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## Chronology of **JAMES FRANKLIN MCGINNIS, D.C., N.D., C.P.**

### Sources

Beaver, Bonnie (James F McGinnis, D.C.' step-granddaughter); 10431 Creston Drive, Los Altos CA 94024 (408-737-0282; E-mail: bmbeaver@flash.net)  
Robert H. McGinnis, genealogist, 6610 Wentworth Drive, Amarillo TX 79109, e-mail: McGinnis@arn.net

### Chronology

1873 (July 25): James Franklin McGinnis, future co-founder of the **Golden State College of Chiropractic (GSCC)** is born in Iowa City IA

**c1910:** "J.F. McGinnis, spinographer and PSC photogapher. Chiropractic's first radiography instructor, c. 1910. Photo courtesy of Palmer College Archives." (Peters & Chance, 1993); they note:

...The early [x-ray] work was carried out by B.J. himself, but by late 1910 or early 1911, he hired J.F. McGinnis as spinography instructor and school photographer, and the first spinographic course, optional at that stage, was introduced. By March 1911 this course was examinable in darkroom work, spinograph negative reading, and the technique of spinography.

PHOTOGRAPH



from Peters & Chance, 1993



from Peterson & Wiese, 1995, p. 300

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

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

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

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

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

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

-"SPINOGRAPHY" (p. 127):

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

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

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

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

Learn spinography of one who has developed its scientific qualities. We are endorsing the value of this work and as time proceeds we will endorse it more, therefore, if The P.S.C. can endorse this for our clinical value, you can do the same providing your business and its finance permits. It is an expensive adjust and no Chiropractor **must** have it, but it is well if you can. It never

does harm to know something about this work even tho you cannot afford to buy one. This is one of the new attractions offered for this year.

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



Peterson & Wiese, 1995, p. 116

1914: undated letter from "James F. McGinnis, Rockwell City's Chiropractor" (Palmer Archives):

WELL, WELL, I wonder who was so mean? I know it was not our County Attorney. It must be the Postmaster, Liveryman, Blacksmith, Bankers, The Magic or the Undertaker.

It might have been the Calhoun County Doctors. NO IT CANNOT BE THE DOCTORS because there are Doctors in this county who are square to the dot and I know everyone of them, but I have sifted it down to about FOUR DOCTORS and I am quite sure that should I say, or give names, that I would not be very far off. Oh well, while they are watching what Chiropractic is doing they have not any more than they can do in their office, of that much I am sure.

CLIPPED FROM THE ROCKWELL CITY ADVOCATE  
FEB. 19, 1914

#### Fail to Indict

On account of complaints having been made to the county attorney the grand jury in session this week spen considerable time investigating the case of Chiropractor James F. McGinnis of this city upon a charge of "practicing medicine" contrary to law.

As nearly as the fact can be obtained the witnesses subpoenaed before the jury and giving testimony relative to the matter without a single exception they stated they had taken treatment from Dr. McGinnis and believed they had received benefits as a result of the same. They also testified that in no case had Dr. McGinnis stated that he could cure their ailments, only expressing a belief that he could be of help to them. Under the circumstances it would have been somewhat embarrassing for the jury to return an indictment, and it is probably no secret that the vote against such action was unanimous.

It undoubtedly at times becomes necessary for grand juries to make investigations of this character where there is no ground for indictment, but, as is always the case, the tax-paper is the sufferer. The costs in the present instance as nearly as they can be

ascertained amount to about \$80 aside from the sheriff's fees earned in serving subpoenas. In round numbers it is \$100 of county money expended without doing anyone any good unless perhaps it be Dr. McGinnis who will get considerable advertising out of the matter, and he is not one who will be slow to take advantage of that fact.

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Chiropractors do not heal, cure, or make people well, but they do remove the casue of disease allowing NATURE, the only doctor, to effect a cure without the use of DRUGS, SURGERY, or OSTEOPATHY, just Chiropractic Adjustments. THAT'S ALL.

JAMES F. MCGINNIS, CHIROPRACTOR  
Rockwell City, Iowa

1915 (Nov 1): J.F. McGinnis DC locates practice in Maquoketa, Iowa, according to letter in *FHN* on 8/19/16

1916 (Mar 25): *Fountain Head News* [5(8)]:

- "NOTWITHSTANDING" includes letter from J.F. McGinnis DC (pp. 5-6):

It is hardly necessary for me to repeat Dr. McGinnis' connection with the legislative mess of our last Iowa legislature. Our FHN's were full of it at the time.

From no on, let "Me" tell his own story and how, notwithstanding, The U.C.A. does its duty, always has under similar circumstances and always will. Our personal differences do not detract from our responsibilities nor our fairness in school or assiation matters.

The Letter says:-

Maquoketa, Iowa, 1-14-16

The Palmer School of Chiropractic, Davenport, Iowa

Dear Friends:-

As Mr. Hartwell has by this time told you I was found guilty of practicing medicine without a license here yesterday.

This is not the fault of the U.C.A. or our Mr. Hartwell, but the fault as has been before shown, that we have no law and the medical doctors see us getting their patients, therefore try to get us out of the county by having us arrested.

I have seen Mr. Hartwell before fighting for our science, and each time you see him you will find that he is just a little bit better than before. Our local Attorney told me this morning that Mr. Hartwell was one of the finest fellows he has met in many a day, and he added, what he don't know about fighting the medical men is not worth knowing. Everything went along just as I have bfore saw it, everything favoring Chiropractic, and only one thing in favor of the state, that being if one holds out to remove the CAUSE of DISEASE he is guilty of the practice of medicine, therefore if we advertise or maintain an office where we receive the public in reference to health we are guilty, there is no other way around it from my viewpoint.

In the face of all the above comes THE U.C.A. and takes all responsibility even to the costs and the very best advice for the future, which is go ahead as though nothing has ever happened, keep your advertising before the public the same as you have done before.

Now if any one can ask for more I am here to be shown. What could one ask for that has not been given me in this trial of yesterday. "Mr. Hartwell's words, go ahead Mack as you have been doing and when in trouble wire us and you will find us on the job." Mr. Hartwell was up all night the night before arriving here to be on the job, and 35 miles of this trip was over the bad roads (which this snow storm caused) in an Auto at 23 below Zero. If this is not standing up for members of the U.C.A., I don't know what you call it, then when the fact is known that I have only been a member of about THREE WEEKS makes it all the stronger for the UCA.

First, last and always you find the U.C.A. for our science regardless of who you are that is arrested.

Dr. Timpe who is also located in Maquoketa, Iowa, has joined the U.C.A., although he is a graduate of the U.C.C., just because he sees that they will stand up and fight with the very best there is to fight with, and tell their members to go ahead and advertise Chiropractic and if in trouble wire us.

I owe THE OLD U.C.A. much that I have not paid for, and I believe there are many more who are in debt the same way to this association, may I offer as a suggestion that we should all belong to one association and that the best one, or the one who will stand up and say go to it and we are with you.

At this time B.J., the school, and many others seem to have no time for McGinnis, did this stop the fight when McGinnis was in trouble, NO. Therefore, why not join this associaiton regardless of what school you are a graduate and be on grounds that you know has backbone enough to say, WE ARE WITH YOU.

Here taking the liberty of thanking Mr. Hartwell for this great favor to me, and all members who will help share the costs of this trial, I wish to say I am guilty of not supporting the U.C.A. with my assessments for about three years until only a few weeks ago I placed before Dr. Elliott a check for \$10.00 and signed the application which was allowed, therefore I have but \$10.00 into the association at the time when in walked the man saying I have a BENCH WARRANT for your arrest, and the association says its a case of JUST GETTING UNDER THE WIRE but we are with you just the same.

Now it was not because it was McGinnis. Then the answer is just this, we are for Chiropractic and our members regardless of who you are if you be a member. Chiropractically yours,

James F. McGinnis, D.C.

1916 (Aug 19): *FHN*[A.C. 21] [5(27)]:

-letter to BJ from J.F. McGinnis DC (p. 1):

Dear Doctor B.J.:

It is easy to give advice to the Chiropractors, and usually the fellow who is the failure as a salesman of Chiropractic is anxious to sit in an easy chair and write volumes for the instructions of the fellow who is at the same time working his head off giving Chiropractic adjustments.

If there is any cut-and-dried method by which a salesman can obtain patients I have never discovered it, but I have in THREE LOCATIONS tried out the plan of advertising and following it up, each time I have made a success of Chiropractic and had all I could take care of.

