

# Chronology of *C. Sterling Cooley, D.C.*

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## Color Code:

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

word count: 22,769

## Biographical Sketches

Gallaher, Harry. *History of chiropractic*. Guthrie OK: Co-operative Publishing Co., 1930, p. 124:

C. STERLING COOLEY, D.C., N.D., Ph.C., Ph.D.

Dr. C. Sterling Cooley was born at Hillsboro, N.C., February 8, 1890. Educated in the public and private schools of Hillsboro and Bethel Hill Institute, Bethel Hill, N.C., taking special courses in Business and Banking but later turning from the business world to the profession of Chiropractic. He graduated with the first class of the D.D. Palmer-Gregory College in 1908 with the degree of D.C.; later attending the following colleges and graduated in the year as indicated: - Colorado Chiropractic Institute, '09, Palmer School of Chiropractic, '10, Davis College of Neuropathy, '14, California Chiropractic College (Hon.) '24, Calbro-Magnowave Clinic '20. President of the Board of Chiropractic Examiners, State of Oklahoma from 1921 to 1930, one of the Founders of the International Congress of Chiropractic Examining Boards, Member of Board of Governors of the International Chiropractic Congress. Licensed to practice in ten States:- Va., Okla., Kan., N. Mex., Nev., Tenn., Oregon, Calif., N.C., and Ark. Located in Tulsa in 1914, is the most prominent Chiropractor in Northeast Okla., and enjoys one of the largest practices in this section of the Country. A member of all York Rite Bodies in Tulsa, Akdar Shrine, Saba Grotto, Indian Consistory No. 2 at McAlister, Okla., High Twelve Club of Tulsa.

Master of Tulsa Lodge No. 71 in 1923, Monarch of Saba Grotto in 1925. Married Miss Mable Potter of Tulsa in 1924. She is prominent in Eastern Star Circles, serving as Worthy Matron of Tulsa Chapter No. 133, O.E.S., 1930.

Rehm WS. Who was who in chiropractic: a necrology. In Dzaman F et al. (eds.) *Who's who in chiropractic, international*. Second Edition. Littleton CO: Who's Who in Chiropractic International Publishing Co., 1980, p. 280

**COOLEY, C. STERLING**, D.C. (b. Hillsboro, N.C., Feb. 8, 1890, d. Tulsa, Okla., Nov. 24, 1965). A pioneer chiropractor in Oklahoma, C. Sterling Cooley received his degree from the Palmer-Gregory School of Chiropractic, Oklahoma City, in 1908. He was one of the last surviving students of D.D. Palmer.

Dr. Cooley was appointed to the first chiropractic examining board in Oklahoma, serving as president from 1921 to 1934, and was reappointed in 1938, serving three years as treasurer. From 1938 to 1941 he was also a member of the Oklahoma Basic Science Board. Dr. Cooley was elected president of the National Chiropractic Association in 1934 [1935], having previously been treasurer. He was a member of the NCA executive board from 1936 to 1941, and served three terms as chairman. He was also a trustee of the International College of Chiropractors and was awarded one of its first fellowships.

A writer and editor, Dr. Cooley published four books, including an early biography of D.D. Palmer. He published several articles on the life of The Founder in *The Chiropractic Journal* between 1934-41. He was associate editor of *The Chiropractic Journal* for five years and later editor of the *Journal* of the Oklahoma Chiropractic Physicians' Association.

In 1965, Dr. Cooley was honored by the Palmer College of Chiropractic as an "outstanding pioneer" with a personal tribute by Dr. Dave Palmer, grandson of The Founder.

## CHRONOLOGY

1868 (Feb 8): Edward L. Cooley MD, DC is born in Hillsboro NC (see obit, Sept., 1934)

1890 (Feb 8): **C. Sterling Cooley** is born in Hillsboro NC (Gallaher, 1930, p. 124; Rehm, 1980, p. 280)

1906: according to Cooley (1943):

Oklahoma was then in the "boom" phase of its development, and any properly conducted business was a veritable gold mine. Probably at the suggestion of his brother, the Discoverer of Chiropractic became, temporarily, a merchant in the rapidly growing town of Medford, not far from Oklahoma City, the state's metropolis.

The store prospered, but the Palmer ownership was brief. The proprietor was concerned with something more important to him than making money in the mercantile business, grain, livestock, oil or mining, all of which were enriching, enterprising new citizens of the territory. Even while he operated the store, his home was a veritable clinic and school of Chiropractic. the next step was inevitable - a clinic and Chiropractic College in Oklahoma City.

1907-1908: according to Cooley (1943):

I was in his first class there. So was my Father, Dr. Edward L. Cooley, who had studied medicine, but was not practicing. We had arrived in Oklahoma City from the East about the same time Doctor Palmer arrived in Medford.

The interest of my Father and myself was due, in part to the promptness with which the strange exponent of Innate Healing Intelligence freed me from an affliction which had defied the best of orthodox methods. Daniel David Palmer rescued me from invalidism and helped me to health. The chances are that, except for the ministrations of his gifted hands, guided by a mind which seemed never to err or falter in expressing Chiropractic principle, my voyage on "Life's tempestuous sea" would have ended years ago.

Although the college was a great success, Oklahoma could not hold the Founder. Having established his science firmly in our territory, he yielded again to the lure of the Far West and the prospect of carrying the Chiropractic doctrine to the traditionally receptive Pacific Coast states. About 1909, he seemed to have found his ideal place of residence and work in Portland, Oregon, beautiful and progressive "City of Roses." There he established a monthly magazine, "The Chiropractic Adjuster," and there he completed and published his monumental book, "The Science, Art and Philosophy of Chiropractic."

1907: DD forms the **Palmer/Gregory** school in Oklahoma City instead of teaching at Carver/Denny (Gielow, 1981, p. 118)

## PHOTOGRAPH



Alva Gregory and D.D. Palmer, circa 1908, presumably in Oklahoma City (Texas Chiropractic College Archives)

**1907?:** Palmer and Gregory break up after 3 months and one week (Gielow, 1981, p. 118); DD refers to a mere 9 weeks of association (Palmer, 1909a, p. 62):

If Dr. D.D. Palmer's connection with the Gregory School as a **teacher for nine weeks** is of such importance to justify the continuance of advertising 'Palmer-Gregory Chiropractic College,' how much more is it worth to you as a student to be under the personal instruction of D.D. Palmer for nine months? During that nine weeks much of my Chiropractic teaching was sidetracked, owing to the teaching of medical ideas which were not Chiropractic.

1907-08: **C. Sterling Cooley** and **Edward Cooley ND, DC (later renamed AT Godzway MD)** attend classes at the Palmer/Gregory School (Godzway, 1934):

-“That Old Medical Fool!” said the Old Master with Great Disdain”:

Dr. Daniel Palmer, as I knew him, was a gentleman of high honor and integrity, but with all had a very high temper, and an unforgiving disposition. He was very strong in his likes; when he like you there was nothing too good for you, and when he disliked you, then there was nothing too bad that he could express for you...

Dr. Daniel David Palmer has been pictured here tonight as a NEAR Saint, - and that he is, in his gift to suffering humanity of the great Science of Chiropractic. But with this great gift to humanity as a “gift to humanity” on his right shoulder, he carried another “chip” on his left shoulder for those who might differ with him, and who could not accept his theories or his reasoning or his claims for his science of **adjustment of the skeletal frame** for the relief of human and **animal** ills. He was very “raw” and I may say uncivil to any and all members of the medical profession - at least all that I’ve ever know him to speak of, not even excepting the partner with whom he was associated in his school in Oklahoma City, when and where I was his student.

...some months later [after moving to Medford] he was persuaded to go to Oklahoma City where he, with a medical associate, started another Chiropractic College. At this stage I met him and our

“troubles” began. I called on him, in his new office, to obtain information as to what Chiropractic was - what it was that his school was to teach.

I did not intend for him to ever know my real identity, or for him to ever know that I was an M.D., but he seemed to sense the truth. And then our troubles began for he broached the subject of Tuberculosis, and said to me that Tuberculosis was a very simple trouble when taken early, when the patient had the equivalent of one good lung, even as with one good eye a patient may see, and with one good ear a patient can hear; and he further continued, to tell me that the tubercular germ did NOT CAUSE tuberculosis, and I couldn’t stand it any longer so I fired back at him: - “Well, Doctor, I must confess that either you are a darn fool, or you think that I am one. I don’t know which, nor do I think it matters very much which way you think about it.” That my friends is the way the great argument began and I got a generous “rasping” nearly every day before the whole class of which I was a member. Dr. Palmer delighted in calling me “that old Medical Fool” and often reminded me that I was stuffed so full of Medicine and Surgery that there was no room for anything else, and that he had little hope of ever making a real good chiropractor out of me; but when he handed me my diploma, he remarked that it was indeed a pleasure to be able to hand me that certificate of award, and at our graduating supper in his home, he slapped me on the back and told me that he was proud of me. (Later correspondence, after he had located in Los Angeles, confirmed this assertion).

Dr. Daniel David Palmer was a gentleman of the highest honor, very strong in his loves and hates, and of a very high strung, sensitive disposition. He always wore a long beard and when talking and very interested would work his lips in such a manner as to raise and lower his moustache and whiskers to impress his convictions on those who were listening to him. He seemed to always think his ASSERTION was sufficient proof of any argument or any statement that he might make; that for him to **say so** was sufficient to **make it so**.

During my school days under Dr. D.D. Palmer, I learned to dread the approaching hour for recitation or lecture under him, he seemed to take a pride in upbraiding me, seemed to blame ME for all the troubles that the Medical Profession at large had imposed on him - seemed to feel that I, personally, was the CAUSE of his imprisonment, and was only too glad to even-up scores with me personally. He took great pride in telling me that I was “an old Medical Fool.” I tried one time to reason with him before the class, but soon found that it only added fuel to the fire and made him worse rather than better and, after this experience, I took the “dose” with the best possible grace. These incidents may be verified by Dr. C. Sterling Cooley of Tulsa, who was at that time also a student and often heard these personal abuses given before the assembled class. I would also state that Dr. D.D. Palmer seemed always to have a grudge against another member of his own family, and that he was not dilatory in censuring him in no uncertain terms. These traits in my Preceptor made him a REAL human being to those who knew him personally, not the Saint that he is now being pictured. I think of and know him as “ONE OF US,” who was anxious to teach us ALL OF THE GOOD that HE KNEW SO WELL, and to make each of us the EXPERT in relieving human suffering that HE WAS.

I gladly forgave ALL, when he placed his arm around me at the graduating supper in his home and said, “You old Medical Fool, after all, I’m proud of YOU.”

1908 (May 4): Edward L. Cooley awarded “Doctor of Chiropractic” degree by the “Palmer-Gregory Chiropractic College” of Oklahoma City; signed by “The Discoverer, Developer and Founder of Chiropractic, **D.D. Palmer**, Age 63”;

**Alva A. Gregory, M.D., D.C.;** and **Wilbert R. Gorby, B.S., D.C.**  
(Library of Texas Chiropractic College)

1909 (June): *The Chiropractor* [5(6)] includes:  
-letter from Edward L. Cooley DC (p. 8):

Enid, Okla., May 9, 1909

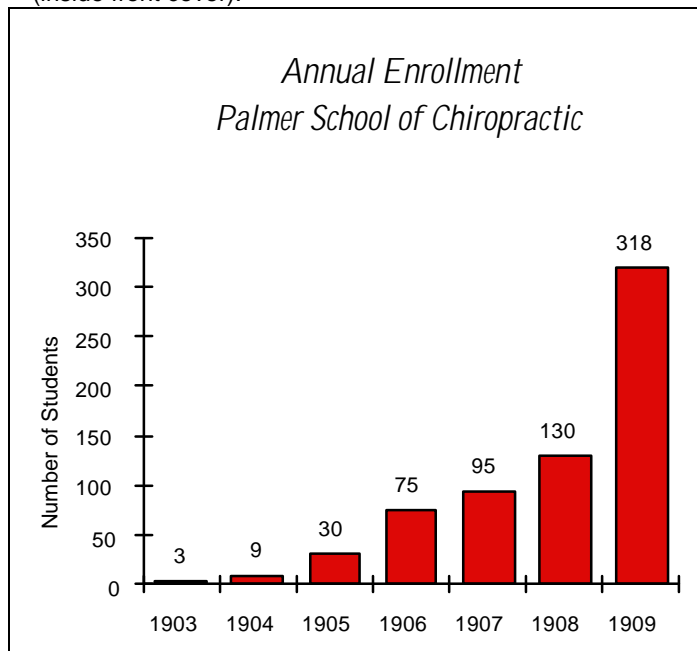
Dr. B. J. Palmer, Davenport, Ia. - Dear Doctor: The S.C.A.T. came to hand several days ago. To say that I am pleased with it fails to express my feelings. When I look at and use it, see its light weight, its compact form when closed, and its efficiency when in use, I can but exclaim "just the thing," and I want to say that I also appreciate the hard, long and tedious thought and work on your part to perfect so perfect and efficient a table for our daily use. I never start out on a call but that I think of and thank you. Sincerely,...

PHOTOGRAPH



Assembly at the PSC, circa 1910; BJ is seated front row, center; Joy M. Loban DC is fourth from left in front row; C. Sterling Cooley DC is indicated by arrow; (photo courtesy of the Library of the Texas Chiropractic College)

1910 (Jan): *The Chiropractor* [6(1)] includes:  
-notes the following growth in student enrollment at the PSC (inside front cover):



-C. Sterling **Cooley, D.C.** writes to B.J. Palmer: (p. 37)  
Enid, Okla., Nov. 19. '09  
Dr. B.J. Palmer, Pres. of **The PSC**, Davenport, Iowa

Dear Doctor: - I want A HOME," and "ALMA MATER" that I can be PROUD OF, WORK FOR, and look to with PRIDE, and say I am A GRADUATE OF THIS INSTITUTION, point to my "SHEEPSKIN." Naturally, under these circumstances, I want the BEST that the WORLD has to offer. I hold one diploma in Chiropractic. I matriculated there when I did NOT know of anything BETTER. Since graduating there I have learned my ERROR, and am now "starting" in an effort to CORRECT this error, starting to "THE PALMER SCHOOL OF CHIROPRACTIC." I will leave Enid for Davenport to matriculate tomorrow (Saturday) and will be at the "Fountain Head" Monday, a.m., in time for a day's work and that "START." Expect me. I am, Yours very truly,

C. STERLING **COOLEY, D.C.** (now a "P.S.C. man" at the P.S.C.)

-Edward L. **Cooley, D.C.** writes to Prof. M. Thomas of Wellington KS: (p. 42)

Enid, Okla., Dec. 1, '09

Prof. M. Thomas, Wellington, Kans.

