membership, including "United profession, aid in obtaining suitable legislation, aid in retaining suitable legislation, aid of chiropractic legal experts, public lecture bureau, research bureau, protection to quality schools, elimination of unfit schools, open policy national publication"

1926: "Also a pioneer in broadcasting, he [Frank W. Elliott]...was an organizer of the National Association of Broadcasters. He was named president of the organization in 1926 and was a member of its first board of directors..." (Rehm, 1980, p. 285)

1926: (Lewis, 1991, p. 181):

...Though **initially prohibited by the stations from even giving their names over the air waves**, radio announcers had swiftly become personalities, too, with whom listeners felt they had an intimate acquaintance. In 1926, the Post Office had no trouble delivering a card sent from London, addressed only to "Phillips Carlin, Celebrated Radio Announcer, America." When listeners learned that a daughter had been born to Carlin, they sent more than 600 letters to **NBC**. **NBC** learned to capitalize on such events, too, so that the fact the announcer received the letters became a news story carried by the papers.

1926 (Sept): **RCA** announces formation of the National Broadcasting Company as a "self-supporting and probably revenue producing" radio network; **NBC** will pay AT&T \$1 million annually for the rights to connect its stations by telephone lines (Lewis, 1991, p. 178)

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

-"WOC enlarges" (p. 11)

We note by the Davenport Democrat of February 24th, that the Radio Station WOC has made quite an enlargement, adding a Green Room, making in all four commodious studios, thus greatly facilitating the broadcasting from this station.

1927: according to Lewis (1991, p. 181):

How many people listened to these events? In the week before **Lindbergh's** arrival, stores reported brisk radio sales. There were approximately 6 million sets across the nation. An average of five people would listen to each, so the statisticians figured, for a **total audience of 30 million**. Even if these projections were inflated, more Americans were listening than ever.

1927 (June): according to Lewis (1991, p. 180):

...before a crowd of 150,000 gathered at the Washington Monument, stand President **Calvin Coolidge** and America's newest hero, Charles A. **Lindbergh**..The National Broadcasting Company had linked fifty stations in twenty-four states across the nation in the largest network broadcast ever.... The words traveled over about 12,000 miles of AT&T's telephone wire presided over by 400 telephone and radio engineers

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

-BF Gilman DC, President of **NYSCS**, broadcasts address on WGL/NYC, reprinted here as "Chiropractic On the Air"; notes "Forty states of the Union have already laws governing the practice of Chiropractic..." (pp. 11, 12, 27)

1928 (May 26): **JAMA** [90(21): 1733-8] publishes "Schools of Chiropractic and of Naturopathy in the United States"; notes of the **PSC**:

THE PALMER SCHOOL OF CHIROPRACTIC

(Inspected, May 23, 1927)

Radio Station. - **WOC** is the pride of the school. Two "studios" are maintained in order that time may not be lost in changing from one program to another. The rich draperies and velvety carpets deaden every noise. Overhead, in rustic setting, is an artistic and remarkably beautiful taxidermy display, the private property of "B.J." The radio apparatus is said to have been installed at an expense of \$200,000. While at first an expense, it is now on a paying basis through the medium of its advertising programs....

Size of the School. - The four classes were visited and the number in attendance estimated as closely as possible without becoming conspicuous. Estimates are as follows: freshmen, 35; sophomores, 56; juniors, 100; seniors, 125; total, 316. Enrollment was said to be between 400 and 500.

As a salesman, "B.J." is a success; as an educator, he does not even exist...

1928 (Oct 1): 27-year old William S. Paley merges "two struggling networks" into the **Columbia Broadcasting System**; "when Paley took over, only one hour's programming out of five had a sponsor. He immediately moved to increase the network's sales of advertising, and encouraged rival radio manufacturers to promote their products on his network. He added stations on the West Coast. He hired an executive from the **Federal Radio Commission** who knew broadcasters throughout the nation. Working together, they expanded **CBS** to seventy-six stations by the end of the decade." (Lewis, 1991, p. 183)

1929: according to **Broadcasting** magazine (July 24, 1961, p. 85) article entitled "Our respects to Dr. Daniel David **Palmer**, president, **Palmer Enterprises: Broadcasting and public service are family traditions**":

...Dr. [Dave] **Palmer** earned his B.S. degree in economics in 1929 at the Wharton School of Finance and Commerce at the U. of Pennsylvania.

