



chiropractic: the unscientific cult



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INTRODUCTION

The medical profession regards chiropractic as an unscientific cult whose practitioners lack the necessary training to diagnose and treat human disease.

Since the birth of chiropractic in 1895, the medical profession has been warning the public of the hazards involved in entrusting human health care to these cult practitioners.

In 1963, the American Medical Association formed a Committee on Quackery composed of five physicians. The Committee first was assigned the specific mission of determining the true nature of chiropractic and its practitioners, and to inform the medical profession and the public of its findings.

The House of Delegates, governing body of the American Medical Association, has said formally:

"Either the theories and practices of scientific medicine are right and those of the cultists are wrong, or the theories and practices of the cultists are right and those of scientific medicine are wrong."

Through the years, chiropractic spokesmen have alleged that the medical profession opposes the cult because of economic competition. In truth, it is the doctor of medicine who is called upon to repair the damage caused by the chiropractor directly or by his delaying proper medical care. Medicine's motive simply is to try to keep poorly-trained individuals from performing functions for which they are totally unqualified.

In its quest for objective, accurate information on chiropractic, the AMA Committee on Quackery sought out textbooks presently used in chiropractic schools, literature presently dispensed at chiropractic school bookstores, statements by chiropractic leaders in current chiropractic journals and reports and in the official records of the courts.

This booklet contains pertinent parts of the information obtained. It is intended to provide a genuine, objective look at chiropractic concepts and teachings as they are being presented today to students in chiropractic schools—and to the public.

Chiropractic is defined by Webster's New International Dictionary as "a system, or the practice, of adjusting the joints, especially the spine, by hand for the curing of disease."

This chiropractic advertisement appeared recently in the Beaumont, Texas, *Sunday Enterprise*. Chiropractors, by this and similar advertisements, would have the public believe that "adjusting the joints, especially the spine, by hand" is the proper treatment for cancer . . . for polio . . . for arthritis . . . for multiple sclerosis.

Medicine, law and other respected professions regard advertising not only as unethical but a confession of inferiority. In contrast, chiropractic strives to sell its ever-broadening, unscientific claims directly in the public market, rather than permitting scientific evaluation of its methods.

By law, chiropractors cannot prescribe drugs or perform surgery. Yet they would have the public believe that they are competent to diagnose and treat all human ills. †

HOW DID CHIROPRACTIC ORIGINATE? Here's the beginning.

The science of medicine has evolved from a fund of knowledge accumulated and proved by scientific methods through the centuries. Not so chiropractic. It sprang from the mind of one man—Daniel David Palmer. Here is how a chiropractic leader describes its origin. (Written by chiropractor A. E. Homewood, former Dean of the Canadian Memorial Chiropractic College, Toronto, and now on the faculty of Lincoln Chiropractic College, Indianapolis, Indiana.) †

CHIROPRACTIC

The rebirth of Hippocrates' rachiotherapy under the name of chiropractic occurred in Davenport, Iowa, in 1895, when a native of Port Perry, Ontario, Daniel David Palmer adjusted the fourth thoracic vertebra of the negro janitor, restoring hearing that had been seriously impaired for some 17 years. D.D. Palmer was not a graduate of one of the finer, or even smaller, universities of his day and thus did not have entree and acceptance into the circles of science and healing. D.D. Palmer was a self-educated man, similar to many of his day who achieved prominence and fame despite their lack of formal education and degrees. Palmer was a grocer and magnetic healer, rather than a "fish peddler" as the critics of chiropractic are prone to aver.

Apparently D. D. Palmer and his followers, who often have repeated this story of the janitor's restored hearing by spinal manipulation, did not know that the nerves controlling hearing are contained in the head only and do not reach the spine.

Daniel David Palmer
Founder of Chiropractic



This is D. D. Palmer, "grocer and magnetic healer," who founded the chiropractic cult in 1895 in Davenport, Iowa. His original, unscientific ideas of "healing" are still followed by chiropractors today.

WHAT ARE THE ACTUAL PRINCIPLES BEHIND THE PRACTICE OF CHIROPRACTIC? WHAT DO CHIROPRACTORS ACTUALLY BELIEVE?
 The next few excerpts deal with these questions.