My Dear Sir: - I am just in receipt of your favor of the 30th inst., and in reply to same I am sending you under separate cover, the last "CHIROPRACTOR," also copy of "SCHOOL ANNOUNCEMENT," No. 4, the last edition. You will note marked passages in the "Chiropractor," and this will give you an idea of what Dr. **Sterling** thinks of "THE PALMER SCHOOL." He has been there since Nov. 20th, doing Post-Graduate work, and to say that he is pleased is putting it quite mildly. His letters contain nothing but praise in the highest terms of both the institution and the faculty. I am sure you will make no mistake by matriculating at that school. I KNOW that it is the best, and I do hope that you will go there. Just keep the copies sent you, as I have another copy of each. I enclose also herewith a notice of a raise in the TUITION beginning on January 1st next. It will be well to consider this as it means a saving of \$50 if you matriculate before that date. With best wishes, I am, Very truly yours,

ED. L. **COOLEY, D.C.**



PSC postcard from C.S. Cooley (presumably to his father), dated March 20, 1910; numbered figures are: B.J. Palmer, M.P. Brown, M.D., D.C. and C. Sterling Cooley, D.C.; caption on reverse: "I made incisions and raised all viscera. Dr. Brown took stomach out, Drs. Brown & Cooley done all work. quite an interesting event and a good lesson, quite a honor to be trusted to make all incisions. Will write later. C.S.C." (Library of the Texas Chiropractic College)

1910 (Mar): *The Chiropractor* [6(3)] includes:  
-further correspondence re: "**Painless Adjustments**"; discusses controversy between BJ, **Edward L. Cooley, D.C.** and **Alma C. Arnold, D.C.** of New York (pp. 18-31)



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

\*C. Sterling Cooley, D.C., PSC, Davenport, 828-834 Brady Street (p. 122)

\*Edward L. Cooley, D.C., 204-206 Chamber of Commerce Bldg., Enid OK (p. 125)

1910 (Apr): *The Chiropractor* [6(4)] includes:

-UCA Directory (pp. 128-34) includes:

\*C. Sterling Cooley, D.C., PSC, Davenport, 828-834 Brady Street (p. 130)

\*Edward L. Cooley, D.C., 204-206 Chamber of Commerce Bldg., Enid OK (p. 133)

1910 (May): *The Chiropractor* [6(5)] includes:

-UCA Directory (pp. 71-7) includes:

\*Edward L. Cooley, D.C., 203-206 Chamber of Commerce Bldg., Enid OK (p. 76)

\*C. Sterling Cooley, D.C., 203-206 Chamber of Commerce Bldg., Enid OK (p. 76)

1910 (June): *The Chiropractor* [6(6)] includes:

-photo of PSC diploma as "Chiropractor" (inside front cover)

-UCA Directory (pp. 128-35) includes:

\*Edward L. Cooley, D.C., 203-206 Chamber of Commerce Bldg., Enid OK (p. 134)

\*C. Sterling Cooley, D.C., 203-206 Chamber of Commerce Bldg., Enid OK (p. 134)

1910 (July): *The Chiropractor* [6(7)] includes:

-C. Sterling Cooley DC writes to BJ: (p. 24)

Enid Okla., May 18, '10

Dear Doctor: - I understand the Chiropractic Symbols, "Evolution and Progress" are ready for delivery. **I am an evolutionist** and try to be progressive therefore need these symbols in my business. Every Chiropractor should have both of them especially a P.S.C. man. They are beautiful ornaments and carry a story that words cannot tell. I am enclosing a check for four dollars and fifteen cents, for which please send me the symbols, also a copy of the book and charts, "How to Keep Well and Live Long," as per 1910 S.A. Remember me to your faculty and all the "boys." I am yours for the P.S.C. Chiropractic.

C. STERLING COOLEY, D.C. (P.S.C. man).

1910 (Dec 3): C. Sterling Cooley, D.C. receives "Certificate of Attendance" from the PSC, indicating "6 mo. 3 wks." of study; signed by BJ; M.P. Brown, M.D., D.C.; Mabel Palmer, D.C.; C.R. McAdams, D.C.; T.J. Owens, D.C.; W.L. Heath, D.C.; and R.E. McNamara, D.C. (Library of Texas Chiropractic College)

1911 (May 1): The *American Drugless Healer* (1[1]), published by the **American Chiropractic Association** of Oklahoma City, includes:

-"Physical development for health, strength and beauty" is authored by "Edward L. Cooley, N.D., D.C., Oph.D." (pp. 3-5)

-Edward L. Cooley of Enid OK is a member of the Publication Committee of ACA, as are J. Shelby Riley and Albert G. Dennis, both of Oklahoma City (p. 16); they author an editorial, "The Editor's Chair" (pp. 16-7), noting that the magazine is "OPEN to ALL SCHOOLS OF HEALING"

-"OFFICERS OF AMERICAN CHIROPRACTIC ASSOCIATION" (p. 20) lists "J. Sterling Cooley, D.C." as VP; Dennis is president, Riley is 2nd VP and A.A. Gregory is secretary-treasurer

- "Notes of Practitioners" (p. 28) mentions that:

Dr. C. Sterling Cooley of Enid was in attendance and made his presence felt on the floor of the convention. He filled his pater's shoes admirably...

How many know Dr. C. Sterling Cooley's definition of Chiropractic? If you don't look for it in the next issue of the *American Drugless Healer*.

1911 (Oct 1): The *American Drugless Healer* (1[2]: 26), published by the **American Chiropractic Association** (headquartered in Oklahoma City, C. Sterling Cooley DC, Vice-President) includes: - article and letter to the editor, Edward L. Cooley DC, in Santa Barbara CA dated 8 May 1911, from C. Sterling Cooley DC (pp. 17-8)

-"Directory of Chiropractors" (p. 27): "Chas. A. Cale, D.C., 1012 Pico St., Los Angeles, Calif." and "A.W. Richardson, 11434 South Olive St., Los Angeles, Calif." (no degree or title given for Richardson); also included in the directory are "A.A. Gregory, M.D., D.C. at 521.5 N. Broadway, Oklahoma City, Okla.", Joe Shelby Riley, D.O., D.C., at 521.5 N. Broadway, Oklahoma City, LE Fuller, D.O., D.C. at 511-013 Meridian Life Bldg., Indianapolis, "G.H. Patchen, M.D., D.C., 147 W. 23rd St., New York, N.Y."; and "Cooley & Cooley, Enid, Okla." (p. 27)

-A.A. Gregory MD, DC authors biographical sketch of "Edward L. Cooley, N.D., D.C., Op.D." (pp. 28-9):

Born in Hillsboro, North Carolina, February 8, 1868.

Educated at Childsboro Academy, Hughes Academy, Caldwell Institute, Trinity College, Oriental College, Union College of Osteopathy, Palmer-Gregory College of Chiropractic. Post-graduate work under D.D. Palmer, D.C.; A.A. Gregory, M.D., D.P., D.C.; Andrew P. Davis, M.D., D.O., N.D., Oph.D., D.C.

Up To Dr. Cooley's 16th year his education was preparatory for the ministry, as his mother was very anxious for him to be a Methodist minister. During his 16th year he had a very severe attack of typhoid fever, and the debility following this attack necessitated his giving up his work at Trinity College during his sophomore year, and when he re-entered Trinity after a year's absence, spent in recuperating his health, he entered with a full determination to devote his life to the practice of medicine, and with this in view the following four years of his life were spent in the study of anatomy and chemistry, the remainder of his educational career being spent in fitting himself for his chosen work.

Dr. Cooley was married in his 21st year to Miss Margaret Freeland, the childhood friend and playmate, of his home town. This estimable lady, whose untimely demise occurred a few years later, was the mother of Dr. C. Sterling Cooley, now prominently known in Chiropractic circles, and who is associated with his father in the practice at Enid, Okla.

The failure of Dr. Cooley's health the second time, at the death of his wife, necessitated his giving up his work, and he entered a hospital at Baltimore, Md., where he remained about 18 months. Receiving but little benefit, he went to the mountains of West Virginia in search of health in a higher altitude. Two years later he drifted west, locating in Oklahoma City, where he became interested in the study of Chiropractic, incidental to his real estate investments in Oklahoma. His real estate interests soon faded in insignificance in his ardor and interest for his new found study, and his real estate interests remain today very much as they were the second month after he began his course in Chiropractic at the Palmer-Gregory College of Oklahoma City. His ardor, close attention and application made him a most excellent student, and this continued ardor and application have made him a most successful graduate practitioner, his school being proud of his record. Up to this time he has handled more than 4,000 patients at his Enid office since he moved there from Denver, Colo., in the fall

of 1908, and has never lost a patient, nor had one to die while under his care and treatment.

His present wife, Dr. Gertrude M. Cooley, was Miss Woyke of Minneapolis, Minn., and is also a graduate of the Palmer-Gregory College, and a most successful graduate practitioner, and a fitting helpmate to her husband in his great work.

At the recent meeting of American Chiropractic Association Dr. Cooley was elected to the editorial staff and publication committee of the American Drugless Healer, together with Dr. A.G. Dennis and Dr. J.S. Riley.

A.A. GREGORY, M.D., D.C.

1911 (Aug 1): The *American Drugless Healer* (1[4]) includes: "CRIPPLE WALKS AFTER FOURTEEN YEARS" (p. 8):

Remarkable Case of How an Invalid Has Been Brought to Health

A remarkable case of where a cripple was made to walk after fourteen years was demonstrated in the office of Drs. Cooley & Cooley. The cripple was Carl Donaldson, familiarly known as "Jack," who came here from Comanche some three months ago. During the time "Jack" has been in Enid he has attracted considerable attention in his three-wheeled affair in which he propelled himself over the streets...

When young Donaldson came first to the office of Drs. Cooley & Cooley every joint in his body was stiff. His hands and feet were literally doubled up and the only movement he could get was from the lower part of his spine. Dr. C. Sterling Cooley took the case and after working on him for three months through spinal adjustments, Donaldson was able to get around with amazing activity. The cure, however, is not yet perfected and will still take some little time. But the present results are marvelous and young Donaldson is jubilant over his present condition and the bright future which he can ultimately expect.

Seen by a reporter for The News, Dr. C. Sterling Cooley said it is a demonstration of what Chiropractic can do...

-The Enid Morning News

-dozens more testimonials from patients and doctors

1911 (Sept 1): The *American Drugless Healer* (1[5]) includes: "DRS. COOLEY ENLARGE WORK" (p. 17):

Dr. Edward L. Cooley, senior member of the firm of Cooley & Cooley of Enid, Okla., recently went with his wife, Dr. Gertrude Cooley, to Norfolk, Va., to rest from his work for a few weeks, which had been very heavy on the doctor for a long time, his practice being the heaviest of any in our knowledge. But a woman with nervous prostration at the doctor's hotel found out something about the new kind of doctor stopping there, and persuaded him to treat her, as everything else had failed to relieve her. As might have been expected, a few treatments made her a new woman. Then, of course, like a good missionary, she told others of the remarkable doctor who did not use medicine, and before he knew what was up he had an unlimited number of afflicted people coming to see him, and while he did not go here to treat the sick, he found himself like Uncle Remus's rabbit (which could not climb a tree) crowded so closely by the fox that he was "jes obleeged to climb a tree," and in honor to the great science he represented he was obliged to treat the numerous afflicted people who flocked around him.

The first week Dr. Cooley was over there his cash practice amounted to \$60, and the second week it ran up to \$324, besides some patients he took on the insurance plan at higher rates, with money deposited in bank. His patients represent a number of states.

We learn that the Doctor plans to return to Enid in October, and the junior member of the firm, Dr. Sterling Cooley, will take charge of the work in Virginia, where the practice promises to be as large as that of the home office.

Drs. Cooley, father and son, have always held a high position among Chiropractors, and their continued success has given them a prestige worthy of the greatest method of healing the world has ever known.

J.S.R.

1911 (Oct 1): The *American Drugless Healer* (1[6]) includes:

-C. Sterling Cooley DC authors "Some Interesting Cures by Spinal Adjustment" (p. 15):

It was the good fortune of a reporter for the News yesterday to come in contact with three men, each of whom told a story of how he had been benefited in health. All of them were known in Enid and all had been treated by spinal adjustment. Owing to the success of their treatment their stories are of interest to many people.

Marvin Murphy of Carrier was the first seen.

He said he went to a Chiropractor about ten days ago with a sever case of appendicitis. His body was almost bent double with pain and before he came had been given a hyperdermic [sic] of morphine to alleviate his suffering. After one spinal adjustment, without medicine and without surgery, Mr. Murphy can now eat anything he likes without fear of bad results.

W.H. Johnson, formerly of Enid, but now of Medicine Lodge, Kans., was seen yesterday by a News reporter. Mr. Johnson said that he had what the doctors had diagnosed as a tubercular joint of his wrist. He said that he had been suffering from the trouble for 25 years, and that he had been unable to get any satisfactory results from the treatment given him.

"They wanted to send me to a tuberculosis resort in Colorado," said Mr. Johnson, "but I bucked on the proposition. I came here to Enid and spinal adjustment has put me in first class condition."

Court Roberts is another who sings praises of Chiropractic. Mr. Roberts conducts a livery stable. Some time ago he was affected with a fearful headache, which had troubled him for years. An adjustment of one of the upper vertebrae worked like a charm and Mr. Roberts has been free from his headache since the treatment.

Mr. Roberts went to the office with sever rheumatic pains in his back and legs. One treatment did the business, and Mr. Roberts left Dr. Cooley's office feeling fine.

1912 (Feb 1): The *American Drugless Healer* (1[10]) includes:

-"Directory: Chiropractors of Merit" (pp. 28-9) includes:

OKLAHOMA

DRS. COOLEY & COOLEY.....Enid, Chamber of Commerce

1912 (Nov 11): according to Willard Carver LLB, DC (Carver, unpublished circa 1936, pp. 80-1):

...during the summer of 1912, a general call was sent out to all of the Chiropractors in the State [OK], to meet at the parlors of the Lee-Huckins Hotel for the purpose of organizing such a State Association, as would meet with unanimous approval.

Subject to this call, on the 11th day of November, 1912, the first state-wide convention of Chiropractors ever assembled in Oklahoma, met with representatives of all of the schools of Oklahoma, and all of the departments of the Chiropractic profession.

The December number of the Chiropractic Record of 1912, states concerning that meeting as follows: "The meeting was a delightful one, which exhibited such perfect harmony and unanimity of action as to gladden all present. A complete organization was perfected, with officers as indicated hereafter. This organization is in line and in perfect harmony with the National Federation organized in Kansas City in October, 1912."

The organization perfected at this meeting was called "The Oklahoma State Association of Doctors of Chiropractic." The general officers elected were J. Ford Johnston, McAlister,

Oklahoma, President; **C. Sterling Cooley**, Enid, Oklahoma, Secretary; J.A. Burton, Sapulpa, Oklahoma, Treasurer; A.L. Daniel, Oklahoma City, Sergeant-at-Arms.

The advisory board was as follows: The president and secretary of the organization were declared to be ex-officio members. The associate members were, W.R. Gorby and A.G. Dennis, both of Oklahoma City, and Sarah A. Burns of Bartlesville, Oklahoma.

In the May, 1913, number of the Chiropractic Record, Secretary **Cooley** of the O.S.A. of D.C. published a very fine article, thoroughly advertising the association. In that article he very carefully straightens out a good many misconceptions of Chiropractors in different parts of the state, and shows that each member of the Association in good standing has equal power with every other member.

Subsequent events indicate that this very splendid article of Dr. **Cooley's** had a good effect upon the Chiropractors of Oklahoma, for from that time on they took hold and did very much better than they had theretofore done.

In his article, Dr. **Cooley** says: "Out of the hundred and thirty-five practicing Chiropractors in Oklahoma, there are but fifty general members of the O.S.A. of D.C. Each and every one should take pride enough in his profession to immediately join the association and help push."

