

# Did American social and economic events from 1865 to 1898 influence D.D. Palmer the chiropractor and entrepreneur?

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*This paper explores how the social landscape of the latter half of the nineteenth century influenced D. D. Palmer and the many occupations he pursued. It focuses on the geographical area where D. D. lived from 1865 to 1898. This paper will show how the American social and economic events of the time provided favourable circumstances for D.D.'s entrepreneurial successes.*

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*Cet article examine les facteurs du paysage social de la seconde moitié du dix-neuvième siècle qui ont influencé D. D. Palmer et les nombreuses professions qu'il a exercées en mettant l'accent sur la région géographique où D. D. Palmer a vécu entre 1865 et 1898. L'article montre comment les événements socio-économiques américains de l'époque ont créé les circonstances favorables aux réussites entrepreneuriales de D. D. Palmer.*

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KEY WORDS: chiropractic, DD Palmer, entrepreneur

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## Introduction

Most historians concur September 18, 1895 to be the date Daniel David (D.D.) Palmer adjusted Harvey Lillard's spine and restored his hearing.<sup>1</sup> However, D.D.'s life, as it relates to his career journey, has not been fully researched in the chiropractic historical literature. What we do know about D.D. in reasonable detail is his life and philosophy after that famous initial adjustment. Less is known about D.D.'s life and work before he began to practice chiropractic.

The objective of this paper is to explore the question of whether the social landscape of the latter half of the nineteenth century influenced D.D. and the many occupations he pursued. The paper will focus on the areas of Iowa and Illinois where D.D. lived from 1865-1898. By gathering information about D.D. Palmer and the events surrounding his life from multiple sources, we hypothesize that the evidence will show that the events and circumstances of the latter 1800s contributed to making D.D. a successful chiropractor and entrepreneur. The importance of this

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knowledge is significant to chiropractic in order to better understand its origins in the context of time. The influence D.D. had on the establishment of the profession still resonates today.

The end of the American Civil War ushered in many social changes throughout the country. The Civil War led to circumstances in which women occupied previously male-dominated professions,<sup>2</sup> resulting in male employees being highly sought after. As such, D.D. took advantage of the many opportunities available and became a school-teacher. After six years of teaching in various schools in different counties, D.D. decided it was time to change to a more profitable occupation.<sup>3</sup> During the 1870s, Iowa had become an agricultural hub in the Midwestern United States with farmers' fields and crops covering the majority of the state.<sup>4</sup> During this time, D.D. married, purchased farm acreage, and started to farm bees, raspberries and other fruit to sell across the nation.<sup>2</sup> D.D. eventually sold and left the farm, records showing that this was due to his bees perishing in unusual weather conditions. Other reasons for his move are not known, although they might include his divorce from his first wife Abba, the loss of a child, and the fact that his nuclear family resided in What Cheer, Iowa.

D.D.'s next profession, at the age of 35, was that of a grocer in What Cheer in the early 1880s. Based on the population growth of the area at the time, entering the grocery business was a very shrewd business idea. Between the years 1880 and 1890, there was a 350% increase in What Cheer's community,<sup>5</sup> undoubtedly due to the influx of European immigrants.<sup>6</sup> During this time D.D. also became interested in spiritualism and alternative healing. Historical records are unclear about the reasons D.D. quit the grocery business and commenced magnetic healing. According to D.D.'s journal, he began his career as a magnetic healer on September 3, 1886, in Burlington, Iowa.<sup>2</sup> In the years leading up to the beginning of chiropractic, D.D.'s magnetic healing practice proved an ideal stepping stone to his next, and ultimately most successful vocation of chiropractic.<sup>2</sup>

In order to facilitate the reader's understanding of time and place, a geographical map of significant locations is found in Appendix A, a brief time line in Appendix B, and the pattern matching logic chart in Appendix C.

## Literature review

The literature search for this paper began at the Canadian Memorial Chiropractic College (CMCC) library. The only primary sources found were D.D. Palmer's *The Science, Art and Philosophy of Chiropractic: The Chiropractor's Adjuster*<sup>7</sup> and a digital copy of the *American Bee Journal* published in 1878.<sup>8</sup> To continue the search for primary sources, the Palmer College of Chiropractic library archivist was contacted for assistance in retrieval of any suitable documents held within their archives. According to the archivist, their special collections documents are not digitized and hence not available electronically. Due to lack of funding and resources for this paper, the authors were not able to visit Palmer College to access their records.

