



Preparation of this data base was made possible in part by the financial support of the
National Institute of Chiropractic Research
2950 North Seventh Street, Suite 200, Phoenix AZ 85014 USA
(602) 224-0296; www.nicr.org

Chronology of the Neurocalometer

filename: NCM Chrono 03/06/28
word count: 11,203

Joseph C. Keating, Jr., Ph.D.
6135 N. Central Avenue, Phoenix AZ 85012 USA
(602) 264-3182; JCKeating@aol.com

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

Year/Volume Index to the Journal of the National Chiropractic Association (1949-1963), formerly National Chiropractic Journal (1939-1948), formerly The Chiropractic Journal (1933-1938), formerly Journal of the International Chiropractic Congress (1931-1932) and Journal of the National Chiropractic Association (1930-1932):

Table with 8 columns: Year, Vol., Year, Vol., Year, Vol., Year, Vol. containing volume index data from 1933 to 1963.

1941 (Mar 24): letter from BJ Palmer to M.W. Garfunkel DC at 481 East 140th St., Bronx NY (received from Thom Gelardi; in my BJ file):

Dear Doctor Garfunkel:

Kightlinger, like many others, has through the years, either innocently or deliberately, misrepresented ONE statement I made years ago. I said then, and I repeat more emphatically now, that "the day will come when a chiropractor cannot remain in business unless he uses an NCM".

What I meant then and what I know to be more true than ever before today is, that "a chiropractor has no way of knowing when or when not to give an adjustment; when there is or is not pressure or interference or resistance to transmission UNLESS HE HAS AN NCM and uses it correctly." Upon THIS important point hinges his success or failure. Time is proving that statement to be sound. Kight, as well as many others, has interpreted that statement to mean that I "was going to drive them all out of business unless they purchased and bought and paid for an NCM from me".

I believe it sound then, and still is today, that HE DRIVES HIMSELF OUT OF BUSINESS UNLESS HE KNOWS HOW TO USE PROPER EQUIPMENT TO KEEP HIM IN BUSINESS.

After all, what a man is isn't what some SAY he is, or what some THINK he is. A man IS what HE DOES. Time will prove my contention sound, sane, sensible, and true, Kight notwithstanding.

Thank you for the painting. It has not yet arrived, but it will. I remember your telling me about it and I shall be glad to give it a prominent place in the clinic.

Sincerely yours,
B.J. Palmer, D.C., Ph.C.

BJP:LK

CHRONOLOGY

1931 (Apr 28): letter from E.A. Thompson DC of 516 N. Charles St., Baltimore, with seal of the Executive Committee of the Lincoln Chiropractic College, to Stanley Hayes DC (Hayes collection):

Dear Doctor:

Received your kind letter the other day and want you to know I was more than glad to hear from you and glad to learn that my recent letter to you met with your approval. You have my consent to use this letter before your state association or in any way that you feel it will be of help.

From the description of your efforts in getting out this Bulletin will say that I believe you have your hands full and it seems to me your state association should take some means of either giving you help or relieving you of some part of the duties. It is mighty noble of you to look at it in the way you do and I am only more than glad that my letter and those of others help to encourage this good work.

I want to especially thank you for the kind words expressed in your letter relative to my writings and I am more than glad that they have been a help to you in shooting straight from the shoulder. I learned long ago in my earlier experiences with Chiropractors and in teaching Chiropractic subjects it was always best to tell the truth, hit straight, and in the end you were thought more of then if you contented yourself with being merely a yes yes man.

Some day I am going to send you an affidavit that I wrote shortly after coming to Baltimore relative to the incidents leading up to the N.C.M. campaign and of the incidents that lead the faculty to endorse it. I have never used this affidavit nor do I intend to unless old whiskers should ever get nasty with me. There are parts of it however, that are absolute facts presented and on file that you could refer to whenever you thought that the occasion warranted it.

Again thanking you and trusting this finds everything going nicely, I am with every good and kind wish, Sincerely,...

1960 (Nov): ICA International Review [15(5)] includes:
- "NCM defamation withdrawn" (p. 31):

The Public Affairs Committee of New York has agreed to delete reference to the "Neurocalometer" as in a "group of machines designed to cure or benefit by casting vari-colored lights," in the recently published Public Affairs Pamphlet No. 297 entitled "The Arthritis Hoax." The pamphlet has also been suspended from distribution until the correction is made.

This action followed a letter from Ralph Evans, PSC Executive Vice President, stating "The Neurocalometer" is a trade name for an analytical instrument manufactured under patents issued to The Palmer School of Chiropractic in Davenport, Iowa. It consists of a thermo-couple attached to a metering device, and its function is to measure minute differences in temperature on opposite sides of the spine. No lights of any kind are attached to the instrument, and it is not used for treatment or cure. Nor is it manufactured, leased, or sold in conjunction with any claim, express or implied, that it has any specific application to cases of arthritis."

The letter suggested that the pamphlet be withdrawn from further publication or distribution due to the defamatory, if not libelous, impression derived.

**INDEX:****COMMENTS FROM THE FOUNTAIN HEAD****BACK-TO-CHIROPRACTIC-NEUROCALOMETER-MOVEMENT**

(Palmer, 1924, p. 6)

Adoption of NCM at the PSC

ADVERTISING: NCM "Sample Letters for NCM users only"

Time of NCM's first introduction

Early NCM research

BJ's birthright

BJ insults chiropractors

BJ insults "mixers"

BJ insults the schools

BJ excuses himself

BJ is put upon; compares himself to Lincoln

BJ will profit

BJ forgives his enemies

BJ claims ingratitude of DCs

BJ will prosecute patent violators

Competitors &amp; Their Devices

NCM-imitations are treasonous and corrupt

NCM and the PSC Faculty

NCM distribution options (per BJ)

NCM/PSC Exclusivity

NCM bravado

NCM Organizations

NCM charge to patients

NCM prices to doctor

NCM is scientific

NCM technique

NCM theory

Pettifogging

BJ's Pet\*

My Faith in B.J.\*

BJ's Right Again!\*

**COMMENTS FROM THE FOUNTAIN HEAD**-in the *Fountain Head News* from May 3, 1924 to November 22, 1924, plus BJ "The Hour Has Struck" (August 24, 1924)**BACK-TO-CHIROPRACTIC-NEUROCALOMETER-MOVEMENT**

(Palmer, 1924, p. 6)

**Adoption of NCM at the PSC**

-a poem about the NCM, "BJ's Pet", is published in FHN (6/14/24; 23-A:6), dated 6/1/24 (see poetry section)

The P.S.C. has adopted the NEUROCALOMETER. It is in daily use on our faculty floor. Eight technicians are booked solid weeks ahead... (FHN, 6/14/24; 23-A:1)

**ADVERTISING:**1932 (Apr): *Journal of the International Chiropractic Congress* [1(5): 4] includes an "Editorial Comment" by **Loran M. Rogers**, D.C. (p. 4):It has been called to our attention that Dr. **B.J. Palmer** has, in a recent issue of the F.H.N., criticized the *I.C.C. JOURNAL* for accepting advertising of modalities and adjuncts in order to get its message before the profession.It is ducedly inconsistent, to say the least, for B.J. Palmer to criticize others for advertising things other than "straight Chiropractic" when HE attempts to SELL such adjuncts as the **NCM** and such modalities as the **BJ-WOC Exerciser** to the profession, and particularly and especially when HE accepts strictly medical advertising, such as medicines, drugs and cough syrups over Radio station **WOC** which first announces that "this program is coming to you from the **Palmer School of Chiropractic Studios** in Davenport" and then comes glowing testimonials as to the efficacy of REM for COUGHS, ARZEN and MISTOL for COLDS, NUJOL for CONSTIPATION, BAYER ASPIRIN for PAIN, etc, among the conglomeration of MIXED and MEDICAL PROGRAMS. Chiropractors are having difficulty explaining to their patients why **B.J. Palmer** accepts advertising over Station **WOC** which directly challenges the Chiropractic Principle which HE professes to advocate.We give notice her and now, to all and sundry, that the *I.C.C. JOURNAL* intends to accept bonafide advertising of every nature which is presented, except that which is directly pro-medical, such as REM, ARZEN, MISTOL, NUJOL, ASPIRIN, etc., which proves that we have a great respect for the principles of CHIROPRACTIC and for DRUGLESS HEALING as against the DRUG METHOD regardless of the **BJ-WOC** paradox. We also know this is true: The *I.C.C. Journal* refuses to accept such medical advertising as is being broadcast over **WOC right now!****NCM "Sample Letters for NCM users only"**

