

William C. Schulze, M.D., D.C. (1870-1936): From Mail-Order Mechano-Therapists to Scholarship and Professionalism Among Drugless Physicians

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Abstract

His story is a paradox, encompassing as it does the shame of correspondence training and the honor of leading the profession toward a more dignified role as *doctors* of conservative healing methods. A gentle, cheerful, thoughtful man, William C. Schulze, M.D., D.C. would profoundly influence the course of chiropractic. He was the second majority owner and second president of the National College of Chiropractic. His life's work would steer the National away from its correspondence school heritage and toward its later eminence in the science of chiropractic. Schulze would create a leadership role for the College based upon greater than customary standards of training in the basic sciences and in the adjustive, physiotherapeutic and naturopathic arts. His broad-scope orientation would earn harsh criticism among some straight chiropractors, but commanded respect from a probable majority of the profession. The traditions he fathered would set the stage for the chiropractic profession's educational reforms in the 1930s and beyond, and despite his premature death, would nurture the subsequent work of chiropractic scholars such as Joseph Janse and Roy W. Hildebrandt.

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In six months you can begin practicing mechano-therapy...Opportunities to make money in Mechano-Therapy are everywhere. You need not leave home to make your fortune...Don't be a wage slave! ([Schulze, in Ref. 1](#))

Principles are winning the day. Personalities are becoming of secondary importance...Rationalism is taking place of fanaticism ([Schulze in Ref. 2](#))

Let us look like, talk like, act like, and altogether be like good DOCTORS of Chiropractic ([Schulze in Ref. 3](#))

Before Chiropractic

William Charles Schulze was born in Germany in 1870 ([4, 5](#)). He suffered rheumatic fever as a youngster, and would die at age 66 owing to his damaged circulatory system ([6](#)). Little more is known of his childhood in Europe. His son recalls that he worked for a blind German farmer for two years in order to pay his passage to the United States in 1884 ([6](#)) or 1887 ([4, 5](#)). Obviously industrious, he studied at the William Jewell College in Liberty, Missouri ([7](#), p. 284) and taught school in Marion County, Kansas ([8](#)). He would have been age 26 or 27 when D.D. Palmer first announced his new chiropractic methods ([9, 10](#)), but it is not known that the two ever met. Schulze earned his medical degree in 1897 from the Rush Medical College, one of the few medical schools that would receive favorable comment in Abraham Flexner, Ph.D.'s influential and critical review of medical education ([11](#)). Schulze would later describe his medical alma mater as a division of the University of Chicago ([12](#)); however, the Rush College did not affiliate with the University until June, 1898 ([13](#)), and as late as April, 1909, the two institutions had still not amalgamated ([11](#), pp. 207-8). American Medical Association (AMA) critics would recall that Schulze had graduated from Rush "before the medical schools of America were classified" ([14](#)). The 1918 catalogue of the National School of Chiropractic (NSC) listed him as a "licentiate" in Illinois, Minnesota and Wisconsin ([12](#)), presumably licensed as a medical physician. However, the AMA reported that "because of his practicing chiropractic without a license he was at one time named with several other illicit practitioners in an injunction procedure" ([14](#)); they did not mention when nor where this might have occurred.

For a short while at least, Schulze became a genuine, turn-of-the-century country doctor. He practiced general medicine in Lomira, Wisconsin for three years before relocating to Duluth, Minnesota, at which time he "became acquainted with the Mayo brothers" ([6](#)). While in Duluth in 1900 he married Mathilde Jermundson, and in 1905 a son, William Lane Schulze, was born; a daughter, Phyllis, was also born to the couple ([4-6](#)). Sometime during 1901-1905 the family returned to Chicago, where Dr. Schulze established a practice on Michigan Avenue and specialized in obstetrics

and gynecology (6, 7). Witness to his expertise in this field is his 1917 volume, *Text Book of the Diseases of Women* (15),

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which described drugless and surgery-free alternatives to allopathic methods. His interest in drugless healing methods could have been developed in Germany, where the traditions of conservative healing methods included Heilpraktik and Naturaerzte (naturopathy), Knocheneinrichter and Wundarzt (bonesetting), and homeopathy (16, pp. 22, 201).

Schulze is variously reported to have served as founder and "Physician in Charge of The Institute of Physiological Therapeutics" (12), "medical director of the Chicago Zander Institute" for five years (4, 5), and as president and dean of the American College of Mechano-Therapy (1, pp. 480-6; 14), all in Chicago. The American College of Mechano-Therapy (ACMT), organized in the early years of the century and located at 120-122 Randolph Street, offered both resident and correspondence courses. Janse (17) claimed that Schulze had operated the ACMT "in conjunction with Bernarr McFadden." Although this has not been confirmed, McFadden did offer a chiropractic degree program in Chicago circa 1914 (18). Moreover, even before the turn of the century Ella A. Jennings, M.D., associate editor of McFadden's *Physical Culture* magazine, had discussed the "Zander System" of exercise and massage machines as well as "Swedish Movements" then employed at the "Mechanico-Therapeutic Institute" and the Zander Institute in New York City (19), then under the medical supervision of Carl Fallien, M.D. Advertisements for the various apparatus of the Zander Institute in New York, apparently an extension of "The Zander Institutes of Europe," also appeared in McFadden's health journal (20). The ACMT published a *Text-Book of Chiropractic* in 1910, and another volume, *Clinical Lectures on Mechano-Therapy* in 1912 and 1915. The school would later come in for stinging criticism from the AMA, which quoted from the school's catalogue to describe the content of its instruction in addition to "Osteopathy":

"Anatomy, Physiology, Diagnosis, Hygiene, Dietetics, Hydro-therapy, Manual Manipulation, Swedish Movements, Vibration, Oscillation, Mechanics (curative), Suggestive Therapeutics...Ethics, Establishment, Promotion and Business Methods" (1, p. 481).

Despite the medical establishment's criticisms of the ACMT, manual and mechanical methods of healing were growing in popularity both in Europe and America during the early years of the twentieth century (21-25). Andrew T. Still, a Civil War surgeon and magnetic healer, had established the first school of osteopathy in Kirksville, Missouri in 1892, and new schools of osteopathy quickly proliferated, reaching as far as California within a few short years (26-28). Much of this early expansion and innovation was represented in Chicago. The Littlejohn brothers founded their American College of Osteopathic Medicine & Surgery (forerunner of today's Chicago College of Osteopathic Medicine) in May, 1900 (29, p. 2). D.D. Palmer, who may have taught magnetic healing at the "Independent Medical College" in Chicago during 1897-98 (30, pp. 777-8), had begun to teach his new theories and methods of manipulation of joints (and other tissues, at least initially) in Davenport, Iowa at about the same time (9, 10, 31, 32), and by 1903 had competition in the chiropractic school business from his former student, Solon M. Langworthy, D.C. in Cedar Rapids, Iowa (33; 34; 35, p. 100). Another Palmer graduate, Oakley Smith, D.C., arrived in Chicago in 1905 to establish his Chicago

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College of Naprapathy (36, 37), which taught yet another variation on the spinal lesion theme of Still and Palmer. Moreover, the *Journal of the American Medical Association* had also published favorable views of the manual clinical arts:

