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**Chronology of  
 James W. Parker, D.C. & the  
 PARKER COLLEGE OF CHIROPRACTIC**

**Potential Sources:**

Mancini, Fabrizio, D.C., president; Parker College of Chiropractic; 2500 Walnut Hill Lane, Dallas TX 75229 (214-GET-MYDC; 214-438-9355; FAX: 214-357-3620)

**Chronology:**

1952 (Aug): **The Beamer** (Concept-Therapy Institute) includes photograph (p. 1):



"August 1952 Teachers' Class" at the Concept Therapy Institute; James Parker, D.C. is sixth from right in the back row

1953 (May 12): letter on CAC [CMCC] stationery from Keith B. Kennedy DC, chairman of Board of Management (CMCC Archives #84-251 to 84-253):

Dear Friends and Officials of Canadian Chiropractic:

I have just returned from the Parker Seminar, held in buffalo this past weekend from May 7-10. Dr. Parker has a message that I believe warrants your attention and close study.

Chiropractic unity is a goal we long have been debating how to attain. A big step in this direction was achieved by C.M.C.C. when it incorporated in its classes, instruction, and in all the main chiropractic procedures.

Our greatest divergences are the myriad approaches our private offices present to the public.

Dr. Parker is attaining eminence with his solution to this problem.

Systems for the management of chiropractic offices is a subject not new to us. Many of them had points of merit. Also some of them were predicated upon a modus operandi that many found difficult and objectionable.

In Dr. Parker's procedure, a question and an invitation, has replaced the statement and the dictum. The patient retains the choice of alternatives. The essence is epitomized in an oft repeated phrase – "the bulging box- the baker's dozen – going the extra mile."

In addition to enhancing and extending a doctor's services, this procedure has every appearance of increasing his satisfaction in spiritual and material values. I know of no chiropractor but will feel and will be deeply enriched by a study with Dr. Parker.

The achievements of this young chiropractor certainly stand as testimony to his plan. Possibly someone qualified, shortly will chronicle and document the extent of this achievement.

I believe the chiropractors of Canada would be refreshed, stimulated and abundantly blessed by this leader that is arising in our profession. I believe we well may have full class participation at the Western Convention and at the Canadian Association Annual Meeting –both of next year.

Before making this recommendation, I wish the benefit of your opinion. These classes extend for 3.5 days on nearly all the weekends for a considerable time in the future. The locations are spread over wide areas of the U.S.A. many of which are near the border and also immediately following the Conventions I.C.A. – Logan - & the N.C.A.

This letter is going to many of the leaders of Canadian Chiropractic as I know them (and I apologise for those that are overlooked) as well as to Dr. Parker and his associate Dr. Brunelle. I am hereby asking them to forward you information on the Seminar and its various locations.

Should this larger program for some reason not develop, I am sure that individually you will appreciate this recommendation.

Yours sincerely,...

1959 (July): **ICA International Review** [14(1)] includes:

-James W. Parker, D.C. authors "Patient relationship: Don't chase those new patients away" (p. 13); includes photograph of Parker:



1959 (July): **JNCA** [29(7)] notes:

-advertisement (p. 66):

*Attend the...*

**PARKER SCHOOL of PRACTICE BUILDING**

Join the fastest growing success fraternity in Chiropractic. Nearly 3000 doctors, office personnel and wives from all over North America, have been referred to the Parker Seminar because of one basic, single reason... RESULTS!! There must be a reason the Parker Seminar is the most single talked-about development among Chiropractors.

The amount spent to get this valuable magic formula for COMPLETE success is relatively small compared to the RESULTS and is regained within the first 30-60 days by increased income. Then this priceless information is yours for the rest of your life. The course is not cheap... neither are the RESULTS! One gets what one pays for, you know.

Standard, immovable teaching facilities, arranged at the Ft. Worth Hilton Hotel, make the instruction far more clear-cut, concise, understandable and therefore, retainable. This more than off-sets the bit of added expense in coming to Texas. A Texas cowhide briefcase, packed with textbooks, samples, etc., goes to each doctor.

There is no ceiling to success. Our system of stimulating referred patients produces amazing and highly profitable results. Getting new patients and keeping them by "Proper Procedure" is only one of the outstanding features that makes a trip to Texas an investment equal to becoming a chiropractor itself. The "Missing Link" in most practices changed to the "Connecting Link" when one gets the atomic-age knowledge of "how to sell one's self and his services." The Parker Seminar is the Fountainhead of Practice-Building, the Encyclopedia of Office-Procedure, the Dictionary of Correct Selling terminology, the Thesaurus of a collection of successful methods from the world's most successful doctors. There is no substitute!

All seminars are held in the Hilton Hotel, Ft. Worth, Texas, beginning the third Thursday of each month (4 p.m.), ending Sunday (4 p.m.), Sept. thru May, except Dec. Fee: D.C.'s, \$250, others, \$100. Doctors save \$3 and others \$1 for each week pre-registration, up to \$50, and \$20, respectively. Or, you may buy an Ellis Micro-Dynameter thru the Parker Foundation and get the Seminar FREE. Terms available. For reservations, forward \$50 for D.C. and \$25 for secretaries, wives, etc. Forward all communications to PARKER CHIROPRACTIC RESEARCH FOUNDATION, 3070 Bellaire Dr., W., Fort Worth, Texas.

1959 (Oct): **ICA International Review** [14(4)] includes:

-James W. Parker, D.C. of Fort Worth TX authors "Secret to success" (pp. 9, 40)

1960 (Jan/Feb): **Digest of Chiropractic Economics** [2(4)] includes:

-James W. Parker, D.C. authors "For women only" (pp. 6-7)

-"Cleveland College starts fund drive" (p. 9):

Dr. James W. Parker, director of the Parker School of Practice-Building, Ft. Worth, Texas, along with Dr. Gordon Heuser, Dr. John R. Cullum and Dr. Wm. T. Roush, who spoke at the Cleveland Chiropractic College annual homecoming, December 5th and 6th in Kansas City, set the stage for a shower of blessings which became a deluge.

Friends of the college, led by Dr. Parker and his PALS (Parker Associate Lecturing Staff) gave \$37,000 on this 37th homecoming, beginning a drive to raise \$200,000 for a larger laboratory, more classrooms and out-patient student clinic to accommodate increasing student enrollment.

The photograph shows Dr. Parker presenting a folder containing the cash and pledges to Dr. Millie Cleveland as Dr. C.S. Cleveland (left) president of the Cleveland College of Los Angeles and Dr. Carl S. Cleveland, Jr., dean of the Kansas City Cleveland College, watch.

1960 (Mar/Apr): **Digest of Chiropractic Economics** [2(5)] includes:

-James W. Parker, D.C. authors "Selling is a science" (pp. 7-8, 13)

1960 (May/June): **Digest of Chiropractic Economics** [2(6)] includes:

-"Selling is a science" (pp. 6, 14); includes:

WHAT IS THIS WORD?

SHARE

What is the connotation of Dr. Parker's famous slogan "SHARE?"

Dr. Jim readily gives the answer. Each letter in his now world-famous password to practice building and office procedure success has a meaning.

Put together, the words spell out Save our Hallowed Art through Renewed Enthusiasm.

Brown-baggers the world over meet periodically with Dr. Jim at his seminars and he SHARES with them the latest techniques in practice building as he has developed them over the years in his laboratories.

1960 (July/Aug): **Digest of Chiropractic Economics** [3(1)] includes:

-James W. Parker, D.C. authors "Why - and when do patients refer?" (pp. 6, 14)

-"Cited for service..." (p. 14); includes photo of Parker and bust:

Dr. James W. Parker, of Fort Worth, Texas stands beside the \$3,500 bronze bust of himself which came as a gift of appreciation from 3,000 member graduates of the Parker Chiropractic Research Foundation last month.

The presentation was made on behalf of the members by the nationally known sculptor, John Williamson, of Atlanta Ga.

The ceremony was held during the banquet concluding the 3<sup>rd</sup> annual homecoming celebration of the organization in Fort Worth last month. Over 1,000 attended.

Closed circuit television was used to bring the ceremonies to the three banquet halls required to seat all members.

Every state except Alaska was represented plus members from Vancouver, British Columbia, and four other Canadian provinces.

1960 (Sept/Oct): **Digest of Chiropractic Economics** [3(2)] includes:

-James W. Parker, D.C. authors "Ten proven sentences and how they will work for you" (pp. 6-7)

1960 (Nov/Dec): **Digest of Chiropractic Economics** [3(3)] includes:

-James W. Parker, D.C. authors "SELL that you may SERVE: more pre-tested selling sentences" (pp. 6-7)

1961 (Jan/Feb): **Digest of Chiropractic Economics** [3(4)] includes:

-full page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "The 'FORTY' basic rules" (pp. 6-7)

1961 (Mar/Apr): **Digest of Chiropractic Economics** [3(5)] includes:

-James W. Parker, D.C. authors "More of the 'forty' basic rules" (pp. 6-7)

-two-page centerfold ad for Parker "BB" Homecoming (pp. 22-3)

1961 (May): **ICA International Review** [15(11)] includes:

- “The story of the Parker Seminar and its founder, Dr. James W. Parker” (pp. 12-4)
- “Parker School of Practice-Building plans homecoming, May 24-28” (p. 21)
- full-page ad for Parker Seminar (inside rear cover)

1961 (May/June): **Digest of Chiropractic Economics** [3(6)] includes:

- James W. Parker, D.C. authors “Parker’s pathie” (pp. 6-7)
- “Cleveland Chiropractic College: we visit our schools” (pp. 8-11, 14); includes:

This year, in the interest of pushing worldwide understanding in Chiropractic, the Drs. Carl and Mildred Cleveland are going to travel to Australia, New Zealand and Hawaii with Dr. Jim and Mary Parker to conduct the Parker School of Practice Building. They will be at the Chevron-Hilton in Sydney, Australia July 27-30; in Auckland, N.Z. at the Great Northern Hotel, Aug. 3-6, and in Honolulu at the Hilton Hawaiian Village Aug. 10-13.

