

Chronology of the Universal Chiropractic College

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Joseph C. Keating, Jr., Ph.D.

1350 W. Lambert Road #110, La Habra CA 90631 USA

(562) 690-6499; E-mail: JCKeating@aol.com

filename: Universal/Chrono 98/02/03

Color Code:**Red & Magenta:** questionable or uncertain information**Green:** for emphasis**CHRONOLOGY**

1886 (Oct 15): Leo J. Steinbach born in Dayton OH (Rehm, 1980, pp. 296-7)

1910: **BJ Palmer** introduces x-ray at **PSC**, **Loban** forms the **UCC** (Gielow, 1981, p. 121)

1910 (Feb): *The Chiropractor* [6(2)] includes:

-Joy M. **Loban**, D.C., Ph.C. listed as Ass't. Editor on cover page

1910 (Mar): *The Chiropractor* [6(3)] includes:

-**Loban** is no longer Ass't Editor, replaced by T.J. Owens, D.C., President of U.C.A. (cover)

-**UCA Directory** (pp. 120-6) includes:

* **Joy M. Loban**, D.C., Ph.C., at 501 Commercial Bank Bldg., Waterloo IA (p. 123)

-"SPINOGRAPHY" (p. 127):

The UCA will hold its 1910 convention September 4th to 10th. One of the real treats in store for you, and which is even now being arranged, is spinographical lectures (stereopticon and otherwise) and spinographical demonstrations. To the Chiropractic profession, it is a much discussed question as to whether there is or is not a scientific value in purchasing an outfit and learning how to use it.

"Dr. B.J." has installed in The P.S.C. the finest equipment possible. More money could not get better. His negatives are being made up in lantern slides weekly. Lectures will be delivered at the convention proving subluxations, bent processes, etc.

To all Chiropractors inclined to desire to put in an outfit, special classes will be formed and lectures given on the mechanism and how to use it. Thus you can start in right. No charges will be made for these lectures. Cuts will appear from time to time, between now and then, in the pages of The Chiropractor.

Spinography (skiagraphs of the spine) have been little worked out. It is an art for which medical men have had little use. Its technique remained practically unsolved until our Dr. B.J. got hold of it. Even now, altho **only installed two months ago**, several authorities have visited The P.S.C. and examined our negatives and call them "masterpieces." Of this we can be modestly proud. We propose to lay wide to the U.C.A. convention all this research work and give you the benefit of it. One day will be set aside, the machine transported to the convention hall and be in working order, negatives made, developed, shown, etc.

Learn spinography of one who has developed its scientific qualities. We are endorsing the value of this work and as time proceeds we will endorse it more, therefore, if The P.S.C. can endorse this for our clinical value, you can do the same providing your business and its finance permits. It is an expensive adjust and no Chiropractor **must** have it, but it is well if you can. It never does harm to know something about this work even tho you cannot afford to buy one. This is one of the new attractions offered for this year.

U.C.A. CONVENTION, SEPT. 4-10, 1910

1910 (Aug 31): diploma found in LACC's Thie Clinic for C.M. Baldwin from the UCC in Davenport; note from L. Bonanno

DC indicates that C.M. Baldwin was female, married to someone named Wachner; J.R. Baldwin was grandfather; diploma signed by:

*C.E. Moyers, D.C., *President*

*J.R. Baldwin, A.M., D.C., *Secretary*

*Joy M. Loban, D.C., Ph.C.

*Mabel E. Mead

*W.F. Ruehlmann, D.C.

*A.R. Ely, D.C.

1910 (Sept 2): postcard (Asworth papers/CCC-KC) from "Hazel" at "Palmer College" Davenport addressed to "Mrs. S.L. **Ashworth**, 1021 L. St., Lincoln, Nebr." reads:

Got here one hr. late. Things are awful here. **Loban** has sued B.J. for 20,000 for calling him a murderer. **BJ** expeled a student yesterday. A traitor. Lots are here and there is going to be an awful fight. Write you later about it.

Lovingly Hazel.

1912 (Dec 10): letter to **TF Ratledge** DC at Hamburger Bldg, LA from **CE Moyers** DC, President & General Manager of the **Universal Chiropractic College (UCC)**, "The School of Quality," at 528-530 Brady St, Davenport IA (Ratledge papers, SFCR; in my UCC file); officers & faculty of the **UCC** are (according to the letterhead):

*C.E. Moyers, D.C., President & General Manager

*Chas. R. Bunn, D.C., Vice President

*Geo. M. Otto, D.C., Secretary

*J.W. Fenter, D.C.

*H.B. Ingalls, D.C.

*H.A. Hackett, D.C.

*W.F. Ruehlmann, D.C.

Dear Doctor:

Your favor of Dec. 1st duly to hand and noted. Yes, we well remember you at the meeting of the **PSC**. Convention two years ago. You will note we say **PSC**. instead of **UCA**. from the fact that **BJ Palmer** has always owned that association body and soul. That fact was no better demonstrated than at the above mentioned convention.

In all my life I never saw a more disgraceful prostitution of the voting franchise. The student body and many of the visiting Chiropractors waited in every instance until **BJ Palmer** told them how to vote. This cannot be contradicted from the fact that on three occasions up there, they had the poor little fellow so rattled that he led them astray and voted down his own motion. However, after he had awakened to what he had done, the motion was reconsidered and they just as cheerfully helped him out of the hole. The whole bunch of them should be disfranchised. People of that kind have no right to have any voice in the government of any country.

From your letter we take it for granted that you are a staunch advocate of legislation without compromising with the Medical Trust. This being the case, the second paragraph of your letter is incorrect because we have never since the organization of this college been at variance with anyone else favoring legislation.

The **International Chiropractic Association** was formed, as you know, during the week of the convention of which you speak; you were in attendance at the first meeting. There was incorporated in the

constitution and by-laws an article that stated most emphatically that one of the objects of the association was to work for legislation for Chiropractic, and it has ever since stood for it in an uncompromising manner.

At the time of the organization of the association of federated Chiropractors, an invitation to attend the first meeting was extended to many or perhaps all of the members of the **International Association**. The objects of the proposed federation were an exact copy of those already incorporated in the **International Association** which at that time had over four-hundred members and was in good, flourishing condition. This fact was called to the attention of Dr. **Carver** and it was suggested to him at that time that instead of forming a new association that he join the **International** and use all his influence along the very lines that he favored for we felt at that time that organizing another association simply divided the forces and would not make for the best interests of the profession of Chiropractic. We believed that a movement of that kind was ill-advised and we have not yet changed our mind.

The **Universal Chiropractic College** took up the campaign for legislation the day it was incorporated and has lost no opportunity since that time to further sentiment for legislation.

We do not care to question the ability of certain men in the association of federated Chiropractors but we do not believe that the association has a monopoly on talent of this kind. The national counsel for the **ICA** is **Col. Long** and **under his guidance the association has never lost a case**. He, too, is well up in legislative matters and we feel that the subject in his hands will be well taken care of.

Through our suggestion an association was formed in the State of Iowa several weeks ago. To avoid any feeling that might be engendered, the **Universal Chiropractic College** had nothing to do with the association further than to urge on the profession in the State the importance of it, because we did not want anyone to feel the **U.C.C.** was trying to form an association of the kind to further its own interests.

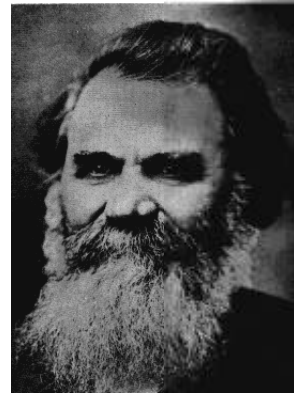
We have been repeatedly opportuned to join a National Association with its headquarters in Pa. The same object is advertised, namely legislation for Chiropractic. The question of legislation for Chiropractic is today the paramount issue, but the American Medical Trust is not our worst enemy in our fight for laws. The worst enemy is the **faker in the Chiropractic school business, and the prince of all of them is B.J. Palmer**. There is little doubt but what when you go before the legislature with a prayer for laws you will be met by your enemy with the advertising matter of the "Fountain Head". **This same individual has done more to degrade the profession and Chiropractic than all other agents combined**. So far as we know the **International Chiropractic Association** is the only association in existence that has stood uncompromisingly for legislation for Chiropractic. It is well officered, not run in the interests of any school or individual and has a large membership, and we believe that it is today in the best position to lend yeoman service to the Science of Chiropractic than any other association, and regret exceedingly that instead of organizing other association the champion of legislation for Chiropractic did not join forces with it instead of dividing the members of the profession. However, every honest endeavor along this line has our best wishes so we sincerely hope that in your endeavor for laws you will be successful.