1912-13: concerning Alva Gregory & Palmer-Gregory College of Chiropractic, of which **Joe Shelby Riley** was VP (Keating & Cleveland, accepted for publication):

Gregory offered various electronic and pneumatic percussive instruments ("concussors") for sale, and characterized Palmer as an uneducated practitioner who had no grasp of modern biology. Gregory also became an activist on behalf of mixer chiropractic. He served as editor of the widely read *American Drugless Healer*, a monthly periodical published by the Oklahoma City-based American Chiropractic Association (ACA) during 1911-1913. Among Gregory's most prominent graduates were Joe Shelby Riley, D.O., D.C., who founded schools in Boston, Detroit and Washington, D.C. (Gibbons, 1991), Albert W. Richardson, D.C., founder of several of the broad-scope California Chiropractic Colleges and a central player in the medical-chiropractic and straight-mixer feuds in California during the second decade of this century (Keating et al., 1994), and C. Sterling Cooley, D.C. of Enid, Oklahoma (Godzway, 1934), who would serve as president and board member of the broad-scope National Chiropractic Association (NCA) during the 1930s and 1940s (Keating & Rehm 1993).

Gregory effected a temporary merger of his Palmer-Gregory College with the St. Louis Chiropractic College in 1913 (see Table 2-2). The St. Louis College, founded by L. William Ray, A.M., M.D., D.C., offered an 18-month program in "progressive chiropractic" and "Rational Therapy Methods" (including "anatomy, chemistry (urinalysis, blood tests, stomach fluid tests) and bacteriology," and proposed to qualify its graduates for licensure as drugless practitioners (DPs) in several states, such as California, Illinois, Michigan and Washington (Consolidation, 1913). The school advertisement also noted that the combined St. Louis/Palmer-Gregory course of instruction:

...will enable their graduates to qualify by examination and to receive regular medical license in several different states, where the state law does not require graduation from an AMA medical college before admittance to examination.

Gregory's continuing influence derived from several sources, including his role as administrator at several schools, his extensive lecture tours throughout the United States, and from his numerous publications. His books included *Spinal Adjustment* (1910), *Spinal Treatment* (1912), *Rational Therapy* (1913) and *Spondylotherapy*

*Simplified* (1914). His eclectic orientation to chiropractic and drugless healing struck a responsive chord among many who found favor with Gregory's motto: "...the true principle of progress in the healing art, namely, try all things with an open mind, and hold fast to that which is found to be good" (Gregory, 1912).

1913 (Mar 31): **C. Sterling Cooley**, D.C. issued "Certificate of Endorsement" by the "California Federation of Liberal Physicians, Surgeons and Healers"; signed by Wm. Francis Ireland, President and Geo. W. Jordan, Secretary

1913 (June 11): **C. Sterling Cooley**, D.C. awarded "Philosopher of Chiropractic" certificate by the "Colorado Chiropractic Institute Association" of Denver, signed by J. Hamilton Jones, President; Edward L. Cooley, Vice-President; and J.L. Jones, Treasurer

1914 (Aug 14): C. Sterling Cooley's statement (Cooley papers, Library Special Collection, Texas Chiropractic College):

AFFIDAVIT OF DR. C. STERLING COOLEY, D.C.

State of Oklahoma, Tulsa County

C. Sterling Cooley, of lawful age, being duly sworn, on oath deposes and says:-

That he is a Doctor of Chiropractic, regularly engaged in the practice of same in the City of Tulsa, Oklahoma, and is a graduate of the D.D. Palmer-Gregory Chiropractic College of Oklahoma City and a Post-Graduate of the Palmer School of Chiropractic of Davenport, Iowa and that he has been for several years regularly engage in the practice of same;

That he was during the lifetime of Dr. D.D. Palmer, intimately acquainted with the said Dr. D.D. Palmer, such acquaintance beginning in the year, 1908; that he is also acquainted with the son of Dr. D.D. Palmer, Dr. B.J. Palmer;

Affiant further says that he met said Dr. D.D. Palmer at Medford in the State of Oklahoma on the 1st day of June, 1913 by previous arrangement, and during said meeting discussion was had for a better understanding of certain unhappy differences that had arisen between Dr. D.D. Palmer and his son, Dr. B.J. Palmer; that a large part of the day of said June 1, 1913 was spent in discussion of said matters at said meeting and during a part of said discussion of said matters D.D. Palmer had manifested considerable jealousy and unfriendliness to his son, Dr. B.J. Palmer; that this affiant is personally and intimately acquainted with both of said **?men?** and know that the unfriendliness and jealousy of D.D. Palmer against B.J. Palmer was without any reason and was harmful to the science of Chiropractic and degrading to the parties mutually concerned; that because of his enthusiasm and love for the science of Chiropractic, affiant used his good offices and best endeavors to bring about a cordial understanding between father and son, in order that their mutual interests might be promoted and that there might be no detraction because of their differences of the science in the practice of which both of them were engaged, believing as affiant does that same constitutes, a noble and useful profession.

Affiant further says that during a large part of the time there was present and participating in said discussion and negotiation Mrs. Mary Palmer, the wife of said Dr. D.D. Palmer, who was a woman in the prime of life and of very forceful character and was the step-mother of Dr. B.J. Palmer and that the said Dr. D.D. Palmer, being an old man, was largely influenced and dominated by his wife, Mrs. Mary Palmer.

Mrs. Mary Palmer expressed great hatred and detestation for Dr. B.J. Palmer and desired to do anything to secure revenge and reprisal against him and did all she could to forment [sic] and incite the anger and hatred of her husband against his son and to keep alive the strife between them and to obstruct and prevent any

peacable negotiation and settlement of the misunderstanding between the father and son;

That at the said conference between this affiant and the said Dr. D.D. Palmer in which the said Mary Palmer participated she urged her husband Dr. D.D. Palmer and he threatened being urged her thereto by her, that he would ruin and bring about disrepute the Palmer School of Chiropractic by going about the country and selling a book, which he had written, a set of lectures and issuing diplomas to purchasers thereof designating them as graduates **and as qualified to practice** Chiropractic ??? twenty-five dollars (\$25.00); this he anticipated and believed would ruin the school of Chiropractic maintained by Dr. B.J. Palmer at Davenport, Iowa; and this fact was particularly dwelt upon and emphasized by the said Mary Palmer and said parties desired to make this affiant a party to such proceeding and desired to furnish affiant with such a book and lectures and diploma for said fee of \$25.00; and affiant being acquainted with the facts and for the reason that he was and is a graduate of the school having earned his diploma by actual student work, indignantly refused to be a party to any such proceeding or to recognize such diploma in any way.

However notwithstanding the attitude of the parties during the conference, said Dr. D.D. Palmer admitted that his son Dr. B.J. Palmer c???ied and was recognized by the world as the head of the largest school of Chiropractic and had the greatest authority on its teachings; he further stated that his own character and disposition were such that having once embraced an idea or assumed a position, that even when wrong, he could not bring himself to admit his error. He further stated to this affiant, that if his (Dr. D.D. Palmer's) son, Dr. B.J. Palmer would invite him, the said Dr. D.D. Palmer to come to the Palmer School of Chiropractic and identify himself, while in Davenport, with the said institution, that he would be glad to do so and it was the expectation of the said parties that such a step would be taken, and so concluded when said conferences between this affiant and him was closed.

This affiant further states that said D.D. Palmer appeared to be unbalanced on the subject of his jealousy and dislike of his son, and because of his advanced age seemed to be somewhat "childish".

C. Sterling Cooley, D.C.

Subscribed and sworn to before me on this 14th day of August, 1914.

Mable Judd

Notary Public

My Commission Expires Aug 13-1917

1914 (Dec 18): **C. Sterling Cooley**, D.C. is awarded "Doctor of Chiropractic" degree by the Davis College of Neuropathy in Los Angeles; certificate signed by A.P. Davis MD, ND, OphD, DC; Callie M. Davis, N.D., Oph.D., D.O.; Wayne Thomas, Oph.D., N.D., D.C. (Library of Texas Chiropractic College)

1915 (Nov 10): **C. Sterling Cooley**, D.C. is awarded "Doctor of Chiropractic" degree by California Chiropractic College of Los Angeles; certificate signed by A.W. Richardson and others (Library of Texas Chiropractic College)

1916-17: according to Willard Carver LLB, DC (Carver, unpublished circa 1936, p. 82):

The new officers [of the OSA of DC] elected for the ensuing year, that is 1916 to 1917, were: W.R. Gorby, President; Curtis J. Lee, Vice-president; A.J. Bays, Treasurer; R.M. Johnson, Secretary; A.C. McColl, Sergeant-at-arms. The advisory board was Drs. W.R. Gorby, R.M. Johnston, S.A. Burns, A.L. Daniel, and C.S. Cooley

It is well to note these officers, for they were the ones representing the O.S.A. of D.C. when the big fight over Senate Bill III was staged.

1917 (May 26): **Fountain Head News** [A.C. 22] [6(37)] notes: -letter to the editor (p. 6):

Tulsa, Okla., May 15, 1917

Dr. B.J. Palmer, Davenport, Iowa

Dear Doctor Palmer: Mrs. John R. Skinner arrived home Monday noon, May 14th, and came to the office today for her adjustment. She was guarding her Spinographs and Analysis like they were Diamonds, she would not trust them to her nurse for fear that the Spinograph might get broken or that the Analysis might get lost. She came in carrying them herself. To her they are more precious than diamonds:

Mrs. Skinner stood the trip well, and she says she feels better than she did before the trip, and I believe her for she looks better, the swelling in her arm is not so bad, the lump on her neck is not so hard nor quite so large, her breast is not so bad. She got the "A-B-S-O-L-U-T-E-L-Y" spirit in Davenport, and she has only words of praise for Dr. Palmer, Mr. Green, Mrs. Bennett, THE PSC and Dr. Thompson. Mrs. Skinner is a sick woman but when she is talking THE PSC you would think she was in robust health. She told me very little of herself today but she told us all about the blind, cripples, epileptics, etc., that were getting well at THE PSC Clinic. Yes and her enthusiasm is not all talk, she has already phoned for her son to come in from the "oil fields" so that she can tell him of the wonderful PSC. Mrs. Skinner says that she will not be satisfied until her son is a student at THE PSC.

I want to thank yourself, Mr. Green, Mrs. Bennett, Dr. Thompson and the entire PSC Faculty and student body for the many courtesies shown Mrs. Skinner while she was in Davenport. After her adjustment today she said she felt relieved considerably. If you wish, I will be glad to report to you on Mrs. Skinner's condition from time to time.

Kindest regards to Mrs. Palmer. I am, most sincerely,...

1917 (Aug 4): **Fountain Head News** [A.C. 22] [6(47)] notes: -letter to the editor (p. 4):

Tulsa, Okla., July 25, 1917

Dr. B.J. Palmer, Davenport, Iowa

Dear Doctor: Your letter of July 19th in regard to the "Tulsa Morning Times" page "ad" received.

I had the Times run several hundred extra copies of the paper for me, they were getting scarce when I received your letter so I had them run me several hundred copies of the ad before they killed the form. I think I can supply all requests now, if I run out of papers I can send the extra copies of the ad.

I am glad you like the ad, and I assure you that I will be glad to send copies to any one wishing them. I have suggested to several of our Oklahoma boys that they have cuts made after their own style and to use the same article, the article is a winner from every angle. I am now figuring with several of our county papers and expect to run the same article in several other papers in the near future.

I do not know yet whether or not I will be at the Lyceum this year. If I am not at the Lyceum then **I will be in Davenport later in the fall or winter for the spinographic work. We who are not spinographers are getting to be back numbers.** I am going to move up a few numbers by taking on that branch of the work.

We have both read and enjoyed "Chiropractic for Women and What Women Chiropractors Say." It is great dope. We will have to hand it to the women, they are getting some. Most sincerely,...

1917 (Aug 11): **Fountain Head News** [A.C. 22] [6(48)] notes: -letter to C.E. Dearth DC (p. 7)

Tulsa, Okla., August 3, 1917

Dr. C.E. Dearth, Fairview, Okla.



Dear Doctor Dearth: - Your telegram received this morning, glad to know that you have at last decided to go to THE PSC Lyceum, you, with 5,000 other Chiropractors from all schools will be received with open arms by B.J. and THE PSC Faculty. About 25 Oklahoma Chiropractors attended last year and we all agree that we would not take 1000 times the cost of the trip to miss this year, EVERY ONE is a booster for THE PSC Lyceum and naturally each one will try and take at least one other with him this year. SURE, I'LL BE THERE.

I expect to leave Tulsa Sunday morning, August 26th, and will go via Kansas City. I expect to have a few hours in K.C. and it will be appreciated for this has been the dryest year I ever saw in Oklahoma. Oklahoma is "Bone Dry" alright, so just remember the drinks are on me when we get to K.C. If you cannot come by Tulsa then we will arrange to meet in K.C. and make the rest of the trip together. Write me. Most sincerely,...

1919 (Mar 15): *Fountain Head News* [A.C. 24] [8(27)] notes: -article by C.S. Cooley (pp. 1-9)

1920 (Nov 10): according to Willard Carver LLB, DC (Carver, unpublished circa 1936, pp. 127-8):

At the State convention which occurred on the 10th of November 1920, the following legislative committee was selected: Dr. C.J. Lee, as chairman; and Drs. A.C. McColl, C.S. Cooley, and P.E. Courtney, associate members, and Judge George S. Evans, and H.B. Hopps, legal members.

This Committee, as the first of its duties, proceeded to arrange for the drafting of a bill to be introduced at the ensuing legislature, which was to commence in January, 1921. The wording of the bill was temporarily referred to Judge Hopps as to its general form...

1921 (April-July): according to Willard Carver LLB, DC (Carver, unpublished circa 1936, pp. 130-1):

The legislature of 1921 adjourned April 1, and on July 2, 1921 the Chiropractic Law went into full force and effect, and the struggle which had lasted since December, 1907, was in that aspect of it at an end...

Within the thirty days provided by the Chiropractic law, Governor J.B.A. Robertson appointed from among the Chiropractors of Oklahoma the three members of the Board of Chiropractic Examiners.

The persons appointed by Governor Robertson were Drs. Curtis J. Lee, Henry [Harry] Gallaher, and C. Sterling Cooley. This selection by the Governor was entirely satisfactory as events have disclosed to the Chiropractors of the State.

The appointments were made as per the statute as follows: Dr. Harry Gallaher for one year, Dr. Curtis J. Lee for two years, and Dr. C. Sterling Cooley for three years.

Within thirty days, as provided by the statute, the Board of Examiners held its first meeting for the purpose of organizing, and they selected from their number Dr. C. Sterling Cooley, of Tulsa, Oklahoma, as president of the Board, Dr. Curtis J. Lee, of Oklahoma City, as treasurer of the Board, and Dr. Harry Gallaher of Guthrie, Oklahoma, as Secretary.

#### PHOTOGRAPH



C.S. Cooley (center) appointed the first secretary of the Oklahoma Board of Chiropractic Examiners (OkBCE); photo courtesy of the Library of the Texas Chiropractic College

1922-1930: letter of 1/19/63 to Stanley Hayes DC from J. Lewis Fenner DC, PhC in Brooklyn speaks of ACA history (Hayes collection):

Dear Doctor:

...Congratulations on reaching 72! I can remember so well when I was 'only' 72! I will round out 84 years next week, but I have five years yet to go to match my grandfather (one of my aunts reached 93) so I can afford to be chipper and brag about it a little - or can I?