They are inviting Chiropractic doctors and their wives to join them in the 50th state for the Parker Seminar there, pointing out that such a trip has tax-deductible benefits. Details may be obtained from the Parker School of Practice Building, 3070 Bellaire Drive West, Fort Worth, Texas.

- “A leader passes” (pp. 20, 36); notes on B.J. Palmer’s death include:

“Because of his having lived, millions of years will be added to millions of lives.”

Dr. James W. Parker

- William L. Luckey, publisher of the Digest, authors “Dr. B.J. Palmer dies at age 79; called Developer of chiropractic” (pp. 21, 31); includes:

Fort Worth, Texas – May 27, Dr. B.J. Palmer passed away at 8 o’clock this morning at his winter home in Sarasota, Florida, it was announced by his son, Dr. David D. Palmer.

In the Grand Ballroom of the Texas Hotel in Fort Worth, at 10:30 o’clock, while Dr. James W. Parker was addressing about a thousand chiropractors in the room, Dr. “Dave” came down the outside right aisle toward the speaker’s podium. Dr. Parker broke off in the midst of a sentence and, leaning forward, exchanged a few whispered words with the son of the deceased. Then, removing the microphone from around his neck, he passed it to Dr. ‘Dave’ who said very simply, to a hushed and somehow anticipatory audience, that his father had died some two and a half hours earlier.

“I shall be with you at the banquet this evening with my promised talk,” said Dr. Dave, “for my father would have wished it so.” (It was understood at once by all present that this was Dave’s manner of saying that the work of projecting and communicating the Palmer tradition in chiropractic goes on without ceasing, now that the mantle has passed to the third generation.)

“There is nothing sensible or worthwhile that I can accomplish right now by leaving this moment,” continued Dr. Dave, “but I shall not be with you tomorrow morning to hear the final lectures of Dr. Marcus Bach, Dr. Marsh Morrison and Mr. Napoleon Hill, for following this evening’s banquet we fly back home by private plane.”

There was a pause, and the audience strained for the next words.

“The funeral will be held in Davenport next Wednesday,” Dr. Dave finished very simply. Dr. Parker, his voice husky and shaken, asked for the audience to stand in silent, eloquent tribute to the departed leader.

A memorial urn will be sealed in the base of the statue of B.J. at the Palmer School following the cremation. The statue will be unveiled at a ceremony during Homecoming in August of this year.

- “Parker homecoming attracts 1,000 at Fort Worth” (p. 29); includes three photographs:



FORT WORTH, TEXAS – May 28 – An overflow crowd in excess of 1,000 doctors, nurses and receptionists were on hand to greet the outstanding panel of lecturers assembled at the Texas Hotel for the fourth annual Parker Practice Building Seminar and Homecoming.

Activities started Wednesday evening with a western style barbecue. Lectures and classes throughout the balance of the week, ended with adjournment at 2 p.m. Sunday.

Five honorary degrees and trophies were presented to Dr. Parker at the Saturday night banquet in appreciation for his outstanding service to the profession and the colleges.

There were honorary Ph.C. degrees from the Cleveland Chiropractic College of Los Angeles, Columbia Institute of Chiropractic, Atlantic States Institute and a specially engraved trophy from the Texas Chiropractic College.

Drs. Dave and Agnes Palmer presented a beautiful silver serving tray engraved with a reproduction of the Palmer Coat of Arms, the first ever presented.

Among the chiropractic leaders assembled were the school heads and lecturers shown below. Standing left to right were Drs. William C. Chapel, Sid E. Williams, C.S. Cleveland, Sr., N. Robert Limber, Jules Troilo, Ed R. Reinhart, Roy E. Lemond and George C. Paulk Jr. Sitting were Drs. Bill Roush, Carl S. Cleveland Jr., Marsh Morrison, Dave Palmer and James W. Parker. To Dr. Parker’s left was Mr. Napoleon Hill and Drs. John Collum and Rolla Pennel.



Jim and Mary Parker

-full-page ad for Parker School of Practice Building (inside rear cover)

1961 (June): **Share** [1(6)], "The Official BB Publication" includes:  
 -cover photo is painting of B.J. Palmer with caption "In Memoriam"  
 -"Share No. 93" (inside front cover, p. 92) includes:  
     "Jim's Journal"

This issue of SHARE is lovingly dedicated to the memory of Dr. Bartlett Joshua Palmer. Because of his having lived, millions of pain-free years will be added to millions of lives, for as long as the human race survives. B.J., as president of the Palmer School of Chiropractic, the Palmer Enterprises and the International Chiropractors Association, was the first of the chiropractic leaders to endorse the Parker course after the very first Seminar was presented in Florida a decade ago. Thank you, B.J.... thank you so much. God rest your soul, and yes, "We love you because you love the same things we love" and "We will carry on."

Jim and Mary

-"Share No. 94" (inside front cover, p. 92) includes:

THE FABULOUS FOURTH – "The Omega and Alpha" – and FABULOUS it was – ended Sunday afternoon, May 28th, after five days filled to the brim with practice-building, office-procedure, success – and healing – consciousness education, inspiration, illustration and association for about 1,000 BB's and BB'ettes.

Aptly named the "Omega and Alpha," the 123rd Seminar not only welcomed BB's whose names begin with every letter of the alphabet, from Zimbeck to Abels, and had representation from every state and province either in person or by telegram, but marked "the end and the beginning" with the announcement of B.J.'s death on Saturday morning, and the first official appearance of Dr. Dave Palmer (below) as the new head of the Palmer School of Chiropractic in a stirring 2-1/2 hour address Saturday night.

At the Saturday banquet, he gratefully accepted the presentation of three honorary degrees of Philosopher of Chiropractic (Ph.C.) by Atlantic States Chiropractic Institute, Columbia Institute of Chiropractic, and Cleveland Chiropractic College, L.A.; a beautiful silver tray bearing the Palmer School of Chiropractic crest and the inscription "In Appreciation of Valued Service to the Chiropractic Profession" (the first of its kind given); and a Texas Trophy from the Texas Chiropractic College...

1961 (July/Aug): **Digest of Chiropractic Economics** [4(1)] includes:

-James W. Parker, D.C. authors "Parker's pathie" (p. 6)  
 -full-page ad for Parker School of Practice Building (inside rear cover)

1961 (Sept/Oct): **Digest of Chiropractic Economics** [4(2)] includes:

-James W. Parker, D.C. authors "Practice building 'down under'" (p. 6)  
 -full-page ad for Parker School of Practice Building (inside rear cover)

1962 (Jan/Feb): **Digest of Chiropractic Economics** [4(4)] includes:

-James W. Parker, D.C. authors "Rules for receptionists" (pp. 10-11, 41)

1962 (Mar/Apr): **Digest of Chiropractic Economics** [4(5)] includes:

-James W. Parker, D.C. authors "Procrastination" (p. 8)  
 -full-page ad for Ohio State Chiropractic Society convention features Dave Palmer, Carl Cleveland Jr. and James W. Parker (p. 9)  
 -two-page ad for Parker Seminars (pp. 22-3)

1962 (May): **ICA International Review** [16(11)] includes:  
 -full-page ad for Parker Seminars (inside front cover)

1962 (May/June): **Digest of Chiropractic Economics** [4(6)] includes:

-full-page ad for Parker Seminars (inside front cover)

-photo of James Parker in wheelchair and caption:

"Jim" Parker, as he lectures from his wheelchair at last month's seminar, made his usual and dynamic presentation despite a broken arm and leg.

The accident occurred when he tipped over in a golf cart April 8<sup>th</sup>. "Jim" is now well on the way to recovery and has promised to do the "twist" at the Parker Homecoming starting May 31st at Fort Worth, Texas.

1962 (July): **ICA International Review** [17(1)] includes:

-full-page ad for Parker seminars (inside front cover)

1962 (July/Aug): **Digest of Chiropractic Economics** [5(1)] includes:

-James W. Parker, D.C. authors "Image creating" (pp. 8, 33)

-"College reports" (p. 12) include:

#### CLEVELAND

Cleveland Chiropractic College of Los Angeles is busily engaged in preparation for their new classes starting Day and Evening, Sept. 4, 1962. In the last two months, the College has arranged for three additional Chiropractors, Dr. G.D. Carpenter, Dr. D.W. Morgan and Dr. Margot Montana to assist us in our teaching and administrative work. In addition, the College has purchased another X-Ray machine, (now 4 X-Ray machines in all), some new projection equipment and several hundred slides. This year's Cleveland Chiropractic College graduation was conducted on SUNDAY, JULY 22, 962, at 3:00 P.M. Dr. Carl and Millie Cleveland of Kansas City are accompanying Dr. Jim and Mary Parker on an extended lecture tour.