Thanking you, we are

Very truly yours,

U.C.C. -- The School of Quality

PHOTOGRAPH



D.D. Palmer

1913-14?: **Loban** (as executor of DD's will) files suit against **BJ** (Gielow, 1981, pp. 125-7)

1914 (Apr 23): letter to **BJ Palmer** from **TF Ratledge** DC, with brief comment from **BJ** at the end (Ratledge papers, Stockton Foundation for Chiropractic Research):

Dr. B.J. Palmer, D.C., Ph.C.

April 23, 1914

Davenport, Iowa

Dear Doctor:-

Before me is a letter from the "U.C.C." in which they state a purported "Chiropractic advertising campaign" in the press and it, as is usual with their literature, is full of inconsistencies to such a degree that I could not refrain from expressing to a small degree my regrets that our noble profession must constantly be burdened with such, for the thinking public are not blind and with the most casual observation will see the "Nigger in the woodpile."

They hold this proposition open to any one who wishes to advertise as a Chiropractor without asking anything in evidence to support the contention that they (the advertisers) are actually Chiropractors or are practicing Chiropractic, and knowing that a large number of persons are pretending to be Chiropractors when they are really only masseurs, bath-house artists, etc., it is obvious what the effect in such communities will be; and too, they will "CAST A MOST FAVORABLE REFLECTION UPON THE NAMES MENTIONED."

They explain that they are going to use six inches of space, (How much did they use at the expense of the other fellows, at \$10 per?) in telling that "the U.C.C.", (although born of a most disgraceful episode in which a junior member of a faculty together with a number of disgruntled students who wanted to teach their teacher, as are found in every class, out of revenge started a school and are now "the leading college of the profession", which (if this were true) is to be pitied; then goes on to say that they have a "three and four year course." Now, if it takes three or four years to become a Chiropractor, how can they honestly "cast a most favorable reflection" upon men of whom they know nothing; and it is certain that the pseudo is anxious to get his name listed with Chiropractors.

What explanation can be offered why it should take four years to educate Chiropractors now when they have been, and if I am correctly advised, are still "doing it", graduating them in one year? If it requires four years in the future, then they admit that they have been guilty of graduating incompetent men, turning them loose upon an unsuspecting public just because some one else did, or perhaps for the more selfish purpose of obtaining money. Then, what are they now still going on with this policy for? and it cannot be construed any other way, when they are going to graduate those who so desire at the end of THREE years when they should go Four years? It would be just as honest to do as Dr. A.A. Gregory, of

"Thirty Day Fame" does in graduating those who desire it within thirty days, for the only difference is in degree.

Legislators are no so easily deceived as some of our inexperienced "legislative enthusiasts" who have never done anything but talk about it, seem to think, that just the mere advertisement of a "long term school" will have any weight, what the legislators want to see is some men who can demonstrate the merits of Chiropractic by properly representing it before them, and all the advertising under the sun will not secure legislation, nor will the school which seeks legislation through such weak measures receive any serious consideration from the profession.

This school, The **RSCS. teaches only one class of Chiropractic which is twelve months** to all, and when it is found necessary to extend the time in order to educate the student better, we will advance the length of term and make it applicable to all matriculants and not turn out some half educated, others three fourths educated and finally, some who have enough money to go four years and the time to spare, turn out SOME really educated Chiropractors. "INCONSISTENCY! THOU ART A JEWEL!!!!?"

The letter also says "the first part of the write-up will be a masterly article on the Science of Chiropractic," that sounds good but, if we are to judge by the past efforts of "The Leading College" it is safe to predict that it will be a lot of therapeutic, drugless healing, medico-chiropractic jargon and the dear people who should be enlightened by it will only be the more confused, for it has never been my good fortune to see anything strictly or fully Chiropractic issue from that source yet, not withstanding that they edit "Progress" which instead of being CHIROPRACTIC propaganda is just "Drugless-Healing" therapy or "Chiropractic Drugless Healing Methods."

The greatest danger to Chiropractic is just such institutions as this U.C.C. who inject into their instruction, under the label of Chiropractic all the little things that they can pilfer from other professions without taking the work in regular schools of which they are a part. This confuses the mind of the student and the laity and causes the Chiropractor to be looked upon about as the Naturopath who just does "anything Natural" without having any scientific reason for it and the only excuse offered is that it is "natural", just the same reason that some men are criminals, but not to be tolerated because it is "Natural."

These self appointed "Dictators" in Chiropractic, or rather usurpers of the "Leadership" should be informed that in order to secure and retain the respect of the Chiropractic profession, they will have to prove their faith by their works and not think that "advertising" will blind us to actual conditions and that just "talk" will get legislation and otherwise be beneficial, when in fact we all know that they have done absolutely NOTHING but try to tear down, malign and assassinate the Characters of those who should happen to be in competition with them or have ideas different to theirs. What we need is men who are constructive and do not let their animosity rule them in matters pertaining to our science.

Another deplorable incident is, the vitriolic attack upon yourself in a recent letter purported to be from Col. Sol Long, but which smacks of "U.C.C." in which he asks the profession to decide, as between yourself and himself, whom they will support, and issuing an ultimatum of that Character raised the question in the minds of the Chiropractors at large, who is this man? and upon a little investigation it is found that he is not even a Chiropractor and is evidently not big enough to refrain from entering into little controversies which grow out of competitive jealousy. He never has done anything for which we should be under special obligation to him and according to my advice, has not even been connected with any Chiropractic endeavor prior to two years ago, and you can be assured that there is not one of the profession who will listen to such childish appeals as this, coming as it does from an Attorney who is in the employ of some of your unscrupulous competitors.

Dr. Palmer, you know that I fail to agree with you in many details and also with Dr. Carver and likewise with many others, but, you will never find me at variance with you on the main issues, which to my mind is to keep Chiropractic from becoming confused with drugless healing in general and ultimately absorbed by its various cults through compromising legislation and compromise instruction such as the U.C.C. advocates in offering to prepare its students to pass medical examinations before the various State Medical Boards and to accept such legislation, which would be an admission that the Medical Boards were capable to examine Chiropractors and that our contentions of being a separate and distinct profession, whose principles are entirely apart from Medical and Drugless Healing, are merely subterfuges whereby we may go out and prey upon an ignorant and suffering public.

If Chiropractic is not all that we claim for it in its relation to therapy, then it is nothing and we are imposters of the rankest kind and laws should be passed which would force us to attend "regular" therapeutic schools and be responsible to therapeutic examiners in the various states, then, on the other hand, if we are honest with ourselves, and God forbid that we not be, we should not be traitors to the suffering people who need Chiropractic and to those who have entered the profession upon our representations that Chiropractic is a Science and not Therapy.

I consider the school which advocates that the Chiropractors capitulate to the Medical Trust by offering to be examined by them as **TRAITORS**, or so ignorant and short sighted that the profession should crush them out of existence by giving their support to those who are **KNOWN BY THEIR WORKS** to be honest in their intentions toward our great science.

All of the correspondence schools in the world could not do the ultimate injury to our profession and to the public as the man who cries "higher education" when at the same time he is toying with the enemy, sacrificing our principles upon the altar of greed and avarice, actuated by a desire to gain money and power, to appeal to the uninitiate by catering to their preconceived views as to how much time it should take to learn of the human body and its functions, and mixing three years of Therapy with what small vestige of Chiropractic that they have been trying to teach, which policy, if it should go unchallenged and did prevail would result in the absorption by the A.M.A. and allied Osteopaths, and final destruction of Chiropractic.

The man who is willing to sacrifice principle is a coward and when you find any man compromising under such circumstances as those which relate to Chiropractic legislation at this time, you may know that that yellow streak is extensive and that he is whipped before he enters any contest. We should ostracise any man whom we find attempting to compromise our science, for we know that it is for personal gain or else inability to analyze or he would not do it, and we should have none of it, for we will have to constantly watch him to keep him from selling us out at some critical time, so better eliminate him first to protect ourselves, as it is difficult to always be in a position to restrain such characters at the proper time.

It is unnecessary to mention it, for you are aware of the fact that ever since 1908 that I have been an ardent supporter of Chiropractic legislation and have carried the fight into the legislatures of Oklahoma, Kansas and the great State of California and it has been a source of no little amusement during the last year or so to listen to the constant cry by the U.C.C. that they were "the only people who had ever been in favor of Chiropractic legislation" when they have never made even one single move of any substantial character to secure any kind, and I fear that you will have to spend more money to keep them from compromising and accepting anything that the A.M.A. has to offer than you will in an entire campaign to get specific Chiropractic legislation, with

separate Chiropractic Board, examinations to be conducted Chiropractically, etc.