I quote from my letter of 17th to Dr. Cooley on receipt of the January magazine: 'I find particular interest in the broad principles that are developed by Thure C. Peterson, Stanley Hayes, Bill Brown and others'. And I well remember your activities in chiropractic circles and your writings on it in earlier years. You are always a staunch advocate.

I am sorry not to be able to answer your question about Methods and Apparatus and perhaps the best way to tell you why is to recite some of the tiresome history that preceded the time you mention. You will perhaps remember the agitation I carried on in the UCC and National, Ross Journals when I was Secretary-Treasurer of The New York State Chiropractic Society against the abuses perpetrated on the profession by the UCA, then monopolizing the nation organizationally. I did not seek any such thing, but the upshot of it was my own motion to organize a body "free from any school domination" which became the ACA with me the first secretary.

You will perhaps remember that it became necessary for Dr. John P. Phillips to resign and find himself another job when the ACA sponsors failed to finance their creation, with the result that I was made the chief executive, our lease were canceled, the office was dumped into my Brooklyn office, whence I managed, as best I could, the bawling infant for two more years.

You may remember that about that time one of the recent graduates of the National school [Frank R. Margetts LLB, DC] was making quite a noise orating at homecomings and since Phillips had been a graduate of the UCC, and so was I, it seemed to me that this National man might redress the balance and I, myself, secured his nomination and election to the office of president, he accepting it on the express stipulation that it cost him no money and did not interfere with a practice he was setting up in Denver!

The convention at the end of his first year bared the fact that he [Margetts] did not know I had been made officially the executive officer and that the feelings that I had felt for him were due to the



fact that some of his orders as president had not been carried out according to his wishes. The misunderstanding was his, not mine, but he had already picked out another as his candidate for secretary thought he did not get him elected. However, he had made up his mind and shortly after he called an executive meeting at which he demanded my ouster, threatening to resign himself if I did not get out.

You are entitled to believe that the **ACA** would have died there and then if he had got out instead of me, but by that time he had given up his office and **was giving his full time to the ACA under a guarantee by the UCC and the National school** and a majority of the directors were in favor of his retention and I resigned. I never had anything to do with the **ACA** after that and I was far from the scene of action when the **ACA** was amalgamated with the **UCA**.

I do not suppose a list of what I consider to be the important events of our professional history will have any special validity, but I think second only to the foundation of the practice by **D.D. Palmer**, the organization of the **ACA** is equal to any other. We insisted on making it "Straight" and most of the founders would be shamed by the scope the present successor of it has taken.

It did not unify the profession - was not intended to - but it was an important and necessary step in that direction - and the perfection of it awaits our attention - and with what urgency!

If you care to submit a list of questions as suggested in your letter, I shall be glad to answer what I can, but I have no inside knowledge of the **ACA-NCA** after 1924.

If I were not a better chiropractor than I am a typist, I don't think I would still "be in the business" - but that isn't saying much. Please excuse the appearance of this letter - and accept my congratulations and good wishes - and my sincere thanks for your letter. Very truly yours,...

1924 (Mar 22): **C. Sterling Cooley** marries Mabel Edythe Potter, "who was in nurses' training"; daughter Mabel born in 1934 (Rogers, 1966)

1924: **C. Sterling Cooley**, D.C. receives honorary Ph.D. from Carver Chiropractic College (FICC records)

1926 (Sept): early efforts to organize the chiro schools "were not in vain, as was demonstrated in 1926 when the more auspiciously launched **International Congress of Chiropractic Examining Boards (ICCEB)** found potential allies from schools and state associations. By September of the following year, when a convention was held at Memphis Tennessee, there were, in addition to eighteen examining boards, seven colleges and schools represented." (Turner, 1931, p. 168); Dr. **Ashworth** was elected third Vice-President of the **ICCEB** at the Baltimore Hotel in Kansas City MO according to a newspaper clipping from the **Nebraska State Journal** of Lincoln; she also visited LH Trotter DC at his health home in Kansas City MO (Ashworth papers-CCC/KC); according to Turner (1931, p. 169) first officers of the ICCEB are:

- Eugene Cox DC, North Carolina, president
- Anna Foy** DC, Kansas, first vice-president
- RC Ellsworth DC, Oregon, second vice-president
- Sylva L. **Ashworth** DC, Nebraska, third VP
- EJ Bullock, New Hampshire, fourth VP
- Harry **Gallaher** DC, Oklahoma, sec'y-treasurer
- first Board of Directors ICCEB are:
- J. Ralph John** DC, Maryland
- Maud Hastings DC, Tennessee
- C. Sterling Cooley** DC, Oklahoma
- Myrtle Long DC, Iowa
- WJ Robb DC, Kansas

1929: Edward L. Cooley MD, DC changes his name to A.T. Godzway (see obit, Sept., 1934)

1931 (Aug 29-29): C.S. Cooley, D.C. attends the Fourth Annual Convention of the International Radionic Association at the Hotel Paxton in Omaha, according to photograph (with W.C. Schulze MD, DC) in collection of the Library of the Texas Chiropractic College; also in attendance are C.E. Schillig, D.C. and C.M. Guyselman, D.C.

1932 (Aug): C.S. Cooley, D.C. attends "Post Graduate Class" at National College of Chiropractic, 20 North Ashland Boulevard, Chicago, according to photograph (with W.C. Schulze MD, DC) in collection of the Library of the Texas Chiropractic College; associated certificate from the "Department of Colonic Therapy, Chicago General Health Service" is signed by Schulze

1932 (Aug): **CCA Bulletin** of the **California Chiropractic Association** [1(9): 10] prints **J. Ralph John**, DC's article, "National Organization":

When **Dr. Pritchard of Florida** conceived the idea of an association of 'Members of State Boards of Examiners,' the writer accepted the opportunity of furthering that cause; when Dr. **Cooley** of Oklahoma brought his vision of an "**International Chiropractic Congress**" to the attention of some members of the examining boards, we used our meager efforts to effect that very thing.

These two ideas bore fruit, and today there is functioning 'The **International Chiropractic Congress**' with its affiliated bodies known as (1) '**Congress of Chiropractic Examiners**,' (2) '**Congress of Chiropractic State Associations**,' (3) '**Congress of Chiropractic Schools and Colleges**,'....

Now, after six years, this organization is functioning on solid ground. The '**National Chiropractic Association**' is working in harmony with the **Congress**, and the bond campaign sponsored by the **Congress** is now gaining momentum after such an inauspicious start as was had here in California...

1934 (Sept): **The Chiropractic Journal** [NCA] [3(9)] includes: -"OKLAHOMA: A Pioneer Passes Away" (p. 23):

#### **Heart Attack is Fatal to Doctor A.T. Godzway**

Dr. A.T. Godzway, 65 of Tulsa, father of Dr. C. Sterling Cooley, Tulsa chiropractor, 415 S. Guthrie ave., died Sunday in an ambulance near Depew when stricken with a heart attack while being taken to an Oklahoma City hospital. He had been in failing health the past 12 years, but recently was improved, according to his son. Tuesday morning he suffered a hemorrhage, and had been confined since.

Doctor Godzway was born in Hillsboro, N.C., Feb. 8, 1868. He was educated at Trinity college, now Duke university at Durham, N.C., where he studied medicine. Later he met Dr. D.D. Palmer, founder and teacher of Chiropractic healing, who became his close friend and under whom he studied, graduating in 1908.

He then practiced his profession in Norfolk, Va., from 1913 to 1922 and Stockton, Cal., until he came to Tulsa in 1922. He practiced in Tulsa and Skiatook until recently when his health failed. His wife died in 1904. Five years ago he had his name legally changed from Edward L. Cooley to A.T. Godzway.

He is survived by his son with whom he lived, and a daughter Miss Florence Vivian Cooley of San Francisco. - Tulsa (Okla.) Tribune, Aug. 20

1935 (Jan): **The Chiropractic Journal** [NCA] (4[1]) notes: -"News Flashes: OKLAHOMA" (p. 25):

VOTE TO AFFILIATE WITH NCA

With election of Dr. E.R. Dunn, Oklahoma City, as president, the Oklahoma Chiropractic Association closed its annual convention in the Biltmore hotel. More than 250 members attended the two-day meeting, November 16 and 17.

Other officers elected include Dr. Olive E. Siede, Sapulpa, vice-president; Dr. Bera A. Smith, Oklahoma City, secretary; Dr. Pearl Mustoe, Oklahoma City, treasurer; Dr. A.J. Bays, Oklahoma City, Chairman; Dr. Curtis J. Lee, Oklahoma City; Dr. L.H. Fouts, Jr., Lawton; Dr. E.L. Brower, Okmugee, and Dr. A.P. McNatt, Sayre, executive committee members.

The Oklahoma Chiropractic Association voted to affiliate with the NCA. Dr. John K. Couch, Oklahoma City, was elected State Director to the National Association.

A series of health talks were given during the afternoon by Dr. Francis J. Kolar, Wichita, Kan.; Dr. Homer G. Beatty, Denver, Colo., and Dr. C. Sterling Cooley, Tulsa.

1935 (July): *The Scientific Chiropractor* (Vol. 1, No. 2) published by **National-Affiliated Chiropractors of California (NACC)** at 1102 Foreman Bldg, LA-"Official Program...40th Anniversary Convention, 1895-1935" of the **National Chiropractic Association (NCA)**, July 28-Aug 4, 1935 at the Hollywood Roosevelt Hotel in Hollywood (pp. 8-12); speakers will include:

- Ruland W. Lee DC, President of **NCA**
- James E. **Slocum** DC, chairman of Public Relations for **NCA**
- James R. **Drain** DC, president of **Texas Chiropractic College**
- Loren M. Rogers** DC, exec sec-y of **NCA**
- AT Holmes**, Chief Counsel for **NCA**
- JH Durham DC of Louisville KY, chairman of the board of **NCA**
- C Sterling **Cooley** DC, treasurer (& next president) of **NCA**
- Charles H. Wood** DC, President of **LACC**
- William C. **Schulze** MD, DC, president of **National College of Chiropractic**
- CO Watkins** DC, sec'y of the **Montana Chiropractic Association**, who will speak on "Social Security Program" and "A Modern Curriculum"; Watkins will introduce the resolution to create the **NCA** Committee on Education, forerunner of the Council on Chiropractic Education (**CCE**)
- Major B. DeJarnette** on "Clinical Research"
- Lillard T. Marshall** DC, "Past President of the **NCA**"

1935 (Oct): *The Chiropractic Journal* [NCA] (4[10]) notes:

-“NATIONAL MEN IN CHIROPRACTIC ASSOCIATION DISCUSSING A PUBLICATION FOR ORGANIZATION” (p. 19):

Officers of the National Chiropractic association will meet today in Excelsior Springs as guests of the Excelsior Chiropractic sanitarium. Among those who will be present are Dr. C. Sterling Cooley, president, Tulsa, Okla.; Dr. L.M. Rogers, secretary and treasurer, Webster City, Ia.; Dr. A.W. Schwieter, Sioux Falls, South Dakota; Dr. H.K. McIlroy, Indianapolis, Ind. Dr. McIlroy is the chairman of the bureau on Public Education. These doctors are meeting in Excelsior Springs for the purpose of devising ways and means whereby the Chiropractic practitioner will have a publication to distribute among his patients and prospective patients. It was agreed at a recent Chiropractic convention at Los Angeles, Calif., that such a publication should be issued at regular intervals and distributed to the chiropractor. It was also intimated that the association members in part were contemplating the establishing of a Chiropractic college and sanitarium. This matter also will be discussed at the meeting. - *The Daily Standard* (Excelsior Springs) Sept 22.

-“News Flashes: OKLAHOMA” (p. 21):

OKLAHOMA TO INDIANAPOLIS IN 1936

Oklahoma is facing Eastward. At a meeting of the Oklahoma City District Association, September 7th, a movement was enthusiastically launched to insure a big delegation to the National Convention.

Dr. and Mrs. C. Sterling Cooley of Tulsa were honor guests and Dr. Cooley gave a comprehensive report of the Hollywood National Convention.

The “Oklahoma to Indianapolis” movement will be one of the leading issues of the Chiropractic program in this State for the coming year. Dr. A.J. Bays of Oklahoma City was appointed to head a committee to have charge of the project. - Reported by A.J. Bays, D.C.

1935 (Dec): *The Chiropractic Journal* [NCA] (4[12]) notes:

-“News Flashes: Oklahoma” (pp. 24-5):

#### GREAT CONVENTION IN OKLA. CITY

The Oklahoma Chiropractic Association held its annual convention at the Biltmore Hotel, in Oklahoma City, November 15 and 16.

After opening exercises, Mrs. C. Sterling Cooley, Corresponding Secretary of the Women’s Auxiliary of the National Chiropractic Association, explained the aims, purposes and plans of the Women’s Auxiliary, and urged all wives who were eligible to participate in the organization meeting of the state women’s auxiliary, held later in the day...

We Oklahomans have been enjoying Dr. C. Sterling Cooley, of Tulsa, for many years, but it was an added pleasure to realize that, as we listened to his address on “The Future of Chiropractic,” we were hearing the President of the National Chiropractic Association. Knowing him as we do, we say to the NCA: “Keep ‘cool’ with Cooley; he is a ‘Sterling’ fellow; and he can always ‘C.’ through the fog.

1936 (Jan): *The Chiropractic Journal* (NCA) [5(1)]:

-“Official Chiropractic Directory” (p. 63) lists C. Sterling Cooley DC at 415 So. Guthrie Ave., Tulsa

1936 (Feb): *The Chiropractic Journal* (NCA) [5(2)]:

-NCA president C. Sterling Cooley DC issues “Proclamation” (p. 38):

DR. DANIEL DAVID PALMER

*Founder of Chiropractic*

Ninety-first Anniversary - March 7, 1936

#### *Proclamation*

WHEREAS, on March 7, 1845, at a pioneer home in the wilderness near what is now Toronto, Ontario, Dominion of Canada, a babe was born, and

WHEREAS, that babe, christened Daniel David Palmer and “cradled in a piece of hemlock bark,” became one of the world’s notable benefactors and opened a new therapeutic era, and

WHEREAS, the fruits of his discovery of what he termed “this new-old doctrine” of healing have made March 7 an anniversary of moment to all mankind, and

WHEREAS, it falls to all chiropractors, through their loyalty and achievements, to protect and preserve his discovery and to establish due respect for Chiropractic and its Founder, now and through future generations, and

WHEREAS, The National Chiropractic Association, Inc. has earned the right to constitute itself Chief Defender of the Chiropractic cause and is recognized as the authentic voice of the profession springing from Dr. D.D. Palmer’s gift to humanity,

NOW, THEREFORE, I, C. Sterling Cooley, President of the National Chiropractic Association, Inc., hereby proclaim Saturday, March 7, 1936, to be “Daniel David Palmer Memorial Day,” whereon all Doctors of Chiropractic, so far as their duties to the afflicted will permit, are urged to forego their customary activities

and pay due homage to our Great Pioneer, meditating on his place in the hearts of mankind and the significance of his contribution to civilization, and consecrating themselves anew to his principles and ideals, to the end that a greater measure of solace may come to a suffering world.