-full-page ad for the Parker Seminar (inside rear cover)

1962 (Sept/Oct): **Digest of Chiropractic Economics** [5(2)] includes:

-full-page ad for the Parker Seminar (inside front cover)

-James W. Parker, D.C. authors "Useful" (pp. 10, 27)

1962 (Nov/Dec): **Digest of Chiropractic Economics** [5(3)] includes:

-two-page ad for Parker Seminars (inside front cover & p. 3)

-James W. Parker, D.C. authors "Tact on the telephone: your professional 'IMAGE' is showing" (p. 10)

-"College reports" (pp. 12-4, 39) includes:

#### CLEVELAND

Cleveland College is proud to announce that at its last enrollment date, we had the largest Freshman class since the "GI" Boom.

Plans are now being made for the Cleveland Chiropractic College Homecoming, Saturday and Sunday, December 1 & 2, 1962. Cleveland College will celebrate its 40th Anniversary with groundbreaking ceremonies for the new clinic and classroom building.

Dr. E.B. Stalling, the President of the Cleveland Chiropractic College Alumni Association, announced that in addition to the new development just mentioned, that the Alumni Association had appropriated funds to remodel the Assembly Building.

There have been several meetings with the architects and it is believed that the remodeling will be completed before the start of the new January class.

The Homecoming will feature Dr. Marcus Bach of Iowa, Professor at the University of Iowa, world-wide researcher, lecturer, and author, and recipient of the "Charles Sergel National Award."

Dr. Devere Biser of Texas, President of the National Council of Chiropractic Examining Boards and Second Vice-President of the International Chiropractors' Association. Dr. L. Ted Frigard of California, recipient of the "B.B. of 1962 Award," and a contributor to SHARE Magazine. Dr. James W. Parker of Texas, President of the Parker Research Foundation, and President of the Parker School of Practice Building. Dr. C.S. Cleveland, Sr. of California, the President and Founder of Cleveland Chiropractic College, and Cinerentgenography (X-ray moving pictures) of various regions of the spine, the first time seen in this country, and narrated by Dr. C.S. Cleveland, Jr., Dean of Cleveland College. There also will be a number of other fine speakers.

Cleveland Chiropractic College expects 1963 to be the most outstanding year in its history.

1963 (Jan/Feb): **Digest of Chiropractic Economics** [5(4)] includes:

-full-page ad for Parker Seminars (inside front cover)

-James W. Parker, D.C. authors "Practice building research" (p. 10)

-"Dr. Chapel joins Jim Parker at Fort Worth, Texas" (p. 30); includes photo of Chapel and:

Dr. William "Bill" Chapel joined Dr. James W. Parker as executive Vice-President of Parker Foundation Enterprises of Fort Worth, Texas the first of January.

Dr. Chapel formerly served as Director of Admissions, Palmer College, Davenport and comes to the Parker Foundation with a history of successful field practice as well as five years of experience as national sales director of a large California corporation. Dr. Chapel will be active in both programming and executive administration for the Parker Foundation.

Dr. Parker announced also the appointment of Mr. Louis Manheim to the post of Director of Public Relations and Mr. Virgil Wayne Hensley, B.S., M.A., as Director of Direct Mail Systems for chiropractors, a new service under development at the Parker Foundation. Robert E. Griffin, B.S., D.C. will continue as Editor of SHARE, the PCPF monthly publication.

1963 (Mar/Apr): **Digest of Chiropractic Economics** [5(5)] includes:

-Jim Parker authors "A report from Australia" (pp. 10, 39)

-four-page, two-color, centerfold ad for Parker Seminars (pp. 25-8)

1963 (May/June): **Digest of Chiropractic Economics** [5(6)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "The magic three-step formula for stimulating referrals" (p. 16)

1963 (July/Aug): **Digest of Chiropractic Economics** [6(1)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "Time" (p. 14)

1963 (Sept/Oct): **Digest of Chiropractic Economics** [6(2)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "The law of increase" (pp. 14-5)

1963 (Nov/Dec): **Digest of Chiropractic Economics** [6(3)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "Love and service" (p. 16)

1964 (Jan/Feb): **Digest of Chiropractic Economics** [6(4)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "Love is an echo" (p. 18)

-"July 8-12 new Parker schedule" (p. 42)

1964 (Mar/Apr): **Digest of Chiropractic Economics** [6(5)] includes:

-full-page ad for Parker School of Practice Building (inside front cover)

-James W. Parker, D.C. authors "The right amount" (p. 8)

1964 (May/June): **Digest of Chiropractic Economics** [6(6)] includes:

-James W. Parker, D.C. authors "Think big and go first class" (pp. 16-7)

-two-page centerfold ad for Parker School of Practice Building" (pp. 26-7)

1964 (July/Aug): **Digest of Chiropractic Economics** [7(1)] includes:

-full page ad, "Results Count!" for Parker School of Practice Building" (inside front cover)

-"Parker homecoming hosts 800 at banquet" (p. 6)

-William C. Chapel, D.C. authors "The story behind the man... the man behind the story" (pp. 12-3) in praise of Jimmy Parker, D.C.

-"Our guest author" (p. 12); includes photo of Chapel:

Our guest author, Dr. William C. Chapel, is Executive Vice President of The Parker Chiropractic Research Foundation in Fort Worth, Texas. Dr. Chapel graduated from Lincoln Chiropractic College 15 years ago, after serving as one of the nation's youngest Master Sergeants in the U.S. Air Force, as reported by Stars and Stripes. He established a very successful practice in Great Falls, Montana, was editor of the Montana Association Bulletin, and NCA delegate from that state. Later he became Director of Admissions and Student Affairs and member of the President's cabinet at the Palmer College of Chiropractic. Following this, he joined the staff of the Parker School of Practice Building.

1964 (Sept/Oct): **Digest of Chiropractic Economics** [7(2)] includes:

-full page ad, "Get Ready for '65" for Parker School of Practice Building" (inside front cover)

-Jimmy Parker authors "Live abundantly" (p. 34)

1964 (Sept): photograph of Parker Seminar in Fort Worth TX, courtesy of Ed Kimmel, D.C.:



1964 (Nov/Dec): **Digest of Chiropractic Economics** [7(3)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- Jimmy Parker authors "Faith in the future" (pp. 16-7)

1965 (Jan/Feb): **Digest of Chiropractic Economics** [7(4)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- Jimmy Parker authors "Congenial collections" (pp. 12-3)

1965 (Jan 29): letter from Ted L. Shrader, D.C. in San Lorenzo CA to James J. Holland, D.C. in Carmichael CA (Cleveland papers, CCCKC):  
Dear Jim:

I have wracked my brain and my conscience attempting to justify the use of Dr. **Parker** and Ben Bernstein rather than Dr. **Weiant**, and I cannot do so. You have offered reasons which appear sound, perhaps to you; but not to me. And I can assure you I have attempted to influence my thinking into line with yours. It would be a far easier and more pleasant approach, all around if I could, but that is not the issue. Bringing this matter to your attention at the meeting in Sacramento, and over the phone on Tuesday, was no easy matter for me, and I know phoning Drs. Parker and **Weiant**, and Mrs. Bernstein and re-scheduling your program now would be no easy matter for you; but that does not alter the need for doing so.

You have offered reasons for your previous decision: (1) the crowd-drawing power of **Parker**, and (2) The lack of time for Dr. **Weiant**.

Since you are better alerted on the disposition of your 13 hours of lecture time than I, consider this and tell me where my fault in reasoning may lie:

Does the time you have allotted for Dr. **Parker** and Mr. Bernstein total as much time as would be required for Dr. **Weiant**? If the difference were a matter of 30 to 45 minutes, and Dr. **Weiant** were advised of the time ration available, don't you suppose he could conform to it?

Now – to Dr. **Parker** and his ability to draw crowds: Here, I question seriously the argument on two counts. First, I do not believe in the principle that an end justifies any means. Neither Dr. **Parker**'s theme nor his relationship to the profession are particularly appropriate for the legislative ear – nor publicity releases, as would be that of Dr. **Weiant**. Give this point some thought. Second, Dr. **Parker**'s presence will reflect adversely upon him, and the CCA. He will be wearing his convention quite thin. Everyone knows he has a product to sell. Regardless of how you feel about him and his product, personally, this effect is a very real thing. Those who want

Dr. Parker know where to get him and how much it will cost, and they and others know that his appearance at convention serves to his personal profit as a means of advertising, and it stimulates resentment, not affection. And this is true, I fear, regardless of how well intentioned your motive in having him here might be, or how noble Dr. Parker might be in accepting the invitation.

I won't dwell on arguments related to Mr. Bernstein. I have never heard of him. I will say, though, that it would be consistent with your reasoning in bringing Dr. **Cleveland** here, if you were to also bring Dr. **Weiant**, because what he apparently has and offers would further spotlight chiropractic as a source of high level thinking, and stimulate more of the type we so sorely need.