I located in Maquoketa on Nov. 1st, 1915, and again started out to spending every nickle I could get my fingers on in advertising; the month of November gave me only \$75.00, December, \$103, Jan. \$122, Feb. \$176, March \$306, April \$274, May \$454, June \$719, July \$734 and hear is the way I did it. I go to the Post Office and ask how many mail routes there are out of the town and I find that Route No. 1 has 88 mail boxes on it, No. 2, 109; No. 3, 100; No. 4, 123; No. 5, 99, and No. 6, 104. Then I take my pen and envelopes and address as follows:

Box No. 1, Route No. 1, Maquoketa, Iowa. Box No. 2, Route No. 1, Maquoketa, Ia. Box No. 3, No. 1, etc., until I have the full 104 boxes finished. Then I start out the same way on all the other routes until I have them done. I place in the envelopes a neat FORM letter done on THE UNDERWOOD DUPLICATOR and one of the many P.S.C. booklets. Patients come in telling me that they have received my letters and booklets. I find tht they are reading them throughout the country mail routes, a 1c stamp takes these letters to the farmers' mail boxes, they read them and I get new patients. I just paid an \$80.00 printing bill at the P.S.C. I have used almost everything that you have put out. I have used the newspapers, your challenges to the medical doctors which caused

my arrest and today I have added D.A. Brown as an assistant and could use another if good.

This mail route plan is good and worth the notice of every Chiropractor, it's a money getter and cost money, but which is the better \$700 per month or set still waiting and only get \$50.00 to \$100. I am saying Chiropractic as many times as any Chiropractor in the field. I am in a town of 4,000 where there are 17 medical doctors and one osteopath and I am getting mine with every one but TWO MEDICAL DOCTORS FIGHTING ME and all the time they forget that they are saying THE PALMER SYSTEM OF CHIROPRACTIC.

James F. McGinnis, D.C.

1917 (Mar 10): *FHN*[A.C. 22] [6(26)]:

-"THE CHIROPRACTIC EDUCATOR" (p. 2):

Here is a live, fast growing and thriving publication. We ask your support on a meritorious production. Give us that support, and we will get out even a better production and reduce the costs in ratio as you let us get more of them out.

We can print 100,000 cheaper than we can 50,000. We can print 500,000 cheaper than 100,000. As you purchase so will we reduce the cost. Our idea is not to make money but to get the matter out to you....

Apropos of the fact that The P.S.C. can, will and DOES print work cheaper than plants who have on other source of income, comes the following series of letters. These people (The Grant Publ. Co.) were making good big, fat profits off of your publications. The very first shot out of the box, we reduced their publication from \$6.50 per thousand to \$5.00 per thousand, and gave you a paper twice as large. We next improved the quality of the product. We next give to it that CHIROPRACTIC coloring that no other plant on earth can give. We give it a snap, a spiz, a ring that gives the patient the cosmic urge to come to your office AT ONCE.

This letter was sent by Dr. McGinnis, to his customers, when he decided to turn his publication over to us.

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Dear Doctor:

Maquoketa, Iowa

I have what I believe to be good news for every Chiropractor in the field.

I have come to the conclusion that a paper like I have been publishing under the name of 'CHIROPRACTIC' could be gotten out more advantageously, and economically to the men in the field by the Chiropractor Publishing Company at Davenport, Iowa. As my only object in conducting my publication was to serve myself and others with a product that would prosper our cause, and feeling that this object can and will be attained to a greater extent under the new arrangement, I have turned the business over to the firm I have named.

With the March issue I will discontinue my connection with the publishing of the paper and in the next issue out (see *Fountain Head News* for date), there will be launched from Davenport a new publication known as *THE CHIROPRACTIC EDUCATOR*. I am sure this new publication will meet your approval as to quality (and prices as well) with Dr. F.P. Myers as its editor.

The most urgent reason for my discontinuance of the work is that the business has grown so large that I can not give sufficient attention to it, without neglecting my practice, and since I have found a place where I am certain the entire field will be as well or better served, I am going to request that hereafter you place orders with the Chiropractor Publishing Company for the papers.

I am told that you will receive a sample of the newspaper they are getting ready to put out through the Fountain Head News at an early date, in time to place your orders for carrying out any plans you may have made in case you were expecting to order from me,

as has been your custom. Dr. Myers, who has shown the field through three years of work as editor of the Chiropractor Publishing Company's products, that he is able to serve us well, assures me that his aim will be to produce copy that people will read, with the object of prospering the interests of the chiropractors who buy and distribute the matter.

I am convinced that putting the question before the people in this way is the best educational medium we could adopt and use. Thanking you for all the favor you have shown my publication and earnestly urging you to patronize the new publication to the full extent of your resources that you can devote to that line of activity, I remain, Yours Chiropractically,

JAMES F. MCGINNIS, D.C., Maquoketa, Iowa

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This letter is from Dr. McGinnis and speaks for itself.

"Mr. Grant, Jr., was just in here and states that he is going to put a letter to the field and give the real reason for our paper stopping, so if this comes to you, you will understand it is not my doings and will not harm you nor your publication, so let him go to it. He feels hurt since his visit of yesterday at the P.S.C., and I do not see what there is for him to gain in so doing.

"They are seeing a good thing slip from them and of course it hurts. **McGinnis**."

-letter indicates that former name of **McGinnis**' publication was "Chiropractic, Palmer System," and that doctors who distributed the periodical to patients were allowed to list themselves as editors of the paper (p. 2)

1917 (Apr 7): **FHN**[A.C. 22] [6(30)]:

-in article entitled "The Situation in Iowa" (pp. 7-8) is noted:

...on March 23rd, 4 Chiropractors (**McGinnis**, Dickhutt, Brown and Timpe) of Maquoketa, Iowa, were all indicted by Grand Jury. To frustrate any attempt at U.C.A. defense, they were rushed to trial within three days of indictment. **McGinnis** was tried first, the jury was out 17 hours and 45 minutes. The result was a "Hang Jury." A year ago he was convicted. Mr. Hartwell was on the job and was NOT caught asleep at the switch, even tho he is bald....

Among the above 4 men who were indicted was Dr. Dickhutt, who let his U.C.A. assessment lapse by 19 days. He tho he was safe. He tho we were going to get legislation, why should he pay another? He tho nobody would ever be arrested in his county for did not **McGinnis** spend thousands of dollars advertising chiropractic?...

1917 (Sept 8) **FHN**[A.C. 22; 6(51-52)]:

-(p. 24):

Dr. **James F. McGinnis**, wife and twins, Leola and Neolo, of Maquoketa, were here until the close of the lyceum. They were accompanied by Mr. and Mrs. Josiah Walker, of Maquoketa. Dr. **McGinnis** was at one time in charge of clinics and spinography in the P.S.C., is a past president of the Iowa Chiropractors' Association and is at present secretary of the Eastern Iowa Chiropractors' Association and is well known to many Chiropractors of the country.

1917 (Nov 24) **FHN**[A.C. 23; 7(11)]:

-letters to and from **McGinnis** concerning "The Chiropractor's Place in War" (p. 4):

Maquoketa, Iowa, October 19, 1917

B.J. Palmer, D.C., Ph.C., Davenport, Iowa

Dear Doctor:

I am herewith enclosing you a letter which I received from Surgeon General also a letter which I received from **Jim Jan Jems** regarding this Surgeon General's letter, if same is of any use to you its yours for what its worth.

Doctor, another thought came to me this A.M. and I am going to give it to you for what it is worth, same is as follows:

In these war times we have many things which cost more, and one of those will soon be stamps, so I am going to **HEREAFTER** write a line across the bottom of all letters requiring no answer like this:

("SAVE YOUR POSTAGE FOR A BETTER PURPOSE, ANSWER NOT REQUESTED TO THIS LETTER.")

I know that this would save THE PSC and others much time and stamps, and if the Chiropractors will adopt such a plan I believe that this stamp money will give us something at the end of a year from our school worth many times the worth of the answers to our letters which do not need an answer, but are answered through courtesy upon your school's part.

With this I have had my say and wish to thank you for the many past favors, I am, AS B4,

JAMES F. MCGINNIS, D.C.

Copy

Mr. Newton T. Baker, Sec. of War,  
War Dept., Washington, D.C.

Dear Mr. Secretary:

I am a Chiropractor and an expert X-Ray Operator, specially skilled in the use of the X-Ray upon and around the Spinal Column.

I have applied for admission and service in the United States Army as such an X-Ray Operator, and have been refused. The refusal is made on the ground that I am a Chiropractor and not a Medical Practitioner.

Is it a fact, Mr. Secretary, that no other method of healing except regular Medicine can be used to help maintain the health of our Troops? Is it possible that every one entering the Army must submit to Medical Treatment, even though he may know that other methods are more effective in his case?

There are many branches of Drugless Healing, Mr. Secretary, doing a wonderful amount of good. Their members are patriotic, and desire to put their special abilities at the command of our Government. Every request, so far as I can learn, has been turned over to the Medical Department, and, at the instance of the Surgeon General, has been denied.

This action seems unfair and unpatriotic, and I beg to call your attention thereto, with the confident belief that you will immediately make the necessary rulings to rectify the situation. Very respectfully yours,

(Signed) JAMES F. MCGINNIS, D.C.