...Mechanotherapy. - Taylor points out the importance of massage, mechanotherapy, bone setting, etc., and the practice of osteopathy. He thinks the profession has become too critical in regard to drugs, and the public has followed its example, and takes up the more readily with charlatans, who claim to cure without them. Moreover, there are comparatively few of the medical profession who have familiarized themselves with massage and mechanotherapy generally. Our schools of massage are entirely superficial in their training. The European masseur finds our physicians unable to appreciate his skill, hence his attempt to get into independent practice, and the prejudice and rivalry aroused against him. Taylor claims that the field of mechanotherapy is boundless, and it is the duty of the educated physician to learn more of it. He thinks if the medical profession would read half a score of small books thoroughly (after revising their knowledge of the nervous mechanisms) and make practical use of the light thus gained, they would feel little hesitation in going forward to acquire skill in so practical and valuable a branch of therapeutics. The physician can not devote the time required by some of the more laborious and continuous, or routine procedures, but he should supervise the scientific part. He could and should make use of the more delicate manipulations, which are of the greatest value. To illustrate the teachings of the osteopathic schools, he mentions two graduates of Scandinavian massage institutions who came to this country and hearing of osteopathy took a course at Kirksville. Both assured the author that they learned no facts of importance not already known to them. The sphere of manual therapy lies in the ability of medical practitioners to influence centers of organic activity by mechanical stimulation through the vasomotor nerves. They should not abandon well-tried and proven remedies, but in manual therapy, when applied by the physician, there is a prompt and exact method far in advance of all others in the treatment of a wide variety of derangements, not only of the coarser mechanisms, but also of the vital organs (38).

The destinies of Schulze and the NSC first intersected in 1908. At that time John Fitz Alan Howard, D.C., a 1906 graduate of the nine-month curriculum at the Palmer School (39, 40), relocated his newly formed NSC from its birthplace in the Putnam Building in Davenport, Iowa to the Windy City "in order to secure the clinical, laboratory, dissection, hospital and other facilities and advantages that were lacking in a small town" (12). Howard chartered the NSC in Illinois in 1908, but may also have worked for a time at Schulze's ACMT, where he presumably furthered his knowledge of how to conduct correspondence training. The ACMT would continue to function until 1920, when it became the Eclectic College of Chiropractic (18). The Eclectic College became the Peerless College of Chiropractic circa 1923, at which time Floyd H. Blackmore, D.O., D.C. became its dean (41). The Peerless College apparently merged with the National circa 1928, at which time Blackmore joined the National faculty (42).

Schulze had originally operated his correspondence programs in mechano-therapy, suggestive therapeutics and other drugless methods in association with F.S. Tinthoff and S.J. Tinthoff, whom the AMA remembered as owners of the Aurum Company, a mail-order vendor of "electric belts" and breast-enlargement programs (1). Schulze advised his students to practice in collaboration with licensed physicians:

Dear Friend:

There are no laws on the statute books regarding Mechano-Therapy. In Illinois for instance, there is the so-called "Drugless Healing Act" applying to all such methods as Mechano-Therapy, Osteopathy, etc. Some of our graduates have qualified under this law by examination, while others carry on their work under the advice and

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consent of a friendly M.D. We recommend the latter method until such time as Mechano-Therapy is regulated by legislative enactment in the various states. Yours truly,

American College of Mechano-Therapy
W.C. Schulze, M.D. (1, pp. 483-4)

Schulze joins the National

Howard and the NSC had the dubious distinction of being first (in 1906) to offer mail-order instruction in chiropractic; in 1915 the "institution began to require students to come there at the close of their correspondence course and take a few weeks in resident instruction" (43, pp. 190-1). The NSC continued to conduct its correspondence programs until 1918 (43, 44). B.J. Palmer similarly offered mail-order degrees through both the Palmer School of Chiropractic and the Palmer School of Correspondence (44, 45), and the practice would be perpetuated by the so-called American University in Chicago until 1935 (44). Rival school leader Willard Carver, LL.B., D.C. would note some years later that:

About 1906, the National School of Chiropractic was organized in Chicago, at first as a correspondence school only, but soon began requiring students to spend a short period at the institution, to be taught the art of Chiropractic.

The National School of Chiropractic gradually receded from the idea that Chiropractic could be taught by correspondence, and with the casting off of those unworthy garments, it became recognized as a standard institution of Chiropractic learning.

The National School from the beginning had quite a large business, and that fact resulted in many correspondence schools springing up in Chicago, some in Newark, New Jersey, some in New York City, and one, it must be said with deep regret, was conducted for some time in Oklahoma City.

Generally speaking, however, the correspondence school idea faded very rapidly, and to the eternal praise of the profession, it should be said, Chiropractors have frowned upon attempts to teach Chiropractic by correspondence from the very first (43, pp. 55-6).

Figures 1-3 about here

The German physician's initial involvement with the NSC consisted of a series of clinical lectures by which he supplemented his income from private practice (6). He joined the NSC faculty more formally in 1910 and "discontinued medical practice to devote his full time to Chiropractic education" (5, 46, 47). Although it has been implied that Schulze was solely responsible for the introduction of instruction in physiological therapeutics to the NSC curriculum in 1912 (4, 5), it should be remembered that Howard had practiced physiotherapeutic and naturopathic methods prior to his chiropractic training at Palmer (39). Ransom (47) gives joint credit for National's pioneering curriculum in physiological therapeutics to Schulze, Howard and a second physician-chiropractor, Arthur L. Forster, a graduate of the medical department of the University of Illinois who joined the NSC faculty circa 1912 (see Figures 1-3) (7, p. 287).

The NSC began to award diplomas in "Chiropractic and Physiological Therapeutics" not later than 1917 (12). The same year also saw the introduction of x-ray equipment and instruction leading to a

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certificate in "X-Ray and Spinography" at the school (48); advertisements in the NSC's *National Journal of Chiropractic* also noted the operation of a "National Hospital and Sanitarium" at the South Ashland Boulevard address (49). In 1915 the NSC's curriculum required twelve months of study (8); an 18-month program was in place by 1918 (12), but as late as 1922 a degree as a "Chiropractor" could be earned after one year of study (50). Twelve-month graduates had the option of returning to complete the doctoral program within five years of their initial graduation.

Table 1 about here

Schulze and Forster may also have been responsible for the bedside and operating room observation privileges enjoyed by National students at the Cook County Hospital in Chicago from 1914 to 1924, although the rapid growth of MD-DC faculty at the National means that several other instructors (see Table 1) could have secured these privileges (51). Indeed, National's MD-DC faculty majority was exceptional, even among the several physician-led chiropractic colleges of that period, such as the Palmer-Gregory School in Oklahoma City, the Nebraska Chiropractic College in Lincoln, the Missouri Chiropractic College in St. Louis and the Chiropractic University in Kansas City. The NSC's *Sixteenth Annual Catalog* described students' opportunities at the Cook County facility:

HOSPITAL PRIVILEGES

Students of the National College are admitted to all clinics and autopsies of the Cook County Hospital. This institution is the largest charity hospital in America. During the past year it has cared for over 50,000 patients. The great majority of diseases are demonstrated in these clinics.