Ben Bernstein would be the one better suited to a special area seminar, as he was employed previously. His effectiveness in making the D.C. an expert witness would be better utilized in stimulating D.C.s to attend post graduate courses.

One last point. As a profession, and as an association, we must have dedicated men with ability and initiative; and the association should not, nor should I as a department chairman, obstruct or hamper your performance of your assignment. On the other hand, there are rules of the game of organization which are set up to make better use of combined talents, and these rules merit consideration and respect. If we do not abide by them, it takes away all the purpose for organization.

Reasonable adherence to those which have been applicable to this situation would not in any way, in my opinion, have any effect but to help you achieve the goal I know is in your mind – that of having a convention of which we can all be most proud. If I didn't believe this to be likely, I would not ask you now to reconsider this move.

Sincerely yours,...

TLS/iws

cc Dr. Moore

1965 (Mar/Apr): **Digest of Chiropractic Economics** [7(5)] includes:

- full-page ad for Parker School of Practice Building (inside front cover); includes testimonial and **photo** of Joseph M. Flesia, D.C. of Wakefield RI

-“Economic factors are subject of new world-wide research program” (p. 6); includes:

Because information is needed on such simple subjects as the average number of patient visits per day, number of new patients per week, income and expense as well as number of employees, years in practice, years in present location, etc.

It was inevitable that a compilation of statistical data regarding the economic factor in the every day practice of the doctors of chiropractic would eventually be made.

According to Dr. James W. Parker who is sponsoring this research program under his organization the Parker Chiropractic Research Foundation of Fort Worth, Texas, data collected will be reduced to IBM punch cards...

1965 (May/June): **Digest of Chiropractic Economics** [7(6)] includes:

- James W. Parker, D.C. authors "The negative few or the positive many?" (pp. 8-9)
- two-page centerfold ad (pp. 26-7) for Parker School of Practice Building

1965 (July/Aug): **Digest of Chiropractic Economics** [8(1)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- “Parker homecoming hosts 1400” (p. 13); includes photo of assembly
- Jimmy Parker authors “The ole time chiropractic spirit” (p. 14)

1965 (Sept/Oct): **Digest of Chiropractic Economics** [8(2)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- Jim Parker authors "Innate lives on" (p. 22)
- "Dr. Jim Parker honored at Texas" (p. 54); includes **photo** of James M. Russell, D.C. and James W. Parker, D.C.:

James W. Parker, D.C., Ph.C., F.I.C.A., Ed.D., E.E.C., was awarded the honorary degree of Excelso Erudus of Chiropractic by Texas Chiropractic College for "outstanding services rendered." The presentation was made by Dr. James M. Russell, Chairman of the Board of Regents, during dedication ceremonies of the new college at Houston, Texas on August 21, 1965. This is the sixth honorary degree granted Dr. Parker, five of them by Chiropractic Colleges.

Other honors accorded to Dr. Parker for outstanding public services are: Texas Admiral – Kentucky Colonel – Arkansas Traveler – Canadian Eager Beaver – Mississippi Colonel – Georgia Lieutenant Colonel – Admiral of the Flagship Fleet – Honorary Australian Citizen.

1965 (Nov/Dec): **Digest of Chiropractic Economics** [8(3)] includes:

- two-page ad for Parker School for Professional Success" (pp. 2-3)
- Jim Parker, D.C. authors "From quackery to truth because it is right" (pp. 20-1)
- "Drs. Rhine, Selye and Giblin to speak at Parker Jan. class" (p. 21)

1966 (Jan/Feb): **Digest of Chiropractic Economics** [8(4)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- Jim Parker authors "Inner success" (p. 20)
- "College reports: Cleveland College" (p. 36):

More than seven hundred guests attended the graduation exercises where forty four seniors received their diplomas at the recent Cleveland Chiropractic College ceremonies in Kansas City.

Held in the Little Theatre of the Municipal Auditorium, Dr. Earl Powell, president of the National Health Educational Society – editor and publisher of the internationally known publication, "Voice for Health," was the graduation speaker. Other dignitaries in attendance included Dr. James W. Parker, founder and director of the Parker School of Practice Building, Dr. Conrad O. Schenk, president of Concept-Therapy Institute, Dr. L.W. Rutherford, president of ICA, Mr. Tom Widmar, director of public relations for the ICA and Dr. C.S. Cleveland, Sr...

- "1966 posture pageant to be held in Fort Worth at Parker homecoming" (p. 61)
- "January Parker seminar draws capacity crowd" (p. 61); includes photo and caption:

Shown above are part of the more than 1200 doctors, wives and chiropractic assistants who crowded the Grand Ball Room of the Texas Hotel at Fort Worth, from January 12th to 16th during the 165th Parker Practice Building and Educational Seminar.

1966 (Mar/Apr): **Digest of Chiropractic Economics** [8(5)] includes:

- full-page ad for Parker School of Practice Building (inside front cover)
- Jim Parker authors "Fifty proven 'punch lines'" (p. 8)
- "World Queen of posture: professional public relations for the doctor of chiropractic" (p. 9); headed by Clair W. O'Dell, D.C. of Wyandotte MI, head of the Chiropractic Natural Immunity Research Foundation; notes reception for contest winner at recent Parker homecoming seminar

1966 (May/June): **Digest of Chiropractic Economics** [8(6)] includes:

- Jim Parker, D.C. authors "There is no right amount of strychnine in milk" (p. 14)
- "Physical fitness: World Queen of Posture contest attracts entrants from twenty foreign countries" (p. 30); includes:

The World Queen of Posture and Physical Fitness Pageant will be held in Fort Worth, Texas July 4 and 5, with the finals on July 6 at 8 p.m., in the Hotel Texas at the beginning of the 9th Annual Homecoming and 168th Seminar of the Parker Chiropractic Research Foundation... According to reports received from Dr. Clair W. O'Dell, Executive Director of the Pageant, confirmation has been received from five colleges, each of whom are presenting scholarships worth \$1,000.00 to be distributed to the winners. The colleges cooperating to date include, Logan of St. Louis, Chiro. Institute of N.Y., Columbia Institute of N.Y., Lincoln of Indianapolis and Northwestern of Minneapolis, for a total of \$5000.00...

- two-page centerfold ad for Parker Seminar (pp. 34-5); includes testimonials from C.E. Ribley, D.C. of Michigan

1966 (July/Aug): **Digest of Chiropractic Economics** [9(1)] includes:

- full-page ad for Parker School for Professional Success (inside front cover)
- Jim Parker authors "I can help you" (p. 4)
- "Capacity crowd at Fort Worth; 1500 attend Ninth Annual Symposium; Parker Homecoming and World Queen Finals" (pp. 14-5, 55); Claire O'Dell, D.C. is executive director of the World Queen of Posture Pageant; many **photos**
- "College reports: Palmer College" (pp. 41-2); notes Jim Parker, D.C.'s address to graduating seniors
- "Columbia of N.Y. marks 43rd commencement" (p. 50); includes photograph:



June 1966 marked the forty-third Annual Commencement Exercises and Banquet of the Columbia Institute of Chiropractic in New York City. More than 1400 guests of graduates and benefactors of chiropractic assembled to pay tribute to the new doctors at the Commencement ceremonies held in the Grand Ballroom of the Hotel Astor in New York City.

Dr. Joseph Campanella of Secaucus, New Jersey, delivered the Welcoming Address. Officers and members of the Faculty were introduced by the Administrative Dean, Dr. James McDonnell. Arnold L. Meyerowitz was selected as Class Salutatorian, and Albert M. Pavese as Valedictorian. Meritorious Awards were presented by Dr. Ernest G. Napolitano to Dr. Max Winer, Secretary-Treasurer of the New Hampshire Board of Chiropractic Examiners, for his outstanding contributions and unselfish service to the chiropractic profession, his support of chiropractic education, and his deep desire to advance the science of chiropractic; and to Dr. Ralph U. Sierra for his outstanding contributions to the chiropractic profession, his indefatigable efforts in obtaining a chiropractic law in Puerto Rico, and his abilities in advancing the chiropractic principle and practice.

Dr. James W. Parker, Founder and President of the Parker Chiropractic Research Foundation, author, lecturer, and world traveler, delivered an inspiring Commencement Address. Dr. Parker prevailed upon the new graduates to serve the cause of chiropractic by practicing their specialty with a positive feeling. He further called upon the graduates to serve their community with sincerity and dedication. The June 1966 graduating class expresses heartfelt thanks to Dr. Jim for appearing as their Honored Guest Speaker.

Following the Commencement Exercises, more than 100 guests attended the Banquet held in the Grand Ballroom of the Hotel Astor honoring the 57 new doctors of chiropractic. Members of the graduating class presented a meritorious plaque to Dr. Michael Mazzaferre for his devotion and dedication to chiropractic education. The class also honored Dr. Alvin Stein for his advice, counsel, and prudent guidance. Dr. Stanley L. Riddett, President of the Academy of Chiropractic, presented two annual membership awards to Rose DeMalleo and Charles Paolino. Dr. Robert Stesen, President of the Chiropractic Association of New York, honored Albert Pavese, class of '66, with a one-year free membership in the Association. A meritorious award was presented to Dr. Ernest G. Napolitano for his outstanding contributions to chiropractic education by the Chiropractic Research Foundation of Connecticut. The Foundation also honored Dr. James W. Parker for his untiring efforts in assisting many Doctors of Chiropractic along the path of success and service to humanity.

