

Why We Know What We Know and Why They Do What They Do!

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The purpose of this lecture is to examine why so much knowledge has been kept quiet and why some of the treatments we learned in Veterinary School ignore the laws of nature that we learned and memorized so that we could get into veterinary school.

History of veterinary medicine alternatives

When we look into the history of chiropractors and animal chiropractors, we might be able to understand a little bit about why traditional doctors (M.D.'s and D.V.M.'s) may be hesitant to refer to qualified chiropractors and animal chiropractors even though research shows that for patients with chronic spinal pain syndromes, spinal adjustment, may be the only treatment modality of the assessed regimens that provides broad and significant long term benefit.ⁱ The Ontario Ministry of Health did a study on millions of patient records and it showed that Chiropractic could be a primary entry point for any neuromuscular problems.ⁱⁱ Any and all problems in an animal's body have a neurological component due to incorrect data transmission between the CPU (brain) and components (organs, tissues, and cells).

In 1910 Rockefeller and the American Medical Association (AMA) hired Abraham Flexner to look at the standard of education being taught at the 155 medical schools in the United States at the time.ⁱⁱⁱ This report "concluded" that there were too many doctors and medical schools in America, and that all the natural healing modalities which had existed for hundreds of years were unscientific quackery. The report called for the standardization of medical education, whereby only the AMA (another monopoly) would be allowed to grant medical school licensure in the U.S. Certainly, Flexner's report did have some valid points, but unfortunately the motives for the report were entirely driven by Rockefeller's desire for complete control of the medical system. Based on the report, congress acted upon the Flexner's recommendations and changed laws related to medical practice. Incredibly, allopathic medicine became the standard modality, even though at the time its main treatment methods were bloodletting, surgery (quite barbaric at the time) and the injection of toxic heavy metals (lead and mercury) to supposedly "displace disease".^{iv} The outcome of this study resulted in the closing of 42% of the schools at that time.^v These closings were due to lack of financing to be able to upgrade the quality of the laboratories to the equivalency of Harvard and similar schools. Financing was offered with the stipulation that pharmaceutical education would be included in the upgraded curriculum. Not herbal medicine, not native therapies, just the new artificial pharmaceuticals being developed by the scientists at the Carnegie and Rockefeller foundations.^{vi} This had a significant impact on the young chiropractic profession at the time. The opening of the Palmer School and Infirmary of Chiropractic in Davenport, Iowa coincided with the opening of an animal clinic at the same time. The founder of chiropractic, D.D. Palmer, and his son, B.J. Palmer, believed that chiropractic was as useful to animals with spines as it was to humans. He made the following observation: "In the early days of chiropractic we maintained a veterinarian [sic] hospital where we adjusted the vertebral subluxations of sick cows, horses, cats, and dogs, etc. We did this to prove to ourselves that the chiropractic principle and practice did apply."

Even today, occasionally, somebody brings us a valuable pedigreed pet to adjust." (Palmer, 1944).^{vii,viii} Few records of this activity have survived. However, the existence of animal chiropractic can be traced back to between 1906 and 1910. Located in the Library at Palmer College of Chiropractic is a very interesting piece of animal chiropractic history. It seems that B.J. Palmer actually organized a course on equine chiropractic adjusting and went so far as to print a two-color diploma (the DCV or Doctor of Chiropractic Veterinary) to be issued to those chiropractic students who completed the one-month course. This diploma has the pictures of both Palmer's (D.D. and B.J.) on it and Dr. Alana Calendar, curator of the museum, has verified that those were the only years that both of the Palmer's were involved with the school. The clinic was very successful, and doctors completing the Palmer School animal program were also awarded degrees in Doctor of Chiropractic Veterinary, D.C.V.

In 1900 there were 28 commercially run veterinary schools in the United States, 26 privately owned. At the same time the AMA was developing the Flexnor report the AVMA (America Veterinary Medical Association) was developing standards that led to the closing of all 26 commercially run veterinary schools leaving only 2 state owned schools open and approved. All veterinary schools approved after 1910 had to teach an approved curriculum.^{ix} Flexnor stated that "The chiropractics, the mechano-therapists, and several others are not medical sectarians, though exceedingly desirous of masquerading as such; they are unconscionable quacks, whose printed advertisements are tissues of exaggeration, pretense, and misrepresentation of the most unqualifiedly mercenary character."^x The medical school closings fueled by the Flexnor report initially helped the chiropractic profession as evidenced by the number of graduates in the years between 1910 and 1925 as seen in Figure 2 where the number of chiropractic graduates was greater than the number of medical school graduates. This changed as the amount of money flowing into the medical schools increased as the number of pharmaceutical products derived from petroleum products increased. As the AMA initiated and grew the AMA's "seal of approval" to certain drug companies that placed large and frequent ads in JAMA and its various affiliate publications. To get the AMA's "seal of approval," a drug company did not have to conduct any research, nor did they even have to prove the safety or efficacy of a drug. The drug companies simply had to do two things:

- 1) They had to divulge the specific constituents of their drug (no "secret" formulas were allowed...and this action was a beneficial action), however, to get the "seal of approval," drug companies had one other important requirement...