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Washington, October 4, 1917

Mr. James F. **McGinnis**, D.C., Maquoketa, Iowa

Sirs:

Referring to your letter of the 24th ultimo, the Surgeon General directs me to say that all enlistments in the Medical Department are made in the grade of private, irrespective of special qualifications. It is true, however, that provision is made for the advancement of those who show an aptitude for the work; and are recommended by their Commanding Officer, as possessing the knowledge necessary for promotion to a non-commissioned officer grade.

ONLY DOCTORS OF MEDICINE ARE ELIGIBLE FOR A COMMISSION IN THE MEDICAL CORPS OF THE ARMY.

The enclosed circular of information relative to enlistment in the Medical Department may be of interest to you. Respectfully,

W.W. Miller, Lt. Colonel, Medical Corps

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Bismarck, N.D., October 17, 1917

Dr. James F. **McGinnis**, Maquoketa, Iowa

My Dear Doctor:

We are returning you the original letter and circular from the Surgeon General's Office.

Sectarianism in Medicine, if not in Religion, seems to have a close embrace about our Uncle Sam's neck. Practically, you are, of course, helpless. If your Congressman chances to have a bone instead of a gutta percha spinal column he could start something.

As you are aware, we are pouiding this medical witchcraft fake in every issue. It is absolutely wrong. We thank you for this matter which we hope to be able to use. Yours very truly,

CLARK & CROCKARD

1918 (Aug 17): **FHN**[A.C. 23]; 7(49):

-BJ writes "CHIROPRACTIC MOVIE FILMS" (pp. 5-6):

A year or more ago, somebody suggested taking films of our Lyceum Parade. We took it, spread it out. It took. Its purpose outgrew this, and we added one feature after another. We now have two films of 1,000 feet each, each out doing its good work. In addition to this, we have 500 feet of pit cases with their titles and descriptions. The idea has taken so well and it has done so much good that it had to even outgrow all of this.

It was but natural that somebody could, and would, see the big advantage to CHIROPRACTIC in this method of publicity and that they would come to our rescue and relieve US of this financial as well as mental burden.

Again J.F. McGinnis came to the rescue; again he saw the possibilities; again he started a movement which has grown; again he did all this even before I knew it and had the thing actually budding good and strong before I arrive home from the West.

As soon as he presented his idea, I "fell for it" and have been with him strong ever since.

The followng minutes will show you what has actually been accomplished, in a quiet way, without ostentation or blaring of trumpets. It is not the intention to confine this movement to these people. It is open to anybody, friend or foe, patient of CHIROPRACTOR to join and help us carry the burden. The more members, the more money, the more we actually accomplish in the way of more and better movies rented to the CHIROPRACTIC profession.

It has not yet come before the Board, but I am of the opinion that those who NOW help to make this work a success will be the ones who will profit first and most in the exhibition of its film productions. It is possible that the Board of this Association may decide to do what we did to those who paid in \$5.00 previous to Lyceum; we let it pay for the rental later after it was produced. It is but right that he who helps should get some appreciation for that help rendered, especially when given so freely in advance.

These are the minutes of the first meeting:-

Davenport, Iowa, August 4, 1918

The first meeting of The **CHIROPRACTORS' Moving Picture Association** was called to order at 10 o'clock sharp in Dr. Palmer's office by B.J. Palmer. Members present at this meeting were Dr. A.N. Carlson, Dr. Palmer and James F. McGinnis, in person. Dr. J.C. Wishart, Dr. J.N. Firth and Dr. F.H. Seubold were represented by their proxies.

Motion was made and seconded that Dr. Palmer be elected Chairman or President of this Board until the regular meeting about January 1, 1919. Same was carried.

Motion was made and seconded that Dr. A.N. Carlson be elected Vice-President of this Board until the regular meeting about January 1, 1919. Same was carried.

Motion was made and seconded that Dr. F.H. Seubold be elected Treasurer of this Board until the regular meeting about January 1, 1919. Same duly carried.

Next upon the program was the question of Secretary and it was unanimously agreed that since James F. McGinnis was the only one at this time familiar and in touch was the members of this

Association, that he be appointed to fill the position of Secretary until the next regular meeting about January 1, 1919.

Next on the program was the counting of the ballots originally sent to our members for their votes, which were the votes that elected the first FIVE BOARD MEMBERS. This count gave Dr. Palmer, 73; Dr. Firth, 73; Dr. Seubold, 71; Dr. Wishart, 68; Dr. Carlson, 68; Dr. McGinnis, 6; Dr. O.L. Brown, 1; Dr. Reese, 1; Dr. Toms, 1; Dr. Schwietert, 1 and Dr. Elmo Oyer, 1. Those receiving the majority vote were: Dr. Palmer, Dr. Firth, Dr. Seubold, Dr. Wishart and Dr. Carlson - they were declared elected.

Motion was made, seconded and carried that James F. McGinnis turn over the sum of \$568.00 which is at this time in his possession and belonging to this Association to the Treasurer, Dr. Seubold in the form of a draft or check at once.

Motion was made, cseconded and carried that this Board shall have full control of all of the business of this Association and to be the **Board of Censorship** of all films and positives.

Motion was made, seconded, and carried that the Secretary be instructed to buy a moving picture camera or make other arrangements for making of the films for this Association, using his best judgment financially and otherwise, and was further instructed to get the figures upon the placing of a very large skylight in the old Auditorium at THE PSC and submit same to the Board of Directors at his earliest convenience. The Secretary was further instructed to go ahead with this work using his best judgment and presenting all bills to the Board before being paid.

Motion was made, second and carried that the Secretary draw upon the Treasurer for three (3) bills now due: First, The Grant Printing Co., Maquoketa, Ia., for \$16.65, second, The Jackson Sentinel, Maquoketa, Ia., for \$23.25; third, the firm of McGinnis & Baker for postage used to date, for \$22.50.

Motion was made, seconded and carried that this meeting adjourn until the President or Secretary sees fit to call another meeting of the Board with the understanding that there is to be a regular meeting about January 1, 1919. James F. McGinnis, Secretary, Maquoketa, Iowa. Lock Box 497.

-notes some 115 members of the **CHIROPRACTORS' Moving Picture Association**, including S.L. Ashworth DC, James R. Drain DC & Charles E. Caster DC (p. 6)

-follow-up note from McG (p. 6):

Dear Doctors:-

The above is a correct list of our movie membership to date, all money has been turned over to Dr. Seubold, we have the camera and its as good as there is - see next FHN. JAS. F. MCGINNIS, D.C.

1918 (Oct 19): **FHN**[A.C. 24]; 8(6):

-James Franklin McGinnis DC of Maquoketa IA is Sec'y of the **NATIONAL EDUCATIONAL FILM ASSOCIATION**, which is preparing a movie on chiropractic; requests \$10 membership fee of DCs (pp. 3-5)

1918 (Dec 21): **FHN**[A.C. 24]; 8(14-15)] includes:

-"**MCGINNIS'S MOVIE REPORT**" (p. 2):

Our first moving picture is finished and has passed the Chicago Censorship Board. The picture is a THREE REEL SHOW of THIRTY-THREE HUNDRED FEET.

We now have 300 members which means \$3,000 and since our treasurer will have \$1,500 on hand when all installments are paid in full as due.

A private run was given THE PSC Faculty on Saturday, no. 2nd, and the picture meets with their approval.

Our second board meeting will be called within a few days to take action on how this picture is to be given to its members. As things now stand no one has the right to say that the members shall

receive this picture free of charge, but I have talked to all the board members and it is their wish that our members shall receive this picture free of charge so it is sure to carry. We also find that we are compelled to accept all applications that come in at the old membership fee of \$10.00 until a new ruling is made, although we have reached the 300 mark.

Our movie picture will be shown at the IOWA CHIROPRACTORS' MEETING IN DES MOINES the first of next month and Dr. Palmer is to take one with him on his western trip about November 12th, where it will be shown at the many Chiropractor meetings in the west.

Up until the second board meeting things will stand just as they are now. No one can give you a date for your town so don't ask for it, but as soon as our board makes its ruling you members shall have a full report giving every detail and how to place your orders. In the meantime if you have a friend who you wish to become a member tell he or she to get busy for I am going to recommend at the second board meeting that membership fee be advanced to \$25.00 because of our THIRTY-THREE HUNDRED FEET of film is worth the money and more.

NATIONAL EDUCATIONAL FILM ASSOCIATION,  
Jas. F. MCGINNIS, D.C., Secy.

1919 (Mar 8): *FHN*[A.C. 24]; 8(26):

-letter to BJ (p. 10):

Dear B.J.:-

Maquoketa, Iowa, Dec. 9, 1918

In answer to yur Flu rerquest will say I have had about 40 cases of the so-called FLU, many of them down in bed; I was called and will state that NO CASE that I have had has remained in bed more than 24 hour. One case under the Medical Doctors care for some time, called me - THE SIGN ON THE DOOR - but I went in and in 5 hours he was up, 10 hours he was at my office.

