

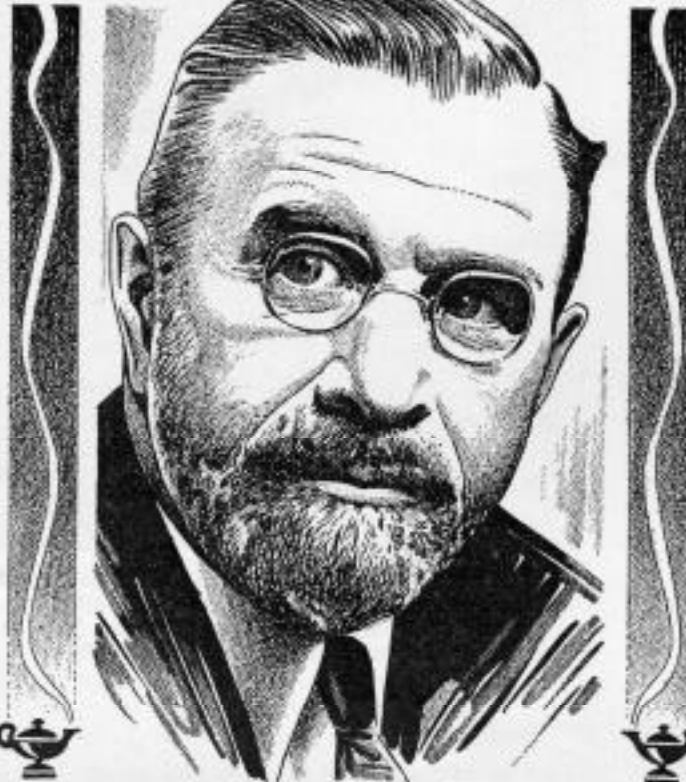
Builders of America



BORN SEPT. 10, 1881, WHAT CHEER, IOWA, SON OF D. D. PALMER, WHO DISCOVERED CHIROPRACTIC, SEPT. 18, 1895, AND FOUNDED THE PALMER SCHOOL OF CHIROPRACTIC—REVEALING HIS IDEAS TO THE SON. FORCED BY CIRCUMSTANCE TO MAKE OWN WAY AT EARLY AGE, YOUNG "B. J." WORKED IN DRY GOODS STORE—POSSESSING KEEN OBSERVATION, DYNAMIC FORCE AND VISION MADE PROGRESS RAPID OVER EARLY YEARS—LATER TO DEVELOP THE SCIENTIFIC ASPECTS OF CHIROPRACTIC, OF WHICH HE IS THE RECOGNIZED LEADER—COURAGEOUSLY SPONSORING IT FROM BIRTH.



KNOWN TO GRADUATES AND STUDENTS ALL OVER THE WORLD AS "B. J."—DR. PALMER MARRIED MISS MABEL HEATH, APRIL 30, 1904; ONE SON, DAVID D., BORN JAN. 12, 1906, MEMBER STAFF PALMER SCHOOL AND ITS BUSINESS MANAGER. PRESIDENT PALMER SCHOOL; PRES. INTERNATIONAL CHIROPRACTORS ASSOCIATION; DIRECTOR B. J. PALMER CHIROPRACTIC CLINIC. MEMBER: ELKS, 32° MASON, SHRINE; I.O.O.F.; KIWANIS, DELTA SIGMA CHI; CHAMBER OF COMMERCE, MANHATTAN AND DAVENPORT CLUBS. AUTHOR, LECTURER, RADIO EXECUTIVE AND WORLD TRAVELER. CHARACTERISTICS: INTEGRITY, KINDLINESS AND LOYALTY—A GREAT AMERICAN—WHO ROSE ABOVE ADVERSITY TO WIN UNIVERSAL FAME.



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." B. J. PALMER'S LIFE STORY IS A SERIES OF DIVERSIFIED ACTIVITIES—EARLY BECAME INSPIRED WITH THE VISION OF SERVING HUMANITY, THROUGH CHIROPRACTIC.



HOBBIES—ORGANIST, WORLD TRAVELER, CIRCUS FAN, COLLECTOR KNIVES, ORIENTAL ART; "LITTLE BIT O' HEAVEN"—SHOW PLACE ON CAMPUS. FAVORITE SPORTS, FISHING AND GOLF. DR. PALMER'S DEFINITION OF THE ART OF HEALING HE DEVELOPED IS: "CHIROPRACTIC—A PHILOSOPHY, SCIENCE AND ART OF THINGS NATURAL—A SYSTEM OF ADJUSTING SUBLUXATED VERTEBRAE OF THE SPINAL COLUMN BY HAND ONLY FOR THE ELIMINATION OF THE CAUSE OF DIS-EASE AND FOR THE RESTORATION OF HEALTH." HOLDS MANY CITATIONS DEFENSE WORK DURING WORLD WAR I AND II.

B. J. PALMER, D.C., Ph.C.

of DAVENPORT, IOWA



THE PALMER SCHOOL IS THE CHIROPRACTIC FOUNTAIN HEAD—THE OLDEST AND LARGEST OF ITS KIND IN THE WORLD. GRADUATED ABOUT 65% OF THE PROFESSION. B. J. PALMER'S GREATEST AMBITION IS: "TO SEE THE CHIROPRACTIC PRINCIPLE AND PRACTICE PERPETUATE ITSELF IN ITS PURITY FOR POSTERITY, UNFETTERED AND UNSHACKLED BY ANTIPODAL RESTRICTIONS, LEGAL OR OTHERWISE, SO THAT THE GREATEST NUMBER OF SICK MAY GET WELL IN QUICKEST POSSIBLE TIME, AT LEAST COST TO THEM." AT GOLDEN JUBILEE LYCEUM AND HOME COMING WHEN OVER 5000 VISITORS FROM EVERY STATE AND MANY FOREIGN COUNTRIES WERE REPRESENTED, THE DAVENPORT DEMOCRAT AND LEADER IN AN EDITORIAL, HEADED "B. J.—HUMAN DYNAMO" SAID: "FIFTY YEARS AGO A NEW SCIENCE WAS GIVEN BIRTH IN DAVENPORT... TODAY CHIROPRACTIC IS KNOWN THE WORLD OVER AND SO IS DR. B. J. PALMER. WHAT HE HAS DONE FOR DAVENPORT, HE HAS LIKEWISE PERFORMED FOR THE CHIROPRACTORS OF THE WORLD. TO ALL OF THEM, HE HAS BEEN A FRIEND AND BENEFACTOR."

J.C. LEWIS

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BJ poster, ICA 1947.jpg