Issued at the office of the President in Tulsa, Oklahoma, this first day of February, 1936, and reverently signed,

C. STERLING COOLEY, D.C., President  
National Chiropractic Association, Inc.

PHOTOGRAPH



“ALL SHOULDERS TO THE WHEEL - USE APPLICATION ON NEXT PAGE!"; from *The Chiropractic Journal* (NCA) 1936 (July); 5(7): 57

**c1936:** according to Willard Carver LLB, DC (Carver, unpublished circa 1936, p. 158):

The present board of Governors [of the CCEB] is as follows: from the International Congress of State Examining Boards, Dr. A.H. O'Connell, Barrie, Vt., Dr. John A. Ohlson, Louisville, Ky., Dr. Cecil VanTilburg, Indianapolis, Ind., Dr. Silvia [sic] Ashworth, Lincoln, Nebr., Dr. Anna M. Foy, Topeka, Kans., Dr. J. Ralph John, Baltimore, Md., Dr. **C. Sterling Cooley**, Tulsa, Okla., Dr. J.W. Platt, Brookings, S.Dak., and Dr. J.E. Slocum, Webster City, Iowa.

1936 (Sept): *The Chiropractic Journal* (NCA) [5(9)]:

-Arthur W. Schwieter DC authors "Convention highlights: a summary of the Indianapolis Convention" (pp. 7-10, 22) with **photo** of F. Lee Lemly DC, C. Sterling Cooley DC and J.R. **Drain** (p. 7); **photo** also included in NCA photo collection:



*The Chiropractic Journal* (NCA) 1936 (Sept); 5(9): 7; journal caption reads: "Left to Right: Dr. F. Lee Lemly, Dr. C. Sterling Cooley, Dr. James R. Drain." Photo taken at NCA convention in Indianapolis, 1936





*The Chiropractic Journal (NCA)*; 1936 (Sept); 5(9): 8; journal caption reads: "Twenty-two Pioneers of Chiropractic (those in practice for twenty-five years or more) who were honored at Get-Together Banquet. Their names are listed in convention report." Pioneers Club meeting at NCA convention in Indianapolis, 1936; Sylva L. Ashworth, D.C. is seated sixth from left in front row; James N. Firth, D.C. is fourth from left in second row; C. Sterling Cooley, D.C. is sixth from left in second row; James F. McGinnis, D.C., N.D. is seventh from left in second row (NCA photo collection)

1936 (Sept): *The Chiropractic Journal(NCA)* [5(9)] prints:  
PHOTOGRAPH



*The Chiropractic Journal (NCA)* 1936 (Sept); 5(9): 22; journal caption reads: "Dr. C.M. Keeler, Dallas, Texas, who presented the ten gallon Texas hats to Dr. C.S. Cooley, Dr. A.W. Schwietert and Dr. C.M. Guyselman." L to R: C.M. Keeler, D.C. of Dallas; C. Sterling Cooley, D.C. of Oklahoma; Arthur W. Schweitert, D.C.; C.M. Guyselman, D.C. (NCA photo collection)

1936 (Sept 30): letter from CS Cooley DC in Tulsa on NCA stationery to CS Cleveland (in my Cooley file; Cleveland papers, CCC/KC):

Dear Doctor Cleveland:

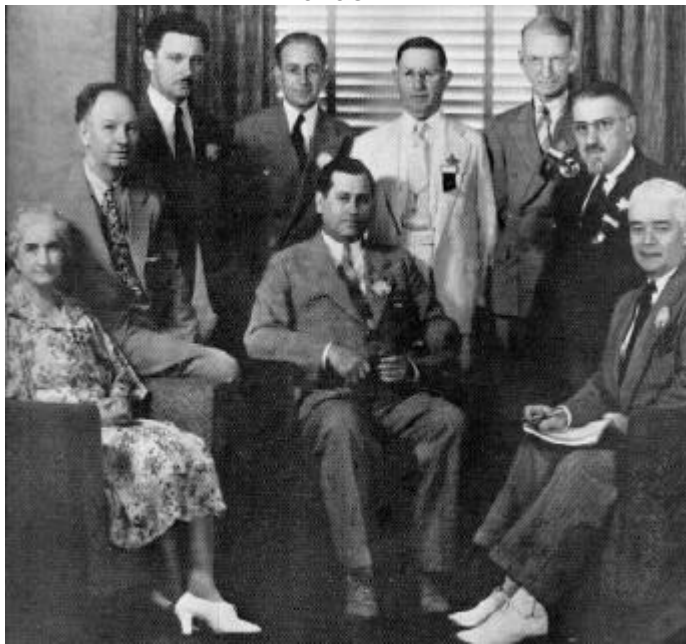
I have spent a good portion of my time the last week working up a speech to use at your "home coming" October 3rd and 4th, but this morning I find it will be impossible for me to be in Kansas City on either date.

I had looked forward to this little journey with a great deal of pleasure, for I have, for a long time wanted to visit your school, and I assure you it is a great disappointment to me to be unable to make the trip. Sincerely,....

1936 (Oct): *The Chiropractic Journal(NCA)* [5(10)] prints:  
-"Convention Caricatures" from NCA's Indianapolis meeting including one of C. Sterling Cooley, D.C. (p. 27):



1937 (Sept): *The Chiropractic Journal (NCA)* [6(9)] notes:  
-photo of the original members of the NCA's Gavel Club, comprised of former presidents and vice-presidents of the UCA, the ACA and NCA; left to right are:  
PHOTOGRAPH



Past presidents and former vice-presidents of the ACA, UCA and the National Chiropractic Association (NCA) gathered in August, 1937 for this group photo; left to right: Sylva Ashworth, D.C., C. Sterling Cooley, D.C., Gordon M. Goodfellow, D.C., N.D., F. Lorne Wheaton, D.C., Lillard T. Marshall, D.C., (seated center), Ora L. Brown, D.C., Albert B. Cochrane, D.C., Charles E. Schillig, D.C. and Harry K. McIlroy, D.C.; from the cover of *The Chiropractic Journal (NCA)*, September, 1937

1938 (Apr): *The Chiropractic Journal (NCA)* [7(4)] includes:  
-C. Sterling Cooley DC donates \$25 to Palmer Memorial Fund (to erect monument in Port Perry) in his name, his father's and his wife's (p. 38)

-letter to the editor from C. Sterling Cooley DC, NCA Executive board member (pp. 42-3):

Dear Doctor Rogers:

The leading editorial in the March issue of the Chiropractic Journal gives promise of fulfillment of a wish I have long entertained. That wish has been that a suitable memorial to Dr. Daniel David Palmer might be erected at the place of his birth, in the province of Ontario.

For their efforts in locating that historic spot and in giving impetus to the memorial project, the Associated Chiropractors of Ontario and the National Chiropractic Association should receive thanks - **and substantial support** - of all true disciples of the Old Master. The progressive Executive Secretary of the NCA also is to be commended for opening the memorial subscription list in a most practical manner - with a worth-while subscription of his own.

I am most happy to join in this movement to erect an enduring memorial to the Founder of our science. The contribution I am forwarding is, in a sense, a double memorial, as I ask that it be considered a joint contribution by my father and me.

My father, Dr. Edward L. Cooley, was one of Dr. Daniel David Palmer's earliest pupils and staunchest friends. He helped to establish the then infant science in the then "frontier" region of Oklahoma, and throughout his life he was a dauntless fighter for the integrity of the unadulterated science Daniel David Palmer preached and practiced. In his name and in his memory I therefore submit these subscriptions:

**Dr. Edward L. Cooley** .....\$10.00  
**Dr. C. Sterling Cooley** .....\$10.00

I, too, was one of Chiropractic's fledglings and, having known and studied under its Founder, I am confident the manner in which I offer these subscriptions is as he would have it.

1938 (Apr): *The Chiropractic Journal (NCA)* [7(4)] includes:

-C.S. Cooley's "A guest editorial" (pp. 6, 48, 50) includes:  
 ...diseases we know to be controllable or curable by the simple, natural, basic science rediscovered by Daniel David Palmer, a humble man, born near Port Perry, Ontario, Canada, and given to the world as Chiropractic...

Daniel David Palmer's keen mind analyzed THEORIES of spinal manipulation, proved or disproved them, fashioned them into a SYSTEM, which is so exact and scientifically correct that its basic principle is always as dependable as sunrise, even when subjected to the differing understandings and personalities of thousands of different practitioners...

1938 (Sept): *The Chiropractic Journal (NCA)* [7(9)] includes:

-photograph (p. 7):



*The Chiropractic Journal (NCA)* 1938 (Sept); 7(9): 7; journal caption reads: "Dr. C. Sterling Cooley, Chairman of Program Committee, Tulsa, Okla., being welcomed to Toronto Convention by Dr. J.A. Schnick, General Chairman of Local Arrangements." This photo,

now missing from NCA photo collection, shows C. Sterling Cooley, D.C. of Oklahoma (on left) greeting John A. Schnick, D.C. of Hamilton, Ontario -photograph (p. 13):



NCA Executive Board, 1938; left to right: Frank Logic, D.C.; L.M. Rogers, D.C., C. Sterling Cooley, D.C.; E.M. Gustafson, D.C.; K.C. Robinson, D.C.; John Schnick, D.C.; A.T. Holmes (NCA legal counsel); Wilbern Lawrence, D.C.; C.O. Watkins, D.C.

-photograph (p. 16):



*The Chiropractic Journal (NCA)* 1938 (Sept); 7(9): 16. Caption reads: "A close-up of prominent officials on the upper deck of the 'Cayuga.' Do you know them?" L to R in front: Janet Holdaway, D.C.; John A. Schnick, D.C.; ?Gertrude Hinshaw, D.C.?. C. Sterling Cooley, D.C.; Wilbern Lawrence, D.C.; Kelly C. Robinson, D.C.; C.O. Watkins, D.C. and John S. Clubine, D.C.

-"NEW CHAIRMAN OF THE BOARD" announced (p. 22):

The NCA Board of Executive Directors reorganized following the National Convention in Toronto. Dr. C. Sterling Cooley of Tulsa, Oklahoma, was elected Chairman of the Board; Dr. Frank O. Logic, of Iron Mountain, Michigan, was placed in charge of the legal department; Dr. C. Sterling Cooley, in charge of the executive department; Dr. Wilbern Lawrence of Meridian, Mississippi, in charge of the legislative department; and Dr. C.O. Watkins, of Sidney, Montana, in charge of the convention department. Any member having special problems is urged to contact the executive director in charge of that department.

1938 (Oct): *The Chiropractic Journal (NCA)* [7(9)] includes:

-basic science cartoon appearing in article by Leo Spears, "War is in the air! The "Zero Hour" approaches in Colorado" (p. 7, 49), concerning attempt to introduce basic science law:



-Clarence W. Weiant, D.C.'s "Anthropological aspects interesting developments of factual science" (pp. 9-11, 55) mentions:

Dr. C. Sterling Cooley, of Oklahoma, was, I believe, the first member of our profession to make the most of the data on human evolution. He pointed out the incompleteness of the evolutionary process, particularly as regards the cervical region and associated neck muscles, the lumbo-sacral joint with its frequent anomalies, and the structures of the feet. This incompleteness of adaptation to the erect posture explains in large part why we are subject to as many defects of body mechanics as we are, and why the services of the chiropractor are indispensable to maximum physical efficiency. Dr. Cooley's article in **The National Chiropractic Journal** inspired me to make a study of the skeletons of quadrupeds on exhibition at the American Museum of Natural History. This study convinced me that lateral curvatures of the spine occur in no other animal but man; they are, in other words, concomitants of the erect posture...

- "News Flashes: OKLAHOMA" (pp. 32, 34) includes:  
ATTENTION: OKLAHOMA LICENTIATES

Article 8 Chapter 24, Oklahoma Session Laws 1936-37, virtually revoked every license issued by the Board of Chiropractic Examiners, State of Oklahoma, on January 1, 1938.

This new Oklahoma law provides, among other things that - "Any person not in the legal possession of a valid current unrevoked Chiropractic renewal license, who after January 1, 1938, shall practice or attempt to practice Chiropractic in this State, or who shall hold himself out to the public therein as a practitioner of Chiropractic, shall be guilty of a misdemeanor and upon conviction shall be punished by a fine of not less than fifty dollars (\$50.00) nor more than two hundred dollars (\$200.00) or by imprisonment in the county jail not less than five (5) days nor more than thirty (30) days or by both fine and imprisonment.

The Board of Chiropractic Examiners, State of Oklahoma, has issued eight hundred eighty-nine (889) licenses, and of this number five hundred eighty-eight (588) licenses have been renewed for the calendar year 1938, leaving three hundred one (301) of the original licenses issued by the Board, virtually revoked by the action of the above quoted section of the Oklahoma Chiropractic law.

If you hold an Oklahoma license to practice Chiropractic, and you have not renewed it for 1938, you should get in touch with the Board of Chiropractic Examiners, immediately.

The 1939 Oklahoma renewal certificates are now on the press and will be ready for delivery, to those who complied with the law in 1938, and who send the renewal fee of \$2.00 to the Secretary of

the Board of Chiropractic Examiners, State of Oklahoma: Dr. C. Sterling Cooley, 415 South Guthrie Ave., Tulsa, Oklahoma.

1938 (Dec): **The Chiropractic Journal (NCA)** [7(12)] includes:

- "News Flashes: OKLAHOMA" (pp. 36, 38, 40) notes that **Mrs. C. Sterling Cooley** was Toastmaster at the state association's convention banquet and dance; C.O. Watkins DC was a speaker:

Dr. C.O. Watkins, of Sidney Montana, member of the Executive Board of the NCA, spoke on the subject, Higher Educational Standards." Dr. Watkins has for several years been one of the outstanding advocates of higher standards in our educational institutions, has devoted much time and study to this question, and has assembled a large volume of statistical information to support the stand he takes.

1939 (Mar): **National Chiropractic Journal (NCA)** [8(3)] includes:

-LM Rogers DC authors "SHOULD INSANITY BE CURED?" (p. 14):

There has come to the editor's desk a booklet carrying the above title and incorporating the dynamic thoughts of Dr. C. Sterling Cooley, pioneer chiropractor, of Tulsa, Oklahoma, on the subject.

The author points out the remarkable results obtained in cases of mental derangement of chiropractic methods and contrasts this with results under medical care with telling effect. The booklet is written in laymen's language and the story is convincingly told. We recommend that chiropractors everywhere obtain a number of copies for distribution, as it should do much to impress the public with the fact that Chiropractic methods may be effectively applied in serious disorders, as well as in cases of "lame back" and "stiff neck."

The booklet is available through the Health Publishers Press, 307 W. 8th Street, Kansas City, Missouri, at low cost, as the author has waived any royalties to permit wide distribution in the interests of Chiropractic. The price is \$5.00 per hundred; \$10.00 per five hundred; or \$12.50 per thousand, with a four-line card imprint on the back cover. Send five cents to the publisher for a sample copy.

1939 (Apr): **National Chiropractic Journal (NCA)** [8(4)] includes:

- "News Flashes: Oklahoma" (p. 34):

#### GOVERNOR APPOINTS MEMBERS

Dr. John K. Couch of Oklahoma City, Oklahoma, was the choice of the Chiropractic profession in Oklahoma and Governor Leon C. "Red" Phillips appointed him to the Board of Chiropractic Examiners, State of Oklahoma, on March 2, 1939.

At the re-organization meeting of the Board Dr. Couch was elected President of the Board of Chiropractic Examiners, of the State of Oklahoma, Dr. L.H. Fouts, Jr. of Lawton, Okla., was elected Treasurer and Dr. C. Sterling Cooley of Tulsa, Oklahoma was re-elected Secretary.

