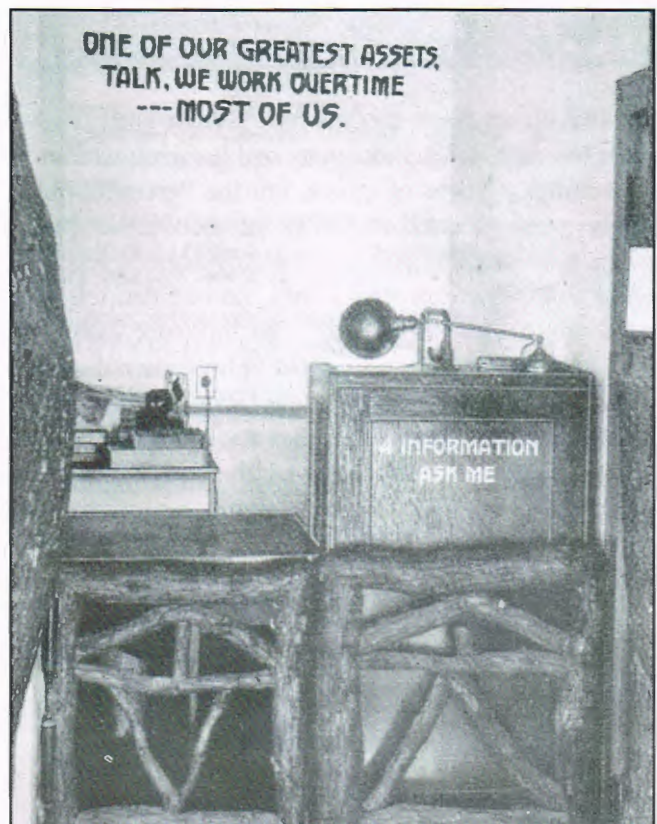
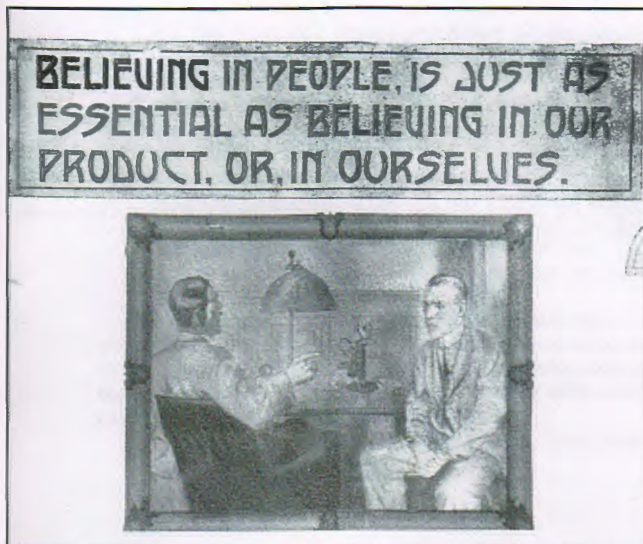