Form Letter No. 1

Dear Friend:

You have been a patient of mine. You have taken adjustments and perhaps you did not get the results you wanted. I have now added, as a part of my equipment, a NEUROCALOMETER. This name means little to you so I'll tell you what it does. The Neurocalometer is a very delicate, sensitive instrument which, when placed upon the spine:

1. Verifies the proper places for adjustments.
2. It measures the specific degree of vertebral pressures upon nerves.
3. It measures the specific degree of interference to transmission of mental impulses as a result of vertebral pressure.
4. It proves the exact intervertebral foramina that contains bone pressure upon nerves.
5. It proves when that pressure has been released upon nerves at a specific place.
6. It proves how much pressure was released, if any.
7. It verifies the differences between cord pressure or spinal nerve pressure cases.
8. It establishes which cases we can take and which we should leave alone.
9. It proves by an established record which you can see thereby eliminating all guesswork on diagnoses.
10. It establishes, from week to week, whether you are getting well or not.
11. it makes possible a material reduction in time necessary to get well, thus making health cheaper.
12. It removes all doubt as to what we are doing for you.
13. It will establish all these things to your satisfaction.

The NEUROCALOMETER materially sets up our efficiency. It is the latest and last word in Chiropractic science. It is advanced by B.J. Palmer of The Palmer School of Chiropractic and has his unqualified endorsement.... (FHN, 9/27/24; 3:15)

**ADVERTISING THE NEUROCALOMETER**

First, all language must be in the positive. All statements must be in the constructive sense. All facts must be reliable and truthful. Nothing must be said derogatory of those who have not a Neurocalometer. Nothing must be said against imitators or imitations. We will take care of all that here. Long drawnout inferences about the prices or conduct of other chiropractors' offices must be eliminated... (FHN, 10/11/24; 4:8)

**Time of NCM's first introduction**

THIS TIME I MUST APOLOGIZE. I have actually been so busy this past year, or more, working out the entire organization of the NEUROCALOMETER, that I have neglected one of my pet hobbies - The FHN...Now that it has been informally presented to the profession, it has been taken by sotrm... (FHN, 6/14/24; 23-A:1)

-Nearly a month before the historic lyceum, BJ speaks of "the formal announcement made of the **Neurocalometer**" having produced an immediate demand for the device (FHN, 7/26/24; 24-A:1)

At first when the Neurocalometer was presented down East, it tood the country by storm. They thought the price of \$500 pretty stiff, but it was worth it. Then came the raise to \$600, and some resentment. Then came that short-times raise to \$750. And then the storm burst loose. (FHN, 8/2/24; 24-B:1)

-testimonials re: satisfaction place NCM's introduction to the field at least one month prior to the August 24, 1924 Lyceum speech (Palmer, 1924, pp. 21-9)

-BJ suggests at Lyceum that his involvement with the NCM began 18 months before (February, 1923?) (Palmer, 1924, p. 31-2)

...Oh, I have been in some very unpleasant situations before, but none anywhere near equaling those of the past eighteen months. First, came my great battle to convince myself that the Neurocalometer was right. That covered ten months. Second, knowing that THE PSC needed outside financial resources, I had to submerge its interests and weigh solely the scientific value of the Neurocalometer to Chiropractic and to you chiropractors. If it was a failure, we had to go down without it; if it was right, then I banked on you.

Then, third, I had to separate, to disconnect and to deduce the almost insurmountable obstacles to build up an all-around equitable stabilizing program to go with it - and that covered about nine months. And, fourth, after accomplishing all of this, I ran into many thousands of your human minds, with the multiplicities of varying misunderstandings, where you did not have the vision, that could not see beyond your immediate today pocketbook - minds that were prompted by their prejudices, hasty judgements and unfair conclusions; minds that gossiped, minds that ran to evil constructions.

-BJ implies at Lyceum that field practitioners' knowledge of the NCM began 3 months before (Palmer, 1924, p. 33):

....For once I have looked forward with the deepest depression to facing you tonight. I didn't know! I have known what has happened the last three months, but I couldn't know what about tonight, or what about the tomorrow.

Oh, I can forgive! I can forgive! But how can I erase out of my memory the ugly gashing, the ugly scars, that so many have so recently made? That is human!....Oh, I can forgive, because you did not understand

-According to the **Omaha Bee** on 9/14/24, as reprinted in **FHN** (10/11/24; 4:12):

**Neurocalometer Will Detect Presence of Cigar Smoke Three Feet Away; Marks New Era**

Laboratory work and experimentation on the new device was begun in 1920 by Dr. Evins, who is a graduate of The Palmer School. The invention was brought to the attention of Dr. Palmer in April of last year and both he and Dr. Evins combined their efforts in perfecting the new instrument....

-BJ suggests that distribution of NCMs to the field began in June, 1924 (FHN, 10/18/24; 5:1):

Neurocalometer deliveries is one of the big circus problems at THE PSC and has been from the beginning. At this time over 1,000 are in actual use - within four months...

**Early NCM research**

I wanted to study the contrast between cases with and without, and I did. I studied this very thoroughly for 10 months on 500 cases before anybody knew outside of three or four what I was doing. I had to know, and I did know, before I endorsed the idea. You would have little to lose in endorsing or rejecting this idea; I had the entire profession's welfare at stake because I knew that you knew that I would know before I would say anything about it. (Palmer, 1924, p. 8)

**BJ's birthright**

You know, folks, Chiropractic is my birthright. It is my heirloom. I could no more do anything different than I am doing, because I am not the master of my own destiny. I am in the hands of an All-Wise Creator that carries me on and on. Everything I have or everything I ever have had, is bounded by Eighth Street on the south, Eleventh Street on the north, Brady Street on the east, and the alley on the west - centered on Chiropractic and nothing else. I own no stocks, nor bonds, nor dry oil holes. I have specialized all of my life on Chiropractic, and I have centralized all of my life on Chiropractic. Every dollar I have ever made - it is here and in you. You know that just as well as I do. I have given everything I have ever made back into Chiropractic - and that is more than the most of you can say who have been criticising me. (Palmer, 1924, p. 30)

**BJ insults chiropractors**

....chiropractors have a problem. Ninety-nine per cent of our people do not know that there is a chiropractor's problem; all that he knows is that he wants more money, and he has got to have more patients to get it from, and he is getting less patients and less money from them...

The average chiropractor thinks a very narrow grooved line of thought and therefore lives a very narrow life...

About 50 per cent of the chiropractors haven't any ability to be chiropractors and ought not to be; about 25 per cent haven't the ability to run an office commercially....