- 2) They were required to advertise in every local, regional, and national AMA publication (i.e., the drug companies were forced to pay the AMA a large amount of money)

The second time that the AMA attacked chiropractic was in 1913, George "Doc" Simmons, head of the AMA and the AMA went on the offensive even more strongly by their establishment of the "Propaganda Department," which was specifically dedicated to attacking unconventional medical treatments and anyone (MD or not) who practiced them. In this same year, Simmons hired Morris Fishbein, MD, as a publicity man for the AMA. Fishbein was a medical doctor who did not practice medicine. He was, however, an effective advocate for conventional medicine and a vocal critic of unconventional treatments. Shortly after he became head of the AMA, he wrote several books sharply critical of "medical quackery." He called chiropractic a "malignant tumor," and he considered osteopathy and homeopathy "cults."^{xi} Neither Simmons or Fishbein were ever licensed to practice medicine.

Fishbein's attacked "alternative therapies" through his own newspaper column, syndicated to more than 200 newspapers, as well as a weekly radio program heard by millions of Americans. His influence on medicine and medical education was significant, and it is surprising how few medical history books mention his influence or his questionable tactics. Prior to 1929 the main difference between Chiropractic and Osteopathic Manipulation was the intent of the adjustment. Chiropractors adjust to restore nervous

system integrity and Osteopaths manipulate to restore the integrity of the circulation system. After the Flexnor report and Fishbein's attacks fueling the AMA labeling Osteopaths as "quacks" the American Osteopathic Association (AOA) added pharmacology to the required curriculum for achievement of the degree of Doctor of Osteopathy.^{xii} This removed Osteopaths from the AMA's quackery list.

There are also numerous stories about Fishbein's efforts to purchase the rights to various healing treatments, and whenever the owner refused to sell such rights, Fishbein would label the treatment as quackery.^{xiii} If the owner of the treatment or device was a doctor, this doctor would be attacked by Fishbein in his writings and placed on the AMA's quackery list. And if the owner of the treatment or device was not a doctor, it was common for him to be arrested for practicing medicine without a license or have the product confiscated by the Food and Drug Administration (FDA) or the Federal Trade Commission (FTC).^{xiv} Over 750 chiropractors were arrested during this time frame for practicing medicine without a license. The profession of chiropractic was fighting for survival against the medical establishment, and veterinary chiropractic was frowned on by mainstream chiropractic practitioners. Dr. Palmer explained the situation as follows: "Many doctors of chiropractic think that we should soft-pedal this animal application of Chiropractic. They fear the public might call them horse-doctors" (Wardwell, 1992).^{xv}

Further, Fishbein wrote numerous consumer health guides, and his choice of inclusion for what works or what doesn't work was not based on scientific evidence. Fishbein extended Simmons's idea for the AMA seal of approval to foods and allowed advertising from food and tobacco companies. In fact, under his reign, the tobacco companies became the largest advertiser in JAMA (Journal of the American Medical Association) and in various local medical society publications. In fact, Fishbein was instrumental in helping the tobacco companies conduct acceptable "scientific" testing to substantiate their claims. Some of the ad claims that Fishbein approved for inclusion in JAMA were: "Not a cough in a carload" (for Old Gold cigarettes), "Not one single case of throat irritation due to smoking Camels," "More doctors smoke Camels than any other cigarette," "Just what the doctor ordered" (L&M cigarettes), and "For digestion's sake, smoke Camels" (because the magical Camel cigarettes would "stimulate the flow of digestive fluids").^{xvi} While the AMA was promoting their "science" many chiropractic publications carried articles describing chiropractic success apparently successful treatment of two parietic pigs (Fountain Head News, 1923).^{xvii} A valid statistical valid study was repeated almost exactly 100 years later and published in the Journal of Vertebral Subluxation.^{xviii} This study showed that the removal of vertebral subluxations in pigs increased all production parameters.