There has been only one general legislative period in the different states since the "Accident" or birth of the **U.C.C.** and the absence of any activity other than the plaintive notes issuing forth regularly from Mr. Moyer, were particularly conspicuous because of their absence from all the state legislatures, and to this good day we see them just whining, whining, asking the support of the Chiropractors of the world so that they may destroy one **B.J. Palmer** who seems to be unwilling to have performed upon him the delicate operation of having removed his self-respect etc., and join in the sacrifice to the "God of Fear" and submit to medical dictation as we surely must if we ever are inveigled into any kind of a coalition with the Medico-Osteopathic-Drugless Healing Mungrelism as they advocate when they offer to prepare for a stipulated sum, students to sell out their professional identity and go humbly on bended knees to State Medical Boards, composed of men educated in ignorance, and ask their blessing.

And they would have us believe that they are "elevating" the profession; "kind Devil, we pray Thee deliver us from our fool friends," should be our prayer, and let us not cease to wach as well as pray.

The California Federation are very active now preparing for the legislative campaign next year and you may always know that we will accept nothing short of a separate State Board of Chiropractic Examiners and provided further, that all examinations shall be held according to Chiropractic teachings and by that will be meant Chiropractic Anatomy, Chiropractic Physiology, Chiropractic Pathology, Chiropractic Bacteriology, etc. everything will be distinctly Chiropractic and in no wise Therapy.

We have had one arrest lately upon the charge of "unlawfully practicing, attempting to practice and advertise and hold himself out as practicing a system or mode of treating the sick and afflicted in the State of Cal." without having the authority of the Medical Board. This case is going to be fought to the last ditch and am firm in the belief that the A.M.A. is riding to a fall, from the effects of which they will never regain their complete equilibrium.

Will keep you posted as to developments and we expect to show to the Chiropractors of the world in 1915 that California is on the Chiropractic map. Will have a proper committee to meet your train and act as your escort into the Golden State.

Now, Dr. Palmer I know that you are amply capable to fight your own personal battles, but when I witness such utter falsehoods as have been issued against you continuously for the past several years, and when these same falsehoods are jeopardizing our profession and science, then I wish to let you know that you do not stand alone and the entire Chiropractic profession would arise as one and join forces in protecting Chiropractic from such vandals whose every act has been a menace and a prostitution of the great truths upon which our beloved science is based.

The Chiropractors of California are with you and I felt that it would not be amiss for you to know it at a time when you seem to be the center of such unwarranted, vicious and unjust attacks as you have been lately.

We all appreciate your position relative to Chiropractic and though you may have erred, which is human, we know that back of that is a love for Chiropractic which will soon cause you to see the error of your way and give you the courage and manliness to reverse yourself if necessary to advance and do justice to our greatest of professions.

Wishing you deserved success in your great work and that our opinions of you may never lessen and that our respect will continue to grow, and awaiting the greatest Chiropractic reunion in 1915, I am,

Yours for Chiropractic supremacy,

DR. T.F. RATLEDGE, Pres. R.S.C.S.

The above letter was laying upon my desk upon my return from a lecture tour of Wisconsin and Canada. It comes absolutely unsolicited, therefore is worth much more than otherwise. I reproduce it here, in full, just as received.

Chiropractically yours,

"B.J."

1914 (Dec 28): **Loban** dismisses suit against BJ (Gielow, 1981, p. 127)

1915: **Hugh B. Logan** graduates from the **Universal Chiropractic College** in Davenport IA; practices for a few years in Atchison KS before locating in Los Angeles (Rehm, 1980, p. 294)

1916 (Mar 8?Apr 8?): **FHN** [5(9)] includes:

"A Challenge - in Three Acts" (pp. 7-10) provides a reprint of an investigation of three chiropractic schools in Davenport: PSC, **UCC** and the Davenport College of Chiropractic which appeared in the **JAMA**, 12/25/15 issue; notes that the **UCC** bulding is "fair size," but there are only two classrooms; 135 students enrolled; only two microscopes; that there is no access to hospitals; no dispensary facilities; that only a "common school" education is required for admission; that dissection is limited to "a few dogs"; that embryology, bacteriology, pharmacology, microscopic diagnosis, pediatrics, gynecology and surgical anatomy are not taught; that physiology and physiological chemistry are taught only by lecture:

Universal Chiropractic College:

They are not in any way equipped to give the character of instruction that would make their graduates safe advisers to the sick...

UNIVERSAL COLLEGE OF CHIROPRACTIC:

Inspected November 24th, 1915

Their records show an enforcement of a minimum twelve months of resident course.

Clinical material abundant.

Equipment fair.

Their faculty is of a higher order of intelligence and it was the only one college inspected in which every statement made was verified by subsequent investigation...

UNIVERSAL CHIROPRACTIC COLLEGE

Located, No. 528 Brady Street, Davenport, Iowa

Inspected November 25th, 1914

Incorporated in the year 1910 under the laws of the State of Iowa. The list of incorporators to be furnished later.

Mr. P.H. Sandford is Manager and Dr. R.E. McNamara is Dean.

The entrance requires a common school education. A residence course of twelve months continuous training is required with an optional course of eighteen months at same price. The fee is \$250.00 per course.

The evidence of attendance, both as to attendance at lectures and clinics, was checked off.

They have fifty-four students in the first year; forty-three in the second year and thirty-eight in the third year.

The faculty and Colleges from which they allege to have graduated are as follows:

J.M. Loban - The Palmer College of Chiropractic.

B.E. McNamara - The Palmer College of Chiropractic.

J.L. Denlinger - The Universal Chiropractic College.

W.E. Carter - The Palmer School of Chiropractic.

R.B. Miller, M.D., place of graduation unknown.

Except Dr. Miller the faculty are all time men.

The records of attendance and the records of examinations were carefully kept and inspected. They will permit but a total of fifteen days' absence in the consecutive twelve months of study.

They have never conducted anything but a residence course.

They have a minimum course of twelve months consecutive teaching, and an optional course of eighteen consecutive months at the same price.

The cost of the complete tuition is \$250.00.

A list of students and date of entrance was promised.

They are the owners of this property occupied, for which they paid twenty-six thousand dollars. It was formerly a library building and is fairly well adapted for the purpose for which it is used.

They have no financial endowment.

They give advanced standing to medical doctors, in contagious diseases and in diseases they are instructed not to personally treat, by a medical doctor.

No instruction is given in accident cases, except first aid. They are not instructed in minor surgery, asepsis, obstetrics, or venereal diseases. Their students are instructed not to attend.

A few lectures are given in toxicology.

They have no chemical laboratory, but a few chemical and test tubes.

They have a medical library of about two hundred medical books, many of them modern and upon the subjects best fitted for them. The library is accessible to the students at any leisure time.

Occasional dissection of dogs is done.

They have no museum except a few spines and skeletons.

They have a fair supply of charts and a manikin.

They have stereopticon and a reflectoscope.

They have one high power microscope and a few slides.

Hygiene and contagious diseases are taught for two hours a week for the entire year.

Their card index system shows that they have now under care, two hundred and sixty-four clinical cases, and they claim that this represents the usual number of under treatment. Many of the cards represent a diagnosis as would be made by a medical man, as well as the supposed spinal lesion.

I found the claims made in the office, previous to inspection, more accurately substantiated by a subsequent inspection than in any other of the Chiropractic colleges I inspected.

1916 (Sept 16): *FHN* [6(2); A.C. 22] notes:

-several letters re: UCC and the Pittsburgh Chiropractic College (pp. 18-20):

STOP! LOOK! LISTEN!

The following letter speaks for itself. It is an exact copy of a form letter sent by one stock-holder OF THE U.C.C. to all the rest of THE U.C.C. STOCK-HOLDERS.

Dear Doctor: Hagerstown, Md., August 23, 1916

As stockholders in THE U.C.C. you and I are interested in the welfare of the school and the continuation of its name for the purpose of having something to back up the diplomas we hold from the school.

You are aware of the fact THAT THE SCHOOL HAS BEEN AND IS IN CONSTANT DANGER OF FORCED BANKRUPTCY. IT HAS NOT BEEN A SUCCESS FINANCIALLY and under the present form of organization does not bid fair to do any better. YOUR STOCK AND MINE IS NOT WORTH ONE CENT ON THE DOLLAR AND THE LIABILITIES OF THE SCHOOL, INCLUDING THE EDUCATION OF THE PRESENT STUDENT BODY, ARE FAR IN EXCESS OF THE ASSETS.

Now then, I have been putting some thought into the matter and have a plan in mind meeting this unfortunate state. The plan involves a condensation and reorganization of the corporation, thereby enabling the business to be transacted more efficiently.

The question now is, WHAT IS THE LEAST YOU WILL TAKE FOR YOUR STOCK, also will you give me an option on the same for 90 days from the date of your reply? It will be necessary for me to hear from you in a very few days in order to accomplish this.

Think this over for 24 hours and then write me just what you will do. REMEMBER THE STOCK IS NOW WORTHLESS AND THE GOOD NAME OF THE SCHOOL IN DANGER. It will still be worthless unless it can be made to represent a little value by this reorganization, so make your price a nominal one, to advance chiropractic edy and still further raise the standard in the eyes of the profession and the public.