Even among themselves chiropractors do not agree as to what constitutes the practice of chiropractic. This part of a ruling of a Federal District Court upholding Louisiana's right to refuse to license chiropractic shows the differing beliefs of chiropractors. In a 1966 opinion, the U.S. Supreme Court affirmed the U.S. District Court ruling in this case, *England v. Louisiana State Board of Medical Examiners*. ↓

From a land of resistance to the viruses and germs which are always present in the body. 11

There seem to be two schools of chiropractic. The members of the International Chiropractic Association apparently believe that there is one cause of disease--subluxation of the vertebrae--and one cure--manipulation of the spine to relieve the subluxation. The American Chiropractic Association, while not as absolute in its approach to the problem of disease, nevertheless feels that chiropractic is a complete and independent healing art which not only can prevent disease, but can cure disease if the manipulation of the spine begins in time.

With one possible exception,¹² all of the legal issues presented in this case were decided adversely to plaintiff in *Louisiana State Board of Medical*

A statement on the "cause" of disease by the founder of chiropractic, D. D. Palmer, as reproduced in 1963 by the American Chiropractic Association. Such a statement, of course, is contrary to all scientific evidence. ↓

proper position and consequently their usual functions--health being the result. . . . Page 97.

I emphatically affirm, as I did thirteen years ago, that about 95 percent of diseases are caused by displaced vertebrae; the other five percent, including corns and bunions, come from luxated joints other than those of the backbone. Where joints are not ankylosed, they may be replaced by one move, the tenderness disappearing at once. . . . Page 100.

B. J. Palmer, the son of D. D. Palmer, and who was known as the "Developer" of chiropractic, made these unqualified statements in 1949. For many years, "B. J." was the leading spokesman for the cult of chiropractic, and such unscientific statements as the one below are still believed by chiropractors. ↓

What is the fundamental success formula upon which Chiropractic and Chiropractors did succeed in earlier days, and some do succeed now in spite of handicaps many Chiropractors beset our paths with?

Chiropractor has Chiropractic for sale.

Chiropractic principle has the vertebral subluxation as the cause of all disease.

Sick people are buyers of Chiropractic to produce health.

Chiropractic practice has the vertebral adjustment as the cure of all disease.

Between Chiropractor and patient there is an exclusive simple and single constant which, if adhered to, brings success.

It is as simple as that!

We predicated our entire approach years ago, and have consistently fol-

The following statement (See p. 8) was made under cross-examination in the *England* case by Joseph Janse, President of the National College of Chiropractic in Lombard, Illinois, who also serves as the Chairman of the American Chiropractic Association's Council on Public Health.

Vaccines have aided greatly in controlling, or virtually eliminating, various diseases that formerly were the cause of large-scale epidemics throughout the United States. The medical profession, the United States Public Health Service, the American Public Health Association, and other groups emphasize the value of immunization. International travelers are required to receive various inoculations

prior to departure but chiropractors still oppose them. ↓

Q You mean you hesitate to use immunization?

A I think that any person hesitates to use the heroics of artificial immunization, especially in tetanus.

Q Well, do you use tetanus toxoid or polio vaccine on your patients?

A No, we do not use it. Personally we do not use it.

Here is what chiropractors J. R. Verner, C. W. Weiant and R. J. Watkins say in their 1953 book, *Rational Bacteriology*, about tried and proven medical preventive measures for five enumerated diseases. ↓

Details of the results with BCG are found under Statistics.

Of the so-called specific sera just mentioned (typhoid, diphtheria, tetanus, rabies, and tuberculosis) Tissot writes, "THESE FIVE INOCULATIONS SHOULD BE PROHIBITED!!! There must never be, under any pretext, reason for inoculating any living organ."

Chiropractic theory is that all diseases spring from a subluxation, or misalignment, of the vertebrae. This theory often leads chiropractors into statements such as these. They are answers given under cross-examination by chiropractor W. D. Harper, Dean of the Texas College of Chiropractic, in testimony in the court case of *England v. Louisiana State Board of Medical Examiners*.

Harper is an engineer, but he teaches pathology at his school. He admitted that pathology was not included as a course of study when he was studying engineering. ↓

Q Could you tell us what vertebrae is affected by cross examination?

A All of them.

Q So that the gamut of diseases is possible as a result of being a witness?

A Chronic irritation of the nervous system.

Q You could get polio?

A It's possible.