I have averaged better than two country calls per day since the FLU or whatever it is started. I am handling out your stuff on front page Ads and they are bringing in good money. AFRAID is not on my mind when the U.C.A. is with me.

JAMES G. MCGINNIS, D.C.

1921 (Feb 12): *FHN*[A.C. 26]; 10(22):

-BJ authors "I DON'T KNOW," which includes a letter to BJ (p. 5):

Dear BJ:

**Santa Barbara, Cal.**, 1-26-1921

**STORM ALL JAILS**, that's the thing to do; but when these fellows do go to jail and when they are out should be on the bottom page of THE FHN so that we would know when they will be out. This I believe, BJ, would send more letters to those who are in jail. Give the dates when they are to be out with the original announcement. The effect would be much better. THINK IT OVER. I am,

As B 4,

James F. McGinnis, D.C.

Suite 18- Upper Clock Bldg., Santa Barbara, Cal.

----

I'd like to be able to do that very thing. Have thot of it before. But, what can a feller do when somebody ON THE OUTSIDE OF THE JAIL says to somebody ON THE INSIDE OF THE JAIL: "Why should YOU be the goat? Why should YOU be here in jail when all the rest are OUT of jail? Why don't some of them go to jail?" ad infinitum, ad nauseum, until the fellow INSIDE gets disgusted, pays up the balance of his fine AHD QUILTS. How can I put in THE FHN when he goes in WHEN THAT FELLOW COMES OUT?

This campaign in California has been, in some ways, quite a lesson to some of us. We have had some very funny surprises. Without mentioning names, I know of one fellow who said he wouldn't go to jail. He'd pay up and quit the state first. That was

one of the very fellows who went IN, stayed in until the last hour. I know two other fellows that I would have banked on until hell froze over; but they both spent a part of their time and then quit.

In both of these cases, it depends upon whom they rely upon for their advice; upon whom they lean to tell them the facts outside.

I am told that one of these fellows quit simply because he didn't get as much mail as he thot he ought to get while he was in. So it goes.

It's an interesting game, if we don't weaken; and it's an interesting game if some do.

That's exactly why we can't follow the above suggestion.

1921 (May 21): *FHN*[A.C. 26]; 10(35-36):

-"WHO MISTAKES THE FACTS - AND WHY?" (pp. 26-7):

We KNOW - (and others also know) - that the name "PALMER SCHOOL OF CHIROPRACTIC" means something; it **stands for a standard**; it stands for the highest quality of specific, genuine and pure Chiropractic. Dr. McGinnis KNOWS THAT; Dr. Pearring KNOWS THAT. Dr. McGinnis desires to use that name without others unjustly filching upon it.

THE PSC at all times stands for THE FACTS, nothing more nor less. That is why we now call this misrepresentation to terms. Note the cuts in their successive order.

Cut 1 is reduced reproduction of an ad of Dr. Pearring. In that ad appears this:

"GRADUATE OF PALMER SCHOOL OF CHIROPRACTIC"

<b>Chiropractic</b>	
Dr. M.J. Pearring	
Pioneer Chiropractor of Santa Barbara County, Licensed as a Drugless Practitioner by the Board of Medical Examiners of the State of California.	
Announces the opening of offices at 1134 Garden Street - Corner Anapamu (A. Goux Corner)	
1 Block from Carline, Victoria and Garden Sts.	
Office Hours	Other Appointments
10A.M. to 3P.M.	By Appointment
Graduate of Palmer School of Chiropractic	

Cut 2 is reproduced cut of a telegram out of a part of an ad which Dr. McGinnis ran in his ad of April 13.

This telegram asks us IF Dr. Pearring IS a "GRADUATE OF THE PALMER SCHOOL OF CHIROPRACTIC."

<b>Western Union Telegram</b>	
Dr. B.J. Palmer,	4-9-1921
Palmer School of Chiropractic, Davenport, Iowa	
Is M.J. Pearring a graduate of the Palmer School of Chiropractic. He advertises as such in our local papers wire answer at my expense.	
James F. McGinnis, D.C.	

Cut 3 is a reproduced cut of a telegram out of a part of the same ad in which we replied to Dr. McGinnis stating that Dr. Pearring was NOT a "GRADUATE OF PALMER SCHOOL OF CHIROPRACTIC...."

-dispute revolves around Dr. Pearring's failure to specify that he graduated from the "D.D. Palmer School of Chiropractic," not the Davenport institution.

1921 (June): according to the PSCs *The Chiropractor & Clinical Journal* (1921[June]; 17[6]):

-James F. McGinnis DC of Santa Barbara contributed \$10 to the PSC Athletic Association (p. 22); McGinnis will purchase \$100 in stock in the **Golden State College of Chiropractic** on 1/18/23

1921: Iowa passes chiro law (Wardwell, 1992, p. 111)

1922: California passes chiro law (Wardwell, 1992, p. 111), but first licenses not issued until **1926?**

1922 (Apr 19): *The Campaign Bulletin* [1(5)] notes: -"Special Agent Busy" (p. 4):

Special Agent Carter of the Board of Medical Examiners has been exceedingly busy the past few days. Mr. Carter, it is understood, traveled direct to the northern boundary of the Southern District, over which he has jurisdiction. Heading for Los Angeles, Mr. Carter began making wholesale arrests. His first appearance in a Chiropractic office was at Santa maria wherre he arrested P.A. Nielson, D.C. The next stop was San Luis Obispo. Here E.D. Greenwood, D.C. was visited by the noted agent and placed under arrest. The next jaunt landed Mr. Carter in Santa Barbara. J.F. McGinnis, J.W. Staben, R.C. Foy and J.M. Callis were the recipients of a special visit. Each Chiropractor was released on \$100.00 bail...

1922 (May 25): *The California Telegram* [1(7): 14], published in SF, lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara

1922 (June 1): *The California Telegram* [1(8): 14], lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara

1922 (June 8): *The California Telegram* [1(9)]:

-notes that J.F. McGinnis DC is "awaiting trial" (p. 9)

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 14)

1922 (June 15): *The California Telegram* [1(10)]:

-"The Human Machine by Comparison" by JF McGinnis (pp. 8-9):

The supremacy of the Universal Architect over all His works, from the tiniest blade of grass and the smallest known form of animal life to the realms of rolling worlds and the construction and operation of man - the highest type of perfection with which we are acquainted or have reason to believe exists, may be likened to man and the products of his mind and labors.

#### Man and His Products

The application of the principles of the laws of the Supreme Architect (Nature) as portrayed by the mechanical creations of man, have been and always will be the wonderment of each and every age.

Man's genius, as usually spoken, show as a result of delving into the mysteries of Nature's laws and storehouse of energy. Each epoch from the beginning of time, at least as reckoned by man, reveals the persistence man has shown and the results accomplished in study and applying the principles of Nature's laws, harnessing hitherto unknown forces to the wheels of the world, tending to further the Architect's ideal. With all changes, though, we find that man as an adaption has changed little, and even a little as an adaption to environic conditions. From a structural and functional standpoint he has not been improved upon. Because of this we recognize him to be the most marvelous and efficient machine of all ages.

#### Mans' Organs and Man Made Machines

Think of the power, speed, capacity, efficiency and smooth operation of the human brain. Consider it's infinite potentialities; the limitless wealth within its vaults or ambition to unlock and

send with inspiring knowledge, that the morre we use the more we have.

Is there anything in the world more harmonious in its' action, more mechanically perfect in its power, range, service and beauty than the human eye?

Can you think of anything that serves with such exquisite delicacy, harmony, co-operation and adaptibility as the human ear, when normal?

Does the whirr of the flying machine, the purring of the automobile engine, the even balance and song of the electric motor compare for one moment with the music and action of the pulsating pump of the heart - driving the blood throughout the body for 70 years or more without a break when the nomral amount of mental forces reach it?

#### Means of Operation

These organs are all very vital to the welfare of man, and are caused to operate and kept in order as the result of the active, intelligent energy from the brain, an electric generator, as it were. The force which we will speak of as mental impulse, being conserved in the brain, is transmitted by means of the spinal cord, thence by the spinal nerves to the heart as well as all other structures of the body. As a means of support to the body and a protection to the spinal cord we have the spinal column, in which the cord is enclosed. We also find small openings (intervertebral foramina) between each consecutive pair of segments (vertebrae) composing this column, for the emission of the 31 pairs of spinal nerves or branches of the cord. It is by means of this cable and cables connecting brain cells and tissue cells that we have all the essential life forces transmitted to the minute cells, of which the entire body is made, from the generator or brain.