Please let me impress upon you not to pigeonhole this indefinitely, but let me hear from you immediately.

Yours for Quality Chiropractic, H.B. Ingalls.

The Moral- Having prospective students to send to study Chiropractic, you want to be POSITIVE that they will get what they pay for; will finish that which they start at the place where they pay their money; that they will have a school which will be in existence AFTER they get into the field.

You KNOW the P.S.C. is growing, thriving, flourishing - that it HAS a future. You who are U.C.C. graduates, no matter how loyal you may be to your Alma Mater, cannot afford to send students to a school which cannot live and have these very friends become YOUR enemies when the school fails by "forced bankruptcy" and they are dumped out in the cold, cruel world.

You may send your students to The P.S.C. KNOWING that they will be courteously treated, that they will finish their course in the school they start in; that The P.S.C. will back them up in the future as it has for 21 years in the past. THE U.C.C. REPLIES TO DR. INGALLS.

Their reply follows:-

Davenport, Ia., Sept. 6, 1916

TO THE U.C.C. STOCKHOLDERS:

Greetings:

You have all received the letter sent out from Hagerstown, Md., and signed by H.B. Ingalls, D.C., a stockholder in this institution. This letter was sent out just at the time of the September enrollment and, of course, was used by a local competitor to injure us but we have become so used to such tactics from that source it does not longer attract attention, only to amuse. HOWEVER, WE CANNOT SEE WHAT OBJECT DR. INGALLS COULD HAVE HAD IN SPRINGING SUCH A COUPE AT JUST SUCH A TIME. (1) We hope that you have refused to be stampeded by this letter and have given no options to any one, for upon request to name price for his stock, Dr. Ingalls has refused to name price, saying that his book is NOT FOR SALE. Queer isn't it when he tells you your stock is worthless?

Can any of you see a "nigger" in the woodpile? The U.C.C. has gained an enviable reputation throughout the United States. State authorities where licenses are granted to Chiropractors place the U.C.C. at the head. Throughout the profession the U.C.C. is known as a splendid institution teaching high quality Chiropractic; even its enemies must concede that its teaching is standard, that it has never departed from its established standard, that it is "true blue" in every respect. THE NAME OF THE U.C.C. IS AN ASSET WORTH A GREAT DEAL OF MONEY (2) and the individual who can gain control, or three or four individuals who can gain control, will fare very well indeed. WE HOPE THAT YOU HAVE BEEN WISE ENOUGH TO RETAIN YOUR STOCK. If it isn't worth anything to you, it is rather surprising that it is worth so much to H.B. Ingalls that he refuses to sell. TAKE OUR ADVICE AND KEEP YOUR STOCK, otherwise it will be used to

enrich the other fellow. In a few days you will receive a "news letter" from the U.C.C. containing the full story.

COULD I INDUCE EVERY STOCKHOLDER TO TAKE AN ACTIVE INTEREST IN THE U.C.C. IT WOULD NOT BE LONG BEFORE YOUR STOCK WOULD BE WORTH \$1.00 PAR. BUT WHERE YOU DO NOT EVEN SHOW ENOUGH INTEREST TO WRITE AND INQUIRE INTO THE AFFAIRS OF THE INSTITUTION OR TO SUPPORT IT BY SENDING STUDENTS YOU CANNOT EXPECT IT TO FLOURISH AS IT SHOULD OR COULD OR WOULD BY ENTHUSIASTIC COOPERATION. (3) The new Board elected Sept. 2nd is W.F. Ruehlman, President; C.A. Barnes, Vice-President; W.E. Carter, Secretary-Treasurer; G.M. Otto, Assistant Secretary-Treasurer; H.A. Hackett; W.I. Runnells; J.H. Denlinger.

Dr. Ruehlmann was appointed Manager. Dr. Carter, Dean of Faculty. Dr. Otto, Registrar. With these men the Directors believe the U.C.C. has a better and greater future before it. They will give their entire time to the U.C.C. and earnestly request your cooperation. Fraternaly,

UNIVERSAL CHIROPRACTIC COLLEGE
W.E. Carter, Secretary

(1) IF THE U.C.C. is in flourishing condition, let them produce a financial statement tot he Stock Holders. It is to be noticed, that, in Dr. Ingalls "springing such a coupe at just such a time" that he KNEW what he was talking about OR The U.C.C. would have denied his statements, refuted his ideas with facts and figures.

(2) A statement of the assets and liabilities of The U.C.C. would PROVE that statement. Making idle statements, neither proves a thing.

(3) This ENTIRE paragraph SHOWS, by admission, that the institution is anything but being in a flourishing condition. It is pessimistic in the extreme. 1st, it shows that The U.C.C. can't get EVEN ITS STOCK-HOLDERS to take an ACTIVE interst. If stockholders don't, how can you expect the students who are but casually interested? 2nd. It shows that stock IS NOT worth "\$1.00 par" at this time after some 5 years of existence, each year of which has shown a decrease in actual enrollment business. 5 years should have made this stock raise, many times, as has P.S.C. stock. 3rd. It shows that stock-holders don't take "enough interest to write and inquire into the affairs of the institution." When the stockholders realize that thier stock is BELOW PAR, not worth the \$1.00 they paid for it, how can The U.C.C. expect them to "show enough interest to write?" 4th. It shows that THE STOCKHOLDERS do not "support it by sending students." All of which is true, for many of them are actually sending STUDENTS TO THE P.S.C. INSTEAD. 5th. It shows that by, these negative statements, alone that The U.C.C. is NOT in a flourishing condition because the stockholders DO NOT support it, let alone the public at large who have NO financial interst. 6th. By admitting that "you cannot expect it to flourish AS IT SHOULD OR COULD OR WOULD" that it is, by inverse ratio, doing the opposite.

This letter is a self-contradiction. Not that "The name of The U.C.C. is an asset worth A GREAT DEAL OF MONEY---" then note that "you cannot expect it to flourish" when even the stockholders don't support it. We are strongly inclined to believe that the evidence of THIS REPLY ALONE supports Dr. Ingalls in KNOWING what he was writing about in the first letter above.

BEING A STOCKHOLDER OURSELVES WE WOULD LIKE TO SEE THE U.C.C. COME FORTH WITH A FINANCIAL STATEMENT, OVER THE SIGNATURE OF AN ACCREDITED AUDITOR AND THUS PUT THE KIBOSH ON ANY AND ALL STATEMENTS TO THE CONTRARY.

IF THEY ARE STRONG, FINANCIALLY, THE BOOKS WILL PROVE IT. IF THEY ARE IN THE POSITION ACCREDITED TO DR. INGALLS, THEY WILL CONTINUE TO BE FINANCIALLY SILENT AS THEY HAVE BEEN FOR THREE YEARS.

Being a Stock-holder, as we have said before, we receive these communications. Instead of being kep private, they are of public interest, therefore we pass them out.

B.J.

PITTSBURGH COLLEGE OF CHIROPRACTIC, INC.
130 SOUTH FAIRMONT AVE.

PITTSBURTH, PA., September 11th, 1916

Dear Doctor:-

As you know there has been **for some time, a question of the survival of the U.C.C.** and various plans have been discussed for saving the institution.

At the present time a plan is afoot for the Pittsburgh College of Chiropractic to take over the U.C.C., move the students to Pittsburgh, paying their fare- take up and continue in general, the educational policy of the U.C.C. and perhaps most important of all, to operate under the name of the UNIVERSAL CHIROPRACTIC COLLEGE.

This, as you can see, will preserve the value and identity of the diplomas already issued; will move the school **from a bad location to a good one, and remove it from close apposition to Palmer.**

Most of the principal stockholders of the U.C.C. **have agreed to this change** and it is clear **that unless something like this is done there will be an involuntary bankruptcy out there soon.** We all have too much regard for the old school to see that happen.

Now, Doctor, a good many of the old stockholders have donated their stock or intend doing so to further this move; others have merely consented that the deal should go through and their stock be rendered permanently void by the change.

What is your attitude as a stockholder?

You are quite at liberty to talk this over with any other stockholder or friend of the U.C.C. **but of course it would be best if its enemies should know nothing about it in case of a possible slip somewhere.**

We shall be glad to hear from you soon and trust that everything is going well with you.

Very truly yours,

PITTSBURGH COLLEGE OF CHIROPRACTIC
Joy M. Loban, DEAN

1916: Leo J. **Steinbach** graduates from UCC in first 18-month program, joins faculty and "organized a course in physical diagnosis" (Rehm, 1980, pp. 296-7)

1916: B.R. ("Bonesetter") Richter graduates from UCC, will work with the Pittsburgh Pirates and St. Louis Cardinals baseball teams and "U.S. polo team at the international games in 1936"; "summoned to England in the late 30's to attend the Duke of Windsor for injuries received in a fall from a horse" (Rehm, 1980, p. 296)

1917 (Sept 8): **FHN** [6(51-52); A.C. 22] notes: -events at **PSC**lyceum in August, 1917 (p. 24):

Dr. **Schulze**, president of the **National School of Chiropractic** at Chicago in a short address, congratulated the Palmer school on the success of this year's lyceum and gave a technical discussion of Chiropractic in gynecology.