1930: "Also a pioneer in broadcasting, he [Frank W. Elliott]...was also vice president and general manager of the Central Broadcasting Company, operators of WOC, Davenport, and WHO, Des Moines." (Rehm, 1980, p. 285)

1930: according to **Broadcasting** magazine (July 24, 1961, p. 85), "The radio-tv outlets in both markets are affiliates of NBC, an association that began in 1927 when WOC became western leg of the early NBC radio network."

1930: according to **Broadcasting** magazine (July 24, 1961, p. 85), "In 1930 **WHO** was acquired" by BJ Palmer

1930: (Wardwell, 1992, p. 70):

...In 1930 one of its [**WOC**s] sportscasters was President-to-be **Ronald Reagan**, who wrote in his autobiography, *Where Is the Rest of Me?* (1965, p. 47), that **WOC** stood for "'World of Chiropractic'...Founded by Colonel B.J. Palmer of the Palmer School of Chiropractic, it was located in the top floor of the school." (B.J. had gotten himself appointed to the governor's staff as a lieutenant colonel, and characteristically relished wearing his uniform.) However, **WOC** was more popularly believed to stand for "Wonders of Chiropractic." (Frank Elliott, formerly B.J.'s business manager, told me in 1974 that

the letters actually had been assigned by the Federal Communications Commission.) B.J. often used **WOC** for late-evening soliloquies, in which he would introduce comments on the benefits of chiropractic. HE also authored an innovative text, *Radio Salesmanship* (1942). As a salesman he was like some of the early medical deans that Flexner (1910, p. 19) criticized: "The deans of these institutions occasionally know more about modern advertising than about modern medical teaching.

1930 (Apr 1): *Bulletin of the ACA* [7(2)] notes:

-**ACA's The Life Line** program (magazine) is broadcast weekly on various radio stations: KOA/Denver, WJR/Detroit, KYW/Chicago, WOV/New York, WSYR/Syracuse, WGR/Bufalo, WTNT/Nashville, KGIR/Butte, KOH/Reno, KFI/Los Angeles (p. 7, back cover)

1930 (Apr): LACC's *The Chirogram* (Vol. 6, No. 4) publishes "American Chiropractic Association:

The **American Chiropractic Association** is giving chiropractic lectures over the **National Broadcasting System** every Tuesday evening. The lectures are of great value to our profession as they are educational and interesting.

Chiropractors should inform their patients and friends of these radio talks and should encourage them to write to the station and thank them for their efforts toward the education of the public in a progressive science of healing. If every chiropractor will boost the **ACA** programs it cannot but help to popularize chiropractic in the interests of every practitioner.

Tune in, doctor, on your radio every Tuesday evening for the **ACA** program.

1930 (May): *Chirogram* (6[5]: 14) notes **ACA** broadcasts programs on Tuesday evenings on several stations: WOV, WGR, KOH, KFI, WTNT, KGIR, WSYR, KOA, WJR, KYW (p. 14)

1930 (June 1): *Bulletin of the ACA* [7(3)] notes:

-**Life Lines** radio program, broadcast on Tuesday evenings, is conducted in cooperation with several chiropractic colleges: Carver, Denver, Eastern, Lincoln, Missouri, O'Neil-Ross, Palmer, Texas and Universal (p. 13)

1931: in his *The Rise of Chiropractic*, historian Chittenden Turner writes (pp. 174-7):

...Altar and laboratory continue as rivals in the work of prevention and cure. And latterly a growing disbelief in drugs has invited a fresh, unbiased scrutiny of medical science - not inappropriately, considering the metamorphosis of pharmacies into restaurants, general stores and contraband bases. War enhanced the prestige of surgery. Machinery has dignified the diagnostician. **Radio has encouraged occultism...** (p. 4)

The fourth annual "get-together" in New York, February 21, 22 and 23, 1931, drew as many as 7,000 friends of chiropractic. It was decided to hold the next anniversary in the spacious Madison Square Garden. A thousand persons had been unaccommodated in the generous ballroom of the St. George Hotel, Brooklyn.

