INTRODUCTION

Chiropractic has a rich and colourful history. When it emerged at the end of the nineteenth century, the practice of medicine in the North American Midwest was still relatively crude. Many, if not most, of the doctors practising at that time had gained their qualifications through apprenticeship, and it was at least two decades before the "Flexnerian revolution" would begin to change the face of medical education. The expectation that the ultimate cause of disease would eventually be found still seemed reasonable, and many schools of medical thought flourished side by side—allopathic, homoeopathic, Thompsonian and osteopathic, among others. All of them were to be absorbed sooner or later by the dominant paradigm, allopathy; but chiropractic has to this day remained a separate and distinct discipline.

The rise of chiropractic was both rapid and stormy, with frequent philosophical and personal clashes between the protagonists resulting in proliferation of new techniques, new schools and new associations. These conflicts, the adversarial position taken by political medicine, and the tenacity of its pioneers had a profound effect on its development, and many of the issues and controversies facing chiropractic in the 1990s can be better understood against this unique historical background. Through this occasional series we therefore hope to stimulate an interest in our profession's roots by sharing glimpses of past events and legendary characters that together have woven the rich tapestry of chiropractic history.

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BARTLETT JOSHUA PALMER

Bartlett Joshua Palmer was born on 14 September 1882 in What Cheer, Keokuk County, Iowa to Daniel David Palmer and Louvenia Landers, and delivered by J. Cal Williams, a medical practitioner of What Cheer, according to Keokuk County records. In later years, his birthdate was stated as 10 September 1881. According to B.J. there appeared to be some confusion as to the actual date: the family album stated 1882, while a family portrait that D.D. had printed in large quantities to give away to patients stated 1881.

B.J.'s early years were difficult. His father, who had been a school teacher, successful apiarist and horticulturist, had moved to What Cheer to be near his parents and brothers, and started a business selling fish from a wheelbarrow before opening a grocery store. Later he also started breeding and selling goldfish. Two years later, however, the family was living in Letts, Louisa county, Iowa, with D.D. teaching school again. Here B.J.'s mother passed away on 20 November 1884, when he was just over two years old. While in Letts, D.D. studied phrenology and lectured on the subject, then moved on to Burlington, where he studied and practised magnetic healing prior to moving to Davenport. The continual change of location and a succession of stepmothers, each worse than the one before, made deep impressions on B.J. and his sisters May and Jessie. Life in Davenport was harsh. D.D. was short-tempered, as his current wife was addicted to morphine due to pain from an earlier spinal injury. She was a devil without morphine, and an angel when she had had a dose of it. All three children were at times locked out and had to sleep in dry-goods boxes in the alleyways, and they could look forward to regular beatings by strap. They carried their emotional and physical scars for the rest of their lives. When May and Jessie reached their eighteenth birthdays, they were unceremoniously kicked out from home, while B.J.'s bedroom was earlier taken away from him to make room to house D.D.'s store of goldfish.

B.J.'s formal education was in the Davenport public school system. He was expelled from high school during the first half of the first year for bringing a white mouse to school and releasing it in the classroom. In 1895, when B.J. was 13 years old, he could be found studying the pipe-organ between 4.00 and 6.00 am. Between 8.00 am and 5.00 pm he worked as a clerk in St Onge's Ladies' Ready-to-Wear Store on the ground floor of the Ryan building, learning practical business methods. Between 8.00 pm and 10.00 pm he occasionally served as a subject for a travelling hypnotist who came to town, learning the arts of concentration and suggestion. Sundays found him dabbling in photography and studying electricity. This was the year that D.D., B.J.'s father, discovered chiropractic.

On 6 January 1902, B.J. received his chiropractic diploma. Barely 19 years old, he grew a moustache and beard, never having shaved, because he wanted and needed an appearance of age to offset the handicap of youth. He started practice at Lake City, Iowa, then in

BARTLETT JOSHUA PALMER

1882 - 1961

Kerins, Belington and Elkins, West Virginia, and in Traverse City and Manistique in Michigan, often seeing up to 150 patients a day. Upon leaving each location, he turned the practice over to new graduates. Part of the time he was also running his father's declining business in Davenport. While B.J. was practising in Manistique, he received a telegram from his father telling him to come back to Davenport. Upon arrival home he found that D.D. had sold everything and was ready to leave for California, leaving his defunct business and a debt of $8,000 to B.J.