1917 (Sept 22): **FHN** [7(1-2); A.C. 23] notes:

- formation of "An Association of Schools and Colleges", named **International Association of Chiropractic Schools & Colleges (IACSC)**, comprised of: (p 1)
 - Ernest G Duval DC, president **Canadian Chiropractic College**, Hamilton, Ontario
 - NC Ross** DC, president, **Ross College of Chiropractic**, Inc., Fort Wayne IN
 - BJ Palmer** DC, president, **PSC**
 - FW Elliott** DC, registrar, **PSC**
 - Willard Carver** LLB, DC, president, **Carver Chiropractic College**, Oklahoma City OK
 - LW Ray MD, DC, president, **St Louis Chiropractic College**, Inc., St Louis MO
 - R Trumand Smith DC, president, **Davenport School of Chiropractic**, Davenport IA
 - WC Schulze** MD, DC, president and dean, **National School of Chiropractic**, Chicago
 - AL Forster** MD, DC, secretary, **National School of Chiropractic**, Chicago
 - WF Ruehlmann DC, MC, president and dean, **Universal Chiropractic College**, Davenport IA
 - George Otto** DC, secretary, **Universal Chiropractic College**, Davenport IA
 - AC Foy** DC, president, **Kansas Chiropractic College**, Topeka KS
 - Tom Morris**, Chairman
- "Constitution and By-Laws of the **IACSC**" (pp 1-2)

1918: UCC of Davenport merges with the Pittsburgh College of Chiropractic; new school is UCC of Pittsburgh (Rehm, 1980, pp. 280-1)

1921 (Apr 23): **FHN** [A.C. 26] [10(32)] includes:

-**"OBITUARY"** (p. 16):

During the week of Feb. 21st, there passed from the Chiropractic world

Joy Manlove **Loban**

President of the U.C.C.

The end came after a severe attack of talking sickness superimposed by an inflated ego.

Dr. Loban had suffered for many years from this malady, but the first severe attack occurred immediately after his election as president of the U.C.C. The disease has been intermittent in character, and the end came from letters written to M.N. Green, of Erie, and to his 43 varieties of graduates on Jan. 7th of this year, in which he talked himself to death.

Dr. Loban was quite renowned as an "I" specialist.

The doctors Milligan and Milligan, Lowery and Battenhouse, U.C.C. graduates, all of whom have enrolled for P.G. courses at THE PSC, will act as pallbearers.

The deceased leaves three crippled offspring, who will have to depend upon the credulity of the profession for sustenance. They are Miss "Exceedingly Unfriendly Acts" of November, Miss "Intellectual Dishonesty" of January, and Mr. "Following the Star of Chiropractic" in the official organ of the penny ante Club.

(U.C.E.S.)

All professional mongrels mourn his demise.

1921 (Dec 6): letter from Joy M. **Loban**, president of the **Universal Chiropractic College** ("The School of Quality") at 1920 Fifth Avenue, Pittsburgh PA, to Mr. CS **Cleveland** at 403 Lillis Bldg, KC, MO re: enrollment at **UCC** (Cleveland papers, CCC/KC)

1921-1944: Leo J. **Steinbach** DC serves as dean of UCC (Rehm, 1980, pp. 296-7)



1922 UCC student body at Fifth Avenue in Pittsburgh, from Gibbons (1995)

1923 (Mar); **Chirogram** [2(1)] reports:

-**"The Meaning of the Word 'Eclectic': ...the speed and specificity of Palmer, the transverse holds of Forster and Gregory, and the neatness and finess of Howard and Loban"** (pp. 1-2)

1924: UCC introduces erect spinograph (Gaucher-Peslherbe, 1996); faculty include:

*Leo J. Steinbach, Dean

*W.E. Hickman

*C.S. Brandom

*E.H. Garbisch
 *D.W. Poupard
 *R.C. Loomis

Poupard DW. Vertical x-ray technique. *The Chiropractic Journal* (NCA) 1934 (Jan); 3(1): 20-

Poupard DW. Vertical x-ray technique. *The Chiropractic Journal* (NCA) 1934 (Feb); 3(2): 30-

1924 (July): *Bulletin of the ACA* [1(2)]:
 -reprinted from the *UCC Bulletin* of May, 1924 (p. 8):

Time for a New Deal

The go-to-jail policy is a failure. Those misguided and unfortunate chiropractors who have allowed themselves to be sent to jail are losers by it and no one is a gainer. The plan worked in California when it was first tried, but the novelty has worn off and the public is no longer interested, and talk of martyrdom is greeted with a yawn. Why sacrifice men needlessly? We recommend compliance with the law. It is easier to comply with the law than to destroy.

-items from *Universal Chiropractic College* (p. 8)

-positive feedback from readers (including **Leo J. Steinbach and Joy M. Loban of UCC**) re: first issue of the *Bulletin of the ACA* in June, 1924 (p. 10)

PHOTOGRAPH



Photo from the *Fourteenth Annual Catalog* of the Universal Chiropractic College, pp. 6-7 (WSCC Library Archives)

1924 (Sept): *Bulletin of the ACA* [1(4)] notes:

-**Frank R. Margetts** DC, LLB, president of the **ACA**, authors "Does Chiropractic Need a Saviour?" (p. 1)

1924 (Nov 22): *FHN* [14(9)] notes:

-**BJ Palmer** notes reaction to **NCM**: (p. 3)

TIMES CHANGE MEN

How well and vividly do I remember, a few years back, when the X-Ray was introduced to detect the correct POSITION of vertebrae, both normal and abnormal, in alignment and in subluxations.

The field split on the question. A few saw its value and began to take it up at once. Some of THE FIELD held off and waited "to see." Today - some 13 years later - it is an accepted form of technique by the entire field. Few chiropractors but what are for it.

The schools split. On one side - THE PSC. On the other side - ALL OTHER schools. **Loban** became bitterly opposed, and wrote much against this 'form of mixing.' **Forster** wrote much and said much more against its use. Other schools took much the same attitude, all trying to stem the tide of the new movement, not because the movement was wrong, BUT BECAUSE ONE **B.J. PALMER** ADVOCATED IT. Today - some 13 years later - **Loban** writes for Spinography, teaches it, uses it, advocates it. Today - some 13 years later - **Forster** puts it first in value to detect subluxations.

Now comes the **Neurocalometer** idea. **Loban** is neither for nor forinst, he is riding both waves, ready to jump either way that proves to be the most popular. **Forster** will come too on this the same as they did on Spinography. They move upward only as the field forces them to come in.

Times certainly do change men, but with some it takes a long, long time!"

1924 (Dec 15): Joy M. **Loban**, President of the **Universal Chiropractic College** at 1940 Fifth Ave, Pittsburgh PA writes to Roy S **Neal**, 3217 Paseo, KC re: enrollment inquiry (Cleveland papers, CCC/KC)

1924 (Dec): *Universal Chiropractic College Bulletin* [14(7)], edited by Joy M. **Loban** (Cleveland papers, CCC/KC)

PHOTOGRAPH



Photo from the *Fourteenth Annual Catalog* of the Universal Chiropractic College, pp. 6-7 (WSSC Library Archives)

1925 (Mar): *Chirogram*, published by LACC, reports:

-notes lecture by **Hugh B. Logan** DC on 1/20/25 to LACC student body; **Logan** is graduate of **Universal Chiropractic College** and practices in LA (p. 5)

1926 (Sept): *Cleveland Chiropractic College Journal* (undated) [1(3)] includes:

-notes "EDITOR LEARNS **SPEARS SYSTEM**" (p. 3):

Purely because of the connection of Jimmy **Firth** with **Leo Spears**, we thought that there might be some merit in the Spears so-called Painless System. Inasmuch as the writer is the head of the Department of Technique in this college, he believes it imperative that he become familiar with all systems, and notions of adjusting. So in accordance with that thought, we learned this method from Dr. Babcock, who is featured with Dr. **Spears** in the illustrations in the little book accompanying the course.

The course usually takes two to four hours, but as the Doctor was visiting relatives in the city, he came out three different days that we might discuss the system pro and con. Inasmuch as our methods were highly satisfactory and include everything of any value that the **Spears System** includes, we will teach the same system of adjusting that we have been teaching. Our present system of adjusting includes the **Palmer Method**, which the writer learned in the P.S.C., moves and methods of lesser merit from **Palmer's** "Exposition of Old Moves," Dr. **Loban's**, Dr. **Carver's**, Dr. **Gregory's**, Dr. **Riley's** and Dr. **Forster's** works, together with a few points that writer has discovered in his ten years of experience.