As individuals you are constructive and worthy, but when we get you constructive individuals together, as in a majority group mind, the ultimate end of everything you do is destructive.... (Palmer 1924, pp. 4-5)

....Out of 20,000 gross, we can discount 10,000 as being unworthy; then, out of the remaining 10,000, 5,000 can save themselves yet by studying Chiropractic at some competent and qualified school. Out of the remaining 5,000, probably 3,000 can now afford to buy at reasonable terms, beginning tomorrow, at eight o'clock in Room 12. This will cull about 5,000 good out of 20,000, and lease a substantial number of competent and qualified chiropractors to construct a professional house that would be worth living in (applause), where we think and talk the same language and feel acquainted on the same subject. (Palmer, 1924, p. 10-11)

....the Chiropractoric group mind has proven to be unworthy of the trust the public places in it....a large percentage of our people become mixers because of lack of knowledge of Chiropractic, because of insincerity in application, because of a laziness to do the right thing... chiropractors compromise with legislators, when medical subjects are introduced into Chiropractic bills which force medical subjects into a Chiropractic examination, which force Chiropractic schools to dilute their Chiropractic teaching....Chiropractic has been deliberately declared a limited branch of the practice of medicine and surgery as was done by the chiropractors in Ohio....chiropractors otherwise competent support incompetent boards for reasons of greed (Palmer, 1924, p. 12)

Chiropractic, as a movement, is no different than a body with its functions. You must feed a body to keep it functioning, and you must feed Chiropractic if it is to keep on functioning. Out of 20,000 who call themselves chiropractors, 13,000 are milking the Chiropractic cow. Three thousand turn their Chiropractic cow into somebody

else's pasture; 1,000 now and then give the Chiropractic cow one week's board....3,000 of us have been feeding that cow for 20,000 milkers for years....For twenty-eight years thousands have been milking, and they resent it now when we three thousand insist that they do some feeding... (Palmer, 1924, p. 13)

We know hundreds of you chiropractors to whom Chiropractic is a sacred trust, who live to perpetuate Chiropractic, who live your professional lives as though you were going to live always, to whom no restrictions are necessary. But rules are not made for the honest or the worthy. They are made for the other 17,000 who have to be governed, instructed and led to do right. (Palmer, 1924, p. 20)

...after accomplishing all of this, I ran into many thousands of your human minds, with the multiplicities of varying misunderstandings, where you did not have the vision, that could not see beyond your immediate today pocketbook - minds that were prompted by their prejudices, hasty judgements and unfair conclusions; minds that gossiped, minds that ran to evil constructions. (Palmer, 1924, p. 31-2)

ChiropractORS are where they are purely because they cannot be trusted to preserve Chiropractic in its purity for posterity...you place us in a necessary position of ruling adversely to any person using any other technique than that taught you either at THE PSC or through our technicians when they called upon you. (FHN, 9/27/24; 3:1)

#### **BJ insults "mixers"**

-see cartoons (FHN, 11/8/24; 7:3), which suggests that the NCM will cause mixers to feed the Chiropractic cow for a change, letting BJ do the milking for a while/change

#### **BJ insults the schools**

...we have hundreds of Chiropractic (???) schools, colleges and universities, not over five of which have any right to be so called or are worthy of the name (Palmer, 1924, p. 12)

But there's still another angle to this race. Look over the schools; here one, there one, many of them are creating imitations.

The minute the immensity of this professional-uplift-program dawned upon Chiropractic schools, and every other "Chiropractic" school (?), that minute each and every such began to put the questions to themselves to find out whether they were worthy or unworthy to continue living.

They find themselves the same as did the chiropractors as individuals.

Some of these schools have in "self-defense" gone into the manufacturing field; others are acting as jobbers in buying and selling - at any rate they are creating a demand for NeuroXYZ-meter service in their students' minds, they are building up a clientele, a patronage absed upon the Neuro-calometer-service-idea.... (FHN, 9/27/24, 3:4)

#### **TIMES CHANGE MEN**

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

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

The schools split. On one side - THE PSC. On the other side - ALL OTHER schools. Loban became bitterly opposed, and wrote much against this 'form of mixing.' Forster wrote much and said much more against its use. Other schools took much the same

attitude, all trying to stem the tide of the new movement, not because the movement was wrong, BUT BECAUSE ONE B.J. PALMER ADVOCATED IT. Today - some 13 years later - Loban writes for Spinography, teaches it, uses it, advocates it. Today - some 13 years later - Forster puts it first in value to detect subluxations.

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

Times certainly do change men, but with some it takes a long, long time! (FHN, 11/22/24; 9:3)

#### **BJ excuses himself**

...I may be no angel, I have made mistakes the same as you, but at that where would you be today if it had not been for THE PSC and us? (Palmer, 1924, p. 6)

#### **BJ is put upon; compares himself to Lincoln**

...If he could come through what he went through, then certainly I could. It was Lincoln who said, in sum and substance, "If I am right, everything said to the contrary will not make it wrong. If I am wrong, all the angels in heaven swearing I am right would not make it so." I will take anything from anybody, if the sick will be benefitted from my taking it. (Palmer, 1924, p. 34)

#### **BJ will profit**

You know we will make money on the Neurocalometer. I will be absolutely frank with you. We will make money on the Neurocalometer, but I promise you here and now to continue doing just what I have always done, to put every dollar we make on the Neurocalometer back into Chiropractic to feed the cow. Make me rich and Chiropractic profits. We will but make it all over into a better, bigger, busier Chiropractic and safer and saner chiropractors. (Palmer, 1924, p. 35)

#### **BJ forgives his enemies**

But I forgive them all they have done. I forgive them. (Palmer, 1924, p. 16)

Oh, I can forgive! I can forgive! But how can I erase out of my memory the ugly gashing, the ugly scars, that so many have so recently made? That is human!.....Oh, I can forgive, because you did not understand (Palmer, 1924, p. 33)

#### **BJ claims ingratitude of DCs**

Whose cow is Chiropractic anyway? Is it more my cow or your cow? Must I always stand at that feeding end? Can't I get a glass of milk once in a while? Who is that man that speaks to me about the rights of the sick to get well? Who is that man that dares say I am the downfall of this profession? Do you know of any chiropractor adjusting for fifty cents when he could collect five dollars, just for the love of the rights of the sick to get well? Do you know of any reducing their price on the theory of their love for the rights of the sick to get well if he could get it? (Palmer, 1924, pp. 13-4)

#### **BJ will prosecute patent violators**

I took seriously the necessary prosecution of some poor fellow who has bought an imitation, because he wanted to save money, because I know I will have to prosecute him and cause him to chase more good

money to make good the suit, all because he was being misled, because he could not grasp my vision of a great service. (Palmer, 1924, p. 33)

-BJ writes attorneys to send letter of warning to LM Dixon DC of Sioux Falls SD, who BJ believes will be demonstrating a "E.R.V. Potentiometer." (FHN, 10/18/24; 5:8)

### Competitors & Their Devices

Others who approach you with the sales-out plan, ship by express, now you have it go ahead and use it idea. Under such a condition I say to you frankly and with all candor, any such person is dangerous and the instrument (whatever its name) will produce more BAD results than good. It were far better that he continue under his OLDER SYSTEM without an instrument than to attempt to use an instrument without proper and competent technique being taught him... (FHN, 7/26/24; 24-A:8)

NOW the profession is almost revolting against those men who started out to give the chiropractors what they thought they wanted [an inexpensive NCM-type device] - because NOW they see that HE IS THE MAN WHO IS THE GRAFTER; that all HE is interested in IS money, regardless of what becomes of Chiropractic OR THE CHIROPRACTOR. (FHN, 8/2/24; 24-B:2)

1924 (Aug 2): **Fountain Head News** [13(24-B):7] reports that Dossa D. ("D.D.") Evins, on behalf of "The Palmer School of Chiropractic," threatens to sue "J.W. Healey X-RAY COMPANY, representing Wm. Meyer X-Ray Company, Davenport, Iowa" for infringing on the PSC's yet to be issued patent rights to the NCM: "...**These applications will shortly issue as patents and...we will proceed against you, as soon as our patents issue,....we shall bring actions against purchasers from you to enjoin them from using infringing devices bought from you...**"

We have been keeping a close inside tab on EVERY infringement on the Neurocalometer and the net result is:

- 1st - There isn't one that is producing any instrument anywhere near equal to the Neurocalometer.
- 2nd - They have not the confidence of the profession at large
- 3rd - The profession is not being fooled on the legal situation on patents-applied-for.
- 4th - They are not placing orders with any other firms, to any extent.
- 5th - If they do, they are waiting until it is all cleared up.
- 6th - The professions knows infringers are committing suicide, so they stand by and let them do it.
- 7th - Knowing full well that it is this type of fellow who has been a barnacle on the Chiropractic ship.