The American Bureau of Chiropractic is said to have been born from the single idea of having bail bonds ready in event of arrest. Dr. William H. Werner, founder, was a step ahead of his colleagues in preparedness, owing to the rigors of professional life in New York. Other chiropractors came to him for advice, until a small nucleus for a protective association was formed, eventually becoming known primarily as a layman's organization.

This lusty child of chiropractic came at a time when prophecies from the medical camp were calculated to inspire dread. One official of the American Medical Association had said that chiropractic could not survive more than two years at the most. It was indeed but a year since catastrophe had fallen upon the Universal Chiropractors'

Association, and affairs at Palmer School were in jeopardy. Many young students refrained from continuing their courses; not a few practitioners began to look toward other means of livelihood.

Dr. Werner established radio station WMCA, and rallied the field with encouraging addresses. These had considerable effect and the infant organization began to grow rapidly...

The publicity program of the A.B.C. has become extensive, conveying the chiropractic message through various channels to the public. Dr. James Workman, of Santa Ana, California, president of the California unit, reports that radio lectures of fifteen minutes will be given daily at stations in San Diego, Los Angeles and San Francisco...

1932 (Apr): *Journal of the International Chiropractic Congress* [1(5): 4] includes an "Editorial Comment" by **Loran M. Rogers**, D.C. (p. 4):

It has been called to our attention that Dr. **B.J. Palmer** has, in a recent issue of the F.H.N., criticized the **I.C.C. JOURNAL** for accepting advertising of modalities and adjuncts in order to get its message before the profession.

It is ducedly inconsistent, to say the least, for B.J. Palmer to criticize others for advertising things other than "straight Chiropractic" when HE attempts to SELL such adjuncts as the **NCM** and such modalities as the **BJ-WOC Exerciser** to the profession, and particularly and especially when HE accepts strictly medical advertising, such as medicines, drugs and cough syrups over Radio station **WOC** which first announces that "this program is coming to you from the **Palmer School of Chiropractic Studios** in Davenport" and then comes glowing testimonials as to the efficacy of REM for COUGHS, ARZEN and MISTOL for COLDS, NUJOL for CONSTIPATION, BAYER ASPIRIN for PAIN, etc, among the conglomeration of MIXED and MEDICAL PROGRAMS. Chiropractors are having difficulty explaining to their patients why **B.J. Palmer** accepts advertising over Station **WOC** which directly challenges the Chiropractic Principle which HE professes to advocate.

We give notice her and now, to all and sundry, that the **I.C.C. JOURNAL** intends to accept bonafide advertising of every nature which is presented, except that which is directly pro-medical, such as REM, ARZEN, MISTOL, NUJOL, ASPIRIN, etc., which proves that we have a great respect for the principles of CHIROPRACTIC and for DRUGLESS HEALING as against the DRUG METHOD regardless of the **BJ-WOC** paradox. We also know this is true: The **I.C.C. Journal** refuses to accept such medical advertising as is being broadcast over **WOC** **right now!**

1932 (Apr 20): CO Watkins' *Montana Chiroilite* reports that NCA has distributed a questionnaire to the field:

-(p. 4):

...1. Do you approve the action of **BJ Palmer** in dividing the Chiropractic profession? 2. Do you approve the action of anyone working with the Medical Boards against the Chiropractors? 3. Do you approve the action of anyone declaring to the public to the effect that Chiropractors who do not practice as he dictates are incompetent, insincere, and dishonest? 4. Do you approve of a Chiropractic Radio station advertising patent medicines? 5. Do you approve of letting the field decide these questions in hope that such controversies can be ended and their repetition prevented? You are to answer these questions 'yes' or 'no' and sign your name with date.

If anyone fails to receive his questionnaire, he should write the **National Chiropractic Association**, 528 Butternut St., Syracuse, NY for a copy as it is desired that all should vote. We can see no objection to your making duplicate questionnaire and sending it in to headquarters.