#### Application to Chiropractic

Science recognizes that vibration is the ruling factor of the Universe, Intellectual vibration is a term we can apply to the working of God's forces along definite and practical lines as immaterial forces acting in and through material objects, producing what we see as Life. The revolving planes are good examples attesting the truth that motion is the result of intellectual vibration. If true, then we must give our source the credit for using it in all things. The harmony we realize existing there is a result of the uninterrupted connection and transmission of forces between source and product. This is the philosophical basis for Chiropractic.

Mental Impulse mentioned before, delivered from the brain, is but intelligent vibration being directed to certain parts to start in motion and keep normal these parts for which it is meant. We now find it necessary at all times to have a standard quality (100 per cent) of vibration, mental impulses, to be transmitted from the brain to the tissue cells of each and every part of the body to have as a result, 100 per cent of expression and efficiency or complete life or health. Any change from normal alignment of the vertebrae will result in an impairment of the function of the nerve and will be expressed as disease. The character and severity of the disease depending upon which nerves are impinged and the degree of the impingement.

Owing to the peculiar construction of the spinal column and the adaption of the vertebrae to the many positions and exertions to which it is put, we find these segments become displaced slightly, thereby decreasing the size of the openings where the bone structure surrounds the nerves.

As the nerves are very soft in structure we can easily realize that only a slight pressure will cause their capacity for work to be seriously diminished. This is more easily understood when we know that each nerve is composed of thousands of fibres, each a distinct wire, if you will. The bones being very hard at this point entirely surrounding the nerve by a moveable opening.

#### Why?

Such abnormal positions and diminished openings do exist as a result of blows, strains, falls and other accidents to which we are all subject. The specimens of bones and the X-Ray photos of the living body prove that they do.

If 100 per cent of mental impulses are necessary to produce life in full in any part, it sure must be delivered; if pressure on nerves at points of exit from the spine diminishes the capacity for transmission of their forces, the result will be a loss of function or change of structure at the place to where these nerves lead.

Removal of this pressure allows for the free carrying of Mental Impulses, making possible for God, Nature, Innate Intelligence (whatever you will), to assert itself and restore the depreciated function to normal. Compare the application of electricity and judge scientifically. Nature can make all that is necessary for her maintenance from the foods you consume when working properly and fully.

Simple as it may seem it is attested by results achieved from the simple method used by Chiropractors for freeing these nerves of the pressure upon them, allowing Nature to restore the abnormal parts to normal. It is this simplicity that placed the Chiropractor in a class by himself, because he knows how and where to find where this pressure exists and how to remove it in the simplest way. This makes his work positive, simple and conclusive without the use of any of the older systems, such as Medicine, Surgery, etc.

-JF McGinnis DC "awaiting trial" (p. 9)

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 14)

1922 (June 22): *The California Telegram* [1(11)]:

-JF McGinnis DC "awaiting trial" (p. 9)

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 14)

1922 (June 29): *The California Telegram* [1(12)]:

-JF McGinnis DC "awaiting trial" (p. 9)

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 14)

1922 (July 6): *The California Telegram* [1(13)]:

-JF McGinnis DC "awaiting trial" (p. 9)

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 14)

1922 (July 13): *The California Telegram* [1(14)]:

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 11)

1922 (July 20): *The California Telegram* [1(15)]:

-lists J.F. & Edna F McGinnis DCs in its "Directory of California Chiropractors"; they are located at 19 Upper Clock Bldg., Santa Barbara (p. 7)

1923: *UCA Directory* lists James F. McGinnis, DC at 808.5 State St., Santa Barbara (p. 15)

1923 (Jan 18): James F. McGinnis, DC purchases one share (\$100) in the **Golden State College of Chiropractic (GSCC)**, which is incorporated on this date; James G Reynolds DC is president; Dr. McGinnis, a graduate and one time faculty member at the

**PSC**, practices "bloodless surgery" in Alhambra CA; see also 10/35 and Figure 1

1923: *Announcement of the Golden State College of Chiropractic* (Palmer/Davenport Archives) indicates: "Incorporated and Chartered by the State of California, Authorized Capital Stock, \$250,000; Building of Schools and Colleges, 625 South Hope Street, Los Angeles"

-Announcement indicates school is a "the class 'A' Chiropractic College of the West" (p 1), a straight chiropractic college teaching only **Palmer System Chiropractic**

-administration and faculty include (photos of each):

-Dr. James G. Reynolds, President, Dept of Palpation Technique

-Dr. E.C. Fortin, Dean and Treas., Dept of Embryology, Spinography, Obstetrics

-Dr. E.I. Moon (female), First Vice-Pres., Dept. of Philosophy

-Dr. A.B. Black, Second Vice Pres. and Business Manager

-Dr. G. Henry Ford, Secretary, Department of Bacteriology, Hygiene

-Dr. F.F. Moore, Dept. of Histology

-Dr. H.D. Welch, Dept. of Symptomatology

-Dr. I.H. Dudley, Dept. of Orthopedy and Pathology

-Dr. W.E. Hicks, Dept. of Drill Technique

-Dr. A.F. Blair, Dept of Chemistry and Toxicology, Clinic Director

-Dr. W.R. Cook, Dept. of Anatomy

-Dr. Mae Parsons, Dept. of Osteology, Pediatrics

-Dr. James Franklin McGinnis, Director

-Dr. J.L. Hurley, Dept. of Physiology

1924 (Apr 5): *FHN* [A.C. 29]; 13(15-16)]:

-BJ mentions during his West Coast tour (pp. 6-7):

Saturday evening was spent entertaining callers, among the rest of which were Dr. and Mrs. McGinnis, who rolled in from Santa Barbara ready to motor us there tomorrow morning.

This will be the last bit of this stretch of the journey..

SANTA BARBARA, FEB. 11.

Dr. James McGinnis motored down and we left Los Angeles Sunday at 10 a.m., arriving there at 3 p.m. that afternoon.

As I have said before, the Motion Picture Directors' Association had planned a big talk for all branches of the moving picture business but owing to their inability to get a hall large enough in the time that I had at my disposal before leaving town, they were unable to put it across....

-"two-thirds full page ad" with 3 photos from "McGinnis & McGinnis, CHIROPRACTORS, 808.5 State Street, Santa Barbara" (p. 11)

-reprint of newspaper ad (p. 12):

**B.J. of Davenport  
Radio Fans Note**

Fallon & Co., KFJH, are going on the air tomorrow night at 9 o'clock sharp with Dr. B.J. Palmer as speaker. His famous lecture will cover the United States from Santa Barbara

Listen in at 9 o'clock

Arranged by Chiropractor McGinnis

-BJ notes that "Santa Barbara has two daily papers, one morning and one evening. Each of them had a two-thirds page ad. We reproduce both, as they are different." (p. 13):

**B.J. of Davenport SAYS:**

**"Following the path of Least Resistance is what makes Rivers and Men crooked-"**

Get out of the rut, take your ailments to a competent Chiropractor and get well.



Chiropractor James F. McGinnis will give you more health per dollar than you are expecting.

**LICENSED CHIROPRACTOR**  
808 1-2 STATE STREET

**B.J. and Mable of Davenport**

We heartily welcome you to Santa Barbara. We are indeed grateful for the privilege of entertaining you who have done so much for suffering humanity.

Santa Barbara is highly honored by the presence of a nationally known family.

B.J., your lecture before a joint meeting of Santa Barbara's many clubs under the auspices of the Kiwanis Club, Wednesday noon, February 13th, is looked forward to by the big men of Santa Barbara and they will not be disappointed.

THIS OFFICE WILL BE CLOSED WEDNESDAY AND THURSDAY OF THIS WEEK

Chiropractors - McGinnis & McGinnis - 808.5 State St.

-reprint of another ad for BJ's lecture tour (p. 16):

**WHY DOES B.J. WEAR LONG HAIR?  
TO ATTRACT YOUR ATTENTION**

He gets two looks by the passers-by while you get one. It is an uncommon thing to say B.J. and Mable but that is their wish. They have made good and we know why. Their ways are simple. Their Chiropractic systems are just as simple. Thousands upon thousands are getting well every day because J.B. and Mable are giving you simple facts.

Chiropractic will do for you what no other system can do. A CHIROPRACTIC ANALYSIS of your spine costs you nothing at the McGINNIS OFFICE.

808.5 State Street



-McGinnis ad (p. 17):

**B.J. of Davenport  
Get off the hose**

B.J. Says, "Make Good or Make Room:

"Not How Little for How Much, but How Much for How Little"

If you have a better mouse trap than your neighbor, tell the world about it- advertise it and let printers' ink work for you.

Chiropractor McGinnis says:

We are at your service. Our past four years in Santa Barbara has proven that 95 per cent of all cases accepted at this office have shown good results.

We have advertised and the Daily News and Morning Press have told our story and the results are, we have the largest and most modern chiropractic office in Santa Barbara. Separate apartments for ladies and gentlemen, with automatic equipment, lady attendant and quick service.