The search for secondary sources generated many credible literary works within the chiropractic literature. These included Vern Gielow's *Old Dad Chiro: a Biography of D. D. Palmer, Founder of Chiropractic*<sup>4</sup>; Scott Haldeman's *The Principles and Practice of Chiropractic*<sup>9</sup>; Walter Wardwell's *Chiropractic: History and Evolution of a New Profession*<sup>10</sup>; Joseph Keating's *B. J. of Davenport: The Early Years of Chiropractic*<sup>11</sup>; Stuart Moore's *Chiropractic in America: the History of Medical Alternative*<sup>12</sup>; and Cyrus Lerner's *The Lerner Report: A History of the Early Years of Chiropractic*<sup>13</sup>. The information relating to the American Civil War was retrieved from Robert Krick's *The American Civil War: The War in the East 1863-1865*.<sup>14</sup>

Other secondary sources came from peer-reviewed journal articles such as Joseph Keating's "Several Pathways in the Evolution of Chiropractic Manipulation"<sup>15</sup>; "The Meanings of Innate"<sup>16</sup>; "A Brief History of Historical Scholarship in Chiropractic"<sup>17</sup>; Rolf Peter's "The Subluxation – Historical Perspectives"<sup>1</sup>; Joseph Donahue's "D. D. Palmer and the Metaphysical Movement in the 19th Century"<sup>18</sup>; Glenda Wiese's "New questions: Why did D. D. not Use "Chiropractic" in His 1896 Charter"<sup>19</sup>; Vern Gielow's "Daniel David Palmer: Rediscovering the Frontier Years, 1845-1887"<sup>20</sup>; and Michael Monalto & Gene Cartwright's "From the Incandescent Light Bulb to Digital Pathology."<sup>21</sup>

A hand search of CMCC archives was undertaken by the college archivist. The archival records searched included Herbert K. Lee (F52) fonds; Herbert J. Vear (F50) fonds; Canadian Chiropractic History Association (F92)

fonds; Douglas M. Brown (F51) fonds; Association for the History of Chiropractic; Canadian Chiropractic Historical Association files contained in Canadian Chiropractic Association (F69 fonds; Joseph C. Keating (F64) fonds; Office of the President (F2) fonds; Donald C. Sutherland (F63) fonds; and Roger K. Partlow (F59) fonds. The hand search was inconclusive for the subject of this paper.

Gray literature, used to supplement credible sources, came from several web sites. These electronic sources were used for information on the Iowa and United States timelines, the history of Iowa, statistics on Iowa and the United States, historical currency conversions, and a geographical map of Iowa and the Midwest.

#### **Goodbye Canada: April 3, 1865**

It was the spring of 1865, just eleven days before President Abraham Lincoln was assassinated by John Wilkes Booth,<sup>14</sup> that D.D. and his brother Thomas Jr. (T.J.), ages twenty and eighteen respectively, made their way south from rural Ontario to the still divided American states.<sup>2</sup> As jobs were scarce due to the influx of American workers coming to Canada to avoid the Civil War and the draft, the Palmer brothers were forced to look for work further from home. The rest of the Palmer family had already uprooted and moved to the United States some years earlier. This provided D.D. and T.J. with a final destination.

It was not long after the brothers had embarked on their journey that Robert E. Lee of the Confederate States army surrendered to Ulysses S. Grant of the Union army at the Appomattox courthouse thus ending the Civil War.<sup>14</sup> Iowa did not play as large a role in the Civil War as some of the eastern states. However, the state of Iowa had many educators that were very important in bringing about political action with respect to public education. In the two years prior to the Civil War, approximately 1,100 schoolhouses were built in the state of Iowa, with another thousand being founded at the end of the war.<sup>2</sup> Eight months after the Palmer brothers arrived when the war was declared over, D.D. became a schoolmaster in Muscatine County, Iowa, the first of many places where he would serve as an educator. He was in fact no stranger to formal teaching. D.D. was schooled from the age of four until eleven, when his father's business collapsed and he was forced to move to the United States leaving D.D. and his brother behind.<sup>2,10</sup> As an eleven-year-old, D.D. had achieved an eighth grade

level of education. He studied Greek, Latin, and higher mathematics during those early years.<sup>20</sup> When his family was separated, his education time became sparse and was limited by his need to sustain himself with work. With the abrupt end to his formal education in 1856, D.D. and his brother T.J. were left behind to work in a stove and match factory.<sup>22</sup> It is unclear if they continued employment there for the next decade before their move to the United States.