Dr. C. Sterling Cooley of Tulsa was appointed by Governor Phillips as a member of the Oklahoma Board of Examiners in Basic Sciences to represent the Oklahoma Chiropractic Board of Examiners on the Basic Science Board.

The Oklahoma Board meets on the second Monday in January and July of each year and upon call of the president.

1939 (Aug): **National Chiropractic Journal (NCA)** [8(8)] includes:

- "News Flashes: Oklahoma" (p. 42):

#### DR. COOLEY NAMED ON STATE BOARD

On July 3, 1939 Honorable Leon C. Phillips, Governor of Oklahoma, appointed Dr. C. Sterling Cooley of Tulsa, Oklahoma, as a member of the Board of Chiropractic Examiners, State of Oklahoma, for a term of three years. The Oklahoma Board meets the second Monday in January and July of each year and upon call of the President. Dr. John K. Couch of Oklahoma City is President



of the Board and Dr. L.E. Fouts, Jr. of Lawton is Treasurer and Dr. Cooley is Secretary of the Board.

PHOTOGRAPH



*National Chiropractic Journal* 1939 (Sept); 8(9): 17; caption reads: "Mrs. C. Sterling Cooley of Tulsa, Oklahoma, presiding at the Get-together Banquet at Dallas. Photo of Daniel David Palmer above and Dr. C. Sterling Cooley at left."

1939 (Nov): *National Chiropractic Journal (NCA)* [8(11)] includes: "Across the Editor's Desk" (p. 44):

Dr. C. Sterling Cooley comes through with this one, "By the time a man graduates from the school of experience, he is usually too old to practice."

1940 (Feb): *The Chiropractic Journal (NCA)* [9(2)] includes: -cover photograph of C. Sterling Cooley DC:



C.S. Cooley seated with D.D. Palmer's 1910 text  
-"News Flashes: Oklahoma" (p. 26)

DR. COOLEY GOES ON THE AIR

"Miracles in Health," the outstanding radio program which was originated in Connecticut, started in Tulsa, Okla., on January 11,

under the personal sponsorship of Dr. C. Sterling Cooley, national board chairman whose office is in Tulsa.

The station selected was KTUL, 1400 kilocycles, the Columbia affiliate of that city.

The time selected is 1:30 to 1:45 p.m. on Thursdays, following the popular daytime script show, Dr. Susan, and preceding "My Son And I," another favorite with CBS listeners.

Letters announcing the series, advance announcements on the air, and special newspaper listing was included in the advance notices for the program. - Bulletin from Radio Station KTUL, Tulsa, Okla.

1940 (Apr): *The Chiropractic Journal (NCA)* [9(4)] includes: -"Cosmic Chiropractor" and photo of D.D. Palmer are reprinted from *Time Magazine* for March 18, 1940 (p. 16):

Half-century ago, a lush-bearded storekeeper in What Cheer, Iowa, developed a passion for collecting goldfish bones. From fishbones, Daniel David Palmer turned to human vertebrae and founded the spine-tickling business of Chiropractic. Today Chiropractic is a \$70,000,000-a-year industry, with 20,000 practitioners in 44 States legally manipulating everything from colds to high blood pressure. Instead of the old-fashioned manhandling of "Fish" Palmer, modern chiropractors use a glittering variety of labor-saving devices called by such impressive names as "Neurocalograph," "Electroencephalo-mentimpograph," "Neurotempometer."

Last week, for the 95th anniversary of the Old Master's birth, the *National Chiropractic Journal* printed a rib-tickling paean, showing that Founder Palmer was no mere kneader of vertebrae, but a true philosopher, "servant of the cosmic mind."

Said Chiropractor **C. Sterling Cooley** of Tulsa, Okla.: "When he gave an adjustment, his manner was much like that of a composer playing one of his own compositions.

"[His axiom was]: 'Find it, adjust it AND LEAVE IT ALONE...' He did not believe human intelligence could hasten or improve upon the miraculous work of the Universal mind...I give you this paragraph from the Old Master's great Bible of Chiropractic:

"The real primary cause of disease is tension; the cause of tension is pressure; the cause of pressure in 95% of diseased conditions is luxated [dislocated] vertebrae. The cause of the remaining 5% is the luxation of other bones than those of the vertebral column."

1940 (July): *The Chiropractic Journal (NCA)* [9(7)] includes: -"News Flashes: OKLAHOMA" (p. 40):

...Dr. O.S. Witt of Oklahoma City, Chairman of the Research Committee of the Oklahoma Chiropractic Association is holding educational meetings in each of the Oklahoma District Associations, featuring the following program:

- "The Heart" - Dr. O.S. Witt
- Demonstration of Technique for High Blood Pressure - Dr. A.J. Bays.
- D.D. Palmer's Basic Chiropractic Principles - Dr. **C. Sterling Cooley**.
- Tilt Table Technique - Dr. J.S. King.
- Looking in the Mirror - Dr. Hugh B. Nicholas...

PHOTOGRAPH



This photo, from the Watkins collection, depicts meeting of NCA's executive board of directors during the 1940 convention in Minneapolis. Clockwise from left: Mrs. Celia Hart, recording secretary; Loran M. Rogers, D.C., executive secretary; Arthur T. Holmes, NCA chief legal counsel; Wilbern Lawrence, D.C., director; C.O. Watkins, D.C., director; Frank O. Logic, D.C., director; W.H. McNichols, D.C.; **C. Sterling Cooley**, D.C., director; E.M. Gustafson, D.C., director; James E. Slocum, D.C., publicity director

1940 (Sept): *National Chiropractic Journal* [9(9)] notes:  
-photograph of NCA leaders (p. 13):



1940 NCA leadership at NCA convention in Minneapolis; photo caption reads: "The Official Family of NCA - (Seated) Dr. C. Sterling Cooley, Dr. C.O. Watkins, Dr. Frank O. Logic, Hon. A.T. Holmes, Dr. Wilbern Lawrence, Dr. F. Lorne Wheaton. (Standing) Dr. E.J. Murphy, Mrs. C.R. Hart, Dr. W.H. McNichols, Dr. L.M. Rogers and Dr. H.K. McIlroy. Dr. James E. Slocum was not available when photo was taken." [*National Chiropractic Journal* 1940 (Sept); 9(9): 13]

1941 (Mar): *National Chiropractic Journal* [10(3)] notes:  
-"News Flashes: ILLINOIS" (p. 32):

#### DR. COOLEY RINGS THE BELL

Dr. C. Sterling Cooley's story in February ICS News caused an unusual amount of comment in the President's mail for February. Appears that Dr. Cooley really wrote a masterpiece of constructive argument in his article ("One Extra -.")...

1941 (Aug): *National Chiropractic Journal* [10(8)] notes:

"DR. COOLEY MAY HELP H.L. MENCKEN" (p. 62):

Noted Author Will Write Again on Language

Because Dr. C. Sterling Cooley of Tulsa has become known as the champion of Sequoyah's alphabet, having in recent months attempted to have the Cherokee language taught in Oklahoma high schools, he may help one of America's foremost authors prepare a new book on American languages, it was learned Sunday.

The author, H.L. Mencken, has written Doctor Cooley for information concerning efforts to have the Cherokee language taught publicly, pointing out he should like to include such information in a new edition of his book, "The American Language," which is devoted chiefly to non-English languages spoken in America.

Doctor Cooley said he plans to collaborate with Mencken at his home in Baltimore this month, when he attends the annual convention of the National Chiropractic Association in Baltimore. The Tulsan, who served as president of the association in 1935 and 1936, said he would leave for Baltimore on July 17. - Tulsa Daily World, July 7.

1941 (Sept): *National Chiropractic Journal* [10(9)] notes:

-Cooley is among the founding members of the International College of Chiropractors (Marshall, 1941; p. 9):

The Gavel Club, which is the Board of Trustees of the College, held a breakfast meeting on Thursday morning and elected the following officers: Dr. Lillard T. Marshall, President; Dr. Lee W. Edwards, Vice-President and Harry K. McIlroy, Secretary and Treasurer. The following were elected Trustees: Dr. C.E. Schillig, Dr. O.L. Brown, Dr. A.B. Cochrane, Dr. Sylva Ashworth, Dr. C.M. Kightlinger, Dr. C.E. Foster, Dr. **C. Sterling Cooley**, Dr. Gordon Goodfellow, Dr. Lorne Wheaton, Dr. K.C. Robinson, Dr. J.A. Schnick, Dr. Harvey McNichols...

"ORCHIDS TO RETIRING OFFICERS" (p. 26):

The National Chiropractic Association extends sincere appreciation to Dr. **C. Sterling Cooley**, of Tulsa, Oklahoma, retiring executive director, and Dr. W.H. McNichols, of Omaha, Nebraska, retiring president, for their loyal and faithful service and their untiring efforts in behalf of the organization through the years. Dr. Cooley served the NCA first as treasurer, then as vice-president, president and executive director, which office he has held for the past five years...

1942 (Aug): *National Chiropractic Journal* [11(8)] includes:

"News Flashes: OKLAHOMA" (p. 27):

#### DR. COOLEY RENAMED ON BOARDS

Dr. C. Sterling Cooley, 316 South Guthrie, Monday received two appointments from Gov. Leon C. Phillips, one to succeed himself for a three-year term as a member of the board of Chiropractic examiners and the other to succeed himself for a five-year term as a member of the board of examiners in basic sciences.

On the board of Chiropractic examiners, Doctor has served under every governor since the administration of J.B.A. Robertson who first appointed the Tulsan in 1921.

"I hold the distinction," smiled Doctor Cooley, "of being kicked off the board by one governor and then being replaced to the board by him two years later. That governor was E.W. Marland."

Dr. L.H. Fouts of Lawton also was reappointed to the board of Chiropractic examiners by Governor Phillips. The Lawton man serves as treasurer and the Tulsan as secretary. Dr. Curtis J. Lee, of Oklahoma City, who has served on the board with Doctor Cooley since 1921, is president. - Tulsa Daily World, July 14, 1942.

1942 (Nov): *National Chiropractic Journal* [11(11)] includes:

"News Flashes: OKLAHOMA" (pp. 46-7) by C. Sterling Cooley  
DC:

FIRST AID DR. JENKINS HOBBY

Happy indeed is the man or woman who has found a hobby which adapts itself closely and exactly in harmony with their professional work - when you behold a Doctor who has adopted a "hobby" which is constructive both to themselves and humanity in general, that person stands out in bold relief - steps out of just ordinary character and any person out of the ordinary commands our interest, respect and admiration.

I have just such a person in mind and I want to tell you about her. This kindly lady has worked among us for many years - devoting her life to the betterment of humanity, always qualifying herself to render Service - the one ideal which so aptly exemplifies her life - unselfish service to others - service whose value she has never measured by the yard-stick of material rewards. She has endeared herself to the profession throughout Oklahoma - going about her association work, and taking care of her practice, for more than 30 years; we really expect the unusual from Dr. Dona Jenkins, and in expecting the unusual we sometimes overlook the outstanding "hobby" Dr. Jenkins has recently adopted, as her contribution of service to her country in this hour of its greatest need. This hobby is teaching First Aid - and who among us is more qualified to teach that all important work? I do not know of anyone more endowed by Nature, education, practice and adaptability to teach First Aid than this gracious Lady. Her very presence in the class-room demands the utmost respect, and any doubts that may linger as to her ability to carry-through to the end, vanish like the morning dew, as she takes the class right through the various Chapters of that interesting volume published by the American Red Cross.

First Aid isn't what it used to be - you will be surprised, perhaps "shocked" just how Modern First Aid dove-tails into the philosophy of Daniel David Palmer, especially in the prevention of accidents, for when you **prevent** an accident you really REMOVE the CAUSE of disease. Dr. Jenkins' lecture on PREVENTION is truly a masterpiece, it alone is worth your time and every effort to take the course under her.

Dr. Jenkins has just finished teaching the Standard and Advanced First Aid course in Tulsa - 30 or more hours of intensive work - some 20 students and each expressed themselves in the greatest admiration of Dr. Jenkins and her "hobby," for each student feels that they are better equipped to relieve the suffering victim of accident, as well as more proficient in the fine art of PREVENTION.

Dr. Jenkins merits the confidence of her large, and growing group of friends and patients, all of whom humbly and gratefully appreciate the personal sacrifice she is making in order to devote her time and talent to her "hobby" for which she does not expect or accept remuneration - it is her **service** to humanity.

If you feel the need, and have the urge to review the First Aid as it is taught in 1942 - write Dr. Dona Jenkins, 1215 North-West 30th Street, Oklahoma City, Oklahoma, and arrange for a class. - Reported by Dr. **C. Sterling Cooley**.

**Editor's Note:** We are happy to print the above tribute to Dr. Dona Jenkins by an outstanding pioneer - Dr. **C. Sterling Cooley** - first because it is well deserved and, secondly, because it tends to emphasize a point that we wish to convey to the profession. Many months ago the Journal took the lead in advocating that chiropractors throughout America become qualified instructors in Red Cross First Aid. That this was sound advice is indicated by the many letters we have since received from chiropractors in the armed forces who have stated that while Chiropractic is not yet officially recognized in the armed forces, the Red Cross is and the fact that they were First Aid Instructors enabled them to obtain higher ratings than would have been possible without this officially recognized training.

1943 (March 6): CS Cooley addresses banquet in Toronto (Lee, 1981):

**Dr. C. Sterling Cooley** - Dr. Cooley was the guest speaker at the Palmer Memorial banquet held in Toronto by the Ontario Chiropractors on March 6th, 1943 to honour D.D. Palmer and to start a fund, the proceeds of which would be used to erect a monument to D.D. at Port Perry. The reason for inviting Dr. Cooley to speak to the gathering was that he was a student in D.D.'s first class in Oklahoma City. He became interested in Chiropractic after D.D. had given him adjustments and in his words "freed me from an affliction which had defied the best of orthodox methods." Sterling Cooley and his father, who was an M.D. but never practiced, became students in D.D. Palmer's first class. He was a benevolent man with silver white hair who spoke sincerely and enthusiastically about D.D. During his visit many of us talked to him at length about D.D. to learn first hand as much as we could.

1943 (Mar): *National Chiropractic Journal* [12(3)] includes: -"News Flashes: CANADA" (p. 26):

#### D.D. PALMER MEMORIAL MEETING

Daniel David Palmer and his first classroom of students will attend the mid-season convention of Associated Chiropractors and Drugless Physicians at Toronto, Canada, March 6-7. They will come back to life in the memory of Dr. C. Sterling Cooley, an old classmate, who will be guest speaker at the event honoring the ninety-eighth anniversary of the birthdate of the founder of Chiropractic.

He will go back 36 years ago to Oklahoma City and his first meeting with the old master. His father, Dr. Edward L. Cooley, an M.D., will be there in spirit, too, for he also was a member of that first class.

Since those memorable days, the younger Cooley himself has become a staunch and respected figure in the tradition of the Chiropractic profession. Proudly and gracefully, he has worn every honor within the power of the state and national associations to confer upon a member of the profession, and for the past 20 years has served as a member of the Oklahoma Chiropractic Examining Board. "But," he admits, "being a guest speaker at this great event in Canada will top them all."

That Dr. Cooley is deserving of the honor paid him by the Canadian convention is attested by the Tulsan's long record of service to the profession and his unshakable loyalty to and respect for the man who gave it being. It can truthfully be said that among that small but hardy band of pioneers who blazed the trail of Chiropractic across the obstacle-fraught field of science in the infancy of this century, none had more faith or courage or put more energy into the task than this man.