1966 (Sept/Oct): **Digest of Chiropractic Economics** [9(2)] includes:

-Jim Parker, D.C. authors "Boredom" (p. 4)

1966: **Alpha**, yearbook of the Texas Chiropractic College, Pasadena TX (courtesy of TCC library); many photographs:



Karl Parker, TCC freshman, 1966

1966 (Nov/Dec): **Digest of Chiropractic Economics** [9(3)] includes:

-full-page ad for Parker School for Professional Success (inside front cover)

-Jim Parker authors "Chiropractic and Christmas" (p. 4)

-F.C. Torkelson, D.C. authors "State digest report: Connecticut" (p. 4); includes:

...From Connecticut: Dr. Stephen Owens, Chairman of the Executive Board, moderated a panel discussion on the latest trends in Chiropractic Thinking – Sid Williams, Dan Oliver, Schatzberg and Jim Parker...

-"College reports: Cleveland College" (p. 43):

Homecoming November 5 and 6 was, as usual, the big event of the year at Cleveland College in Kansas City. This year almost 400 enthusiastic doctors, wives and students attended, overflowing the college auditorium so that the last part of the program was moved to a larger hall at the University of Missouri.

Graduation exercises on Saturday evening and the dance that followed also attracted a capacity crowd. Dr. Earl W. Powell of the National Health Education Society pointed out to graduating students that nothing can be accomplished by good intentions alone. "I'd like to do that, but..." was the title of his address.

A spirited and critical discussion followed a presentation by Harold Sherman, president of ESP Research Associates Foundation, of color movies and evidence "for" and "against" the so-called "psychic surgery" being performed by Tony Agpao. Mr. Sherman was one of a team of scientific investigators who recently traveled to the Philippines to observe the apparent ability of "Dr. Tony" and others to perform surgery with their bare hands.

Dr. Thomas A. Owen, president of Golden Opportunities and Chiropractic Success Unlimited, gave a dynamic and inspiring talk on professional goals for the individual chiropractor.

"Are you fulfilling your responsibility to humanity by taking care of all the patients you can handle in your practice?" was the question posed by Dr. James W. Parker, president of Parker Chiropractic Research Foundation.

Other speakers included Dr. Edward L. Kramer, Kimball Foundation of Human Engineering, on enhancing the professional image; and Dr. L.W. Rutherford, president of I.C.A., on present progress and future forecasts in legislation and insurance. Dr. C.S. Cleveland, Sr., president, and Dr. C.S. Cleveland, Jr., dean, Cleveland Chiropractic Colleges, gave reports on past, present and projected developments in education to help make our profession grow. "Our goal is at least 100 new students for the term beginning January 2," said Dr. Cleveland, Jr. in urging each doctor present to continue his efforts to send new students to the college.

1967 (Mar/Apr): **Digest of Chiropractic Economics** [9(5)] includes:

-full-page ad for "World Chiropractic Convention," sponsored by the Canadian Chiropractic Association, to be held in Montreal during 23-29 July 1967 (p. 10) to celebrate "Canada's 100th birthday"; speakers will include Henri Gillet, D.C., Lyman Johnston, D.C., "Dr. Dean Miller," Ronald J. Watkins, D.C. & James W. Parker; "World Queen of Posture and Physical Fitness Pageant" will be held at this seminar

-Claire O'Dell, D.C. authors "World Queen of Posture appears on CBS National T.V., 'To Tell The Truth' is host" (p. 13); many photos

-two page ad from Share International offers "Practice Building by Mail... Available for the FIRST TIME!" (pp. 42-3)

-"ACA-ICA boards meet at Texas" (p. 59); includes photograph of participants, and:



During the January Parker Seminar (shown here) some of the Board Members of the ICA and ACA met at the request of Dr. James W. Parker to discuss a "Chiropractic United Front." Those present were Dr. Len Rutherford, president, ICA; ICA Board Members Dr. Roy LeMond and Dr. Carl S. Cleveland; Dr. Sid Birdsley, president-

elect, ACA; and ACA Board Members Dr. Devere Biser and Dr. Lee Hightower. The "get-acquainted" meetings were successful enough that the entire Boards of both the ICA and ACA accepted Dr. Parker's invitation to meet in official conferences during the April 2-5 172nd Parker Seminar now in progress. The Digest will report on this meeting in its May-June issue.

1967 (May/June): **Digest of Chiropractic Economics** [9(6)] includes:

- Jim Parker, D.C. authors "A symbol" (p. 4)
- two-page centerfold ad for Parker School for Professional Success" (pp. 34B-C)

1967 (July/Aug): **Digest of Chiropractic Economics** [10(1)] includes:

- full-page ad for PSPS (inside front cover)
- Jim Parker, D.C. authors "A million patients daily" (pp. 4-5)
- photo** and caption (p. 35A):  
Shown above is the festive banquet where Dr. Parker and his staff were host to over 1,000 doctors, wives and receptionists. Held on Saturday, July 8th, during the 10th annual Parker Homecoming and 174th seminar at Fort Worth, Texas, the banquet was followed by a dance and entertainment.
- full page ad for Graham Rockley Research Academy at Bayport NY (p. 51); Rockley is former research director for the New Zealand Chiropractic Association and for the Parker Chiropractic Research Foundation; includes photograph of Dr. Graham C. Rockley:



1967 (Nov/Dec): **Digest of Chiropractic Economics** [10(3)] includes:

- full page ad for PSPS (inside front cover)
- Jim Parker, D.C. authors "Christmas and chiropractic" (p. 4)
- two-page centerfold ad for Parker Seminar (pp. 34-5); many brief testimonials
- "Las Vegas to host Parker Seminar; New Frontier Hotel will be headquarters for January meeting" (p. 54); will include World Posture Queen Ruth Ann McCarter
- Tom F. Greenawalt, D.C., president of the Iowa Chiropractic Society, Inc., authors "State digest report: Iowa" (pp. 61, 63); includes photograph of Dr. Greenawalt:



Chiropractic took another step forward with the third annual career day at Des Moines, Iowa, on Sunday, October 15th. Over 70 students of senior high school and junior college age attended this special day as guests of the Iowa Chiropractic Society. The morning program included such topics as "The Educational Requirements of a Doctor of Chiropractic," presented by Dr. Wm. Chapel, the new president of Lincoln College, and "Scholarships, Loans and Student Employment," discussed by Dr. John Miller, director of education at Palmer Chiropractic College. The topic, "Rewards of a Professional Career," was ably handled by a past president of the I.C.S., Dr. R.O. Masters, Sr.

Dr. J. LaMoine DeRusha, the dean of Northwestern College, told the students of housing and dormitories in our chiropractic colleges. The noon luncheon was held in the grand ballroom of the Fort Des Moines Hotel, where the students met the president of the I.C.S., Dr. Tom Greenawalt, who acted as M.C., and with the doctors and wives, enjoyed the wit and sound advice of Dr. James Parker.

The afternoon session included a discussion of the extra-curricular activities of college life including clubs, fraternities, sororities, etc., by Mrs. Eddie Page of Cleveland College. The director of admissions at National College, Dr. R.P. Beideman, ably discussed chiropractic internship and post-graduate study.

The field of research on the profession was handled by Dr. Fred Gehl, clinic director at Logan College. The program concluded with a panel discussion, moderated by Dr. Donald Strutt, of questions submitted by the students. The panel included all the program speakers of the day.

This program is in its third year and has seen an ever-increasing interest from Iowa students. The success of this program should give all other states cause for thought, as the future of our profession is directly dependent on new students for our colleges. What better way than THIS to reach that goal. Should this program be instituted on a national scale, the benefit to the colleges, the profession, and the general health of our nation would advance by one giant step.

1968 (Jan/Feb): **Digest of Chiropractic Economics** [10(4)] includes:

- photograph (cover; repeated on p. 14):



Caption: Dr. and Mrs. James W. Parker greet World Queen of Posture, Miss Ruth Ann McCarter, with Dr. and Mrs. Clair W. O'Dell as they arrive by helicopter and land at pool-side in the patio of the Frontier Hotel

- ad for PSPS (inside front cover)
- Jim Parker, D.C. edits "More 'SHARE' ideas" (p. 5); includes idea from L. Ted Frigard, D.C. of Stockton CA:

A good idea for a letter to those who have referred patients: "Good Morning, Mrs. Brown. The Good Samaritan brought the injured man to the innkeeper. The innkeeper nursed the man back t

health. History remembers the Good Samaritan. We liken you to the Good Samaritan, for you sent Mrs. Jones to us. We, like the innkeeper, will do all within our power to put her on her road back to health and happiness. Sincerely.”