#### **Teaching and farming: February 1866 to December 1881**

D.D.'s first serious job in the new country was that of a schoolmaster. He probably never continued his formal education, but it is highly likely, given his new occupation, that he continued to read and write on his own in his free time. Over the years following his arrival in the Midwest with his brother, he held several teaching positions in various Iowa counties.<sup>20</sup> D.D., who was now 25 years old, taught for approximately five years before putting his entrepreneurial skills to use by working his own land, trying to turn a profit.

Farmland was a hot commodity in that part of the Mississippi River valley in the 1870s with acreage being purchased along the length of the Mississippi River. Nearly the entire state consisted of crops worked by American farmers.<sup>4,22</sup> In 1871, at the age of 25, D.D. decided to try his hand at farming when he and his first wife Abba, purchased ten acres of land just north of New Boston in Eliza Township.<sup>2</sup> He planted many seedlings including an extensive array of fruit trees, as well as other trees such as balsam fir, white spruce, red cedar and hemlock.<sup>2</sup> These unfortunately were not to yield any substantial profit.

In the spring of 1874, at the age of 29, D.D. married his second wife, Louvenia Landers, and purchased a raspberry plant that he referred to as Lumm's Everbearer.<sup>2</sup> This plant would prove to be his livelihood for the next few years due to his adeptness at producing fruit from it. A plot of land located on a steep hill, which was less than ideal for farming, turned out to be idyllic for D.D.'s needs because of the rich, untouched soil.<sup>4</sup> This in combination with a mutation in the plant from "cultivation and crossing"<sup>4</sup> resulted in a well-bearing plant that would come to be known as the "Sweet Home" raspberry. The popularity of the "Sweet Home" raspberry had soared, so much so that it was shipped across the entire nation via a newly laid railroad. Railways were expanding rapidly and were

connecting the large nation of America. It was only 8 years earlier in 1867 that the region had welcomed its first railroad.<sup>4</sup> Two years later, in 1869, the first transcontinental railway was completed. This proved to be the perfect medium to distribute his much sought after raspberry plant to eager buyers across the country. It also gave D.D. a chance to prove his competency in another beneficial business skill: marketing.

Putting to use his education and aptitude with words, D.D. constructed several advertisements for his “Sweet Home” raspberry plants that displayed his creative marketing ability. He often incorporated full page-long advertisements that discussed not only the superiority of his product, but also mentioned new ways of preserving the fruit to last during the winter months.<sup>2</sup> Many years before in 1857, a glass blower named John L. Mason had patented his newest invention of a preserving jar with a screw-on cap<sup>2</sup>, now known as the mason jar. D.D.’s integration of Mason’s new, cutting-edge advancement and his innovative writing skills resulted in a clever marketing strategy for his “Sweet Home” raspberry plants. At the same time that he was concentrating on his raspberry plants, he also acquired an interest in bee keeping.<sup>2</sup>

It is not known exactly how D.D. first became interested in farming bees, but it is evident that he was quite serious about it and was deeply involved in the beekeeping community. An interesting excerpt (Figure 1) from volume 14 of the *American Bee Journal*, published in 1878, shows that D.D. was the president of the Western Illinois Bee-Keepers’ Society<sup>8</sup> and a successful bee farmer. In 1877 he took an astonishing 18,600 lbs. of honey to New York City to be sold.<sup>2</sup> In his own words, D.D. stated that the trip cost him \$232 and that he had “done fair”.<sup>2</sup>

Unfortunately, D.D.’s apiary success came to an end. Unusual fluctuations in weather had a lethal impact on his bees, and in the spring of 1880, D.D. abandoned his farm life and moved to What Cheer, Iowa.

#### No more farm life: 1882

The exact reason that D.D. moved to What Cheer and opened his own grocery store is unclear, but it is known that the majority of his family lived there.<sup>2</sup> His move to What Cheer was possibly attributable not only to his family’s proximity, but also to the swiftly developing prosperous community. Years earlier in 1869, the Iowa Board of Immigration published and distributed booklets

Figure 1.



**Western Ill. & Eastern Iowa Society.**  
The third semi-annual meeting of the Western Illinois Bee-keepers' Society was held at Burlington, Iowa, May 7 and 8, 1878. The meeting was called to order at 10, a. m., by the President, D. D. Palmer, of Eliza, Ill. The attendance of members was quite large, and exceeded that of any previous meeting. During the day, 49 new members were added to the roll, as follows:

which encouraged European immigration to the state. These booklets were published in languages such as German, Dutch, Swedish and English. In the early 1880s, there were nearly one hundred coalmines in and around the growing town which employed the massive influx of European immigrants. The establishment of manufacturing plants, saloons, gambling houses, an opera house, and a brewery<sup>2</sup> naturally attracted people from various walks of life. What Cheer was a prosperous town well serviced by the railroad. In fact, by 1880 there was not a town in Iowa more than 25 miles from a railroad depot.<sup>22</sup> In addition, 1880 was the watershed year when the number of urban residents outnumbered rural residents and the population of the United States surpassed fifty million.<sup>22</sup> People were moving, whether for job opportunities or otherwise, from farms to the cities, and D.D. was no exception.