What the basic principles of chiropractic should not include was stressed in this resolution adopted by the International Chiropractors Association's Representative Assembly in 1962. The resolution by one group of chiropractic critics, in effect, the majority of chiropractors who use adjunctive, medical-type procedures in addition to manual adjustments. ↓

The International Chiropractic Association, on the other hand, in contending that it will "no longer tolerate those persons hiding behind the D.C. degree in order that they may practice their own special brand of medicine, physiotherapy or quackery," defines chiropractic contrarily. The Representatives Assembly of the I.C.A., for example, during its August, 1962, assembly, adopted the resolution that:

... Intra-professional efforts adhere to the premise and only the premise that chiropractic philosophy, science and art deals with the adjustment by hand of the spine and pelvis for the purpose of correcting vertebral subluxations and that the force released into the body by the adjustment is utilized by innate intelligence to effect restoration and maintenance of health within the body's recuperative powers. Chiropractic is not physiotherapy, medicine, vitamin therapy or other adjunctive procedures. This statement is not to be construed to eliminate analytical procedures commonly employed by doctors of chiropractic to locate vertebral subluxations. (I.C.A. Journal, October, 1962)

Those who stick to "straight chiropractic" treatment methods and offer spinal manipulation as a superior treatment for all or most disease processes are not, as a rule, "bothered" with the difficulties

And a former president of the International Chiropractors Association, John Q. Thaxton, affirmed the intent of the resolution in this statement published in December, 1963, in the *International Review of Chiropractic*. Thaxton represents that group of chiropractors known as "straights." The other group known as "mixers," comprises the majority of chiropractors in the United States, and are represented by the American Chiropractic Association. ↓

are represented as professional men practicing a distinct science.

One government official, upon learning the aims and purposes of the International Chiropractors Association, was amazed when he found that chiropractic was NOT a branch of medicine, NOT physiotherapy, NOT electrotherapy, NOR a haven for purveyors of worthless food supplements — and that our official publication accepted no advertising of such products. He was appreciative of the cooperation of ICA members and pledged total cooperation of the Department of Health, Education, and Welfare.

Another chiropractor, Vernon H. Grogan, a member of the Missouri Board of Chiropractic Examiners, voiced this criticism of his own "profession" in 1964. †

Some Approaches Forbidden

"Chiropractors cannot use heat, light, air, water, or electrical and mechanical devices in treatment," Dr. Grogan explained.

"Ultrasound, heat machines and the like are not permitted," he said. X-rays can be taken in examination, however.

"Many of the vitamins, food supplements and therapeutical devices being fostered upon the public are worthless or at best greatly inferior to those prescribed by the ethical and legitimate doctor of medicine," he said.

Dr. Grogan said, "This type of illegal practice has gotten so far out of hand that these items are openly displayed at chiropractic conventions and advertised in chiropractic publications as a part of chiropractic procedure and practice.

Chiropractic literature is seldom modest in its claims. Here is an all-inclusive, public statement by B. J. Palmer, the number one chiropractic spokesman until his death in 1961. †

CHIROPRACTIC SOLUTION OF SICKNESS

If race is to improve, become better, be of greater service in future than past, see a better unit thereby a greater humanity, disease must decrease.

That which holds us down is sickness, that which makes lame halt, sight blind, hearing deaf, limber muscle stiff, which causes 45 per cent of accidents, is inability to adapt themselves to things called upon to do. What, with short breath, rapid heart action, frequent urination, constipated bowels, head-aches — who under such conditions is a fit man to labor to best advantage?

If man is to improve, if all men as a crowd are to become of higher efficiency, health must be on increase with not a few but all.

CAUSE OF ALL disease is now solved. It is of known quantities. No longer must this or that be regarded as something handed down from grand-father's mare, neither regarded as caused by something which even microscopic eye cannot see. No longer can we blame a germ or fly which cannot be killed. This is true of every disease regardless of antiquity, character,

THE SCOPE OF CHIROPRACTIC? It's apparently as broad as chiropractors want to make it. The next few excerpts show the broad range of human illness chiropractic leaders claim can be treated effectively by chiropractic.

The scope of chiropractic, so chiropractors claim, is virtually unlimited, despite license restrictions and their cult training. For example, here is an excerpt from a book currently being used in chiropractic schools. The book is *Science and Logic of Chiropractic* by chiropractor J. R. Verner. †

Indications And Applications Of Chiropractic

The indications and applications of chiropractic are of far greater scope than is ordinarily realized. It frequently has been employed in post-traumatic cases, surgical shock, obstetrical cases (mother or child), pre-natal care, the infections, the neuroses and psychoses, and all other acute and chronic conditions, *quantum vis*.