James F. McGinnis is a graduate and ex-faculty member of B.J. Palmer's school. He uses only the Palmer system and you get better results.

808 1-2 State Street

1924 (Aug/Sept); *Golden State Chiropractic Message* (2[5]), published by the **GSCC**:

-ad for "**Neuropyrometer**....manufactured by Wm. Meyer X-ray Company of Chicago," offered by **EC Fortin** DC, "exclusive Pacific Coast Representative" at 523 Loew's State Building, Los Angeles (inside front cover)

-group **photo** of "Faculty and Student Body of the **Golden State College of Chiropractic**" (p. 1)

-administration and faculty include (pp. 2-5):

-DR. E.C. **FORTIN**, President and Dean, Dept. of Obstetrics, Gynecology and Spinography (**photo**)

-DR. EDITH IONA MOON, Vice-President, Dept. of Pathology (**photo**)

-DR. A.F. B.AIR, General Manager and Superintendent of Clinic, Instructor of Symptomatology and Pediatrics (**photo**)

-DR. G. HENRY FORD, Dept. of Neurology (**photo**)

-DR. ISABEL H. DUDLEY, Dept. of Orthopedy (**photo**)

-DR. B.J. WOOD, Dept. of Philosophy, Technique, Bacteriology and Hygiene (**photo**)

-MAE C. PARSONS, D.C., Ph.C., Instructor in Osteology and Syndesmology (**photo**)

-GRACE COURTNEY, D.C., Ph.C., Instructor in Nerve Tracing and Technique

-MA NELSON, B.S.C., D.C., Ph.C., Instructor in Anatomy, Physiology, Histology and Chemistry

-A. LUCILE PEAKE, D.C., Instructor in Physiology of the Nervous System

-PE GARDNER, D.C., M.S.C., *Quiz Master*

-Composing the Board of Directors are:"

-**EC Fortin** MD, DO, DC, Chairman

-AF Blair DC, PhC, Secretary-Treasurer

-Edith Iona Moon DC

-Isabel H Dudley DC, PhC

-BJ Wood DC, PhC

-HL Lyon DC, PhC

-Raymond Graf, DC, PhC

-The Field representatives are:"

-JH Rose AB, DC

-Mrs. Ivy W. Nelson AB, DC, PhC

-**EC Fortin** authors "The **Neurocalometer**," notes that **GSCC** has adopted the **Neuropyrometer**, manufactured by the Wm. Meyer X-ray Company of Chicago, because **BJ Palmer** retains rights to teach and lease **Neurocalometer** exclusively for **PSC** students and grads (p 7)

-group **photo** of "Annual Chataqua, **Golden State College of Chiropractic**, Brookside Park, Pasadena, August 3rd, 1924 (pp 8-9)

-notes **GSCC** requires 3,162 hours to graduate, although CA law requires only 2,400 (p. 9)

-notes first graduation for **GSCC** (pp. 12, 15):

The first graduation exercises of the **Golden State College** were held the evening of May 6, in Patriotic Hall at 18th Street and Figueroa, when the Atlas Class formally completed its studies and turned from the mingled fun and work of student days to responsibilities of the field....

-Graduates in this first class are:

-Harvey N. Christensen

-Mabelle Kelso Shaw

-Lulu B. B. Stuber

-Bertha F. Taylor

-James C. Tobin

-J.R. Tannyhill

-Dr. Lilly Amelia Hallstrom

-Post Graduates are:

-Dr. Charles James

-Dr. Julius Menke

-Dr. J.H. Willson

-Valedictory speech of **Mabelle Kelso Shaw**, "Uncharted Seas" (pp 13-5), who graduates in this first class

-**GSCC** located at 1713 South Flower St., LA n(p. 15)

1924 (Sept 27): **FHN** [14(3)]:

-letter to BJ from **James F. McGinnis** DC (p. 9):

Santa Barbara, Calif., Sept. 10, '24

Dear B.J.:

"**The Hour Has Struck**" has just arrived and I must confess that it has given me the points which I did not before know. The time will come when I will have one, if it's for me. Thanks. As B4

James F. McGinnis DC

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

-(?Editor **J. Lewis Fenner?**) notes article on ethics by CE Parsons DC of LA in the *Golden State Chiropractic Message* for June, 1924 (p. 7)

1924: Eclectograph (yearbook of amalgamated Eclectic College and LACC) lists ad for E.P. Webb, DC, "Chiropractor and **Chirothesian**" (Eclectograph, 1924, p. 87)

1926 (Apr): *California Chiropractic Bulletin* (1[11]:1,4), the "Official Organ of the California Chiropractic Defense Committee," edited by **James Compton** DC and published in Sacramento, notes that **James F. McGinnis** DC, graduate of the **PSC** is among those who have sought a **Drugless Practitioner** (DP) certificate from the Board of Medical Examiners; most listed applicants for DP certificates are **LACC** graduates; also notes that **Leo W. Hosford** is President and Dean of the **San Francisco College of Chiropractors and Drugless Physicians**, that **LACC** teaches "electro-therapy and hydro-therapy," and that **Joseph A. Sanford** is President of the **Western College of Chiropractic and Drugless Therapy**

1927 (Oct 4): letter from **TF Ratledge** to **James F. McGinnis** DC at 225 West Sola St., Santa Barbara CA (Ratledge papers, SFCR; in my McGinnis file):

Dear Dr. MacGinnis[sic]:

Your letter of September 30 received, and I assure you that I appreciate an encouraging word for I am putting forth continuous efforts in behalf of the science of chiropractic and I mean by that, chiropractic as a science and not merely a name for a drugless practice.

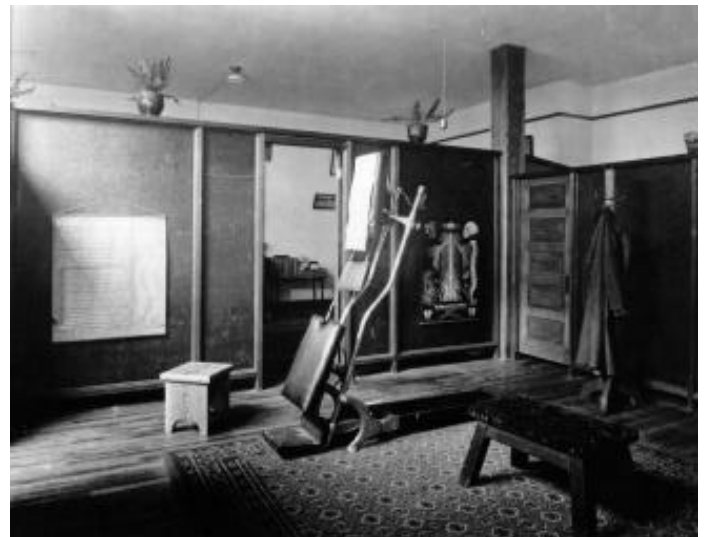
I regret very much that chiropractic is so inadequately understood by chiropractors themselves. It is little wonder that the public has some difficulty in recognizing that there is a chiropractic science when as a rule so much fake and unscientific modalities are tacked on to it. There never was a time when chiropractors, by which I mean men who know chiropractic to be a science, have combined their force in resisting the medical invasion through the weak ranks or their drugless allies, who are, in fact, largely traitors and whose motives toward chiropractic are traitorous, and who have no greater incentive than immediate and personal advantages to activate them in their own defense. They are not, therefore, an asset to us or to the chiropractic movement, but are instead a serious liability.

With best wishes, I am,

Yours very truly,...

TFR:NC

PHOTOGRAPH



1935 (Oct): *The Scientific Chiropractor* (Vol. 1, No. 3) lists officers of the NACC: (p. 3)

-AF Blair of LA, President

-Clinton A Tawse DC of Monterey, vice-president

-CO Hunt DC of Sacramento, sec'y

-**photo** of banquet at the **NCA** and **NACC** joint convention at Hollywood Roosevelt Hotel, Hollywood, July 28-Aug 4, 1935 (pp. 12-13)

-**Gordon M. Goodfellow** was elected vice-president of the **NCA** at the Hollywood convention in July/August (p. 14)

-**photo** of **Beeman's Chiropractic Sanitarium** at 2751 East Telegraph Road, **Whittier** (p. 18)

-**photos** of **Grand View Sanitarium**, EE Lewarton DC, superintendent (p. 22)

-ad and **photo** of **James Franklin McGinnis** DC, 2217 S Hoover St, LA, who offers painless, bloodless abdominal operative correction (p. 23); McGinnis had been co-incorporator of **GSCC** (see 1/18/23)

-ad for **J. Ralph John** DC at 587 N Garey St, Pomona CA, who offers chiropractic, **radionics** and PT (p. 24)

-ad for "Dr. **Hiss** Classified Shoes" at 740 S Flower St, LA, "The Home of Flying Feet" (p. 25)

1936 (Aug): *The Chiropractic Journal* (NCA) (5[8]):

-ad with **photo** for **McGinnis'** "ADVANCED SCIENTIFIC, PAINLESS AND BLOODLESS CHIROPRACTIC MANIPULATIVE OPERATION" (p. 53) notes demonstration will be held in Indianapolis on August 11 at 10:45 AM, during NCA convention, August 9-14; notes his method of operation was "discovered in 1914"

1936 (Oct): *The Chiropractic Journal* (NCA) (5[10]):

-ad with **photo** for **McGinnis'** "Chiropractic Manipulative Bloodless Operation" (p. 49)

1936 (Nov): *The Chiropractic Journal* (NCA) (5[11]):

-includes "Dr. Francis J. Kolar" sketch (p. 35):  
PHOTOGRAPH



Francis J. Kolar, D.C.