-“1500 gather at Parker Seminar” (p. 14); notes Jim Parker weds Dr. Patrician Grace Shaw of Burbank CA; photo of seminar in Las Vegas, plus repeat of cover photo

1968 (Mar/Apr): **Digest of Chiropractic Economics** [10(5)] includes:

-ad for Parker Seminar (in side front cover)

-Jim Parker, D.C. authors “Walk with dignity” (p. 5); includes:

...Dr. Hugh Ilstrup, in Phoenix, Arizona, operates the worlds’ most expensive chiropractic clinic, where the cost per person no doubt averages much higher than anywhere else in the world. Ugh drives fancy cars, lives in a fancy home, wears fancy clothes, associates with fancy people. At his recent clinic opening, his U.S. Congressman, the Governor of Arizona, Joe Pyne of TV fame and other political and civic figures were present. He commands respect and admiration. He spends \$100,000 yearly on TV, radio, and newspapers. In an exclusive restaurant, people addressed him as if he were a brain surgeon, and we always got expert attention.

**Hugh walks the streets with dignity!**

Yet... in a certain small Texas town there is a short, fat, ugly, country-boy-type chiropractor who has to live on the \$45,000-plus yearly income he grosses! His English is atrocious... he is domineering, loud and uncouth. He has more guts than sense. He hardly made it through college. He is not bashful. His fat belly leads him all over town, slapping people on the back, telling vulgar jokes. He tells everyone he can help them... “It don’t make no difference nohow what’s wrong with you!” He doesn’t advertise... otherwise!

**Yet...he walks the streets of his town with “his dignity!...”**

1968 (May/June): **Digest of Chiropractic Economics** [10(6)] includes:

-Jim Parker, D.C. authors “Cogent chiropractic communications” (p. 4); lists 50 replies to patients

-full-page ad for Parker Homecoming (p. 17); many **photos**

-two-page centerfold ad for Parker School for Professional Success; many testimonials, including from Peter G. Fernandez, D.C. of St. Petersburg FL, David J. Redding, D.C. of Dansvillen NY, Kerby Landis D.C. of Concord CA

1968 (July/Aug): **Digest of Chiropractic Economics** [11(1)] includes:

-half page ad for PSPS (inside front cover)

-“1000 in attendance at 11th annual Parker Homecoming and 180th seminar” (p. 4); includes photo of Jimmy Parker, D.C. and L. Ted Frigard, D.C.

1968 (Nov/Dec): **Digest of Chiropractic Economics** [11(3)] includes:

-“‘Teach-in’ is new method at Parker Seminar” (p. 4); notes Parker seminar at Las Vegas during 9-12 January 1969 will feature Clarence Gonstead, D.C.; Raymond Nimmo, D.C., Major B. DeJarnette, D.O., D.C. and Richard Van Rump, D.C.; photos of each

1969 (Jan/Feb): **Digest of Chiropractic Economics** [11(4)] includes:

-“Parker meeting at Las Vegas” (p. 6); includes photograph of (left to right): Clarence Gonstead, D.C. of Mount Horeb WI; Raymond Nimmo, D.C. of Grandbury TX; Jimmy Parker, D.C.; Major B. DeJarnette, D.O., D.C. of Nebraska City NB; Richard VanRump, D.C. of Santa Barbara CA



1969 (Mar/Apr): **Digest of Chiropractic Economics** [11(5)] includes:

-“Association membership now required for Parker Seminar attendance” (p. 4); includes:

In a recent two page letter sent to some 5000 Brown Baggers throughout the world, we announced the adoption of a new policy... To become effective May 1<sup>st</sup>, 1969, the new PSPS policy will require that as a prerequisite to the attendance of future seminars, each doctor, whether a refresher or new, who has been in practice one year or more, must declare his membership in either a state or national association, preferably both...

1969 (Mar/Apr): **Journal of the Canadian Chiropractic Association** [13(1)] includes:

-“National or state association membership now required for Parker Seminar attendance” (p. 20)

1969 (May/June): **Digest of Chiropractic Economics** [11(6)] includes:

-“Dallas firm will provide economic management guidance to chiropractors” (p. 62) notes that W.C. Chapel DC, former president of Lincoln Chiropractic College, is now executive vice president of Parker Chiropractic Research Foundation; photograph:



W.C. Chapel, D.C., 1969

1969 (June): **ACA Journal of Chiropractic** [9(6)] includes:

-James W. Parker, D.C. authors “National or state association membership required for Parker seminar attendance” (pp. 49-50)

1969 (Sept/Oct): **Digest of Chiropractic Economics** [12(2)] includes:

- full-page ad for Parker School of Professional Success" (inside front cover)
- James W. Parker, D.C. authors "The three time loser" (p. 4)

1970 (Jan/Feb): **Digest of Chiropractic Economics** [12(4)] includes:

- full page ad for PSPS (inside front cover)
- "Leaders to meet at Parker Seminar: Estimate 1000 to hear Drs. Brassard, Palmer and Day" (p. 4)

1970 (Mar/Apr): **Digest of Chiropractic Economics** [12(5)] includes:

- full page ad for Parker PSPS Seminars (inside front cover)
- "Parker July seminar will move to Dallas Texas" (p. 4); PCRF headquartered in Fort Worth

1970 (May/June): **Digest of Chiropractic Economics** [12(6)] includes:

- "Unity in New York" (p. 4); notes Mickey Goldschmidt, D.C. appointed to first Board of Directors of NYSCA, along with Drs. Richard Carnival, Kenneth Padgett, Abner Blumenthal, Frank Surace, Martin Lawrence, Mortimer Levine, Charles Haas, Robert Antonelli, Frank Crifasi, Gustave Dubbs, Charles Wright, Jan Figley, Charles Hot, Frank Reichlin; Jim Parker, D.C. spoke at NYSCA convention in May 1-3, 1970

1971 (Jan/Feb): **Digest of Chiropractic Economics** [13(4)] includes:

- Marge Runnells authors "Parker seminars move to Dallas Texas" (p. 26)

1971 (Jan/Feb): **Digest of Chiropractic Economics** [13(5)] includes:

- Theodor E. Behr authors "The addendum" (p. 4); includes: ...Fifteen hundred doctors, wives and assistants attended the 195th Seminar of the Parker Chiropractic Research Foundation in January, at the luxurious Fairmont Hotel in Dallas, the Mid-Winter Junior Homecoming.

Dr. James W. Parker announced that permanent Foundation Headquarters have been established in South Fort Worth in a 1/4 million dollar facility (see drawing), and that all future PSPS Seminars would be conducted at the Fairmont Hotel in Dallas, thus removing the Seminar "home" from Fort Worth where it has been located for the past fourteen years. It is anticipated that this transition from Fort Worth to Dallas will be instrumental in making it much more convenient for DCs to attend PSPS Seminars.

As usual, a galaxie [sic] of Seminar guest speakers were on hand. Leading off the guest speaker list was Mrs. Jean Nidetch, Founder and President of Weight Watchers, international, who spoke on her weight reducing program which is today franchised all over the nation.

Dr. Rebecca Liswood, one of America's leading sociologists, spoke on the subject of "Human Relations." Back for her third engagement, Dr. Liswood proved to be as popular as ever.

Two prominent insurance executives, Mr. Walter Tait and Mr. Waters, gave a three hour Insurance Seminar on the subjects of importance to DCs in working with the insurance industry. Mr. Tait is Assistant Secretary of the Insurance Company of North America, in charge of all Workman's Compensation, while Mr. Waters is Assistant Secretary of the same company, with responsibility for all Accident, Sickness, and Health Claims worldwide. Dr. Parker announced that other top level insurance executives would be invited to the Seminars from time to time to make better inroads with the insurance industry.

Another repeat performer was Dr. Herb True, who once again enthralled his audience with his message sprinkled with witticisms and barbs. A staunch chiropractor supporter, Dr. True always brings chiropractic word to his multitudinous audiences throughout the

nation, which number 100,000 people annually. Since Dr. True, a former professor of psychology at Notre Dame University, was first introduced to chiropractic at a Parker Seminar four years ago, he has included some very favorable slides in his lectures which subtly depict equality between DCs and MDs in education, community benefit.

Colonel Sanders of **Kentucky Fried Chicken** fame was present and posed for photographs with the Seminar members. He spoke briefly on his favorable experience with chiropractic, giving it a great deal of credit for his longevity. A \$1,000 check was presented to **Kentuckiana** by Dr. Parker in the interest of Col. Sanders.

Dr. George J. Goodheart presented six hours of his educational Kinesiology Seminar to the assembled Refresher doctors. This added benefit and attraction proved to be so highly successful and so many requests were made for a return engagement that it is anticipated that Dr. Goodheart will become a permanent part of future PSPS Seminar Refresher sessions.

The Seminar climaxed with a gala banquet at which time GTO awards were presented to 23 doctors, wives, and assistants who had been present for the past seven consecutive Seminars. This coveted GTO (Grand Tour Organization) award has been earned by well over 100 doctors, wives, and assistants.

A beautiful gold plaque was presented to Dr. Parker from the International Chiropractic Regents, an elite group of successful chiropractors. The inscription on the plaque read, "We hereby present to James W. Parker, D.C., this honorary membership in the International Chiropractic Regents for his monumental contributions to the successful practice of Chiropractic."

The next PSPS Seminar will be conducted May 13-16 at the Fairmont Hotel in Dallas.