Attendance at these clinics affords the student an educational advantage that is inestimable, and not obtainable in any other place in the land...Witnessing these operations, it is true, is of no value to a chiropractic student so far as their technic is concerned, as chiropractors are not interested in surgery and medicine. But their value lies in this, namely, that the student has an opportunity to see the different organs of the body in their living state and note their relationship to each other, as well as observing any changes that have developed in consequence of a disease process. He also has the privilege of studying cases illustrating practically every disease and thus perfect himself in the art of diagnosis. Furthermore, in the autopsy room he can study the changes produced in every organ, system and part of the body by the various disease processes and thus familiarize himself with pathological changes to a degree not otherwise possible. In this way the study of anatomy, pathology and diagnosis is made easy to the student because what one sees with one's eyes is not easily forgotten. Finally, the diversity of work witnessed increases his scope of learning and gives him that breadth of view so essential to the success of a professional man or woman...

A Chiropractor is in a far better position to defend spinal adjustment when he knows the practice of opponents than when it is all a closed book to him...

This opportunity for actual clinical observation is a rare privilege possessed by no chiropractic school except the National College, and the high esteem in which it is held by our students and graduates is ample testimony of its merit. The hospital tickets cost \$5.00 each and are good for one year... (50).

The Second President of National

The NSC's corporate stock was owned "by a number of individuals," and Schulze accepted corporate shares in partial payment for his services as a NSC faculty member (6). Janse (17) noted that Schulze had first become a "proprietary partner" in 1912. Schulze apparently became the principal stockholder sometime between 1914 and 1919 (8; 7, p. 284). The NSC's 1918 catalog listed him as

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dean and Howard as president (12), but the *Fountain Head News*, B.J. Palmer's personal newsletter, had listed Schulze as president and dean in 1917, when he committed the NSC to the formation of an International Association of Chiropractic Schools & Colleges at the Palmer School's annual homecoming (52), and again in April, 1918 when Palmer visited the NSC in Chicago for the first time (53). Schulze would often sign his name as dean but not president, such as in a letter reprinted in the *Fountain Head News* the following year (54). Presumably the stock acquisition was gradual, and John Howard may have continued as nominal president for a short while beyond the moment when Schulze became the majority owner of the proprietary institution.

The period between 1918 and 1920 brought many changes at the NSC. Correspondence programs were discontinued, and Schulze assumed the major responsibility for the institution as president and dean. Arthur L. Forster, M.D., D.C., who had served as editor of the NSC's *National Journal of Chiropractic* since its first issue in August, 1914 (55, 56), continued in this capacity and assumed the role of corporate secretary. In 1920, the name of the institution was changed from the *National School* to the *National College of Chiropractic* (NCC), and the campus was relocated from its former site (actually its fourth campus) at 421-423-425-427 South Ashland Boulevard (see Figures 4-6) to a new home, a five-story stone and brick structure, the former Union Theological Seminary at 16-32 North Ashland Boulevard in Chicago (6, 50) (see Figure 7). The new space provided the NCC with 112,500 square feet; the upper three floors were devoted to dormitory space for students, while the basement was committed to chemistry and dissection labs, and the first two floors were devoted to classrooms and a clinic (14). The NCC would remain at its North Ashland campus for four decades, until its relocation to Lombard, Illinois in 1963.

Figures 4-7 about here

The move to North Ashland Boulevard allowed Schulze to relocate the Chicago School of Nursing, which he also owned and operated, to the former National campus at South Ashland Boulevard, where NCC students continued to be housed. In 1924 this rental component of his various enterprises brought him in contact with Mr. Otto J. Turek, a "Bohemian" businessman who contracted to operate the dormitory facilities (17). Turek became a close friend of Schulze and an integral member of the NCC administration, eventually serving as business manager of the school and, with Schulze in 1927, as a co-founder of the non-profit Chicago General Health Service (CGHS) (8, 17, 57, 58). It is recalled that Turek's business acumen enabled the College to satisfy all mortgage indebtedness by 1932 (7, pp. 319-20), something of an accomplishment at the height of the nationwide economic depression. Still operating today as an out-patient training site for NCC interns, the CGHS was probably organized to provide comparable clinical opportunities to those that had been lost when Cook County Hospital discontinued observation privileges to NCC students in 1924.

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The CGHS included in-patient facilities, at least for a while (59). By 1934 the CGHS boasted of "over \$100,000 dollars worth of equipment for the students' use" and that "more than 100,000 treatments are given annually" (57). At that time, the internship at the CGHS was a six months out-patient practicum, and students were paid an hourly wage for their work with patients. The practice of paying interns would later be criticized by former NCC dean and Western States College president, W.A. Budden, D.C., N.D., who would suggest that this "destroyed the interns' interest to learn, converting his considerations into one of making money" (60).

Part of the Schulze legacy is the tradition of broad-scope, "rational chiropractic," or what Palmer called "mixing." As an MD, Schulze had been trained in medical and presumably some minor surgical procedures, but he had apparently committed himself to "drugless healing" early in his career. However, drugless healing, which involved a variety of naturopathic methods, was anathema to the Palmer branch of the profession. The physician-chiropractor would quickly run afoul of the a-diagnostic, non-therapeutic, subluxation-only forces in the profession. In later years Schulze would recall having been "almost driven out" of a lecture hall where he had dared to suggest that chiropractors should use a thermometer as a means of detecting tuberculosis (61). Others would recall similar hostilities directed at the gentle chiropractor-physician (8). Undaunted, he proposed and the NCC taught a curriculum of drugless healing whose major philosophical commitments included therapeutic consistency with basic science knowledge. Like NSC founder Howard, Schulze envisioned the DC as a family doctor (62), and chiropractic as an enlightened art and science. He emphasized the importance of lifelong learning, critical thinking and the value of case reports as a vehicle for clinical instruction:

I stress the necessity of continued reading, studying case reports, and the sort of post-graduate courses which will make us better doctors...this writer will vary his class work this summer by basing it mostly upon individual cases and case reports... (63).

and:

...Get together one evening a month. Discuss your cases and your problems. Compare notes. Don't get together and fight one another because you are not all from the same school. Everyone of you has something worth considering. Learn from one another. Don't be hero worshipers. Don't take authority for truth but rather truth for authority... (64).

Schulze's own clinical interests were broad, as reflected in his many published papers (see [Appendix A](#)). Predictably, he was particularly concerned with issues in obstetrics, gynecology and women's health, and was especially well prepared to provide instruction to chiropractors along these lines:

GYNECOLOGY AND OBSTETRICS - Daily - Dr. Bader and Dr. Schulze in charge. Demonstrations and corrections of uterine mal-positions. Intra-uterine diagnostic procedures and treatment, demonstrated on patients. Presentation of patients with various forms of pathological conditions. Pregnancy, Diagnosis, Care, and Delivery. Special emphasis from the drugless physician's standpoint (65).

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Notwithstanding the "mixer" label applied by his straight rivals, Schulze was strongly committed to the adjustive arts (see [Appendix B](#)). Spinal health was especially prominent in his teachings; a favorite saying was that "People get old not so much in the face as in the back" (4, 5). He also taught the importance of proper diet and exercise, and in his personal life he practiced what he preached. An intern who treated the school president at the CGHS would quote him: "I keep in adjustment vertebrally, dietetically and mentally" (66). Schulze's son recalls that the educator:

...had rheumatic fever as a child and was left with a damaged heart, although, apparently, he was not aware of that earlier on, but did become aware of it in later years and was very interested in nutrition and exercise. So, he took up the game of golfing and used to walk in the summertime. Three times a week he would golf, and he would walk the entire eighteen holes. In the wintertime, he walked Chicago streets, usually two miles a day, and, apparently made it a habit to do that everyday (6).