Good judgment in its application enlarges its horizon to the limits of human need. There is some kind of chiropractic care for every conceivable problem of health or disease. This is what is known as a catholicism: some

This statement comes from a book *Anything Can Cause Anything* by the Dean of the Texas College of Chiropractic, W. D. Harper. The National Institutes of Mental Health do not recognize chiropractic as a valid approach to mental illness. †

D. D. Palmer (2, pp. 19, 372) carried this thinking also to psychic irritation and faced the problem squarely. If the psychic irritation caused subluxation, and disease, or both, the thing to treat was the psychic factor.

True hysteric patients never die of the disease, nor does the hysteric open ever result fatally. As to an ultimate cure, however, the prognosis is very doubtful. I will say that the cold water treatment is effectual. On one occasion I used a hose that was handy, to the surprise and immediate relief of the patient. She complained of her clothing being wet, but was assured that the cold water was an unfailing remedy; that her clothes could not be considered. That was her last spell of hysteria.

The above procedure did stop the psychic irritation and did adjust the patient to her environment, but he advises the following procedure which is called psychotherapy today. "Chiropractic corrects abnormalities of the intellect as well as those of the body."

How "simple" it is for chiropractic to "cure" any human ailment is stated by B. J. Palmer in a book currently available at the Palmer College of Chiropractic. ↓

Patient can come to The B. J. Palmer Chiropractic Clinic, Davenport, Iowa, and be deaf, dumb, and blind—not telling or indicating anything—and we could and would locate THE CAUSE of whatever, wherever he had; adjust him, and send him home well.

IT IS AS SIMPLE AS THAT!

This statement astounds and dumbfounds the medical profession. To them, it is impossible.

It IS, by THEIR standards!

If your appendix was inflamed and perhaps on the verge of bursting, would you want to be treated this way? These highly hazardous procedures are set forth in the book *Non-Surgical Cure of Appendicitis and Mastoiditis* by chiropractor Konstant Koski.

OUTLINE OF TREATMENT ACUTE APPENDICITIS

FIRST thing to do is to flush the large intestine with an enema, using a very small amount of pure warm water in the bowels each time. While the patient lies on his left side, inject about a quart of water at a time until the large intestine is cleaned.

SECOND part of the treatment is to place the patient comfortably on his back and vibrate the appendix area with a heavy vibrator, usually about 15 to 20 minutes. This vibration increases the blood supply without increasing body temperature. This will reduce the inflammation of the lower part of the cecum and open the mouth of the vermiform appendix. If pus is present, it will drain itself into the cecum and large intestine, saving the patient's life with nonsurgical treatment.

THIRD, palpate the lumbar spine very carefully and adjust the rotated lumbar vertebrae. If the spinal process

Another example of chiropractic's "ready" answer—even though the "treatment" could be disastrous—to "inflammatory conditions." This excerpt is from the book *Basic Technique* by chiro-

practor Hugh B. Logan, who founded the Logan College of Chiropractic, St. Louis, Missouri. The book, published in 1950 is currently used in chiropractic schools. ↓

Inflammatory conditions such as appendicitis, ovaritis, or even neuritis, in their acute stages may be instantly relieved or entirely corrected by a few adjustments. The same qualifications as are cited above would apply in these cases, and to all conditions wherein marked changes in the intimate body tissues occur as a result of long-standing distortion. The most

In another excerpt from his book *Basic Technique*, chiropractor Logan advocates use of a lift (heel pad) and "adjustments" rather than the administration of any "foreign material" for the "disturbed function of affected glands." Would he deny insulin to a patient with diabetes, prescribing instead a heel pad and spinal manipulation? ↓

ways. This number of arrangements might well be compared with the complexity of abnormal body chemistries.

More can be done to improve body chemistry by a lift strategically placed on the side of deficient support of the body, and by adjustments properly applied, than through the administration of any foreign material in an attempt to compensate for disturbed function of affected glands; it is doubtful if all the laboratories in the world and all the laboratory

Venereal Diseases? Chiropractic's long-time leading spokesmen, B. J. Palmer, made this statement in a book presently available at the Palmer College of Chiropractic. ↓

Question 64. What can Chiropractic do for venereal disease?

Answer 64. Chiropractic can do nothing "for venereal disease." Chiropractic can do wonders for vertebral subluxations. Vertebral subluxations PRODUCE disease, call it by what name you please, regardless of where it is. Quit crossing medical terms with Chiropractic facts. Think CHIROPRACTIC and quit thinking medicine.