#### D. D. Palmer, the grocer: 1885

The time and place presented a perfect opportunity for an entrepreneur to start a business venture, which D.D. did in his late 30s. He opened a grocery store and sold live chickens, fresh fish, fruits and vegetables among other necessities.<sup>2</sup> He also sold both local and tropical fish.<sup>10</sup> Apparently, this fish vending enterprise provided a significant income for D.D. and his family.<sup>2</sup> In the burgeoning town of What Cheer, he operated a typical grocery<sup>2</sup> that bought and sold local merchandise as well as products from afar shipped in by train. Gielow notes that D.D.’s grocery store was one of nine in town.<sup>2</sup> Although this may seem like a competitive number, the population of 8,000 residents in 1882<sup>11</sup> made this a reasonable ratio of buyers to sellers. Gielow also adds that the pay of the one thousand miners working in and around What Cheer ranged from eighty to a hundred dollars every two weeks. This

is equivalent to \$1,755 to \$2,193 dollars bi-monthly in today's dollars.<sup>23</sup>

These business and community conditions were ideal for the Palmer household to thrive. While operating the grocery, D.D. and his family lived in the back of the store.<sup>2</sup> It would appear plausible that he had some help from his family in the day-to-day operations of the store. During the years he operated the grocery store, he also continued to teach school in What Cheer and Letts.<sup>2</sup> It is not known whether he taught purely for financial reasons or if there was a lack of qualified teachers in the area. One thing that is certain is that he enjoyed teaching and kept meticulous records of his lesson plans and business dealings.<sup>9</sup>

#### D.D. Palmer, the magnetic healer: September 3, 1886

D.D.'s transition to magnetic healing from his grocery business did not occur overnight. His entrepreneurial nature in combination with his teaching position, inclined him to read and explore other practices and happenings of the time. Wardwell writes that D.D. studied many other health practices such as Christian Science, Mind Cure, Metaphysics, Magnetic Healing, Osteopathy, and Phrenology.<sup>10</sup> According to Gielow, the treatment of magnetic healing paralleled D.D.'s religiosity.<sup>2</sup> D.D. was a deeply religious God-fearing man. He read the Bible on a daily basis in addition to reading books on spiritualism. Spiritualism, a way of communicating with the dead, brought comfort to some and intellectual curiosity to others<sup>9</sup> in the post-civil war American Midwest.

In 1987, Joseph Donahue authored a paper in *Chiropractic History* which stated that D.D.'s involvement in spiritualism in the 1870s was a stepping-stone to his magnetic healing in the 1880s.<sup>18</sup> Another likely possibility for D.D.'s involvement in magnetic healing is attributable to another successful magnetic healer in the nearby town of Ottumwa, located approximately 30 miles south of What Cheer. Paul Caster was a widely successful and popular "faith healer"<sup>24</sup> in Ottumwa. D.D., with his voracious appetite for reading and learning, became interested in Caster's work.<sup>2</sup>

Examining the works written by and about D.D. Palmer, the reader perceives an impression of respect and leadership that resonates throughout the writings. He always seemed to be attracted to positions that demanded respect and a sense of authority in the community. There-

fore, it is no coincidence that D.D. was impressed by Paul Caster's procedures, magnitude of his practice and the public perception of this Ottumwanian.<sup>2</sup>

In 1886, D.D. at the age of 42, opened his first clinical office in Burlington, Iowa.<sup>9</sup> Burlington was the home of Paul Caster's son, and D.D. continued the family business of magnetic healing there.<sup>9</sup> The reason why D.D. stayed in Burlington for only a short time is assumed to be due to business competition.<sup>9</sup> Realizing the potential for a new, exciting and less competitive business venture, D.D. moved to the bustling Mississippi River port of Davenport, Iowa in 1887 and began a "cure without medicine" practice.<sup>10</sup>

Davenport and the beginnings of Chiropractic: 1886 During D.D.'s time in Iowa, three cities in the area were burgeoning and became popular commercial centers: Rock Island, Moline, and Davenport.<sup>2</sup> Rock Island and Moline were in the state of Illinois, and Davenport was just across the Mississippi River in Iowa. The proximity of these cities provided a good blend of manufacturing, agriculture, and business that encouraged their growth and development.<sup>2</sup> D.D.'s patients were not only coming to his office from the three major cities in the area, but also from many other communities that were a short trip away by horse and buggy.<sup>2</sup> According to the Lerner Report, Davenport was also a city that attracted entertainment such as musicians, lecturers, and the circus.<sup>13</sup>