1937 (Apr): *The Chiropractic Journal* (NCA) (6[4]):

-ad with **photo** for **McGinnis'** "Chiropractic Bloodless Surgery" (p. 45)

1937 (May): *The Chiropractic Journal* (NCA) (6[5]):

-ad with **photo** for **McGinnis'** "Chiropractic Bloodless Surgery" (p. 45)

1937 (June): *The Chiropractic Journal* (NCA) (6[5]):

-ad for **McGinnis** poses question "What has Drugless and Bloodless Surgery to Do with Chiropractic?"; prints letter from anonymous California DC (p. 53)

1937 (July): *The Chiropractic Journal* (NCA) (6[7]):

-ad for McGinnis: "Relief from Adhesions...Published in YOUR HEALTH MAGAZINE - Number Seven" (p. 51)

1937 (Aug): *The Chiropractic Journal* (NCA) (6[8]):

-ad for **McGinnis'** "What is Drugless and Bloodless Surgery?" (p. 51)

1937 (Sept): *The Chiropractic Journal* (NCA) (6[9]):

-ad for **McGinnis'** "The Prostate and Its Treatment" (p. 47)

1937 (Oct): *The Chiropractic Journal* (NCA) (6[10]):

-ad for **McGinnis'** "The Prostate and Its Treatment" (p. 47)

1938 (Feb): *The Chiropractic Journal* (NCA) (7[2]):

-ad for "Advanced Chiropractic Which is Bloodless and Painless Surgery" (p. 42) from Drs. Miller & Quinn, at 1526 Ninth Avenue, Rock Island IL

-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery Marches On!" includes photo of certificate in "Bloodless Surgery from the "Association of Drugless and Bloodless Manipulative Surgeons of America"; notes McGinnis is touring the east coast (p. 45)

1938 (Mar): *The Chiropractic Journal* (NCA) (7[3]):

-ad for "Advanced Chiropractic Which is Bloodless and Painless Surgery" (p. 42) from Drs. Miller & Quinn, at 1526 Ninth Avenue, Rock Island IL

-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery" includes testimonials from Dr. JE Miller of Washington DC and JH Gillenwater of Cumberland KY (p. 45)

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

-ad for Texas Chiropractic College in San Antonio notes that F.J. **Kolar** will give a demonstration of "Bloodless Surgery" at the "Home Coming Convention of the Alumni Ass'n of the Texas Chiropractic College, April 28th, 29th and 30th, Plaza Hotel" (p. 31)

-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery" includes many testimonials, including one from Annie Farmer DC of San Antonio TX (p. 41)

1938 (May): *The Chiropractic Journal* (NCA) (7[5]):

-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery: A Normal Woman is A Happy Woman" (p. 49)

1938 (June): *The Chiropractic Journal* (NCA) (7[6]):

-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery: Toxemia" (p. 49)

1938 (July): *The Chiropractic Journal* (NCA) (7[7]):

-ad with **photo** for "Scientific Bloodless Surgery" (p. 45) from Dr. R.L. Heines Sanitarium, at 536 S.W. 12th Ave., Miami FL  
-ad for **McGinnis'** "Chiropractic Drugless and Bloodless Manipulative Surgery" (p. 47)

-ad for "Advanced Chiropractic Which is Bloodless and Painless Surgery" (p. 51) from Drs. Miller & Quinn, at 1526 Ninth Avenue, Rock Island IL

McGinnis will give demonstrations at NCA convention in Toronto  
-ad for McGinnis' "Chiropractic Drugless Surgery" includes testimonial from Dr. A.J. Unthank of Atlanta (p. 49)

1938 (Aug): *The Chiropractic Journal* (NCA) (7[8]):

-McGinnis ad: "Attention Michigan Chiropractors! And All Northeastern United States Chiropractors!" (p. 41) notes that

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

-ad for McGinnis' "Chiropractic Drugless and Bloodless Manipulative Surgery Class, Indianapolis, Indiana, July, 1938" (p. 47) features photo below:

PHOTOGRAPH



Participants above include (L to R): Drs. HW Christian, Jasper, Alabama; female assistant; Wm.H. Gwynn, Indianapolis; Susie M. Schaus, Des Moines; Sylvia L. Bartlett, Martin SD; H. Lesley Brooks, Indianapolis; Geo. C. Watkins, Indianapolis; McGinnis; D.F. Davis, Indianapolis; Wm. Ellery, Indianapolis; Wm. C. Saner, Hedrick IA; C.N. Wirth, Gillespie IL; A.I. Berninger, M.D., Indianapolis



Cover of *Chiropractic History* 1991 (June); 11(1)



“Chiropractic Painless, Bloodless Operation by Dr. McGinnis” from *Success: Walk In*

1938 (Oct): *The Chiropractic Journal* (NCA) (7[10]):

-ad for McGinnis' "Chiropractic Drugless and Bloodless Manipulative Surgery" includes testimonial from J.H. Gillenwater DC, ND of Cumberland KY (p. 41)

1938 (Nov): *The Chiropractic Journal* (NCA) (7[11]):

-ad for McGinnis' "Chiropractic Drugless and Bloodless Manipulative Operations" includes testimonial from D.F. Davis, D.C. of the Indiana Chiropractors Association, Department of Political & Legislative Relations (p. 45)

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

-ad for McGinnis' "Chiropractic Drugless and Bloodless Manipulative Surgery" (p. 41)

1939 (Feb): *The Scientific Chiropractor* (4[9]) includes:

-full page ad with good photo for "Chiropractic Drugless & Bloodless Manipulative Surgery - Advanced Technic" offered by James F. McGinnis at 918 South Garfield Avenue, Alhambra CA (p. 8)

1939 (June): *The Scientific Chiropractor* (5[1]) includes:

-James F. McGinnis DC, "Originator and teacher of McGinnis Chiropractic Drugless and Bloodless Operations" at 918 S Garfield Ave, Alhambra CA is member of NCA, authors "The Prostate and its Treatment" (p. 22)

1939 (Oct): *The Scientific Chiropractor* (5[5]) includes:

-ad from James F. McGinnis DC at 918 S Garfield Ave, Alhambra CA: "What minor diseases and symptoms combine to make up the disease called CANCER?" (p. 19)

1940 (Jan): *The Scientific Chiropractor* (5[8]) includes:

-publishes review of "Precise Construction Case"; notes (pp. 4-5):

At a regular meeting of the Officers, Board of Directors, Advisory Committee and Unit Counselors held in Fresno, California, December 9th and 10th that body went on record as finding it now necessary to assist in a proper appeal of the MacGranaghan Precise Construction Case. Excerpts from the "Findings of Fact and Conclusion of Law" and the "Judgement" as quoted below will show our readers the necessity of such action.

-ad for James F. McGinnis, "Chirothesian Practitioner," notes that "if you follow a simple course of instructions you can even practice without a license" (p. 23)

1940 (Mar): *National Chiropractic Journal* [9(3)] notes:

-"Professional Directory; Open to NCA Members Only" includes under "CALIFORNIA":

"JAMES F. McGINNIS, Chirothesian Teacher, 918 So. Garfield Ave., Alhambra." (p. 55)

PHOTOGRAPH



James F. McGinnis at banquet during NCA's annual convention in Minneapolis, 1940 (see also NCA Photos)

1940 (Sept): *National Chiropractic Journal* [9(9)]:

-ad "The Original Tried and Proven Deep Manipulative Technique by James F. McGinnis, D.C., N.D., C.P."; notes McGinnis will be a La Salle Hotel in Chicago during late September for the Drugless Physicians Convention (p. 47)

1940 (Nov): *National Chiropractic Journal* [9(11)]:

-ad for McGinnis reads "Jim and Judy say: Merry Christmas and Happy New Year" (p. 43)

1940 (Dec): *National Chiropractic Journal* [9(12)]:

-ad for McGinnis "Advanced Technique" (p. 45)

1941 (May 27): letter from **TF Ratledge** to JF McGinnis DC, CP in Alhambra CA re: "Advanced Drugless and Bloodless Manipulative Technique" (Ratledge papers, SFCR; in my McGinnis folder)

1941 (June 2): letter to **TF Ratledge** from JF McGinnis DC, CP in Alhambra CA (Ratledge papers, SFCR; in my McGinnis folder)

1943 (Sept): Dr. **James F. McGinnis** (co-founder of **GSCC**) forms the "Advanced Manipulative Chiropractic Association" in LA (Smallie, 1990)

1945 (Feb): **JCaCA** prints "Official Directory of Chiropractic BLOODLESS SURGERY...Sponsoring the James F. McGinnis Technic" (p. 29)

1945 (Apr): *Drugless Monthly* [3(2)], published by Glen J. Sipes, DC at 26 O'Farrell St, San Francisco, "for the Drugless Profession of California," includes:

-ad for "Chiropractic Bloodless Surgery; The McGinnis Technique" (p. 18)

1945 (May): *Drugless Monthly* [3(3)] includes:

-ad for "Chiropractic Bloodless Surgery; The McGinnis Technique" (p. 18)

1945 (July): **JCaCA** prints McGinnis ad (p. 14):

**James F. McGinnis, D.C.**

CONSULTANT AND TEACHER IN ADVANCED  
CHIROPRACTIC ARTS Since 1916

Cooperative assistance to the Chiropractic Profession. Fully equipped for the advanced technique work. A known teacher of the science.

