

Biography – Bartlett Joshua (B.J.) Palmer

B.J. PALMER, D.C., FPAC – THE DEVELOPER

(Sept. 14, 1882-May 27, 1961)

(Short version)

Bartlett Joshua (B.J.) Palmer, D.C., the son of D.D. Palmer, is known as The Developer of Chiropractic. He became the dominant force in chiropractic after D.D.'s death in 1913 and is recognized for his work in bringing chiropractic to prominence in health care. He's also remembered for developing chiropractic X-ray techniques and pioneering research projects, his humorous and pointed epigrams about chiropractic and life, and for running the Palmer School of Chiropractic until his death in 1961. He was posthumously named a distinguished Fellow in the Palmer Academy of Chiropractic in 2006.

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(Long version)

Born in What Cheer, Iowa, Bartlett Joshua (B.J.) Palmer, D.C., launched his colorful career by assuming the responsibility of the Palmer School of Chiropractic in 1902, soon after his graduation as a chiropractor, until his death in 1961. Known as The Developer of Chiropractic, his contributions include extensive research, improved methods of spinal adjusting and analysis, higher standards for chiropractic education and increased appreciation for chiropractic worldwide. He was posthumously named a distinguished Fellow in the Palmer Academy of Chiropractic in 2006.

He was a prolific writer of philosophical and travel works, as well as humorous and pointed epigrams about chiropractic and life. B.J. did battle on many fronts, taking on legal and legislative obstacles to the licensing of chiropractors and financial challenges to the school. He was often the center of controversy but during his lifetime, chiropractic secured a place among the health sciences.

B.J. Palmer was a broadcasting pioneer who established WOC-AM, WOC-FM and WOC-TV in Davenport and WHO-AM-FM/TV in Des Moines. WOC-AM was the first commercial radio station west of the Mississippi River. Interestingly, B.J. hired Ronald Reagan for his first broadcasting job at WOC-AM and later WHO-AM.