The NCC's president sought to promote a professionalism among students and doctors which could rival that of medical competitors. The school adopted the motto "Esse Quam Videri" (to be rather than to seem) and advertised its educational programs with slogans such as "If it's rational, it's at the National" (67). Like his contemporary, C.O. Watkins, D.C. (68), Schulze sought to strike a balance between open-mindedness in creating clinical hypotheses and caution in making claims. "It is not necessary for us to all think alike," he suggested, "but it is vital that we all alike think!" (2). In an age before the introduction of randomized, placebo-controlled clinical trials, Schulze blended his rationalism with a practical empiricism:

...hold fast to that which is good and go my own way, adjusting as time, teachers, and experience have taught me (2).

National's president wished to train a chiropractor whose commitment to self-education would enable the DC know her/his limits, and be able to stand her/his ground among health professionals:

...I plead in all earnestness for a better informed practitioner of Chiropractic, one who can hold his own in a discussion with anyone upon any subject pertaining to the healing art...It is not a professional sin not to be able to cure, but it is an unforgivable sin not to know...It does not behoove a good Chiropractor to abandon a case just because he cannot cure it. We can do something for almost everybody and that is our duty...The more we cultivate the professional life, the more cultured ladies and gentlemen we have in our profession, the more favorable will become public opinion, by which we finally stand or fall (63).

He saw commitment to professionalism as a means of healing, binding and securing the profession:

...Chiropractors come, and should come, together, not to fight but to learn one from the other and to lift their profession higher and higher in the estimation of their neighbors... (2).

The Schulze years saw the introduction of the first laboratory courses in pathology, biochemistry, bacteriology and toxicology in chiropractic education (7, p. 284; 8) and a strong commitment to diagnostic training. When in the 1920s organized medicine sought to crush chiropractic and osteopathy through the introduction of basic science laws, much of the profession sought relief through the political process (69, 70). These laws, which were eventually introduced in about half of the American states, required anyone who would practice the healing arts (DC, DO, MD) to pass

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examinations in the fundamental sciences (e.g., anatomy, chemistry, microbiology, pathology , physiology) before being allowed to sit for a test in their particular discipline. Such laws were introduced specifically to prevent chiropractors, osteopaths and other "unorthodox practitioners" from practicing (69; 71). Although acknowledging the grave threat that basic science legislation posed for chiropractors (72), the National College proposed an additional and different tact to meet this challenge:

FOUR WAYS TO BEAT THE BASIC SCIENCE LAW

1. Study Basic Science
2. Study Basic Science
3. Study Basic Science
and
4. Study Basic Science (73)

A wide spectrum of modalities were also included in the NCC program (47), and for this also Schulze would come in for much criticism from the "straight" wing of the profession. The hospital privileges enjoyed by NCC students, which Schulze viewed as a distinct advantage for the prospective chiropractor, were construed by the straight community as capitulation to allopathic medicine or an effort to "medicalize" chiropractic (74, pp. 261-7). Sometime during 1923-1926 Schulze purchased the Lindlahr School of Natural Therapeutics (75), and "the entire student body and the better part of the faculty of the Lindlahr College of Naturopathy were transferred to the National College" (76). In 1928 another corporation, the National College of Drugless Physicians (NCDP), began operations at the 20 N. Ashland campus (76). It would be the NCDP that awarded future NCC leader Joseph Janse his first clinical degree in 1937: Doctor of Drugless Therapeutics. The multiple charters (NCC and NCDP) allowed Schulze to claim that the NCC awarded only chiropractic degrees.

Schulze's notion of "progressivism" in chiropractic also included a commitment to empirical scholarship. By November, 1920 the NCC announced the formation of a National Chiropractic Research Society in order "to compile scientific Chiropractic data and to carry out original research on cases treated by scientific Chiropractic" (77). Charter members totaled 150, each of whom paid a \$5 initiation fee and \$1 membership dues; each member received a supply of history sheets on which to record interesting cases, which would then be submitted to the "Research Data Committee." Little if anything came of this early initiative to generate clinical statistics, but it reflects the scholarly concerns of the NCC's leadership. Schulze's desire for chiropractors to publish their clinical findings had been in evidence as early as 1918:

...there should be a great deal more of case reporting. The failures as well as the successes should be marked down to the end that we ourselves as Chiropractors may get the benefit of the thousands and hundreds of thousands of adjustments, and their results from day to day. In other words, a Chiropractic clearing station for case reports is one of the necessities of the profession (78).

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The Politics of Chiropractic

The late teens and early 1920s were a period of increasing contentiousness between "straights" and "mixers" in the profession. When in 1918 the International Association of Chiropractic Schools and Colleges recommended a "standard course" of 18 months of instruction for doctors of chiropractic, Palmer saw this prescription as a maximum program, while Schulze saw it as a "minimum requirement" (79, 80). Palmer and the Universal Chiropractors' Association (UCA), then the largest protective association for chiropractors, developed a multi-faceted program for shaping chiropractic to their liking. The UCA's "House Cleaning" policies called upon all state societies to purge broad-scope practitioners from their ranks and to support legislation calling for a curriculum of 18 months. The UCA threatened to form competing UCA-affiliate societies in those states where the existing chiropractic organization refused to comply, and did so in several instances, such as New York and Nebraska (70).

Predictably, the UCA came to be seen as an "instrument of intimidation to chiropractors and the various state associations" (7, p. 279). On September 22, 1922 a rival national organization, the American Chiropractic Association (ACA), was formed. NCC graduate Vera B. Young (Class of 1925), who would serve for several years as Illinois delegate to the ACA, recalled in 1983 that the "first ACA was formed by Dr. Wm. C. Schulze, then head of the NCC" (81). Significantly, attorney-chiropractor Frank R. Margetts, a NSC graduate and 1922 "Professor of Symptomatology, Physical Diagnosis, Clinic and Chiropractic Diagnosis" (50), would preside over the ACA from 1923 through 1928. Since the ACA prided itself for being independent of any chiropractic school (70), we may deduce that Schulze could have been seminal in the ACA's formation; however, he held no position in the elected governance of the society. The organization's journal, the *Bulletin of the American Chiropractic Association*, would not begin publication until 1924, and in the interim, the NCC's periodical became one of the principal outlets for ACA news (e.g., 82-88). The often emotionally expressed differences of opinion between the Palmer camp and the broad-scope community grew louder, and the NCC came in for much criticism from the "straights."

