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“TO TELL THE TRUTH”—A MATTER-OF-FACT COLUMN

By Stanley Hayes

NOTICE: This column does not claim unlimited knowledge or infallible judgment. It does claim to tell the TRUTH (without fear or favor) according to its best available information. It will gladly correct any errors. It is FOR all persons and things that are good for CHIROPRACTIC. It is AGAINST all persons and things that are bad for CHIROPRACTIC.

(For Chiropractors Only. NOT for Public Perusal.)

THE FACELESS AND FORGOTTEN “FIELD” MAN:

THE FELLOW WHO FEEDS THE CHIROPRACTIC COW

(A few remarks FOR the “field men”—by one of them)

(Part Five of a Series)

WHOM CAN WE DEPEND UPON TO SAVE CHIROPRACTIC—

OUR SCHOOLS? OUR UNIONS? OR ONLY OURSELVES?

(Continued from last month)

As STATED LAST MONTH, it is not the purpose here to compare, point by point, the merits and demerits of **ICA** and **NCA**—but only to consider the IMPORTANT question of whether the PRESENT policy of EITHER can assure the survival of chiropractic as a SEPARATE and PROSPEROUS profession. This column contended that EITHER policy must fail us in that—and gave several reasons for such contention.

Among the many other reasons that could be cited, the following facts about the origin and subsequent behavior of the two unions should suffice. Since **ICA** comes first, alphabetically, let's take it first.

ICA was CREATED by a private school owner for his own private purposes—and is supported, maintained, and tightly CONTROLLED by a GROUP of such schools for THEIR private purposes.

Hence, **ICA** “MANAGEMENT” is merely a SCHOOL-TOOL, first, last, and always. It well knows who's boss and it must act accordingly. Private school owners, working for their own private profit, CREATED it—and tell it exactly what to do at every turn. It knows it HAS to do that - or ELSE. It OBEYS its MASTER'S voice. And as Christ Himself has assured us, “No man can serve two masters.” (St. Matthew 6:24) So just WHAT can you or I, our PROFESSION, or the long suffering PUBLIC hope to EXPECT from **ICA**?

We can EXPECT exactly what we so recently GOT -- right HERE in Arizona. We had the WORST chiropractic law in the United States. Pass in 1921, it made Arizona a potential garbage dump for every chiropractor who couldn't get a license anywhere else. That law was POISON to the PUBLIC, to CHIROPRACTIC, and especially to Arizona chiropractors. But for obvious reasons it suited the ICA group of chiropractic school owners fine. In fact, the ICA backed an attempt in 1953 to make it even WORSE!

THAT was the last straw. At once, the **United Chiropractic Association of Arizona** was organized, and its Bulletin started talking turkey about what was good for chiropractors and what wasn't. It sent a questionnaire to EVERY Arizona chiropractor to find out for sure what kind of law he or she WANTED. Nine out of ten voted for a good chiropractic law that was quite opposite to what **ICA** wanted.

Then a committee from **UCAA** (**NCA** affiliated) and one from **ASCA** (**ICA** affiliated) was appointed to draw up the kind of bill Arizona chiropractors had said they wanted enacted into law. Backed by both state associations, that bill would have passed easily in the next legislature (1955). But THEN the mailed fist of **ICA** crossed our border to **FORCE** on **ALL Arizona chiropractors the DICTATORSHIP of the SCHOOLS**. So it took four years of fight to beat down the iron hand of the DICTATOR and get a law that was still short of what it ought to be.

And remember that **ICA** did all this dirty work in **SPITE** of the undeniable **FACT** that an overwhelming majority of Arizona **ICA** members themselves **WANTED** a decent law just as much as the rest of us did—and had **VOTED** for it in the Bulletin poll of **ALL** Arizona chiropractors! They paid their money to **ICA**—and what did they get back? A brutal smash from the iron fist—right in their faces! **ICA** took their money—and used it to put a gag in their own mouths, and the heel of a dictator on their own necks. Which has been the performance pattern of **ICA** since the day it was hatched.

So much for **ICA**. Now what about **NCA**? It originated a bit over thirty years ago by a merger of the old Universal Chiropractors Association (**UCA**) and the American Chiropractic Association (**ACA**). **UCA**, like **ICA**, had been **CREATED** by a school owner (the same one) for his private purposes. After many years of troubled existence, **UCA** accused its creator of having used the organization to feather his own nest, and as a tool to force his personal dictatorship on the whole profession—exactly as the **ICA** was used in the recent Arizona cases cited above. So it finally threw him overboard, and merged with **ACA** to form **NCA**.

Hastily rallying a few incurable cult-o-ractors, he quickly formed a small group called The Chiropractic Health Bureau (**CHB**), which later was given the bigger-sounding name of **ICA**.

ACA was the so-called **LIBERAL** group of that day, and contained a certain percentage of “mixers.” Of course anything and everything whatsoever beyond manual examination and adjustment of the spine was rank “mixing” THEN.

Such things as taking blood pressure, temperature, or using a stethoscope (which are now taught in the holiest of holy **cult-o-practic** schools) were then unpardonable sins calling for instant excommunication. Any DC who did such a thing was a “chiropractoid”—than which there was nothing lower in the entire animal kingdom. How times do change! Or as Puck put it, “What fools these mortals be!”

Thus our two big unions started off, thirty years ago: **ICA** as a small extreme “straight” group. **NCA** as a larger group composed of the **UCA** (“straights”) and the **ACA** (more or less “mixers” according to the definition of that day, but not of this).