This remind us of patient who went to a "fit" specialist. Patient complained of "rheumatism." Doctor said he could do "nothing for rheumatism" but he "could drive rheumatism into fits, and he was hell on fits." We can do nothing "for venereal disease" (facts) but we can drive it into vertebral subluxation and we are hell on subluxations (cause).

Question 65. What has Chiropractic done for leukemia?

Answer 65. Answer 64 applies here with same effect.

OBSERVATION

Both gonorrhea and cerebro-spinal meningitis respond readily to non-medical methods.

Greek army treatment: 6 weeks in bed—nothing else.

If the two diseases mentioned above "respond readily to non-medical methods," it is unknown to every health authority in the world today. This is another statement from *Rational Bacteriology*, currently used in chiropractic schools.

Again, chiropractor Joseph Janse under cross-examination says the chiropractic treatment for a viral disease such as polio would ignore such medical advances as the use of the Salk and Sabin vaccines. ↓

BY MR. LeCORGNE:

Q What is the chiropractic treatment for polio?

A Chiropractic treatment for polio in the initial stages of polio, in the prodroma, is the adjustment primarily.

Here are chiropractic treatments for heart conditions and ailments of the liver and gallbladder as presented in the book *Chiropractic Principles and Technique*. The book by chiropractors Joseph Janse, R. H. Houser and B. F. Wells was published in 1947 and is still used in chiropractic schools. For heart conditions, the chiropractors advocate finger tip manipulation of the chest wall over the heart. For "reflexly treating" the liver and gallbladder, they urge "contact at the base of the right big toe." ↓

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lateral costal angle, will invariably initiate the reflex of gastric contraction, pyloric relaxation and intestinal activation.

B—Careful circular finger tip manipulation over the precordium results in a definite relaxation of the coronary arteries and has been advocated in the treatment of angina and other conditions.

C—All obstetricians know that continuous careful vibratory pressure over the fundus of the uterus will cause a contraction of the same, not because of the mechanical effect produced but because of the reflex reaction created.

D—Contact at the base of the right big toe is frequently employed in reflexly treating the liver and gall-bladder.

E—Finger tip stroking over the right ileac area is widely recognized as a manner of increasing the tone of the cecum.

Here, chiropractic leader Janse tells the court how chiropractic treats spinal meningitis. ↓

necessity in the management of a case or cases.

THE COURT: (JUDGE CHRISTENBERRY) What do you do with a patient while you are making up your mind as to whether he has meningitis?

THE WITNESS: I would, if this patient -- I would give this patient a careful chiropractic adjustment.

THE COURT: (JUDGE CHRISTENBERRY) You would

Chiropractors claim they are competent in a number of medical specialty areas, even psychiatry. This list is from *Chiropractic in California*, the report of a 1960 survey by Stanford Research Institute, Menlo Park, California. These areas in which chiropractors claim competence have little or nothing to do with manual manipulation of the spine. Despite license restrictions and their cult training chiropractors are continually pressing to broaden their scope of practice. ↓

Chiropractic Educational and Specialty Societies.

Chiropractors have organized themselves into professional specialty societies with designations similar to those of medical and osteopathic specialists. California chiropractors have formed the following societies:

