

## Biography – David D. Palmer

### *David D. Palmer, B.S., D.C., FPAC – The Educator (Jan. 12, 1906-May 24, 1978)*

#### *(Short version)*

Referred to as The Educator of Chiropractic, David D. Palmer, D.C., was the son of Drs. B.J. and Mabel Heath Palmer. Born on the Palmer campus and raised among the faculty and students, Dr. Dave, as he was called, became president of Palmer in 1961. Dr. Dave graduated from the prestigious Wharton School of Finance & Commerce at the University of Pennsylvania in 1929. While at the Wharton School he focused on business law and economics. He went on to attain his Doctor of Chiropractic degree from Palmer in 1938.

He's recognized for changing the name of Palmer School of Chiropractic to Palmer College of Chiropractic, and for establishing Palmer's first Alumni Department, under which he developed the Palmer College of Chiropractic International Alumni Association. He's also recognized for making significant progress toward official accreditation, establishing non-profit status for the College, and for modernizing the campus. Dr. Dave was a broadcasting pioneer and served as President of Palmer Broadcasting. He died in 1978. He was posthumously named a distinguished Fellow in the Palmer Academy of Chiropractic in 2006.

#### **(Long version)**

David D. Palmer, D.C., referred to as The Educator of Chiropractic, was the grandson of chiropractic's founder, and assumed the presidency of Palmer in 1961.

Dr. Dave graduated from the prestigious Wharton School of Finance & Commerce at the University of Pennsylvania in 1929. While at the Wharton School he focused on business law and economics. He went on to attain his Doctor of Chiropractic degree from Palmer in 1938.

When he took the Palmer helm in 1961, an initial step was to change the corporate name of the Palmer School of Chiropractic to Palmer College of Chiropractic. Then the campus was modernized, with classrooms renovated and modern teaching aids installed.

Two other key contributions were the establishment of non-profit status for Palmer College and the organization of the Palmer College of Chiropractic International Alumni Association. Dr. Dave, as he was known, worked tirelessly to accomplish his goal of achieving professional and regional accreditation for the College. Although he died in 1978, his dream came to fruition when Palmer College was accredited by the Council on Chiropractic Education in 1979 and by the North Central Association of Colleges and Schools in 1984. He was posthumously named a distinguished Fellow in the Palmer Academy of Chiropractic in 2006.

Dr. Dave followed in his father's broadcasting footsteps by building the current KWQC studios (which originally housed WOC-AM, WOC-FM and WOC-TV). As president of Palmer Broadcasting, he expanded the stations. He also took the bold step of establishing Palmer CableVision, one of the first cable-TV operations in the country, and was later inducted into the Broadcast Pioneers Hall of Fame.

## **(Extended version)**

### **Celebrating the Achievements of Dr. David Palmer:**

David D. Palmer, D.C., is known as The Educator of Chiropractic. The David D. Palmer Health Sciences Library was named in his honor. During his career, he made significant contributions to Palmer College of Chiropractic, the Quad Cities, Iowa and the nation.

### **College Achievements:**

Dr. Dave, as he was known, graduated from the prestigious Wharton School of Finance & Commerce at the University of Pennsylvania in 1929. While at the Wharton School he focused on business law and economics.

He went on to attain his Doctor of Chiropractic degree from Palmer in 1938, not to practice, but to make himself a better educator and business manager.

Dr. Dave became vice president and business manager for the Palmer School of Chiropractic, a position he held until 1961.

After assuming the presidency of the Palmer School in 1961 upon the death of his father, B.J. Palmer, D.C., Dr. Dave changed the name to Palmer College of Chiropractic. He also remodeled the campus and enacted professional decorum and attire.

He separated the school from the other Palmer Enterprises and stabilized its finances by closing nonessential enterprises, such as the Clear View Sanitarium and the free B.J. Palmer Clinic. By closing those entities, Dr. Palmer redirected finances to expand the campus footprint in Davenport and enhanced educational opportunities for students. He bought the current West Hall building and its surrounding property, as well as the properties where the David D. Palmer Health Sciences Library, Campus Center and Palmer Center for Chiropractic Research are now located. He also built the Palmer Alumni Auditorium, now known as the R. Richard Bittner Athletic & Recreation Center.

He improved the College's educational standards by increasing the faculty and establishing higher entrance requirements. He placed curricular emphasis on the full spine and eventually extremities as well.

Dr. Palmer established Palmer's first Alumni Department, under which he developed an alumni association. He also established the honorary Doctor of Chiropractic Humanities degree and the Fellows of the Palmer Academy of Chiropractic. He established Palmer College of Chiropractic's Board of Trustees and served as its chairman until his death in 1978.

He was instrumental in the organization of the first Palmer rugby team in 1960. Palmer dominated collegiate rugby in the 1970s, winning national titles in 1972, 1973, 1978 and 1979.

Dr. Palmer also wanted a more comprehensive and professional library for Palmer College – the David D. Palmer Health Sciences Library was dedicated on Aug. 19, 1977.

He opened the way to accreditation by transferring the ownership of the College from the family to the school itself, making it a non-profit corporation. Throughout his years as president of the College, Dr. Palmer worked tirelessly to accomplish his goal of achieving professional and regional accreditation for the College. Although he died in 1978, his dream came to fruition when Palmer College was accredited by the Council on Chiropractic Education in July 1979 and by the North Central Association of Colleges and Schools in 1984. He was posthumously named a distinguished Fellow in the Palmer Academy of Chiropractic in 2006.

### **Community Contributions:**

Drs. B.J. and David D. Palmer were broadcasting pioneers, who established WOC-AM, WOC-FM and WOC-TV in Davenport and WHO-AM-FM/TV in Des Moines. WOC-AM was the first radio station west of the Mississippi River. Dr. Dave Palmer built the current KWQC-TV studios (which originally housed WOC-AM, WOC-FM and WOC-TV). As president of Palmer Broadcasting, he expanded the radio and TV stations. He also took the bold step of establishing Palmer CableVision, one of the first cable-TV operations in the country, and was later inducted into the Broadcast Pioneers Hall of Fame.

Dr. Dave Palmer founded Palmer Junior College, a two-year college granting associate degrees, which merged with Scott Community College in 1979, giving Scott Community College a liberal arts program in addition to its technical programs.

The Davenport Chapter of B'nai B'rith named him Man of the Year in 1967.

He served on a number of other educational institutions' boards of trustees. Dr. Palmer was named to the Iowa Board of Regents in the late 1960s, but he withdrew his name due to turmoil caused by the medical community.

Palmer College works closely with the local medical community today, thanks in large part to Dr. Dave Palmer's tireless work with so many Quad-Cities organizations.

Dr. Palmer was instrumental in starting the Davenport Junior Chamber of Commerce. He chaired the local Red Cross and raised funds for tornado victims in western Iowa. He also served on a number of community organizations, such as the YMCA and the Friendly House.