And then they started off as the bitterest of rivals, calling each other all the vile names imaginable. They are still at it. Their principal purpose has always appeared to be mutual extermination. To that apparent end they have spent huge amounts of time, energy, and cash—your cash. Had they (or either of them) spent one-tenth of all that in telling the whole profession the truth, the whole truth, and nothing but the truth—or in providing an open forum wherein chiropractors themselves could discuss professional problems—we never would have got into our present mess.

But back to **NCA**. Can IT—or will it—salvage chiropractic? Like **ICA**, it cannot—unless it radically changes its course **FAST**.

NCA may or may not be unduly influenced by schools or other private interests. But IF it is not—then in this column’s carefully considered opinion it is certainly steering a queer course, as compared to the plain road markers for our professional survival and success.

NCA has always been a timid and sluggish fence-straddler—and always on the DEFENSIVE. It has always been afraid of its own shadow. It is always “GOING to do” great things—but seldom gets much of anything actually DONE. It wants to please EVERYBODY—ALL the time—which is not only impossible, but the worst thing it could do even if it were possible. It appears willing to let every chiropractor practice exactly as he pleases—be that anything from rank voodooism to unbridled medicine and surgery—as long as he pays his dues.

If **NCA** knows what it takes to insure the survival and success of our profession, it keeps it a dark secret. It has never outlined even a tentative long-range plan for professional peace and prosperity. It has never even said WHERE it WANTS to go—much less explained HOW it expects to GET there!

But if **NCA** truly wants to represent the PROFESSION: IF it can quickly quit its psychology of short-range “muddle through” policy; IF it can adopt a wise strategy based on ALL available FACTS—and THEN get up and FIGHT like hell at the right times and places—it CAN save chiropractic. Otherwise, it too, can be a dangerous, liability to professional welfare. For with a bumbling, blundering “top command,” NO army can hope to win.

Do YOU ever expect a member of a peaceful and prosperous profession under the kind of “leadership” the schools and unions have always forced upon us??? Not if you are ALIVE from the ears UP. “BUT,” you may say, “there’s NOTHING we can do about it—for the schools and unions have their CONTROLLED PRESS, and the money to pour out plenty of propaganda to smother all our squeals.”

Yes, they DO have the printing plants—and the cash to run them to suit THEMSELVES. But WHERE did they get all that stuff? They bought it with the money they got from YOU! YOU, the “field men” furnish ALL the fodder: cash, members, and students. SHUT OFF the fodder—and the MILK (that the schools and unions LIVE on) would dry up like a wet-weather spring!

You say that would also kill the profession? If that’s what you say, then you are merely an animated ECHO, bouncing back the exact words the schools and unions have always been so careful to hurl into your mouth. And if you really BELIEVE any such hocus-pocus, then their brain-washing has really “took” on you—and YOU’VE been really “TOOK.”

Sorry, Geraldine, but there ain’t no Santa Claus. Sorry, fellow “field man”—faceless and forgotten fodder-forker—but there ain’t no “indispensable” man or school in chiropractic. There never was—and there never will be. Even our blundering Big Brass know that much—but they don’t want us to find it out.

If ALL our Big Brass—school and union—happened to be together on the same ship, and that ship (with all on board) sank straight down to the bottom of the deepest ocean on earth, this profession would not be hurt in the least. In fact, it might (and probably would) be very much better off.

For the TRUTH is that we have an abundance of GOOD school men who would be delighted to staff all the colleges we NEED. They would also be delighted to turn out the finest chiropractors this profession has ever seen—the kind the “field men” WANT. The “field

men,” in turn, would be delighted to select and procure the finest student material for more of the same kind. In ONE generation, this profession would be on the map—to STAY. and the GOOD school teachers would doubtless be doubly delighted with the appropriate SALARIES we could well afford to pay them—and also with the academic freedom they could enjoy without fear of being fired by an ignorant, penny-pinching, or crack-brained school owner.

Yes, we could have plenty of fine schools—IF only we could give our really good teachers the chance they so well deserve.

AND “THE FIELD”? It is very, very far from being as mentally bankrupt as the self-assumed paternalistic and lofty attitude of the “management” of our schools and big unions would imply. Ninety per cent of the chiropractors who have contrived to survive in practice are not fools by a long shot. How do I know? Because I have lived and worked side by side with them for a long time.

That supreme pair of dumbell destroyers, Father Time and the Fool-Killer, have weeded the chiropractic profession pretty clean. Those who are still in practice know the score very well. They DON’T need “papa” (the management of the schools and of the big unions) to tell them what to do. They have already learned that—the HARD way. THEY could tell “papa” a LOT of essential things that he either doesn’t know or won’t admit.

In Arizona, for example, there were, on March 8, 1961, 166 chiropractors. Offhand, I can name you a dozen (six from each of the two state associations) who can get together and come up with the RIGHT answer to any problem of professional policy.

Those I would name are chosen only from those whom I have dealt with enough to know a lot about their thinking processes. Among the total 166 there are sure to be many others whom I would be as likely to choose if I knew as much about them.

And Arizona is in no way exceptional. The same percentage would hold in every state.

No, Geraldine, “papa’s” demise would neither kill nor cripple chiropractic. But emancipated from his meddling and muddling, this profession, under control of seasoned and sensible “field men” who know the score, would be reborn—and Dr. D.D. Palmer’s Great Discovery would survive and prosper to bless all the peoples of the earth. AND it would survive under its OWN name—CHIROPRACTIC—that the Discoverer gave it. It would be applied by CHIROPRACTORS under its right name—and not under the false label of a great “medical” discovery, and dished out to OUR posterity by AMA-trained physical therapists—under MEDICAL PRESCRIPTION.