1927 (Mar 3): CS **Cleveland** writes to **BJ**, notes his "local" perspective on efforts to eliminate physio-therapy from chiropractic profession; notes local attitude of DCs is that battles among schools retards passage of chiro legislation; believes state boards (including "Ellsworth of **Oregon** or Washington", Anna Foy of KS, mother-in-law Dr. Ashworth of NE) will pass broad scope laws "use the whip" unless straight schools unite under **CHB** or **PSC**; believes if this unification of

straight schools took place and "Model Bill" with standard curriculum were adopted, the osteopaths and medical boards would be less contentious towards chiropractic; notes "Gruenewald of the Seattle College, and Haring of the Missouri saw the necessity of such an alliance a few months ago....I believe that Palmer, Texas, Eastern, Missouri, **Lincoln, Ross, Universal**, Seattle, Doughty-Marsh, Standard, Ratledge and this school could agree. Carver and the Colvin and other little hole in the wall schools that follow him are hard to handle and could not agree on definition, etc." (Cleveland papers, CCC/KC)

1927 (March): *Bulletin of the ACA* [4(2)]:

-RESEARCH BULLETINS IN CHIROPRACTIC COLLEGES (p. 8)

As a result of the editorial article, in the January *Bulletin*, regarding the use of the "*Bulletins of the Research Bureau of the ACA*" in the classes of the **Eastern College of Chiropractic**, we are advised by Dr. Grant P. Maxwell, Dean of the **West Coast College of Chiropractic**, that the institution considers the Research Bulletins an invaluable part of their course in diagnosis and analysis and that they have used them continuously since the first number. Dr. Maxwell adds that the students at that college, practically all of whom are members of the **ACA**, consider the Research Bureau work one of the most important functions of the association.

1927 (Sept 1): *Bulletin of the ACA* [4(5)] notes:

-speakers at educational forum at ACA convention in Louisville KY were: **Vedder, Carver, Chatfield, Haring** (1)

-vote to hold 1928 **ACA** convention at Yellowstone National Park (p. 4)

-on recommendation of **Willard Carver**, a "**Board of Counsellors to be composed of the Deans of Chiropractic Schools and Colleges**" was created at the convention (p. 5)

-Homer G **Beatty** DC authors "Done with the Hand" (p. 19)

-Joy M. Loban DC "severed his connection" with the **Universal Chiropractic College**, and the school relocated to 3531 Forbes St., Pittsburgh (p. 25)

PHOTOGRAPH



Fred W. Illi, D.C.

1927: UCC is purchased by its alumni; Fred W. Illi graduates from UCC (Gaucher-Peslherbe, 1996)

1928 (July): *Bulletin of the ACA* [5(4)] notes:

-1928 **ACA** convention program at Yellowstone Park includes:
-"**Universal** Technique of Adjusting - Demonstration and Address, Dr **Joy M. Loban**, Denver

1929 (Aug 1): *Bulletin of the ACA* [6(4)] notes:

-**BA Sauer** DC, sec'y-treasurer of **ACA**, authors 1929 Convention report: (pp. 4-7)
-educational speakers include: James R. **Drain**, CW **Weiant** on "Visual Nerve Tracing," HE **Vedder** on "Chest Examination," LM Tobison on "Laboratory Analysis" (**National College of Chiropractic**), Robert Ramsay on "Proper Application of the Stethoscope and Sphygmomanometer" (Minn Chiro College), CM **Kightlinger** on "Care of the Spine in Children," EA Thompson of Baltimore on "Use of the X-ray," LJ **Steinbach** of **UCC** on "Universal Methods of Examination of the Spine for Defects of Balance and Subluxations," **Major Dent Atkinson** of the Columbia Chiropractic Institute of NY on "Cervical Subluxations Never Produce Cord Pressure," and **Frank Dean** of Columbia Institute

1929 (Oct 1): *Bulletin of the ACA* [6(5)] notes:

-John N. Monroe DC of Wheeling WV, chairman of the **ACA's** Bureau of Research, dies on 9/12/29, had served on the **Board of Trustees of the Universal Chiropractic College** and as "a member of the Public Health Council for the State of West Virginia, which latter appointment he had held since the passage of the West Virginia Chiropractic Law in 1925." (p. 2)

1930: presumably prior to the 1930 amalgamation of **ACA** and **UCA** to form the **NCA**, the American Society of Chiropractors publishes *Converting the Millions to Chiropractic*:

-National Advertising *Publicity Campaign*:

...it was found expedient and necessary in our own campaign to formulate a new vehicle to which we could hitch our advertising effort. The reason for this is the fact that the chiropractic profession already had several associations in existence, none of which was strong enough to individually to command universal cooperation.

This explains the reason for The **American Society of Chiropractors**. This society (incorporated not-for-profit under the laws of the State of Ohio) is simply a vehicle through which a national educational publicity campaign may be conducted. It was formed for this single and only purpose as set forth in the articles of incorporation given below.

-**ASC** anticipated raising \$500K annually for 4 years; plan to advertise (using **ANGEL**) in many popular national magazines
-testimonial supporters of **ASC** included: Frank W. Elliott of PSC, Willard Carver, **Harry E. Vedder of Lincoln, WC Schulze MD, DC of National**, James R Drain DC of Texas Chiropractic College, **Craig M. Kightlinger of Eastern Chiropractic Institute** in NYC, GM O'Neil DC of Ross College in Fort Wayne IN, BJ Palmer, **Homer G. Beatty DC of Colorado Chiropractic University** in Denver, HC Harring DC, MD of Missouri Chiro College, Daniel W. Riesland of Duluth MN, **Leo J. Steinbach of Universal Chiropractic College** in Pittsburgh, F. Lee Lemly DC of Dallas TX, Charles C Lemly DC of Waco TX, Lyndon E. Lee DC of Mt Vernon NY, Harry Gallaher DC of Guthrie OK, Arthur W. Schweitert DC of Sioux Falls SD, Harry R Bybee DC of Norfolk VA, president of the Virginia Chiro Assoc
-**photo** and signatures of Board of Trustees of ASC, including Brown, **McIlroy**, Marshall, Mullay & Blair

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

-**CW Weiant** DC, PhC, chairman of the **ACA** Bureau of Research, authors continuation of article from February issue: "Major Problems of Chiropractic Research" (pp. 3-4)
-**LJ Steinbach** DC of **Universal Chiropractic College** authors "An Investigation of Spinal Column Defects" (pp. 12-14)
-**CW Weiant** publishes questionnaires on "Spinal Curvature in Children" (pp. 17-20)

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

-speakers at 1930 **ACA** Convention in Cincinnati will include: (pp. 1-2)
-**Linnie A Cale** DO, DC re: "Occipital adjusting"
-**HG Beatty** DC, president of Denver Chiropractic University
-**Clyde F. Gillett** DC, ND, PhC of LA (will join the faculty of the **College of Chiropractic Physicians & Surgeons** in 1933) speaks re: "Eye, Ear, Nose and Throat"
-**Nephi Cottam** DC of Salt Lake City re: "Cranial Adjusting"
-**FJ Kolar** MD, DC of Portland OR re: "Brain and nervous anatomy"
-**James N. Firth** DC of **Lincoln Chiropractic College**
-**CW Weiant** DC, PhC re: "Report of Bureau of Research"
-**James R. Drain** of **TCC** re: "Are we Alive?"; a "pep" talk
-Dr. A Bremer, Professor of Pathology at the **O'Neil-Ross College of Chiropractic** re: "Visceral Reflexes in Disease and Cure"
-**Dr. RC Loomis of Universal Chiropractic College** re: "Corrective Exercise"

-*Chiropractic Authors*

Ethel H. Loban (**Mrs. Joy M. Loban**) of Glendale, Calif., is author of "Signed in Yellow", Doubleday Doran & Co.'s "Crime Club" book for April. Mrs. Loban also had a short story published in *The Ladies' Home Journal* in February. She is now engaged in writing another mystery novel.