Society of Chiropractic General Practitioners
Society of Chiropractic Internists

Society of Chiropractic Obstetricians & Gynecologists

Society of Chiropractic Orthopedists

Society of Chiropractic Otorhinolaryngologists

Society of Chiropractic Physiatrists

Society of Chiropractic Proctologists

Society of Chiropractic Psychiatrists

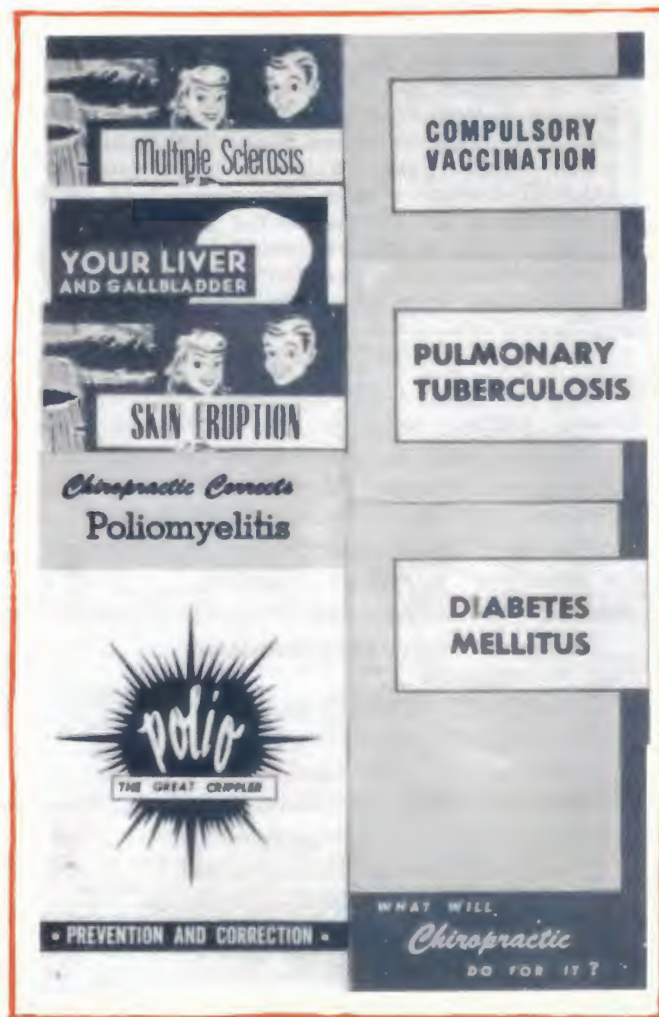
Society of Chiropractic Roentgenologists

Society of Chiropractic Ambulatory Surgery

Society of Chiropractic Certified Specialists

These organizations are represented in the House of Delegates of the Chiropractic Educational and

A few of the booklets distributed by the chiropractic "profession" are shown. Both national chiropractic associations distribute materials setting forth their concepts of chiropractic treatment for various diseases. Titles of the booklets indicate some of the diseases that chiropractors claim they can treat effectively, including poliomyelitis, pulmonary tuberculosis, diabetes mellitus and multiple sclerosis. And the booklet in upper right emphasizes the opposition of the chiropractors to vaccination against infectious diseases.↓



WHAT ABOUT CHIROPRACTIC EDUCATION, TRAINING, AND PRACTICES? Chiropractors' own statements tell about shortcomings and their education, but little is left to the imagination when it comes to salesmanship and "practice building."

Only "thirty days" is needed to turn out a chiropractor, claimed B. J. Palmer in a book currently available at the Palmer College of Chiropractic, which he headed until his death in 1961. The medical profession on the other hand, requires years of intensive study and training to qualify a person to diagnose and treat human ailments.↓

HOW LONG DOES IT TAKE?

We have said before, and we repeat: Give us a student who has straight-line thinking, and in thirty days we can make him into a simple Chiropractor who can and will go forth and get more sick people well than any physician, surgeon, or practitioner of any other so-called "health" profession. What we mean is that he has gone ALL the way in rejecting ALL the old;

Even the former Director of Education of the American Chiropractic Association, Dewey Anderson, Ph.D., in a 1964 statement, admits to the lowly status of chiropractic education.↓

Accreditation is one thing which distinguishes all the other healing art professions from chiropractic, for it is the only one among them which does not enjoy that status. In fulfillment of Public Law 550, passed by the 82nd Congress in 1952, the U. S. Office of Education publishes a list of

An admitted scientific shortcoming of chiropractic is listed in this excerpt from an article in the *Journal of the American Chiropractic Association*, November, 1964, by chiropractor Edwin H. Kimmel, New York City, a member of the Executive Board of Governors of the American Chiropractic Association.↓

On the other hand, even casual observance of the chiropractic profession quickly indicates that there is but scant evidence of any substantial progress within this field which could be considered comparable in application or in effect to the rest of the scientific world. There has not been any major contribution in chiropractic for at least twenty-five years, in the opinion of this writer.

The chiropractic profession is struggling for survival. There is a general undercurrent of distrust and profes-

"Pretentious pieces of equipment in the office" of the chiropractor serve several unusual purposes, according to this excerpt from another article by chiropractor Kimmel in the *Journal of the American Chiropractic Association* in 1961. These include serving "to influence the patient favorably" and "the feeling of confidence it might give" to the chiropractor. ↓

What they "see" only, thereby eliminating a variety of confusing tests.