The population of Davenport, Iowa, in 1890 was 26,872.<sup>5</sup> D.D.'s practice flourished in this growing city. His success, at the age of 45, was due not only to his healing ability, but also to his ingenious marketing strategies. In 1888, D.D. listed his expenses for 30,000 circulars and cards; five signs, including three to be put on boats; 100 photos (he does not mention of what); and in 1889, at least 15,000 copies of his brochure "The Sick Get Well by Magnetism".<sup>10</sup> According to D.D.'s records, his promotional expenses totaled less than \$150.00.<sup>2</sup> Clearly, his seriousness in the business and in marketing aspects were meticulously planned and successfully executed. That is not to say that D.D. cared only about financial gain. In 1888, the advertisement for his practice included the following statement: "Consultations and treatment for the deserving poor are free".<sup>10</sup>

Another contributing factor to D.D.'s success was the location of his office. The clinic, now famous in chiroprac-

tic history literature, was located on the corner of Second and Brady Streets in Davenport.<sup>12</sup> The building was located only two blocks from a Mississippi River ferry.<sup>12</sup> D.D. not only drew clientele from Iowa towns, but also from several places in Illinois.<sup>12</sup> Not only did the location serve him well, but almost a decade earlier, an American by the name of Thomas Edison had filed a patent for an invention<sup>21,22,24</sup> that likely increased the available time D.D. could spend in his office working or treating patients. The invention of the light bulb possibly gave him the ability to work later into the night than would normally have been feasible with simple candlelight. Speculation has it that with more time to dedicate to his clinic after sundown, he likely spent more time building his practice, although no research was found to support this claim.

D.D.'s success in Davenport made him a target for ridicule by the local media. On May 13, 1894, an article appeared in the local newspaper, the *Davenport Leader*.<sup>12</sup> The piece was entitled "Dr. Palmer" and it went on to say that he was a quack and that he deceived people with his magnetic powers.<sup>12</sup> The article stated that "His [D.D.'s] increase in business shows what can be done in Davenport even by a quack."<sup>12</sup> This article, considered an attack ad of the time, demonstrates that D.D. was in fact a successful businessman. There is no evidence that states that D.D. was not an accomplished entrepreneur in Davenport during that time.

In spite of these charges, his entrepreneurial and humanitarian nature made D.D. a well-respected health leader within the Davenport community at large. Initially, he was very secretive about his clinical procedures. However, in July of 1896, ten years after establishing his first clinical office, D.D. established the Palmer School of Magnetic Cure.<sup>9,19</sup> The following January in 1897, at the age of 51, he started teaching chiropractic.<sup>9</sup>

D.D.'s shift from magnetism to the adjustment is neither abrupt nor clear. D.D.'s chiropractic "discovery" slowly evolved from his magnetic healing practice. What he thought separated his healing practice from other magnetic healers was the idea of specificity.<sup>9</sup> He considered his method to be superior because "he did not waste his vital energy by distributing it diffusely over the entire body of the patient".<sup>9</sup> By palpating specific sites of the body, using his magnetic fingers, and delivering a thrust to those tissues, he separated magnetic healing from the chiropractic adjustment. D.D. confirmed that "Chiroprac-

tic is an outgrowth of magnetic healing, it is not magnetic healing advanced, it is not the climax of magnetism or any other method."<sup>7</sup>

The shift from magnetic healing to chiropractic was gradual as he adjusted a number of people before Harvey Lillard. According to D.D. Palmer, Harvey Lillard was a janitor in the building in which D.D. had his office.<sup>7</sup> The short story goes that Lillard had been deaf for seventeen years.<sup>7</sup> Apparently his deafness started when he exerted himself and felt a sensation of "giving way" in his back.<sup>7</sup> He adjusted Lillard's back in September of 1895, and restored his hearing.<sup>7</sup>

### Teaching and Business: 1896

D.D. was in clinical practice for a decade before he began teaching again. Although it is virtually impossible to determine the exact reason, whether financial or altruistic, as to why he opened a school and started teaching his practices, it might be presumed that he did it for both reasons. Another possible explanation as to why he started teaching might be because he already had experience in this field. Transmitting knowledge to others was something he was familiar with and was comfortable in doing. Teaching his practices would provide him with financial stability, and at the same time, pass on his gift to future generations and thus give back to the community.