The NCC *Journal* and its editor, college secretary A.L. Forster, M.D., D.C., would spare no opportunity to challenge Palmer's ideas and to counter-punch his attacks in the *Fountain Head News*. Forster was particular crisp in his condemnation of Palmer's disregard for diagnostic competency and his advocacy of "short-course" training for DCs. Schulze, no less committed to higher standards of clinical competence, withstood the hostility from the Palmer camp with greater patience and grace. His messages to the field in presentation and in print continually emphasized "the proven blessings of the Chiropractic adjustment," gentle methods of healing by hand, and "the mechanistic idea in healing" (62). He rarely confronted individual chiropractors' behavior, but regularly challenged their concepts. As he matured in his presidency he became an increasingly vocal advocate for educational reform in the profession, which brought him into conflict with B.J. Palmer's vision of chiropractic training. Schulze's

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paraphrasing (62, 63) of Palmer's motto, "Get the big idea and all else follows," was unmistakable to his readers:

...first and foremost, and to be brutally frank about it, we are, as a profession, not well enough educated. We have drilled into too large a number of our people such fallacies as "Get the idea and nothing else matters," when we are all more or less slowly admitting what we should have known all the while, namely, that a river cannot rise higher than its source. Our fellow citizens care not so much what we say or think of ourselves, but rather do they compare us, as individuals making up a profession, with other individuals making up another profession, such as the medical, for instance. And isn't the comparison justified? Regardless of what we practice, should we not first of all, in our general intelligence, compare favorably with our competitors, the medical men? If we admit this we can overcome our defects to a large extent. We turn from "loud speakers" into **students**. We then cultivate the scientific instinct. We leave this idea in the minds of our fellow citizens: "Well, the Doctor of Chiropractic, seems to be a very intelligent person." But first of all we must recognize, as a profession, that the thing which is holding us back or pulling us down is our own lack of education, generally speaking...

The writer, as well as anyone who has ever appeared before legislators, knows that an high school qualification seems the most obvious requirement and yet has been persistently fought... (62).

Critical discourse in the pages of the *National Journal* would continue under the editorship of William Alfred Budden, D.C., N.D., an English immigrant and former economics instructor at the University of Alberta who graduated from the NCC in 1923 (89; 7, pp. 318-9). A strong mutual admiration would develop between the two men (e.g., 90), and Schulze appointed Budden dean of the NCC in 1925 following A.L. Forster's resignation (91). Several years after his departure from the NCC to purchase the Pacific Chiropractic College in Portland, Oregon (later the Western States College), Budden would liken Schulze's contribution to chiropractic to that of the founder:

It is quite true that D.D. Palmer originated Chiropractic and the honor for such should certainly go to him. But it should also be remembered that the salvation of Chiropractic under the stress of modern demands was the work of Dr. Wm. Chas. Schulze and those associated with him. Had it not been for the foresight, scholarship and ability of Wm. Chas., we should have been wrecked long ago. I suggest, therefore, that we raise a little paean of praise while he is still alive. I leave it up to you to suggest what form such manifestation of our regard should take (90).

At the National, Budden directed some of his earliest editorial criticisms at the newly appointed editor of the *Journal of the American Medical Association*, Morris Fishbein, M.D., who had recently authored an article entitled "The sham of chiropractic" in the *Haldeman-Julius Monthly* (92, 93). The NCC's *Journal* under Budden also made clear that National intended to produce a better educated doctor than was considered appropriate by the straight wing of the profession:

We believe that we can serve the profession best by training students to be LICENSED practitioners.

We believe that the fight to maintain low standards of education is ridiculous and is a back-handed blow at the profession as a whole.

We believe that any attempt to restrict the amount of information Chiropractic students should have is against their best interests. That they should as far as possible be made worthy rivals of any group of practitioners...

We believe...That the life of the profession depends upon a continual rise in its standards, its ethics and its methods. That the best way in which the NATIONAL can assist in this necessary advance is by graduating high class, well-trained practitioners (94).

Table 2 about here

William C. Schulze, M.D., D.C.

Budden and Schulze shared a vision of the chiropractor as a drugless physician, and actively sought to further develop the DC's broad-scope training and practice rights. Like Schulze, Budden became an active member of the ACA, and participated in the formation of the society's Council of Deans in 1928 (95). Schulze's 1922 NCC graduate, Ernest J. Smith, A.B., D.C., N.D., who had founded the Metropolitan College of Chiropractic in Cleveland, Ohio, would be first, in 1927, to establish a four-curriculum (18, 96). Budden and Schulze followed suit the next year (8) when the "cum laude" course at NCC was added to their educational offerings in Chicago (see Table 2), presumably in conjunction with the formation of the National College of Drugless Physicians (76). The cum laude program would be optional for several more years, however, and not until 1939 would the school require four years of study as a minimum for graduation (8).

The Final Phase

In his final years of life, Dr. Schulze became less active in the day-to-day operations of the College (46), but increasingly involved himself in the affairs of the profession. He seems to have shared editorial responsibilities for the college's journal with his son following former editor W.A. Budden's 1929 departure for Oregon. The son, W. Lane Schulze, who earned a liberal arts degree in philosophy and economics from Yale University in 1928 and returned to Chicago to work at the NCC, recalls that the editorial policy was changed so as to eliminate any derogatory mention of "B.J. Palmer and Palmer's philosophy" (6). This re-orientation produced considerable good will in the profession, and resulted in a dramatic increase in attendance at the school's post-graduate and summer session course offerings.

With the formation of the National Chiropractic Association (NCA) late in 1930 through amalgamation of the UCA and the ACA, Schulze came to believe that a satisfactory organizational vehicle was in place to serve the profession's political needs. In this he shared a view common to many DCs who had yearned for greater unity, and saw such potential in the NCA (70, 97). He lent his favorable opinion also to the International Chiropractic Congress (ICC), and committed the NCC to the Congress' Division of Educational Institutions (see Table 3). Schulze's image appears slightly left of center in the group photo of the joint ICC/NCA 1933 convention in Denver (Figure 6 in Reference 70), where he was seated between Carl S. Cleveland, Sr., D.C., president of the Cleveland Chiropractic College of Kansas City and president of the ICC's Division of Educational Institutions, and Wilbern Lawrence, D.C. of Meridian, Mississippi, a member of the NCA's board of directors. Schulze was a regularly featured speaker at the new society's annual conventions, repeatedly published in the NCA's *Journal* (see Appendix A), and encouraged DCs to join the organization (64; 74, p. 265). He would note that "The harmony among Chiropractors and Drugless practitioners, especially the Naturopaths, was good to look upon" (98).

Table 3 about here

William C. Schulze, M.D., D.C.

In 1934 the gentle doctor agreed to participate in the NCA's "Northwest Circuit" of conventions, which had been organized by C.O. Watkins, D.C. of Montana in order to provide quality educational programs at the state "Conventions in Minnesota, North Dakota, Montana, Washington, British Columbia, Idaho, Utah, Wyoming and Colorado" (61, 98, 99). The cover of the October, 1934 issue of the NCA's *Journal* featured Schulze, Watkins, and the other two members of the traveling educational program: Karl J. Hawkins, D.C. of the Forest Park Sanitarium in Davenport, and James E. Slocum, D.C., former president of the ICC and organizer of the NCA's "National Clinics" (see [Figure 8](#)).