I would be guilty of a breach of professional ethics if I failed to mention an aspect of instrumentation heretofore neglected. The psychological value of these instruments is an equally important consideration. During our consultation and examination of the patient, we try to create a favorable doctor-patient relationship. The use of, even the mere presence of, some elaborate or pretentious pieces of equipment in the office may serve to influence the patient favorably. More important is the feeling of confidence it might give to the doctor. I can remember the enthusiasm with which patients were told about the instruments in my office when I

A federal court in 1963 ruled this device worthless in the "diagnosis of disease." More than 1,000 of the devices were seized by the Federal Food and Drug Administration or surrendered by chiropractors after the device was found to be misbranded because of the misleading claims made by the manufacturer. ↓



"Reasons why the chiropractor should spinograph [x-ray] every case" are listed in the book *Modern X-Ray Practice and Chiropractic Spino-graphy* by chiropractor P. A. Remier, for many years an instructor in X-ray procedures at Palmer College of Chiropractic. Most of the reasons given by Remier emphasize a business aspect rather than a concern for the health of the patient. ↓

Palmer College of Chiropractic in Davenport, Iowa, devotes a short chapter to fifty "Reasons why the chiropractor should spinograph every case". From this list, one can select at least thirteen reasons which seem to have little to do with science:

- (A) IT PROMOTES CONFIDENCE.
- (B) THE ANALYSIS COULD NOT BE COMPLETE OR CORRECT WITHOUT THE SPINOGRAPH.
- (C) IT CREATES INTEREST AMONG PATIENTS.
- (D) IT PROCURES BUSINESS.
- (E) IT ATTRACTS A BETTER CLASS OF PATIENTS.
- (F) IT ADDS PRESTIGE IN YOUR COMMUNITY.
- (G) IT BUILDS A RELIABLE REPUTATION.
- (H) IT IS AN INVESTMENT AND NOT AN EXPENSE.
- (I) IT PROVIDES GOOD INTEREST ON YOUR INVESTMENT
- (J) ITS INCOME MAKES IT POSSIBLE TO ARRANGE A BETTER SERVICE.
- (K) IT ENABLES ONE TO CARE FOR MORE PATIENTS DAILY.

This is the way the Stanford Research Institute summarized its findings on the future of chiropractic in California. From *Chiropractic in California*.

- 1. The number of chiropractic practitioners and students is declining.
- 2. Chiropractors, although comprising the second largest group of healers, serve less than one-thirtieth of the market for healing services.
- 3. There is a high degree of internal dissension among chiropractors.
- 4. Chiropractic education has not succeeded in obtaining financial support from its own practitioners, from its friends, or from government sources.

And *Fountainhead News*, the publication of the Palmer College of Chiropractic, was sounding an alarm in its January, 1960, issue that chiropractic is a "dying profession." †

died to less than 20,000. "At one time or another there have been 88, yes, 88 Chiropractic colleges," the publication advised. "Today, there are 17 in existence. Our schools are dying, our numbers are decreasing and yet we remain in our ivory towers, ignorant in our bliss, apathetic in our attitudes, refusing to see and to admit that we are a dying profession and worse yet unwilling to do anything about it." (16-F)

It is difficult to understand why figures on the number of chiropractic colleges and chiropractic practitioners will differ so markedly

Testimonials from patients are a stock in trade of the cult practitioner. This excerpt from the *Journal of the American Chiropractic Association*, February, 1966, quotes what a chiropractor had written in *Healthways*, March, 1962. *Healthways* is an American Chiropractic Association publication distributed to the public. †

"Don't Be Fooled by Quacks," in which a chiropractor writes: "The whole world of quackery is built on testimonials which are the easiest thing in the world to get or make up." One can only point to the rapid and sustained growth of chiropractic as evidence of the apparent success of its approach.

THE ACA JOURNAL OF CHIROPRACTIC, FEBRUARY, 1966

Despite the warning about testimonials by a chiropractor in *Healthways* in the previous statement, chiropractors receive instruction on how to get and how to prepare "testimonials" from patients. Here is an excerpt from a manual on chiropractic practice building techniques published by the Parker School of Practice Building, a division of the Parker Chiropractic Research Foundation, Fort Worth, Texas. †

V. TESTIMONIAL PREPARATION

A. The proper way to get testimonials:

1. Check responding patient's cards and find if referred to the clinic through advertising or by a referral.
2. Ask the patient if he would not like to relate his experiences with chiropractic to other sick and suffering people, doing the same for others as someone did for him. Remind him that if it had not been for other people offering their stories for publication (referring him), he would still be sick. You might add, "You have so many friends." "You have been here so long." "You are so well liked." "You have improved so wonderfully well."... Remember you...you...you.