The Neurocalometer yeast is working. A little more time and we will have a better all-around understanding.

One by one the profession is standing by and seeing them commit harikiri.

They ARE committing suicide.

Give 'em time. (FHN, 8/2/24; 24-B:7)

THE HOT BOX INDICATOR: ...It is an ordinary Tailor-made clinical thermometer with the exception that the bulb end is flattened out to about the size of a diameter of a large lead pencil. does it do any of the things their printed letter indicates? No! Will it do MORE than they advertise? Yes! Too well! All you do is to exert a trifling pressure upon the bulb end, flat surface and it will shoot the mercury up to anything you want, even to the very top. Pressure on the

patient's back will give you any inaccurate reading you want. (FHN, 8/9/24; 25:3)

"Imitators **pettifog** in many ways to make it appear that theirs 'is just as good.'" (FHN, 8/16/24; 26:5)

-five "imitations" were on display at Lyceum (FHN, 9/13/24; 2:2)

### TRADE MARK INFRINGEMENT

THE NEUROCALOMETER is a trade mark registered name. It wasn't long until the market was flooded with names very similar, so much so that it was confusing.

There was the NEUROphonOMETER, NEUROther-MOMETER, NEUROpyroMETER, et al.

During lyceum an injunction suit was started against the local jobbers of the NEUROpyroMETER. It did not take long to realize the situation this put them in. The temporary injunction was issued. The name was CHANGED - and that is the vital issue.

It wasn't long until NEUROphonOMETER was changed - and that is the vital issue. Announcement has just been made that the NEUROtherMOMETER has been changed - and that is the vital issue.... (FHN, 10/11/24; 4:4)

### HELP US GAIN INFORMATION

We want the names and addresses of any and all Neurocalometer imitators and imitations.

Get us the name of the instrument and the names and addresses of not less than two patients who have had them used on them. With this information we will be properly prepared to carry out a much desired program for you and a much needed program for Chiropractic. (FHN, 10/11/24; 4:8)

-in response to a letter from attorneys representing a DC who seeks a contract for the NCM which is less expensive and guarantees at least a partial refund if the PSC's patents do not hold up legally, BJ holds firm to his price of \$2,200, and replies (FHN, 10/11/24; 4:13):

We know that this contract is all that you think it is. It was drawn up, as is, intentionally. If you will read my two lectures (more particularly **The Hour Has Struck**) you will see where we have found that it is impossible to trust Chiropractic in its purity for posterity to the majority group mind of chiropractors, therefore we drew up a contract which gave us every advantage in its restrictions so that we could prevent them from doing in the future those things which have injured Chiropractic in the past. You will find all that explained in the lecture.

-The attorneys respond (FHN, 10/11/24; 4:13):

In all our experience as practicing attorneys, nothing more closely resembling a fraud and a swindle has ever been brought to our personal attention than this proposition which your school is submitting to its graduates; and we firmly believe that time will prove that we are right in this surmise. We are even more firmly convinced that our client has taken the right course. **Miss Gustafson is the only chiropractor we have ever known who was of average intelligence and fairly well educate.** That is probably the reason why she could not be misled by the mass of bad English and poor judgement displayed in your selling campaign. We do not care to receive any further correspondence in connection with this matter. Mr. Lee, the senior member of this firm, believes that the promoters of this scheme ought to be prosecuted. However, I am inclined to be a little more lenient, as I am of the opinion that this is clearly a case showing arrested development and inferior mentality.

Very truly yours

Lee & Lee,

By Mildred Lee.

-letter from LM Dixon, DC (demonstrator of the Potentiometer) to DE Rice of Luverne MN (FHN, 11/8/24; 7:4):

Dear Doctor: ...the Potentiometer is the only small instrument which does not infringe on the Neurocalometer from a mechanical standpoint.

There is LITTLE possibility that BJ will be granted a complete patent on the process and in case that he should get a complete patent at some future date...you would be out only \$275, where if you buy a Neurocalometer it would cost you \$2,200, and he may NEVER get the process of application patent, and I feel satisfied that the Potentiometer is by far the most scientific instrument, from an engineering standpoint, and it gives you the actual degrees of heat where the other instruments give only comparative temperatures....

### NCM-imitations are treasonous and corrupt

Every chiropractor who buys an imitation of the neurocalometer supports those who would destroy that program destined to save the Chiropractic profession; and any person who, in any way, encourages, aids or abets any imitation, just that much strengthens him who would ruin this constructive program that would save Chiropractic in its purity for posterity. (Palmer, 1924, p. 16)

NOW the profession is almost revolting against those men who started out to give the chiropractors what they thought they wanted [an inexpensive NCM-type device] - because NOW they see that HE IS THE MAN WHO IS THE GRAFTER; that all HE is interested in IS money, regardless of what becomes of Chiropractic OR THE CHIROPRACTOR. (FHN, 8/2/24; 24-B:2)

### NCM and the PSC Faculty

It is interesting to show the confidence The Faculty of THE PSC have had in one B.J. Palmer and in the Neurocalometer. Of their own free will and accord the following instructors have purchased Neurocalometer contracts from THE PSC, buying therefrom the same \$1,200 contract that any of you bought.

FW Elliott, SJ Burich, HE Vedder, JN firth, JH Craven, AB Hender, EA Thompson, HL Gaddis, Roy Maybach, Karl Stephan, Clyde Hall, AL Willis, Herbert Hender, AG Hinrichs, R Richardson, Clyde Kern, RW Stephenson, EI nott, LV Willes, CA Russell, WL Heath, Jr., CF Stoddard, CC Flanagan, Donald Kern, HL Vinkemeyer (FHN, 10/25/24; 6:1)

### NCM distribution options (per BJ)

1. "...keep it as a school trade secret, and make the world come to us...We knew that we could keep this a ONE-SCHOOL-DAVENPORT-IOWA-P.S.C.-SEVENTEEN-COUNTRY-MONOPOLY, and that would return all of those patients to you, believing and knowing that you were unqualified to pick, incompetent to adjust, and unable to know when to stop your adjustments. We knew that would destroy confidence in you, because we would be here the sole purveyors of that service to 17 countries...Why, I could have built a hospital here....That would have meant millions to me, but it would have meant total ruination to you (applause), for which I have been everywhere cursed as a grafter." (Palmer, 1924, pp. 8-9)
2. "...the SALES OUTRIGHT plan. This would reduce the price because we could sell more. The world would have been our market - 17 countries exclusively ours. That would include medical men, osteopaths, mixers, barber shops, beauty parlors, your next door neighbor, plumbers and everybody that had the money. Eighteen months of education when focalized down to a pin point means where to pick majors and why...in 30 minutes the Neurocalometer can do more in picking correct

majors than anybody attending school for 17 months, or more than I can do after 28 years...This means that for \$300, or less, and 30 days, the head of every home could be his own family adjuster... Chiropractic has now been made so simple that it can be given to the people direct...Under that plan we could have sold to lay people, millions in number, in 17 countries." (Palmer, 1924, p. 9-10)

-BJ acknowledges patient-dangers of this (outright sales) strategy:

Under the outright sale plan that man is dangerous who sells them to anybody and everybody without a proper and competent course in technique. A man with a Neurocalometer without proper technique is more dangerous by far than the man under the present system without a Neurocalometer... (Palmer, 1924, p. 10)