1971 (July/Aug): **Digest of Chiropractic Economics** [14(1)] includes:

- "Host to 1,600 at 197th Parker Seminar at Dallas" (p. 59)

1971 (Nov/Dec): **Digest of Chiropractic Economics** [14(3)] includes:

- "Outstanding personalities praise Dr. James W. Parker for his 200th Seminar January 20-23" (p. 13)
- two-page ad for Parker School for Professional Success" (pp. 42-3)

1972 (Mar/Apr): **Digest of Chiropractic Economics** [14(5)] includes:

- "Nearly 2300 attend 200th PSPS seminar; Dr. Parker donates \$10,000.00 'Libraries for Success' to colleges" (pp. 36-7); includes photograph:



1972 (May/June): **Digest of Chiropractic Economics** [14(6)] includes:

- "Art Linkletter, Mickey Mantle, Ed Mitchell to be presented at 202nd PSPS seminar and annual BB homecoming" (p. 37)

1972 (July/Aug): **Digest of Chiropractic Economics** [15(1)] includes:  
 -"202nd Parker Seminar" (pp. 6-7); includes photo of some of the 1,700 attendees

1972 (Nov/Dec): **Digest of Chiropractic Economics** [15(3)] includes:  
 -Marge Runnels authors "Parker homecoming scheduled" (p. 22)  
 -two-page centerfold ad for PSPS seminars (pp. 50-1)

1973 (Jan/Feb): **Digest of Chiropractic Economics** [15(4)] includes:  
 -"Parker seminar will meet in Las Vegas, Nevada, April 23-26" (pp., 48-9)

1973 (May/June): **Digest of Chiropractic Economics** [15(6)] reports:  
 -"2000 at Las Vegas – Parker Seminar" (pp. 30-1); includes photograph:



-James W. Parker, D.C. authors "Our obligation to humanity" (p. 47)

1974 (Mar): **ICA International Review of Chiropractic** [27(2)] includes:

-William C. Chapel, D.C., EVP of Parker Chiropractic Research Foundation, authors "First passengers: Dr. and Mrs. Jim Parker, first passengers to set foot on World's largest airport at Dallas/Fort Worth, January 13, 1974" (p. 4); includes photograph & caption:



Left to Right: Mayor of Houston, Wes Wise; Dr. James W. Parker; Mrs. J.W. Parker; Mayor of Ft. Worth, R.M. Stovall

1974 (July/Aug): **Digest of Chiropractic Economics** [17(1)] reports:

-Michael A. Espina, Jr., executive secretary of the Chiropractic Association of Louisiana, authors "Governor Edwards signs

new law" granting licensure to chiropractors (pp. 50-1); includes photograph & caption:



Shown here with Louisiana Governor Edwin W. Edwards (center, at podium), just prior to his signing the chiropractic bill into law, are a few of the many who worked so hard to get this long-overdue law. At the far left is Dr. Edward A. Mernin, Vice President of the Chiropractic Association of Louisiana; next is Dr. John E. Flynn, President of the C.A.L.; then Rep. J. Richard Breaux, one of the primary movers in the House to enact this bill.

To the far right, conversing with Governor Edwards, is Dr. James W. Parker, who, with many concerned and generous members of the Parker Foundation, contributed nearly \$24,000.00 to the Louisiana licensing cause.

\*\*\*\*\*

The deed is done. Welcome Louisiana to the community of chiropractic states. Finally, the chiropractic candle will shine on all fifty states, and through its light, the people of this country will benefit and reach new heights in health care.

It was a long, hard, uphill battle, that started in 1948, with one scared chiropractor, (Dr. Paul Adams), testifying before an unfriendly and antagonistic committee, to the campaign that was successfully completed this year.

Many people are responsible for this success, to try and list all of them will be an impossible task, however, we must single out a few individuals for their total support and dedication. Foremost, the chiropractic profession is forever in debt to Drs. William Boyd, Charles McHenry, John Lewis, as State Representatives, they paved the way for Dr. James Stephenson. As State Representative, this man did more to insure the successful passage of the Bill than anyone can imagine possible. He sacrificed his personal practice, in order to be able to travel around the state, visiting fellow legislators, trading and winning votes for chiropractic. Today, Dr. Stephenson is one of the most respected members of the Louisiana Legislature, admired by his peers in the Chamber and in the Chiropractic profession as well.

Dr. Fred Bates, Legislative Chairman of the Chiropractic Association of Louisiana whose skills and inside know-how of grass roots politics, proved invaluable and infallible time and time again.

Dr. John Flynn and Dr. Edward Mernin, President and Vice-Pres. of the C.A.L., respectively, Fund raisers Emeritus, their energy could only be measured by their love of Chiropractic. When someone faltered, they were always ready to show the way, by their actions.

The Board of Directors of the C.A.L., Dr. Harold Karas, Chairman; Dr. John Booth, Vice-Chairman; Dr. Eric Lensgraf, Secretary; Dr. Corwin Heneman, Treasurer; and the members, Drs. William Boyd, Jerry Norman, Kenneth Eastman, B.D. Mooring, and L.O. Tackett, all these doctors had the audacity to try new methods of campaigning and the courage and determination to see that everything was followed to a successful completion.

Dr. Gerald Brassard and William Day, your multiple trips finally bore fruit. Perseverance counts! Your testimonies were always an

inspiration to all of us, to continue on. Drs. Peter Flaum, Dr. Richard Vincent, Malcolm Macdonald, Chester Wilk, and Gus Dubbs, what all of you helped accomplish will add another laurel to your already overcrowded crown of glory, you all are truly great men. To all of you, Louisiana will always offer a hearty welcome and undying gratitude.

A very special mention has to be made because of the efforts and support provided by Dr. James Parker, President of the Parker Chiropractic Research Foundation, and his Executive Vice-Pres., Dr. William Chapel. With no direct relation or interest in Louisiana, they poured thousands of dollars and hundreds of hours into the campaign. To these two men and their organization, the profession in general and Louisiana, in particular, are forever grateful.

To name all the doctors in Louisiana, who cooperated to make a success of this campaign, will be unfair, we always will fail to mention a few deserving ones. However, some names deserve special mention, due to their tremendous contributions; Dr. Paul Adams, Dr. D.B. Baillie, Dr. Brunner Blair, Dr. Melvin Eastman, Dr. Gerry Hinton, Dr. Charles Herring, Dr. Charles Guideon, Dr. G.B. Guillory, Dr. Harewell Morris, Dr. E.G. Nosser, Dr. James Ripple, Dr. Leroy Stagni, Dr. Willie Sacks, Dr. Courtney Stroebel and Dr. Floyd Turner. Doctors, the profession appreciates you! Once again we apologize if we fail to mention you, but the profession will always recognize the courage of ALL the doctors in Louisiana, who kept the chiropractic candle lit, through the years of harassment and persecution.

Finally, to all the doctors throughout this great country, who did their share, not once, but many times, by giving their monies and their time, thank you from all of us to all of you.

The victory in Louisiana was complete, we have a very good Bill, we did not compromise on the rights of the profession. In essence, the Louisiana Chiropractic Bill provides the following:

1 – Establishment of the Board of Chiropractic Examiners, composed of 6 doctors of Chiropractic and 2 M.D.s.

2 – Allows the individual practitioner the dissemination of chiropractic educational material to his patients, and allows the State Association to promote chiropractic on a professional basis.

3 – Allows the use of X-Ray equipment for all chiropractic purposes.

4 – Allows the doctors who have graduated from a college of chiropractic, which is accredited or approved by the Association of Chiropractic Colleges, or the Council on Chiropractic Education, or approved for the purposes of membership by the A.C.A. or the I.C.A. and approved by the Board, and who have been in practice over 8 years to be licensed automatically. The doctors, who comply with the above requirements, but have been in the state from 2 to 8 years, must take an examination on X-Ray procedures, physical diagnosis and public health, including contagious and communicable diseases. All other doctors must take an examination (14 Parts) as given to all newcomers to the state.

5 – Allows doctors who are licensed in other states, and comply with the Louisiana accreditation requirements, to obtain a license, without having to take the examination.

6 – Allows doctors who have passed the National Board of Chiropractic Examiners test, to obtain a license, by only taking the 3 part examination.

7 – Allows the use of diagnostic and therapeutic equipment.

8 – Does not deprive the doctor of chiropractic of the right to use his hard earned title.

So, come on down, the water's fine and we have a public hungry for chiropractic nourishment, which they have been deprived of long enough. Michael A. Espina, Jr., Executive Secretary, Chiropractic Association of Louisiana.

1974 (Nov/Dec): **Digest of Chiropractic Economics** [17(3)] includes:

-James W. Parker, D.C., Ph.C. authors "Pride or perish" (p. 71)

1975 (Jan/Feb): **Digest of Chiropractic Economics** [17(4)] includes:

-"Parker Las Vegas seminar huge success" (p. 57); includes **photo** of seminar participants

-James W. Parker, D.C. authors "Chiropractic gets results" (p. 58); includes:

"CHIROPRACTIC GETS RESULTS! IT WORKS! AND THAT'S WHAT COUNTS!"