B. Notes on Testimonial Preparation:

1. Generally, a testimonial should consist of three paragraphs:

Here are two other suggestions for chiropractors from the Parker chiropractic practice building manual. The practice building course, offered to chiropractors several times a year, is recognized by both national chiropractic associations. †

43. Dentist - "I should send you a bill for \$1,000.00."

44. Nu-Viz signals for your file cards.

45. You might suggest only as many adjustments as the patient can pay for.

46. You may cut non-paying, non-responding patients down to fewer visits.

47. Kennedy sends patients to Scott and White when cancer is on their minds.

Another excerpt from the Parker chiropractic practice building manual on x-raying suggestions for chiropractors. The Parker chiropractic practice building techniques are included in the curriculum of the Palmer College of Chiropractic, the largest in the country. †

1. Patients who pay in advance refer others. This helps them justify to themselves the reason for paying in advance.
4. If the day of promised payment is only a couple of days away, schedule the x-ray report for that day without stating the policy of payment for x-rays before the beginning of treatment.
5. If in doubt about the payment or the return of the patient, take only the smaller x-rays on the first visit but ostensibly x-ray fully.
6. If you determine that the individual has honest intentions you may make the examination, allowing some special pre-determin-

This is the title of a section in the Parker chiropractic practice building manual. Chiropractors place much emphasis on salesmanship and sales techniques. Members of the governing bodies of both national chiropractic associations have attended the Parker course. †

Section IV: Basic Rules of Salesmanship for the Chiropractor, Assistant, and Wife

1. ~~Adhere to a 'planned' office-procedure and chiropractic department.~~
Plan your work and work your plan. Have a place for everything... and everything in its place.
2. Trade at shoulder level. Use simple words. When using a technical term, you might describe it with a financial value, such as "adjustment -- that's just a \$10.00 word. Mrs. Jones, that means 'restores out of place.'"
3. Don't bury negatives. Shed the light of investigation on any negative, objection, or liability the patient may have about following your recommendations and (a) change that negative to a positive, if possible, or (b) overcome the disadvantage with so many advantages as to make the negative look small by comparison.
4. Learn to evaluate your statements before and possibly after you make them, such as, "It won't be long until the doctor is ready for you. 15-20 minutes."

In its ruling in the case of *England v. Louisiana State Board of Medical Examiners*, the U.S. District Court in New Orleans had this to say. Chiropractic leaders and teachers had testified at length in the U.S. District court hearing. The three Federal District Court judges who heard the testimony decided unanimously against the chiropractic arguments. The U.S. Supreme Court in 1966 upheld the District Court's ruling. †

Medical Practice Act. Time and again efforts have been made by the chiropractors to have a special statute passed which would provide a licensing procedure for them similar to those provided for other specialties in the healing arts. What has been the motivation of the Legislature in refusing to pass such legislation is, of course, a matter of conjecture. Plaintiffs suggest it is that the lobby of the Louisiana Medical Association is more powerful and effective than theirs. This may be true. It may also be true that, since chiropractic claims to be a complete and independent healing art capable of curing almost all kinds of disease, the Legislature may have felt that the requirement of a foundation in materia medica and surgery, even for chiropractors, would be a protection to the public. Perhaps also the Legislature concluded that a knowledge of these subjects would assist chiropractors in diagnosing disease and determining in specific cases whether or not the disease was too far advanced for successful treatment by chiropractic ministrations. This is not an unreasonable or irrational consideration, because the plaintiffs' own evidence indicates that the teaching of one school of chiropractic, that favored by the American Chiropractic Association, suggests reference of certain cases to medical practitioners where the disease is no longer subject to successful treatment by manipulation of the spine. The

CONCLUSION

Chiropractors themselves made the statements and claims you have just read. These statements and claims are contained in books written by chiropractors, in published matter from chiropractors and chiropractic schools, in court testimony by chiropractic leaders, and in teaching materials used in chiropractic schools.

Chiropractic ignores and abuses the findings of science. The statements by chiropractors show the validity of the medical profession's position that chiropractic is an unscientific cult. By its own words, chiropractic indicts itself.

AND. . .

Chiropractic's leading spokesman for many years, B. J. Palmer, summed up the story of chiropractic in this excerpt from his book, *Answers*, which was published in 1952. †

Questions asked in a Chiropractic state board examination in Texas:

- Q. What is Chiropractic?
- A. The practice of doing what comes naturally.
- Q. Define word "Chiropractic."
- A. To do it by hand.
- Q. What are the principal functions of the spine?
- A. To support the head
To support the ribs
To support the Chiropractor.