At one time in his stormy but successful career, the Oklahoman was attacked by a national news magazine for praising his teacher. His reply to the editor was subsequently printed, but only the part that said, "We appreciate the way you handled the story on Daniel David Palmer."

This bit of editorial maneuvering might easily have sent another man into a rage, but not Dr. Cooley. He early learned to contain his anger and use the energy it would have wasted in the work at hand, it being his philosophy that "the sour brings a new appreciation of the sweet."

That philosophy has helped Dr. Cooley weather many a sour experience since he first became associated with the Chiropractic profession, for the medical and Chiropractic professions have gotten along like a couple of irritable bulldogs for several years, or ever since Palmer was imprisoned in Iowa on a charge of "practicing medicine and surgery without a license."

Dr. Cooley reveals that after Palmer was released he joined his brother in Medford, Okla., and became fairly successful in



business. The Cooleys met him quite by accident and joined his first class when Oklahoma City was just an overgrown town of 40,000.

The Tulsan, who says he missed school the day the founder selected his "teacher's pet," is American Chairman of the Palmer Memorial Fund, which will be used to erect a monument to the founder of Chiropractic at his birthplace of Port Perry, Ontario, on March 7, 1945.

The occasion will mark the fiftieth anniversary of Chiropractic and the centennial of Daniel David Palmer's birth.

1945 (Apr): *Simmons-Service for Chiropractors* features **C. Sterling Cooley** DC on its cover; reports on the American Consolidated Chiropractic Association (ACCA), of which **Vinton F. Logan** DC is Executive Secretary and Herbert E. Weiser of San Antonio TX is "Defense Secretary" (Ratledge papers, SFCR; in my Cooley folder)

1949 (Sept): *The Record* (publication of Carver Chiropractic College) includes:

-C. Sterling Cooley DC authors "Why should the kettle call the pot black?" (pp. 16-9)

PHOTOGRAPH



C. Sterling Cooley, D.C. (Drain, 1949, p. 624)

**c1950: Join the ACCA** is authored by C. Sterling Cooley, D.C. of Tulsa, Oklahoma, who is president of the **ACCA**; the executive secretary of the **American Consolidated Chiropractic Association** is located at 7701 Florissant Road, St. Louis 21, Mo. (i.e., at **Logan Basic College**); includes an essay by Cash Asher entitled "Can Chiropractic Survive as an Independent Art" which is reprinted from the *Truth Teller*, June, 1945 (Cleveland papers, CCC/KC; in my Cooley folder):

CAN CHIROPRACTIC SURVIVE AS AN INDEPENDENT ART  
by Cash Asher, 1507 West 12th St., Davenport, Iowa  
(Truth Teller, June, 1945)

This question has been in the minds of thinking chiropractors for years. Generally speaking, those in the know, realize it cannot survive under present "do-nothing" policies and confused leadership.

What, for example, has chiropractic achieved for itself during the war? It has been given additional gas and tires, and in isolated cases, politically active members have obtained new cars. These crumbs from the lean banquet table of war have been exploited by publicity-hungry adventurers as great accomplishments.

War has shown the appalling weakness of chiropractic. Its members have served as bed-pan carriers in the armed forces. The government has welcomed them as hospital orderlies. A few have been deferred by draft boards after much sweating of blood. Not one has been commissioned as a chiropractor, or permitted to practise his art in the armed services. The profession never has been granted an essentially rating. In this regard, it has been ranked miles below nurses and tradesmen of many kinds. Its schools have been depleted of students by draft boards. These educational institutions are now ports of entry for the aged and infirm - for the men and women who have relegated to the sidelines by age or infirmities.

Chiropractic never has had a place in the war. It has no place in the rehabilitation program - except that invalidated service men can attend some of its schools under the educational provisions of the G.I. Bill of Rights. It has no place in institutions for epileptics, or for the insane -- no place in the scores of veterans hospitals that dot the land. It has no place in public school health programs. It is like the dove that left the Ark and couldn't find a place to light. Yet its periodicals bristle with the pronouncements of great men who tell of the great things they are doing, and intend to do.

For too many long years now, chiropractic has been riding the current of "I Did It." Those who pointed out the truth were blasted as "Pessimists" or "calamity howlers." The editor of a leading Chiropractic magazine counseled me, in friendly fashion a few years ago, not to write anything pointing to the backwardness of chiropractic.

"The profession won't like it," he said. "Give out with optimism if you want to be popular."

This attitude reflected the chiropractic habit of side-tracking realities and riding forward on a mythical train of illusion and hope. At a meeting of the highly-advertised organization of state boards, schools, etc., in Kansas City, a little more than a year ago, certain leaders decided against having any publicity, when the opportunity was there for plenty. They told the members, with an air of histrionic secrecy, that they were getting things done and that publicity would hinder their efforts. This was hypocrisy. Nothing was being done. It was self-aggrandizing dust sprinkled in the eyes of members, who were led to believe that the "powers that be" were silently laboring in their behalf.

On one side in Chiropractic is the N.C.A. seeking to legalize the "Chiropractic Physician," with the right to do anything outside of surgery and materia medica; on the other side is the I.C.A., made up largely and controlled entirely by H.I.O-ers. Coming in between now is a new organization - the **American Consolidated Chiropractic**

**Association. This group has a militant defense set-up headed by E.B. Simmons** of San Antonio, Texas. Simmons stands alone in the field of chiropractic defense, having won the great majority of his cases. (We understand all). He is not well known nationally, but in Texas and adjoining states his reputation as a **chiropractic attorney** is sky-high. The organization conducts a public relations program along strictly chiropractic lines, but defends its members in the use of modalities and dietary practices. In leading roles are such figures as **C. Sterling Cooley, Leo Spears** (Dr. Spears assisted in writing the constitution but did not retain an office), **Herbert E. Weiser** and **Vinton F. Logan**. These men inspire confidence and give out hope, at least, that something constructive is in the making. Spears has contributed magnificently toward chiropractic progress although he has done it often with the hands of envy trying to hold him back. His hospital at Denver shadows all other like institutions in the profession. He has been a convincing propagandist and publicist, and has fought many battles for the profession. **Logan heads the Basic College of Chiropractic** at St. Louis, and is well thought of everywhere; **Cooley** has been in the foreground for years, especially as president and executive board member of the N.C.A.; **Weiser** is with the **Texas College of Chiropractic**, and is regarded as highly by those who know him.

It is my belief that these men have the brains and logic to lift chiropractic out of the doldrums where it has been for a decade. Sincere, sensible, non-fanatical, they may conceivably attract a sufficiently large following to carry out a constructive building program.

I have been employed as public relations director of both the N.C.A. and I.C.A. I would have studied chiropractic had the policies of either organization offered the remotest possibility or hope of the profession surviving. Certainly the limitations of H.I.O. both technically and politically, rule out any hope in that field, while the ambitious, take-in-all dream of the N.C.A. is idealistic, to say the least - and most.

So far as B.J. Palmer is concerned, his days of leadership have long since passed. He has made a great contribution to the development of the science, but today his following is limited to a handful of H.I.O-ers and G.P.C-ers. Most of the profession have turned thumbs down on him for good, and in the future he must be content for glory with his past achievements and the fact that he is the son of the founder. There is no hope of returning fame for him. Most of his chiropractic tail-feathers have been plucked and he has retired largely into the field of his glamorous radio interests. He still functions as president of the I.C.A. That is his organization and he plays melodic tunes of the good-old days to its limited membership.

Chiropractic has never learned to fight on the offensive. It has mastered defensive tactics, and, of course, has had to retreat and yield ground time and time again. The **GPC - God, Chiropractic, Patient - philosophy**, which lets the patient pay whatever his conscience dictates, is the final place of retreat for the profession. It represents a noble escape, a dignified resignation, an honorable retirement. It concludes, in typical East Indian fashion, that to fight is useless, and offers its services gratis, hoping God will intervene and prod the conscience of patients to shell out the golden sheckels.

The future of chiropractic as an independent science, hangs on a slender thread. Numerically it is weaker than it was twenty years ago. Legally it is caught on the flypaper of **basic science laws** and other purely medical enactments. It has failed for years to pass any Chiropractic laws. Whenever it has tried, the medical profession has intervened and added its burden to pending legislation. As a result, these enactments have come out of the hopper bearing the imprint of organized medicine. The chiropractic profession naturally wants to safeguard itself by licensing laws; but such laws almost unanimously embrace medical theory and philosophy. The new Association can win many friends if it will undertake a

program that offers hope of relieving the ills that beset and irritate the profession. Among reforms that should be undertaken, we cite a few:

Recognition by state compensation boards \*\*\* recognition by all insurance companies \*\*\* admission to practice in veterans hospitals and all state-financed healing institutions \*\*\* repeal of basic science laws \*\*\* revision of state licensing laws toward uniformity \*\*\* establishing pre-educational standards for the admission of students to colleges \*\*\* promotion of chiropractic hospitals.

The hypocrisy underlying many Chiropractic laws can be illustrated by the situation in Missouri and Kansas, where 27 months time is required of a student. The Palmer School teaches enough hours in 18 months to meet the actual curricular requirement of these two states, yet students have to waste nine additional months to meet the basic 27 months standards. **The Cleveland College in Kansas City has met the situation by teaching in 27 months what the student gets at the PSC in 18.**

The only hope of invalidating basic science laws appears to be through direct appeal to the people. The chiropractic profession lacks the numerical and financial strength and the political power to force Legislatures to repeal these medical enactments. The courts have upheld them in four states, and further efforts in this direction would be a waste of money. It has been my belief for a long time that chiropractors should stop dallying with courts and legislatures and carry their problems direct to the voters. Basic Science could be repealed in any state by this method and at comparatively small expense.

Most of the progress made by chiropractic has come through the success of individual practitioners in getting sick people well. That is why it has survived against the battering of many storms. But it cannot forever live on in measurable independence without unity and organization. Its enemies will crucify it by law. It needs the succor of constructive, long-range, militant programming - and this is what the new Association must give if it expects to avoid the death-house that is heaped high with the bones of past organizations.

1950 (Nov): **The Record** (publication of Carver Chiropractic College) [2(11)] includes:

-C. Sterling Cooley DC's presentation on 9/17/50 to the convention of the "North-East Oklahoma District Chiropractic Association" at Tulsa, entitled "Fifty-five years ago tomorrow" (pp. 10-11, 14-9)

1954 (Feb): **OCA News**, published by the Oklahoma Chiropractic Association at 521 NW 9th Street, Oklahoma City, (from Cleveland papers, CCC/KC; in my Carver College file) notes:

-Bera A. Smith DC at 521 NW 9th St., OKCity is Editor; **C. Sterling Cooley** at 415 S. Guthrie, Tulsa is Associate Editor (p. 2)

-"More quotation than comment" by **C. Sterling Cooley** (pp. 13-4)

**c1954: Cyrus Lerner LLB** completes his report on the early history of chiropractic for the Foundation for Health Research of NYC, organized by Clarence N. Flick DC; Lerner writes (1954, pp. 2, 775-6):

The "Case for Chiropractic" has been presented to the people in many ways during the past 50 years.

Consider for a moment also the legislators of the State of New York. For more than 40 years they have been listening to the same arguments and have been asked to examine the same evidence.

Seemingly, all of the available "evidence" on the subject of Chiropractic has already been presented to the lawmakers and to the "General Court of Public Opinion".

In other words, the "evidence" is in; and the "verdict" has already been rendered.

The "verdict" is a qualified one.

About 15% of the population of the country have been favorably impressed by the evidence submitted to them. The remaining 85% have not been....

As you prepare your questions, it might be well to bear in mind some of the questions I was asked by those, whom I conferred with during my investigative work.

- (1) By B.J.: - "When do you expect to have the book published? Do you think it will be out before I die?"
- (2) Dr. John Nugent: - "Don't you think it would be wise to leave out the dirt and the filth of the past? Or, perhaps, forget what went before and just plan for the future?"
- (3) By Dave Palmer: "Do you expect to paint my father as a genius?"
- (4) By Mrs. Billy Heath: "How do you plan to reconcile the conflicting opinions, which people (Mrs. Dossa Evins) have about B.J.?"
- (5) Dr. W.A. Budden: "Are you going to place the greatest emphasis on B.J. and the Palmer School?"
- (6) Dr. Thure Peterson: "Will you be able to give credit to all of those, who contributed to the building up of the profession?"
- (7) Dr. Sterling Cooley: "Are you going to tell about Old Dad Chiro and what he stood for?"
- (8) Dr. Theodore Schreiber: "How are you going to treat the discovery of Chiropractic?"

Many other questions of a similar nature were asked of me -- but they were all premature.

1961-65: **C. Sterling Cooley** serves as editor of the *Magazine of the Oklahoma Chiropractic Physicians Association* (Rogers, 1966)

1962 (Dec 4): **C. Sterling Cooley** DC writes to **TF Ratledge** (*Ratledge Manuscript*, Smallie, 1971):  
Dear Doctor Ratledge:

In your letter of December 1, 1962, you say:

"It is definitely a lift to my ego to have someone include me among Chiropractic's Top Brass."

Doctor Ratledge, -- you ARE Chiropractic's Top Brass!

You see, I have had more than a speaking acquaintance with Chiropractic - as you know -, and I cannot think of anyone, now living, who has taught Chiropractic LONGER than you have. If that does not make you THE Top Brass, what does?

My memory of you goes back to the days when you first started the Ratledge College. And I have had the pleasure of knowing some of those early students of yours - some of the best chiropractors we ever had-, and I never knew any of them that did not have that something special in them that made REAL chiropractors.

You will leave a heritage with the Chiropractic profession that will never be forgotten. You perhaps do not know it, but there are those of us of the Chiropractic profession who know you and love you and consider you as THE Top Brass. Your name and contributions to our science will go down in history as one of our immortals.

God Bless You!

Sincerely,

C. Sterling Cooley

1963 (Jan 19): letter to **Stanley Hayes** DC from **J. Lewis Fenner** DC, PhD in Brooklyn; attached is a copy of the *Bulletin of the Research Bureau, American Chiropractic Association* 1924; 1[2] (Hayes collection):

Dear Doctor:

...Congratulations on reaching 72! I can remember so well when I was 'only' 72! I will round out 84 years next week, but I have five years yet to go to match my grandfather (one of my aunts reached 93) so I can afford to be chipper and brag about it a little - or can I?

I quote from my letter of 17th to Dr. **Cooley** on receipt of the January magazine: 'I find particular interest in the broad principles that are developed by **Thure C. Peterson**, **Stanley Hayes**, Bill Brown and others'. And I well remember your activities in chiropractic circles and your writings on it in earlier years. You are always a staunch advocate.

I am sorry not to be able to answer your question about Methods and Apparatus and perhaps the best way to tell you why is to recite some of the tiresome history that preceded the time you mention. You will perhaps remember the agitation I carried on in the **UCC** and **National, Ross** Journals when I was Secretary-Treasurer of The New York State Chiropractic Society against the abuses perpetrated on the profession by the **UCA**, then monopolizing the nation organizationally. I did not seek any such thing, but the upshot of it was my own motion to organize a body "**free from any school domination**" which became the **ACA** with me the first secretary.

You will perhaps remember that it became necessary for Dr. John P. Phillips to resign and find himself another job when the **ACA** sponsors failed to finance their creation, with the result that I was made the chief executive, our lease were canceled, the office was dumped into my Brooklyn office, whence I managed, as best I could, the bawling infant for two more years.