The lean years of his early youth, the burden of the pressing debt, and his dogged persistence to pay it off, developed B.J. as a 'Man of Principle,' who, once he had defined a goal, would leave no stone unturned to see it through to completion. Together with his wife Mabel, whom he married on 1 May 1904, he built the Palmer School of Chiropractic into the most eminent chiropractic teaching institution in the world. During the winter of 1909-10, only 14 years after Roentgen discovered x-rays, he established the first x-ray laboratories in chiropractic, and they were regarded as among the finest in healing institutions. In 1924 he introduced the Neurocalometer, invented by Dossa Evins, to the profession. Even though B.J.'s heavy-handed sales approach alienated many chiropractors, it must be remembered that the NCM, as the first chiropractic instrument, was a significant development.
The osteological laboratory and museum were declared by an investigating team from the Council on Education of the American Medical Association in 1928 to be “...without doubt, the best collection of human spines in existence.” In 1934 B.J. commissioned the famous Spalteholz Laboratories in Dresden, Germany to produce a wet specimen of the skull and upper cervical spine which demonstrated an upper cervical subluxation.

The B.J. Palmer Clinic, established in 1935, received the most difficult of medically diagnosed diseases. The equipment and facilities of this million-dollar clinic (in 1935 real dollars) made it one of the finest in the middle west of the United States, with medical and nursing staff, complete diagnostic laboratory and physical rehabilitation department. His electroencephaloneuromyotachograph, introduced in 1935, was a forerunner of today’s EEG. B.J. also secured ownership of Clearview Sanitarium in Davenport, operating it as a chiropractic facility for mental patients under the directorship of W.H. Quigley, until this facility was closed by B.J.’s son Dave.

B.J. Palmer was president of the Palmer School from 1904 to 1961, and for more than half a century he was the dominant force in three professional organisations: the Universal Chiropractors Association, the Chiropractic Health Bureau, and the International Chiropractors Association. Author of over thirty volumes, he was also the editor of The Chiropractor (1904-58) and The Fountain Head News (1914-61).

B.J.’s expertise was not limited to chiropractic: he was also a pioneer broadcaster. In 1922 he purchased a radiophone station, 9-BY, located in Rock Island, Illinois, moved it to Davenport, and was granted the call letters WOC (Wonders of Chiropractic). WOC remains as the second oldest licensed radio station in the United States. As one of his early sportscasters he employed a young man by the name of Ronald “Dutch” Reagan.

Some of the firsts B.J. established in broadcasting were: the first network station west of the Mississippi; the first station to introduce exact time signals; the first station to maintain permanent daily operating logs; the first with programs for women, cooking, educational series, and children’s programs; the first to broadcast a wedding; the first in the nation to broadcast from the halls of a legislative body; first to institute the one-minute limit on commercials, now a broadcasting standard. He also wrote Radio Advertising, long recognised as the radio bible; and established the first FM and the first TV station west of the Mississippi.

There is no question that B.J. was an autocrat. He would allow little dissent, whether at home or in his school or other enterprises. There is little doubt, however, that this autocracy was a significant factor in the survival of chiropractic through the trials it was subjected to during the first three decades of its existence. Professor Walter Wardwell of the University of Connecticut wrote that “without B.J. Palmer, chiropractic would almost certainly not have remained a separate and distinct profession.”

VINTON FRANCIS LOGAN
1905 - 1961

Vinton F. Logan, born 1 July 1905 in Peoria, Illinois, was the son of Hugh B. Logan. He grew up in Atchinson, Kansas, where his father began practice. After attending St Benedict’s College in Atchinson, he studied at the Universal Chiropractic College in Pittsburgh, Pennsylvania, receiving his degree in 1920. For the following eight years, Dr Logan practised in Los Angeles, California and was for a time associated with the College of Chiropractic Physicians and Surgeons as an instructor.

In 1934 Dr Logan joined his father to promote the Logan Basic Technique and to formulate plans for opening the Logan College of Chiropractic, which began operations in St Louis, Missouri, in 1935. He was the dean of the college until Hugh B. Logan’s death in 1944, when he assumed the presidency.

The Logan College, from the outset a four-year, non-profit institution, had been seriously depleted in student enrollment by World War II, but during Dr Vinton Logan’s administration, the student body grew from approximately 60 to more than 500. The Memorial Clinic Building and other modern structures planned and built during the 1950s constituted the first large-scale chiropractic college expansion in that period.
In addition to his administrative duties at the college, Dr Logan had been a member of the legislative committee of the Missouri State Chiropractic Association, secretary/treasurer of the International Basic Technique Research Institute, and a member of the Board of Control of the International Chiropractors Association. He had also been elected a Fellow of the International College of Chiropractors. Dr Logan edited and published the *Textbook of Logan Basic Methods* in 1950, based on Hugh B. Logan's original writings.

REFERENCES