Your Stubborn Problem Cases Will Receive My Personal Attention  
By Appointment Only

Los Angeles class opens September 1st under the direction of  
JAMES F. MCGINNIS, D.C.

San Francisco class opens September 1st under the direction of  
J. WILL McCANN, D.C.

1945 (July): *Drugless Monthly* [3(5)], published by Glen J. Sipes, DC at 26 O'Farrell St, San Francisco, "for the Drugless Profession of California," includes:

-ad for "James F. McGinnis, D.C., Consultant & Teacher in Advanced Manipulative Chiropractic Arts, Since 1916" (p. 10); offers classes in LA and SF

1947 (Oct): *Chirogram* [16(12)] notes:

-brief obit for McGinnis (p. 29):

The news of the sudden passing of Dr. James F. McGinnis on August 16th came as a shock to the Chiropractors of California. The indomitable spirit of this pioneer Chiropractor and teacher long will be remembered.

1948 (Dec): *National Chiropractic Journal* [18(12)]:

-ad (p. 64):

#### ESTATE PURCHASE

SEND \$35.00 FOR ONE PAIR OF THE  
ORIGINAL DR. JAMES F. MCGINNIS  
AMETHYST ANESTHESIA LENSES

Used to desensitize and relax viscera. Includes 24 page "BLOODLESS SURGERY" booklet and directions for using lenses.

#### PHYSICAL THERAPY CO.

1330 West Sixth St. Los Angeles 14, Calif.

1965 (Feb 12): letter from **Stanley Hayes** DC to **Leonard W. Rutherford** DC, 1st VP of **ICA**, at 339 W. Broadway, Eugene OR (Hayes collection):

Dear Dr. Rutherford:

About 30 years or so ago, one **Francis J. Kolar**, D.C. conducted in Wichita, Kansas, for a period of several years what he called a "Painless and Bloodless Surgical" Clinic. He apparently did a big business by getting chiropractors to refer all their problem cases to him. His principal "come-on" for that purpose was a big program of advertising in the *NCA Journal*. It was not run as frank advertising but under the deceptive title, "Special Correspondence." He was apparently in cahoots with Dr. **L.M. Rogers**, the Journal Editor. I would very much like to get some facts about **Kolar** -- especially when he started his quackery in Wichita, how long he kept it up, and why he left. He was, of course, operating as a "chiropractor."

Since his Journal advertisements stopped, I have never heard another word about him, but have now ascertained that he is listed as a chiropractor and is practicing at 193 Roxbury Street, Santa Clara, California. I understand that it is hard to get an appointment with him -- which suggests to me that he is probably still operating a con game under a chiropractic license. I have been told that Dr. **Cleveland**, Sr. knew a lot about him when he was in Wichita and could probably inform me about him in general. Since I have never met Dr. **Cleveland**, and since he knows nothing about me or what I want with this information, he would probably toss my letter in the wastebasket -- and that would be that. If, however, he knew that I wanted to reveal **Rogers'** collusion with quackery, he might be willing to give me the facts I need.

Knowing how busy you are bound to be, I hesitate to ask this favor of you. But if you will write Dr. **Cleveland** a note telling him why I want the information I will greatly appreciate it. If you feel free to do that, then I will write Dr. **Cleveland** as soon as you inform me that you have contacted him.

With every good wish, I am, Sincerely yours,...

1965 (Mar 8): letter to **Stanley Hayes** DC from **Leonard W. Rutherford** DC, 1st VP of **ICA**, at 339 W. Broadway, Eugene OR (Hayes collection):

Dear Doctor Hayes:

Replying to your letter of February 12th regarding **F.J. Kolar**, D.C., may I say that while in Los Angeles last week end I discussed this with Dr. **Carl Cleveland**, Sr. of the Cleveland College in Los Angeles.

He will be happy to give you any information he has on this matter and he has requested that you write to him at your convenience.

Kindest regards and I trust that this finds all well. Sincerely,....  
cc: Dr. **Carl Cleveland**, Sr.

#### Advertising Index

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#### References:

*Eclectograph*. Yearbook of the amalgamated Los Angeles College of Chiropractic and the Eclectic College of Chiropractic. Los Angeles: the College, 1924

It's a wonderful life: Dr. Forrest Shaklee, 1895-1985. *Chiropractic Achievers* 1988 (Fall); 2(6): 66-9, 71

Peters RE, Chance MA. Milestones in spinography: an Australian perspective. *Chiropractic Journal of Australia* 1993 (Mar); 23(1): 15-28

Wardwell WI. *Chiropractic: history and evolution of a new profession*. St. Louis: Mosby Year Book, 1992

PHOTOGRAPH



James F. McGinnis, D.C., N.D., C.P.



## Administrative Chronology of the LACC and its predecessor institutions, 1911-1961

<b>Term</b>	<b>School</b>	<b>President (or CEO)</b>	<b>Dean</b>
1911-1920	Los Angeles College of Chiropractic ( <b>LACC</b> )	Charles A. Cale, DC, ND, founder and owner	?
1921-22	<b>LACC</b>	Charles A. Cale, DC, ND, founder and owner	George Starr White, MD, PhD, DC
1923	<b>LACC</b>	Linnie A. Cale, DC, DO	George Starr White, MD, PhD, DC
1925-1947	<b>LACC</b>	Charles H. Wood, DC, ND, owner	Linnie A. Cale, DC, DO
1947 (May) - 1948 (July)	<b>LACC</b>	?(purchased by <b>CCEF</b> in May, 1947, non-profit)?	Benedict Lupica, MA, DC
1948 (June)	<b>LACC</b>	J Ralph John, DC	Raymond H. Houser, DC
1949- ??	<b>LACC</b>	Ralph J Martin DC, PhC, ND	Raymond H. Houser, DC
1953-1974	<b>LACC</b>	George H. Haynes, DC, MS (CEO)	George H. Haynes, DC, MS
1974-76	<b>LACC</b>	George H. Haynes, DC, MS	?
1917	Eclectic College of Chiropractic ( <b>ECC</b> )	Charles H. Wood, DC, ND, founder and owner	?
1923	<b>ECC</b>	Charles H. Wood, DC, ND, founder and owner	?
1924?	<b>ECC merges into LACC</b>	-	-
1923	Golden State College of Chiropractic ( <b>GSCC</b> )	James G. Reynolds, DC, founder and co-owner	?
1924?	<b>GSCC merges into LACC</b>	-	-
1958	Hollywood College of Chiropractic ( <b>HCC</b> )	?	Robert W. Dishman, DC
1962 or 1963	<b>HCC merges into LACC</b>	-	-
1925	Cale College of Chiropractic ( <b>CCC</b> )	Charles A. Cale, DC, ND, founder and owner	?
1929	<b>CCC</b> becomes Southern California College of Chiropractic ( <b>SCCC</b> )	?	?
1931	<b>SCCC</b> becomes College of Chiropractic Physicians & Surgeons ( <b>CCP&amp;S</b> )	?	?
1933- 1935	<b>CCP&amp;S</b>	RC Bertheau, DC, ND	JP Mason, DC, ND
1936- 1937	<b>CCP&amp;S</b> renamed <b>SCCC</b>	RC Bertheau, DC, ND	JP Mason, DC, ND
1938- 1942	<b>SCCC</b>	CB Eacrett, DC, ND	Wolf Adler DC, ND
1944- 1945	<b>SCCC</b>	CB Eacrett, DC, ND	Patrick Lackey, ND, DC
1947	<b>SCCC</b> purchased by CCEF, merges with "new" <b>LACC</b>	-	-