Coincidentally, shortly after Fishbein was forced out of his position in the AMA in 1950, JAMA published research results for the first time about the harmfulness of tobacco. Medical student Ernst Wynder and surgeon Everts Graham of Washington University in St. Louis found that 96.5 percent of lung cancer patients in their hospitals had been smokers. Very shortly after Morris Fishbein left the AMA, he became a high-paid consultant to one of the large tobacco companies, and JAMA finally was able to publish a slew of studies that confirmed the real dangers of tobacco.^{xix}

The AMA was tried and convicted of anti-trust violations for conspiracy and restraint of trade in 1937, however things didn't change much as 4 chiropractors sued the AMA in 1976 for Sherman Anti-trust violations. This lawsuit was finally heard by the US Supreme Court in and it was settled when judge Susan Getzendanner issued her opinion that the AMA had violated Section 1, but not 2, of the Sherman Act, and that it had engaged in an unlawful conspiracy in restraint of trade "to contain and eliminate the chiropractic profession." (Wilk v. American Medical Association, 671 F. Supp. 1465, N.D. Ill. 1987). She further stated that the "AMA had entered into a long history of illegal behavior". And she then issued a permanent injunction against the AMA under Section 16 of the Clayton Act to prevent such future behavior. Further petitions postponed the final out to February of 1990.^{xx} A lot of this false advertising prior to this ruling (remember these are the same people that helped sell tobacco products for many years)

may be why both veterinarians and medical doctors may still be hesitant to refer to chiropractors. As late as 2014 there are incidents recorded where medical groups have referred to chiropractors as quacks.^{xxi}

Laws of nature pertaining to veterinary medicine.

Before graduate school every one of us, no matter what initials we ended up after our name learned some basic laws of nature that traditional medicine, whether it be human or veterinary. The laws of biology, chemistry and physics apply to all phenomena of life. The cell is the fundamental unit of life and must function at optimal levels for the animal to be healthy.

Law of Gravity determines posture, is it fatiguing or not. Hans Sealye, a Noble Laureate said that bad posture was the beginning of most disease processes. An animal that can't stand, can't breathe efficiently, can't digest properly, and won't be able to gain weight efficiently.

Chemistry law called the Arrhenius equation that states that all chemical reactions occur at a rate determined by the rate constant. The rate constant is determined by temperature and activation energy required. When body temperature and proper nutrition are out of normal so will so every function in the animal's body. Low temperatures are just as important as high temperatures, maybe even more important. High temperatures or fevers are meant to help kill bacteria and viruses. Low temperatures adversely affect every reaction in the body including the ability of the immune system to function properly.

Homeostasis is the biological law upon which the clinical science of Chiropractic is based. A living thing is born with an inherent ability to be stable within itself and within its environment. This innate Intelligence controls the nervous system, consisting of the brain, spinal cord, cranial and spinal nerves, and sympathetic system, and certain sensory organs. Its function is to control and coordinate all other organs and structures in the body, and to relate the organism to its environment.

There is a relationship between the integrity of the Nervous System, and the homeostasis of the body. If the nervous system can lose its effectiveness (integrity) as it passes enroute through a bone framework (the spine), which is misaligned. A vertebral subluxation results in impaired nervous system function.

The first priority of the nervous system is to minimize dural torque. This is the surrounding fiber of the CNS that provides protection to the CNS. Stating the obvious! One absolutely must have a functioning central nervous system in order to survive. All other functions of the body are dependent upon the CNS being kept alive and uncompromised. Our goal as healers needs to be aimed at helping, not hindering this.

The body must evaluate gravity since it is a constant force for organizing function but can also be destructive if asymmetry is beyond critical limits. To maximize function and efficiency weight bearing should be as symmetrical possible. To distribute weight evenly, the body needs to be balanced.

Afferent input includes incoming information to the CNS from the body and the senses. Environmental input includes terrain, predators and general environmental conditions that affect the body. This includes weather conditions, visual cues, internal sensations, sounds and smells.

Animals instinctively act to prolong their lives. They can ignore even high levels of pain, as well as low grade/chronic pain, in order to survive. Pain is usually undesirable and causes stress; but is a natural trigger for the rest necessary to allow healing. The higher priorities will allow the animal to survive - so its discomfort can facilitate healing by making the animal rest the affected part. Low grade pain will keep the animal in a sympathetic state, keeping the muscles tight. This tightness decreases the ability of the animal to gain weight or reproduce in an efficient way. We should recognize pain's position on the body's

priority scale. The chiropractic adjustment has been proven to be an effective way to treat pain, both short and long term.

Trillions of bits of information enter brain every second, only 10% are pain related. What happens when we only deal with that portion of the CNS? What happens when we alter pain without correcting the cause? The well-adjusted brain handles white noise more efficiently.^{xxii}

When we see animals with difficulties with an organ should we address the problems with communication or administer a drug? Let's review: Nervous system controls everything!!!! Chiropractic care can help.