You may remember that about that time one of the recent graduates of the **National** school [**Frank R. Margetts LLB, DC**] was making quite a noise orating at homecomings and since Phillips had been a graduate of the **UCC**, and so was I, it seemed to me that this **National** man might redress the balance and I, myself, secured his nomination and election to the office of president, he accepting it on the express stipulation that it cost him no money and did not interfere with a practice he was setting up in Denver!

The convention at the end of his first year bared the fact that he [**Margetts**] did not know I had been made officially the executive officer and that the feelings that I had felt for him were due to the fact that some of his orders as president had not been carried out according to his wishes. The misunderstanding was his, not mine, but he had already picked out another as his candidate for secretary thought he did not get him elected. However, he had made up his mind and shortly after he called an executive meeting at which he demanded my ouster, threatening to resign himself if I did not get out.

You are entitled to believe that the **ACA** would have died there and then if he had got out instead of me, but by that time he had given up his office and **was giving his full time to the ACA under a guarantee by the UCC and the National school** and a majority of the directors were in favor of his retention and I resigned. I never had anything to do with the **ACA** after that and I was far from the scene of action when the **ACA** was amalgamated with the **UCA**.

I do not suppose a list of what I consider to be the important events of our professional history will have any special validity, but I think second only to the foundation of the practice by **DD. Palmer**, the organization of the **ACA** is equal to any other. We insisted on making it "Straight" and most of the founders would be shamed by the scope the present successor of it has taken.



It did not unify the profession - was not intended to - but it was an important and necessary step in that direction - and the perfection of it awaits our attention - and with what urgency!

If you care to submit a list of questions as suggested in your letter, I shall be glad to answer what I can, but I have no inside knowledge of the **ACA-NCA** after 1924.

If I were not a better chiropractor than I am a typist, I don't think I would still "be in the business" - but that isn't saying much. Please excuse the appearance of this letter - and accept my congratulations and good wishes - and my sincere thanks for your letter. Very truly yours,...

1963 (Sept 23): letter from **Henry A. Barge DC** to **C. Sterling Cooley DC** (Cooley collection):

C. Sterling Cooley, D.C.

316 S. Guthrie Avenue

Tulsa 3, Oklahoma

Dear Doctor Cooley:

Please accept my belated congratulations on your article in the Bulletin of the National Chiropractic entitled "A.C.A. may be Utopia" in the June 1963 issue.

Your assumption that the six "top men" of each organization know the inside workings and were fully informed about, or had a hand in making the conditions, so unpopular that they themselves could no longer tolerate the conditions their associations had created or helped to create, must still be revealed by the six top men of the N.C.A.

We know the revelations of the six top men of the I.C.A. when their Committee issued and mailed to I.C.A. members their 24 fallacies vs. facts. Have you read them? If not ask Doctor **Stanley Hayes** to send you a copy, as I sent him my copy today, or ask any I.C.A. member for one.

I am sending you a copy of my answer to the Unity Committee of the six "top men" of A.C.A., and a copy of my letter to Doctor **Stanley Hayes** which are self explanatory providing you have read 24 Fallacies vs. Facts which all I.C.A. members received from the Unity Committee of the A.C.A.

I contend we of the I.C.A. who will drop the I.C.A. and become charter members of A.C.A. should also be evaluated of the Fallacies and Facts of N.C.A. of which we believe many exist before we can form Rules and By-laws for the A.C.A.

According to Doctor **Hayes** publication of the last seven issues of Rational Chiropractic there seem to be just as many Fallacies in the N.C.A. as in the I.C.A. We must have C.P.A. audited reports in the future to alert the members of A.C.A. and not have a repetition of what has been going on in the past and present Chiropractic Organizations of I.C.A. and N.C.A. Both these organizations and their officers should be ashamed of themselves.

What do you think of the policy of having the A.C.A. publish annual financial statements to keep their membership informed?

I know here are reasons for not publishing annual statements, but after reading Fallacies vs. Facts I am convinced unless it is done by A.C.A. we will drift into the same old rut of U.C.A., C.H.B. the old A.C.A., N.C.A. and I.C.A.

Chiropractically yours,

Henry A. Barge, D.C.

BARGE CHIROPRACTIC CLINIC

cc: Dr. Stanley Hayes, 3206 East Grant Road, Tucson 12, Arizona  
P.S. Just before mailing my letter to you today I received a reply from my letter to the Unity Committee. Find a copy of same enclosed.

1963 (Oct 4): letter from C. Sterling Cooley DC at 316 South Guthrie Avenue, Tulsa, editor of the "Magazine of the Oklahoma Chiropractic Physicians Association," to Paul Smallie DC (in my Cooley file):

Dr. Paul Smallie - Editor  
World Wide Report  
Mayfair Shopping Center  
6017 North El Dorado Street  
Stockton (7), California  
Dear Doctor Smallie:

I think Dr. T.F. Ratledge, in his observation on September 15, 1959, just about summed up the Chiropractic World Situation as it appears to be in 1963:

"I never saw people so afraid of each other as are the various groups of Chiropractors. Whether it is fear of divulging their scientific knowledge OR LACK OF IT, I do not know."

Your book "The guiding Light of RATLEDGE" could, if the profession would read it, CLEAR UP the confusion as to WHAT CHIROPRACTIC was intended to be. Your book will not be popular because Dr. Ratledge tells the profession WHAT THEY DO NOT WANT TO HEAR: That Chiropractic IS and MUST BE TO SURVIVE an Independent, Separate and Distinct Health system within itself and has nothing in common with any other Health or Disease system what-so-ever. Your book, I think, brings out the original intent of the profession in admirable fashion - also, I think, D.D. Palmer, in his Heaven, will give his "nod" of approval to your effort to present his Philosophy, Science and Art as DR. RATLEDGE has taught it since 1907.

Dr. Ratledge left his MARK on my State and on your State, but it was left to the Great State of Arkansas to HONOR him in a fashion any man, in any station in life, would appreciate.

Can I have your permission to quote liberally from the book especially pages 94-95-96 and where he refers to Oklahoma.

With my kindest appreciation, I am

Sincerely

C. Sterling Cooley - D.C.

CC - Dr. T.F. Ratledge, Rogers, Arkansas.

1964 (Nov): **JCaCA** [21(5)] includes:

-letter to the editor from C. Sterling Cooley, editor of OCPA (p. 23):

Dear Editor:

I want to comment on your "Letter to the Editor" of Dr. T.F. Ratledge. He is among the last of the original teachers of chiropractic. And we will never fully realize or know the solution to our present problems until we turn to those original teachers. They built the profession on an original philosophy. And to water down that original philosophy with any other philosophy will eliminate chiropractic.

Dr. Ratledge referred to what will happen when medicine takes over. They have already "discovered" the findings of D.D. Palmer and claimed it as their own.

Too bad we cannot listen to what we hear from the passing chiropractic patriarchs - D.D. Palmer, T.F. Ratledge and the others who have attempted to teach us both how and why.

1965 (Oct): **JCaCA** [22(4)] includes:

-letter to editor Paul Smallie DC from CS Cooley DC (p. 9):

Dear Dr. Smallie:

I enjoyed very, very much reading your EDITORIAL, "Happy Birthday to Chiropractic" in the August 1965 Journal of the CCA. That Editorial should go down in the annals of Chiropractic as an outstanding and timely expression of the Profession in 1965, on its 70th Anniversary.

May I have your permission to use it as a "Guest Editorial" in the next issue of the MAGAZINE of the OCPA?

One other item in the August issue that I enjoyed very much was the "Letters to the Editor" by Dr. T.F. Ratledge of Rogers, Ark. As usual, Dr. Ratledge goes to the very roots of the principles and points the "WAY TO SURVIVAL" of the Profession.

Sincerely,

(s) C. Sterling Cooley, D.C.  
Editor - Magazine of OCPA

**circa 1965 (Oct):** undated letter from **Bill Harris** DC, at 413 Broad Ave., P.O. Box 1296, Albany GA, on **Palmer College of Chiropractic Alumni Association** letterhead, to **Stanley Hayes** DC (Hayes collection; in my Harris folder):

Dear Dr. Hayes:

A mutual friend, Dr. **Sterling Cooley**, has asked me to write you for your article, "Chiropractic will Be Seven Years Old on Sept. 17th - An Eye-Witness Report".

I am making a study of the life of **D.D. Palmer** and any material you have that might be of help would be greatly appreciated. Dr. **Cooley** has been most helpful.

Thank you for your considerate attention.

Sincerely,

**Bill Harris**, D.C., Immediate Past President  
Palmer International Alumni

1965 (Oct 31): letter from **Stanley Hayes** DC to **Dave Palmer** (Hayes collection; in my Harris folder):

Dear Dr. Dave:

In my hurry last night to complete the letter to Dr. Bill Harris, copy of which I enclose, I forgot to add a note to you explaining the circumstances that brought this matter about.

They were these: After the September *Bulletin* was published, Dr. **C. Sterling Cooley**, one of the few living chiropractors who knew the Discoverer well -- and studied under him -- wrote Dr. Harris suggesting that he write me for a copy of that *Bulletin*. I sent him that Bulletin and also some other material that I thought might be of interest to him. It included a copy of "What is Rational Chiropractic?" from the *Bulletin* of January, 1965.

On October 11, he wrote me that since I had a plan that might help our profession and that **Dr. Dave** was a part of it, he urged that before November 1 I reduce this to writing so that when he saw **Dr. Dave** he might discuss it for the benefit of the profession.

I believe you will find the rest of the copy of my last night's letter to Dr. Harris to be self-explanatory. Sorry for the oversight.

Every good wish to you. As ever,...

1965: **C. Sterling Cooley** DC is honored by **Dave Palmer** at PCC (Rogers, 1966)

1966 (Jan): *ACA Journal of Chiropractic* [3(1)] includes: -LM Rogers DC's obit for Cooley (p. 56):

#### **Dr. C. Sterling Cooley Passes On**

One of the profession's most prominent pioneers. Dr. C. Sterling Cooley of Tulsa, Oklahoma, where he had practiced since 1914, died at the age of 75 on November 24, 1965.

"Sterling" was all that the name implies, as his many friends throughout the nation can attest. He knew that to have friends, you had to be one - and he measured up in all respects.

He was graduated from the D.D. Palmer Chiropractic College in 1908, and thus was among the earliest pioneers to follow in the footsteps of "the Old Master," whom he eulogized on every occasion. He had many honors bestowed upon him by both state and national chiropractic organizations, which he had served as director and president. He was a member of the State Board of Chiropractic Examiners for 23 years, and editor of the *OCPA Journal* for the past five years.

He was past Master of the Masonic Lodges of Tulsa, and up to the day of his death, cared for many patients, the work he enjoyed do most.

Dr. Cooley was honored by the Palmer College of Chiropractic as an outstanding pioneer in 1965 with a personal tribute by Dr. David Palmer, grandson of the Founder, who was Dr. Cooley's mentor.

On March 22, 1924 he married the beautiful and charming Mabel Edythe Potter, who was in nurses' training. They had a lovely daughter, Mabel Sterling, in 1934. She is now Mrs. B.N. Rutherford, and has two sons, ages 2 and 4, whom "Sterling" most enjoyed in his spare moments, since they recently returned to Tulsa.

Those, who know Sterling best, have often said: "If we had a few thousand 'Cooleys' we could change the course of the healing world." Surely, with his courage and conviction we could, at least, marshal all of our available forces behind the science and art founded by Dr. Daniel David Palmer into one unified organization, representative of the best in the chiropractic profession.

Let us hope, then, as "Sterling" joins and communes with D.D. Palmer, Willard Carver, James E. Slocum, Craig Kightlinger, F. Lorne Wheaton, A.W. Schweitert, Vedder, Firth, Burich, Hendricks, and many other pioneers now in Valhalla, that they may transmit the "spirit of unity" to this profession, so that those who follow may finally achieve that one organization goal, for which they strove so mightily while on this earth.

1981 (Mar): *Journal of the Canadian Chiropractic Association* [25(1)] includes:

-Herbert K. Lee, D.C.'s article, "History of manipulation" mentions (p. 27):

**Dr. C. Sterling Cooley** - Dr. Cooley was the guest speaker at the Palmer Memorial banquet held in Toronto by the Ontario Chiropractors on March 6th, 1943 to honour D.D. Palmer and to start a fund, the proceeds of which would be used to erect a monument to D.D. at Port Perry. The reason for inviting Dr. Cooley to speak to the gathering was that he was a student in D.D.'s first class in Oklahoma City. He became interested in Chiropractic after D.D. had given him adjustments and in his words "freed me from an affliction which had defied the best of orthodox methods." Sterling Cooley and his father, who was an M.D. but never practiced, became students in D.D. Palmer's first class. He was a benevolent man with silver white hair who spoke sincerely and enthusiastically about D.D. During his visit many of us talked to him at length about D.D. to learn first hand as much as we could.

1995 (Sept 7): letter to J. Keating from **William M. Harris** DC at F.A.C.E., 1001 Cambridge Square, Suite D, Alpharetta GA 30201 (Harris correspondence):

Dear Dr. Keating,

...At no time do I remember meeting with Dr. **Stanley Hayes**.

Although, we did have considerable correspondence over a period of years, verified by your research; however, I cannot find any other information except what you already have in hand.

The one thing I liked about his writing was that he did not chose sides as much as he expressed opinions upon the person being evaluated.

P.S. I have some of the letters of Dr. **Sterling Cooley**, but I doubt that I could find them because I have moved several times over the years.

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### Officers and Board of Directors of the National Chiropractic Association, 1930-1941

Year	President	Vice-Pres	Board Chair	Board	Board	Board	Board
30-31	LT Marshall	Cecil E Foster	-?-	-?-	-?-	-?-	-?-
31-32	LT Marshall	Cecil E Foster?	Paul H Strand	TW Snyder	JH Lege	BF Gilman	Ruland W Lee
			Paul N. Hanson	CM Guyselman	W Lawrence	AW Schweitert	JH Durham
32-33	LT Marshall	HK McIlroy	AW Schweitert	CM Guyselman	W Lawrence	OA Ohlson	JH Durham
33-34	LT Marshall	HK McIlroy	CM Guyselman	AW Schweitert	W Lawrence	OA Ohlson	JH Durham
34-35	Ruland W Lee	OL Brown	JH Durham	AW Schweitert	W Lawrence	OA Ohlson	CM Guyselman
35-36	<b>CS Cooley</b>	GM Goodfellow	OA Ohlson	AW Schweitert	W Lawrence	Ruland W Lee	CM Guyselman
36-37	GM Goodfellow	FL Wheaton	CM Guyselman	AW Schweitert	W Lawrence	EM Gustafson	<b>CS Cooley</b>
37-38	FL Wheaton	KC Robinson	CM Guyselman	AW Schweitert	W Lawrence	EM Gustafson	<b>CS Cooley</b>
1938*			AW Schweitert*				
38-39	KC Robinson	John A Schnick	<b>CS Cooley</b>	CO Watkins	W Lawrence	EM Gustafson	Frank O Logic
39-40	JA Schnick	WH McNichols	<b>CS Cooley</b>	CO Watkins	W Lawrence	EM Gustafson	Frank O Logic
40-41	WH McNichols	HK McIlroy	Frank O Logic	CO Watkins	W Lawrence	F Lorne Wheaton	<b>CS Cooley</b>