3. ...the LEASE PLAN. This plan restricts the leases exclusively to chiropractors. It limits the number of sales to our profession. It limits it to but a limited percentage of our profession, for all are not competent or qualified. Out of 20,000 gross, we can discount 10,000 as being unworthy; then, out of the remaining 10,000, 5,000 can save themselves yet by studying Chiropractic at some competent and qualified school. Out of the remaining 5,000, probably 3,000 can now afford to buy at reasonable terms, beginning tomorrow, at eight o'clock in Room 12. This will cull about 5,000 good out of 20,000, and lease a substantial number of competent and qualified chiropractors to construct a professional house that would be worth living in (applause), where we think and talk the same language and feel acquainted on the same subject. (Palmer, 1924, p. 10-11)

a) the non-restrictive (LEASE) plan (Palmer, 1924, p. 11):

...a non-restrictive letting down all bars, letting everybody do anything they pleased, thus using it as a method of further ruining chiropractors...

b) ....the restrictive plan, keeping up the personal, educational, professional, financial as well as legislative bars high, permitting certain things to be done only in certain ways, thus protecting Chiropractic against chiropractors as well as protecting competent chiropractors against incompetent chiropractors.... (Palmer, 1924, p. 11)

### NCM/PSC Exclusivity

-BJ reiterates announcement that PSC will no longer offer post-graduate courses to non-PSC alumni; MDs and DOs must take the full 3-year course (FHN, 5/3/24; 19-20:1)

What ARE the facts? D.D. Evins has some seven patents applied for in the Patent Office. They cover designs, devices and processes. THE PSC has been given the sole and exclusive manufacture and sale of everything covered by these patents in this and sixteen countries in which the same applications have been made. When those patents are issued the field will be clear of infringements.... (FHN, 7/26/24; 24-A:5)

The instrument, or the **Neurocalometer**, is not sold. It is made exclusively by the Palmer School of Chiropractic under exclusive license granted by the inventor, D.D. Evins, a graduate of the PSC. The instrument will be thoroughly protected. Patents have been applied for and are pending, and will no doubt soon be issued. Its use and the method or process of the technique will be thoroughly protected also. (FHN, 8/2/24; 24-B:5)

-One year of NCM advertising copy available (from the PSC Sales and Publicity Department) to those who lease the device (FHN, 8/16/24; 26:11)

....We have made application for patents in 17 of the civilized countries of the world. (Palmer, 1924, p. 8)

-non-Palmer graduates will not have access to the NCM: "Future graduates of the PSC will have the privilege of Neurocalometer service in their practice" (FHN, 9/6/24; 1:16)

-notice to "Neurocalometer Lessees: A pair of Movie Slides showing the Neurocalometer. Your name and address printed thereon. Will fit any regulation machine. The Palmer School of Chiropractic." (FHN, 11/8/24; 7:12)

### NCM bravado

-see **NCM is scientific**

Along comes the **Neurocalometer**. You hear me tell much good about it. You hear me say that it is "THE MOST VALUABLE INVENTION OF THE AGE BECAUSE IT PICKS, PROVES AND LOCATES THE CAUSE OF ALL DIS-EASES OF THE HUMAN RACE" (FHN, 8/9/24; 25:6)

The Neurocalometer is providential. It is a scientific financial solution to all our school and field problems. (Palmer, 1924, p. 6)

....we finally realized that we had in our profession the most valuable idea that has ever been given by man for man in the history of the world, the appalling immensity of the thing grew upon us... (Palmer, 1924, p. 8)

"...Doss Evins has done the impossible in the Neuro-calometer. You know, he has done that which physics has always said could never be done. You know, the Neurocalometer is a simple little thing - except that it is rather complex." (Palmer, 1924, p. 17)

"...No less a great international authority than Mr. Thwing of Philadelphia, the man who is the world's greatest pyrometer expert, the man who has written a book of physics on pyrometers, the man who holds more patents on pyrometers, than any other man in the world, has examined and investigated the Neurocalometer, and he claims it is the greatest invention he has ever seen." (Palmer, 1924, p. 18)

**"THE NEUROCALOMETER SPEAKS THE TRUTH:** Whatever you do, the **Neurocalometer** will prove or disprove its value." (FHN, 8/9/24; 25:4)

I place in your hands the most valuable invention of history, because it picks, proves and locates the CAUSE of all dis-eases of the human race. (Palmer, 1924, p. 35)

### NCM Organizations

Neurocalometer organization formed and amalgamated with National Spinographic Society"; officer's listed; BJ elected "first honorary president" and Dossa Evins elected "second honorary president" (FHN, 9/6/24; 1:12)

1924 (Oct 11): *FHN* [14(4):10] notes that Warren L. Sausser, D.C. (who will later report the first 14X36 full-spine, weight-bearing X-rays) writes letter to BJ on 9/6/24; Sausser reports

on the "amalgamation of the Neurocalometer and Spinographic Societies"

-Paul A. Gannon reports formation of the Neurocalometer Club of Northeastern Pennsylvania, which will meet regularly of Friday evenings to discuss cases and technique; members must be PSC lease-holders (FHN, 10/18/24; 5:8)

-formation of the Pacific Northwest Neurocalometer Association, includes members from British Columbia, Idaho, Oregon and Washington (FHN, 10/25/24; 6:9)

### NCM charge to patients

If you make a charge for the Neurocalometer reading, for the travelgram holder, it must be not less than \$10. In this you have no choice because your contract states that if you make a charge for a Neurocalometer reading it must be a minimum of \$10. (FHN, 10/11/24; 4:12)

### NCM prices to doctor

At first when the Neurocalometer was presented down East, it took the country by storm. They thought the price of \$500 pretty stiff, but it was worth it. Then came the raise to \$600, and some resentment. Then came that short-times raise to \$750. And then the storm burst loose. (FHN, 8/2/24; 24-B:1)

The price until midnight September 14th remains the same. Beginning tomorrow morning at eight o'clock \$100 cash and 13 payments of \$50 each, each month, and when \$500 has been paid you will be entitled to your technique and your Neurocalometer. Upon placing your contract tomorrow morning, you will be given a serial number from which your delivery will be made. Deliveries will be made as contracts are placed with us beginning tomorrow morning. You can secure a quicker delivery by taking up your notes faster than the allotted time. Those who pay the full cash of \$500 in advance now get preferential position and delivery over all time-payment contracts. The price after midnight of September 14th will raise to \$2,200, or an increase of \$700. The terms will then be \$200 cash and \$100 a month until \$1,000 has been paid, at which time you will be entitled to your technique and your Neurocalometer...this same easy paying plan has gone out to the entire field... (Palmer, 1924, p. 3-4)

-BJ responding to a DC who wants a less expensive NCM" (Palmer, 1924, p. 11): "You wanted one at \$200. What you want is a Pierce Arrow chassis, with a custom built body, at a Ford price, and we are not selling them that way.

"Why the high price!

1st - We will have a PSC traveling school with approximately ten men. Figure salaries and expenses at \$5,000 per month for ten years and see what an item that is - \$600,000. It will cost us \$1,170 to fulfill our ten years contract of services with you, for you. On every \$620 contract, we will lose \$550. On every \$1,200 contract, we will clear \$30. On every \$1,500 contract, we will have a profit of \$330.

2nd - With this profit, we contemplate a National Publicity campaign on the Neurocalometer. Somebody has said that I will make \$30,000,000. That is three million a year. We have had a National Publicity Campaign of \$100,000 and it barely scratched the surface.

3rd - I anticipate the necessity of protecting our patents when they are allowed. That means a crew of lawyers and fees. You pay this for your own protection to your Neurocalometer.

4th - You brush aside the incorporation tax of 12.5% and over. You brush away royalties, improvements, breakage, etc.

5th - WOC now covers portions of America consistently. Contracts have been let which multiply our power by ten. five hundred watts now to 5,000 watts, or five kws. We will then be heard over the world, and will have one of the five strongest private broadcasting stations in the world. That will cost \$50,000 additional.