The more we learn about the science of chiropractic the more we learn that some of the pioneers in the field were pretty darn smart. Hippocrates said, "In the first place, the structure of the spine should be known, for this knowledge is requisite in many diseases".

We have done valid studies on chickens, dairy cattle, bucking stock, and pigs. Not only were individual animals affected in a positive way, the operation owning the animals saw a positive economic impact. Join us to learn strategies to streamline your practice operations, reduce your overwhelming workload, and manage your time effectively. Through online modules and pre-recorded lectures, you will discover tools and techniques to automate repetitive tasks, delegate responsibilities, and enhance productivity. Integrate all learned strategies to maintain a harmonious balance between work and personal life. Finally, create a sustainable plan that allows more time with family, reduces stress, and ensures both personal and professional satisfaction. Regular group coaching sessions and community support ensure continued progress and accountability. Our comprehensive method not only addresses the nuanced needs of doctors it also ensures that they achieve the desired outcomes of financial stability, reduced burnout, and enriched personal time, leading them towards a fulfilling Purpose Driven Payday.

ⁱ The Remarkable truth about Chiropractic. Jeff S Williams, DC, FIANM. 36

ⁱⁱ The Remarkable truth about Chiropractic. Jeff S Williams, DC, FIANM 55

ⁱⁱⁱ Duffy TP. The Flexner Report--100 years later. Yale J Biol Med. 2011 Sep;84(3):269-76. PMID: 21966046; PMCID: PMC3178858.

^{iv} Eric Schmidt, L.Ac, Dipl. O.M. How Rockefeller Created the Business of Western Medicine.

^v The Impact of the Flexner Report on the Fate of Medical Schools in North America After 1909. Mark D. Hiatt, M.D., M.S., M.B.A. Christopher G. Stockton, M.S.M. Journal of the American Physicians and Surgeons.

^{vi} Duffy TP. The Flexner Report--100 years later. Yale J Biol Med. 2011 Sep;84(3):269-76. PMID: 21966046; PMCID: PMC3178858.

^{vii} <http://www.theholisticvet.com/index.html>. Chiropractic for Pets. Dr. Marc Bittan DVM. 11673 National Blvd. Los Angeles, California.

^{viii} Animal Chiropractic History. Sharon L. Willoughby D.V.M., D.C. April, 2002. American Veterinary Chiropractic Association, Inc.

^{ix} Private Veterinary Colleges in the United States, 1852-1927. Everett B. Miller, VMD. JAVMA March 15, 1981. Vol 178, No. 6

^x Flexner A. Bulletin 4. New York: Carnegie Foundation for the Advancement of Teaching; 1910. Medical education in the United States and Canada: a report to the Carnegie Foundation for the advancement of teaching.

^{xi} How the AMA Got Rich & Powerful: "The AMA's Seal of Approval" Dana Ullman, MPH, CCH. Huffungton Post. Nov 10, 2014, 04:51 PM EST.

^{xii} "Doctor of Osteopathy" to "Doctor of Osteopathic Medicine": A Title Change in the Push for Equality. Norman Gevitz. De Gruyter June 1, 2014.

^{xiii} Ausubel, Kenny. When healing becomes a crime: the amazing story of the hoxsey cancer clinics and the return of alternative therapies. Simon and Schuster, 2000.

^{xiv} How the AMA Got Rich & Powerful: "The AMA's Seal of Approval" Dana Ullman, MPH, CCH. Huffungton Post. Nov 10, 2014, 04:51 PM EST

^{xv} <http://www.theholisticvet.com/index.html>. Chiropractic for Pets. Dr. Marc Bittan DVM. 11673 National Blvd. Los Angeles, California

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^{xvii} <http://www.theholisticvet.com/index.html>. Chiropractic for Pets. Dr. Marc Bittan DVM. 11673 National Blvd. Los Angeles, California

^{xviii} Chiropractic Directed at Subluxation Reduction Improves Speed of Harvest Rate, Reduces Feed Costs and Increases Feed Efficiency in Piglets: A Controlled Field Study of Rate of Gain in 109 Piglets. Vertebral Subluxation Research Journal. Volume 2022.

^{xix} How the AMA Got Rich & Powerful: "The AMA's Seal of Approval" Dana Ullman, MPH, CCH. Huffington Post. Nov 10, 2014, 04:51 PM EST

^{xx} Wilk v. American Medical Ass'n. Wikipedia

^{xxi} The Remarkable truth about Chiropractic. Jeff S Williams, DC, FIANM

^{xxii} The Reality Check, Hiedi Haavak, DC

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