1932 (Sept 12): letter from G.W. Will DC, PhC., Chief of Staff of "Educational Chiropractic Clinics, *A professional service for Chiropractic*, Home Office: Macon Missouri" who is writing from

Sayre OK, to **C.S. Cleveland Sr.**, DC (Cleveland papers, CCC/KC):

Dear Dr. Cleveland:

....On the "How to Build a Practice" list of speakers, I did not mention Dr. Elliott, Cushing, Oklahoma. He would have something worth listening to, I am sure, and can stand up and give it effectively. We have just finished a clinic with him, and know that he is really putting Chiropractic over. **He practically controls the Cushing radio station, and is now making a place in his office building for the main broadcasting room....**

1933: ""The Radio Waves Are Calling!" proclaimed the **Radio Corporation of America** in a promotional map of the United States it published in the darkest year of the depression, 1933....The four-color map of the continent showed the location, call letters, and power of all broadcasting stations in the United States (605), Mexico (39), Cuba (7), Puerto Rico (1), Hawaii (2), Alaska (3), Canada (36), and Newfoundland (8). Among the states, New York had the most stations with 48, while Wyoming still had just one. Alabama had ten stations...The brochure listed state-by-state some of the programs available. **In Iowa, where there were more automobiles per capita than in any other state, Cheerful Stan, the Standard Oil Service Man, broadcast "Hitting the Highways" every Wednesday evening over WOC-WHO in Des Moines...**" (Lewis, 1991, pp. 229-30)

1933: "By 1933, those in the minority who still dreamed that broadcasting might become a medium of education and information were pressing hard for reform. Through the National Committee on Education by Radio, they induced sympathetic congressmen to propose legislation that would force the **Federal Radio Commission** to license stations with more power and more favorable places on the broadcasting spectrum, and they were hopeful of success when they learned President **Roosevelt** wished to create a communication commission. But the result of their efforts, the **Communications Act of 1934** that created a **Federal Communications Commission**, only maintained the status quo. When a committee of the **FCC** held hearings on the role of education in broadcasting, the networks contended they already devoting ample time to cultural enrichment, including shows like **NBC's "Amos 'n' Andy."** Nevertheless, the threat of legislation induced networks to create programs like "The University of Chicago Round Table" and "American School of the Air" to satisfy the **FCC's** stipulation that broadcasting be in "the public interest, convenience, and necessity."" (Lewis, 1991, p. 240)

1934 (July): CO Watkins' **Montana Chirolite** reports that:

-neither **NCA** nor **CHB** protested Morris Fishbein MD's (**JAMA** Editor) radio broadcast "Character of a Quack" to the **Federal Radio Commission** (p. 3)

1934: "...the **FRC** metamorphosed into the **Federal Communications Commission** in 1934..." (Lewis, 1991, p. 269)

1934: according to Lewis (1991, pp. 243-4):

...Searching for a fresh venture, a new field to explore, which would be "highly interesting, humanitarian, presumably profitable," **de Forest** turned to radio "**diathermy**," the technique of passing electromagnetic waves through the body to produce heat. **Diathermy** was a variation on a "radio knife" he had patented in 1907, which employed electromagnetic waves to cut human tissue. The knife had failed for want of an oscillating tube and circuit. Early in 1934, he created a small portable machine with the proper circuit that generated penetrating heat, and in just a few months he

demonstrated it to doctors. This time, however, he ran afoul of the **American Medical Association**, which resisted the technique, and federal authorities who were unhappy with the frequencies at which his machine operated. Though initial interest was great, he was able to produce few machines.

1935: the **FCC's** "first annual report of important developments in radio...failed to mention FM..." (Lewis, 1991, p. 269)

1935 (Nov): **Fountain Head News** [A.C. 40]; 22(12):1 reports: **CHIROPRACTORS PLAN PROGRAMS ON RADIO**

Members of the Virginia Chiropractors' Association, Inc. pledged themselves to raise \$1,000 toward the cost of putting on a series of educational programs over a national radio hookup, at the closing session of their annual convention yesterday afternoon at Hotel Patrick Henry.