Why this? Just to spread the gospel for you!" (Palmer, 1924, p. 29)

"Present" price: \$1,500; terms: \$100 cash, \$50/month, 6% interest; after 9/14/24: \$2,200; terms \$200 cash, 100/month 6% interest (FHN, 9/6/24, 1:3)

"...We deliver as perfect a Neurocalometer as factories, THE PSC and men at both places can produce. And, should one go bad, we make good at no additional cost to you." (FHN, 10/18/24; 5:2)

I am writing this short article on the morning of September 15th. It IS the day after - the 14th, when hundreds of contracts came flooding into our offices....Western Union had to make all its money orders on an Omaha Bank because they did not have enough on deposit here....And, I wish you to take this next statement seriously, we are frankly thinking now of raising the price to \$3,000 after January 1, 1925. By this time the Neurocalometer has established itself, its earning values have been printed for your information, letters from users have been printed and distributed to you - it is no longer an unknown quantity. It has established itself.... (FHN, 10/25/24; 6:1-2)

At the present writing, we are quite certain to make another raise from \$2,200 to \$3,000. The exact date is not set, but more than likely will be between now and January 1st. (FHN, 11/8/24; 7:2)

### NCM is scientific

I am not vitally concerned with Chiropractic being a philosophy and art, at this writing, but I am worried about whether chiropractors are doing those things which prove that THEY are SCIENTISTS, or not. I know that Chiropractic is a SCIENCE, but I am also satisfied that chiropractors are NOT scientists....

One of the designated intents and purposes of the Neurocalometer program IS THE ELIMINATION OF DIVERSITY AND THE ESTABLISHING OF ONE METHOD, in universal use in ALL offices that HAVE a Neurocalometer service to render....

Chiropractors are where they are purely because they cannot be trusted to preserve Chiropractic in its purity for posterity...you place us in a necessary position of ruling adversely to any person using any other technique than that taught you either at THE PSC or through our technicians when they called upon you. (FHN, 9/27/24; 3:1)

1924 (Nov 8): FHN [14(7):13] publishes "Sample Letter for Neurocalometer Users Only":

Medical doctors have said, 'DEMONSTRATE to us your theory that subluxations in the spine cause PRESSURE upon nerves, and that by replacing those subluxated vertebrae to normal positions, you release pressure upon nerves, and we will believe.' They said it couldn't be done - and time only seemed to prove them right as far as actually demonstrating the fact. The only demonstration we could offer was that people got well when we replaced the subluxation, but we could not actually demonstrate that we released pressure upon the nerves.

But two men never gave up the fight. After 20 years of intensive research work, Dr. Palmer has perfected an instrument which DOES prove the above point - and goes way on beyond that. It proved so many things that it was no wonder that small group of chiropractors were enthusiastic.

It proves pressure upon nerves. It proves the exact spot where that pressure is. It measures the exact degree of pressure at that point. AND - it does more. It checks immediately after an adjustment whether a proper adjustment was given, by registering whether the pressure was removed from the nerves.

Can you see what that means?....

Experimental work on approximately a thousand cases had proven **there are many subluxations in the spine which the X-Ray does not locate**, causing pressure upon nerves. This instrument locates them. Experimental work also shows that by using the instrument as a check, results can be obtained in from one-fourth to one-half the time now necessary under the present method. In other words, should it take 100 adjustments to get a case well now, it would take only from 25 to 50 to get the same case well using the new **NEUROCALOMETER**

### NCM technique

Our profession has been slipping for years into cervical moves - TM's, rotaries, breaks, etc. - all because they are easier and other alibies we have been offering ourselves. It is now being unquestionably proven by the **Neurocalometer**, that these moves DO NOT release pressures and restore transmissions. It has become imperative that our profession CHECK, AND CHECK HARD. (FHN, 8/2/24; 24-B:16)

"**THE NEUROCALOMETER SPEAKS THE TRUTH:** Whatever you do, the **Neurocalometer** will prove or disprove its value. If you give an 'adjustment,' and it doesn't remove the pressure and restore transmission - the **Neurocalometer** will speak right up and out loud in meetin' and tell you so. If you do give an **adjustment** and the **Neurocalometer** proves a zero reading, then it also speaks with a smile. In demonstrations, such as we have given in a few places, it has been a wonderful check on many chiropractors who were otherwise self-satisfied. In **Neurocalometer** technique instruction, given here to classes, it has been a wonderful means of proving up those chiropractors who can and those who cannot adjust." (FHN, 8/9/24; 25:4)

"One of the designated intents and purposes of the Neurocalometer program IS THE ELIMINATION OF DIVERSITY AND THE ESTABLISHING OF ONE METHOD, in universal use in ALL offices that HAVE a Neurocalometer service to render....

Chiropractors are where they are purely because they cannot be trusted to preserve Chiropractic in its purity for posterity...you place us in a necessary position of ruling adversely to any person using any other technique than that taught you either at THE PSC or through our technicians when they called upon you." (FHN, 9/27/24; 3:1)

1924 (Nov 22): **Fountain Head News** [14(9): 2] notes:

In the past we have taken it all for granted that when we gave an 'adjustment,' that 'if the bone cracked,' or 'it moved,' then the pressure WAS removed. We have believed that when we 'adjusted' it based on PALPATION OR THE SPINOGRAPH, that that automatically released the pressure upon the nerves, restored the flow, and the patient SHOULD AND WOULD get well. BUT ;when he didn't, we were up the stump. The Neurocalometer has proven to us that thousands of 'subluxations' have been 'adjusted' for weeks and months and no pressures were released, nor were interferences removed, nor were transmissions restored. We were just 'cracking backs' or 'moving bones.' The Neurocalometer is CHECKING CHIROPRACTORS ON THIS HIT-AND-MISS SYSTEM.

### NCM theory



In olden days...we had 'cord pressures' in about 3% to 5% of the cases. In modern days (since the Neurocalometer) this jumps up to approximately 40% to 50% (FHN, 8/9/24; 25:1)

-According to the **Omaha Bee** on 9/14/24, as reprinted in **FHN** (10/11/24; 4:12):

#### Based on Hypothesis

The Neurocalometer,' stated Dr. Palmer in discussing the invention, 'is based on several fundamental facts in the theory of Chiropractic. Chiropractic rests broadly on four premises. We believe that disease can be traced to subluxations of the vertebrae, to nerve pressure and to barriers in nerve transmission. A subluxated vertebra is one partially dislocated - 'sub' because the dislocation is a minor one or is incomplete. A pressure on a nerve center causes a positive barrier and a negative nerve transmission, which we seek to remove by an adjustment of the subluxated part, in order to bring about a negative pressure and a positive transmission of nerve messages.

When nerves are pressing against one another we have what might be called a short circuit or a hotbox,' explained Dr. Palmer. 'The same thing occurs when vertebrae are subluxated. Inflammation and heat being produced at these points of resistance. The purpose of the Neurocalometer is in being able to detect these minute differences in heat created by crossed nerves and recording them.'

#### Detector is Secret

The secret part of the neurocalometer is the detector which picks up heat fluctuations as it is applied at points along the spinal column. The detector is a small, two-branched instrument, having a left and right, and attached to the main recording box with a fire cord. The left and right on the detector correspond to the left and right sides of the galvanometer scale.

By noting the readings on the Neurocalometer on a chart while examining a patient, the chiropractor has a definite record of the subluxations of different segments of the backbone. These he proceeds by adjustment to reduce to zero. A zero reading for all the vertebrae clearly indicates a perfectly normal spinal column.

The new invention, which bids fair to revolutionize Chiropractic, is unbelievably sensitive. The indicator will register the presence of a hand near the detector when nearly a foot away. Cigar smoke will drive the indicating arm into a panic although the lighted cigar is three feet away. The detector will record the heat of one's breath when about eight inches from the mouth. To touch the right pole of the detector sends the indicator abruptly to the right, and the same to the left hand side.