"Early training involved little more than an apprenticeship at Palmer's 40-bed infirmary and clinic in downtown Davenport".<sup>9</sup> The tuition was set at \$500 and only two students were allowed initially.<sup>2</sup> D.D.'s clinic, and later his school address, were found at the same location as his first magnetic healing practice on the corner of Second and Brady streets.<sup>2</sup> An important aspect about his business achievement in his magnetic healing and chiropractic practice is that his success came gradually. In 1887, his annual income was \$700 and in 1898 it was \$9,276.<sup>2</sup> As his patient volume grew, he expanded his practice to include more rooms to accommodate his growing operation. Once he had established chiropractic, he started teaching it to others.

### Family Business

Throughout D.D.'s life, his marital and personal relationships were just as intriguing as his occupations. He had five wives, some died, some he divorced, and he fathered three children.<sup>25</sup> His two daughters were May Palmer

(Brownell) born in 1878, and Jessie Palmer (Wall) born in 1888.<sup>25</sup> D.D.'s only son was Joshua Bartlett (B.J.) Palmer, born on September 14, 1882 in What Cheer, Iowa.<sup>11</sup> Much more is known about D.D.'s son than about his two daughters, but this is beyond the scope of this paper.

While this paper does not focus on the personal relationships D.D. was involved in, it is worth mentioning in the context of his business undertakings. His family members, mainly his wives, were able to stay at home, take care of the children and perform household chores, while he was exploring numerous business projects. In fact, one of his wives served as a manager of his clinic and helped him in the preparation of his advertising circulars.<sup>11</sup> His family was a contributing factor to his success, providing him with the time and patience to devote his skills to the family's financial improvements.

## Discussion

There is no question that Daniel David Palmer was a remarkable man. His diversification in various occupations shows that he always wanted to improve something, whether a process, himself or his financial situation. His childhood difficulties, particularly being left by his family, forced him to become a survivor in the world and also perhaps in the business domain. Although his early education was cut short, his intelligence and wit never left him.

One question this paper did not address perhaps because of credible information is why D.D.'s parents left him and his brother Thomas Jr. to their own devices in Canada, in 1856 when D.D. was only eleven years old and his younger brother, nine.<sup>2</sup> Speculation suggests that they may have been left with extended family members because they had employment. Future research focusing on the exploration of this question would be helpful in understanding D.D.'s relationship with his family in his younger years. Nine years after the family was separated, D.D. and his brother rejoined it in Iowa in April, 1865.<sup>2</sup> Why the two boys waited nine years to see their family again, is unknown. The date of the young brothers' departure is possibly very significant. April 1865 was the time when the American Civil War finally ended. The boys did not make their way during the war perhaps due to the fear of being drafted, or perhaps because the war made travel dangerous. Although this may not be the exact reason, it is the best explanation the authors of this paper could hypothesize.

This was a fruitful time in the history of the United States, a time optimal for new ideas and for ingenious ways of implementing them. It was during this time that D.D. made his mark, allowing him to be innovative and productive. With the inequality of gender demographics in the country, educated male teachers were in high demand. This particular set of circumstances secured D.D. a position within the field of education. Here he was able to work not only with his hands, but also with his mind and develop his skills at teaching, reading and writing. Although these skills are taken for granted today, they were an essential tool for entertainment and communication during that time. In fact, D.D.'s ability to write was critical to his business strategies. When he was providing goods and services locally and abroad, his ability to write clear and persuasive advertisements was essential to his livelihood. D.D.'s business thrived with more and more people responding to his newspaper advertisements and product flyers.

Whether it was farming bees, maintaining a grocery store, or healing people through magnetism, D.D. continuously demonstrated his scholarly nature by documenting his progress and procedures. His records were carefully filed. This is further evidence that D.D.'s scholarly nature is apparent in his writings about developments in his work.

Whether D.D. entered into magnetic healing for financial gain or as a result of his personal beliefs, he demonstrated that he was very successful at it. He was able to grow his magnetic healing practice into a sustainable and profitable business. His optimally located clinic in downtown Davenport, close to the Mississippi river port, allowed for easy access to clientele from other areas. D.D. also extensively advertised his goods and services. Marketing was beneficial in acquiring new patients for his practice. The advertisements that he composed were eloquently worded to capture a broad audience.