Figure 8 about here

The NCC's periodical, renamed the *National College Journal of Chiropractic* in 1934 so as to avoid any confusion with the NCA's *Chiropractic Journal*, announced that the pioneer drugless educator was available for speaking engagements around the country, and at no cost to the sponsoring agency. The same announcement emphasized that "Naturally, Dr. Schulze will not 'take sides' or 'inject politics' in his talks" (100). Schulze clearly wanted platforms from which he could spread his messages of unity and professionalism among chiropractors and other drugless healers:

Lead a more synchronized existence. Cultivate punctuality. Time is definite and precise...These things - 'timing' or synchronization of your existence, punctuality, integrity, honesty, open-mindedness, keen observation, and centralization of efforts - these, welded into wisdom, are the elements which make for reasonable success...Don't deny the good in the other fellow. Be open-minded but at the same time militantly follow your respective methods. Do not deny the good in other things, but practice one thing - up-to-date Chiropractic...In things certain, unity; in things doubtful, open-mindedness (3).

The pages of the NCC's *Journal* tell the story of the very busy, nation-wide speaking schedule Schulze pursued. This hectic pace probably contributed to his early demise. It would be recalled that:

...Although, because of failing health, he was inactive in school work in late years, he attended many chiropractic conventions. Once when Mrs. Schulze accompanied him on a convention trip, she waited at the hotel until long after the convention should have been over. Worried, she went to the convention, where she found Dr. Schulze, his face pallid from over-exertion, still on the speaker's platform. He had told the convention that he would answer questions as long as anyone cared to ask them. This spirit of self-sacrifice undoubtedly hastened his death. It also brought him the affection and loyal support of chiropractors. They recognized him as a true chiropractor at heart, and a willing and able worker for the profession (4).

Illness prevented Dr. Schulze's invited participation at the NCA's history-making "fortieth anniversary convention" in Los Angeles in 1935 (97), which marked the beginning of the accreditation movement, a path that would lead to federal recognition of chiropractic education some four decades later. Omer C. Bader, D.C., D.O., N.D., who would assume the academic reins of the institution as dean following Schulze's death, attended the NCA's festivities in Southern California in the president's place. Yet Schulze was there in spirit, and the leaders of the newly formed education committee journeyed to Chicago immediately following the convention to consult with the National College leader (101). Bader would prophetically suggest that the MD/DC's passing marked the end of "an epoch in

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the development of this healing science" (46). It is not known if this illness was related to Schulze's demise thirteen months later. On Saturday, September 26, 1936, Schulze suffered a cerebral hemorrhage, and went to his Maker. The December issue of the college's *Journal* reprinted some of the many letters of condolence and admiration which flooded the institution (see [Table 4](#)). The recurring theme of these messages reflected the character of the man: gentle, cheerful, professional, visionary. One can imagine his fondly remembered sign-off to his chiropractic audiences:

Auf Wiederseh'n!

Table 4 about here

Conclusion

After nearly six decades, there are few who can recall W.C. Schulze the leader, but no one in the profession has escaped his influence. As the second president and developer of the world's largest and perhaps the most successful school of drugless healing, Schulze produced a significant proportion of the broad-scope chiropractors during the first half of the chiropractic century. His institution set a standard for other "mixer" colleges to emulate. In so doing, and by virtue of his vocal advocacy of diagnostic, physiotherapeutic, naturopathic and related conservative healing methods, Schulze created a symbol, the National College, which epitomized all that B.J. Palmer and straight practitioners rejected in chiropractic (or rejected as "not chiropractic").

No less importantly, Schulze perpetuated and further developed the "rational chiropractic" legacy of John Howard. Schulze's rationalism provided an alternative not only to the mono-causal, bio-theological theories and practice of the Palmer community, but also to the irrationality of "injudicious pharmacology and unnecessary surgery" (8) of mainstream, allopathic medicine. Operating in the Chicago backyard of the AMA, Schulze recruited an eclectic array of MDs, DOs, NDs, DCs and other medical dissenters to train a new breed of doctor. Organized medicine could fume, could denigrate Schulze, could erect barriers, could deny resources and privileges, but they could not stop the drugless doctor and his band. The Schulze team had, individually, chosen paths less traveled, and collectively, they would make a significant difference.

Schulze created an intellectual environment that would be rivaled in the middle age of the profession perhaps only at Budden's Western States College. The National College's quarterly journal reflects this in its theoretical reviews and, during Schulze's years at the helm (1929-1936), publication of brief but well structured case summaries. Schulze might not be considered a scholar by today's standards, but within the context of his times, the *National College Journal* and Schulze's many papers ([Appendix A](#)) were consciousness-raisers for the neophyte profession. Moreover, his determination to

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create a greater sense of professionalism by encouraging chiropractors to look, act and be DOCTORS stood in sharp contrast to Palmer's promotionalism and appetite for publicity of any sort.

The Schulze years did not see the emergence of a science of chiropractic, but they surely paved the way. If it can be said that Joseph Janse set the table upon which Roy Hildebrandt and the *Journal of Manipulative & Physiological Therapeutics (JMPT)* served some of the earliest research meals, then surely Schulze should be honored for providing the dining room. Janse began his studies at the NCC during the German doctor's last year of life, and would graduate, we judge, with a still pre-scientific, pre-experimental epistemology of chiropractic. It would take Janse another three decades to arrive at the critical rationalism/critical empiricism of clinical science (e.g., 103) which gave rise to the *JMPT*. Yet, in retrospect, the first steps of that journey are seen to have been oriented by the Schulze legacy. It would be mentioned by several mourners in 1936 that the good doctor had departed this world having left his house in order. The National was prepared to nurture the science and scholarship that Janse and others would eventually develop.

Lastly, the career of William Charles Schulze (see Figure 9) is somewhat puzzling. Why did this well-trained allopathic physician abandon the admittedly questionable, turn-of-the-century pharmacopoeia of his first profession for the ignominy of training mechano-therapists through the mail? Having done so, what were the factors that led him not only away from correspondence schools but toward the strongest chiropractic academics of his era? How did Schulze justify correspondence programs (if he did), and how can we reconcile this part of his contribution with his latter, nobler endeavors?

Figure 9 about here

We have found nothing to date to moderate this seeming incongruity. However, the answers to such questions may yet be available. In the aftermath of the Wilk anti-trust suit against organized medicine (104), the AMA has made its "historic health fraud and alternative medicine collection" available to scholars (105). To our knowledge, few in chiropractic except plaintiff attorneys in the Wilk case have bothered to access these materials. The origins of this collection lay in the seminal 1906 efforts of the *AMA Journal's* editorial staff member Arthur J. Cramp, M.D., whose 1912 volume, *Nostrums & Quackery* (1), gave rise to the society's Propaganda Department in 1913 (105, p. viii). The AMA's alternative medicine collection includes over 8 cubic feet of materials on chiropractic; its published guide to this collection indicates an additional eleven folders with materials from the American College of Mechano-Therapy dating to 1908 (105, pp. 4, 14-5, 95-7). Further research is possible!

Table 1: Administration, faculty and staff of the National School of Chiropractic, as listed in the school's 1918 catalogue (12); a majority of the instructors held both chiropractic and medical doctorates.