The convention yesterday studied the latest developments in the science of Chiropractic, several lectures and demonstrations on neurocalometry, neurology and Chiropractic adjusting technique being given. The convention adjourned about 4 p.m.

Dr. Howard E. Hanson, of Lynchburg, was elected president of the organization for the ensuing year at the Saturday session. - Roanoke Times 9-23-35.

"I am enclosing a newspaper clipping relative to the action of the Virginia Chiropractors Association took on the National Broadcasting question. In the News Letter which we will get out next week I am making challenge to other states to pledge and raise an equal amount. I wonder if it would be a good plan to print this in the **Fountain Head News?**" - John Stoke, D.C., Roanoke, Va.

1936 (Jan): "Armstrong petitioned the **Federal Communications Commission** for an experimental license to test FM..." (Lewis, 1991, p. 269)

1938 (June): "Armstrong began testing his [FM] system at a low power..." (Lewis, 1991, p. 272)

1942: BJ **Palmer** authors **Radio salesmanship**. Davenport IA: **Palmer School of Chiropractic**, 1942

c1950: "Today **WOC**, along with **WOC-TV**, the first television station in Iowa, is still on the air at its modern headquarters across the street from **Palmer College** in Davenport, Iowa." (Armstrong & Armstrong, 1991, p. 154)

1957 (Dec): **JNCA** [27(12)] includes:

-**"NEW YORK: DR. FRANCIS SAUCHELLI PASSES AWAY"** (p. 45):

A Requiem Mass will be celebrated Thursday at 10:15 a.m. at Holy Cross R.C. Church for the late Dr. Francis X. Sauchelli who died at Roosevelt Hospital after suffering a heart attack a week ago. Dr. Sauchelli treated many sports, stage, screen, and TV personalities. Sal Maglie, when he had a sore arm, was one of his patients.

The body is reposing at the Buckley Funeral Home, 445 West 43rd St. Interment will be in Calvary Cemetery, Queens. - From the New York Mirror, October 15, 1957

1959: first edition of Joseph E. Maynard DC's: Healing hands: the story of the Palmer family, discoverers and developers of chiropractic includes:

-**photo** of "Young **Reagan** at WOC Mike. Any graduate of Palmer College of Chiropractic remembers Radio Station **WOC** in Davenport, a division of Palmer Broadcasting. So it was with great interest that many read the May 12, 1975, issue of "U.S. News and World Report," and saw a youthful **Ronald Reagan** beaming over a **WOC** in 1932." (p. 101)

1982: Ernie Panza DC publishes *The life and times of B.J. Palmer* (p. 51):

B.J. was a pioneer in communications and was the founder of radio station **W.O.C.** which stands for Wonders of Chiropractic. In **1927** it was the first radio station licensed by the **F.F.C.** west of the Mississippi River. It received its license only a short time after **KDKA** [sic: WDKA; see Lewis, 1991, pp. 162-4] radio in Pittsburgh, and was the **first station to become a member of the NBC network** in 1927. W.O.C. was the first station to broadcast regular programs and to keep daily radio logs, the latter of which is required by all radio stations today. B.J. also wrote and published the book *Radio Salesmanship*, which is still in use as a reference book wherever broadcast is in operation today. B.J. did not stop with only one radio station but went on to own several other stations. Radio was not his only endeavor into the field of communication. He was also very much involved in TV communication. He was one of the first people to experiment with color television. From color television he progressed into film making. He owned a studio in California which pioneered in Technicolor and 3-D movies which was called stereo color...

-reprints poster "Builders of America," authored by ICA, 1947, details BJ's life: "Founder WOC, Davenport, 1922, first radio station licensed west of Mississippi River, first to become member NBC network 1927, Pres. WHO, Des Moines. Wrote and published "Radio Salesmanship," distributed to radio industry U.S. and Canada - Today a reference book wherever broadcasting is in operation. WOC first to install radio sets in homes of invalids and "shut-ins"... (p. 125)

Additional Sources

CiRullo, Bernard L, PhC; 3452 Del Rosa Ave, San Bernadino CA 92404 (H: 909-883-9958 after 9PM; W: 909-882-3432); **Ben will contact attorneys for BJ's estate and will provide Agnes Palmer's address**