Although this paper touches only briefly on the subject of D.D. teaching chiropractic, his experience working in schoolhouses across the Midwest made him a very successful communicator and teacher. Future research on D.D., focusing on the early teaching of chiropractic, and possibly his personal life, would be beneficial for the history of chiropractic. One of the aspects this paper did not discuss is the relationship between the medical profession and other healing professions. The formation of the

American Medical Association (AMA) in 1848<sup>9</sup> brought many laws and regulations regarding health practices in the United States. With this change, medicine did not look too kindly on those using non-medical practices. Nevertheless, if D.D. found himself in this climate, he was able to adapt by travelling and continuously changing places. Once he entered into healing, he did not leave Davenport for many years. Therefore, further research examining the relationship between the medical profession and other non-medical professions during D.D.'s time, might help in understanding some of D.D.'s career choices.

Due to the lack of previous formal investigation into the life of D.D. as entrepreneur, the available information pertinent to this study is scattered throughout the literature. Hence, this paper only examined his early life from 1865 to 1898. His later life was more prone to extraneous influences other than social and economic factors. The limitation of this historical study is the lack of sources such as other historical records of the time. Another limitation of this paper is the absence of greater detail in the available historical records and in the published literature.

## Conclusion

The life and times of Daniel David Palmer the businessman, as discussed in this paper, represent only a fraction of this multifaceted individual. Other than discovering and developing chiropractic, the persistence of his beliefs and his strength in grasping opportunities has made D.D. a relevant figure in chiropractic history. The discussion about D.D. and his early business accomplishments has largely been absent from the chiropractic dialogue. If this paper helps characterize D.D. in a new perspective, it may lead to further investigation. Nevertheless it appears that the American social and economic events of the time provided favourable circumstances for his entrepreneurial successes. All of the events in the United States from the time of D.D.'s relocation from Canada have been shown to be very hospitable for D.D.'s business ventures. Further research is warranted since deeper investigation of the Palmer College archives would more than likely yield other insights into different aspects of D.D.'s early life. Nevertheless the evidence does show that he was a prosperous entrepreneur. If, on the other hand, D.D. was not a successful practitioner and a failure as a businessman, there is no evidence available to support this claim.

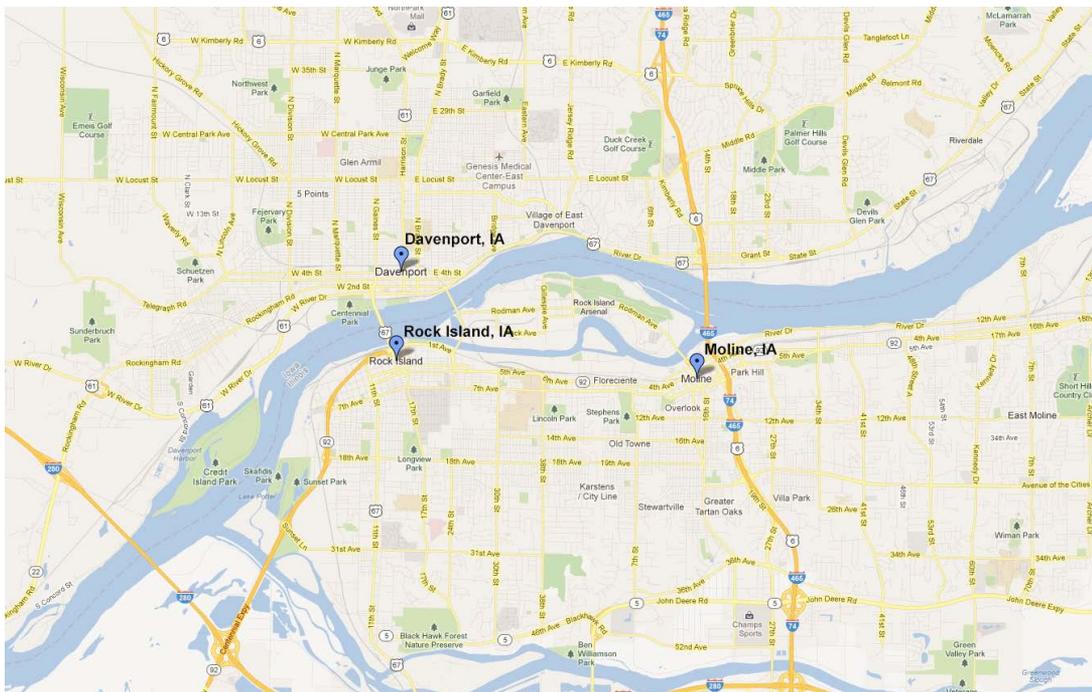
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## Appendix A