- JOHN F. ALAN HOWARD**, D.C., President, Professor Principles and Practice of Chiropractic. Former Director of Salt Lake Sanitarium; Author of the "*Encyclopedia of Chiropractic*"; Three Years' Post-Graduate Study in France and Switzerland; Honorary Member California, Pennsylvania and Ohio Chiropractors Societies; Licentiate of Illinois.
- WILLIAM CHARLES SCHULZE**, M.D., D.C., Dean, Professor of Gynecology and Obstetrics. Graduate Rush Medical College, the Medical Department of the University of Chicago; Author of "*Clinical Lectures*" and "*A Text Book of the Diseases of Women*"; Formerly Physician in Charge of The Institute of Physiological Therapeutics; Licentiate States of Illinois, Minnesota and Wisconsin.
- ARTHUR LEOPOLD FORSTER**, M.D., D.C., Secretary-Manager, Professor of Symptomatology and Diagnosis. Graduate Medical Department University of Illinois; Ex-Interne St. Elizabeth Hospital, Chicago; Formerly Attending Physician St. Francis Hospital, Evanston, Ill.; Author "*Spinal Adjustment*"; Editor-in-Chief "*National Journal of Chiropractic*"; Licentiate of Illinois.
- ERIK JUHL**, B.Sc., M.D., D.C., Professor of Anatomy and Dissection. Member Royal College, Flensburg, Denmark; Graduate Loyola University Medical Department; Attendant Polyclinic, Berlin, Germany; Licentiate State of Illinois.
- EDWARD BUCKLEY RISPIN**, M.D., D.C., Professor of Chemistry and Pathology. Graduate Bennett Medical College, Chicago; Formerly Pathologist McKellar General Hospital, Fort Williams, Canada; Formerly Bacteriologist, P. & S. Laboratory, Chicago; Licentiate of Illinois.
- C. BERNHARD HERRMANN**, B.Sc., M.D., D.C., Professor of Physiology. Active Member and Ex-Secretary Chicago Anatomical Society; Instructor Chicago Hospital College of Medicine; Formerly Professor of Physiology, Barnes School of Sanitary Science; First Lieut. M.R.C., U.S. Army; Licentiate of Illinois.
- RICHARD JOHN MORRISON**, M.D., D.C., Professor of Histology. Graduate Chicago College of Medicine and Surgery; Graduate University of London, England; Lecturer of State Board Review Course for Chiropractors; Licentiate State of Illinois.
- ROSEMARY ROONEY**, D.C., Dean of Women Students, Professor of Hygiene and Sanitation. Graduate Ohio Hospital for Women and Children; Attendant Cincinnati University; Graduate National School of Chiropractic; Formerly Lecturer on Hygiene and Public Health, Cincinnati Board of Health.
- WINFIELD SCOTT WHITMAN**, D.C., Professor of Chiropractic Technique, Post-Graduate Department. Graduate Linthicum Institute and National School of Chiropractic; Associate Editor "*National Journal of Chiropractic*."
- EUGENE P. HEINZE**, D.C., Instructor "First Aid to the Injured." Graduate National School of Chiropractic; Lecturer for The National First Aid Association of America, Clara Barton, President; Licentiate State of Illinois.
- NELS MOODY LUNDBERG**, Professor of X-Ray and Spinography. Roentgenologist West Suburban Hospital, Oak Park, 3 1/2 Years; Roentgenologist Cook County Hospital 3 1/2 Years; Roentgenologist National Pathological Laboratories, Chicago.
- MRS. NAN THOMANN**, Superintendent N.S.C. Dormitory.
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Table 2: Programs offered by the National College of Chiropractic and allied corporate entities in 1927-28 [based on Beideman, 1983 (8), Janse, 1947 (76) and Schools, 1928 (14)].

Program	Duration (months)	Tuition	Degree or Certificate Granting Institution
doctoral (D.C.)	18	\$600	National College of Chiropractic
high school equivalency	6	45	National Academy
personal & public hygiene	3	100	Hygieia College of Sanitary Science
physiotherapy	3	100	Lindlahr College of Natural Therapeutics
obstetrics (lecture & hospital observation)	6	150	National School of Obstetrics
Illinois state board review (evening)	6	200	?
postgraduate course	3	150 ¹	?
intensive review	0.5	100	?
professional course	6	250	?
individual courses: roentgen-ray, dissection, first aid, combinations	?	?	?
"cum laude": doctoral (D.C. and D.D.T. ²) (combination of all of above)	32	1,000	National College of Chiropractic and National College of Drugless Physicians

¹additional months of postgraduate coursework billed at \$30 per month

²Doctor of Drugless Therapeutics (D.D.T.)

Table 3: Institutional members of the International Congress of Chiropractic Educational Institutions (Division Three) in 1932; Carl S. Cleveland, Sr., D.C. was president of the Division.

American School of Chiropractic, New York NY	Missouri Chiropractic College, St. Louis MO
Carver College of Chiropractic, Oklahoma City OK	National College of Chiropractic, Chicago IL
Cleveland Chiropractic College, Kansas City MO	O'Neil-Ross Chiropractic College, Fort Wayne IN
Colorado Chiropractic University, Denver CO	Palmer School of Chiropractic, Davenport IA
Columbia Institute of Chiropractic, New York NY	Pacific Chiropractic College, Portland OR
Denver Chiropractic Institute, Denver CO	Ratledge System of Chiropractic Schools, Los Angeles CA
Eastern Chiropractic Institute, New York NY	Standard School of Chiropractic, New York NY
Institute of the Science of Chiropractic, New York NY	Texas Chiropractic College, San Antonio TX
Lincoln Chiropractic College, Indianapolis IN	Universal Chiropractic College, Pittsburgh PA
Mecca College of Chiropractic, Newark NJ	

Table 4: Excerpts of letters of condolence upon the occasion of the passing of William Charles Schulze, M.D., D.C., President of the National College of Chiropractic.

"...his was the true instinct of the pioneer who planned for the future even while he achieved in the present" -- Omer C. Bader, D.C., N.D., Dean of the National College of Chiropractic (46)	"The entire drugless profession has lost a friend and leader." -- Washington State Naturopathic Association (102)
"...the leader of the progressive forces of Chiropractic for many years" -- Loren M. Rogers, D.C., Executive Secretary of the National Chiropractic Association, Editor of the NCA's <i>The Chiropractic Journal</i> (102)	"...the ever helpful and cheerful teachings of this great and good man" -- Nebraska Chiropractic Association (102)
"...a champion of professional progress and master of Chiropractic education" -- Chicago Chiropractic Society (102)	"We have lost not only a splendid professional influence but a very human friend and lovable character" -- Lincoln Chiropractic College (102)
"...a dear soul to whom we always looked forward to put pep in our programs and who always met us with a smile and a word of cheer." -- Indiana Chiropractic Association (102)	"...a man of learning and understanding" -- Chancellor of the College of Chiropractic, Hartford, Connecticut (102)
	"one of the most outstanding men of the drugless profession" -- Archie W. Macfie, D.C. of Ontario (102)