#### Is not Electrical

Although the instrument has a Westinghouse appearance, it is not an electrical device, nor is it operated by electricity. It is a self-generating heat-recording device, indicating heat differences on a galvanometer. What the mechanism and motive power is have been as closely guarded as the secret construction of the French '75's.'

When the Neurocalometer was first presented to Chiropractic, tests were made by the United States bureau of standards at Washington and the report was returned by experts that it accurately registered thermal differences of 1-100th of a degree centigrade. Dr. B.J. Palmer has now applied for six patents on the invention in 17 countries. All are now pending."

#### NCM training and service

THE PSC will NOT deliver ANY Neurocalometer to ANY lessee until such time as he has had a course in technique, which course covers a period of two days - morning, noon and evening - with actual contact with a Neurocalomete and patient. In this he is taught WHAT TO DO to accomplish the tremendous potential values it possesses; and what NOT to do that would produce the very opposite, or cause injury. (FHN, 7/26/24; 24-A:8)

...We are building a traveling school, a corps of men who will visit you, check up your technique with the **Neurocalometer**, study your methods of philosophy, palpation, adjustments, and be a friend who checks you the slips that injure your business. He will be a personal representative from THE PSC HELPING TO BUILD UP YOUR FAILURES INTO SUCCESSES. Every six months the school will call and help you build. This in itself is worth more than any price of any lease-contract. (FHN, 8/2/24; 24-B:1)

-NCM Directory announced; DCs listed in terms of contract status (FHN, 11/8/24; 7:1)

-notice to "Neurocalometer Lessees: A pair of Movie Slides showing the Neurocalometer. Your name and address printed thereon. Will fit any regulation machine. The Palmer School of Chiropractic." (FHN, 11/8/24; 7:12)

#### Pettifogging

Webster would define this word his way. But I'll define it mine. *Synonyms:* subterfuges, alibies, evasions, inferences, innuendos. *Definition:* When you haven't a leg to stand on, bluff it thru as tho all the world was at your feet. When the BIG thing is absent, try and make a molehill into a mountain. To see it work, attend any police court and watch the hangers on lawyers stall. In writing this short squib I will give examples as they come to our attention. They don't worry us, but they may you. (FHN, 8/16/24; 26:5)

#### OTHER SOURCES:

BJ's 1924 lyceum speech was like gasoline thrown on this fire smoldering in the profession. Adding fuel to the controversy was the fact that the Palmer School of Chiropractic, which BJ owned, had purchased patents on the NCM. The NCM was available only to graduates of Palmer (in a day when there were many chiropractic schools engaged in fierce competition), and only at a price of \$2,200 for a lease. A cash down payment of \$1,000 was required, with the balance payable at ten dollars per month for the next ten years. Leasees were also required to charge patients ten dollars per NCM reading - conservatively equivalent to charging sixty dollars for that service today (Crisp, 1984).

-Betty Finger (319-326-9729), 21 years employed at NCM Instrument Repair at PCC; telephone interview with J. Keating on 3/19/91; **phone is answered "NCM"**, Ms. Finger notes that new contracts on NCM ceased to be issued "about a year ago", her department continues to service NCMs for field doctors; she will send catalog of products and/or a picture of an NCM

1996 (July 31): **Quad City Times** includes:

-"Dr. Andrew Runge Petersen":

DAVENPORT – Dr. Andrew Runge Petersen, 67, of Davenport, died Saturday, July 27, 1996, at Genesis Medical Center-East Campus, Davenport.

Services will be 2:30 p.m. Friday, Aug. 2, 1996 at Runge Mortuary. Burial will be in Fairmount Cemetery.

Visitation is 4-8 p.m. Thursday.

Dr. Petersen was born Aug. 22, 1928, in Davenport, a son of Andrew and Henrietta Runge Petersen.

He was a former director of research and instrumentation at Palmer College, Davenport. He also serve as a reach [sic] director at Canadian Memorial Chiropractic College, Toronto, Canada. He conducted many seminars on his chiropractic research and was

renowed [sic] for his teaching. He was a member of Canadian Chiropractic Association.

He was of the Episcopalian faith.

Survivors include daughters, Pamela Petersen, Huntington Beach, Calif., Debbie Petersen, Bettendorf, Christine Petersen, Aiea, Hawaii, Judy Petersen, Haliewa, Hawaii, and Bodi Petersen, Santa Barbara, Calif.; a son, Andrew Petersen Jr., Cedar Rapids, Iowa; and four grandchildren.

He was preceded in death by a brother, Larry Petersen.

2002 (Aug 22): e-mail from Thom Gelardi, D.C. (tgelardi@bellsouth.net):

Joe,

Thanks for the bits of history. You are doing one fantastic job.

In your recent piece on the NCM, you included BJ's correspondence with Dr. Milton Garfunkel. Dr. Garfunkel was a long time friend of mine and Sherman's. He left half his estate to Sherman, including all his correspondence with BJ and the Scallons

(Mack Scallon served one year in prison and his wife, six months). The letters from the Scallons is on prison stationary. The NCM letter you referred to is in Sherman's archives.

Also, at Sherman, we thought that there was more to being the most honored graduating student than having the highest academic record. While I don't remember the exact details, at Sherman, the person who gives the farewell address must have an exceptionally good academic record (not necessarily the best) and they are also judged on their

clinical record, their work to advance chiropractic and Sherman College (volunteering and other student activities). The award given is the

Milton W. Garfunkel Award.

I know that you are very busy and a response is unnecessary and not expected. Thom

## REFERENCES:

A lyceum review. *Fountain Head News*, September 13, A.C. 30 (1924); XIV(2):2

Bealle M. *Medical Mussolini*. 1947, Columbia, Washington. Cited by Gibbons, 1980a

Canterbury R, Krakos G. Thirteen years after Roentgen: the origins of chiropractic radiology. *Chiropractic History* 1986; 6:24-9

Crisp KA. Chiropractic lyceums: the colorful origins of chiropractic continuing education. *Chiropractic History* 1984; 4:16-22

Dye AA. *The evolution of chiropractic*. 1929, privately published, Philadelphia (cited by Crisp, 1984)

Dzaman FL, Scheiner S, Schwartz (Eds.): *Who's Who in Chiropractic, International*. 1980, Who's Who in Chiropractic International Publishing Company, Littleton CO

Finger B. Interview with J. Keating, 3/19/91

*Fountain Head News*, May 3, A.C. 29 (1924); XIII(19-20):1

*Fountain Head News*, June 14, A.C. 29 (1924); XIII(23-A):1

*Fountain Head News*, July 26, A.C. 29 (1924); XIII(24-A):8

*Fountain Head News*, August 2, A.C. 29 (1924); XIII(24-B):1

*Fountain Head News*, August 2, A.C. 29 (1924); XIII(24-B):2

*Fountain Head News*, August 9, A.C. 29 (1924); XIII(25):3

*Fountain Head News*, September 6, A.C. 30 (1924); XIV(1):16

*Fountain Head News*, September 13, A.C. 30 (1924); XIV(2):2

*Fountain Head News*, September 27, A.C. 30 (1924); XIV(3):4

*Fountain Head News*, September 27, A.C. 30 (1924); XIV(3):15

*Fountain Head News*, October 11, A.C. 30 (1924); XIV(4):4

*Fountain Head News*, October 11, A.C. 30 (1924); XIV(4):12

*Fountain Head News*, October 11, A.C. 30 (1924); XIV(4):13

*Fountain Head News*, October 18, A.C. 30 (1924); XIV(5):1

*Fountain Head News*, October 25, A.C. 30 (1924); XIV(6):1

*Fountain Head News*, November 8, A.C. 30 (1924); XIV(7):4

*Fountain Head News*, November 8, A.C. 30 (1924); XIV(7):12

*Fountain Head News*, November 8, A.C. 30 (1924); XIV(7):13

*Fountain Head News*, November 22, A.C. 30 (1924); XIV(9):3

Gibbons RW. Assessing the oracle at the fountain head: B.J. Palmer and his times, 1902-1961. *Chiropractic History* 1987 (July); 7(1):8-14