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

1932 (Feb): the *Journal of the International Chiropractic Congress* (Vol. 1, No. 3., p. 6) indicates a circulation of 12,000 (NCA/UCA folder); officers of the ICC are: (p. 16)

- James E. **Slocum** of Webster City IA, President
- JH Ohlson of Louisville KY, Vice-President
- HA Gallaher of Guthrie OK, Secretary
- Anna Foy of Topeka KS, Treasurer

divisions of the ICC are:

-**Division One:** *International Congress of Chiropractic Examining Boards*, LT **Marshall** DC, President, Wayne F **Crider** of Hagerstown MD, Secretary; states included are: Arkansas, Colorado, Connecticut, Florida, Georgia, Indiana, Iowa, Kansas, Kentucky, Maryland, Missouri, Nebraska, New Hampshire, North Carolina, Oklahoma, **Oregon**, South Dakota, Tennessee, Utah, Vermont and Wyoming

-**Division Two:** *International Congress of Officers of State Associations*, Clyde I Green of Grand Rapids MI, President and Josephine Russell of Oakland NE, Secretary; states included are: California, Connecticut, Colorado, Florida, Georgia, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Missouri, Nebraska, New Hampshire, North Carolina, **Oregon**, Ohio, South Dakota, Utah, Vermont, Wyoming and Wisconsin

-**Division Three:** *International Congress of Chiropractic Educational Institutions*, CS Cleveland, President and HC **Haring** of St Louis, Secretary; members schools are:

- American School of Chiropractic, New York NY
- Carver College of Chiropractic, Oklahoma City OK
- Cleveland Chiropractic College, Kansas City MO
- Colorado Chiropractic University, Denver CO
- Columbia Institute of Chiropractic, New York NY
- Denver Chiropractic Institute, Denver CO
- Eastern Chiropractic Institute, New York NY**
- Institute of the Science of Chiropractic, NYC
- Lincoln Chiropractic College, Indianapolis IN**
- Mecca College of Chiropractic, Newark NJ
- Missouri Chiropractic College, St Louis MO
- National College of Chiropractic, Chicago IL**
- O'Neil-Ross Chiropractic College, Fort Wayne IN**
- Palmer School of Chiropractic, Davenport IA
- Pacific Chiropractic College, Portland OR
- Ratlledge System of Chiropractic Schools, LA
- Standard School of Chiropractic, New York NY**
- Texas Chiropractic College, San Antonio TX
- Universal Chiropractic College, Pittsburgh PA**

1933 (Aug): *Chirogram* (Vol. 8, No. 2):

1934 (May 29): TF **Ratlledge** DC writes (Ratlledge papers, Stockton Foundation for Chiropractic Research):

Universal Chiropractic College,

121 Meyran Avenue,
Pittsburgh, Pennsylvania

Gentlemen: Attention: W.E. Hickman, Registrar.

Replying to your favor of the 24th instant, beg to reply that Dr. **Logan** was for several years a practising chiropractor in this state, having come here from the state of Kansas.

He is of a rather impetuous and aggressive nature and has made both enemies and friends in California. He did **Aquarian Age** teaching in association with Dr. **Hurley** for a while and then took up this work on his own responsibility, teaching as I understand it, what he himself developed. Dr. **Logan** is energetic and always

active and seems to be the center usually of some turmoil in connection with his activities.

He did some very splendid work in California for which the chiropractors in this state should be grateful. If he has done anything to injure chiropractic, it appears that it could only be due to inadvertance.

His California license was revoked by a former board which in my opinion was purely an act of reprisal against him because they could not suppress him, which they wrongfully attempted to do. The fact of his losing his license in California should cast no reflection upon him.

I know so little of his work that I am not in position to comment on its scientific merits.

Concerning the use of the information given herein, will say that I have no desire to be drawn into any unpleasant controversy or in any way to offend Dr. **Logan**, for whom I hold no personal brief, one way or the other, except as based upon my observation of his activities in the state of California.

1935 (Aug): Homer G. **Beatty** DC, president of the **NCA** "Schools Council" develops standards for chiropractic colleges, and presents these at the **NCA's** convention in LA at the Roosevelt Hotel (Crider, 1936):

...was adopted in principle, specific details and minor changes to be considered later. The final draft by mutual consent to be approved by a joint Committee of State Examining Boards and School heads.

The joint committee is composed as follows: Drs. HG **Beatty**, A. **Budden** and Jas. **Drain** for the Schools and Drs. WF **Crider** of Maryland, **CO Hunt** of California and **FO Logic** of Michigan for the State Boards. The recommendations as to inclusions, rejections and modifications were incorporated.

Visits were made to Chicago and Indianapolis, following the convention, consulting Drs. **Schulze**, Bader and Golden of the **National**, and Drs. **Vedder**, **Firth** and associates of the **Lincoln**, thus ironing out more of the scales' faults, and obtaining the general reaction after these groups had time to study copies of the scale. It has not been heretofore mentioned that similar tactics were practiced on the journey to the meeting. **Universal** of Pittsburgh and **Metropolitan** of Cleveland were given copies and they forwarded their approval, in principle, of the proposal. Dr. **BJ Palmer** was also contacted with similar intent. However, the astute qualities usually ascribed to him were evidently lacking upon this occasion as he was unwilling to even listen 'to anything that smacked of **NCA**' - in spite of repeated declarations that the **Council of State Examining Boards** on the contrary was separate and distinct from any and all other organizations....

The revised draft was completed and forwarded to members of the joint committee. Other incorporations and modifications were listed. However, it was not possible to incorporate all suggestions.

It is interesting to note that the schools' opinions were still sharply defined and divergent - while the State Boards were unanimously in favor of higher standards.

A synopsis of the Joint Committee's findings is as follows:

1. - **It will be necessary to rate schools teaching the orthodox methods and those teaching the more liberal methods in separate categories as regards list of class hours and equipment.**

2. - All authorities agree, two thousand sixty-minute hours is the maximum that can be taught in three years of six months. This basis, although somewhat less intent, is used in compiling the scale and setting it as regards to curriculum.

3. - It must be comparable with other professions' standards.

4. - The Schools being commercial in character (with very few exceptions) it is necessary to give due consideration to financial stability of the Institutions.

5. - In accordance with the tendency of all state laws, wherever amended, the trend being upward from the three years of six months level, it became obvious the scale minimum for grade A probationary rating must be twenty-four months for the fundamental course and four years of eight months for the liberal course.

6. - In order that all schools may have an opportunity to meet the final requirements of fundamental (three years of nine months) and the liberal (four years of nine), one calendar year - until Jan 1, 1937, is given for probationary ratings of all Chiropractic Schools and colleges.

7. - The scale must be so constructed as to include from the minimum of set requirements to the maximum as taught by an Chiropractic school of today.

The Council of State Boards will not enter into a discussion of the definition of chiropractic. Suffice it to say that each type of thought is recognized and given opportunities to develop. We, therefore, have divided the schools into two groups - the Basic or Fundamental Schools (teaching only Chiropractic) and the Liberal or Physical Therapy Schools (teaching Chiropractic and Physical Therapy)...

1936? 1938?: Leo J. **Steinbach** DC presents "Spinal Balance and **Spinal Hygiene**" to the European Chiropractors' Union convention in Geneva, Switzerland, "and a few months later to the National Chiropractic Association convention at Toronto, Canada" (Rehm, 1980, pp. 296-7)

1940 (July 28): "Minutes of the Meetings held by the Council on Chiropractic Schools" (CCE files)

Morning Meeting.

Dr. Harring (Missouri Chiro. College) presiding.

Dr. J. Janse was appointed as temporary secretary in the absence of Dr. Beatty.

Those present:

- Dr. H.C. Harring (Missouri College of Chiropractic)
- Dr. L.M. **Steinbach** (Universal College of Chiropractic)
- Dr. A.G. Hendricks (Lincoln Chiropractic College)
- Dr. Ad. Budden (Western States Chiropractic College)
- Dr. O'Neil (O'Neil-Ross College of Chiropractic)
- Dr. J. Janse (National College of Chiropractic)

Proceedings:

1- The meeting opened with the question as to what to do about the Ultimatum as sent to the Board of Directors of the N.C.A. by the Allied Council of Schools, constituting a criticism of the Ass.'s stand with reference to the demand for a scholastic standard of not less than 32 months.

It was suggested by Dr. Budden that a resolution be formed by those in attendance voicing the determination to support the N.C.A. in its stand and insisting that the Allied Council be informed of this decision with the inference that no concession will be made.

2- Letter as written by Dr. Beatty was read by Dr. Harring, suggesting the establishment of a Council on Chiro. Technic. Dr. Budden moved that the Council in form of a resolution suggests to the N.C.A. Board of Directors that a Council on Technic be formulated, with the purpose of investigating and standardizing all forms of Technic as taught at the various schools and advocated by various national technicians.

The foregoing was seconded by Dr. Hendricks.

3- Dr. A. Budden brought up the question about student internship in the various schools, voicing the opinion that internship with remuneration [sic] destroyed the interns' interest to learn, converting his considerations into one of making money. (Question left unanswered)

4- The Question of Basic Science Boards was brought up with the suggestion that members of the various Basic Science states exchange information as to the nature of the questions given, and what textbooks might enable the applicant to prepare himself.

Page 2 missing

Minutes of the Council on Schools con't 3.

Afternoon Meeting.

Dr. Harring presiding.

Those present:

Drs. Harring, Budden, Hendricks, **Steinbach**, Conley, Cleveland, Janse.

Proceedings:

1- It was moved and seconded that the incumbent officers of the Council be reappointed by general acclamation and be informed of their reappointment.

2- Dr. **Steinbach** asked for discussion on the question of the unification of the type and nature of the various degrees issued by Chiropractic Schools. It was his opinion that the schools could be induced to come to a oneness of thought with reference to this question.