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Figure Captions

1. John F.A. Howard, D.C., first President of the National School of Chiropractic, from a 1914 photographic composite of the faculty (courtesy of the National College of Chiropractic)
2. William C. Schulze, M.D., D.C., Dean of the National School of Chiropractic, from a 1914 photographic composite of the faculty (courtesy of the National College of Chiropractic)
3. Arthur L. Forster, M.D., D.C., Secretary of the National School of Chiropractic, from a 1914 photographic composite of the faculty (courtesy of the National College of Chiropractic)
4. The second campus of the the National School of Chiropractic, and its first home in Chicago after its relocation from Davenport, Iowa, was this building located at 1732 W. Congress Street. The school was located here during 1908-1911, and it was here that W.C. Schulze first interacted with the National School (courtesy of the National College of Chiropractic)
5. The third home of the National School of Chiropractic, during 1912-1915, was in the Flatiron Building, located at 1553 W. Madison in Chicago (courtesy of the National College of Chiropractic)
6. The fourth campus of the National School, during 1915-1919, were these buildings at 421-427 South Ashland Boulevard, Chicago (courtesy of the National College of Chiropractic)
7. The National College of Chiropractic relocated in 1919 or 1920 to this imposing five-story structure at 20 North Ashland Boulevard in Chicago. Judging from the age of the automobiles, this picture would have been taken in the 1920s or 1930s. The College remained at this address until its 1963 relocation to its present campus in Lombard, Illinois (courtesy of the National College of Chiropractic)
8. Photo appearing on the cover of *The Chiropractic Journal* 1934 (October); Volume 3, Number 10; caption read: "The three musketeers on the northwest circuit of state conventions - Dr. W.C. Schulze, Dr. K.J. Hawkins and Dr. J.E. Slocum. Dr. C.O. Watkins, originator of plan, second from left."
9. William Charles Schulze, M.D., D.C., circa 1935 (courtesy of the National College of Chiropractic)

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Appendix A: Some published works by William C. Schulze, M.D., D.C.

- A text book of the diseases of women: a guide to their diagnosis and their treatment by physiological therapeutics; for the use of students and practitioners. Chicago: National Publishing Association, 1917
- A session with our friends - the enemy in the Empire State. *National (School) Journal of Chiropractic* 1918a; April: 18-9 (bound volume pp. 340-1)
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- The 1933 P.G. Class. *National (College) Journal of Chiropractic* 1933e (Sept); 6(3): 10
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- Letter to N.C.C. alumni and chiropractors everywhere. *National (College) Journal of Chiropractic* 1933g (Dec); 6(4): 1 (cover)
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- The Northwest convention tour: Minnesota, North Dakota, Montana, Washington, Utah, Wyoming, Colorado, Nebraska, South Dakota, Ontario, Indiana and Ohio. *National College Journal of Chiropractic* 1934e (Dec); 7(4): 3-4, 6, 8
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William C. Schulze, M.D., D.C.

11(14): 3

Appendix B: The President's Message to the Graduating Class*

Ladies and gentlemen of the 1935 graduating class of The National College of Chiropractic: This is an important moment in your lives. The years of preparation for your profession are drawing to a close. The gates of life are about to open to you and as I contemplate your departure from your Alma Mater, I wish to congratulate you, first of all, upon the choice of your life's work. Nature has decreed that all of us should work in order that we may exist. Happily, the profession which you are entering offers you more than a mere existence. It offers you a life of service and with that service an inner satisfaction transcending all material rewards.

On this momentous occasion, as I take your hand and look in to your eyes, I would gladly give you a brief mathematical formula for success. However, success depends upon so many factors that a prescription for the same is impractical if not impossible.

When you entered the halls of The National College of Chiropractic, the first ingredients of that which will make you successful in the years to come were offered you in the class rooms studying Anatomy, Physiology, Chemistry and the principles of the art and science of Chiropractic. To these underlying branches were added, as the months and years passed, spinal, physical and general diagnosis and still later you received the necessary training the practical work of drugless healing.

The above branches, only briefly mentioned here, did furnish you the first and most necessary ingredients for achievement in your chosen life's work. They constituted the fundamental steps in the formula for professional success.

The fact that you have passed your examinations in these branches and that your work was satisfactory to the faculty and to the President of The National College of Chiropractic, proves that you, yourselves, have been well started on the road to accomplishment.

Upon entering now the highway of professional endeavor, may I not urge upon you a militant conception of the principles of Chiropractic around which your education has been built here within these halls of your Alma Mater. These principles not only furnish you a basis for your future work in healing the sick, but they give you one of the most important ingredients in the formula of success in life. I refer to adjustment - adjustment in its widest meaning, vertebral, structural, mental and environmental. In this conception of all around adjustment, ladies and gentlemen of the graduating class, you have a super-structure which, based upon the fundamental teachings you received within these college halls, will carry you far upon the road of achievement.

And finally, in giving you a last word of farewell, with my paternal wish for happiness, I cannot do better than to repeat to you a classical expression upon which those of us who started this institution nigh three decades ago based our work through all these years, namely: *Esse quam videre* - to be rather than to seem.

-THE PRESIDENT
(William Charles Schulze, M.D., D.C.)

*from: 1935 Graduating Class of the National College of Chiropractic. *The Mirror, First Issue - June, 1935*. Chicago: the Class, 1935, p. 15

January 17, 1995

Mary Ann Chance, D.C., Editor

Rolf Peters, D.C., Editor

Chiropractic Journal of Australia

P.O. Box 748

Wagga Wagga NSW 2650

Dear Rolf and Mary Ann,

Enclosed please find two copies of our manuscript, "William C. Schulze, M.D., D.C. (1870-1936): from mail-order mechano-therapists to scholarship and professionalism among drugless physicians," which we submit for your consideration to publish in the *Chiropractic Journal of Australia*.

Included are nine photographs, all of which we will expect you to return to us after their use. Please ignore the writing on the back of the photographs, but pay attention to the post-its, which indicate the Figure Number. Figure captions for each of the photographs are included on page 22. Also enclosed is our consent to transfer of copyrights. Please let me know what additional information, if any, you may require.

We will also be submitting this paper for presentation at the centennial festivities in Davenport in September.

Enjoy! Best wishes for 1995.

Sincerely,

Joseph C. Keating, Jr., Ph.D.

Professor

cc: William S. Rehm, D.C.

April 19, 1995

Mary Ann Chance, D.C., *Editor*

Rolf Peters, D.C., *Editor*

Chiropractic Journal of Australia

P.O. Box 748

Wagga Wagga NSW 2650

Dear Rolf and Mary Ann,

It's been a few months since we submitted our manuscript, "William C. Schulze, M.D., D.C. (1870-1936): from mail-order mechano-therapists to scholarship and professionalism among drugless physicians," so I thought I should write to inquire about the status of the paper.

I'll hope to see y'all at the centennial festivities later this year.

Sincerely,

Joseph C. Keating, Jr., Ph.D.

Joseph C. Keating, Jr.,



Ph.D.

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President,

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Vice-President,

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Assistant Editor,

Chiropractic Technique

June 7, 1995

Mary Ann Chance, D.C., Editor

Rolf Peters, D.C., Editor

Chiropractic Journal of Australia

P.O. Box 748

Wagga Wagga NSW 2650

Dear Rolf and Mary Ann,

Following Mary Ann's phone message today, I spoke with Bill Rehm, my co-author for the manuscript, "William C. Schulze, M.D., D.C. (1870-1936): from mail-order mechano-therapists to scholarship and professionalism among drugless physicians," which we submitted to you in January. Bill and I agreed that we would like to see our paper published in its entirety. Accordingly, we wish to withdraw the paper from further consideration to publish in *CJA*. I'm sorry that we could not have communicated about the paper's length earlier on.

In order to expedite our resubmission of the paper, I ask that you return the photographs that accompanied the paper as soon as possible. Thanks much.

Sincerely,

Joseph C. Keating, Jr., Ph.D.

cc: William S. Rehm, D.C.

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