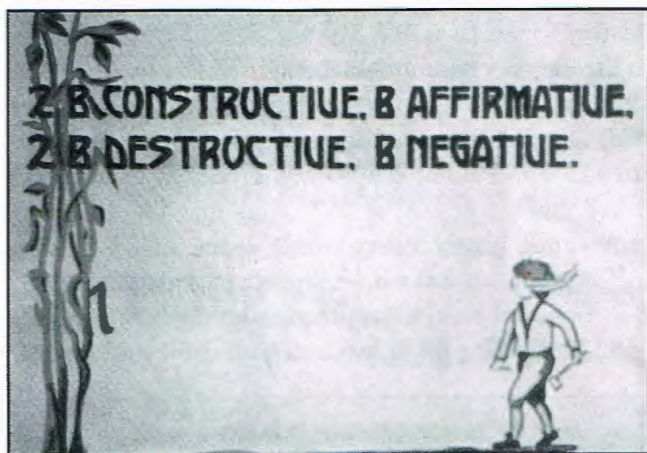
Epigramania Revisited

CARL GILMAN, President of the
Preservation for Chiropractic Epigrams

On April 1, a series of mottoes, or epigrams, appeared on the walls of the school accompanied by an oddly familiar symbol. Many students wondered if the symbol was one from some religious group and if the messages were those of prayer. The symbol and the message are not religious but are from a historic group and its leader/founder. The group was called the Roycrofters and the man was Elbert Hubbard. Elbert Hubbard was a brilliant and charismatic individual who became a wealthy man when he sold his interest in a mail-order company he had co-founded. In 1893, he started an artist colony in East Aurora, New York; this colony was to become the beginning of the Arts & Crafts movement in America. The Arts & Crafts movement was based on the ideas of many revolutionary thinkers of the day including William Morris, Walt Whitman, Hubbard himself and especially Ralph Waldo Emerson. The craftsmen became famous largely for their straightforward and simple architectural style that was to influence the likes of Frank Lloyd Wright and Gustav Stickley. Hubbard wanted the colony to approach an honest life and find the inherent beauty in all things Natural. Therefore, the ornate decor of the Victorian age was tossed aside; and a more simple style of decoration resulted. This also extended to pottery, printing of books, clothing and furniture. The colony was self-sufficient and Hubbard regularly held lyceums to gather artists and thinkers from all over the world to celebrate and

exchange ideas. Hubbard believed that people were inspired by their surroundings and installed mottoes on the walls of the colony's buildings to focus and provoke thought. All things produced by the colony were of the highest quality and were produced mostly by hand, the task was glorified and work was held as the greatest endeavor of man. Elbert Hubbard was also a prolific author, and his books made him enormously famous. He attracted the "movers and shakers" of his time and was consulted by many people for his thoughts and his philosophy. One of his dearest friends was B.J. Palmer. We all have mentors in life, be they parents, teachers, friends, or whomever. Hubbard was one of the strongest influences B.J. ever had, and B.J. modeled himself after his mentor and friend. The Palmer school was graced with what we today call epigrams, a collection that continued to grow until nearly every blank space of all held a message of some kind, designed to provoke "thot." B.J. believed that Chiropractic should be "done by hand," reflecting his agreement with the joy of the task





and that the art was a specific one. Clarity and honesty were to guide B.J.'s philosophy and his many volumes of writings. These of course are the "green books." These were printed originally in the Palmer press room, a needed emulation of the Roycrofter Press, for when you print your own books, no one can tell you what you can or can't write. The influence extended to the annual lyceum held at the Palmer school, today called homecoming, and to the style of dress that Hubbard wore. Many of you have noticed the wooden chairs in parts of the school with the names carved in the chairbacks. These chairs, numbering 48 in all,

were made for B.J. and carry the names of important chiropractors and others of the day. The chairs were made by hand, by the Roycrofters, as was the grandfather clock in the archives office. Each day the Roycrofter chairs are counted twice to make sure they stay a part of Palmer. On the front of each seat the Roycrofter symbol can be seen. The clock was given to B.J. at his request after Hubbard and his wife died when the Lusitania was torpedoed in 1915. The clock has no numbers; in the twelve spots are letters spelling CHIROPRACTIC. Hubbard's influence went much deeper than the

physical signs left today, but these are largely what is left. The epigrams we chose to foreshadow our efforts to replace some of the epigrams, are those of Elbert Hubbard. A fitting nod to the source of Palmer's own epigrams. A small group of students on campus, the Preservation Committee for Chiropractic Epigrams, are in the process of getting approval for a limited number of epigrams to be put back on the walls for the Centennial of the school. If we are successful, some of the "hot triggers" may be back soon. This project will be wholly funded by students and alumni once approval has been given. The epigrams are a part of Palmer's history and part of the Palmer family's legacy. We do not wish to cover the walls as before, and we realize some of the original messages would mean little today, but many of them are positive and make very good points. In a limited number and reproduced in the original lettering font, the Arts & Crafts font, they will be a positive and productive reminder of Palmer's past.

If you have any questions or ideas, or would like to help, contact me at PCC Box 1164, or you can ask us in person, we are Chad Rohlfson, Mike Mathes, Craig Pearson and this reporter.

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