Letter on 1/6/94 from William Heath ("Nip") **Quigley**, MS, DC; 6024 Torrey Pines Drive, Ocala FL 34472 (904-624-3495):

Dear Joe:

I have thoroughly enjoyed reading both papers you sent me. In regard to the WOC article, I have sought to find out when did the government lift its ban on radio advertising. I went to the library hoping to find some historical material on radio advertising. That information exists somewhere however it was not in the local library. The Palmer's life style did not alter enough after the stock market crash to believe they were living off the PSC. I was always told that WOC kept the school afloat but not directly. It is factual that faculty members were paid through the early depression years with cash and WOC stock certificates. Those who stayed with the school for years thereafter were well repaid for their loyalty because the WOC stock escalated when WOC became a part of the Palmer Broadcasting Company. There was a proviso on the stock payment which was that if the faculty member left the school he would be required to offer the stock to the Palmers at current value. This was to insure ownership by the family. At least two men were paid a half million dollars for their stock on retirement.

It is not spoken of but Ronald Reagan was fired from WOC. Peter McArthur who was station manager was transferred to Des Moines to WHO at the same time. He saw talent in Reagan and brought him to Des Moines where his sports announcing career began.

At the Crossroads is an excellent reconstruction of that interim in chiropractic history. This article has bided the gap in my understanding of the NCA's activities and campaigns. I recall B.J. talking a great deal about the Steele case and the Boston case in Davenport.

Thanks for sharing these two papers with me.

Keep me posted on your location.

Sincerely,

Nip Happy New Year!

ColorCode: black indicates info has been entered in chronology; blue indicates info awaits entry

<u>Year</u>	<u>Month & Day</u>	<u>A.C.</u>	<u>Volum</u> <u>e</u>	<u>Issue</u>	<u>Comment</u>
1923	Apr 14	28	12	33	CDA (pp 1-4); WOC (pp 10-11)
1923	Apr 21	28	12	34	WOC (p 8)
1923	Apr 28	28	12	35	WOC (p 2)
1923	Sept 8	28	13	1	WOC (p 13)
1923	Sept 22	29	13	2	WOC (p 9)
1923	Oct 6	29	13	3	WOC (p 13)
1923	Oct 20	29	13	4	WOC/Ashworth (p 7)
1924a	Jan 26	29	13	11	WOC (pp 1-12)
1924b	Feb 9	29	13	12	WOC (pp 1-7)
1924c	Feb 23	29	13	13	WOC (pp 1-6)
1924d	Mar 8	29	13	14	entire issue
1924e	Apr 5	29	13	15-6	entire issue
1924f	May 3	29	13	19-20	WOC (p 17)
1924g	May 17	29	13	21-22	WOC (p 4)

<u>Year</u>	<u>Month & Day</u>	<u>A.C.</u>	<u>Volume</u>	<u>Issue</u>	<u>Comment</u>
1923	Mar 31	28	12	31	Craven/PSC grads (p 16)
1923	Apr 7	28	12	32	Vedder/education (pp 1-3); National/UCA/ACA (p 4)
1923	Apr 14	28	12	33	CDA (pp 1-4); FO Logic (p 7); WOC (pp 10-11)
1923	Apr 21	28	12	34	WOC (p 8); LACC/Linnie Cale (p 10); Burich (p 16)
1923	Apr 28	28	12	35	WOC (p 2)

1923	Sept 8	28	13	1	Schillig (pp 10, 14); WOC (p 13)
1923	Sept 22	29	13	2	FHN publication schedule (p 2); Ashworth (p 5); WOC (p 9); LACC/Linnie Cale (p 10)
1923	Oct 6	29	13	3	lyceum/UCA/NBCE/Darrow (pp 1-4); WOC (p 13); PSC faculty (p 16)
1923	Oct 20	29	13	4	WOC/Ashworth (p 7); PSC enrollment (p 8); LACC/Linnie Cale (p 9)
1923	Nov 17	29	13	6	Hubley/California Board of Chiropractic Examiners (p 6); Vedder (p 10); fake MD/Missouri (pp 1-2)

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