Map of Iowa (2013 data) – Places of Significance



Enlarged map of Davenport area

### Appendix B Timeline

1845	D.D. is born.
1865	D.D. and his brother T.J. leave Canada and relocate to Muscatine County, IA.
1871	Moves, with his wife Abba Lord, to Eliza Township just north of New Boston and purchases 10 acres of land.
1874	Purchases Lumm’s Everbearer plant, begins selling across the nation; begins bee farming shortly after.
1878	D.D. is president of the Western Illinois Bee-Keepers’ Society; when he became president and for how long the position was held is uncertain.
1880	Bee farm perishes due to unusual weather; relocates to What Cheer, IA, opens a grocery store.
Mid-1880s	While running the grocery store, continues teaching in What Cheer and nearby town of Letts; takes interest in a “faith healer” in Ottumwa named Paul Caster; soon takes up magnetic healing.
1886	Relocates to Burlington, IA to open a magnetic healing practice; begins seeing patients on September 3.
1887	Moves to Davenport, IA to start a new magnetic healing practice.
1888-1890	Advertises his magnetic healing practice.
1895	D.D. adjusts Harvey Lillard’s spine and restores his hearing; Chiropractic is born.
1896	Establishes Palmer School of Magnetic Cure.
1897	Begins teaching Chiropractic.
1898	D.D.’s annual income increases to \$9,276 (approximately \$250,279 by 2012 standards).

Appendix C

Pattern-matching chart summarizing significant events in the United States of America from 1860-1895.

Date	Social	Economics	D.D. Palmer
1860	Abraham Lincoln becomes president (1860) American Civil War (1861-1865)		
1865	President Lincoln assassinated (1865)  (1867) Grasshopper invasion occurred, crops damaged; first railroad completed through Iowa The Iowa Board of Immigration published booklets in several languages (English, German, Dutch, Danish, and Swedish) to encourage European immigration to Iowa (1869) The First Transcontinental Railroad was completed (1869)	1868 – The invention of refrigerated railcars allowing Iowa products to be shipped around the country without spoiling.	April 3, 1865 – DD and his brother TJ begin their trip to US. Feb or Mar 1866 – DD starts teaching school in Muscatine County, IO. Teaches for 5 more years in different locations places.
1870			Nov 8, 1871 – DD and his wife, Abba Lord, Purchase 10 acres in Eliza Township (several miles north of New Boston, IL). They call the property “Sweet Home”. 1871-1881 – DD is a beekeeper  1874 (Spr): DD purchases plant (Lumm’s Everbearer raspberry), begins nursery business and develops: “Sweet Home” raspberry (Gielow, 1981, p. 20)
1875	Civil Rights Act of 1875  Alexander Graham Bell invented the telephone (1876)  Thomas Edison invented the light bulb (1879) and electricity became practical		
1880	The Population of the United States passed fifty million (1880) 1880 – Until 1880 the number of rural residents outnumbered city or urban residents in Iowa. From 1880 on, the number of rural residents began to drop.	1880 – Farmers made up 49% of the labor force in America, by comparison, in 1790 farmers made up 90% of the work force. By 1880 every town in Iowa was no more than 25 miles from a railroad depot.  1884 – Americans began using mail order catalogues to purchase merchandise for the first time. Montgomery Ward and Sears, Roebuck and Company were the first mail order companies.	1882 (Sept 14): BJ Palmer is born in What Cheer (Rehm, 1980, p. 271; Gielow, 1981, p. 32)
1885			1885: DD operates “mercantile store” (Rehm, 1980, p. 271)  1885: DD begins career as magnetic healer in Burlington, then Davenport IA on 4th floor of Ryan building at corner of Second and Brady Streets (Rehm, 1980, p. 271; Palmer, 1967, p.5)  1886 (Sept 3): According to DD’s journal, he begins career as magnetic healer (Gielow, 1981, p. 43, 105)  1887-98: DD’s cash intake grows from \$700 to \$9,276 annually (Gielow, 1981, p. 59)
1890	1890 – Steam powered engines started to replace horses on the farm.	1892 – Froelich’s invention of the gasoline-powered tractor revolutionized the farm machinery industry.	
1895	1895 – Guglielmo Marconi invented the radio in 1895 and opened the world’s first radio factory in England in 1898.		1895 (Sept): Chiropractic is “discovered” by D.D. Palmer ( <i>The Chiropractor</i> , 1904, p. ii)  1895 (Sept 18): “On September 18, 1895, Harvey Lillard called upon Dr. Palmer” ( <i>The Chiropractor</i> , 1904, p. 11)  1898 – D.D. Palmer and his son “B.J.” founded the Palmer School of Chiropractic in Davenport, Iowa.