Gibbons RW. The evolution of chiropractic: medical and social protest in America. In Haldeman S (Ed.): *Modern developments in the principles and practice of chiropractic*. 1980a, Appleton-Century-Crofts, New York

Gibbons RW. The rise of the chiropractic establishment, 1897-1980. in Dzaman FL, Scheiner S, Schwartz (Eds.): *Who's Who in*

*Chiropractic, International*. 1980b, Who's Who in Chiropractic International Publishing Company, Littleton CO

Homola S. *Bonesetting, chiropractic and cultism*. 1963, Critique Books, Panama City FL

ICA (International Chiropractors' Association). Vision to action: a history of ICA, the first 60 years. *ICA Review* 1986 (Mar/Apr); 42 (2):33-64 (Supplement)

Keating JC. Letter to the Editor. *Chiropractic History* 1990 (June); 10 (1):8

Palmer BJ. *The hour has struck*. 1924, Palmer School of Chiropractic, Davenport IA

Petersen A. Dr. Andy Petersen talks. *Beacon* (Palmer student newspaper), July/August 1980, Number 3, pp. 1, 10, 12, 13, 23

Quigley WH. The last days of B.J. Palmer: revolutionary confronts reality. *Chiropractic History* 1989 (Dec); 9(2):10-9

Quigley WH. Letter to the Editor. *Chiropractic History* 1990 (June); 10 (1):8-9

Stowell CC. Lincoln College and the "Big Four": a chiropractic protest, 1926-1962. *Chiropractic History* 1983; 3:74-8

Stowell CC. Letter to the Editor. *Chiropractic History* 1990 (June); 10 (1):8

Watkins CO. Modalities: the neurocalometer. *Montana Chiroilite*, July 10, 1932, pp. 5-6

Watkins CO. *The basic principles of chiropractic government*. 1944, self-published, Sidney MT. Available from Dr. Ted Shrader, 17017 Via Media, San Lorenzo CA 94580

## Wehinger, interview with ?????, 1991

OUTLINE

ABSTRACT

INTRODUCTION

ORIGINS OF THE INSTRUMENT

THE COST OF THE NEUROCALOMETER

THE NEUROCALOMETER MOVEMENT

COMPETITORS & THEIR DEVICES

VIRTUES OF THE NEUROCALOMETER

CHIROPRACTORS' RESPONSE TO THE NEUROCALOMETER

CONCLUSIONS

TABLES

FIGURES

REFERENCES

**BJ's Pet\***

Yes, BJ has another Pet,  
The greatest of them all;

I doubted if he had this Pet  
Until I made a call.  
He keeps it in a little box  
And locks it up at night, -  
Could we but see the things it sees,  
We'd need our second sight.

It walks right up and down your spine,

But never cracks a smile -  
Until it finds a nice, warm spot,  
Then rests a little while.  
Alas, its hands begin to move  
And all its secrets tell,  
While it records with perfect ease  
The facts to get you well.

It shows just where your nerves are pinched -  
How much, both left and right;  
Then trembles, shakes, Yea! has a fit  
If Innate stresses fight.  
It proves where sublaxations are;  
It nails they every lie,  
And gives to us more truth and light  
That man may live, not die.

Yes, BJ's Pet, is quite small yet,

\*reprinted from the *Fountain Head News*, Saturday, June 14, A.C.29 (1924), Number 23-A, p. 6

---

## My Faith in B.J.\*

Here's to my faith in B.J.  
The most wonderful man of the age;  
He may not always do things our way,  
Neither does any other sage

But if you'll put your trust in him  
You'll find he's always right;  
When he plays, he plays to win,  
So let us help him fight.

"Twill some day be a monster.  
He calls it by some funny name,  
I think it's Neurocalometer.  
It proves that Chiropractic's right,  
Is worth its weight in gold, -  
So when you see it at its work  
You're Sold! You're Sold! You're Sold!

- "Pud" E.C. Wilson,  
June 1, 1924,  
Davenport, Iowa

When the Neurocalometer was priced to us  
Some seemed to think it was quite high;  
I said there is no use to discuss,  
For B.J. has a reason why.

So let us work together  
And put nothing in the way,  
That will cloud the sunny weather  
And hinder our B.J.

- "Bunnie" Hughs

\*reprinted from the *Fountain Head News*, Saturday, September 6, A.C.30 (1924), Number 1, p. 8

---

# BJ's Right Again!\*

I "cussed" BJ with all my might  
I hated all his ways;  
I could not see the light he held  
But now - I sing his praise.

Like others, I admit I thought  
These efforts for his gain  
But now I see he's protected me  
When I would him have slain

The new **Neurocalometer** -  
This contract I must sign -  
This "technique" and this "red tape" stuff -  
The whole "mess" made me whine!

I "ripped him up the back" a few -  
Would have "cussed" him was he here;  
But now, I sing a different tune,  
My madness turns to fear.

I see a different light just now -  
'Twould all have meant my ruin;  
It makes me take another vow  
To cut out so much stewin'.

The things we worry most about -  
These things which kill our song -  
They never happen half the time,  
So **this time** we were wrong!

The M.D.'s and the Osteopaths  
And every Tom and Dick  
Would have owned a "Neurocal,"

Had not BJ been slick.

Now, as it is, he protects us  
And all our true profession,  
He thinks ten miles ahead of us  
While we trail the procession.

He lifts our science from the mire -  
To it a new life gives.  
Now every tortured sufferer  
May look to it and live.

Thus dawns an era new and bright  
And Chiropractic's fame  
Proclaims a new hope for the sick,  
To honor BJ's name.

No more groping in the dark,  
A new light now appears  
To guide the chiropractor's hand  
And stay the patient's fears.

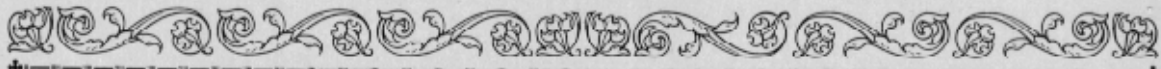
So we can say to those who sick  
And suffering roam the earth:  
An **exact science** now we have -  
'Twas BJ gave it birth.

You will agree now (when you see  
'Twas not all done for "self"),  
Instead of kicking B.J.P.  
We all should kick ourself.

B.K. Vance, D.C., Ph.C.  
South Bend, Ind., 7-14-'24

\*reprinted from the *Fountain Head News*, Saturday, July 26, A.C.29 (1924), Number 24-A, p. 5

---



The  
**NEUROCALOMETER**  
Trade Mark Reg. U. S. Pat. Office  
 The PROOF of CHIROPRACTIC

What it Is—What it Will Do, and the Qualifications Necessary  
 Before a Chiropractor can Use it Successfully



**T**HE NEUROCALOMETER, it must be distinctly understood, is a sensitive instrument. As such it does not possess intelligence, the ability to move about, nor the most primitive characteristics of a human being. It is a **thing**, not a person.

The NEUROCALOMETER will **not** think for you. The NEUROCALOMETER will not speak for you. The NEUROCALOMETER will not adjust for you. The NEUROCALOMETER will **NOT DO THE IMPOSSIBLE**.

Before you can become a qualified technician of the NEUROCALOMETER you must practice and test and study. If you can qualify, your chances of winning success are increased immeasurably.

The NEUROCALOMETER is as essential to an efficient chiropractor as an adjusting table.

**The Palmer School of Chiropractic**

Chiropractic Fountain Head  
 DAVENPORT, IOWA, U. S. A.



The chiropractors who have proved themselves capable of rendering a complete service to their patients find the NEUROCALOMETER an invaluable aid in making analyses.

Investigate fully its merits before you pass judgment.