1976 (Mar/Apr): **Digest of Chiropractic Economics** [18(5)] includes:

-"2,500 hear 'Sore Throat' at Las Vegas Parker Seminar" (pp. 80-1); includes photograph & caption:



An award of merit for their contribution to chiropractic is presented to Drs. Jim & Patricia Grace Parker by Dr. Jay Kirby, representing the Los Angeles College of Chiropractic.

1976 (May/June): **Digest of Chiropractic Economics** [18(6)] includes:

-"Dr. W. Karl Parker to join PCRf" (p. 7); includes photograph:



1976 (Sept/Oct): **Digest of Chiropractic Economics** [19(2)] includes:

-"Dr. Parker presented clock" (p. 6); includes photograph of Russell Erhardt, D.C. and James W. Parker, D.C.:

1974 (Nov/Dec): **Digest of Chiropractic Economics** [17(3)] includes:

-James W. Parker, D.C., Ph.C. authors "Pride or perish" (p. 71)



1976 (Nov/Dec): **Digest of Chiropractic Economics** [19(3)] includes:

- “Dr. James W. Parker receives two awards from his home state” (p. 7); includes **photo** of Dr. Parker
- “Dr. Parker receives award from Florida Chiropractic Association” (p. 11); includes **photo** of Drs. Parker and Gerald Ross

1977 (Jan/Feb): **Digest of Chiropractic Economics** [19(4)] includes:

- “PCRF expands” (p. 7)
- “3,300 attend record-breaker PSPS Las Vegas seminar!” (pp. 41, 114)

1977 (Mar/Apr): **Digest of Chiropractic Economics** [19(5)] includes:

- “March Parker seminar another record-breaker” (pp. 4, 6)
- “Parker donates \$25,000 to colleges, 10% of PCRF 1977 new D.C. revenue pledged” (p. 90)

1977 (July/Aug): **Digest of Chiropractic Economics** [20(1)] includes:

- “Dr. Napolitano and N.Y.C.C. honored at Parker seminar” (p. 9); includes photograph of Drs. Napolitano & Parker:



1978 (Jan/Feb): **Digest of Chiropractic Economics** [20(4)] includes:

- “FCER awards plaque to Dr. Jim Parker” (p. 7); includes **photo** of Dr. Parker with plaque

1978 (May/June): **Digest of Chiropractic Economics** [20(6)] includes:

- “William D. Brown, Ph.D. joins the Parker Foundation” (pp. 7, 9); **photo** of Dr. Brown
- Jim Parker, D.C. of Fort Worth TX authors “Let’s not just talk – let’s walk” (pp. 70, 130)

-“Linkletter, Nightingale, & Levine head slate at Parker homecoming in Washington, D.C., June 30 – July 4” (pp. 96-7); includes **photos** of Earl Nightingale, Irving R. Levine and Art Linkletter:

1978 (July/Aug): **Digest of Chiropractic Economics** [21(1)] includes:

- “PCRF starts 1/2 million dollar building program” (p. 4)
- Jim Parker, D.C. authors “Dedication and devotion determine your degree of delivery” (p. 15)
- Marcus Diskin authors “I was there. And I marched!” (pp. 35, 106); includes **photo** of Mr. Diskin and:  
Along with about 3,000 other people, I walked to the Department of Health, Education and Welfare (HEW) in Washington for patients’ rights.

It was Monday, July 3, 1978...

1978 (Sept/Oct): **Digest of Chiropractic Economics** [21(2)] includes:

- “Dr. Fuhr on national TV” (p. 3):  
Dr. Arlan Fuhr, Redwood Falls, Minnesota recently was on the P.T.L. T.V. Show, hosted by Jim Baker, P.T.L. stands for Praise The Lord, and is a nationally televised program reaching all corners of the world by satellite.

It was taped August 18, 1978 and was viewed September 1, 1978.

- “Dr. Jim Parker presented Rolls Royce as gift” (p. 4); includes photograph:



Dr. Jim Parker in his new car.

1978 (Nov/Dec): **Digest of Chiropractic Economics** [21(3)] includes:

- “Thermodeltameter invented by PCRF” (p. 10)
- “Ronald Reagan to spark January PSPS seminar” (p. 27); includes **photo** of Reagan
- Jim Parker, D.C. authors “Make your patients feel important” (p. 33)
- “Parker triples annual donation to \$100,000 to colleges” (p. 116)

1979 (Jan/Feb): **Digest of Chiropractic Economics** [21(4)] includes:

- “4,000 attend New York Parker seminar” (pp. 63, 125)

1979 (Mar/Apr): **Digest of Chiropractic Economics** [21(5)] includes:

- “4,400 hear Gov. Reagan at January Las Vegas PSPS seminar; Gov. Reagan once employed by B.J. Palmer” (pp. 72-3); includes three **photos** of Reagan and Dr. Parker
- Jim Parker, D.C. authors “Act delighted at patient objections” (p. 118)

1979 (May/June): **Digest of Chiropractic Economics** [21(6)] includes:

- Jim Parker, D.C. authors “Patients must accept you – before they can accept chiropractic” (p. 63)
- “Parker 28th homecoming & 242nd PSPS seminar to be held in Las Vegas July 15-19” (p. 111); includes **photo** of Howard J. Ruff

1979 (July/Aug): **Digest of Chiropractic Economics** [22(1)] includes:

-“Dr. Coggins honored at Parker seminar” (p. 9); includes small **photo** of Drs. Jim Parker and William N. Coggins  
-Jim Parker, D.C. authors “Self-improvement” (p. 43)

1981 (May/June): **Digest of Chiropractic Economics** [23(6)] includes:

-“New Parker College is scheduled to open in 1982 in Dallas/Ft. Worth area” (p. 34)

**c1982**: photograph of Drs. Jim Parker and Donald C. Sutherland, president of Canadian Memorial Chiropractic College:



1989 (Sept): **PCC Alumni News** [29(3)] includes:  
-photograph of Jimmy Parker, D.C. (p. 9):



1990 (Oct): **ACA Journal of Chiropractic** [27(10)] includes:

-George P. McAndrews, Esq. authors “Gaining a sense of reality when presenting credentials: practice building training background can undercut the testimony of a doctor of chiropractic” (pp. 20-21); followed by reprint of article by James G. Noland, Esq., “Dealing with chiropractors” (pp. 22-6, 29-30), which maps out questions to put to chiropractors in court, particularly attendance at Parker seminars, Peter Fernandez, D.C.’s **Secrets of a Practice Consultant**

1992 (Sept): **ACA Journal of Chiropractic** [29(9)] includes:

-James W. Parker, D.C. authors “The golden egg that is killing the goose” (pp. 53-4)

1993 (Mar 15): letter on Parker College stationery from Jim Parker, D.C. to Ed **Kimmel**, D.C. (in my CINY files):

Edwin H. Kimmel, DC, DABCO  
10351 Northeast 10th Lane  
Silver Springs, FL 32688

Dear Old Friend Ed:

I want you to know that, even though I rarely read stuff in the various “unofficial chiropractic press,” my eye caught your “Chiroenergetics” and, know you write so well, I read it.

I further want you to know that this is almost precisely what I’ve been calling “quality interferences” for my four decades, as you might remember.

Ed, I just wanted you to know that it is a very well written article, and if you are ever in this area on a Wednesday, which is the day we have our Assembly for the 900-plus student body, I would be most pleased to have you give an address to them.

By the way, how are things in your world? I suppose you have learned that Marge Runnells Springer died in mid-1991, just before she finished our outstanding PARKER PHOTOBIOGRAPHY, the 10 pound, 13x14 masterpiece about which we’ve sent so many fliers. Our Director of Development finished it, but Marge had it essentially done through our 40th year. And, of course, you played no small part in its growth too.

I am most grateful for your having let me be a part of your life. I hope things are happy, healthy, and successful in your world, and I will be looking forward to the time when our trails shall cross again.

Sincerely,

James W. Parker, DC, BA, FICC, FACC, FICA

Founder and President

JWP:tb

1993 (Mar 18): letter to Jim Parker, D.C. from Ed **Kimmel**, D.C. (in my CINY files):

My dear friend Jim:

How nice of you to take the time to write to me. You have no idea how much I appreciate it.

Believe me, Jim, there are many times that I utilize the material garnered from the PCRf lectures that you gave so eloquently through the years. It’s amazing how many “offsprings” there are in the profession, now. You were the first and still, in my opinion, the best.

Yes, I learned about Marge, through the grapevine. I really can’t recall who it was that informed me of her demise. Too bad. She was a great woman and I am sure we will all miss her beauty and intellectual input.

Thanks for the invitation to speak to your assembly. If it is possible, I just may take you up on that offer.

I moved here, just a year and a half ago. I am an associate for two DCs in the town of Ocala, (card enclosed). I like it, basically because I don’t have to bother with all the new high tech wizardry. This April, I will have been in practice for 44 years. Things are certainly different from what they used to be, aren’t they?

Jim, you certainly have been a generous portion of my life, too. You’re always there, somewhere in the background of my being.

I am also enclosing a copy of a letter recently received from the Florida Chiropractic Association, which I thought you might want to see.

The best to you my friend, Ed

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#### References:

August 1952 Teachers’ Class. *The Beamer* 1952 (Fall), p. 1