Dr. Budden made the suggestion that attempts should be made to induce the various schools to issue but one degree at the time of graduation, and then after continued work or special endeavor other degrees bestowed accordingly.

He also suggested that the Council of Schools support the idea that the International College of Chiro. be instructed that the council favors their issuing the special degree known as Master of Chiropractic and they only

3- Dr. Harring presented the Council a copy of the Ultimatum of the allied Council on Schools. It was read and denounced by Drs. **Steinbach**, Hendricks and Budden as vicious and assertive.

Dr. Cleveland was asked to clarify his stand with reference to the same and whether he had served as Dr. Kightlinger's proxy at the meeting at which the Ultimatum had been drawn up.

Dr. Cleveland stated that B.J. Palmer, Carver and others met in Kansas City a few months ago and came to the conclusion that the straight chiropractic schools were not favorably treated or represented in the N.C.A.

As a result Dr. Carver was instructed to draw of a Declaration of Rights which was to be sent to the N.C.A. Board of Directors. This Ultimatum was signed by all present, with Dr. Cleveland also adding the name of Dr. Kightlinger per proxy.

Then Dr. Cleveland voiced opinion that Chiro. institutions should limit their educational endeavors to straight chiro. only, denouncing any additional therapeutic measures as being unprofessional. He maintained that exceptional considerations should be extended the straight Chiro. schools, and that many of the influential men of the N.C.A. were of the same opinion. Straight Chiropractic is the only true basis of professional unity he asserted.

Minutes of the Council on Schools con't 4.

At the point Dr. **Steinbach** interrupted and stated that the very nature of the wording of the Ultimatum would evoke the disapproval

Dr. Cleveland then inferred that it had been their opinion that the positive wording of the Ultimatum would bring the N.C.A. to terms. He further maintained that it was the raising of educational standards and the adoption of physiotherapy that induced the medical profession to legislate the Basic Science Laws.

Dr. Hendricks: The Ultimatum was a distinct threat, radical and indiscreet, limiting chiropractic to a 10 finger proposition only.

Cleveland: Ratlich [sic], B.J. Palmer, Carver, Drain and himself were the ones at the Kansas City meeting.

Dr. **Steinbach**: The inclusion of the C.H.B. was but a Palmer bluff, whereby B.J. hoped to eventually regain his general control of the profession as a whole.

Dr. Budden: Graduates from the straight schools unschooled in physiotherapy permiscuously [sic] buy modalities and use them indiscriminately.

The meeting eventually came to a close without any definite decision having been reached other than the one of the morning meeting. Dr. Cleveland was invited to take up the matter with those representing the Allied Council as to whether they will continue to assume their obstinate stand.

1941 (Aug 15): letter to L.J. **Steinbach** DC, Dean, **Universal Chiropractic College**" from **TF Ratledge** (Ratledge papers, SFCR Archives):

Dear Dr. Steinbach:

As the time approaches for the next meeting of the Associated Chiropractic Educational Institutions I feel that in the best interests of chiropractic you should become a member of the organization and am therefore inviting you again to do so and to attend our session in Davenport in studio "A" WOC at nine o'clock A.M. Sunday, Aug 24th., 1941...

1944 (June): **Universal Chiropractic College** of Pittsburgh merges with the Lincoln Chiropractic College of Indianapolis (Rehm, 1980, pp. 296-7)

1945: Leo J. **Steinbach** DC elected "first president of the Pennsylvania Chiropractic Society in 1945"; serves until 1952 (Rehm, 1980, pp. 296-7)

1949: Drain (1949, p. 81) says:

Dr. Joy Loban (**deceased**) said "the human body viewed as a piece of mechanism consists of a line shaft running through the center of the body with a pair of arms and a pair of legs suspended therefrom.

Because of falls, sprains, etc., which the average body is subjected to from the cradle to the grave, this beautiful mechanism, like any other machine, has a tendency to get out of gear. It's the failue of nature to make man adaptable to every untoward circumstance which renders him susceptible to disease."

1960 (May 13): Leo J. **Steinbach** DC dies in Pittsburgh (Rehm, 1980, pp. 296-7)

1976 (Feb 26): letter to Clarence Weiant DC, PhD from Herbert N. Smith, LL.B., D.C. at 412-C Skyview Drive, Franklin NJ 07416 (in my Gibbons folder) indicates:

Thank you a million for the Russell W. Gibbons booklet. Your name was highly regarded twice. Very interesting lore. However, it didn't mention the real reason why the Universal College was started - B.J. got to talking about old maids and their squeamishness - he said "if you spinsters would like to see a penis I'll be glad to show you mine" (or words to that effect.)

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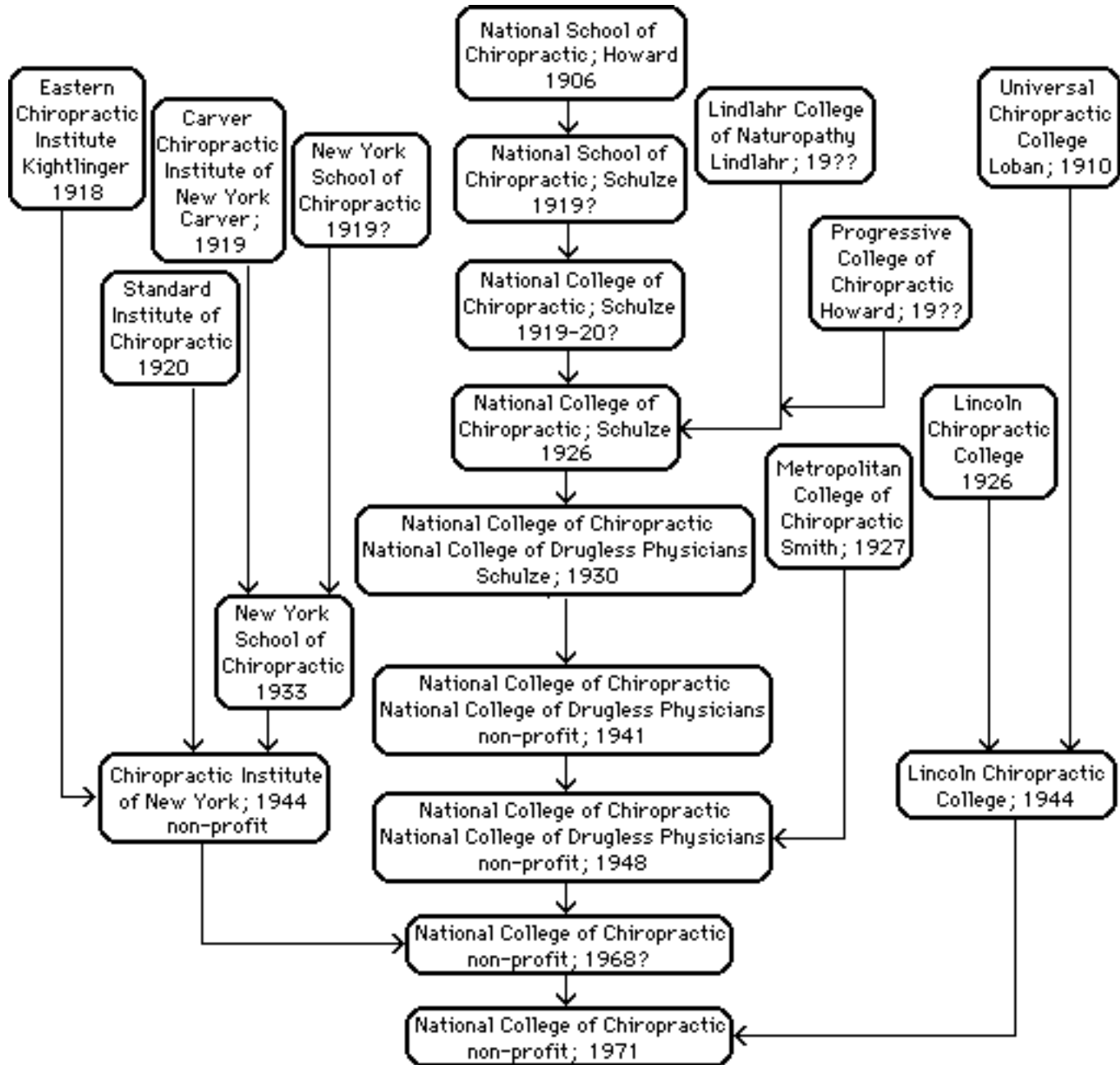
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Figure: Name, date of founding or re-organization, and owner or status of several of the ancestor institutions of *The National College of Chiropractic*



Index to Palmer/West's holdings of the *Fountain Head News*

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Year	Month & Day	A.C.	Volume	Issue	Comment
1921	Feb 19	26	10	23	Loban/Carver/UCC (pp 1-5); Forster/National (pp 6-8)